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●	134	29	QA11: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All with any working TV set in the home and home broadband service	2162
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●	136	30	QA12: (SHOW SCREEN) This is a list of different types of games consoles. Which, if any, of these games consoles does your household have at the moment? MULTI CODE	Base: All respondents	2384

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●	142	31	QA13: And which, if any, of these games consoles have been connected to a TV set in the home in the last 12 months? MULTI CODE	Base: All with any working TV set in the home	2321
●	143	32	QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months? IF NECESSARY – This would include playing games IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All with any working TV set in the home and home broadband service	2162
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●	152	34	QA15: (SHOW SCREEN) This is a list of different types of computers and other devices that can be used to go online. Which, if any, of these types of devices do you or anyone else in your household have at the moment? MULTI CODE	Base: All respondents	2384
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●	155	35	QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service? IF NECESSARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for. MULTI CODE	Base: All respondents	2384
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	Page	Table	Title	Base Description	Base
●	157	35	QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service? IF NECCESARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for. MULTI CODE	Base: All respondents	2384
●	158	35	QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service? IF NECCESARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for. MULTI CODE	Base: All respondents	2384
●	159	36	QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? MULTI CODE	Base: All respondents	2384
●	160	36	QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? MULTI CODE	Base: All respondents	2384
●	161	36	QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? MULTI CODE	Base: All respondents	2384
●	162	36	QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? MULTI CODE	Base: All respondents	2384
●	163	37	QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? MULTI CODE	Base: All with devices used to go online either using Wi-Fi or plugged into the home broadband	2176
●	164	37	QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? MULTI CODE	Base: All with devices used to go online either using Wi-Fi or plugged into the home broadband	2176
●	165	37	QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? MULTI CODE	Base: All with devices used to go online either using Wi-Fi or plugged into the home broadband	2176
●	166	37	QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months? MULTI CODE	Base: All with devices used to go online either using Wi-Fi or plugged into the home broadband	2176

	Page	Table	Title	Base Description	Base
●	167	38	QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All respondents	2384
●	168	38	QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All respondents	2384
●	169	38	QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All respondents	2384
●	170	38	QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All respondents	2384
●	171	39	QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All with devices in the household	2251

	Page	Table	Title	Base Description	Base
●	172	39	QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All with devices in the household	2251
●	173	39	QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All with devices in the household	2251
●	174	39	QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen? IF NECESSARY – This could be through a wired or Wi-Fi connection. MULTI CODE	Base: All with devices in the household	2251
●	175	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2384
●	176	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2384
●	177	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2384
●	178	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	179	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2384
●	180	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2384
●	181	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2384
●	182	40	QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months? MULTI CODE	Base: All respondents	2384
●	183	41	SUMMARY TO SHOW WHETHER ANY DEVICES HAVE BEEN CONNECTED TO BOTH THE TV SET AND THE HOME BROADBAND SERVICE IN THE LAST 12 MONTHS - ANY CONNECTED TV	Base: All respondents	2384
●	184	41	SUMMARY TO SHOW WHETHER ANY DEVICES HAVE BEEN CONNECTED TO BOTH THE TV SET AND THE HOME BROADBAND SERVICE IN THE LAST 12 MONTHS - ANY CONNECTED TV	Base: All respondents	2384
●	185	41	SUMMARY TO SHOW WHETHER ANY DEVICES HAVE BEEN CONNECTED TO BOTH THE TV SET AND THE HOME BROADBAND SERVICE IN THE LAST 12 MONTHS - ANY CONNECTED TV	Base: All respondents	2384
●	186	41	SUMMARY TO SHOW WHETHER ANY DEVICES HAVE BEEN CONNECTED TO BOTH THE TV SET AND THE HOME BROADBAND SERVICE IN THE LAST 12 MONTHS - ANY CONNECTED TV	Base: All respondents	2384

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●	187	42	QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV live at the time of broadcast MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1891
●	188	42	QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV live at the time of broadcast MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1891
●	189	42	QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV live at the time of broadcast MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1891
●	190	42	QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV live at the time of broadcast MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1891

	Page	Table	Title	Base Description	Base
●	191	43	QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5 MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1442
●	192	43	QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5 MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1442
●	193	43	QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5 MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1442

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●	194	43	QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5 MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1442
●	195	44	QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	695
●	196	44	QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	695

	Page	Table	Title	Base Description	Base
●	197	44	QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	695
●	198	44	QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	695
●	199	45	QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	296

	Page	Table	Title	Base Description	Base
	200	45	QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	296
●	201	45	QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	296
●	202	45	QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	296

	Page	Table	Title	Base Description	Base
●	203	46	QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	836
●	204	46	QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	836
●	205	46	QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	836
●	206	46	QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	836

	Page	Table	Title	Base Description	Base
●	207	47	QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV,box sets,or films from an online pay-per-view or download to own service MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	199
	208	47	QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV,box sets,or films from an online pay-per-view or download to own service MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	199
●	209	47	QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV,box sets,or films from an online pay-per-view or download to own service MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	199
●	210	47	QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch TV,box sets,or films from an online pay-per-view or download to own service MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	199

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●	211	48	QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1083
●	212	48	QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1083
●	213	48	QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1083
●	214	48	QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	1083

	Page	Table	Title	Base Description	Base
●	215	49	QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	738
●	216	49	QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	738
●	217	49	QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	738
●	218	49	QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities. For each activity, please use this screen to say which devices you have used for that activity in the last 12 months. Which, of these devices have you used to ... in the last 12 months? Watch Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes) MULTI CODE	Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months	738
●	219	51	A20: SUMMARY - Net use of each service via any device	Base: All respondents	2384

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●	220	51	A20: SUMMARY - Net use of each service via any device	Base: All respondents	2384
●	221	51	A20: SUMMARY - Net use of each service via any device	Base: All respondents	2384
●	222	51	A20: SUMMARY - Net use of each service via any device	Base: All respondents	2384
●	223	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1371
●	224	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1332
●	225	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1371
●	226	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1332
●	227	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1371
●	228	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1332
●	229	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1371
●	230	52	QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE	Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months	1332

	Page	Table	Title	Base Description	Base
●	231	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	209
●	232	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	208
	233	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	209
	234	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	208
	235	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	209
	236	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	208
●	237	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	209
●	238	53	QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE	Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months	208
●	239	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	612

	Page	Table	Title	Base Description	Base
●	240	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	569
●	241	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	612
●	242	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	569
●	243	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	612
●	244	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	569
●	245	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	612
●	246	54	QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE	Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months	569

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●	247	55	QA20 Summary of services used on each device (4): Games console connected to broadband and a TV MULTI CODE	Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months	723
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●	253	55	QA20 Summary of services used on each device (4): Games console connected to broadband and a TV MULTI CODE	Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months	723
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●	265	57	QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE	Base: All with a tablet computer connected to home broadband in the last 12 months	1303
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●	283	60	QA21: Can I just check, have you watched YouTube in the past 12 months? SINGLE CODE	Base: All not mentioning watching any short clips or longer videos through websites such as YouTube or Facebook via any device in the last 12 months	1031
●	284	60	QA21: Can I just check, have you watched YouTube in the past 12 months? SINGLE CODE	Base: All not mentioning watching any short clips or longer videos through websites such as YouTube or Facebook via any device in the last 12 months	1031
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●	287	61	QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months? MULTI CODE	Base: All with a smart TV connected to a home broadband service	1131
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●	303	63	QA20/QA21/QA22: Summary any on-line or on-demand viewing in the last 12 months	Base: All respondents	2384
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●	308	65	QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services? MULTI CODE	Base: All using catch-up or free on-demand services	1515
●	309	65	QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services? MULTI CODE	Base: All using catch-up or free on-demand services	1515
●	310	65	QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services? MULTI CODE	Base: All using catch-up or free on-demand services	1515

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	312	65	QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services? MULTI CODE	Base: All using catch-up or free on-demand services	1471
●	313	66	QA24: And what would you say is the main reason? SINGLE CODE	Base: All using catch-up or free on-demand services	1515
●	314	66	QA24: And what would you say is the main reason? SINGLE CODE	Base: All using catch-up or free on-demand services	1471
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●	320	67	QB1:Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? SINGLE CODE	Base: All with any working TV set in the home	2321
●	321	67	QB1:Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? SINGLE CODE	Base: All with any working TV set in the home	2321
●	322	67	QB1:Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? SINGLE CODE	Base: All with any working TV set in the home	2321

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●	323	67	QB1: Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? SINGLE CODE	Base: All with any working TV set in the home	2321
●	324	68	QB2: In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. PROBE FULLY: What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have improved over the past year	489
●	325	68	QB2: In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. PROBE FULLY: What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have improved over the past year	489
●	326	68	QB2: In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. PROBE FULLY: What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have improved over the past year	489
●	327	68	QB2: In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. PROBE FULLY: What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have improved over the past year	489
●	328	69	QB3: In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have got worse over the past year	540
●	329	69	QB3: In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have got worse over the past year	532

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●	330	69	QB3: In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have got worse over the past year	540
●	331	69	QB3: In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have got worse over the past year	532
●	332	69	QB3: In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have got worse over the past year	540
●	333	69	QB3: In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have got worse over the past year	532
●	334	69	QB3: In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have got worse over the past year	540
●	335	69	QB3: In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else? MULTI CODE	Base: Those with any TV sets who feel that television programmes have got worse over the past year	532
●	336	70	QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?	Base: All with any working TV set in the home	2321
●	337	70	QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?	Base: All with any working TV set in the home	2321

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●	338	70	QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?	Base: All with any working TV set in the home	2321
●	339	70	QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?	Base: All with any working TV set in the home	2321
●	340	71	QC1a: Do you know what this symbol is used for? SINGLE CODE	Base: All who have ever noticed the product placement symbol	717
●	341	71	QC1a: Do you know what this symbol is used for? SINGLE CODE	Base: All who have ever noticed the product placement symbol	717
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●	343	71	QC1a: Do you know what this symbol is used for? SINGLE CODE	Base: All who have ever noticed the product placement symbol	717
●	344	72	QC2: (SHOW SCREEN) Which of the following, if any, are you aware of on television? MULTI CODE	Base: All with any working TV set in the home	2321
●	345	72	QC2: (SHOW SCREEN) Which of the following, if any, are you aware of on television? MULTI CODE	Base: All with any working TV set in the home	2321
●	346	72	QC2: (SHOW SCREEN) Which of the following, if any, are you aware of on television? MULTI CODE	Base: All with any working TV set in the home	2321
●	347	72	QC2: (SHOW SCREEN) Which of the following, if any, are you aware of on television? MULTI CODE	Base: All with any working TV set in the home	2321
●	348	73	QC3a: Do you have any concerns about advertising on television?	Base: All with any working TV set in the home	2321
●	349	73	QC3a: Do you have any concerns about advertising on television?	Base: All with any working TV set in the home	2321
●	350	73	QC3a: Do you have any concerns about advertising on television?	Base: All with any working TV set in the home	2321

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●	351	73	QC3a: Do you have any concerns about advertising on television?	Base: All with any working TV set in the home	2321
●	352	74	QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long' MULTI CODE	Base: All with concerns	579
●	353	74	QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long' MULTI CODE	Base: All with concerns	576
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●	356	74	QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long' MULTI CODE	Base: All with concerns	579
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●	359	74	QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long' MULTI CODE	Base: All with concerns	576

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●	360	75	QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned MULTI CODE	Base: All with any working TV set in the home	2321
●	361	75	QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned MULTI CODE	Base: All with any working TV set in the home	2313
●	362	75	QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned MULTI CODE	Base: All with any working TV set in the home	2321
●	363	75	QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned MULTI CODE	Base: All with any working TV set in the home	2321
●	364	75	QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned MULTI CODE	Base: All with any working TV set in the home	2313
●	365	75	QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned MULTI CODE	Base: All with any working TV set in the home	2321
●	366	75	QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned MULTI CODE	Base: All with any working TV set in the home	2313
●	367	76	QC9: (SHOW SCREEN) Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? SINGLE CODE	Base: All with any working TV set in the home	2321

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●	368	76	QC9: (SHOW SCREEN) Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? SINGLE CODE	Base: All with any working TV set in the home	2321
●	369	76	QC9: (SHOW SCREEN) Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? SINGLE CODE	Base: All with any working TV set in the home	2321
●	370	76	QC9: (SHOW SCREEN) Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? SINGLE CODE	Base: All with any working TV set in the home	2321
●	371	77	QC10: (SHOW SCREEN) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? IF NECESSARY – 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. SINGLE CODE	Base: All with any working TV set in the home	2321
●	372	77	QC10: (SHOW SCREEN) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? IF NECESSARY – 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. SINGLE CODE	Base: All with any working TV set in the home	2321

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●	373	77	QC10: (SHOW SCREEN) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? IF NECESSARY – 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. SINGLE CODE	Base: All with any working TV set in the home	2321
●	374	77	QC10: (SHOW SCREEN) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? IF NECESSARY – 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. SINGLE CODE	Base: All with any working TV set in the home	2321
●	375	78	QC11: (SHOW SCREEN) Please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? SINGLE CODE	Base: All with any working TV set in the home	2321
●	376	78	QC11: (SHOW SCREEN) Please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? SINGLE CODE	Base: All with any working TV set in the home	2321
●	377	78	QC11: (SHOW SCREEN) Please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? SINGLE CODE	Base: All with any working TV set in the home	2321

	Page	Table	Title	Base Description	Base
●	378	78	QC11: (SHOW SCREEN) Please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? SINGLE CODE	Base: All with any working TV set in the home	2321
●	379	79	QC12: (SHOW SCREEN) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels? IF NECESSARY – ‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. SINGLE CODE	Base: All with any working TV set in the home	2321
●	380	79	QC12: (SHOW SCREEN) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels? IF NECESSARY – ‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. SINGLE CODE	Base: All with any working TV set in the home	2321
●	381	79	QC12: (SHOW SCREEN) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels? IF NECESSARY – ‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. SINGLE CODE	Base: All with any working TV set in the home	2321

	Page	Table	Title	Base Description	Base
●	382	79	QC12: (SHOW SCREEN) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels? IF NECESSARY – ‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. SINGLE CODE	Base: All with any working TV set in the home	2321
●	383	80	QD1: As far as you know, are TV programmes regulated? IF NECESSARY – Are there rules or guidelines about what can and can't be shown? SINGLE CODE	Base: All respondents	2384
●	384	80	QD1: As far as you know, are TV programmes regulated? IF NECESSARY – Are there rules or guidelines about what can and can't be shown? SINGLE CODE	Base: All respondents	2384
●	385	80	QD1: As far as you know, are TV programmes regulated? IF NECESSARY – Are there rules or guidelines about what can and can't be shown? SINGLE CODE	Base: All respondents	2384
●	386	80	QD1: As far as you know, are TV programmes regulated? IF NECESSARY – Are there rules or guidelines about what can and can't be shown? SINGLE CODE	Base: All respondents	2384
●	387	81	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated or don't know if they are regulated	2250
●	388	81	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated or don't know if they are regulated	2250
●	389	81	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated or don't know if they are regulated	2250
●	390	81	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated or don't know if they are regulated	2250

	Page	Table	Title	Base Description	Base
●	391	81	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated or don't know if they are regulated	2239
●	392	82	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated	1960
●	393	82	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated	1960
●	394	82	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated	1960
●	395	82	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated	1960
●	396	82	QD2: Who do you think is responsible for regulating TV programmes? SINGLE CODE (FIRST MENTION)	Base: Those who believe that TV programmes are regulated	1937
●	397	83	QD3(1): (SHOW SCREEN) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount? SINGLE CODE	Base: All respondents	2384
●	398	83	QD3(1): (SHOW SCREEN) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount? SINGLE CODE	Base: All respondents	2384
●	399	83	QD3(1): (SHOW SCREEN) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount? SINGLE CODE	Base: All respondents	2384
●	400	83	QD3(1): (SHOW SCREEN) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount? SINGLE CODE	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	401	84	QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television? SINGLE CODE	Base: All respondents	2384
●	402	84	QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television? SINGLE CODE	Base: All respondents	2384
●	403	84	QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television? SINGLE CODE	Base: All respondents	2384
●	404	84	QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television? SINGLE CODE	Base: All respondents	2384
●	405	85	QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television? SINGLE CODE	Base: All respondents	2384
●	406	85	QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television? SINGLE CODE	Base: All respondents	2384
●	407	85	QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television? SINGLE CODE	Base: All respondents	2384
●	408	85	QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television? SINGLE CODE	Base: All respondents	2384
●	409	86	QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels? SINGLE CODE	Base: All respondents	2384
●	410	86	QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels? SINGLE CODE	Base: All respondents	2384
●	411	86	QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels? SINGLE CODE	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	412	86	QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels? SINGLE CODE	Base: All respondents	2384
	413	87	QD3: SUMMARY (SHOW SCREEN) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount? And what about the amount of regulation for ...? SINGLE CODE	Base: All respondents	2384
●	414	88	QD4a: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? SINGLE CODE – FIRST MENTION (F2F ONLY)	Base: All respondents (F2F only)	1134
●	415	88	QD4a: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? SINGLE CODE – FIRST MENTION (F2F ONLY)	Base: All respondents (F2F only)	1134
●	416	88	QD4a: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? SINGLE CODE – FIRST MENTION (F2F ONLY)	Base: All respondents (F2F only)	1134
●	417	88	QD4a: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? SINGLE CODE – FIRST MENTION (F2F ONLY)	Base: All respondents (F2F only)	1134
●	418	89	QD4a/QD4b: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? MULTI CODE – ALL MENTIONS	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	419	89	QD4a/QD4b: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? MULTI CODE – ALL MENTIONS	Base: All respondents	2384
●	420	89	QD4a/QD4b: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? MULTI CODE – ALL MENTIONS	Base: All respondents	2384
●	421	89	QD4a/QD4b: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? IF NECESSARY: Who do you think these rules and guidelines are aiming to protect? MULTI CODE – ALL MENTIONS	Base: All respondents	2384
●	422	90	QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes? SINGLE CODE	Base: All with any working TV set in the home	2321
●	423	90	QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes? SINGLE CODE	Base: All with any working TV set in the home	2321
●	424	90	QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes? SINGLE CODE	Base: All with any working TV set in the home	2321
●	425	90	QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes? SINGLE CODE	Base: All with any working TV set in the home	2321

	Page	Table	Title	Base Description	Base
●	426	91	QE2: Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? SINGLE CODE	Base: All with any working TV set in the home	2321
●	427	91	QE2: Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? SINGLE CODE	Base: All with any working TV set in the home	2321
●	428	91	QE2: Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? SINGLE CODE	Base: All with any working TV set in the home	2321
●	429	91	QE2: Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? SINGLE CODE	Base: All with any working TV set in the home	2321
●	430	92	QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? SINGLE CODE	Base: All with any working TV set in the home	2321
●	431	92	QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? SINGLE CODE	Base: All with any working TV set in the home	2313
●	432	92	QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? SINGLE CODE	Base: All with any working TV set in the home	2321
●	433	92	QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? SINGLE CODE	Base: All with any working TV set in the home	2313

	Page	Table	Title	Base Description	Base
●	434	92	QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? SINGLE CODE	Base: All with any working TV set in the home	2321
●	435	92	QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? SINGLE CODE	Base: All with any working TV set in the home	2313
●	436	92	QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? SINGLE CODE	Base: All with any working TV set in the home	2321
●	437	92	QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels? SINGLE CODE	Base: All with any working TV set in the home	2313
●	438	93	QE4: (SHOW SCREEN) Programmes that are not suitable for children may be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children? IF NECESSARY – By children we mean under the age of 16 SINGLE CODE	Base: All with any working TV set in the home	2321
●	439	93	QE4: (SHOW SCREEN) Programmes that are not suitable for children may be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children? IF NECESSARY – By children we mean under the age of 16 SINGLE CODE	Base: All with any working TV set in the home	2321

	Page	Table	Title	Base Description	Base
●	440	93	QE4: (SHOW SCREEN) Programmes that are not suitable for children may be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children? IF NECESSARY – By children we mean under the age of 16 SINGLE CODE	Base: All with any working TV set in the home	2321
●	441	93	QE4: (SHOW SCREEN) Programmes that are not suitable for children may be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children? IF NECESSARY – By children we mean under the age of 16 SINGLE CODE	Base: All with any working TV set in the home	2321
●	442	94	QF1: In the last 12 months, have you personally found anything on television to be offensive? SINGLE CODE	Base: All with any working TV set in the home	2321
●	443	94	QF1: In the last 12 months, have you personally found anything on television to be offensive? SINGLE CODE	Base: All with any working TV set in the home	2321
●	444	94	QF1: In the last 12 months, have you personally found anything on television to be offensive? SINGLE CODE	Base: All with any working TV set in the home	2321
●	445	94	QF1: In the last 12 months, have you personally found anything on television to be offensive? SINGLE CODE	Base: All with any working TV set in the home	2321
●	446	95	QF2: What kind of things offended you? What else? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	447	95	QF2: What kind of things offended you? What else? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	448

	Page	Table	Title	Base Description	Base
●	448	95	QF2: What kind of things offended you? What else? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	449	95	QF2: What kind of things offended you? What else? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	448
●	450	95	QF2: What kind of things offended you? What else? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	451	95	QF2: What kind of things offended you? What else? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	448
●	452	95	QF2: What kind of things offended you? What else? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	453	95	QF2: What kind of things offended you? What else? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	448
●	454	96	QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	455	96	QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	448
●	456	96	QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433

	Page	Table	Title	Base Description	Base
	457	96	QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	448
●	458	96	QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	459	96	QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	448
●	460	96	QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	461	96	QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	448
●	462	97	QF4: How did you react when you were offended by what you saw on television? In other words, which, if any, of these things did you do? What else? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	463	97	QF4: How did you react when you were offended by what you saw on television? In other words, which, if any, of these things did you do? What else? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	464	97	QF4: How did you react when you were offended by what you saw on television? In other words, which, if any, of these things did you do? What else? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	465	97	QF4: How did you react when you were offended by what you saw on television? In other words, which, if any, of these things did you do? What else? MULTI CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433

	Page	Table	Title	Base Description	Base
●	466	98	QF5: (SHOW SCREEN) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months? SINGLE CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	467	98	QF5: (SHOW SCREEN) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months? SINGLE CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	468	98	QF5: (SHOW SCREEN) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months? SINGLE CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
	469	98	QF5: (SHOW SCREEN) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months? SINGLE CODE	Base: Those with any TV sets who have found something on television to be offensive in the last 12 months	433
●	470	99	QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television? SINGLE CODE	Base: All with any working TV set in the home	2321
●	471	99	QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television? SINGLE CODE	Base: All with any working TV set in the home	2321
●	472	99	QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television? SINGLE CODE	Base: All with any working TV set in the home	2321
●	473	99	QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television? SINGLE CODE	Base: All with any working TV set in the home	2321
●	474	100	QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television? SINGLE CODE	Base: All with any working TV set in the home	2321
●	475	100	QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television? SINGLE CODE	Base: All with any working TV set in the home	2321

	Page	Table	Title	Base Description	Base
●	476	100	QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television? SINGLE CODE	Base: All with any working TV set in the home	2321
●	477	100	QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television? SINGLE CODE	Base: All with any working TV set in the home	2321
●	478	101	QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television? SINGLE CODE	Base: All with any working TV set in the home	2321
●	479	101	QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television? SINGLE CODE	Base: All with any working TV set in the home	2321
●	480	101	QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television? SINGLE CODE	Base: All with any working TV set in the home	2321
●	481	101	QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television? SINGLE CODE	Base: All with any working TV set in the home	2321
	482	102	QF6: SUMMARY (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of ... on television? SINGLE CODE	Base: All with any working TV set in the home	2321
●	483	103	QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television. IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion? SINGLE CODE.	Base: All with any working TV set in the home	2321

	Page	Table	Title	Base Description	Base
●	484	103	QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television. IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion? SINGLE CODE.	Base: All with any working TV set in the home	2321
●	485	103	QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television. IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion? SINGLE CODE.	Base: All with any working TV set in the home	2321
●	486	103	QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television. IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion? SINGLE CODE.	Base: All with any working TV set in the home	2321
●	487	104	QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television. Can you please tell me which one of these statements best represents your opinion. SINGLE CODE.	Base: All with any working TV set in the home	2321
●	488	104	QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television. Can you please tell me which one of these statements best represents your opinion. SINGLE CODE.	Base: All with any working TV set in the home	2321

	Page	Table	Title	Base Description	Base
●	489	104	QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television. Can you please tell me which one of these statements best represents your opinion. SINGLE CODE.	Base: All with any working TV set in the home	2321
●	490	104	QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television. Can you please tell me which one of these statements best represents your opinion. SINGLE CODE.	Base: All with any working TV set in the home	2321
●	491	105	QF8: There are rules and guidelines in place to ensure people are protected from harmful or damaging content on television. Have you seen anything on television in the last 12 months that you thought was harmful or damaging either to yourself, other adults, or children? MULTI CODE	Base: All with any working TV set in the home	2321
●	492	105	QF8: There are rules and guidelines in place to ensure people are protected from harmful or damaging content on television. Have you seen anything on television in the last 12 months that you thought was harmful or damaging either to yourself, other adults, or children? MULTI CODE	Base: All with any working TV set in the home	2321
●	493	105	QF8: There are rules and guidelines in place to ensure people are protected from harmful or damaging content on television. Have you seen anything on television in the last 12 months that you thought was harmful or damaging either to yourself, other adults, or children? MULTI CODE	Base: All with any working TV set in the home	2321
●	494	105	QF8: There are rules and guidelines in place to ensure people are protected from harmful or damaging content on television. Have you seen anything on television in the last 12 months that you thought was harmful or damaging either to yourself, other adults, or children? MULTI CODE	Base: All with any working TV set in the home	2321

	Page	Table	Title	Base Description	Base
●	495	106	QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	469
●	496	106	QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	470
●	497	106	QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	469
	498	106	QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	470
●	499	106	QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	469
●	500	106	QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	470
●	501	106	QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	469

	Page	Table	Title	Base Description	Base
	502	106	QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	470
●	503	107	QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	469
●	504	107	QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	470
●	505	107	QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	469
	506	107	QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	470
●	507	107	QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	469
●	508	107	QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	470

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●	509	107	QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	469
●	510	107	QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	470
●	511	108	QF11: (SHOW SCREEN) How did you react when you saw something you thought was harmful or damaging? In other words, which, if any, of these things did you do? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	469
●	512	108	QF11: (SHOW SCREEN) How did you react when you saw something you thought was harmful or damaging? In other words, which, if any, of these things did you do? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	469
●	513	108	QF11: (SHOW SCREEN) How did you react when you saw something you thought was harmful or damaging? In other words, which, if any, of these things did you do? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	469
●	514	108	QF11: (SHOW SCREEN) How did you react when you saw something you thought was harmful or damaging? In other words, which, if any, of these things did you do? MULTI CODE	Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months	469
●	515	109	QF12: As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. In the last 12 months, have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme? SINGLE CODE	Base: All with any working TV set in the home	2321

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●	516	109	QF12: As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. In the last 12 months, have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme? SINGLE CODE	Base: All with any working TV set in the home	2321
●	517	109	QF12: As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. In the last 12 months, have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme? SINGLE CODE	Base: All with any working TV set in the home	2321
●	518	109	QF12: As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. In the last 12 months, have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme? SINGLE CODE	Base: All with any working TV set in the home	2321
●	519	110	QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M	181
●	520	110	QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M	186

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●	521	110	QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M	181
●	522	110	QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M	186
●	523	110	QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M	181
●	524	110	QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M	186
●	525	110	QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M	181

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	526	110	QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was? MULTI CODE	Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M	186
●	527	111	QG1(1): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Any radio station in general IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	528	111	QG1(1): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Any radio station in general IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
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●	531	112	QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	532	112	QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384

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●	534	112	QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	535	113	QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	536	113	QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	537	113	QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	538	113	QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	539	114	QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384

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●	540	114	QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	541	114	QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	542	114	QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	543	115	QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	544	115	QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	545	115	QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	546	115	QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384

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	547	116	QG1: (SHOW SCREEN) How often, if at all do you listen to the following types of radio? IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer. SINGLE CODE	Base: All respondents	2384
●	548	117	QG1: SUMMARY OF RADIO LISTENING	Base: All respondents	2384
●	549	117	QG1: SUMMARY OF RADIO LISTENING	Base: All respondents	2384
●	550	117	QG1: SUMMARY OF RADIO LISTENING	Base: All respondents	2384
●	551	117	QG1: SUMMARY OF RADIO LISTENING	Base: All respondents	2384
●	552	117	QG1: SUMMARY OF RADIO LISTENING	Base: All respondents	2384
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●	554	117	QG1: SUMMARY OF RADIO LISTENING	Base: All respondents	2384
●	555	117	QG1: SUMMARY OF RADIO LISTENING	Base: All respondents	2384
●	556	118	QG4: (SHOW SCREEN) SAY TO RESPONDENT: Advertising and sponsorship provide income for commercial radio stations. Without income from advertising and sponsorship, commercial radio stations may not exist. With this in mind, which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? SINGLE CODE	Base: All who ever listen to commercial radio	1339
●	557	118	QG4: (SHOW SCREEN) SAY TO RESPONDENT: Advertising and sponsorship provide income for commercial radio stations. Without income from advertising and sponsorship, commercial radio stations may not exist. With this in mind, which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? SINGLE CODE	Base: All who ever listen to commercial radio	1339

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●	560	119	QG8: In the last 12 months, have you personally heard anything on the radio you found offensive? SINGLE CODE	Base: All who ever listen to radio	1624
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●	562	119	QG8: In the last 12 months, have you personally heard anything on the radio you found offensive? SINGLE CODE	Base: All who ever listen to radio	1624
●	563	119	QG8: In the last 12 months, have you personally heard anything on the radio you found offensive? SINGLE CODE	Base: All who ever listen to radio	1624
●	564	120	Q11:As far as you know, is the radio regulated in terms of what can be broadcast? IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast SINGLE CODE	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	565	120	Q1:As far as you know, is the radio regulated in terms of what can be broadcast? IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast SINGLE CODE	Base: All respondents	2384
●	566	120	Q1:As far as you know, is the radio regulated in terms of what can be broadcast? IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast SINGLE CODE	Base: All respondents	2384
●	567	120	Q1:As far as you know, is the radio regulated in terms of what can be broadcast? IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast SINGLE CODE	Base: All respondents	2384
●	568	121	Q12: Who do you think is responsible for regulating radio? SINGLE CODE (FIRST MENTION)	Base: Those who believe that radio programmes are regulated or don't know if they are regulated	1974
●	569	121	Q12: Who do you think is responsible for regulating radio? SINGLE CODE (FIRST MENTION)	Base: Those who believe that radio programmes are regulated or don't know if they are regulated	1974
●	570	121	Q12: Who do you think is responsible for regulating radio? SINGLE CODE (FIRST MENTION)	Base: Those who believe that radio programmes are regulated or don't know if they are regulated	1974
●	571	121	Q12: Who do you think is responsible for regulating radio? SINGLE CODE (FIRST MENTION)	Base: Those who believe that radio programmes are regulated or don't know if they are regulated	1974
●	572	121	Q12: Who do you think is responsible for regulating radio? SINGLE CODE (FIRST MENTION)	Base: Those who believe that radio programmes are regulated or don't know if they are regulated	1968
●	573	122	Q12: Who do you think is responsible for regulating radio? SINGLE CODE (FIRST MENTION)	Base: Those who believe that radio programmes are regulated	1360
●	574	122	Q12: Who do you think is responsible for regulating radio? SINGLE CODE (FIRST MENTION)	Base: Those who believe that radio programmes are regulated	1360

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●	575	122	Q12: Who do you think is responsible for regulating radio? SINGLE CODE (FIRST MENTION)	Base: Those who believe that radio programmes are regulated	1360
●	576	122	Q12: Who do you think is responsible for regulating radio? SINGLE CODE (FIRST MENTION)	Base: Those who believe that radio programmes are regulated	1360
●	577	122	Q12: Who do you think is responsible for regulating radio? SINGLE CODE (FIRST MENTION)	Base: Those who believe that radio programmes are regulated	1340
●	578	123	Q13: (SHOW SCREEN) Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount? SINGLE CODE	Base: All respondents	2384
●	579	123	Q13: (SHOW SCREEN) Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount? SINGLE CODE	Base: All respondents	2384
●	580	123	Q13: (SHOW SCREEN) Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount? SINGLE CODE	Base: All respondents	2384
●	581	123	Q13: (SHOW SCREEN) Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount? SINGLE CODE	Base: All respondents	2384
●	582	124	QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	583	124	QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent	Base: All respondents	2384
●	584	124	QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent	Base: All respondents	2384
●	585	124	QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent	Base: All respondents	2384
●	586	125	QJ1(2): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of politicians, without them giving consent	Base: All respondents	2384
●	587	125	QJ1(2): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of politicians, without them giving consent	Base: All respondents	2384

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●	590	126	QJ1(3): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of other public figures without them giving consent	Base: All respondents	2384
●	591	126	QJ1(3): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of other public figures without them giving consent	Base: All respondents	2384

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●	594	127	QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent	Base: All respondents	2384
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	Page	Table	Title	Base Description	Base
●	596	127	QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent	Base: All respondents	2384
●	597	127	QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent	Base: All respondents	2384
	598	128	QJ1: SUMMARY (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements? SINGLE CODE	Base: All respondents	2384
●	599	129	QJ2: SHOW SCREEN QJ2 (SHOW SCREEN) Thinking specifically about people in the public eye – that is, celebrities, politicians and other public figures rather than the general public – which one, if any, of these sources do you feel is the most intrusive into the lives of these people? IF NECESSARY – So, not the general public SINGLE CODE	Base: All respondents	2384
●	600	129	QJ2: SHOW SCREEN QJ2 (SHOW SCREEN) Thinking specifically about people in the public eye – that is, celebrities, politicians and other public figures rather than the general public – which one, if any, of these sources do you feel is the most intrusive into the lives of these people? IF NECESSARY – So, not the general public SINGLE CODE	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	601	129	QJ2: SHOW SCREEN QJ2 (SHOW SCREEN) Thinking specifically about people in the public eye – that is, celebrities, politicians and other public figures rather than the general public – which one, if any, of these sources do you feel is the most intrusive into the lives of these people? IF NECESSARY – So, not the general public SINGLE CODE	Base: All respondents	2384
●	602	129	QJ2: SHOW SCREEN QJ2 (SHOW SCREEN) Thinking specifically about people in the public eye – that is, celebrities, politicians and other public figures rather than the general public – which one, if any, of these sources do you feel is the most intrusive into the lives of these people? IF NECESSARY – So, not the general public SINGLE CODE	Base: All respondents	2384
●	603	129	QJ2: SHOW SCREEN QJ2 (SHOW SCREEN) Thinking specifically about people in the public eye – that is, celebrities, politicians and other public figures rather than the general public – which one, if any, of these sources do you feel is the most intrusive into the lives of these people? IF NECESSARY – So, not the general public SINGLE CODE	Base: All respondents	2384
●	604	130	QJ2/QJ3: 1st/2nd most intrusive	Base: All respondents	2384
●	605	130	QJ2/QJ3: 1st/2nd most intrusive	Base: All respondents	2384
●	606	130	QJ2/QJ3: 1st/2nd most intrusive	Base: All respondents	2384
●	607	130	QJ2/QJ3: 1st/2nd most intrusive	Base: All respondents	2384
●	608	131	QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive	Base: All respondents	2384
●	609	131	QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive	Base: All respondents	2384
●	610	131	QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive	Base: All respondents	2384
●	611	131	QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	612	132	QJ5: (SHOW SCREEN) Now thinking specifically about members of the general public, which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public? IF NECESSARY – So not celebrities, politicians or other public figures SINGLE CODE	Base: All respondents	2384
●	613	132	QJ5: (SHOW SCREEN) Now thinking specifically about members of the general public, which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public? IF NECESSARY – So not celebrities, politicians or other public figures SINGLE CODE	Base: All respondents	2384
●	614	132	QJ5: (SHOW SCREEN) Now thinking specifically about members of the general public, which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public? IF NECESSARY – So not celebrities, politicians or other public figures SINGLE CODE	Base: All respondents	2384
●	615	132	QJ5: (SHOW SCREEN) Now thinking specifically about members of the general public, which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public? IF NECESSARY – So not celebrities, politicians or other public figures SINGLE CODE	Base: All respondents	2384
●	616	132	QJ5: (SHOW SCREEN) Now thinking specifically about members of the general public, which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public? IF NECESSARY – So not celebrities, politicians or other public figures SINGLE CODE	Base: All respondents	2384
●	617	133	QJ5/QJ6: 1st/2nd most intrusive	Base: All respondents	2384
●	618	133	QJ5/QJ6: 1st/2nd most intrusive	Base: All respondents	2384
●	619	133	QJ5/QJ6: 1st/2nd most intrusive	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	620	133	QJ5/QJ6: 1st/2nd most intrusive	Base: All respondents	2384
●	621	134	QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive	Base: All respondents	2384
●	622	134	QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive	Base: All respondents	2384
●	623	134	QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive	Base: All respondents	2384
●	624	134	QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive	Base: All respondents	2384
●	625	135	QL1: Thinking about all the on-line 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 who have watched anything on-line or on-demand in the last 12 months	1973
●	626	135	QL1: Thinking about all the on-line 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 who have watched anything on-line or on-demand in the last 12 months	1973
●	627	135	QL1: Thinking about all the on-line 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 who have watched anything on-line or on-demand in the last 12 months	1973
●	628	135	QL1: Thinking about all the on-line 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 who have watched anything on-line or on-demand in the last 12 months	1973
●	629	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1973
●	630	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1945
●	631	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1945
●	632	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1973
●	633	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1945

	Page	Table	Title	Base Description	Base
●	634	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1973
●	635	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1945
●	636	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1973
●	637	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1945
●	638	136	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All using ODO	1945
●	639	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	174
●	640	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
	641	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	174
	642	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
●	643	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	174
●	644	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	172

	Page	Table	Title	Base Description	Base
●	645	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	174
●	646	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
●	647	137	QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw? MULTI CODE	Base: All who have seen something of concern on an ODO service	172
	648	138	QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?	Base: All who have seen something of concern on an ODO service	24
	649	138	QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?	Base: All who have seen something of concern on an ODO service	14
	650	138	QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?	Base: All who have seen something of concern on an ODO service	22
	651	138	QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?	Base: All who have seen something of concern on an ODO service	15
●	652	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	178
●	653	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	176
	654	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	176

	Page	Table	Title	Base Description	Base
	655	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	178
	656	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	176
●	657	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	178
●	658	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	176
●	659	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	178
●	660	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	176
●	661	139	QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive? MULTI CODE	Base: All who have seen something of concern on an ODO service	176
●	662	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	178
●	663	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	176

	Page	Table	Title	Base Description	Base
	664	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	178
	665	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	176
●	666	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	178
●	667	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	176
●	668	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	178
●	669	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	176
●	670	140	QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children? MULTI CODE	Base: All who have seen something of concern on an ODO service	176
	671	141	QL6: SUMMARY - Thinking about each of the things you've seen that caused you concern, please can you say what device or devices you were watching at the time? Please select as many as apply for each. SINGLE CODE	Base: All who have seen something of concern on an ODO service	24
	672	141	QL6: SUMMARY - Thinking about each of the things you've seen that caused you concern, please can you say what device or devices you were watching at the time? Please select as many as apply for each. SINGLE CODE	Base: All who have seen something of concern on an ODO service	14

	Page	Table	Title	Base Description	Base
●	673	142	QL7: And how have you generally reacted when you have seen something that caused you concern? IF NECESSARY In other words, what have you done? MULTI CODE	Base: All who have seen something of concern on an ODO service	178
	674	142	QL7: And how have you generally reacted when you have seen something that caused you concern? IF NECESSARY In other words, what have you done? MULTI CODE	Base: All who have seen something of concern on an ODO service	178
●	675	142	QL7: And how have you generally reacted when you have seen something that caused you concern? IF NECESSARY In other words, what have you done? MULTI CODE	Base: All who have seen something of concern on an ODO service	178
●	676	142	QL7: And how have you generally reacted when you have seen something that caused you concern? IF NECESSARY In other words, what have you done? MULTI CODE	Base: All who have seen something of concern on an ODO service	178
	677	143	QL8: You said you complained to a third party body about the content that caused you concern. Who was this? MULTI CODE	Base: All complaining to a third party when seeing something that caused concern on an ODO service	19
	678	143	QL8: You said you complained to a third party body about the content that caused you concern. Who was this? MULTI CODE	Base: All complaining to a third party when seeing something that caused concern on an ODO service	19
	679	143	QL8: You said you complained to a third party body about the content that caused you concern. Who was this? MULTI CODE	Base: All complaining to a third party when seeing something that caused concern on an ODO service	19
	680	143	QL8: You said you complained to a third party body about the content that caused you concern. Who was this? MULTI CODE	Base: All complaining to a third party when seeing something that caused concern on an ODO service	19

	Page	Table	Title	Base Description	Base
●	681	144	QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – 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". SINGLE CODE	Base: All respondents	2384
●	682	144	QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – 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". SINGLE CODE	Base: All respondents	2384
●	683	144	QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – 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". SINGLE CODE	Base: All respondents	2384
●	684	144	QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – 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". SINGLE CODE	Base: All respondents	2384
●	685	145	QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1891

	Page	Table	Title	Base Description	Base
●	686	145	QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1891
●	687	145	QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1891
●	688	145	QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1891
●	689	146	QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1442
●	690	146	QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1442
●	691	146	QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1442
●	692	146	QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1442
●	693	147	QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	695
●	694	147	QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	695

	Page	Table	Title	Base Description	Base
●	695	147	QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	695
●	696	147	QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	695
	697	148	QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	296
	698	148	QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	296
	699	148	QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	296
●	700	148	QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	296
●	701	149	QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	836
●	702	149	QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	836
●	703	149	QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	836

	Page	Table	Title	Base Description	Base
●	704	149	QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	836
	705	150	QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	199
	706	150	QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	199
	707	150	QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	199
	708	150	QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	199
●	709	151	QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1083
●	710	151	QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1083
●	711	151	QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1083
●	712	151	QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	1083

	Page	Table	Title	Base Description	Base
●	713	152	QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	738
●	714	152	QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	738
●	715	152	QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	738
●	716	152	QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All carrying out each viewing activity in the last 12 months	738
●	717	153	QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes	Base: All carrying out each viewing activity in the last 12 months	2155
●	718	153	QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes	Base: All carrying out each viewing activity in the last 12 months	2155
●	719	153	QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes	Base: All carrying out each viewing activity in the last 12 months	2155
●	720	153	QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes	Base: All carrying out each viewing activity in the last 12 months	2155
●	721	153	QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes	Base: All carrying out each viewing activity in the last 12 months	2117

	Page	Table	Title	Base Description	Base
●	722	154	QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen? MULTI CODE	Base: All respondents	2384
●	723	154	QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen? MULTI CODE	Base: All respondents	2384
●	724	154	QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen? MULTI CODE	Base: All respondents	2384
●	725	154	QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen? MULTI CODE	Base: All respondents	2384
●	726	155	QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV live at the time of broadcast SINGLE CODE	Base: All who believe the ODO service is regulated	1384
●	727	155	QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV live at the time of broadcast SINGLE CODE	Base: All who believe the ODO service is regulated	1384
●	728	155	QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV live at the time of broadcast SINGLE CODE	Base: All who believe the ODO service is regulated	1384

	Page	Table	Title	Base Description	Base
●	729	155	QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV live at the time of broadcast SINGLE CODE	Base: All who believe the ODO service is regulated	1384
●	730	156	QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All who believe the ODO service is regulated	1064
●	731	156	QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All who believe the ODO service is regulated	1064
●	732	156	QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All who believe the ODO service is regulated	1064
●	733	156	QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV programmes or films that have been broadcast using broadcaster catch-up services SINGLE CODE	Base: All who believe the ODO service is regulated	1064
●	734	157	QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	488

	Page	Table	Title	Base Description	Base
●	735	157	QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	488
●	736	157	QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	488
●	737	157	QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Free Video On-demand content available as part of your subscription through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	488
	738	158	QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	199
	739	158	QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	199
	740	158	QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	199

	Page	Table	Title	Base Description	Base
●	741	158	QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Paid Video On-demand content available through your TV service provider SINGLE CODE	Base: All who believe the ODO service is regulated	199
●	742	159	QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV, box sets or films from an online subscription service SINGLE CODE	Base: All who believe the ODO service is regulated	534
●	743	159	QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV, box sets or films from an online subscription service SINGLE CODE	Base: All who believe the ODO service is regulated	534
●	744	159	QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV, box sets or films from an online subscription service SINGLE CODE	Base: All who believe the ODO service is regulated	534
●	745	159	QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV, box sets or films from an online subscription service SINGLE CODE	Base: All who believe the ODO service is regulated	534
●	746	160	QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All who believe the ODO service is regulated	122
	747	160	QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All who believe the ODO service is regulated	122

	Page	Table	Title	Base Description	Base
	748	160	QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All who believe the ODO service is regulated	122
●	749	160	QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? TV,box sets,or films from an online pay-per-view or download to own service SINGLE CODE	Base: All who believe the ODO service is regulated	122
●	750	161	QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	348
●	751	161	QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	348
	752	161	QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	348
●	753	161	QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Short clips through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	348
●	754	162	QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	273

	Page	Table	Title	Base Description	Base
	755	162	QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	273
	756	162	QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	273
●	757	162	QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? Longer videos through websites such as YouTube or Facebook SINGLE CODE	Base: All who believe the ODO service is regulated	273
●	758	163	QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? All on-line and on-demand TV or video services SINGLE CODE	Base: All respondents	2384
●	759	163	QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? All on-line and on-demand TV or video services SINGLE CODE	Base: All respondents	2384
●	760	163	QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? All on-line and on-demand TV or video services SINGLE CODE	Base: All respondents	2384
●	761	163	QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? All on-line and on-demand TV or video services SINGLE CODE	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
	762	164	QM4: SUMMARY - Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? SINGLE CODE	Base: All who believe the ODO service is regulated	1384
●	763	165	QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY 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?	Base: All who have watched anything on-line or on-demand in the last 12 months	1973
●	764	165	QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY 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?	Base: All who have watched anything on-line or on-demand in the last 12 months	1973
●	765	165	QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY 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?	Base: All who have watched anything on-line or on-demand in the last 12 months	1973
●	766	165	QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY 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?	Base: All who have watched anything on-line or on-demand in the last 12 months	1973

	Page	Table	Title	Base Description	Base
●	767	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	584
●	768	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	583
●	769	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	584
●	770	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	583
●	771	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	584
	772	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	583
●	773	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	584
●	774	166	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	583
●	775	167	QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	100
	776	167	QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	100
	777	167	QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	100
●	778	167	QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	100
●	779	168	QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	96

	Page	Table	Title	Base Description	Base
	780	168	QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	96
●	781	168	QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	96
●	782	168	QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	96
	783	169	QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	42
	784	169	QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	42
	785	169	QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	42
	786	169	QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	42
	787	170	QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	29
	788	170	QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	29

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	789	170	QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	29
	790	170	QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	29
	791	171	QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	69
	792	171	QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	69
	793	171	QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	69
	794	171	QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	69
	795	172	QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	20
	796	172	QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	20
	797	172	QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	20
	798	172	QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	20

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●	799	173	QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	286
	800	173	QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	286
	801	173	QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	286
●	802	173	QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	286
	803	174	QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	213
	804	174	QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	213
●	805	174	QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	213
●	806	174	QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	213
●	807	175	QM6: SUMMARY - Have you ever reported content on ... using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	589
	808	175	QM6: SUMMARY - Have you ever reported content on ... using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	589
●	809	175	QM6: SUMMARY - Have you ever reported content on ... using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	589

	Page	Table	Title	Base Description	Base
●	810	175	QM6: SUMMARY - Have you ever reported content on ... using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	589
●	811	176	QM7: When accessing on-line and 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)? SINGLE CODE	Base: All who have watched anything on-line or on-demand in the last 12 months	1973
●	812	176	QM7: When accessing on-line and 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)? SINGLE CODE	Base: All who have watched anything on-line or on-demand in the last 12 months	1973
●	813	176	QM7: When accessing on-line and 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)? SINGLE CODE	Base: All who have watched anything on-line or on-demand in the last 12 months	1973
●	814	176	QM7: When accessing on-line and 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)? SINGLE CODE	Base: All who have watched anything on-line or on-demand in the last 12 months	1973
●	815	177	QN1: Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers (based outside of the UK), do you think it should be regulated more, the same amount or less than content delivered by UK service providers. Or should it not be regulated at all? SINGLE CODE	Base: All respondents	2384
●	816	177	QN1: Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers (based outside of the UK), do you think it should be regulated more, the same amount or less than content delivered by UK service providers. Or should it not be regulated at all? SINGLE CODE	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	817	177	QN1: Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers (based outside of the UK), do you think it should be regulated more, the same amount or less than content delivered by UK service providers. Or should it not be regulated at all? SINGLE CODE	Base: All respondents	2384
●	818	177	QN1: Thinking about TV and video content that people can watch online in the UK which is delivered by foreign service providers (based outside of the UK), do you think it should be regulated more, the same amount or less than content delivered by UK service providers. Or should it not be regulated at all? SINGLE CODE	Base: All respondents	2384
●	819	178	QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?	Base: All respondents	2384
●	820	178	QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?	Base: All respondents	2384
●	821	178	QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?	Base: All respondents	2384
●	822	178	QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?	Base: All respondents	2384
●	823	179	QN3: Has anything that you have seen whilst playing an online game caused you any concern? When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.	Base: All playing games online	614
●	824	179	QN3: Has anything that you have seen whilst playing an online game caused you any concern? When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.	Base: All playing games online	614

	Page	Table	Title	Base Description	Base
●	825	179	QN3: Has anything that you have seen whilst playing an online game caused you any concern? When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.	Base: All playing games online	614
●	826	179	QN3: Has anything that you have seen whilst playing an online game caused you any concern? When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.	Base: All playing games online	614
●	827	180	QO1: (SHOW SCREEN) How would you describe your national identity? SINGLE CODE	Base: All respondents	2384
●	828	180	QO1: (SHOW SCREEN) How would you describe your national identity? SINGLE CODE	Base: All respondents	2384
●	829	180	QO1: (SHOW SCREEN) How would you describe your national identity? SINGLE CODE	Base: All respondents	2384
●	830	180	QO1: (SHOW SCREEN) How would you describe your national identity? SINGLE CODE	Base: All respondents	2384
●	831	181	QO15: (SHOW SCREEN) Could you please select on this screen the group in which you would place your total household income from all sources, before tax and other deductions? SINGLE CODE	Base: All respondents	2384
●	832	181	QO15: (SHOW SCREEN) Could you please select on this screen the group in which you would place your total household income from all sources, before tax and other deductions? SINGLE CODE	Base: All respondents	2384
●	833	181	QO15: (SHOW SCREEN) Could you please select on this screen the group in which you would place your total household income from all sources, before tax and other deductions? SINGLE CODE	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	834	181	QO15: (SHOW SCREEN) Could you please select on this screen the group in which you would place your total household income from all sources, before tax and other deductions? SINGLE CODE	Base: All respondents	2384
●	835	182	QO16(1): 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? I always keep up with new technology	Base: All respondents	2384
●	836	182	QO16(1): 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? I always keep up with new technology	Base: All respondents	2384
●	837	182	QO16(1): 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? I always keep up with new technology	Base: All respondents	2384
●	838	182	QO16(1): 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? I always keep up with new technology	Base: All respondents	2384
●	839	183	QO16(2): 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? Computers confuse me	Base: All respondents	2384
●	840	183	QO16(2): 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? Computers confuse me	Base: All respondents	2384
●	841	183	QO16(2): 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? Computers confuse me	Base: All respondents	2384
●	842	183	QO16(2): 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? Computers confuse me	Base: All respondents	2384
●	843	184	QO16(3): 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? I prefer to wait until new technology products have become cheaper before getting them	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	844	184	QO16(3): 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? I prefer to wait until new technology products have become cheaper before getting them	Base: All respondents	2384
●	845	184	QO16(3): 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? I prefer to wait until new technology products have become cheaper before getting them	Base: All respondents	2384
●	846	184	QO16(3): 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? I prefer to wait until new technology products have become cheaper before getting them	Base: All respondents	2384
	847	185	QO16: SUMMARY - 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	2384
●	848	186	QO18: 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? SINGLE CODE	Base: All respondents	2384
●	849	186	QO18: 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? SINGLE CODE	Base: All respondents	2384
●	850	186	QO18: 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? SINGLE CODE	Base: All respondents	2384
●	851	186	QO18: 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? SINGLE CODE	Base: All respondents	2384
●	852	187	Location	Base: All respondents	2384

	Page	Table	Title	Base Description	Base
●	853	187	Location	Base: All respondents	2384
●	854	187	Location	Base: All respondents	2384
●	855	187	Location	Base: All respondents	2384

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 1

S1: Gender

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Male	1160	551 46%	609 51%	1160 100%	-	144 41%	162 41%	196 48%	204 50%	187 55%	267 55%	294 55%	341 46%	237 47%	288 47%	635 50%	525 47%	299 39%	861 53%	257 39%	903 52%	628 53%	530 44%
	49%	47%	53%	100%^b	-	12%	14%	17%	18%^{cd}	16%^{cd}	23%^{cd}	25%^{ijkl}	29%	20%	25%	55%	45%	26%	74%^e	22%	78%^q	54%^t	46%
Female	1224	641 54%	583 49%	- 100%	1224	207 59%	229 59%	210 52%	204 50%	156 45%	219 45%	236 45%	394 54%	269 53%	325 53%	630 50%	594 53%	461 61%	763 47%	394 61%	830 48%	559 47%	663 56%
	51%	52%	48%	-	100%^a	17%^{fgh}	19%^{fgh}	17%	17%	13%	18%	19%	32%ⁱ	22%ⁱ	27%^{il}	51%	49%	38%^p	62%	32%^r	68%	46%	54%^s

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 1

S1: Gender

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Male	1160 49%	1048 48%	111 53%	778 48%	382 49%	961 49%	199 45%	960 49%	105 48%	69 49%	26 48%	47 48%	116 44%	93 47%	85 50%	94 45%	112 52%	105 53%	165 51%	143 48%
		90%	10%	67%	33%	83%	17%	83%	9%	6%	2%	4%	10%	8%	7%	8%	10%	9%	14%	12%
Female	1224 51%	1124 52%	98 47%	829 52%	395 51%	984 51%	240 55%	1012 51%	112 52%	72 51%	29 52%	51 52%	146 56%	103 53%	84 50%	114 55%	105 48%	95 47%	157 49%	157 52%
		92%	8%	68%	32%	80%	20%	83%	9%	6%	2%	4%	12%	8%	7%	9%	9%	8%	13%	13%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 1

S1: Gender

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Male	1160	195	965	505	521	110	340	705	606	524	541	849	311
	49%	46%	49%	50%	49%	54%	48%	50%	49%	48%	50%	50%	46%
		17%	83%	44%	45%	10%	29%	61%	52%	45%	47%	73%	27%
Female	1224	225	999	499	541	96	372	700	622	560	549	860	364
	51%	54%	51%	50%	51%	46%	52%	50%	51%	52%	50%	50%	54%
		18%	82%	41%	44%	8%	30%	57%	51%	46%	45%	70%	30%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 1

S1: Gender

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Male	1160	671	541	363	289	238	122	157	126	849	207	224	92	341	819
	49%	50%	50%	51%	51%	53%	52%	50%	61%	50%	46%	48%	49%	48%	49%
		58%	47%	31%	25%	21%	10%	14%	11%	73%	18%	19%	8%	29%	71%
Female	1224	661	549	355	279	213	112	159	82	860	241	246	94	376	848
	51%	50%	50%	49%	49%	47%	48%	50%	39%	50%	54%	52%	51%	52%	51%
		54%t	45%t	29%t	23%t	17%	9%	13%t	7%	70%t	20%	20%	8%	31%	69%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 2

S2: Age

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
16 - 17	36 2%	5 *	31 3%	14 1%	22 2%	36 10%	-	-	-	-	-	8 2%	16 2%	7 1%	6 1%	24 2%	13 1%	36 5%	-	2 *	34 2%	5 *	31 3%
		14%	86%	39%	61%	100%defgh	-	-	-	-	-	23%	43%	19%	16%	66%	34%	100%p	-	7%	93%e	15%	85%a
18 - 24	314 13%	162 14%	152 13%	129 11%	185 15%	314 90%	-	-	-	-	-	47 9%	128 17%	76 15%	62 10%	175 14%	139 12%	107 14%	207 13%	62 10%	252 15%	135 11%	180 15%
		52%	48%	41%	59%a	100%defgh	-	-	-	-	-	15%	41%il	24%il	20%	56%	44%	34%	66%	20%	80%q	43%	57%a
25 - 34	391 16%	196 16%	195 16%	162 14%	229 19%	-	391 100%	-	-	-	-	60 11%	140 19%	96 19%	94 15%	201 16%	190 17%	188 25%	203 13%	178 27%	213 12%	269 23%	120 10%
		50%	50%	41%	59%a	-	100%cefg	-	-	-	-	15%	36%l	25%l	24%	51%	49%	48%p	52%	45%r	55%	69%a	31%
35 - 44	405 17%	211 18%	194 16%	196 17%	210 17%	-	-	405 100%	-	-	-	104 20%	127 17%	89 18%	86 14%	230 18%	175 16%	251 33%	154 9%	244 37%	162 9%	294 25%	111 9%
		52%	48%	48%	52%	-	-	100%cdefgh	-	-	-	26%i	31%	22%	21%	57%	43%	62%p	38%	60%r	40%	73%t	27%
45 - 54	408 17%	227 19%	180 15%	204 18%	204 17%	-	-	-	408 100%	-	-	88 17%	110 15%	90 18%	119 19%	198 16%	210 19%	150 20%	257 16%	145 22%	262 15%	288 24%	118 10%
		56%	44%	50%	50%	-	-	-	100%cddegh	-	-	22%	27%	22%	29%j	49%	51%	37%p	63%	36%r	64%	71%a	29%
55 - 64	343 14%	171 14%	173 14%	187 16%	156 13%	-	-	-	-	343 100%	-	81 15%	89 12%	73 14%	101 16%	170 13%	174 16%	16 2%	328 20%	15 2%	328 19%	156 13%	188 16%
		50%	50%	55%b	45%	-	-	-	-	100%cddefh	-	23%	26%	21%	29%j	49%	51%	5%	95%o	4%	96%q	45%	55%
65 - 74	255 11%	140 12%	115 10%	138 12%	117 10%	-	-	-	-	-	255 52%	74 14%	65 9%	41 8%	76 12%	138 11%	117 10%	9 1%	246 15%	5 1%	250 14%	30 3%	225 19%
		55%	45%	54%	46%	-	-	-	-	-	100%cddef	29%jk	25%	16%	30%k	54%	46%	4%	96%o	2%	98%q	12%	88%a
75+	231 10%	80 7%	152 13%	129 11%	102 8%	-	-	-	-	-	231 48%	68 13%	61 7%	34 11%	69 11%	128 10%	103 9%	1 *	230 14%	-	231 13%	9 1%	222 19%
		34%	66%	56%b	44%	-	-	-	-	-	100%kdef	29%jk	26%	15%	30%k	55%	45%	1%	99%o	-	100%q	4%	96%a
											g												
Mean	46.86	46.08	47.63	48.88b	44.94	20.82	29.57c	39.88cd	49.29cd	59.80cd	74.14cd	50.53jk	43.68	44.41	49.51jk	46.55	47.20	36.19	51.84o	37.98	50.20q	41.30	52.41s
SD	18.68	17.49	19.78	18.62	18.54	2.43	2.85	3.04	2.84	2.73	6.52	18.69	18.86	17.60	18.41	19.08	18.22	11.13	19.40	9.39	20.16	13.02	21.61
SE	0.38	0.49	0.59	0.55	0.53	0.13	0.14	0.15	0.15	0.14	0.30	0.78	0.68	0.82	0.76	0.52	0.56	0.40	0.48	0.36	0.49	0.35	0.68

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 2

S2: Age

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
16 - 17	36	35	2	29	7	35	2	32	3	2	*	-	4	4	-	5	2	7	5	5
	2%	2% 95%	1% 5%	2% 81%	1% 19%	2% 96%	* 4%	2% 87%	1% 8%	1% 4%	* 1%	- -	1% 10%	2% 12%	- -	2% 14%	1% 5%	3% 18% n	2% 13%	2% 14%
18 - 24	314	291	22	220	95	290	25	257	28	20	9	13	40	24	21	30	23	15	39	52
	13%	13% 93%	11% 7%	14% 70%	12% 30%	15% 82% f	6% 8%	13% 82%	13% 9%	14% 6%	17% 3%	13% 4%	15% 13% q	12% 8%	12% 7%	14% 10% q	11% 7%	7% 5%	12% 12%	17% 17% q
25 - 34	391	371	19	288	102	358	32	329	33	19	10	18	36	32	28	37	36	29	49	64
	16%	17% 95% b	9% 5%	18% 74% d	13% 26%	18% 82% f	7% 8%	17% 84%	15% 9%	14% 5%	17% 2%	18% 5%	14% 9%	17% 8%	17% 7%	18% 9%	16% 9%	14% 7%	15% 13%	21% 16% j
35 - 44	405	386	19	292	113	357	49	338	36	22	10	13	33	25	23	37	45	42	40	80
	17%	18% 95% b	9% 5%	18% 72%	15% 28%	18% 88% f	11% 12%	17% 83%	16% 9%	16% 5%	17% 2%	13% 3%	13% 8%	13% 6%	14% 6%	18% 9%	21% 11% r	21% 10% l	12% 10%	27% 20% k m n r
45 - 54	408	390	16	307	101	365	42	336	38	24	10	18	53	45	33	30	44	18	66	30
	17%	18% 96% b	8% 4%	19% 75% d	13% 25%	19% 90% f	10% 10%	17% 82%	18% 9%	17% 6%	17% 2%	18% 4% q	20% 13% qs	23% 11% qs	19% 8% qs	14% 7%	20% 11% qs	9% 4%	20% 16% qs	10% 7%
55 - 64	343	313	30	231	112	271	72	281	33	22	7	18	40	29	24	27	20	41	46	36
	14%	14% 91%	14% 9%	14% 67%	14% 33%	14% 79%	16% 21%	14% 82%	15% 10%	16% 6%	13% 2%	19% 5% p	15% 12%	15% 8%	14% 7%	13% 8%	9% 6%	20% 12% ps	14% 13%	12% 10%
65 - 74	255	221	34	146	109	165	90	210	24	17	5	13	36	17	20	20	21	25	39	18
	11%	10% 87%	16% 13% a	9% 57%	14% 43% c	9% 65%	20% 35% e	11% 82%	11% 9%	12% 7%	9% 2%	13% 5% s	14% 14% s	9% 7%	12% 8%	10% 8%	10% 8%	13% 10% s	12% 15% s	6% 7%
75+	231	164	67	93	138	104	128	190	21	15	5	5	21	20	20	21	26	24	38	15
	10%	8% 71%	32% 29% a	6% 40%	18% 60% c	5% 45%	29% 55% e	10% 82%	10% 9%	10% 6%	9% 2%	6% 2%	8% 9%	10% 9%	10% 9%	12% 9% s	10% 9% s	12% 11% s	12% 10% s	5% 7% s
Mean	46.86	45.68	59.33a	44.53	51.67c	43.83	60.27e	46.78	47.28	48.03	44.96	47.02s	47.62s	46.91s	48.17s	45.96s	47.47s	49.82s	48.58s	41.20
SD	18.68	17.89	21.95	17.30	20.45	17.22	19.03	18.69	18.50	19.21	17.97	17.30	19.18	18.37	19.06	19.81	18.17	19.10	19.04	16.58
SE	0.38	0.38	1.71	0.43	0.76	0.39	0.94	0.46	1.14	1.20	1.19	1.89	1.30	1.45	1.66	1.50	1.44	1.53	1.14	1.01

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
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 2

S2: Age
Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
16 - 17	36	2	34	18	8	5	3	32	16	19	16	31	6
	2%	*	2%	2%	1%	3%	*	2%	1%	2%	1%	2%	1%
		5%	95%	48%f	21%	15%df	7%	87%df	44%	52%	43%	85%	15%
18 - 24	314	50	264	145	113	15	78	183	168	130	153	245	70
	13%	12%	13%	14%	11%	7%	11%	13%	14%	12%	14%	14%	10%
		16%	84%	46%de	36%	5%	25%	58%e	53%	41%	49%	78%l	22%
25 - 34	391	55	336	177	150	30	98	227	227	141	207	309	82
	16%	13%	17%	18%	14%	15%	14%	16%	18%	13%	19%	18%	12%
		14%	86%	45%d	38%	8%	25%	58%	58%l	36%	53%l	79%l	21%
35 - 44	405	61	344	209	160	30	98	278	246	149	219	319	86
	17%	15%	18%	21%	15%	14%	14%	20%	20%	14%	20%	19%	13%
		15%	85%	52%df	39%	7%	24%	69%df	61%l	37%	54%l	79%l	21%
45 - 54	408	65	343	176	176	33	116	260	247	152	229	319	89
	17%	15%	17%	18%	17%	16%	16%	19%	20%	14%	21%	19%	13%
		16%	84%	43%	43%	8%	28%	64%	61%l	37%	56%l	78%l	22%
55 - 64	343	76	267	126	183	34	125	194	170	171	145	233	111
	14%	18%	14%	13%	17%	16%	17%	14%	14%	16%	13%	14%	16%
		22%b	78%	37%	53%cg	10%	36%cg	56%	49%	50%	42%	68%	32%
65 - 74	255	60	195	97	153	19	100	124	97	156	82	151	104
	11%	14%	10%	10%	14%	9%	14%	9%	8%	14%	8%	9%	15%
		23%b	77%	38%	60%cg	8%	39%cg	49%	38%	61%hj	32%	59%	41%k
75+	231	51	180	57	120	39	95	108	58	169	41	103	129
	10%	12%	9%	6%	11%	19%	13%	8%	5%	16%	4%	6%	19%
		22%	78%	25%	52%cg	17%cdg	41%cg	47%	25%	73%hj	18%	44%	56%k
Mean	46.86	50.20b	46.14	44.20	50.11cg	51.28cg	50.94cg	45.33	43.87	50.89hj	43.18	44.28	53.39k
SD	18.68	19.12	18.51	17.26	18.84	19.25	19.35	17.71	16.56	20.11	16.16	17.34	20.31
SE	0.38	0.88	0.42	0.53	0.58	1.32	0.74	0.47	0.46	0.62	0.48	0.41	0.82

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 2

S2: Age**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
16 - 17	36 2%	22 2% 60%	16 1% 43%	21 3% 58% n	8 1% 21%	8 2% 23%	8 3% 22%	12 4% 33% mnpu	2 1% 6%	31 2% 85%	1 * 2%	4 1% 12%	* * 1%	5 1% 14%	31 2% 86% vy
18 - 24	314 13%	183 14% 58%	153 14% 49%	147 20% 47% mnrut	103 18% 33% mnrut	100 22% 32% mnrut	27 11% 9%	61 19% 19% mnrut	19 9% 6%	245 14% 78%	37 8% 12%	67 14% 21% v	27 14% 8% v	84 12% 27%	230 14% 73% v
25 - 34	391 16%	228 17% 58%	207 19% 53%	189 26% 48% mntu	140 25% 36% mnu	106 23% 27% mu	60 26% 15% mnu	87 27% 22% mntu	37 18% 9%	309 18% 79%	50 11% 13%	68 14% 17%	42 22% 11% vwvy	92 13% 24%	299 18% 76% vy
35 - 44	405 17%	262 20% 65%	219 20% 54%	172 24% 42% mu	112 20% 28%	92 20% 23%	56 24% 14%	74 23% 18%	64 31% 42% mnpqu	319 19% 79%	70 16% 17%	82 17% 20%	37 20% 9%	119 17% 29%	286 17% 71%
45 - 54	408 17%	242 18% 59% qr	229 21% 56% qrs	140 20% 34% qr	106 19% 26% qr	59 13% 14%	29 12% 7%	49 15% 12%	34 16% 8%	319 19% 78% qr	68 15% 17%	73 15% 18%	24 13% 6%	109 15% 27%	298 18% 73%
55 - 64	343 14%	184 14% 54% ops	145 13% 42% ops	41 6% 12%	53 9% 15% o	49 11% 14% os	36 15% 11% ops	18 6% 5%	35 17% 10% opqs	233 14% 68% ops	82 18% 24% xz	64 14% 19%	30 16% 9%	119 17% 35%	224 13% 65%
65 - 74	255 11%	125 9% 49% opqs	82 8% 32% os	7 1% 3%	32 6% 13% os	23 5% 9% o	13 6% 5% o	7 2% 3%	12 6% 5% o	151 9% 59% opqs	60 13% 23%	47 10% 18%	14 7% 5%	83 12% 32%	172 10% 68%
75+	231 10%	87 7% 37% nopqrst	41 4% 18% o	- - 7% o	16 3% 7% o	15 3% 7% o	5 2% 2% o	9 3% 4% o	4 2% 2% o	103 6% 44% nopqrst	79 18% 34% xz	66 14% 28% xz	13 7% 5%	105 15% 46% xz	126 8% 54%
Mean	46.86	44.87 nopqrs	43.18 opqrs	35.58	39.68 os	38.94 o	40.64 os	36.66	43.35 opqs	44.28 opqrs	53.42 wxyz	47.93 xz	44.14	50.16 xz	45.44
SD	18.68	17.42	16.16	12.21	15.49	16.22	15.56	14.50	14.47	17.34	18.98	19.58	18.24	19.43	18.17
SE	0.38	0.47	0.48	0.45	0.63	0.75	1.01	0.81	1.00	0.41	0.91	0.90	1.36	0.73	0.44

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 3
SEG

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
A	81 3%	37 3%	44 4%	40 3%	41 3%	14 4%	14 3%	8 2%	17 4%	10 3%	19 4%	81 15%	-	-	-	81 6%	-	25 3%	56 3%	19 3%	62 4%	41 3%	40 3%
		46%	54%	50%	50%	17%	17%	10%	21%	12%	24%	100% jk	-	-	-	100% n	-	31%	69%	24%	76%	50%	50%
B	449 19%	245 21%	204 17%	254 22%	195 16%	42 12%	47 12%	95 24%	72 18%	71 21%	122 25%	449 85%	-	-	-	449 35%	-	164 22%	284 18%	144 22%	304 18%	240 20%	209 18%
		55%	45%	56% b	44%	9%	10%	21% cd	16% d	16% cd	27% cdf	100% jk	-	-	-	100% n	-	37% p	63%	32% r	68%	53%	47%
C1	735 31%	390 33%	345 29%	341 29%	394 32%	144 41%	140 36%	127 31%	110 27%	89 26%	125 26%	-	735 100%	-	-	735 58%	-	227 30%	508 31%	188 29%	547 32%	426 36%	309 26%
		53%	47%	46%	54%	20% efgh	19% gh	17%	15%	12%	17%	-	100% ik	-	-	100% n	-	31%	69%	26%	74%	58% t	42%
C2	506 21%	256 21%	250 21%	237 20%	269 22%	83 24%	96 25%	89 22%	90 22%	73 21%	75 15%	-	-	506 100%	-	-	506 45%	173 23%	333 20%	151 23%	355 20%	299 25%	206 17%
		51%	49%	47%	53%	16% h	19% h	18% h	18% h	14% h	15%	-	-	100% ijl	-	-	100% m	34%	66%	30%	70%	59% t	41%
D	235 10%	111 9%	124 10%	124 11%	110 9%	29 8%	40 10%	31 8%	58 14%	48 14%	28 6%	-	-	-	235 38%	-	235 21%	77 10%	158 10%	65 10%	170 10%	158 13%	76 6%
		47%	53%	53%	47%	13%	17% h	13%	25% ceh	20% ceh	12%	-	-	-	100% ijk	-	100% m	33%	67%	28%	72%	67% t	33%
E	379 16%	153 13%	226 19%	164 14%	215 18%	39 11%	54 14%	55 14%	61 15%	53 16%	116 24%	-	-	-	379 62%	-	379 34%	92 12%	286 17%	84 13%	295 17%	24 2%	354 30%
		40%	60%	43%	57% a	10%	14%	15%	16%	14%	31% cdefg	-	-	-	100% ijk	-	100% m	24%	76% o	22%	78% q	6%	93% s
AB	530 22%	282 24%	247 21%	294 25%	236 19%	55 16%	60 15%	104 26%	88 22%	81 23%	141 29%	530 100%	-	-	-	530 42%	-	189 25%	340 21%	164 25%	366 21%	280 24%	249 21%
		53%	47%	55% b	45%	10%	11%	20% cd	17% d	15% cd	27% cdf	100% jk	-	-	-	100% n	-	36% p	64%	31%	69%	53%	47%
ABC1	1265 53%	672 56%	592 50%	635 55%	630 51%	199 57%	201 51%	230 57%	198 49%	170 49%	267 55%	530 100%	735 100%	-	-	1265 100%	-	417 55%	848 52%	351 54%	913 53%	706 60%	558 47%
		53%	47%	50%	50%	16% f	16%	18% fg	16%	13%	21%	42% kl	58% kl	-	-	100% n	-	33%	67%	28%	72%	56% t	44%
C2DE	1119 47%	520 44%	600 50%	525 45%	594 49%	151 43%	190 49%	175 43%	210 51%	174 51%	220 45%	-	-	506 100%	614 100%	-	1119 100%	343 45%	777 48%	300 46%	819 47%	481 40%	636 53%
		46%	54%	47%	53%	14%	17%	16%	19% ce	16% ce	20%	-	-	45% ij	55% ij	-	100% m	31%	69%	27%	73%	43%	57% s
DE	614 26%	264 22%	349 29%	288 25%	325 27%	68 19%	94 24%	86 21%	119 29%	101 29%	145 30%	-	-	-	614 100%	-	614 55%	169 22%	444 27%	149 23%	465 27%	182 15%	430 36%
		43%	57%	47%	53%	11%	15%	14%	19% ce	16% ce	24% ce	-	-	-	100% ijk	-	100% m	28%	72% o	24%	76%	30%	70% s

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 3
SEG**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
A	81 3%	80 4% 99%b	1 1%	60 4% 75%	20 3% 25%	70 4% 86%	11 3% 14%	65 3% 80%	9 4% 11%	5 4% 6%	2 4% 3%	4 4% 4%	14 5% 18%r	3 2% 4%	4 2% 5%	9 4% 11%	11 5% 14%r	6 3% 8%	4 1% 5%	9 3% 11%
B	449 19%	428 20% 95%b	21 10%	337 21% 75%a	111 14% 25%	379 19% 84%	70 16% 16%	388 20% 86%	32 15% 7%	21 15% 5%	8 14% 2%	13 13% 3%	43 17% 10%	30 15% 7%	31 18% 7%	40 19% 9%	44 20% 10%	41 20% 9%	71 22% 16%	75 25% 17%klm
C1	735 31%	685 32% 93%	49 24% 7%	514 32% 70%	221 28% 30%	633 33% 86%f	102 23% 14%	612 31% 83%	67 31% 9%	41 29% 6%	15 27% 2%	25 26% 3%	80 30% 11%	65 33% 9%a	36 21% 5%	60 29% 8%	63 29% 9%	61 31% 8%	116 36% 16%a	105 35% 14%a
C2	506 21%	472 22% 93%	33 16% 7%	353 22% 70%	153 20% 30%	427 22% 84%	79 18% 16%	414 21% 82%	48 22% 10%	31 22% 6%	12 23% 2%	28 29% 6%qr	57 22% 11%	45 23% 9%	37 22% 7%	44 21% 9%	48 22% 10%	34 17% 7%	50 16% 10%	71 24% 14%r
D	235 10%	222 10% 95%	11 5% 5%	158 10% 67%	76 10% 33%	193 10% 82%	41 9% 18%	192 10% 82%	22 10% 9%	17 12% 7%	4 7% 2%	9 9% 4%	29 11% 12%	22 11% 9%	25 15% 11%rs	27 13% 11%rs	21 10% 9%	19 10% 8%	21 6% 9%	19 6% 8%
E	379 16%	286 13% 75%	93 45% 25%a	184 11% 48%	195 25% 52%a	243 12% 64%	136 31% 36%a	301 15% 79%	39 18% 10%	26 18% 7%	13 24% 4%g	19 19% 5%a	39 15% 10%a	30 15% 8%a	36 21% 9%a	29 14% 8%a	30 14% 8%a	38 19% 10%a	60 19% 16%a	22 7% 6%
AB	530 22%	508 23% 96%b	22 10% 4%	398 25% 75%a	132 17% 25%	449 23% 85%	81 18% 15%	452 23% 85%	41 19% 8%	26 19% 5%	10 18% 2%	17 17% 3%	58 22% 11%	33 17% 6%	35 21% 7%	48 23% 9%	55 25% 10%	47 24% 9%	75 23% 14%	84 28% 16%a
ABC1	1265 53%	1192 55% 94%b	71 34% 6%	912 57% 72%a	353 45% 28%	1082 56% 86%f	183 42% 14%	1064 54% 84%a	108 50% 9%	67 47% 5%	25 45% 2%	42 43% 3%	137 52% 11%	98 50% 8%	71 42% 6%	108 52% 9%	118 54% 9%a	109 54% 9%	191 59% 15%kn	189 63% 15%klmno
C2DE	1119 47%	980 45% 88%	138 66% 12%a	695 43% 62%	424 55% 38%a	864 44% 77%	256 58% 23%a	907 46% 81%	108 50% 10%	74 53% 7%	30 55% 3%g	56 57% 5%rs	125 48% 11%a	97 50% 9%a	98 58% 9%prs	99 48% 9%a	99 46% 9%	92 46% 8%	131 41% 12%	111 37% 10%
DE	614 26%	508 23% 83%	105 50% 17%a	342 21% 56%	271 35% 44%a	436 22% 71%	177 40% 29%a	493 25% 80%	60 28% 10%	43 31% 7%	17 32% 3%	28 28% 5%a	68 26% 11%a	52 26% 8%a	61 36% 10%prs	56 27% 9%a	51 23% 8%a	58 29% 9%a	80 25% 13%a	40 13% 7%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 3
SEG

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
A	81	17	64	34	35	10	23	46	47	28	42	53	27
	3%	4%	3%	3%	3%	5%	3%	3%	4%	3%	4%	3%	4%
		21%	79%	42%	43%	12%	29%	57%	58%	35%	52%	66%	34%
B	449	91	357	205	193	50	120	291	251	191	219	340	108
	19%	22%	18%	20%	18%	24%	17%	21%	20%	18%	20%	20%	16%
		20%	80%	46%	43%	11% f	27%	65%	56%	42%	49%	76%	24%
C1	735	123	612	289	333	67	221	418	383	322	335	537	198
	31%	29%	31%	29%	31%	32%	31%	30%	31%	30%	31%	31%	29%
		17%	83%	39%	45%	9%	30%	57%	52%	44%	46%	73%	27%
C2	506	90	416	243	217	44	127	330	278	218	257	389	117
	21%	21%	21%	24%	20%	21%	18%	24%	23%	20%	24%	23%	17%
		18%	82%	48% f	43%	9%	25%	65% f	55%	43%	51%	77% l	23%
D	235	30	205	102	92	21	60	147	124	103	115	172	63
	10%	7%	10%	10%	9%	10%	8%	10%	10%	9%	11%	10%	9%
		13%	87%	43%	39%	9%	25%	63%	53%	44%	49%	73%	27%
E	379	69	310	132	192	14	160	172	145	223	122	218	161
	16%	16%	16%	13%	18%	7%	23%	12%	12%	21%	11%	13%	24%
		18%	82%	35% e	51% ceg	4%	42% cdeg	45% e	38%	59% hj	32%	57%	43% k
AB	530	109	421	238	228	60	144	337	298	219	261	394	136
	22%	26%	21%	24%	21%	29%	20%	24%	24%	20%	24%	23%	20%
		21%	79%	45%	43%	11% df	27%	64%	56% l	41%	49%	74%	26%
ABC1	1265	231	1033	528	561	127	364	756	681	541	596	931	334
	53%	55%	53%	53%	53%	62%	51%	54%	55%	50%	55%	54%	49%
		18%	82%	42%	44%	10% cdf	29%	60%	54% l	43%	47% l	74% l	26%
C2DE	1119	189	931	477	502	79	347	650	547	544	494	778	341
	47%	45%	47%	47%	47%	38%	49%	46%	45%	50%	45%	46%	51%
		17%	83%	43% e	45% e	7%	31% e	58%	49%	49% hj	44%	70%	30% k
DE	614	99	515	234	285	35	220	319	269	326	237	390	224
	26%	24%	26%	23%	27%	17%	31%	23%	22%	30%	22%	23%	33%
		16%	84%	38%	46% eg	6%	36% ceg	52%	44%	53% hj	39%	63%	37% k

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 3
SEG**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
A	81 3%	49 4%	42 4%	24 3%	25 4%	19 4%	9 4%	13 4%	6 3%	53 3%	18 4%	16 3%	10 6%	25 4%	56 3%
		61%	52%	29%	31%	24%	11%	17%	7%	66%	23%	20%	13%	31%	69%
B	449 19%	281 21%	219 20%	130 18%	112 20%	98 22%	61 26%	66 21%	45 22%	340 20%	103 23%	106 22%	49 26%	171 24%	278 17%
		63%	49%	29%	25%	22%	14%ou	15%	10%	76%	23%z	24%z	11%z	38%z	62%
C1	735 31%	412 31%	335 31%	229 32%	191 34%	145 32%	68 29%	96 30%	70 34%	537 31%	141 31%	160 34%	50 27%	233 33%	502 30%
		56%	46%	31%	26%	20%	9%	13%	9%	73%	19%	22%	7%	32%	68%
C2	506 21%	307 23%	257 24%	189 26%	129 23%	108 24%	58 25%	87 27%	57 27%	389 23%	89 20%	84 18%	38 20%	128 18%	378 23%
		61%	51%	37%	26%	21%	12%	17%	11%	77%	18%	17%	8%	25%	75%wy
D	235 10%	133 10%	115 11%	70 10%	51 9%	30 7%	13 6%	23 7%	14 7%	172 10%	32 7%	39 8%	17 9%	60 8%	175 10%
		57%qr	49%qr	30%	22%	13%	6%	10%	6%	73%qr	14%	16%	7%	25%	75%
E	379 16%	151 11%	122 11%	77 11%	61 11%	51 11%	24 10%	32 10%	17 8%	218 13%	63 14%	65 14%	21 11%	100 14%	279 17%
		40%	32%	20%	16%	13%	6%	8%	4%	57%	17%	17%	6%	26%	74%
AB	530 22%	330 25%	261 24%	154 21%	137 24%	118 26%	70 26%	79 25%	51 24%	394 23%	122 27%	122 26%	60 32%	196 27%	334 20%
		62%	49%	29%	26%	22%	13%ou	15%	10%	74%	23%z	23%z	11%z	37%z	63%
ABC1	1265 53%	742 56%	596 55%	383 53%	327 58%	262 58%	138 59%	175 55%	120 58%	931 54%	262 59%	282 60%	110 59%	429 60%	836 50%
		59%	47%	30%	26%	21%	11%	14%	10%	74%	21%z	22%z	9%z	34%z	66%
C2DE	1119 47%	591 44%	494 45%	335 47%	242 42%	189 42%	96 41%	141 45%	88 42%	778 46%	185 41%	188 40%	77 41%	288 40%	831 50%
		53%	44%	30%	22%	17%	9%	13%	8%	70%	17%	17%	7%	26%	74%vwxy
DE	614 26%	284 21%	237 22%	146 20%	112 20%	81 18%	37 16%	54 17%	30 15%	390 23%	96 21%	104 22%	38 21%	160 22%	454 27%
		46%t	39%t	24%	18%	13%	6%	9%	5%	63%qrst	16%	17%	6%	26%	74%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 4

QO2: (SHOW SCREEN) Which of these groups do you consider you belong to?
SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
WHITE	2040	936 86%	1105 86%	1020 88%	1020 83%	270 13%	295 14%	324 16%	353 17%	320 16%	477 20%	448 22%	603 30%	433 21%	556 27%	1051 52%	989 48%	597 29%	1444 71%	519 25%	1521 75%	971 48%	1068 52%
British	1281 54%	580 49%	701 59%	613 53%	667 55%	175 14%	185 14%	207 16%	225 18%	199 16%	290 24%	303 24%	380 32%	247 19%	350 25%	684 56%	597 47%	389 30%	892 70%	335 26%	945 74%	599 47%	681 53%
English	425 18%	213 18%	212 18%	236 20%	189 15%	45 13%	54 14%	60 15%	72 18%	73 21%	120 25%	79 15%	132 18%	105 21%	109 18%	211 17%	214 19%	105 14%	320 20%	91 14%	333 19%	191 16%	234 20%
Scottish	163 7%	70 6%	93 8%	81 7%	82 7%	22 14%	21 13%	27 7%	27 7%	27 8%	39 8%	29 6%	49 7%	37 7%	48 8%	78 6%	85 8%	45 6%	118 7%	41 6%	122 7%	73 6%	90 8%
Welsh	74 3%	37 3%	37 3%	46 4%	28 2%	11 15%	10 14%	9 12%	10 14%	15 20%	19 25%	17 22%	23 31%	13 17%	22 30%	39 53%	35 47%	17 22%	58 78%	15 21%	59 79%	38 51%	36 49%
Irish	27 1%	9 1%	18 2%	14 1%	13 1%	4 14%	4 13%	4 16%	6 21%	4 14%	6 23%	5 16%	6 24%	7 27%	9 33%	11 40%	16 60%	8 28%	20 72%	7 27%	20 73%	14 52%	13 47%
Any other white background	71 3%	27 3%	43 4%	29 3%	41 3%	14 19%	21 26%	16 20%	13 18%	3 4%	3 5%	15 21%	13 19%	25 35%	18 25%	28 40%	42 60%	34 51%	36 49%	29 42%	41 58%	56 79%	15 21%
MIXED	121 5%	105 9%	16 1%	43 4%	78 6%	28 36%	36 23%	25 29%	22 20%	8 18%	3 7%	26 22%	49 41%	22 18%	23 19%	76 63%	45 37%	52 43%	68 57%	45 37%	76 63%	81 67%	40 33%
White and Black Caribbean	54 2%	44 4%	10 1%	19 2%	35 3%	14 26%	11 20%	7 12%	14 25%	6 11%	3 5%	11 21%	17 32%	12 22%	13 25%	29 53%	25 47%	21 39%	33 61%	16 31%	37 69%	36 66%	18 34%
White and Black African	18 1%	13 1%	5 *	6 1%	12 1%	3 14%	7 36%	3 16%	6 34%	- -	- -	4 21%	10 54%	2 11%	2 13%	14 75%	4 25%	11 60%	7 40%	11 60%	7 40%	12 66%	6 34%
White and Asian	39 2%	38 3%	1 *	14 1%	25 2%	7 17%	17 43%	11 28%	2 5%	2 5%	1 2%	11 29%	16 40%	6 15%	7 17%	27 68%	12 32%	20 52%	19 48%	17 44%	22 56%	28 73%	10 27%
Any other mixed/ multiple ethnic background	10 *	10 1%	- *	4 *	6 *	4 40%	2 16%	4 44%	- -	- -	- -	- -	7 67%	2 25%	1 9%	7 67%	3 33%	1 7%	9 93%	1 7%	9 93%	5 50%	5 50%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 4

QO2: (SHOW SCREEN) Which of these groups do you consider you belong to?
SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
ASIAN AND BRITISH ASIAN	107 4%	73 6%	34 3%	50 4%	57 5%	33 10%	23 6%	32 8%	11 3%	6 2%	1 1%	28 5%	35 5%	24 5%	21 3%	62 5%	45 4%	65 9%	42 3%	50 8%	57 3%	58 5%	49 4%
		68%	32%	47%	53%	31% fgh	22% fgh	30% fgh	11% h	5% h		26%	32%	22%	19%	58%	42%	61% p	39%	47% r	53%	54%	46%
Indian	56 2%	48 4%	8 1%	32 3%	24 2%	12 3%	14 4%	20 5%	5 1%	4 1%	1 *	23 4%	20 3%	9 2%	4 1%	43 3%	13 1%	34 4%	22 1%	28 4%	28 2%	36 3%	20 2%
		85%	15%	57%	43%	21% h	25% fgh	37% fgh	9%	7%	2%	41% kl	36% l	16%	7%	76% n	24%	61% p	39%	50% r	50%	64%	36%
Pakistani	26 1%	15 1%	11 1%	8 1%	18 1%	11 3%	4 1%	8 2%	3 1%	-	-	1 *	7 1%	8 2%	10 2%	8 1%	18 2%	19 3%	7 *	12 2%	14 1%	9 1%	17 1%
		57%	43%	31%	69%	44% d fgh	14%	31% gh	11%	-	-	4%	28%	29% i	32%	32%	68%	74% p	26%	45%	55%	36%	64%
Bangladeshi	14 1%	5 *	9 1%	8 1%	6 *	6 2%	2 1%	1 *	3 1%	1 *	-	1 *	3 *	4 1%	5 1%	5 *	9 1%	7 *	7 *	6 1%	8 *	8 1%	6 1%
		34%	66%	60%	40%	41% h	15%	10%	25%	9%	-	11%	24%	30%	35%	35%	65%	53%	47%	40%	60%	56%	44%
Any other Asian background	11 *	6 *	5 *	2 1%	9 1%	4 1%	4 1%	2 1%	-	1 *	-	2 *	4 1%	3 1%	2 *	6 1%	5 *	5 1%	7 *	5 1%	7 *	5 *	7 1%
		51%	49%	18%	82%	39% f h	33%	22%	-	6%	-	22%	35%	29%	14%	57%	43%	41%	59%	41%	59%	42%	58%
BLACK AND BLACK BRITISH	64 3%	40 3%	24 2%	26 2%	38 3%	16 4%	17 4%	13 3%	13 3%	3 1%	2 *	13 3%	26 4%	17 3%	7 1%	40 3%	25 2%	28 4%	37 2%	23 4%	41 2%	51 4%	13 1%
		63%	37%	41%	59%	24% gh	27% gh	20% h	20% h	5%	3%	21%	41% l	27% l	11%	62%	38%	43%	57%	36%	64%	79% t	21%
Caribbean	30 1%	21 2%	9 1%	15 1%	15 1%	5 17%	8 27% h	5 16%	10 32% gh	2 5%	1 3%	4 13%	14 45%	8 26%	5 15%	17 58%	12 42%	8 27%	22 73%	6 21%	24 79%	26 86% t	4 14%
African	33 1%	19 2%	15 1%	11 1%	22 2%	10 3%	9 28% h	8 24% h	4 11%	2 6%	1 4%	9 28% l	12 35%	9 28% l	3 8%	21 64%	12 36%	19 56% p	15 44%	17 62% r	16 48%	24 73% t	9 27%
Any other black background	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-	1 *	1 *	-
		100%	-	-	100%	100%	-	-	-	-	-	-	100%	-	-	100%	-	100%	-	-	100%	100%	-
MIDDLE EAST AND ARABIC ORIGIN	6 *	2 *	4 *	2 *	3 *	2 *	3 1%	1 *	-	-	-	2 *	1 *	3 1%	-	2 *	3 *	3 *	3 *	1 *	4 *	2 *	3 *
		27%	73%	42%	58%	27%	58%	15%	-	-	-	27%	15%	58%	-	42%	58%	51%	49%	24%	76%	38%	62%
Middle Eastern, including Arabic origin	6 *	2 *	4 *	2 *	3 *	2 *	3 1%	1 *	-	-	-	2 *	1 *	3 1%	-	2 *	3 *	3 *	3 *	1 *	4 *	2 *	3 *
		27%	73%	42%	58%	27%	58%	15%	-	-	-	27%	15%	58%	-	42%	58%	51%	49%	24%	76%	38%	62%
CHINESE OR OTHER ETHNIC GROUP	22 1%	15 1%	7 31%	8 39%	13 61%	-	8 39% ch	4 19%	6 27% c	2 9%	1 5%	9 43% kl	11 62% kl	-	4 *	21 96% n	1 4%	8 39%	13 61%	8 39%	13 61%	12 54%	10 46%
Chinese	18 1%	14 1%	4 24%	6 34%	12 66%	-	7 41% ch	2 11%	6 32% c	2 11%	1 6%	9 51% kl	8 44% k	-	1 *	17 95% n	1 5%	7 41%	11 59%	7 41%	11 59%	10 53%	9 47%
Any other background	3 *	1 *	2 71%	2 67%	1 33%	-	1 33%	2 67%	-	-	-	-	3 100%	-	-	3 100%	-	1 29%	2 71%	1 29%	2 71%	2 62%	1 38%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 4

Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?
SINGLE CODE**Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Prefer not to say	24	22	2	9	15	2	8	6	3	4	2	4	9	6	5	13	11	6	18	4	20	13	10
	1%	2%	*	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		92%	8%	39%	61%	8%	34%h	25%	10%	16%	7%	15%	38%	26%	21%	53%	47%	25%	75%	17%	83%	53%	39%
Net: MEG	319	234	85	130	189	78	88	75	52	19	8	78	122	67	52	201	119	157	163	128	191	203	116
	13%	20%	7%	11%	15%	22%	23%	18%	13%	6%	2%	15%	17%	13%	8%	16%	11%	21%	10%	20%	11%	17%	10%
		73%	27%	41%	59%a	24%fgh	28%fgh	23%fgh	16%gh	6%h	2%	25%i	38%i	21%i	16%	63%n	37%	49%p	51%	40%r	60%	64%t	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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 4

Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?
SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
WHITE	2040	1839 85% 90%	199 8% 10% a	1354 64% 66%	686 34% 34% c	1625 84% 80%	415 19% 20% e	1640 83% 80%	209 96% 10% g	138 98% 7% g	53 97% 3% g	95 5% lmopr a	232 11% os s	167 8% os s	152 90% os s	154 74% os s	190 88% os s	191 95% os s	279 87% os s	180 60% os s
British	1281	1162 53% 91%	116 5% 9%	860 53% 67%	421 34% 33%	1029 53% 80%	252 17% 20%	1144 58% 88% hi	45 21% 4%	61 43% 5% h	31 56% 2% hi	60 61% 5% os	180 69% 14% ops	136 69% 11% ops	114 67% 9% os	86 41% 7%	126 58% 10% os	139 70% 11% ops	196 61% 15% os	108 36% 8%
English	425	373 77% 88%	52 12% 12% a	286 18% 67%	139 18% 33%	337 17% 79%	88 20% 21%	404 20% 95% hi	8 4% 2%	13 9% 3% h	* 1% *	33 33% 6% lmnqs	48 18% 11%	24 12% 6%	33 19% 8%	60 29% 14% lmqs	55 25% 13% ms	37 18% 9%	73 23% 17% ms	41 14% 10%
Scottish	163	143 7% 88%	20 10% 12%	98 6% 60%	65 8% 40%	119 6% 73%	44 10% 27% ae	18 1% 11%	144 67% 89% gj	1 * *	* * *	1 1% 1%	2 1% 1%	1 1% 1%	1 1% 1%	1 * *	4 2% 2%	3 1% 2%	2 1% 1%	3 1% 2%
Welsh	74	69 3% 94%	5 2% 6%	50 3% 67%	25 3% 33%	56 3% 76%	18 4% 24%	11 1% 15%	2 1% 3%	61 43% 82% gh	- - -	- - -	1 * 1%	1 1% 1%	1 1% 1%	2 1% 3%	- 2% 5%	4 2% 5%	2 1% 2%	1 * 1%
Irish	27	26 1% 96%	1 1% 4%	20 1% 72%	8 1% 28%	21 1% 78%	6 1% 22%	4 15% 15% g	4 2% 2%	1 * 2%	19 34% 68% ghj	- - -	- - -	- 1% 3%	1 - -	- - -	- - -	- - -	1 * 4%	2 1% 8%
Any other white background	71	65 3% 93%	5 3% 7%	41 3% 58%	29 4% 42%	63 3% 89%	7 2% 11%	59 3% 84%	5 2% 7%	3 2% 4%	4 6% 5% ghl	1 1% 1%	1 2% 2%	4 6% 6%	2 1% 3%	6 3% 8%	6 3% 8%	8 4% 12% l	5 2% 8%	25 8% 36% klmnopr
MIXED	121	120 5% 99% b	1 1% 1%	96 6% 79% d	25 3% 21%	116 6% 96% f	5 1% 4%	115 6% 95% hi	4 2% 3%	2 1% 1%	* * *	3 3% 3%	12 5% 10%	6 3% 5%	11 7% 9%	17 8% 14%	8 4% 7%	6 3% 5%	14 4% 12%	36 5% 30% klmpqr
White and Black Caribbean	54	52 2% 98%	1 1% 2%	40 3% 75%	13 2% 25%	52 3% 97% f	2 * 3%	52 3% 96% h	1 * 1%	1 1% 2%	* * *	1 1% 2%	6 2% 11%	1 * 1%	8 5% 15% mq	7 3% 13% m	4 2% 8%	1 * 2%	8 3% 15%	15 2% 29% mq
White and Black African	18	18 1% 100%	- - -	14 1% 80%	4 * 20%	17 1% 95%	1 * 5%	16 1% 89%	2 1% 11%	- - -	- - -	2 2% 10% r	4 2% 22%	- - -	- - -	1 * 6%	1 1% 6%	1 1% 6%	- - -	7 2% 39% r
White and Asian	39	39 2% 100%	- - -	31 2% 80%	8 1% 20%	36 2% 93%	3 1% 7%	39 2% 98% h	- - -	* * 1%	- - -	- - -	1 * 2%	6 3% 15% l	2 1% 6%	8 4% 19% l	3 1% 8%	3 1% 7%	6 2% 16%	10 3% 26% l
Any other mixed/ multiple ethnic background	10	10 * 100%	- * -	10 1% 100% d	- - -	10 1% 100%	- - -	86% 14% -	14% - -	- - -	- - -	- - -	1 * 10%	- - -	1 1% 9%	1 1% 14%	- - -	2 1% 17%	- - -	4 1% 36%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 4

Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?
SINGLE CODE**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
ASIAN AND BRITISH ASIAN	107 4%	104 5%	2 1%	78 5%	29 4%	99 5%	8 2%	106 5%	1 1%	* *	- -	- -	6 2%	15 8%	3 2%	21 10%	10 5%	- -	13 4%	37 12%	
		97%b	2%	72%	28%	92%l	8%	99%hij	1%	*	-	-	5%	14%kinq	3%	20%klinqr	10%q	-	12%q	35%klmpqr	
Indian	56 2%	55 3%	- -	44 3%	12 1%	51 3%	5 1%	56 3%	- -	* -	- -	- -	2 1%	5 3%	2 1%	9 4%	8 4%	- -	7 2%	23 8%	
		98%	-	79%	21%	91%	9%	99%hij	-	1%	-	-	3%	9%	3%	15%lq	14%q	-	13%	41%klmnpqr	
Pakistani	26 1%	25 1%	1 *	21 1%	5 1%	25 1%	1 *	25 1%	1 1%	- -	- -	- -	2 1%	9 5%	- -	9 4%	1 1%	- -	1 *	2 1%	
		96%	4%	82%	18%	96%	4%	96%	4%	-	-	-	7%	36%lnpqrs	-	35%lnpqrs	4%	-	5%	9%	
Bangladeshi	14 1%	12 1%	1 1%	5 *	9 1%	12 1%	2 1%	14 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	1 1%	- -	- -	12 4%	
		90%	10%	37%	63%c	83%	17%	100%	-	-	-	-	-	-	-	8%	9%	-	-	84%klmnpqr	
Any other Asian background	11 *	11 1%	- -	7 *	4 1%	11 1%	- -	11 1%	- -	- -	- -	- -	2 1%	1 *	1 1%	2 1%	- -	- -	4 1%	- -	
		100%	-	60%	40%	100%	-	100%	-	-	-	-	19%	8%	13%	20%	-	-	40%	-	
BLACK AND BLACK BRITISH	64 3%	60 3%	4 2%	45 3%	19 2%	60 3%	5 1%	64 3%	- -	- -	* 1%	- -	8 3%	1 *	1 1%	10 5%	3 2%	1 1%	4 1%	35 12%	
		94%	6%	70%	30%	93%l	7%	100%hi	-	-	*	-	12%	1%	2%	15%mqr	5%	2%	7%	55%klmnpqr	
Caribbean	30 1%	27 1%	3 1%	21 1%	9 1%	27 1%	3 1%	30 2%	- -	- -	- -	- -	4 1%	1 *	- -	6 3%	- -	1 1%	1 *	17 6%	
		92%	8%	71%	29%	89%	11%	100%	-	-	-	-	12%	3%	-	20%qpr	-	4%	3%	58%klmnpqr	
African	33 1%	32 1%	2 1%	23 1%	11 1%	32 2%	1 *	33 2%	- -	- -	* 1%	- -	5 2%	- 1%	1 1%	3 1%	3 2%	- -	3 1%	18 6%	
		95%	5%	68%	32%	96%	4%	99%h	-	-	1%	-	13%	-	4%	8%	10%	-	10%	53%klmnpqr	
Any other black background	1 *	1 *	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	100%	-	-	-	-	
MIDDLE EAST AND ARABIC ORIGIN	6 *	5 *	1 *	5 *	1 *	5 *	1 *	5 *	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	3 1%	
		85%	15%	85%	15%	85%	15%	85%	15%	-	-	-	24%	-	-	-	-	-	-	62%	
Middle Eastern, including Arabic origin	6 *	5 *	1 *	5 *	1 *	5 *	1 *	5 *	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	3 1%	
		85%	15%	85%	15%	85%	15%	85%	15%	-	-	-	24%	-	-	-	-	-	-	62%	
CHINESE OR OTHER ETHNIC GROUP	22 1%	20 1%	1 1%	16 1%	5 1%	18 1%	4 1%	20 1%	1 1%	- -	- -	- -	1 *	3 1%	- -	4 2%	2 1%	- -	8 3%	2 1%	
		94%	6%	75%	25%	83%	17%	94%	6%	-	-	-	5%	13%	-	17%	10%	-	39%q	10%	
Chinese	18 1%	18 1%	- -	14 1%	4 1%	16 1%	2 1%	18 1%	- -	- -	- -	- -	1 *	3 1%	- -	3 1%	2 1%	- -	8 3%	1 *	
		100%	-	78%	22%	87%	13%	100%	-	-	-	-	6%	15%	-	15%	11%	-	46%qs	6%	
Any other background	3 *	2 *	1 1%	2 *	1 *	2 *	1 *	2 *	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	
		62%	38%	62%	38%	62%	38%	62%	38%	-	-	-	-	-	-	29%	-	-	-	33%	

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 4

Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?
SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Prefer not to say	24 1%	24 1%	-	14 1%	11 1%	23 1%	1 *	22 1%	1 *	* *	1 2%	-	2 1%	3 2%	1 1%	2 1%	3 1%	2 1%	3 1%	6 2%
		100%	-	56%	44%	96%	4%	92%	3%	2%	4%	-	8%	13%	5%	9%	10%	9%	11%	26%
Net: MEG	319 13%	309 14%	10 5%	240 75% d	80 25%	297 93% f	23 7%	310 97% hij	7 2%	2 1%	1 *	3 1%	28 9% kq	25 8% kq	16 5%	51 16% klmnpq	24 8% kq	7 2%	40 13% kq	114 36% klmnopqr

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 4

QO2: (SHOW SCREEN) Which of these groups do you consider you belong to?
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
WHITE	2040	383	1657	827	942	168	654	1186	1015	976	897	1440	600
	86%	91%	84%	82%	89%	82%	92%	84%	83%	90%	82%	84%	89%
		19%b	81%	41%	46%ceg	8%	32%cddeg	58%	50%	48%hj	44%	71%	29%k
British	1281	259	1022	529	608	106	417	753	652	601	570	915	366
	54%	62%	52%	53%	57%	51%	59%	54%	53%	55%	52%	54%	54%
		20%b	80%	41%	47%	8%	33%c	59%	51%	47%	45%	71%	29%
English	425	68	357	163	197	28	136	245	191	226	176	292	133
	18%	16%	18%	16%	19%	14%	19%	17%	16%	21%	16%	17%	20%
		16%	84%	38%	46%	7%	32%	58%	45%	53%hj	41%	69%	31%
Scottish	163	28	135	65	74	14	56	90	80	79	68	113	50
	7%	7%	7%	6%	7%	7%	8%	6%	7%	7%	6%	7%	7%
		17%	83%	40%	46%	8%	34%	55%	49%	49%	42%	69%	31%
Welsh	74	14	60	31	29	13	20	46	36	37	33	52	22
	3%	3%	3%	3%	3%	7%	3%	3%	3%	3%	3%	3%	3%
		19%	81%	42%	39%	18%cdfg	27%	61%	48%	50%	45%	70%	30%
Irish	27	8	20	11	14	2	11	14	16	11	16	22	5
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
		28%	72%	41%	51%	8%	40%	50%	58%	42%	58%	82%	18%
Any other white background	71	6	64	28	20	4	15	39	39	21	33	46	25
	3%	2%	3%	3%	2%	2%	2%	3%	3%	2%	3%	3%	4%
		9%	91%	40%	29%	6%	21%	55%	56%	29%	47%	65%	35%
MIXED	121	11	110	65	46	17	20	79	76	40	70	101	20
	5%	3%	6%	6%	4%	8%	3%	6%	6%	4%	6%	6%	3%
		9%	91%a	54%f	38%	14%df	16%	66%f	63%l	33%	58%l	83%l	17%
White and Black Caribbean	54	5	49	29	24	7	10	35	28	23	25	45	9
	2%	1%	2%	3%	2%	3%	1%	3%	2%	2%	2%	3%	1%
		9%	91%	53%	45%	13%	19%	66%	53%	43%	46%	83%	17%
White and Black African	18	2	16	11	8	3	2	10	11	5	11	15	3
	1%	*	1%	1%	1%	1%	*	1%	1%	*	1%	1%	*
		11%	89%	63%	44%	15%	13%	57%	59%	28%	59%	82%	18%
White and Asian	39	3	36	21	14	7	6	26	29	10	26	33	6
	2%	1%	2%	2%	1%	3%	1%	2%	2%	1%	2%	2%	1%
		8%	92%	55%	35%	17%f	16%	66%	74%l	25%	67%l	84%	16%
Any other mixed/ multiple ethnic background	10	1	9	4	1	1	1	8	8	2	8	8	2
	*	*	*	*	*	*	*	1%	1%	*	1%	*	*
		7%	93%	36%	7%	7%	7%	78%	82%	18%	82%	82%	18%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 4

QO2: (SHOW SCREEN) Which of these groups do you consider you belong to?
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
ASIAN AND BRITISH ASIAN	107	16 4%	91 5%	62 6%	27 3%	6 3%	14 2%	69 5%	74 6%	27 3%	63 6%	89 5%	18 3%
	4%	15%	85%	58%df	26%	5%	13%	65%df	69%l	25%	59%l	83%l	17%
Indian	56	11 2%	45 2%	36 4%	16 2%	3 1%	8 1%	34 2%	41 3%	12 1%	40 4%	48 3%	8 1%
	2%	20%	80%	64%df	29%	5%	14%	61%	74%l	21%	72%l	85%l	15%
Pakistani	26	1 *	25 1%	14 *	5 *	- *	3 *	18 1%	17 1%	8 1%	14 1%	24 1%	2 *
	1%	4%	96%	54%df	19%	-	10%	71%	65%	31%	53%	92%l	8%
Bangladeshi	14	- 1%	14 1%	8 1%	3 *	2 1%	2 *	11 1%	9 1%	5 *	2 *	9 1%	5 1%
	1%	-	100%	60%	25%	13%	18%	82%	62%	38%	16%	63%	37%
Any other Asian background	11	4 *	8 *	4 *	3 *	1 *	1 *	5 *	7 1%	2 *	7 1%	9 1%	2 *
	*	32%	68%	38%	25%	6%	8%	46%	60%	18%	60%	78%	22%
BLACK AND BLACK BRITISH	64	6 3%	59 3%	34 3%	29 3%	12 6%	13 2%	44 3%	40 3%	23 2%	36 3%	50 3%	14 2%
	3%	9%	91%	53%	46%	19%df	20%	68%	63%	35%	57%	78%	22%
Caribbean	30	1 *	29 1%	13 1%	16 2%	9 4%	7 1%	21 2%	14 1%	16 1%	14 1%	24 1%	6 1%
	1%	4%	96%	43%	54%	31%cdfg	23%	71%	46%	54%	46%	81%	19%
African	33	3 1%	30 2%	20 2%	12 1%	3 1%	6 1%	22 2%	25 2%	6 1%	22 2%	25 1%	9 1%
	1%	10%	90%	61%	37%	9%	18%	65%	76%l	19%	65%l	74%	26%
Any other black background	1	1 *	- *	1 *	1 *	- *	- *	1 *	1 *	- *	1 *	1 *	- *
	*	100%	-	100%	100%	-	-	100%	100%	-	100%	100%	-
MIDDLE EAST AND ARABIC ORIGIN	6	- *	6 *	3 *	1 *	- *	1 *	3 *	3 *	2 *	3 *	3 *	3 *
	*	-	100%	62%	24%	-	24%	62%	51%	34%	51%	51%	49%
Middle Eastern, including Arabic origin	6	- *	6 *	3 *	1 *	- *	1 *	3 *	3 *	2 *	3 *	3 *	3 *
	*	-	100%	62%	24%	-	24%	62%	51%	34%	51%	51%	49%
CHINESE OR OTHER ETHNIC GROUP	22	- 1%	22 1%	4 *	4 *	1 *	2 *	13 1%	11 1%	5 *	11 1%	11 1%	11 2%
	1%	-	100%a	19%	20%	4%	11%	60%	50%	21%	50%	50%	50%k
Chinese	18	- 1%	18 1%	3 *	3 *	1 *	2 *	12 1%	10 1%	5 *	10 1%	10 1%	8 1%
	1%	-	100%	17%	18%	5%	13%	66%	54%	25%	54%	54%	46%
Any other background	3	- *	3 *	1 *	1 *	- *	- *	1 *	1 *	- *	1 *	1 *	2 *
	*	-	100%	29%	29%	-	-	29%	29%	-	29%	29%	71%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 4

Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Prefer not to say	24 1%	4 1%	20 1%	8 1%	12 1%	3 1%	7 1%	10 1%	10 1%	13 1%	10 1%	16 1%	9 1%
		17%	83%	33%	47%	11%	30%	42%	40%	52%	40%	65%	35%
Net: MEG	319 13%	32 8%	287 15%	169 17%	109 10%	35 17%	50 7%	209 15%	204 17%	96 9%	183 17%	253 15%	66 10%
		10%	90% a	53% df	34% f	11% df	16%	65% df	64% l	30%	57% l	79% l	21%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 4

QO2: (SHOW SCREEN) Which of these groups do you consider you belong to?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
WHITE	2040	1129	897	579	447	342	181	235	163	1440	368	372	145	587	1453
	86%	85%	82%	81%	79%	76%	77%	74%	79%	84%	82%	79%	78%	82%	87%
		55%opqrst	44%qs	28%e	22%	17%	9%	12%	8%	71%opqrs	18%	18%	7%	29%	71%vwxy
British	1281	725	570	374	284	220	119	161	108	915	221	235	101	371	910
	54%	54%	52%	52%	50%	49%	51%	51%	52%	54%	49%	50%	54%	52%	55%
		57%	45%	29%	22%	17%	9%	13%	8%	71%	17%	18%	8%	29%	71%
English	425	237	176	124	92	69	34	42	37	292	96	84	24	137	288
	18%	18%	16%	17%	16%	15%	15%	13%	18%	17%	21%	18%	13%	19%	17%
		56%	41%	29%	22%	16%	8%	10%	9%	69%	23%ax	20%	6%	32%	68%
Scottish	163	79	68	45	34	28	14	18	9	113	31	27	10	43	119
	7%	6%	6%	6%	6%	6%	6%	6%	4%	7%	7%	6%	5%	6%	7%
		49%	42%	28%	21%	17%	9%	11%	5%	69%	19%	17%	6%	27%	73%
Welsh	74	41	33	13	17	6	5	3	4	52	9	13	3	19	55
	3%	3%	3%	2%	3%	1%	2%	1%	2%	3%	2%	3%	2%	3%	3%
		55%	45%	18%	23%	8%	6%	5%	5%	70%	12%	17%	4%	25%	75%
Irish	27	16	16	9	6	4	3	3	1	22	5	4	1	5	22
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%
		59%	58%	33%	22%	15%	11%	10%	4%	82%	17%	13%	2%	18%	82%
Any other white background	71	31	33	13	14	15	6	8	5	46	7	10	6	12	59
	3%	2%	3%	2%	2%	3%	3%	3%	2%	3%	2%	2%	3%	2%	4%
		44%	47%	19%	19%	21%	9%	12%	7%	65%	10%	14%	9%	17%	83%y
MIXED	121	77	70	58	51	51	21	31	16	101	34	41	17	55	66
	5%	6%	6%	8%	9%	11%	9%	10%	8%	6%	8%	9%	9%	8%	4%
		64%	58%	48%	42%mu	42%mmu	17%	25%mu	13%	83%	28%z	34%z	14%z	46%z	54%
White and Black Caribbean	54	33	25	18	17	17	6	8	3	45	13	12	4	17	36
	2%	2%	2%	3%	3%	4%	2%	3%	1%	3%	3%	3%	2%	2%	2%
		62%	46%	34%	31%	32%	11%	16%	6%	83%	24%	23%	7%	32%	68%
White and Black African	18	14	11	8	8	6	3	5	4	15	3	7	3	8	10
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%
		76%	59%	46%	45%	32%	16%	27%	21%	82%	17%	40%	16%	46%	54%
White and Asian	39	24	26	25	21	20	12	15	7	33	14	19	11	26	13
	2%	2%	2%	4%	4%	5%	5%	5%	4%	2%	3%	4%	6%	4%	1%
		62%	67%	65%mu	55%mu	52%mmu	30%mmu	40%mmu	19%	84%	36%z	49%z	27%z	67%z	33%
Any other mixed/ multiple ethnic background	10	6	8	6	5	8	1	2	2	8	4	3	-	4	7
	*	*	1%	1%	1%	2%	*	1%	1%	*	1%	1%	-	*	*
		60%	82%	58%	51%	75%mu	7%	18%	17%	82%	35%	26%	-	35%	65%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 4

Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?
SINGLE CODE**Base: All respondents**

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Total	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
107	65	63	46	36	28	15	27	14	89	17	26	10	35	72
4%	5%	6%	6%	6%	6%	6%	8%	7%	5%	4%	6%	5%	5%	4%
	61%	59%	43%	34%	26%	14%	25% mu	13%	83%	16%	24%	9%	33%	67%
56	40	40	26	25	16	12	14	8	48	8	13	3	17	39
2%	3%	4%	4%	4%	4%	5%	4%	4%	3%	2%	3%	2%	2%	2%
	72%	72%	46%	44%	29%	22%	25%	14%	85%	13%	23%	5%	31%	69%
26	15	14	11	4	5	3	9	4	24	5	9	3	9	17
1%	1%	1%	2%	1%	1%	1%	3%	2%	1%	1%	2%	2%	1%	1%
	57%	53%	42%	14%	19%	11%	36% mp	15%	92%	21%	33%	11%	33%	67%
14	6	2	5	4	3	2	2	2	9	4	2	-	4	10
1%	*	*	1%	1%	1%	-	1%	1%	1%	1%	*	-	*	1%
	45%	16%	39%	31%	21%	-	13%	15%	63%	26%	16%	-	26%	74%
11	4	7	4	4	4	-	1	-	9	1	2	4	6	5
*	*	1%	1%	1%	1%	-	*	-	1%	*	1%	2%	1%	*
	36%	60%	39%	32%	32%	-	13%	-	78%	8%	21%	39% vz	52%	48%
64	39	36	23	23	24	10	16	9	50	18	19	11	26	39
3%	3%	3%	3%	4%	5%	4%	5%	5%	3%	4%	4%	6%	4%	2%
	60%	57%	36%	36%	37% mu	16%	24%	15%	78%	28%	30%	16% z	40%	60%
30	17	14	10	14	10	7	11	6	24	7	7	5	9	21
1%	1%	1%	1%	2%	2%	3%	4%	3%	1%	2%	2%	3%	1%	1%
	57%	46%	34%	46%	34%	24%	37% mnou	22%	81%	24%	25%	16%	31%	69%
33	21	22	13	9	13	3	4	3	25	10	11	6	15	18
1%	2%	2%	2%	2%	3%	1%	1%	1%	1%	2%	2%	3%	2%	1%
	62%	65%	38%	26%	38%	10%	13%	9%	74%	31%	33%	17% z	46%	54%
1	1	1	-	1	1	-	-	-	1	-	1	-	1	-
*	*	*	-	*	*	-	-	-	*	-	*	-	*	-
	100%	100%	-	100%	100%	-	-	-	100%	-	100%	-	100%	-
6	2	3	2	2	-	2	3	-	3	3	1	-	3	3
*	*	*	*	*	-	1%	1%	-	*	1%	*	-	*	*
	27%	51%	27%	27%	-	27%	51% mu	-	51%	51%	24%	-	51%	49%
6	2	3	2	2	-	2	3	-	3	3	1	-	3	3
*	*	*	*	*	-	1%	1%	-	*	1%	*	-	*	*
	27%	51%	27%	27%	-	27%	51% mu	-	51%	51%	24%	-	51%	49%
22	10	11	6	5	1	1	1	2	11	1	4	1	4	18
1%	1%	1%	1%	1%	*	*	*	1%	1%	*	1%	1%	1%	1%
	45%	50%	26%	22%	5%	5%	5%	9%	50%	5%	17%	5%	17%	83%
18	9	10	5	4	1	1	1	1	10	1	4	1	4	15
1%	1%	1%	1%	1%	*	*	*	*	1%	*	1%	1%	1%	1%
	48%	54%	26%	20%	6%	6%	6%	5%	54%	6%	20%	6%	20%	80%
3	1	1	1	1	-	-	-	1	1	-	-	-	-	3
*	*	*	*	*	-	-	-	*	*	-	-	-	-	*
	29%	29%	29%	29%	-	-	-	29%	29%	-	-	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 4

Q02: (SHOW SCREEN) Which of these groups do you consider you belong to?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2384	1332	1090	718	569	451	234	316	208	1709	448	470	186	717	1667
		56%	46%	30%	24%	19%	10%	13%	9%	72%	19%	20%	8%	30%	70%
Prefer not to say	24	11	10	5	5	6	4	4	3	16	7	6	3	7	17
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
		46%	40%	19%	19%	23%	18%	18%	13%	65%	27%	25%	10%	31%	69%
Net: MEG	319	192	183	135	117	104	49	76	41	253	73	92	39	123	197
	13%	14%	17%	19%	21%	23%	21%	24%	20%	15%	16%	19%	21%	17%	12%
		60%	57%	42% <i>mu</i>	37% <i>mu</i>	33% <i>mu</i>	15% <i>mu</i>	24% <i>mu</i>	13%	79%	23% <i>z</i>	29% <i>z</i>	12% <i>z</i>	38% <i>z</i>	62%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 5

Q03: STANDARD REGION.

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Scotland	217 9%	115 10%	102 9%	105 9%	112 9%	31 9%	33 9%	36 9%	38 9%	33 10%	45 9%	41 8%	67 9%	48 10%	60 10%	108 9%	108 10%	52 7%	165 10%	48 7%	169 10%	104 9%	113 9%
North East	98 4%	55 5%	43 4%	47 4%	51 4%	13 4%	18 5%	13 3%	18 4%	18 5%	18 4%	17 3%	25 3%	28 6%	28 5%	42 3%	56 5%	25 3%	72 4%	22 3%	76 4%	45 4%	52 4%
North West	262 11%	134 11%	129 11%	116 10%	146 12%	44 13%	36 9%	33 8%	53 13%	40 12%	57 12%	58 11%	80 11%	57 11%	68 11%	137 11%	125 11%	75 10%	188 12%	61 9%	201 12%	117 10%	145 12%
Yorkshire	195 8%	91 8%	105 9%	93 8%	103 8%	28 8%	32 8%	25 6%	45 11%	29 8%	36 7%	33 6%	65 9%	45 9%	52 8%	98 8%	97 9%	61 8%	135 8%	51 8%	145 8%	99 8%	97 8%
East Midlands	169 7%	67 6%	103 9%	85 7%	84 7%	21 6%	28 7%	23 6%	33 8%	24 7%	40 8%	35 7%	36 5%	37 7%	61 10%	71 6%	98 9%	51 7%	119 7%	48 7%	121 7%	74 6%	95 8%
West Midlands	207 9%	106 9%	102 9%	94 8%	114 9%	35 10%	37 9%	37 9%	30 7%	27 8%	41 9%	48 9%	60 8%	44 9%	56 9%	108 9%	99 9%	85 11%	122 8%	69 11%	138 8%	104 9%	103 9%
Wales	141 6%	70 6%	70 6%	69 6%	72 6%	22 6%	19 5%	22 5%	24 6%	22 6%	32 6%	26 5%	41 6%	31 6%	43 7%	67 5%	74 7%	42 6%	98 6%	39 6%	101 6%	67 6%	73 6%
East	217 9%	113 9%	104 9%	112 10%	105 9%	25 7%	36 9%	45 11%	44 11%	20 6%	48 10%	55 10%	63 9%	48 10%	51 8%	118 9%	99 9%	79 10%	138 8%	65 10%	152 9%	107 9%	110 9%
South West	200 8%	98 8%	102 9%	105 9%	95 8%	21 6%	29 7%	42 10%	18 4%	41 12%	49 10%	47 9%	61 8%	34 7%	58 9%	109 9%	92 8%	60 8%	140 9%	50 8%	151 9%	86 7%	115 10%
South East	322 13%	163 14%	159 13%	165 14%	157 13%	44 13%	49 13%	40 10%	66 16%	46 13%	77 16%	75 14%	116 16%	50 10%	80 13%	191 15%	131 12%	85 11%	237 15%	71 11%	251 15%	154 13%	168 14%
London	300 13%	157 13%	144 12%	143 12%	157 13%	57 16%	64 16%	80 20%	30 7%	36 10%	33 7%	84 16%	105 14%	71 14%	40 7%	189 15%	111 10%	126 17%	175 11%	110 17%	190 11%	200 17%	98 8%
Northern Ireland	55 2%	25 2%	30 2%	26 2%	29 2%	10 3%	10 2%	10 2%	10 2%	7 2%	10 2%	10 2%	15 2%	12 2%	17 3%	25 2%	30 3%	19 2%	36 2%	17 3%	37 2%	31 3%	24 2%
Net: England	1972 83%	982 82%	990 83%	960 83%	1012 83%	288 82%	329 84%	338 83%	336 82%	281 82%	400 82%	452 85%	612 83%	414 82%	493 80%	1064 84%	907 81%	646 85%	1326 82%	547 84%	1424 82%	986 83%	984 82%
		50%	50%	49%	51%	15%	17%	17%	17%	14%	20%	23%	31%	21%	25%	54%	46%	33%	67%	28%	72%	50%	50%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 5

Q03: STANDARD REGION.

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253	
Scotland	217 9%	194 9%	23 11%	136 8%	81 10%	168 9%	49 11%	- 100%	217 100%	-	-	-	-	-	-	-	-	-	-	-	
		89%	11%	63%	37%	77%	23%	-	100%gij	-	-	-	-	-	-	-	-	-	-	-	
North East	98 4%	90 4%	7 3%	71 4%	27 3%	84 4%	13 3%	98 5%	-	-	-	98 100%	-	-	-	-	-	-	-	-	
	4%	93%	7%	73%	27%	86%	14%	100%hij	-	-	-	100%lmnopqrs	-	-	-	-	-	-	-	-	
North West	262 11%	236 11%	24 11%	158 10%	104 13%	207 11%	55 13%	262 13%	-	-	-	-	262 100%	-	-	-	-	-	-	-	
		90%	9%	60%	40%k	79%	21%	100%hij	-	-	-	-	100%kmnopqrs	-	-	-	-	-	-	-	
Yorkshire	195 8%	181 8%	15 7%	141 9%	54 7%	164 8%	31 7%	195 10%	-	-	-	-	-	195 100%	-	-	-	-	-	-	
		92%	8%	72%	28%	84%	16%	100%hij	-	-	-	-	-	100%kinopqrs	-	-	-	-	-	-	
East Midlands	169 7%	155 7%	14 7%	114 7%	55 7%	140 7%	30 7%	169 9%	-	-	-	-	-	-	169 100%	-	-	-	-	-	
		92%	8%	67%	33%	83%	17%	100%hij	-	-	-	-	-	-	100%klmnopqrs	-	-	-	-	-	
West Midlands	207 9%	182 8%	25 12%	152 9%	55 7%	162 8%	46 10%	207 11%	-	-	-	-	-	-	-	207 100%	-	-	-	-	
		88%	12%	74%	26%	78%	22%	100%hij	-	-	-	-	-	-	-	100%klmnopqrs	-	-	-	-	
Wales	141 6%	130 6%	10 5%	94 6%	47 6%	111 6%	30 7%	- 100%	-	141 100%	-	-	-	-	-	-	-	-	-	-	
		93%	7%	67%	33%	79%	21%	-	-	100%ghj	-	-	-	-	-	-	-	-	-	-	
East	217 9%	196 9%	20 10%	139 9%	78 10%	172 9%	45 10%	217 11%	-	-	-	-	-	-	-	-	217 100%	-	-	-	
		90%	9%	64%	36%	79%	21%	100%hij	-	-	-	-	-	-	-	-	100%klmnopqrs	-	-	-	
South West	200 8%	181 8%	20 9%	140 9%	60 8%	152 8%	48 11%	200 10%	-	-	-	-	-	-	-	-	-	200 100%	-	-	
		90%	10%	70%	30%	76%	24%	100%hij	-	-	-	-	-	-	-	-	-	100%klmnopqrs	-	-	
South East	322 13%	288 13%	34 16%	210 13%	112 14%	264 14%	58 13%	322 16%	-	-	-	-	-	-	-	-	-	-	322 100%	-	
		90%	10%	65%	35%	82%	16%	100%hij	-	-	-	-	-	-	-	-	-	-	100%klmnopqrs	-	
London	300 13%	285 13%	16 8%	210 13%	90 12%	275 14%	26 6%	300 15%	-	-	-	-	-	-	-	-	-	-	-	300 100%	
		95%	5%	70%	30%	92%kl	8%	100%hij	-	-	-	-	-	-	-	-	-	-	-	100%klmnopqrs	

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 5

Q03: STANDARD REGION.

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Northern Ireland	55	54	1	41	14	46	8	-	-	-	55	-	-	-	-	-	-	-	-	-
	2%	2%	1%	3%	2%	2%	2%	-	-	-	100%	-	-	-	-	-	-	-	-	-
		98%	2%	74%	26%	85%	15%	-	-	-	100%gh	-	-	-	-	-	-	-	-	-
Net: England	1972	1794	174	1337	635	1620	351	1972	-	-	-	98	262	195	169	207	217	200	322	300
	83%	83%	83%	83%	82%	83%	80%	100%	-	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
		91%	9%	68%	32%	82%	18%	100%hj	-	-	-	5%	13%	10%	9%	11%	11%	10%	16%	15%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 5

QO3: STANDARD REGION.
Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Scotland	217	47	170	88	100	15	70	114	112	95	94	151	66
	9%	11%	9%	9%	9%	7%	10%	8%	9%	9%	9%	9%	10%
		22%	78%	41%	46%	7%	32%	53%	52%	44%	43%	69%	31%
North East	98	18	79	37	41	5	24	65	49	46	43	74	24
	4%	4%	4%	4%	4%	3%	3%	5%	4%	4%	4%	4%	4%
		19%	81%	38%	42%	5%	24%	67%	50%	47%	44%	76%	24%
North West	262	35	227	99	143	25	104	145	106	152	95	161	101
	11%	8%	12%	10%	13%	12%	15%	10%	9%	14%	9%	9%	15%
		13%	87%	38%	54%cg	10%	40%cg	55%	40%	58%hj	36%	61%	39%k
Yorkshire	195	30	165	84	77	16	52	120	107	82	98	147	49
	8%	7%	8%	8%	7%	8%	7%	9%	9%	8%	9%	9%	7%
		15%	85%	43%	40%	8%	26%	61%	55%	42%	50%	75%	25%
East Midlands	169	35	134	65	87	6	61	92	100	64	82	118	51
	7%	8%	7%	6%	8%	3%	9%	7%	8%	6%	7%	7%	8%
		21%	79%	38%	51%e	4%	36%e	54%	59%	38%	48%	70%	30%
West Midlands	207	31	177	81	92	23	63	126	128	74	120	166	42
	9%	7%	9%	8%	9%	11%	9%	9%	10%	7%	11%	10%	6%
		15%	85%	39%	44%	11%	30%	61%	62%l	36%	58%l	80%l	20%
Wales	141	42	98	68	56	16	37	86	75	61	66	107	34
	6%	10%	5%	7%	5%	8%	5%	6%	6%	6%	6%	6%	5%
		30%b	70%	48%	40%	11%	26%	61%	53%	43%	47%	76%	24%
East	217	59	158	110	92	20	62	128	105	108	92	149	68
	9%	14%	8%	11%	9%	10%	9%	9%	9%	10%	8%	9%	10%
		27%b	73%	51%	42%	9%	29%	59%	48%	50%	43%	69%	31%
South West	200	44	156	69	101	25	76	108	99	97	88	145	55
	8%	10%	8%	7%	10%	12%	11%	8%	8%	9%	8%	8%	8%
		22%	78%	34%	51%c	12%c	38%cg	54%	50%	49%	44%	73%	27%
South East	322	47	274	121	136	21	91	176	151	153	135	211	111
	13%	11%	14%	12%	13%	10%	13%	13%	12%	14%	12%	12%	16%
		15%	85%	37%	42%	6%	28%	55%	47%	48%	42%	66%	34%k
London	300	10	290	155	114	28	58	213	167	126	150	236	64
	13%	2%	15%	15%	11%	14%	8%	15%	14%	12%	14%	14%	10%
		3%	97%a	52%df	38%	9%f	19%	71%df	56%	42%	50%	79%l	21%
Northern Ireland	55	21	34	28	23	6	16	33	29	26	27	45	10
	2%	5%	2%	3%	2%	3%	2%	2%	2%	2%	2%	3%	1%
		38%b	62%	50%	42%	12%	29%	61%	52%	47%	49%	82%	18%
Net: England	1972	310	1662	820	883	169	590	1172	1012	902	903	1407	565
	83%	74%	85%	82%	83%	82%	83%	83%	82%	83%	83%	82%	84%
		16%	84%a	42%	45%	9%	30%	59%	51%	46%	46%	71%	29%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 5

QO3: STANDARD REGION.

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Scotland	217 9%	107 8% 49%	94 9% 43%	61 8% 28%	48 8% 22%	41 9% 19%	17 7% 8%	27 8% 12%	13 6% 6%	151 9% 69%	41 9% 19%	38 8% 17%	11 6% 5%	61 9% 28%	156 9% 72%
North East	98 4%	61 5% 62%	43 4% 44%	31 4% 32%	31 5% 32%	22 5% 23%	13 6% 14%	15 5% 15%	9 5% 10%	74 4% 76%	17 4% 17%	28 6% 28%	8 4% 8%	33 5% 34%	64 4% 66%
North West	262 11%	121 9% 46%	95 9% 36%	66 9% 25%	63 11% 24%	50 11% 19%	18 8% 7%	30 10% 12%	13 6% 5%	161 9% 61%	46 10% 18%	50 11% 19%	36 19% 14%vwyz	82 11% 31%	180 11% 69%
Yorkshire	195 8%	126 9% 65%q	98 9% 50%	71 10% 36%q	40 7% 21%	28 6% 14%	24 10% 12%	25 8% 13%	13 6% 7%	147 9% 75%	32 7% 16%	35 8% 18%	25 13% 13%vwyz	57 8% 29%	139 8% 71%
East Midlands	169 7%	97 7% 57%t	82 7% 48%t	46 6% 27%t	46 8% 27%t	35 8% 21%t	19 8% 11%t	32 10% 19%t	4 2% 2%	118 7% 70%t	26 6% 16%	35 7% 21%	13 7% 8%	48 7% 28%	122 7% 72%
West Midlands	207 9%	142 11% 69%	120 11% 58%	79 11% 38%	73 13% 35%	46 10% 22%	26 11% 13%	38 12% 18%	40 19% 19%mnopqrsu	166 10% 80%	46 10% 22%	32 7% 15%	15 8% 7%	61 9% 29%	146 9% 71%
Wales	141 6%	82 6% 59%	66 6% 47%	39 5% 27%	37 6% 26%	21 5% 15%	14 6% 10%	12 4% 8%	11 5% 8%	107 6% 76%	24 5% 17%	29 6% 21%	9 5% 7%	44 6% 32%	96 6% 68%
East	217 9%	106 8% 49%	92 8% 43%	71 10% 33%r	43 8% 20%	29 6% 13%	12 5% 6%	21 7% 10%	20 9% 9%	149 9% 69%	33 7% 15%	34 7% 16%	9 5% 4%	50 7% 23%	167 10% 77%xy
South West	200 8%	98 7% 49%	88 8% 44%p	54 7% 27%	29 5% 15%	37 8% 18%	28 12% 14%mnop	26 8% 13%	11 5% 5%	145 8% 73%p	44 10% 22%	40 8% 20%	15 8% 7%	64 9% 32%	136 8% 68%
South East	322 13%	155 12% 48%	135 12% 42%	87 12% 27%	66 12% 21%	60 13% 19%t	22 9% 7%	34 11% 11%	15 7% 5%	211 12% 66%	78 17% 24%z	82 17% 26%z	22 12% 7%	117 16% 36%z	205 12% 64%
London	300 13%	201 15% 67%	150 14% 50%	95 13% 32%	73 13% 24%	76 17% 25%	38 16% 13%	49 15% 16%	57 27% 19%mnopqrsu	236 14% 79%	53 12% 18%	59 12% 20%	21 11% 7%	88 12% 29%	213 13% 71%
Northern Ireland	55 2%	34 3% 62%	27 2% 49%	18 3% 34%	18 3% 33%	7 2% 13%	4 2% 7%	7 2% 12%	2 1% 4%	45 3% 82%	7 2% 13%	8 2% 15%	2 1% 3%	11 1% 20%	44 3% 80%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 5
Q03: STANDARD REGION.
Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through								Harm and offence on TV (seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Net: England	1972 83%	1109 83% 56%	903 83% 46%	600 84% 30%	466 82% 24%	382 85% 19%	200 85% 10%	271 86% 14%	182 87% 9%	1407 82% 71%	376 84% 19%	395 84% 20%	164 88% 8%	600 84% 30%	1371 82% 70%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 6

QO4: Do you personally have any long term illnesses, health problem or disability which limits your daily activities or the work you can do?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Yes	466	255	211	217	249	37	51	64	81	83	151	87	91	98	190	178	288	99	367	90	376	108	355
	20%	21%	18%	19%	20%	11%	13%	16%	20%	24%	31%	16%	12%	19%	31%	14%	26%	13%	23%	14%	22%	9%	30%
		55%	45%	47%	53%	8%	11%	14%	17% cd	18% cde	32% cdefg	19%	20%	21% j	41% ijk	38%	62% m	21%	79% o	19%	81% q	23%	76% s
No	1907	926	981	938	969	312	338	340	327	259	332	441	640	404	422	1081	826	656	1252	557	1350	1074	833
	80%	78%	82%	81%	79%	89%	86%	84%	80%	75%	68%	83%	87%	80%	69%	86%	74%	86%	77%	86%	78%	90%	70%
		49%	51%	49%	51%	16% fgh	18% igh	18% gh	17% h	14% h	17%	23% l	34% kl	21% l	22%	57% n	43%	34% p	66%	29% r	71%	56% t	44%
Don't know	11	11	-	4	6	2	2	1	-	2	4	2	3	4	2	5	5	4	6	4	6	6	5
	*	1%	-	*	1%	*	1%	*	-	1%	1%	*	*	1%	*	*	*	1%	*	1%	*	*	*
		100%	-	41%	59%	14%	22%	13%	-	17%	34%	18%	33%	34%	16%	51%	49%	39%	61%	39%	61%	52%	48%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 6

Q04: Do you personally have any long term illnesses, health problem or disability which limits your daily activities or the work you can do?
SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Yes	466 20%	389 18% 83%	77 37% 17% a	275 17% 59%	191 25% 41% c	337 17% 72%	129 29% 28% e	362 18% 78%	56 26% 12% gj	41 29% 9% ej	8 14% 2%	22 22% 5% s	48 18% 10% s	47 24% 10% os	33 20% 7% s	28 13% 6%	36 17% 8%	62 31% 13% lnopr	54 17% 12% s	32 11% 7%
No	1907 80%	1773 82% 93% b	131 63% 7%	1324 82% 69% d	584 75% 31%	1599 82% 84% f	308 70% 16%	1599 81% 84% hi	161 74% 8%	100 71% 5%	47 86% 2% hi	76 78% 4%	211 81% 11% q	148 76% 8%	136 80% 7% q	179 87% 9% mq	180 83% 9% q	137 69% 7%	265 82% 14% q	266 88% 14% klmnqr
Don't know	11 *	11 100%	- -	8 1% 77%	2 * 23%	9 * 83%	2 * 17%	11 1% 99%	- - -	- - -	* * 1%	- - -	3 1% 24%	- - -	- - -	- - -	1 1% 13%	1 1% 10%	3 1% 26%	3 1% 25%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 6

Q04: Do you personally have any long term illnesses, health problem or disability which limits your daily activities or the work you can do?
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Yes	466	110	356	168	245	36	171	251	214	244	182	312	154
	20%	26%	18%	17%	23%	18%	24%	18%	17%	23%	17%	18%	23%
		24% b	76%	36%	53% cg	8%	37% cg	54%	46%	52% hj	39%	67%	33% k
No	1907	306	1601	833	810	167	539	1147	1008	835	904	1390	517
	80%	73%	82%	83%	76%	81%	76%	82%	82%	77%	83%	81%	77%
		16%	84% a	44% df	42%	9%	28%	60% df	53% i	44%	47% l	73% l	27%
Don't know	11	4	7	3	7	3	2	8	6	5	4	7	3
	*	1%	*	*	1%	1%	*	1%	*	*	*	*	1%
		36%	64%	31%	64%	28%	16%	74%	53%	47%	35%	68%	32%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Page 34

Absolutes/col percents/row percents 4 Mar 2019

Table 6

Q04: Do you personally have any long term illnesses, health problem or disability which limits your daily activities or the work you can do?
SINGLE CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Yes	466 20%	240 18% 51%	182 17% 39%	122 17% 26%	100 18% 21%	80 18% 17%	43 18% 9%	47 15% 10%	33 16% 7%	312 18% 67%	132 30% 28% z	131 28% 28% z	49 26% 11% z	185 26% 40% z	281 17% 60%
No	1907 80%	1089 82% 57%	904 83% 47%	591 82% 31%	468 82% 25%	369 82% 19%	191 82% 10%	267 85% 14%	175 84% 9%	1390 81% 73%	312 70% 16%	336 71% 18%	136 73% 7%	525 73% 28%	1382 83% 72% vwxyz
Don't know	11 *	4 * 34%	4 * 35%	4 1% 42%	2 * 14%	2 * 17%	- * -	1 * 11%	- * -	7 * 68%	4 1% 34%	3 1% 28%	2 1% 14%	6 1% 58%	4 * 42%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 7

Q05: (SHOW SCREEN) Which of these limit your daily activities or the work you can do?
MULTI CODE

Base: Those with any long term illness, health problem or disability which limits their daily activities or the work they can do

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	426	253 59%	173 41%	194 46%	232 54%	38 9%	47 11%	56 13%	63 15%	79 19%	143 34%	85 20%	89 21%	84 20%	168 39%	174 41%	252 59%	89 21%	337 79%	80 19%	346 81%	129 30%	295 69%
Weighted base	466	255 55%	211 45%	217 47%	249 53%	37* 8%*	51* 11%*	64* 14%*	81* 17%*	83* 18%*	151 32%	87* 19%*	91* 20%*	98* 21%*	190 41%	178 38%	288 62%	99* 21%*	367 79%	90* 19%*	376 81%	108 23%	355 76%
Effective base	352	210	144	157	195	31	40	49	54	71	110	66	71	69	147	137	215	77	275	69	282	111	248
Breathlessness or chest pains	108 23%	61 24%	47 22%	47 22%	61 25%	5 15%	8 16%	12 19%	11 14%	24 29%	47 31%	13 15%	18 20%	28 28%	49 26%	31 18%	77 27%	18 18%	90 25%	17 19%	91 24%	20 19%	88 25%
		56%	44%	43%	57%	5%	7%	11%	10%	23% f	44% f	12%	16%	26%	45%	29%	71% m	17%	83%	16%	84%	19%	81%
Poor vision, partial sight or blindness	26 6%	20 8%	7 3%	12 5%	15 6%	3 9%	3 6%	5 7%	5 7%	4 4%	6 4%	5 6%	9 10%	1 1%	12 6%	14 5%	13 4%	7 7%	20 5%	6 7%	20 5%	11 11%	15 4%
		75%	25%	45%	55%	13%	12%	18%	20%	14%	23%	20%	33% k	2%	45%	53%	47%	25%	75%	23%	77%	43% t	57%
Difficulty in speaking or communicating	15 3%	12 5%	4 2%	5 2%	10 4%	* 1%	5 10%	6 9%	4 5%	- -	- -	3 3%	* 3%	3 3%	9 5%	3 2%	12 4%	7 7%	8 2%	7 8%	8 2%	6 6%	9 3%
		75%	25%	34%	66%	3%	34% gh	38% gh	25% h	-	-	19%	3%	22%	56%	21%	79%	46% p	54%	46% r	54%	40%	60%
Poor hearing, partial hearing or deafness	36 8%	27 11%	9 4%	22 10%	13 5%	3 9%	5 10%	4 6%	7 9%	6 7%	11 7%	9 10%	5 6%	8 8%	14 7%	14 8%	22 8%	9 9%	27 7%	9 10%	27 7%	10 9%	26 7%
		76%	24%	63%	37%	9%	14%	11%	19%	16%	30%	24%	14%	22%	40%	39%	61%	24%	76%	24%	76%	28%	72%
Cannot walk at all/ use a wheelchair	17 4%	2 1%	15 7%	5 2%	13 5%	- -	2 3%	- -	3 3%	7 9%	5 4%	- -	3 3%	- -	14 8%	3 2%	14 5%	3 3%	14 4%	3 4%	14 4%	1 1%	16 5%
		13%	87%	27%	73%	-	9%	-	16%	43% e	32%	-	16%	-	84% lk	16%	84%	19%	81%	19%	81%	6%	94%
Cannot walk very far or manage stairs or can only do so with difficulty	184 39%	87 34%	97 46%	79 36%	105 42%	5 13%	14 27%	22 35%	26 33%	43 52%	73 49%	37 43%	30 33%	36 37%	80 42%	67 38%	116 40%	38 38%	146 40%	38 42%	146 39%	24 23%	157 44%
		47%	53%	43%	57%	3%	7%	12% c	14%	23% cdf	40% cd	20%	16%	20%	44%	37%	63%	21%	79%	21%	79%	13%	86% s
Limited ability to reach	45 10%	27 11%	18 8%	19 9%	26 11%	2 5%	2 4%	7 12%	12 15%	6 7%	16 10%	4 4%	10 10%	9 9%	23 12%	13 7%	32 11%	8 8%	37 10%	7 8%	38 10%	7 6%	38 11%
		61%	39%	42%	58%	4%	5%	17%	27%	13%	35%	8%	21%	20%	50%	29%	71%	17%	83%	16%	84%	15%	85%
Mental health problems or difficulties	132 28%	100 39%	33 16%	58 27%	74 30%	24 64%	20 40%	33 51%	35 43%	13 15%	8 5%	19 22%	23 25%	23 23%	68 36%	42 24%	90 31%	37 37%	96 26%	29 33%	103 27%	29 27%	102 29%
		75%	25%	44%	56%	18% gh	15% gh	25% gh	26% gh	10% h	6%	14%	17%	17%	51% l	32%	68%	28%	72%	22%	78%	22%	77%
Dyslexia	17 4%	12 5%	5 3%	6 3%	11 5%	5 14%	2 5%	3 4%	4 5%	1 1%	2 1%	3 4%	2 2%	4 5%	8 4%	5 3%	12 4%	10 10%	7 2%	9 10%	8 2%	6 5%	11 3%
		68%	32%	33%	67%	31% gh	14%	16%	21%	5%	12%	19%	10%	26%	45%	29%	71%	61% p	39%	52% r	48%	33%	67%
Other illnesses/ health problems which limit your daily activities/ work you can do	131 28%	82 32%	49 23%	72 33%	58 24%	8 22%	10 20%	19 30%	25 31%	28 34%	39 26%	26 30%	32 35%	33 34%	39 21%	58 33%	72 25%	29 29%	102 28%	27 30%	104 26%	44 41%	86 24%
		63%	37%	55% b	45%	6%	8%	15%	19%	22%	30%	20%	25% l	25% l	30%	45%	55%	22%	78%	21%	79%	34% t	66%
Don't know/ Refused	16 3%	9 4%	7 3%	8 4%	8 3%	1 4%	3 5%	1 1%	4 5%	4 5%	3 2%	4 4%	4 5%	2 2%	5 3%	8 5%	8 3%	3 3%	13 4%	3 3%	13 3%	3 3%	13 4%
		56%	44%	50%	50%	8%	16%	6%	26%	25%	19%	24%	27%	14%	34%	51%	49%	18%	82%	18%	82%	21%	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
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 7

Q05: (SHOW SCREEN) Which of these limit your daily activities or the work you can do?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any long term illness, health problem or disability which limits their daily activities or the work they can do

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
	426	367 86%	59 14%	257 60%	169 40%	317 74%	109 26%	273 64%	62 15%	64 15%	27 6%	16 4%	36 8%	34 8%	25 6%	24 6%	25 6%	45 11%	40 9%	28 7%
	466	389 83%	77* 17%*	275 59%	191 41%	337 72%	129* 28%*	362 78%	56* 12%*	41* 9%*	8** 2%**	22** 5%**	48* 10%*	47* 10%*	33** 7%**	28** 6%**	36** 8%**	62* 13%*	54* 12%*	32** 7%**
	352	302	51	212	140	262	91	247	57	58	15	15	33	31	23	23	23	40	36	25
	108	85	23	56	52	69	39	85	14	9	1	2	15	2	5	8	11	22	10	10
	23%	22%	30%	20%	27%	21%	30%	23%	25%	21%	13%	10%	31%	5%	15%	27%	30%	35%	18%	32%
		78%	22%	52%	48%	64%	36%	78%	13%	8%	1%	2%	14% m	2%	5%	7%	10%	20% m	9%	10%
	26	24	2	20	7	21	5	21	4	1	*	-	5	1	6	1	-	5	1	2
	6%	6%	3%	7%	4%	6%	4%	6%	7%	3%	6%	-	11%	2%	19%	3%	-	8%	2%	5%
		92%	8%	75%	25%	81%	19%	79%	15%	5%	2%	-	19%	4%	23%	3%	-	18%	4%	6%
	15	14	2	11	5	15	-	13	1	1	-	2	3	2	3	-	2	2	-	-
	3%	4%	2%	4%	2%	5%	-	4%	2%	4%	-	11%	6%	3%	8%	-	5%	3%	-	-
		89%	11%	70%	30%	100% f	-	84%	6%	10%	-	16%	19%	11%	17%	-	11%	11%	-	-
	36	33	3	20	15	26	10	26	6	3	1	1	7	2	4	1	1	5	3	1
	8%	8%	4%	7%	8%	8%	8%	7%	11%	7%	8%	4%	15%	4%	12%	3%	4%	8%	6%	3%
		92%	8%	57%	43%	72%	28%	73%	17%	8%	2%	2%	21%	6%	11%	3%	4%	15%	9%	3%
	17	9	8	8	9	6	12	16	1	1	-	5	2	-	3	1	-	3	2	-
	4%	2%	11%	3%	5%	2%	9%	4%	2%	2%	-	21%	4%	-	9%	4%	-	5%	4%	-
		52%	48% a	48%	52%	32%	68% e	90%	6%	4%	-	26%	12%	-	18%	6%	-	16%	12%	-
	184	142	41	96	87	120	64	147	20	14	2	11	22	19	17	8	13	25	18	14
	39%	37%	54%	35%	46%	36%	49%	41%	37%	35%	22%	51%	44%	41%	50%	29%	37%	40%	34%	44%
		77%	23% a	52%	48% c	65%	35% e	80%	11%	8%	1%	6%	12%	11%	9%	4%	7%	14%	10%	8%
	45	42	2	26	19	34	11	34	8	2	*	1	5	2	10	-	4	5	5	1
	10%	11%	3%	9%	10%	10%	8%	9%	15%	5%	5%	4%	11%	4%	32%	-	12%	9%	10%	4%
		95%	5%	58%	42%	77%	23%	76%	18%	5%	1%	2%	11%	4%	23%	-	9%	12%	12%	3%
	132	118	14	84	49	114	19	102	18	11	2	4	20	15	9	6	8	16	14	10
	28%	30%	19%	30%	25%	34%	15%	28%	31%	26%	26%	21%	42%	32%	29%	21%	22%	26%	25%	30%
		89%	11%	63%	37%	86% f	14%	77%	13%	8%	2%	3%	15%	11%	7%	4%	6%	12%	10%	7%
	17	17	-	14	3	15	2	14	-	3	*	2	3	3	2	2	-	1	-	-
	4%	4%	-	5%	1%	5%	1%	4%	-	7%	5%	11%	6%	7%	6%	7%	-	1%	-	-
		100%	-	84%	16%	91%	9%	81%	-	16% h	2%	14%	17%	21%	12%	12%	-	5%	-	-
	131	122	8	93	37	105	26	99	15	12	4	7	14	11	9	7	7	22	12	10
	28%	31%	11%	34%	20%	31%	20%	27%	27%	31%	54%	32%	30%	22%	27%	24%	20%	36%	22%	32%
		94% b	6%	71% d	29%	80% f	20%	76%	12%	10%	3%	5%	11%	8%	7%	5%	6%	17%	9%	8%
	16	14	2	13	3	14	2	12	-	3	1	1	-	3	-	-	-	3	3	2
	3%	4%	2%	5%	2%	4%	1%	3%	-	7%	12%	6%	-	6%	-	-	-	5%	5%	7%
		89%	11%	79%	21%	89%	11%	76%	-	19% h	6%	8%	-	18%	-	-	-	18%	17%	14%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 7

Q05: (SHOW SCREEN) Which of these limit your daily activities or the work you can do?
MULTI CODE

Base: Those with any long term illness, health problem or disability which limits their daily activities or the work they can do

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	426	115 27%	311 73%	163 38%	222 52%	34 8%	151 35%	230 54%	203 48%	215 50%	174 41%	294 69%	132 31%
Weighted base	466	110* 24%*	356 76%	168 36%	245 53%	36** 8%**	171 37%	251 54%	214 46%	244 52%	182 39%	312 67%	154 33%
Effective base	352	94	259	135	183	25	124	191	169	177	144	241	111
Breathlessness or chest pains	108 23%	25 23%	83 23%	37 22%	64 26%	7 21%	47 28%	52 21%	44 20%	62 25%	38 21%	67 21%	42 27%
Poor vision, partial sight or blindness	26 6%	8 7%	19 5%	11 6%	18 7%	5 14%	8 5%	17 7%	19 9%	7 3%	16 9%	22 7%	4 3%
Difficulty in speaking or communicating	15 3%	5 35%	10 65%	8 56%	10 64%	* 3%	5 33%	8 49%	8 52%	7 48%	8 52%	12 79%	3 21%
Poor hearing, partial hearing or deafness	36 8%	10 9%	26 7%	13 8%	25 10%	1 3%	19 11%	16 6%	20 9%	15 6%	18 10%	22 7%	14 9%
Cannot walk at all/ use a wheelchair	17 4%	3 2%	15 4%	3 2%	10 4%	1 4%	8 5%	9 4%	8 4%	9 4%	7 4%	8 3%	9 6%
Cannot walk very far or manage stairs or can only do so with difficulty	184 39%	42 38%	141 40%	69 41%	104 42%	7 18%	73 43%	96 38%	77 36%	105 43%	60 33%	107 34%	76 50%
Limited ability to reach	45 10%	8 7%	37 10%	14 8%	27 11%	2 5%	16 10%	26 10%	23 11%	22 9%	16 9%	31 10%	14 9%
Mental health problems or difficulties	132 28%	31 28%	102 29%	42 25%	70 29%	10 26%	51 30%	61 24%	62 29%	65 27%	53 29%	101 33%	31 20%
Dyslexia	17 4%	3 3%	14 4%	12 7%	6 2%	* 1%	- -	15 6%	14 7%	2 1%	11 6%	16 5%	1 1%
Other illnesses/ health problems which limit your daily activities/ work you can do	131 28%	26 24%	104 29%	48 29%	68 28%	17 47%	44 26%	78 31%	77 36%	53 22%	67 37%	108 35%	23 15%
Don't know/ Refused	16 3%	6 5%	10 3%	6 3%	8 3%	2 6%	3 2%	10 4%	8 4%	7 3%	6 3%	12 4%	4 3%
		35%	65%	35%	47%	14%	22%	63%	52%	47%	35%	73%	27%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 7

Q05: (SHOW SCREEN) Which of these limit your daily activities or the work you can do?
MULTI CODE

Base: Those with any long term illness, health problem or disability which limits their daily activities or the work they can do

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total															
426	222 52%	174 41%	113 27%	95 22%	77 18%	42 10%	45 11%	33 8%	294 69%	120 28%	118 28%	45 11%	169 40%	257 60%	
466	240 51%	182 39%	122* 26%*	100* 21%*	80* 17%*	43* 9%*	47* 10%*	33** 7%**	312 67%	132* 28%*	131* 28%*	49* 11%*	185 40%	281 60%	
352	184	144	95	79	62	35	36	29	241	97	97	39	139	213	
108	47	38	22	18	18	13	8	9	67	30	32	14	43	65	
23%	20%	21%	18%	18%	23%	29%	17%	27%	23%	23%	25%	29%	23%	23%	
	43%	35%	20%	17%	17%	12%	8%	8%	62%	28%	30%	13%	40%	60%	
26	18	16	12	8	6	3	4	2	22	8	17	4	17	10	
6%	8%	9%	9%	9%	8%	7%	8%	7%	7%	6%	13%	9%	9%	3%	
	69%	59%	44%	32%	24%	12%	14%	9%	83%	31%	63% z	17%	63% z	37%	
15	11	8	7	5	5	5	2	1	12	5	4	3	7	8	
3%	4%	4%	6%	5%	7%	11%	4%	4%	4%	4%	3%	6%	4%	3%	
	69%	52%	49%	30%	34%	31%	11%	8%	79%	33%	25%	19%	45%	55%	
36	16	18	11	13	5	4	5	4	22	10	10	3	14	22	
8%	7%	10%	9%	13%	6%	10%	11%	13%	7%	7%	8%	6%	7%	8%	
	45%	49%	30%	35%	15%	12%	15%	12%	61%	27%	28%	9%	39%	61%	
17	6	7	4	-	3	2	-	-	8	5	8	4	12	6	
4%	2%	4%	3%	-	3%	5%	-	-	3%	4%	6%	8%	6%	2%	
	33%	42%	22%	-	16%	13% p	-	-	48%	30%	44%	21%	67% z	33%	
184	84	60	40	35	28	14	13	13	107	59	57	13	83	100	
39%	35%	33%	33%	35%	35%	33%	27%	40%	34%	44%	44%	27%	45% x	36%	
	46%	33%	22%	19%	15%	8%	7%	7%	58%	32%	31%	7%	45% x	55%	
45	23	16	9	10	3	3	2	2	31	11	17	1	20	24	
10%	10%	9%	7%	10%	4%	8%	5%	6%	10%	8%	13%	3%	11%	9%	
	52%	36%	19%	23%	7%	8%	5%	4%	69%	24%	39%	3%	46%	54%	
132	77	53	44	38	32	10	14	7	101	31	32	12	46	87	
28%	32%	29%	36%	38%	39%	24%	30%	20%	33%	23%	25%	25%	25%	31%	
	58%	40%	33%	29%	24%	8%	11%	5%	77%	23%	25%	9%	35%	65%	
17	14	11	11	4	6	8	8	3	16	6	9	5	9	8	
4%	6%	6%	9%	4%	7%	19%	16%	10%	5%	5%	7%	9%	5%	3%	
	83%	66%	67%	24%	35%	49% mnpu	45% mpu	19%	95%	38%	54%	27%	55%	45%	
131	77	67	38	25	26	11	17	9	108	38	38	18	51	79	
28%	32%	37%	31%	25%	33%	27%	36%	27%	35%	29%	29%	37%	28%	28%	
	59%	51%	29%	19%	20%	9%	13%	7%	83%	29%	29%	14%	39%	61%	
16	8	6	4	4	*	2	1	1	12	3	2	2	5	11	
3%	3%	3%	3%	4%	1%	5%	3%	4%	4%	2%	2%	4%	3%	4%	
	51%	35%	25%	23%	3%	14%	8%	8%	73%	16%	15%	12%	30%	70%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 8

Q06: (SHOW SCREEN) Which of these best describes your sight (with glasses or contact lenses if you normally use them)?
SINGLE CODE

Base: Those with poor vision, partial sight or blindness

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	25	19 76%	6 24%	10 40%	15 60%	4 16%	4 16%	3 12%	4 16%	5 20%	5 20%	6 24%	6 24%	1 4%	12 48%	12 48%	13 52%	7 28%	18 72%	6 24%	19 76%	13 52%	12 48%
Weighted base	26*	20* 75%*	7* 25%*	12** 45%**	15** 55%**	3** 13%**	3** 12%**	5** 18%**	5** 20%**	4** 14%**	6** 23%**	5** 20%**	9** 33%**	1** 2%**	12** 45%**	14** 53%**	13** 47%**	7** 25%**	20** 75%**	6** 23%**	20** 77%**	11** 43%**	15** 57%**
Effective base	20	16	4	9	12	3	4	3	4	5	4	6	5	1	9	10	10	6	15	5	15	12	10
Cannot tell by the light where the windows are	1 3%	1 5%	-	-	1 6%	-	1 28%	-	-	-	-	1 18%	-	-	-	1 7%	-	1 14%	-	1 15%	-	1 8%	-
		100%	-	-	100%	-	100%	-	-	-	-	100%	-	-	-	100%	-	100%	-	100%	-	100%	-
Cannot see the shapes of furniture in the room	2 7%	2 9%	-	-	2 13%	1 28%	1 29%	-	-	-	-	2 36%	-	-	-	2 13%	-	2 28%	-	2 31%	-	2 16%	-
		100%	-	-	100%	50%	50%	-	-	-	-	100%	-	-	-	100%	-	100%	-	100%	-	100%	-
Cannot see well enough to recognise a friend if close to his or her face	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cannot see well enough to recognise a friend if he or she is at arm's length	1 5%	-	1 19%	-	1 9%	-	-	-	-	-	1 22%	-	-	-	1 11%	-	1 10%	-	1 7%	-	1 6%	-	1 9%
		-	100%	-	100%	-	-	-	-	-	100%	-	-	-	100%	-	100%	-	100%	-	100%	-	100%
Cannot see well enough to read a newspaper headline	5 18%	5 24%	-	4 34%	1 4%	-	1 20%	2 32%	1 20%	2 41%	-	2 36%	-	1 100%	2 19%	2 13%	3 23%	1 10%	4 21%	1 10%	4 20%	2 22%	2 15%
		100%	-	87%	13%	-	13%	32%	23%	32%	-	39%	-	13%	48%	39%	61%	13%	87%	13%	87%	52%	48%
Cannot see well enough to read a large print book	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cannot see well enough to recognise a friend across a room	3 10%	2 13%	* 3%	-	3 18%	* 7%	-	-	2 30%	1 17%	* 3%	-	-	-	3 22%	-	3 21%	-	3 13%	-	3 13%	1 6%	2 13%
		93%	7%	-	100%	9%	-	-	60%	24%	7%	-	-	-	100%	-	100%	-	100%	-	100%	24%	76%
Cannot see well enough to recognise a friend across a road	3 13%	3 18%	-	1 11%	2 15%	2 65%	-	-	1 24%	-	-	1 11%	3 33%	-	-	3 25%	-	1 8%	3 15%	-	3 17%	2 16%	2 11%
		100%	-	37%	63%	63%	-	-	37%	-	-	16%	84%	-	-	100%	-	16%	84%	-	100%	53%	47%
Have difficulty seeing ordinary newspaper print	7 25%	5 24%	2 28%	5 44%	1 9%	-	-	3 68%	1 25%	-	2 33%	-	3 37%	-	3 28%	3 23%	3 27%	2 28%	5 24%	2 31%	5 23%	1 12%	5 35%
		71%	29%	79%	21%	-	-	50%	20%	-	30%	-	49%	-	51%	49%	51%	29%	71%	29%	71%	20%	80%
Other description of sight	4 14%	2 8%	2 30%	1 6%	3 19%	-	1 24%	-	-	1 21%	2 33%	-	2 23%	-	2 13%	2 15%	2 12%	1 12%	3 14%	1 13%	3 14%	2 14%	2 13%
		43%	57%	21%	79%	-	21%	-	-	-	57%	-	57%	-	43%	57%	43%	21%	79%	21%	79%	43%	57%
Don't know	1 5%	-	1 20%	1 5%	1 5%	-	-	-	-	1 21%	1 9%	-	1 7%	-	1 7%	1 4%	1 6%	-	1 7%	-	1 7%	1 7%	1 4%
		-	100%	42%	58%	-	-	-	-	-	42%	-	42%	-	58%	42%	58%	-	100%	-	100%	58%	42%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 8

Absolutes/col percents/row percents 4 Mar 2019

Q06: (SHOW SCREEN) Which of these best describes your sight (with glasses or contact lenses if you normally use them)?
SINGLE CODE

Base: Those with poor vision, partial sight or blindness

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	25	24	1	19	6	22	3	16	5	2	2	-	3	1	5	1	-	3	1	2
		96%	4%	76%	24%	88%	12%	64%	20%	8%	8%	-	12%	4%	20%	4%	-	12%	4%	8%
Weighted base	26*	24**	2**	20**	7**	21**	5**	21**	4**	1**	***	-**	5**	1**	6**	1**	-**	5**	1**	2**
		92%**	8%**	75%**	25%**	81%**	19%**	79%**	15%**	5%**	2%**	-**	19%**	4%**	23%**	3%**	-**	18%**	4%**	6%**
Effective base	20	20	1	16	5	18	3	14	4	2	2	-	3	1	4	1	-	3	1	2
Cannot tell by the light where the windows are	1	1	-	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-
	3%	4%	-	5%	-	4%	-	4%	-	-	-	-	-	-	-	100%	-	-	-	-
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	100%	-	-	-	-
Cannot see the shapes of furniture in the room	2	2	-	2	-	2	-	2	-	2	-	-	-	1	-	-	-	-	-	1
	7%	8%	-	9%	-	9%	-	9%	-	9%	-	-	-	100%	-	-	-	-	-	55%
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	50%	-	-	-	-	-	50%
Cannot see well enough to recognise a friend if close to his or her face	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cannot see well enough to recognise a friend if he or she is at arm's length	1	1	-	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	5%	5%	-	-	19%	-	26%	-	33%	-	-	-	-	-	-	-	-	-	-	-
		100%	-	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	-
Cannot see well enough to read a newspaper headline	5	5	-	4	1	5	-	3	1	1	-	-	2	-	-	-	-	-	1	1
	18%	19%	-	20%	11%	22%	-	16%	16%	56%	-	-	30%	-	-	-	-	-	100%	45%
		100%	-	84%	16%	100%	-	71%	13%	16%	-	-	32%	-	-	-	-	-	23%	16%
Cannot see well enough to read a large print book	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cannot see well enough to recognise a friend across a room	3	3	-	1	2	1	2	2	1	-	*	-	2	-	-	-	-	-	-	-
	10%	11%	-	4%	28%	5%	32%	8%	16%	-	100%	-	31%	-	-	-	-	-	-	-
		100%	-	31%	69%	40%	60%	60%	24%	-	16%	-	60%	-	-	-	-	-	-	-
Cannot see well enough to recognise a friend across a road	3	3	-	3	-	3	-	3	1	-	-	-	-	-	1	-	-	2	-	-
	13%	14%	-	18%	-	16%	-	14%	14%	-	-	-	-	-	21%	-	-	34%	-	-
		100%	-	100%	-	100%	-	84%	16%	-	-	-	-	84%	37%	-	-	47%	-	-
Have difficulty seeing ordinary newspaper print	7	7	-	7	-	7	-	7	-	-	-	-	-	-	3	-	-	3	-	-
	25%	27%	-	33%	-	30%	-	31%	-	-	-	-	-	-	54%	-	-	66%	-	-
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	51%	-	-	49%	-	-
Other description of sight	4	2	2	2	2	2	2	3	1	-	-	-	2	-	1	-	-	-	-	-
	14%	6%	100%	8%	30%	7%	41%	13%	20%	-	-	-	39%	-	13%	-	-	-	-	-
		43%	57%	43%	57%	43%	57%	79%	21%	-	-	-	57%	-	22%	-	-	-	-	-
Don't know	1	1	-	1	1	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-
	5%	6%	-	3%	12%	6%	-	4%	-	44%	-	-	-	-	13%	-	-	-	-	-
		100%	-	42%	58%	100%	-	58%	-	42%	-	-	-	-	58%	-	-	-	-	-

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 8

Q06: (SHOW SCREEN) Which of these best describes your sight (with glasses or contact lenses if you normally use them)?
SINGLE CODE

Base: Those with poor vision, partial sight or blindness

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	25	8	17	11	14	6	6	17	18	7	16	22	3
		32%	68%	44%	56%	24%	24%	68%	72%	28%	64%	88%	12%
Weighted base	26*	8**	19**	11**	18**	5**	8**	17**	19**	7**	16**	22**	4**
		29%**	71%**	41%**	68%**	20%**	32%**	63%**	72%**	28%**	59%**	83%**	17%**
Effective base	20	6	14	8	12	5	5	14	15	5	14	18	3
Cannot tell by the light where the windows are	1	-	1	1	1	1	-	1	1	-	1	1	-
	3%	-	5%	8%	5%	18%	-	5%	5%	-	6%	4%	-
		-	100%	100%	100%	100%	-	100%	100%	-	100%	100%	-
Cannot see the shapes of furniture in the room	2	1	1	1	1	-	1	1	2	-	2	2	-
	7%	12%	5%	9%	5%	-	11%	6%	10%	-	12%	8%	-
		50%	50%	50%	50%	-	50%	50%	100%	-	100%	100%	-
Cannot see well enough to recognise a friend if close to his or her face	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Cannot see well enough to recognise a friend if he or she is at arm's length	1	-	1	1	-	-	-	1	-	1	-	1	-
	5%	-	7%	12%	-	-	-	8%	-	18%	-	6%	-
		-	100%	100%	-	-	-	100%	-	100%	-	100%	-
Cannot see well enough to read a newspaper headline	5	2	3	1	2	-	2	3	5	-	3	5	-
	18%	28%	14%	13%	13%	-	18%	19%	25%	-	21%	22%	-
		45%	55%	29%	48%	-	32%	68%	100%	-	68%	100%	-
Cannot see well enough to read a large print book	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Cannot see well enough to recognise a friend across a room	3	*	2	*	2	1	2	*	1	2	1	1	2
	10%	3%	13%	4%	12%	17%	19%	3%	3%	27%	4%	5%	36%
		9%	91%	16%	84%	33%	60%	16%	24%	76%	24%	40%	60%
Cannot see well enough to recognise a friend across a road	3	3	-	-	3	1	2	1	2	1	2	3	-
	13%	46%	-	-	16%	25%	19%	8%	12%	17%	14%	16%	-
		100%	-	-	84%	37%	47%	37%	63%	37%	63%	100%	-
Have difficulty seeing ordinary newspaper print	7	-	7	5	5	1	-	7	7	-	5	7	-
	25%	-	35%	47%	29%	26%	-	39%	34%	-	29%	30%	-
		-	100%	79%	79%	20%	-	100%	100%	-	70%	100%	-
Other description of sight	4	1	3	-	4	1	3	1	2	2	2	2	2
	14%	10%	15%	-	20%	15%	33%	5%	8%	27%	10%	7%	46%
		22%	78%	-	100%	22%	78%	22%	43%	57%	43%	43%	57%
Don't know	1	-	1	1	-	-	-	1	1	1	1	1	1
	5%	-	7%	7%	-	-	-	8%	3%	11%	4%	3%	18%
		-	100%	58%	-	-	-	100%	42%	58%	42%	42%	58%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 8

Q06: (SHOW SCREEN) Which of these best describes your sight (with glasses or contact lenses if you normally use them)?
SINGLE CODE

Base: Those with poor vision, partial sight or blindness

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	25	17 68%	16 64%	11 44%	9 36%	6 24%	3 12%	4 16%	3 12%	22 88%	8 32%	14 56%	5 20%	14 56%	11 44%
Weighted base	26*	18** 69%**	16** 59%**	12** 44%**	8** 32%**	6** 24%**	3** 12%**	4** 14%**	2** 9%**	22** 83%**	8** 31%**	17** 63%**	4** 17%**	17** 63%**	10** 37%**
Effective base	20	14	14	10	8	6	3	4	3	18	7	12	5	12	8
Cannot tell by the light where the windows are	1 3%	1 5% 100%	1 6% 100%	1 8% 100%	1 11% 100%	1 14% 100%	1 29% 100%	1 25% 100%	1 38% 100%	1 4% 100%	1 11% 100%	1 6% 100%	1 20% 100%	1 6% 100%	- - -
Cannot see the shapes of furniture in the room	2 7%	2 10% 100%	2 12% 100%	2 16% 100%	2 22% 100%	2 29% 100%	1 29% 50%	1 25% 50%	- 8% -	2 8% 100%	1 11% 50%	2 11% 100%	2 41% 100%	2 11% 100%	- - -
Cannot see well enough to recognise a friend if close to his or her face	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Cannot see well enough to recognise a friend if he or she is at arm's length	1 5%	1 7% 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 6% 100%	- - -	- - -	- - -	- - -	1 13% 100%
Cannot see well enough to read a newspaper headline	5 18%	3 18% 68%	3 21% 68%	3 22% 55%	3 40% 71%	2 24% 32%	- - -	- - -	2 62% 32%	5 22% 100%	1 8% 13%	2 10% 36%	2 38% 36%	2 10% 36%	3 31% 64%
Cannot see well enough to read a large print book	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Cannot see well enough to recognise a friend across a room	3 10%	1 4% 31%	1 4% 24%	- - -	* 3% 9%	- - -	- - -	- - -	- - -	1 5% 40%	2 27% 84%	2 13% 84%	- - -	2 13% 84%	* 4% 16%
Cannot see well enough to recognise a friend across a road	3 13%	3 16% 84%	2 14% 63%	2 19% 63%	- - -	- - -	- - -	1 15% 16%	- - -	3 16% 100%	- - -	2 10% 47%	- - -	2 10% 47%	2 19% 53%
Have difficulty seeing ordinary newspaper print	7 25%	7 36% 100%	5 29% 70%	3 28% 49%	1 16% 20%	1 21% 20%	1 42% 20%	1 36% 20%	- - -	7 30% 100%	- - -	5 28% 71%	- - -	5 28% 71%	2 19% 29%
Other description of sight	4 14%	1 4% 22%	2 10% 43%	1 7% 21%	1 9% 22%	1 12% 21%	- - -	- - -	- - -	2 7% 43%	3 34% 79%	3 17% 79%	- - -	3 17% 79%	1 8% 21%
Don't know	1 5%	- - -	1 4% 42%	- - -	- - -	- - -	- - -	- - -	- - -	1 3% 42%	1 9% 58%	1 5% 58%	- - -	1 5% 58%	1 6% 42%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 9

Q07: (SHOW SCREEN) Which of these best describes your hearing (with a hearing aid if you normally use one)?
SINGLE CODE

Base: Those with poor hearing, partial hearing or deafness

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	33	25 76%	8 24%	20 61%	13 39%	2 6%	5 15%	3 9%	5 15%	8 24%	10 30%	8 24%	6 18%	6 18%	13 39%	14 42%	19 58%	7 21%	26 79%	7 21%	26 79%	12 36%	21 64%
Weighted base	36*	27* 76%*	9* 24%*	22** 63%**	13** 37%**	3** 9%**	5** 14%**	4** 11%**	7** 19%**	6** 16%**	11** 30%**	9** 24%**	5** 14%**	8** 22%**	14** 40%**	14** 39%**	22** 61%**	9** 24%**	27** 76%**	9** 24%**	27** 76%**	10** 28%**	26** 72%**
Effective base	28	21	7	16	11	2	5	3	4	6	9	7	4	5	12	11	17	6	22	6	22	10	18
Cannot hear sounds at all	1 3%	1 3%	-	-	1 7%	-	1 19%	-	-	-	-	1 11%	-	-	-	1 7%	-	1 11%	-	-	1 11%	-	-
	3%	100%	-	-	100%	-	100%	-	-	-	-	100%	-	-	-	100%	-	100%	-	100%	-	100%	-
Cannot follow a TV programme with the volume turned up	3 9%	2 9%	1 8%	3 14%	-	2 50%	-	-	-	1 13%	1 7%	-	1 14%	-	2 17%	1 5%	2 11%	2 18%	1 5%	2 18%	1 5%	-	3 12%
	9%	77%	23%	100%	-	52%	-	-	-	24%	23%	-	23%	-	77%	23%	77%	52%	48%	52%	48%	-	100%
Have difficulty hearing someone talking in a loud voice in a quiet room	2 5%	-	2 19%	-	2 13%	-	-	-	-	1 16%	1 7%	-	1 18%	-	1 6%	1 7%	1 4%	-	2 6%	-	2 6%	1 9%	1 3%
	5%	-	100%	-	100%	-	-	-	-	54%	46%	-	54%	-	46%	54%	46%	-	100%	-	100%	54%	46%
Cannot hear a doorbell, alarm clock or telephone bell	7 19%	6 21%	1 13%	2 7%	5 40%	2 50%	1 19%	1 27%	3 45%	-	-	2 24%	2 32%	-	3 22%	4 27%	3 14%	2 23%	5 18%	2 23%	5 18%	2 20%	5 19%
	19%	84%	16%	22%	78%	24%	14%	16%	46%	-	-	30%	24%	-	46%	54%	46%	30%	70%	30%	70%	30%	70%
Cannot follow a TV programme at a volume others find acceptable	3 8%	1 5%	1 15%	1 7%	1 10%	-	-	-	-	1 25%	1 12%	-	1 29%	-	1 9%	1 11%	1 6%	-	3 10%	-	3 10%	-	3 11%
	8%	53%	47%	53%	47%	-	-	-	-	53%	47%	-	53%	-	47%	53%	47%	-	100%	-	100%	-	100%
Difficulty hearing someone talking in a normal voice in a quiet room	5 14%	4 15%	1 12%	5 23%	-	-	-	2 38%	2 33%	* 4%	1 10%	1 15%	-	2 29%	2 11%	1 9%	4 17%	2 26%	3 10%	2 26%	3 10%	* 2%	5 19%
	14%	80%	20%	100%	-	-	-	30%	45%	5%	20%	25%	-	45%	30%	25%	75%	45%	55%	45%	55%	5%	95%
Difficulty following a conversation against background noise	12 35%	9 35%	3 33%	10 47%	2 14%	-	3 62%	-	2 22%	2 29%	6 57%	4 41%	* 8%	5 71%	3 21%	4 28%	8 39%	2 22%	10 39%	2 22%	10 39%	5 51%	7 28%
	35%	77%	23%	85%	15%	-	24%	-	12%	14%	50%	29%	3%	44%	24%	32%	68%	15%	85%	15%	85%	41%	59%
Other description of hearing	2 4%	2 6%	-	1 4%	1 6%	-	-	-	-	1 13%	1 8%	1 10%	-	-	1 5%	1 6%	1 3%	-	2 6%	-	2 6%	1 7%	1 3%
	4%	100%	-	54%	46%	-	-	-	-	46%	54%	54%	-	-	46%	54%	46%	-	100%	-	100%	46%	54%
Don't know	1 4%	1 5%	-	-	1 10%	-	-	1 34%	-	-	-	-	-	-	1 10%	-	1 6%	-	1 5%	-	1 5%	-	1 5%
	4%	100%	-	-	100%	-	-	100%	-	-	-	-	-	-	100%	-	100%	-	100%	-	100%	-	100%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 9

Q07: (SHOW SCREEN) Which of these best describes your hearing (with a hearing aid if you normally use one)?
SINGLE CODE

Base: Those with poor hearing, partial hearing or deafness

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	33	29 88%	4 12%	19 58%	14 42%	22 67%	11 33%	20 61%	6 18%	4 12%	3 9%	1 3%	5 15%	2 6%	3 9%	1 3%	1 3%	4 12%	2 6%	1 3%	
Weighted base	36*	33** 92%**	3** 8%**	20** 57%**	15** 43%**	26** 72%**	10** 28%**	26** 73%**	6** 17%**	3** 8%**	1** 2%**	1** 2%**	7** 21%**	2** 6%**	4** 11%**	1** 3%**	1** 4%**	5** 15%**	3** 9%**	1** 3%**	
Effective base	28	25	3	17	11	19	9	18	5	4	3	1	5	2	3	1	1	4	2	1	
Cannot hear sounds at all	1 3%	1 3%	-	1 5%	-	1 4%	-	1 4%	-	-	-	-	-	-	-	1 100%	-	-	-	-	
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	100%	-	-	-	-	
Cannot follow a TV programme with the volume turned up	3 9%	3 9%	-	2 8%	1 10%	2 9%	1 7%	2 6%	-	1 50%	-	-	-	-	2 41%	-	-	-	-	-	
		100%	-	52%	48%	77%	23%	52%	-	48%	-	-	-	-	52%	-	-	-	-	-	
Have difficulty hearing someone talking in a loud voice in a quiet room	2 5%	1 3%	1 27%	1 4%	1 5%	1 4%	1 8%	1 3%	1 13%	-	-	-	-	-	1 23%	-	-	-	-	-	
		54%	46%	54%	46%	54%	46%	54%	46%	-	-	-	-	-	54%	-	-	-	-	-	
Cannot hear a doorbell, alarm clock or telephone bell	7 19%	7 21%	-	5 25%	2 11%	5 20%	2 16%	5 20%	2 25%	-	-	-	2 22%	-	-	-	-	3 52%	-	1 100%	
		100%	-	76%	24%	76%	24%	78%	22%	-	-	-	24%	-	-	-	-	40%	-	14%	
Cannot follow a TV programme at a volume others find acceptable	3 8%	3 8%	-	1 7%	1 9%	-	3 28%	1 6%	1 22%	-	-	-	-	-	-	-	-	1 28%	-	-	
		100%	-	53%	47%	-	100%	53%	47%	-	-	-	-	-	-	-	-	53%	-	-	
Difficulty hearing someone talking in a normal voice in a quiet room	5 14%	4 12%	1 36%	2 9%	3 22%	4 16%	1 10%	5 19%	-	-	*	-	4 51%	-	-	-	-	1 20%	-	-	
		80%	20%	35%	65%	80%	20%	95%	-	-	5%	-	75%	-	-	-	-	20%	-	-	
Difficulty following a conversation against background noise	12 35%	11 35%	1 36%	6 31%	6 40%	10 39%	2 23%	8 31%	2 40%	1 50%	*	-	2 27%	1 65%	-	-	1 100%	-	3 100%	-	
		92%	8%	51%	49%	81%	19%	66%	20%	12%	3%	-	16%	11%	-	-	12%	-	27%	-	
Other description of hearing	2 4%	2 5%	-	1 4%	1 5%	1 3%	1 7%	2 6%	-	-	-	1 100%	-	1 35%	-	-	-	-	-	-	
		100%	-	54%	46%	54%	46%	100%	-	-	-	54%	-	46%	-	-	-	-	-	-	
Don't know	1 4%	1 4%	-	1 7%	-	1 5%	-	1 5%	-	-	-	-	-	-	1 35%	-	-	-	-	-	
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	100%	-	-	-	-	-	

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 9

Q07: (SHOW SCREEN) Which of these best describes your hearing (with a hearing aid if you normally use one)?
SINGLE CODE

Base: Those with poor hearing, partial hearing or deafness

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	33	8	25	14	22	2	16	16	19	14	17	21	12
		24%	76%	42%	67%	6%	48%	48%	58%	42%	52%	64%	36%
Weighted base	36*	10**	26**	13**	25**	1**	19**	16**	20**	15**	18**	22**	14**
		27%**	73%**	36%**	70%**	3%**	53%**	45%**	57%**	43%**	49%**	61%**	39%**
Effective base	28	7	20	11	18	1	14	13	16	11	15	18	10
Cannot hear sounds at all	1	-	1	1	1	1	-	1	1	-	1	1	-
	3%	-	4%	7%	4%	85%	-	6%	5%	-	5%	4%	-
		-	100%	100%	100%	100%	-	100%	100%	-	100%	100%	-
Cannot follow a TV programme with the volume turned up	3	2	1	1	1	-	1	2	2	1	2	2	1
	9%	17%	6%	6%	3%	-	4%	15%	12%	5%	13%	11%	5%
		52%	48%	24%	23%	-	23%	77%	77%	23%	77%	77%	23%
Have difficulty hearing someone talking in a loud voice in a quiet room	2	-	2	1	1	-	1	1	1	1	1	1	1
	5%	-	7%	7%	3%	-	4%	6%	5%	5%	5%	4%	6%
		-	100%	54%	46%	-	46%	54%	54%	46%	54%	54%	46%
Cannot hear a doorbell, alarm clock or telephone bell	7	3	4	1	6	-	6	1	5	2	5	5	2
	19%	33%	14%	7%	23%	-	31%	6%	26%	10%	29%	24%	12%
		46%	54%	14%	86%	-	86%	14%	76%	24%	76%	76%	24%
Cannot follow a TV programme at a volume others find acceptable	3	-	3	-	3	-	3	-	1	1	1	1	1
	8%	-	11%	-	11%	-	15%	-	7%	8%	8%	7%	9%
		-	100%	-	100%	-	100%	-	53%	47%	53%	53%	47%
Difficulty hearing someone talking in a normal voice in a quiet room	5	3	3	*	5	-	5	*	2	3	*	2	3
	14%	26%	10%	2%	20%	-	25%	2%	9%	22%	1%	8%	24%
		50%	50%	5%	100%	-	95%	5%	35%	65%	5%	35%	65%
Difficulty following a conversation against background noise	12	2	10	8	8	*	3	8	5	7	4	7	5
	35%	24%	39%	64%	33%	15%	18%	52%	27%	45%	24%	32%	39%
		19%	81%	66%	66%	1%	27%	68%	44%	56%	35%	56%	44%
Other description of hearing	2	-	2	1	1	-	1	1	1	1	1	1	1
	4%	-	6%	7%	3%	-	4%	5%	4%	5%	5%	4%	5%
		-	100%	54%	46%	-	46%	54%	54%	46%	54%	54%	46%
Don't know	1	-	1	-	-	-	-	1	1	-	1	1	-
	4%	-	5%	-	-	-	-	9%	7%	-	8%	6%	-
		-	100%	-	-	-	-	100%	100%	-	100%	100%	-

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 9

Q07: (SHOW SCREEN) Which of these best describes your hearing (with a hearing aid if you normally use one)?
SINGLE CODE

Base: Those with poor hearing, partial hearing or deafness

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	33	16 48%	17 52%	10 30%	11 33%	5 15%	5 15%	6 18%	4 12%	21 64%	7 21%	8 24%	3 9%	11 33%	22 67%
Weighted base	36*	16** 45%**	18** 49%**	11** 30%**	13** 35%**	5** 15%**	4** 12%**	5** 15%**	4** 12%**	22** 61%**	10** 27%**	10** 28%**	3** 9%**	14** 39%**	22** 61%**
Effective base	28	14	15	9	10	4	4	5	4	18	6	7	3	9	20
Cannot hear sounds at all	1 3%	1 6%	1 5%	1 9%	1 7%	1 18%	1 22%	1 17%	1 21%	1 4%	1 9%	1 9%	1 30%	1 7%	-
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Cannot follow a TV programme with the volume turned up	3 9%	2 15%	2 13%	2 22%	2 13%	2 31%	-	-	1 17%	2 11%	-	-	-	-	3 14%
		77%	77%	77%	52%	52%	-	-	24%	77%	-	-	-	-	100%
Have difficulty hearing someone talking in a loud voice in a quiet room	2 5%	1 6%	1 5%	1 9%	1 7%	-	-	1 17%	-	1 4%	-	-	-	-	2 8%
		54%	54%	54%	54%	-	-	54%	-	54%	-	-	-	-	100%
Cannot hear a doorbell, alarm clock or telephone bell	7 19%	4 25%	5 29%	4 34%	2 19%	1 18%	1 22%	2 45%	-	5 24%	2 16%	4 42%	1 30%	4 30%	3 12%
		60%	76%	54%	36%	14%	14%	36%	-	76%	24%	61%	14%	61%	39%
Cannot follow a TV programme at a volume others find acceptable	3 8%	-	1 8%	-	-	-	-	-	-	1 7%	-	-	-	-	3 13%
		-	53%	-	-	-	-	-	-	53%	-	-	-	-	100%
Difficulty hearing someone talking in a normal voice in a quiet room	5 14%	* 2%	* 1%	-	2 12%	2 34%	* 6%	* 5%	-	2 8%	2 23%	* 2%	-	3 18%	3 12%
		5%	5%	-	30%	35%	5%	5%	-	35%	45%	5%	-	50%	50%
Difficulty following a conversation against background noise	12 35%	5 34%	4 24%	3 26%	4 35%	-	2 50%	1 16%	3 61%	7 32%	5 51%	3 33%	1 40%	5 35%	7 34%
		44%	35%	23%	35%	-	17%	7%	21%	56%	40%	27%	10%	40%	60%
Other description of hearing	2 4%	1 5%	1 5%	-	1 7%	-	-	-	-	1 4%	-	-	-	-	2 7%
		54%	54%	-	54%	-	-	-	-	54%	-	-	-	-	100%
Don't know	1 4%	1 8%	1 8%	-	-	-	-	-	-	1 6%	-	1 14%	-	1 10%	-
		100%	100%	-	-	-	-	-	-	100%	-	100%	-	100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Table 10

Q08: What is your working status?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Working full time (30hrs/week+)	856 36%	435 37%	420 35%	533 46%	322 26%	89 25%	207 53%	226 56%	217 53%	102 30%	14 3%	223 42%	313 43%	208 41%	112 18%	536 42%	320 29%	365 48%	491 30%	343 53%	513 30%	856 72%	- -
		51%	49%	62% b	38%	10% h	24% cgh	26% cgh	25% cgh	12% h	2%	26% l	37% l	24% l	13%	63% n	37%	43% p	57%	40% r	60%	100% t	-
Working part time (8-29 hrs/week)	331 14%	194 16%	137 12%	95 8%	237 19%	50 14%	63 16%	68 17%	71 17%	54 16%	25 5%	58 11%	113 15%	90 18%	70 11%	171 14%	161 14%	136 18%	195 12%	119 18%	213 12%	331 28%	- -
		59%	41%	29%	71% a	15% h	19% h	21% h	22% h	16% h	8%	17%	34% l	27% ll	21%	52%	48%	41% p	59%	36% r	64%	100% t	-
Not working (i.e. under 8hrs/week) – retired	529 22%	230 19%	299 25%	292 25%	237 19%	3 1%	1 *	2 *	4 1%	103 30%	416 85%	160 30%	141 19%	83 16%	146 24%	300 24%	229 20%	11 2%	518 98% o	7 1%	522 30%	- -	529 44%
		44%	56%	55% b	45%	1%	*	*	1%	20% kdef	79% cdef	30% kl	27%	16%	28% k	57%	43%	2%	98% o	1%	99% q	-	100% s
Not working (i.e. under 8hrs/week) – unemployed (registered/ not registered but looking for work)	141 6%	77 6%	64 5%	85 7%	57 5%	32 9%	38 10%	18 5%	35 8%	18 5%	1 *	7 1%	27 4%	16 3%	90 15%	35 3%	107 10%	26 3%	116 7%	22 3%	119 7%	- -	141 12%
		55%	45%	60% b	40%	23% eh	27% egh	13% h	24% eh	13% h	*	5%	19% l	12%	64% ljk	24%	76% nm	18%	82% o	16%	84% q	-	100% s
Not working (i.e. under 8hrs/week) – student	169 7%	70 6%	99 8%	74 6%	95 8%	148 42%	13 3%	8 2%	- -	- -	- -	25 5%	95 13%	33 7%	15 2%	121 10%	48 4%	69 9%	100 6%	13 2%	155 9%	- -	169 14%
		42%	58%	44%	56%	88% defgh	8% fgh	4% fgh	-	-	-	15% l	57% lkl	20% l	9%	72% n	28%	41% p	59%	8%	92% q	-	100% s
Not working (i.e. under 8hrs/week) – housewife/ disabled/ other	355 15%	183 15%	172 14%	80 7%	274 22%	27 8%	68 17%	83 21%	79 19%	67 19%	31 6%	57 11%	45 6%	73 14%	179 29%	102 8%	252 23%	153 20%	202 12%	147 23%	208 12%	- -	355 30%
		52%	48%	23%	77% a	8%	19% ch	23% ch	22% ch	19% ch	9%	16% j	13%	21% j	51% ljk	29%	71% nm	43% p	57%	41% r	59%	-	100% s
Don't know	3 *	2 *	1 *	1 *	2 *	- -	2 *	* *	1 *	- -	- -	- -	- -	2 *	1 *	- -	3 *	- -	3 *	- -	- *	- -	- -
		68%	32%	40%	60%	-	60%	8%	32%	-	-	-	-	60%	40%	-	100%	-	100%	-	100%	-	-
Net: Working	1187 50%	629 53%	558 47%	628 54%	559 46%	140 40%	269 69%	294 73%	288 71%	156 45%	39 8%	280 53%	426 58%	299 59%	182 30%	706 56%	481 43%	501 66%	686 42%	462 71%	725 42%	1187 100%	- -
		53%	47%	53% b	47%	12% h	23% cgh	26% cgh	24% cgh	13% h	3%	24% l	36% l	25% l	15%	60% n	40%	42% p	58%	39% r	61%	100% t	-
Net: Not working	1194 50%	561 47%	633 53%	530 46%	663 54%	211 60%	120 31%	111 27%	118 29%	188 55%	447 92%	249 47%	309 42%	206 41%	430 70%	558 44%	636 57%	258 34%	935 58%	189 29%	1004 58%	- -	1194 100%
		47%	53%	44%	56% a	18% def	10%	9%	10%	16% kdef	37% cdef	21%	26%	17%	36% ljk	47%	53% m	22%	78% o	16%	84% q	-	100% 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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 10

Q08: What is your working status? **SINGLE CODE**

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Working full time (30hrs/week+)	856 36%	833 38%	21 10%	640 40%	216 28%	772 40%	83 19%	710 36%	75 34%	48 34%	24 43%	30 31%	86 33%	68 35%	52 31%	74 36%	78 36%	59 29%	108 33%	157 52%
		97% b		75% d		90% f		83%	9%	6%	3%	4%	10%	8%	6%	9%	9%	7%	13%	18% klmnopqr
Working part time (8-29 hrs/week)	331 14%	324 15%	7 3%	250 16%	82 11%	292 15%	40 9%	276 14%	29 13%	19 14%	7 13%	15 15%	31 12%	31 16%	22 13%	31 15%	29 13%	27 14%	46 14%	44 15%
		98% b		75% d		88% f		83%	9%	6%	2%	5%	9%	9%	7%	9%	9%	8%	14%	13%
Not working (i.e. under 8hrs/week) – retired	529 22%	430 20%	99 48%	278 17%	251 32%	315 16%	214 49%	440 22%	47 22%	33 24%	9 16%	24 25%	66 25%	43 22%	44 26%	48 23%	43 20%	57 28%	79 24%	35 12%
		81%	19% a	53%	47% c	60%	40% e	83%	9%	6%	2%	5% s	13% s	8% s	8% s	9% s	8% s	11% s	15% s	7%
Not working (i.e. under 8hrs/week) – unemployed (registered/ not registered but looking for work)	141 6%	116 5%	26 12%	84 5%	58 7%	118 6%	23 5%	113 6%	14 6%	9 6%	6 10%	3 3%	19 7%	10 5%	20 12%	9 4%	11 5%	9 5%	15 5%	18 6%
		82%	18% a	59%	41%	83%	17%	80%	10%	6%	4% g	2%	14%	7%	14% kopqr	6%	8%	6%	11%	12%
Not working (i.e. under 8hrs/week) – student	169 7%	157 7%	12 6%	120 7%	49 6%	161 8%	8 2%	145 7%	17 8%	5 3%	2 4%	7 4%	19 7%	16 8%	7 4%	16 8%	16 8%	14 7%	21 7%	27 9%
		93%		71%	29%	95% f	5%	86% i	10% i	3%	1%	4%	11%	10%	4%	10%	10%	8%	13%	16%
Not working (i.e. under 8hrs/week) – housewife/ disabled/ other	355 15%	310 14%	45 21%	235 15%	119 34%	284 15%	70 20%	286 14%	35 16%	26 19%	7 13%	18 19%	41 15%	28 14%	24 14%	30 15%	40 18%	34 17%	52 16%	18 6%
		87%	13% a	66%	80%	80%	20%	81%	10%	7%	2%	5% s	11% s	8% s	7% s	9% s	11% s	10% s	15% s	5%
Don't know	3 *	3 *	-	1 *	2 *	3 *	-	2 *	-	1 1%	*	-	-	-	-	-	-	-	-	2 1%
		100%	-	32%	68%	100%	-	60%	-	32% g	8%	-	-	-	-	-	-	-	-	60%
Net: Working	1187 50%	1156 53%	27 13%	889 55%	298 38%	1064 55%	123 28%	986 50%	104 48%	67 47%	31 57%	45 46%	117 45%	99 51%	74 44%	104 50%	107 49%	86 43%	154 48%	200 67%
		97% b		75% d		90% f		83%	9%	6%	3%	4%	10%	8%	6%	9%	9%	7%	13%	17% klmnopqr
Net: Not working	1194 50%	1012 47%	181 87%	717 45%	477 61%	878 45%	315 72%	984 50%	113 52%	73 52%	24 43%	52 54%	145 55%	97 49%	95 56%	103 50%	110 51%	115 57%	168 52%	98 33%
		85%	15% a	60%	40% c	74%	26% e	82%	9%	6%	2%	4% s	12% s	8% s	8% s	9% s	9% s	10% s	14% s	8%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 10

**Q08: What is your working status?
SINGLE CODE****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360 15%	1597 81%	859 44%	864 44%	166 9%	564 22%	1177 60%	1056 54%	849 43%	939 48%	1442 74%	518 26%
Working full time (30hrs/week+)	856 36%	124 30%	731 37%	446 30%	320 30%	78 38%	191 27%	599 43%	548 45%	291 27%	497 46%	693 41%	163 24%
			85%a	52%df		9%f		70%df	64%l		58%l	81%l	19%
Working part time (8-29 hrs/week)	331 14%	57 14%	274 14%	131 13%	140 13%	35 17%	88 12%	197 14%	188 15%	132 12%	169 16%	256 15%	75 11%
											51%l	77%l	23%
Not working (i.e. under 8hrs/week) – retired	529 22%	117 28%	412 21%	172 17%	298 28%	63 30%	207 29%	266 19%	183 15%	340 31%	153 14%	287 17%	242 36%
			22%b		56%cg	12%cg	39%cg	50%	35%	64%hj	29%	54%	46%k
Not working (i.e. under 8hrs/week) – unemployed (registered/ not looking but looking for work)	141 6%	27 6%	114 6%	31 3%	77 7%	5 2%	67 9%	52 4%	56 5%	77 7%	46 4%	89 5%	53 8%
					54%ceg	3%	48%ceg	36%	39%	55%hj	32%	63%	37%k
Not working (i.e. under 8hrs/week) – student	169 7%	18 4%	150 8%	77 8%	69 7%	6 3%	43 6%	93 7%	75 6%	79 7%	68 6%	126 7%	43 6%
			89%a	46%e				55%	44%	47%	40%	75%	25%
Not working (i.e. under 8hrs/week) – housewife/ disabled/ other	355 15%	76 18%	278 14%	144 14%	158 15%	19 9%	116 16%	198 14%	178 14%	163 15%	157 14%	255 15%	99 15%
							33%e	56%	50%	46%	44%	72%	28%
Don't know	3 *	- *	3 *	3 *	* *	- *	- *	1 *	1 *	2 *	1 *	3 *	* *
			100%	92%	8%	-	-	40%	32%	68%	32%	92%	8%
Net: Working	1187 50%	181 43%	1006 51%	577 57%	461 43%	113 55%	279 39%	796 57%	735 60%	424 39%	666 61%	949 56%	238 35%
			85%a	49%df		10%df		67%df	62%l		56%l	80%l	20%
Net: Not working	1194 50%	239 57%	955 49%	424 42%	601 57%	93 45%	433 61%	608 43%	492 40%	659 61%	423 39%	757 44%	437 65%
			20%b		50%ceg	8%	36%ceg	51%	41%	55%hj	35%	63%	37%k

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 10

Q08: What is your working status?
SINGLE CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Working full time (30hrs/week+)	856 36%	554 42% 65%	497 46%	343 48%	267 47%	217 48%	116 49%	174 55%	121 58%	693 41% 81%	132 30% 15%	172 37%	81 44%	246 34% 29%	610 37% 71%v
Working part time (8-29 hrs/week)	331 14%	193 14% 58%	169 16% 51%	116 16% 35%	88 15% 27%	71 16% 21%	32 14% 10%	47 15% 14%	29 14% 9%	256 15% 77%	61 14% 18%	72 15% 22%	28 15% 9%	97 14% 29%	234 14% 71%
Not working (i.e. under 8hrs/week) – retired	529 22%	239 18%	153 14%	13 2%	58 10%	36 8%	33 14%	19 6%	19 9%	287 17%	150 34%	112 24%	33 18%	205 29%	324 19% 61%
Not working (i.e. under 8hrs/week) – unemployed (registered/ not registered but looking for work)	141 6%	61 5% 43%r	46 4% 32%r	38 5% 27%rt	26 5% 18%r	27 6% 19%rt	3 1% 2%	12 4% 9%	3 1% 2%	89 5% 63%rt	19 4% 13%	21 4% 15%	8 4% 6%	32 4% 23%	110 7% 77%
Not working (i.e. under 8hrs/week) – student	169 7%	95 7% 56%	68 6% 40%	84 12% 50%mntu	50 9% 29%	48 11% 29%mnru	19 8% 11%	26 8% 16%	13 6% 8%	126 7% 75%	18 4% 11%	30 6% 18%	12 6% 7%	37 5% 22%	131 8% 78%vy
Not working (i.e. under 8hrs/week) – housewife/ disabled/ other	355 15%	189 14% 53%	157 14% 44%	123 17% 35%qt	81 14% 23%	50 11% 14%	32 14% 9%	38 12% 11%	22 11% 6%	255 15% 72%	67 15% 19%	63 13% 18%	24 13% 7%	99 14% 28%	255 15% 72%
Don't know	3 *	1 *	1 *	- -	- -	2 *	- -	- -	- -	3 *	- -	- -	- -	- -	3 *
		32%	32%	-	-	60%	-	-	-	92%	-	-	-	-	100%
Net: Working	1187 50%	747 56% 63%	666 61% 56%mu	459 64% 39%mu	355 62% 30%mu	288 64% 24%mu	148 63% 12%u	220 70% 19%mnpu	150 72% 13%mnopqu	949 56% 80%	193 43% 16%	244 52% 21%v	109 59% 9%vy	343 48% 29%	844 51% 71%v
Net: Not working	1194 50%	585 44%	423 39%	259 36%	214 38%	162 36%	86 37%	96 30%	58 28%	757 44%	254 57%	226 48%	77 41%	374 52%	820 49% 69%
		49%nopqst	35%st	22%t	18%st	14%	7%	8%	5%	63%nopqrst	21%wxz	19%	6%	31%x	69%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 11
Q09: And is your home...?
SINGLE CODE

Base: All respondents

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
	Total	ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Being bought on mortgage	649 27%	339 28%	310 26%	312 27%	337 28%	90 26%	119 30%	183 45%	167 41%	65 19%	24 5%	198 37%	219 30%	152 30%	80 13%	417 33%	232 21%	319 42%	330 20%	285 44%	364 21%	492 41%	157 13%
		52%	48%	48%	52%	14%h	18%gh	28%cdgh	26%cdgh	10%h	4%	30%jkl	34%l	23%l	12%	64%n	36%	49%p	51%	44%r	56%	76%t	24%
Owned outright by household	772 32%	415 35%	356 30%	401 35%	370 30%	41 12%	49 12%	46 11%	93 23%	178 52%	366 75%	244 46%	203 28%	147 29%	178 29%	447 35%	325 29%	89 12%	683 42%	70 11%	701 40%	244 21%	527 44%
		54%	46%	52%b	48%	5%	6%	6%	12%cde	23%cd	47%cd	32%jkl	26%	19%	23%	58%n	42%	12%	88%o	9%	91%q	32%	68%u
Rented from Local Authority/ Housing Association/ Trust	497 21%	209 18%	289 24%	226 20%	271 22%	85 24%	95 24%	87 22%	94 23%	65 23%	70 14%	25 5%	111 15%	119 23%	243 40%	136 11%	362 32%	195 26%	302 19%	166 26%	331 19%	179 15%	318 27%
		42%	58%	46%	54%	17%h	19%h	18%h	19%h	13%	14%	5%	22%i	24%ij	49%ijk	27%	73%lm	39%p	61%	33%r	67%	36%	64%u
Rented from Private Landlord	439 18%	210 18%	229 19%	212 18%	227 19%	125 36%	119 30%	87 21%	52 13%	33 10%	23 5%	59 11%	193 26%	80 16%	106 17%	253 20%	186 17%	150 20%	289 18%	130 20%	309 18%	266 22%	173 14%
		48%	52%	48%	52%	28%efgh	27%efgh	20%fgh	12%h	8%h	5%	14%	44%ikl	18%	24%l	58%	42%	34%	66%	30%	70%	61%t	39%
Other	16 1%	13 1%	3 *	6 *	10 1%	5 1%	5 1%	2 *	1 *	1 *	3 1%	2 *	7 1%	4 1%	4 1%	9 1%	7 1%	3 *	13 1%	-	16 1%	5 *	11 1%
		81%	19%	35%	65%	29%	29%	10%	6%	9%	17%	10%	46%	22%	23%	55%	45%	21%	79%	-	100%q	31%	69%
Don't know	11 *	6 1%	5 *	3 *	8 1%	5 1%	4 1%	1 *	-	-	* *	2 *	1 *	5 1%	3 1%	3 *	8 1%	3 *	8 1%	-	11 1%	1 *	8 1%
		54%	46%	27%	73%	44%fgh	40%	12%	-	-	4%	18%	11%	41%	30%	29%	71%	26%	74%	-	100%	10%	73%u

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 11

Q09: And is your home...?
SINGLE CODE

Base: All respondents

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)		Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
2384	2216 93%	165 7%		1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
2384	2172 91%	209 9%		1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
1956	1822	139		1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
649	639	9		508	141	582	67	536	60	35	19	31	68	51	39	55	66	37	82	107
27%	29%	4%		32%	18%	30%	15%	27%	28%	25%	34%	31%	26%	26%	23%	27%	30%	18%	26%	36%
	98%b	1%		78%d	22%	90%f	10%	83%	9%	5%	3%g	5%q	10%	8%	6%	9%	10%q	6%	13%	17%lmnqr
772	691	81		493	278	572	200	629	69	60	14	29	95	67	60	63	62	69	123	61
32%	32%	39%		31%	36%	29%	46%	32%	32%	42%	26%	30%	36%	34%	35%	31%	28%	34%	38%	20%
	90%	10%		64%	36%e	74%	26%e	81%	9%	8%ghj	2%	4%	12%e	9%e	8%e	8%e	8%	9%e	16%ps	8%
497	430	68		317	180	391	107	407	56	25	9	19	50	32	51	53	49	42	51	61
21%	20%	32%		20%	23%	20%	24%	21%	26%	18%	16%	20%	19%	16%	30%	26%	22%	21%	16%	20%
	86%	14%a		64%	36%	78%	22%	82%	11%h	5%	2%	4%	10%	6%	10%lmrs	11%mr	10%	8%	10%	12%
439	386	52		270	168	375	63	380	29	19	10	19	49	42	18	31	39	50	64	67
18%	18%	25%		17%	22%	19%	14%	19%	13%	14%	19%	19%	19%	22%	11%	15%	18%	25%	20%	22%
	88%	12%a		62%	38%e	86%f	14%	87%hi	7%	4%	2%	4%	11%	10%h	4%	7%	9%	11%no	15%h	15%h
16	15	-		12	5	15	1	12	2	*	2	-	1	4	-	1	-	3	1	1
1%	1%	-		1%	1%	1%	*	1%	1%	*	4%	-	*	2%	-	1%	-	2%	*	*
	94%	-		71%	29%	92%	8%	71%	13%	3%	13%ghl	-	6%	22%	-	9%	-	20%	6%	9%
11	11	-		7	4	11	*	8	1	1	*	-	-	-	1	3	2	-	-	2
*	1%	-		*	1%	1%	*	*	1%	1%	1%	-	-	-	1%	2%	1%	-	-	1%
	100%	-		62%	38%	96%	4%	76%	10%	10%	3%	-	-	-	12%	30%r	18%	-	-	17%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 11

Q09: And is your home...?
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Being bought on mortgage	649	89	560	364	227	46	120	476	406	233	374	540	109
	27%	21% 14%	29% 86%a	36% 56%def	21% 35%f	22% 7%	17% 18%	34% 73%def	33% 63%l	22% 36%	34% 58%l	32% 83%l	16% 17%
Owned outright by household	772	180	592	264	418	89	281	412	366	396	318	506	265
	32%	43% 23%b	30% 77%	26% 34%	39% 54%cg	43% 12%cg	39% 36%cg	29% 53%	30% 47%	37% 51%hj	29% 41%	30% 66%	39% 34%k
Rented from Local Authority/ Housing Association/ Trust	497	79	418	206	220	39	152	291	242	239	219	358	140
	21%	19% 16%	21% 84%	21% 42%	21% 44%	19% 8%	21% 30%	21% 58%	20% 49%	22% 48%	20% 44%	21% 72%	21% 28%
Rented from Private Landlord	439	65	373	154	189	30	154	212	202	200	170	285	153
	18%	16% 15%	19% 85%	15% 35%	18% 43%	15% 7%	22% 35%ceg	15% 48%	16% 46%	18% 46%	16% 39%	17% 65%	23% 35%k
Other	16	5	11	9	5	2	2	10	4	11	4	11	6
	1%	1% 32%	1% 68%	1% 58%	* 30%	1% 10%	* 14%	1% 61%	* 26%	1% 69%	* 26%	1% 65%	1% 35%
Don't know	11	2	10	5	4	-	4	4	7	4	5	9	2
	*	* 14%	* 86%	1% 49%	* 32%	-	* 32%	* 38%	1% 60%	* 40%	* 41%	1% 79%	* 21%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 11
Q09: And is your home...?
SINGLE CODE

Base: All respondents

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Total														
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
649	438	374	272	205	146	86	117	88	540	93	131	53	185	464
27%	33%	34%	38%	36%	32%	37%	37%	42%	32%	21%	28%	29%	26%	28%
	67%	58%	42% mu	32%	23%	13%	18%	14% mnqu	83%	14%	20% lv	8%	28%	72% vv
772	392	318	116	134	106	70	69	45	506	214	176	64	294	478
32%	29%	29%	16%	24%	23%	30%	22%	21%	30%	48%	38%	34%	41%	29%
	51% opqst	41% opqst	15%	17% o	14% o	9% os	9% o	6%	66% opqst	28% wxyz	23% z	8%	38% z	62%
497	272	219	183	121	95	35	63	36	358	80	74	33	116	381
21%	20%	20%	26%	21%	21%	15%	20%	17%	21%	18%	16%	18%	16%	23%
	55%	44%	37% mnrut	24%	19%	7%	13%	7%	72%	16%	15%	7%	23%	77% vwv
439	214	170	140	106	97	41	63	36	285	56	82	33	113	326
18%	16%	16%	20%	19%	21%	18%	20%	17%	17%	12%	17%	18%	16%	20%
	49%	39%	32% n	24%	22% mmnu	9%	14%	8%	65%	13%	19%	8%	26%	74% vv
16	9	4	5	3	3	1	2	1	11	3	5	3	5	12
1%	1%	*	1%	*	1%	*	2	1%	1%	1%	1%	1%	1%	1%
	54%	26%	30%	17%	21%	7%	10%	7%	65%	19%	29%	17%	29%	71%
11	7	5	2	*	5	*	3	2	9	2	2	*	4	7
*	1%	*	*	*	1%	*	1%	1%	1%	*	1%	*	1%	*
	62%	41%	15%	4%	41%	4%	24%	16%	79%	18%	22%	4%	40%	60%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 12

Q011: HOUSEHOLD SIZE

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Single (1 person)	493 21%	248 21%	245 21%	259 22%	234 19%	25 7%	45 11%	50 12%	96 23%	97 28%	181 37%	91 17%	153 21%	72 14%	176 29%	244 19%	249 22%	4 1%	489 30%	4 1%	489 28%	175 15%	317 27%
		50%	50%	53%	47%	5%	9%	10% c	19% cde	20% cde	37% cdef	18%	31% k	15%	36% ijk	50%	50%	1%	99% o	1%	99% q	36%	64% s
2 people	855 36%	441 37%	414 35%	438 38%	417 34%	87 25%	114 29%	89 22%	127 31%	175 51%	263 54%	200 38%	267 36%	174 34%	214 35%	467 37%	387 35%	59 8%	795 49%	59 9%	796 46%	387 33%	467 39%
		52%	48%	51%	49%	10%	13% e	10%	15% e	21% cdef	31% cdef	23%	31%	20%	25%	55%	45%	7%	93% o	7%	93% q	45%	55% s
Medium (3-4 people)	807 34%	382 32%	425 36%	367 32%	440 36%	179 51%	173 44%	199 49%	155 38%	65 19%	36 7%	194 37%	250 34%	191 38%	173 28%	443 35%	364 33%	502 66%	305 19%	444 68%	364 21%	497 42%	310 26%
		47%	53%	46%	54% a	22% fgh	21% gh	25% fgh	19% gh	8% h	4%	24% i	31% i	24% i	21%	55%	45%	62% p	38%	55% r	45%	62% t	38%
Large (5+ people)	229 10%	121 10%	109 9%	95 8%	134 11%	59 17%	60 15%	68 17%	31 8%	5 2%	6 1%	45 9%	65 9%	69 14%	50 8%	110 9%	119 11%	194 25%	36 2%	146 22%	84 5%	128 11%	99 8%
		53%	47%	41%	59% a	26% fgh	26% fgh	30% fgh	14% gh	2%	3%	20%	28%	30% jkl	22%	48%	52%	84% p	16%	63% r	37%	56%	43%

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

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
493	379	113	252	241	326	167	401	59	25	7	23	59	50	33	41	38	45	65	47
21%	17%	54%	16%	31%	17%	38%	20%	27%	18%	12%	24%	23%	26%	19%	20%	17%	23%	20%	16%
	77%	23%a	51%	49%c	66%	34%e	81%j	12%gj	5%	1%	5%	12%	10%sa	7%	8%	8%	9%	13%	10%
855	787	66	559	296	673	182	696	76	59	23	40	101	67	70	61	67	86	125	80
36%	36%	32%	35%	38%	35%	41%	35%	35%	42%	43%	41%	39%	34%	41%	29%	31%	43%	39%	27%
	92%	8%	65%	35%	79%	21%e	81%	9%	7%g	3%	5%ks	12%ks	8%	8%os	7%	8%	10%ops	15%os	9%
807	783	22	604	203	735	72	668	72	47	20	30	78	57	51	80	81	50	103	138
34%	36%	11%	38%	26%	38%	17%	34%	33%	33%	37%	31%	30%	29%	30%	38%g	37%	25%	32%	46%
	97%b	3%	75%d	25%	91%f	9%	83%	9%	6%	2%	4%	10%	7%	6%	10%q	10%q	6%	13%	17%klmnqr
229	221	7	192	37	212	18	206	10	9	5	5	24	21	15	27	31	19	28	36
10%	10%	3%	12%	5%	11%	4%	10%	5%	6%	8%	5%	9%	11%	9%	13%	14%	10%	9%	12%
	97%b	3%	84%d	16%	92%f	8%	90%h	4%	4%	2%	2%	10%	9%	7%	12%	13%k	8%	12%	16%

Prepared by BDRC Continental
Fieldwork: February – December 2018
BDRC/Job number (23179)

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Table 12

Q011: HOUSEHOLD SIZE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Single (1 person)	493	89	404	129	278	41	231	201	176	294	134	241	252
	21%	21%		13%	26%	20%	32%	14%	14%	27%	12%	14%	37%
	18%	18%		26%	56%cg	8% c	47%cddeg	41%	36%	60%hj	27%	49%	61% k
2 people	855	169	685	336	411	80	280	465	406	428	355	590	264
	36%	40%	35%	33%	39%	39%	39%	33%	33%	39%	33%	35%	39%
		20%	80%	39%	48%cg	9%	33%cg	54%	48%	50%hj	42%	69%	31%
Medium (3-4 people)	807	134	673	410	314	63	171	573	481	306	446	674	133
	34%	32%	34%	41%	30%	31%	24%	41%	39%	28%	41%	39%	20%
		17%	83%	51%def	39% f	8%	21%	71%def	60% i	38%	55% i	84% i	16%
Large (5+ people)	229	28	202	129	60	22	30	167	165	55	155	203	26
	10%	7%	10%	13%	6%	11%	4%	12%	13%	5%	14%	12%	4%
		12%	88% a	56% df	26%	10% df	13%	73% df	72% i	24%	68% i	89% i	11%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 12

Q011: HOUSEHOLD SIZE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Single (1 person)	493	181 21%	134 27%	44 9%	73 15%	54 11%	22 4%	25 5%	29 6%	241 49%	93 19%	91 19%	26 5%	138 28%	355 72%
2 people	855 36%	453 34%	355 33%	158 22%	182 32%	142 32%	67 29%	89 28%	50 24%	590 35%	194 43%	174 37%	62 33%	294 41%	560 34%
		53% <i>os</i>	42% <i>os</i>	18%	21% <i>ot</i>	17% <i>o</i>	8%	10% <i>o</i>	6%	69% <i>ost</i>	23% <i>xz</i>	20%	7%	34% <i>z</i>	66%
		531 40%	446 41%	373 52%	236 41%	188 42%	104 44%	143 45%	106 51%	674 39%	123 28%	159 34%	75 40%	221 31%	586 35%
Medium (3-4 people)	807 34%	531 66%	446 55%	373 46%	236 29%	188 23%	104 13%	143 18%	106 13%	674 84%	123 15%	159 20%	75 9%	221 27%	586 73%
Large (5+ people)	229 10%	168 13%	155 14%	143 20%	79 14%	67 15%	41 18%	59 19%	23 11%	203 12%	37 8%	46 10%	24 13%	63 9%	166 10%
		73%	68%	62% <i>mnpqtu</i>	34%	29%	18% <i>u</i>	26% <i>mtu</i>	10%	89%	16%	20%	10%	28%	72%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 13

Q012: How many children under 18 years of age are there in your household?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
1	339 14%	177 15%	162 14%	133 12%	205 17%	77 22%	72 19%	94 23%	81 20%	9 3%	6 2%	87 17%	114 16%	71 14%	66 11%	202 16%	137 12%	339 45%	-	286 44%	53 3%	242 20%	97 8%
		52%	48%	39%	61% <i>a</i>	23% <i>gh</i>	21% <i>gh</i>	28% <i>gh</i>	24% <i>gh</i>	3%	2%	26% <i>l</i>	34% <i>l</i>	21%	19%	60% <i>n</i>	40%	100% <i>p</i>	-	84% <i>r</i>	16%	71% <i>t</i>	29%
2	270 11%	118 10%	151 13%	111 10%	158 13%	47 13%	63 16%	99 24%	53 13%	6 2%	2 1%	74 14%	75 10%	61 12%	59 10%	150 12%	120 11%	270 35%	-	234 36%	36 2%	179 15%	90 8%
		44%	56%	41%	59% <i>a</i>	17% <i>gh</i>	23% <i>gh</i>	37% <i>cd</i>	20% <i>gh</i>	2%	1%	28% <i>l</i>	28%	22%	22%	56%	44%	100% <i>p</i>	-	87% <i>r</i>	13%	67% <i>t</i>	33%
3	105 4%	53 4%	52 4%	36 3%	69 6%	17 5%	39 10%	33 8%	12 3%	1 *	2 *	16 3%	27 4%	30 6%	31 5%	44 3%	61 5%	105 14%	-	86 13%	18 1%	58 5%	47 4%
		51%	49%	34%	66% <i>a</i>	16% <i>gh</i>	37% <i>cd</i>	31% <i>gh</i>	12% <i>gh</i>	1%	2%	16%	26%	29%	30%	42%	58% <i>m</i>	100% <i>p</i>	-	82% <i>r</i>	18%	55%	45%
4	30 1%	12 1%	18 1%	15 1%	15 1%	1 *	7 2%	18 4%	4 1%	-	-	8 2%	6 1%	7 1%	8 1%	15 1%	15 1%	30 4%	-	30 5%	-	18 2%	12 1%
		41%	59%	49%	51%	3%	22% <i>gh</i>	61% <i>cd</i>	14% <i>h</i>	-	-	28%	21%	23%	28%	49%	51%	100% <i>p</i>	-	100% <i>r</i>	-	60%	40%
5	7 *	3 *	4 *	- 1%	7 1%	1 *	4 1%	2 1%	- -	- -	- -	- -	- -	4 58% <i>l</i>	3 42%	- -	7 100% <i>m</i>	7 100% <i>p</i>	-	6 87% <i>r</i>	1 13%	1 13%	6 87%
		41%	59%	-	100% <i>a</i>	13%	56%	31%	-	-	-	-	-	58% <i>l</i>	42%	-	100% <i>m</i>	100% <i>p</i>	-	87% <i>r</i>	13%	13%	87%
5+	10 *	4 *	6 *	3 *	7 1%	1 *	3 1%	6 1%	- -	- -	- -	3 1%	4 1%	1 11%	2 19%	7 70%	3 30%	10 100% <i>p</i>	-	10 100% <i>r</i>	-	3 34%	7 66%
		41%	59%	35%	65%	11%	31%	58% <i>gh</i>	-	-	-	30%	40%	11%	19%	70%	30%	100% <i>p</i>	-	100% <i>r</i>	-	34%	66%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 13

Q012: How many children under 18 years of age are there in your household?
SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
1	339	327	10	255	84	313	26	286	28	16	8	10	32	31	21	37	37	26	30	61
	14%	97%b	5%	16%	11%	16%	6%	14%	13%	11%	15%	10%	12%	16%	13%	18%	17%	13%	9%	20%
2	270	264	5	210	59	247	23	226	16	20	7	12	31	19	19	35	16	15	34	45
	11%	98%b	2%	13%	8%	13%	5%	11%	7%	14%	14%	12%	12%	9%	11%	17%	7%	8%	11%	15%
3	105	103	2	93	12	94	10	92	6	5	2	3	5	7	6	11	19	11	12	17
	4%	98%b	1%	6%	2%	5%	2%	5%	3%	3%	4%	3%	2%	4%	3%	5%	9%	5%	4%	6%
4	30	30	-	28	2	30	-	26	2	2	*	-	3	3	2	2	3	5	6	2
	1%	100%	-	2%	*	2%	-	1%	1%	1%	*	-	1%	2%	1%	1%	1%	2%	2%	1%
5	7	6	-	6	1	6	1	6	-	-	*	-	1	-	2	-	2	-	2	-
	*	*	-	*	*	*	*	*	-	-	*	-	*	-	1%	-	1%	-	1%	-
5+	10	87%	-	87%	13%	87%	13%	96%	-	-	4%	-	13%	-	24%	-	31%	-	27%	-
	*	10	-	10	-	10	-	10	-	-	-	-	3	1	1	-	2	3	-	-
		100%	-	100% d	-	100%	-	100%	-	-	-	-	1%	1%	1%	-	1%	2%	-	-

Proportions/Mean: Columns Tested (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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Table 13

Q012: How many children under 18 years of age are there in your household?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
1	339 14%	67 16% 20%	272 14% 80%	167 17% 49%df	110 10% 33%	27 13% 8%	63 9% 19%	256 18% 76%df	221 18% 65%l	117 11% 35%	197 18% 58%l	289 17% 85%l	49 7% 15%
2	270 11%	36 9% 13%	234 12% 87%	160 16% 59%def	95 9% 35%	15 7% 6%	47 7% 17%	198 14% 74%def	174 14% 65%l	91 8% 34%	164 15% 61%l	237 14% 88%l	32 5% 12%
3	105 4%	18 4% 17%	87 4% 83%	68 7% 65%df	32 3% 30%	15 7% 14%df	11 2% 10%	85 6% 81%df	80 6% 76%l	23 2% 22%	78 7% 74%l	98 6% 93%l	7 1% 7%
4	30 1%	2 1% 7%	28 1% 93%	16 2% 53%f	8 1% 25%f	3 1% 9%f	- - -	26 2% 87%df	22 2% 74%l	6 1% 21%	22 2% 74%l	28 2% 94%l	2 * 6%
5	7 *	- - -	7 * 100%	3 * 52%	- - -	2 1% 31%df	- - -	6 * 82%	6 * 87%	1 * 13%	6 1% 87%	6 * 87%	1 * 13%
5+	10 *	- - -	10 1% 100%	4 * 42%	5 * 47%	- - -	5 1% 47%	3 * 34%	6 1% 64%	4 * 36%	6 1% 64%	10 1% 100%	- - -

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 13

Q012: How many children under 18 years of age are there in your household?
SINGLE CODE

Base: All respondents

Total	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%	
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%	
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367	
339	234	197	162	102	88	52	67	43	289	56	75	38	106	233	
14%	18%	18%	23%	18%	20%	22%	21%	17%	17%	13%	16%	20%	15%	14%	
	69%	58%	48% mn	30%	26%	15%	20%	13%	85%	17%	22%	11% vz	31%	69%	
270	193	164	147	93	64	43	67	42	237	37	56	26	68	201	
11%	14%	15%	20%	16%	14%	18%	21%	20%	14%	8%	12%	14%	10%	12%	
	72%	61%	54% mnqu	34%	24%	16%	25% mnqu	15% u	88%	14%	21%	10%	25%	75% v	
105	82	78	66	43	28	19	23	10	98	14	17	6	24	80	
4%	6%	7%	9%	8%	6%	8%	7%	5%	6%	3%	4%	3%	3%	5%	
	78%	74%	63% mu	41%	27%	18%	22%	10%	93%	13%	16%	6%	23%	77%	
30	20	22	23	12	8	8	10	4	28	8	10	3	11	19	
1%	2%	2%	3%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	1%	
	68%	74%	78% mu	39%	26%	26%	33%	13%	94%	28%	32%	10%	36%	64%	
7	6	6	6	2	-	2	4	2	6	2	2	2	2	5	
*	*	1%	1%	*	-	1%	1%	1%	*	*	*	1%	*	*	
	82%	87%	87%	24%	-	31%	58% q	31% q	87%	31%	31%	31%	31%	69%	
10	7	6	9	4	4	2	4	1	10	3	1	4	4	6	
*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	*	*	
	70%	64%	89%	41%	41%	21%	36%	11%	100%	25%	11%	36% wz	36%	64%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 14

Q013: How old is/ are the child/ children in your household?
MULTI CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250	1134	1142	1242	334	391	421	384	373	481	569	767	456	592	1336	1048	763	1621	670	1714	1386	995
		52%	48%	48%	52%	14%	16%	18%	16%	16%	20%	24%	32%	19%	25%	56%	44%	32%	68%	28%	72%	58%	42%
Weighted base	2384	1192	1192	1160	1224	350	391	405	408	343	486	530	735	506	614	1265	1119	759	1625	652	1732	1187	1194
		50%	50%	49%	51%	15%	16%	17%	17%	14%	20%	22%	31%	21%	26%	53%	47%	32%	68%	27%	73%	50%	50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1625	825	800	861	763	207	203	154	257	328	476	340	508	333	444	848	777	-	1625	-	1625	686	935
	68%	69%	67%	74%	62%	59%	52%	38%	63%	95%	98%	64%	69%	66%	72%	67%	69%	-	100%	-	94%	58%	78%
		51%	49%	53% b	47%	13% e	13% e	9%	16% de	20% cdef	29% cdef	21%	31%	20%	27% ik	52%	48%	-	100% o	-	100% q	42%	58% s
0-2	147	60	87	54	93	44	60	37	7	-	-	31	43	36	37	74	73	147	-	140	7	88	59
	6%	5%	7%	5%	8%	13%	15%	9%	2%	-	-	6%	6%	7%	6%	6%	7%	19%	-	22%	*	7%	5%
		41%	59%	37%	63% ae	30% fgh	41% efgh	25% fgh	5% gh	-	-	21%	30%	24%	25%	50%	50%	100% p	-	95% r	5%	60% t	40%
3-4	161	78	83	53	108	31	66	53	7	3	2	31	46	42	42	77	84	161	-	146	16	90	71
	7%	7%	7%	5%	9%	9%	17%	13%	2%	1%	*	6%	6%	8%	7%	6%	8%	21%	-	22%	1%	8%	6%
		48%	52%	33%	67% ae	19% fgh	41% efgh	33% fgh	4%	2%	1%	19%	28%	26%	26%	48%	52%	100% p	-	90% r	10%	56%	44%
5-7	215	94	122	81	135	27	77	84	24	-	2	46	56	59	53	102	113	215	-	194	21	139	76
	9%	8%	10%	7%	11%	8%	20%	21%	6%	-	*	9%	8%	12%	9%	8%	10%	28%	-	30%	1%	12%	6%
		43%	57%	37%	63% ae	13% gh	36% efgh	39% efgh	11% gh	-	1%	21%	26%	28% j	25%	48%	52%	100% p	-	90% r	10%	64% t	36%
8-10	231	119	111	90	141	17	70	102	36	2	4	66	59	54	51	125	106	231	-	213	18	165	66
	10%	10%	9%	8%	12%	5%	18%	25%	9%	1%	1%	12%	8%	11%	8%	10%	9%	30%	-	33%	1%	14%	6%
		52%	48%	39%	61% ae	7% gh	30% efgh	44% cdftg	16% gh	1%	2%	29% ij	26%	23%	22%	54%	46%	100% p	-	92% r	8%	71% t	29%
11-14	290	150	141	117	173	35	44	123	80	7	2	79	82	65	64	161	129	290	-	250	40	185	106
	12%	13%	12%	10%	14%	10%	11%	30%	20%	2%	*	15%	11%	13%	10%	13%	12%	38%	-	38%	2%	16%	9%
		52%	48%	40%	60% ae	12% gh	15% gh	42% cdftg	27% cdgh	2% h	1%	27% il	28%	22%	22%	56%	44%	100% p	-	86% r	14%	64% t	36%
15-16	140	68	72	65	74	31	15	37	48	4	4	31	44	38	26	76	64	140	-	103	37	90	49
	6%	6%	6%	6%	6%	9%	4%	9%	12%	1%	1%	6%	6%	7%	4%	6%	6%	18%	-	16%	2%	8%	4%
		49%	51%	47%	53%	22% dgh	11% gh	27% dgh	35% dgh	3%	3%	22%	32%	27%	19%	54%	46%	100% p	-	74% r	26%	66% t	35%
17-18	76	34	42	29	47	28	3	17	22	4	2	26	21	11	19	46	30	76	-	48	29	38	38
	3%	3%	4%	2%	4%	8%	1%	4%	5%	1%	*	5%	3%	2%	3%	4%	3%	10%	-	7%	2%	3%	3%
		45%	55%	38%	62%	37% dgh	4%	23% dgh	29% dgh	6%	3%	33% k	27%	14%	25%	61%	39%	100% p	-	62% r	38%	50%	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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 14

Q013: How old is/ are the child/ children in your household?
MULTI CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253	
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1625	1432	191	1005	620	1245	379	1326	165	98	36	72	188	135	119	122	138	140	237	175	
	68%	66% 88%	92% 12%a	63% 62%	80% 38%c	64% 77%	86% 23%e	67% 82%	76% 10%g	70% 6%	66% 2%	74% 4%e	72% 12%e	69% 8%	70% 7%g	59% 8%	63% 8%	70% 9%e	74% 15%op	58% 11%	
0-2	147	139 6%	8 4%	119 7%	29 4%	132 7%	15 4%	127 6%	8 4%	10 7%	3 5%	5 5%	11 4%	11 6%	15 9%	17 8%	21 10%	16 8%	17 5%	14 5%	
	6%	94%	5%	81%d	19%	90%f	10%	86%	6%	6%	2%	3%	7%	8%	10%	12%	14%l	11%	11%	10%	
3-4	161	159 7%	2 1%	128 8%	33 4%	142 7%	20 4%	137 7%	11 5%	9 6%	4 7%	5 6%	21 8%	9 5%	15 9%	17 8%	18 9%	14 7%	19 6%	17 6%	
	7%	99%b	1%	79%a	21%	88%	12%	85%	7%	5%	2%	3%	13%	6%	10%	11%	11%	9%	12%	11%	
5-7	215	210 9%	5 2%	168 10%	47 22%	197 10%	19 4%	184 9%	14 6%	12 8%	5 10%	6 3%	25 10%	16 8%	11 7%	22 10%	30 14%	18 8%	27 13%	30 14%	
	9%	10% 97%b	2% 2%	10% 78%a	6% 22%	10% 91%f	4% 9%	9% 86%	6% 6%	8% 6%	10% 3%	6% 3%	10% 12%	8% 7%	7% 5%	10% 10%	14% 14%	9% 8%	8% 13%	10% 14%	
8-10	231	231 10%	- 11%	193 12%	38 5%	214 11%	17 4%	199 10%	11 5%	15 11%	6 11%	9 4%	20 7%	14 7%	13 8%	25 12%	23 11%	14 7%	30 9%	50 17%	
	10%	100%b	-	84%a	16%	92%a	8%	86%h	5%	7%h	3%h	4%	8%	6%	8%	6%	11%	10%	6%	22%lmnqr	
11-14	290	285 12%	5 13%	247 15%	44 2%	274 14%	17 4%	250 13%	18 8%	14 10%	8 14%	9 3%	30 12%	28 14%	18 11%	24 11%	33 15%	26 13%	32 10%	51 17%	
	12%	98%b	2%	85%a	15%	94%a	6%	86%	6%	5% 3%h	3%h	3%	10%	9%	6%	8%	11%	9%	11%	18%r	
15-16	140	135 6%	4 97%b	112 80%a	28 20%	132 95%a	7 5%	120 86%	8 4%	8 6%	3 6%	5 4%	20 8%	14 7%	4 3%	18 9%	10 5%	9 5%	19 6%	21 7%	
	6%	6% 97%b	2% 3%	7% 80%a	4% 20%	7% 95%a	2% 5%	6% 86%	4% 6%	6% 6%	6% 2%	5% 4%	20% 14%a	7% 10%	2% 3%	9% 13%a	5% 7%	5% 7%	6% 14%	7% 15%	
17-18	76	72 3%	3 94%	62 4%	14 2%	73 4%	3 1%	63 83%	7 10%	4 5%	2 3%	2 3%	2 2%	6 7%	5 7%	12 6%	9 4%	9 4%	10 3%	8 3%	
	3%	94%	5%	81%a	19%	96%a	4%	83%	10%	5%	3%	3%	2%	7%	7%	16%l	12%l	12%l	13%	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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 14

Q013: How old is/ are the child/ children in your household?

MULTI CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1625	297	1327	585	812	145	586	832	719	844	617	1041	583
	68%	71%	68%	58%	76%	70%	82%	59%	59%	78%	57%	61%	86%
		18%	82%	36%	50%cg	9%cg	36%cddeg	51%	44%	52%hj	38%	64%	36%k
0-2	147	22	125	78	46	11	32	98	102	42	95	129	19
	6%	5%	6%	8%	4%	5%	5%	7%	8%	4%	9%	8%	3%
		15%	85%	53%df	31%	7%	22%	67%df	69%l	29%	65%l	87%l	13%
3-4	161	27	135	93	58	11	31	107	109	48	102	142	19
	7%	6%	7%	9%	5%	5%	4%	8%	9%	4%	9%	8%	3%
		16%	84%	57%df	36%	7%	19%	67%df	68%l	30%	63%l	88%l	12%
5-7	215	27	188	121	66	16	33	155	141	68	137	188	27
	9%	6%	10%	12%	6%	8%	5%	11%	11%	6%	13%	11%	4%
		13%	87%	56%df	31%	7%	16%	72%df	65%l	32%	64%l	87%l	13%
8-10	231	38	193	141	76	28	29	183	158	69	153	214	17
	10%	9%	10%	14%	7%	14%	4%	13%	13%	6%	14%	13%	2%
		16%	84%	61%df	33%l	12%df	13%	79%df	69%l	30%	66%l	93%l	7%
11-14	290	46	245	154	100	27	47	227	200	86	190	265	25
	12%	11%	12%	15%	9%	13%	7%	16%	16%	8%	17%	16%	4%
		16%	84%	53%df	35%	9%f	16%	78%df	69%l	30%	65%l	91%l	9%
15-16	140	13	127	86	51	14	19	115	100	40	92	117	23
	6%	3%	6%	9%	5%	7%	3%	8%	8%	4%	8%	7%	3%
		9%	91%a	61%df	36%	10%f	14%	83%df	72%l	28%	66%l	84%l	16%
17-18	76	13	63	41	27	8	10	59	47	28	40	68	9
	3%	3%	3%	4%	3%	4%	1%	4%	4%	3%	4%	4%	1%
		18%	82%	54%f	35%	11%f	13%	77%df	61%	37%	53%	89%l	11%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 14

Q013: How old is/ are the child/ children in your household?
MULTI CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1625	791	617	305	314	260	109	141	106	1041	327	309	108	502	1123
	68%	59%orst	57%orst	43%orst	55%orst	58%orst	46%orst	45%orst	51%orst	61%orst	73%orst	66%orst	58%orst	70%orst	67%orst
		49%orst	38%orst	19%orst	19%orst	16%orst	7%orst	9%orst	7%orst	64%noorst	20%wxz	19%orst	7%orst	31%wxz	69%wxz
0-2	147	100	95	80	56	42	32	49	19	129	25	40	21	46	101
	6%	7%orst	9%orst	11%orst	10%orst	9%orst	14%orst	15%orst	9%orst	8%orst	6%orst	8%orst	11%orst	6%orst	6%orst
		68%orst	65%orst	54%mu	38%orst	28%orst	21%mnru	33%mnprqtu	13%orst	87%orst	17%orst	27%orst	14%vz	31%orst	69%orst
3-4	161	115	102	81	61	41	30	39	14	142	27	33	16	45	116
	7%	9%orst	9%orst	11%orst	11%orst	9%orst	13%orst	12%orst	7%orst	8%orst	6%orst	7%orst	9%orst	6%orst	7%orst
		71%orst	63%orst	50%u	38%orst	25%orst	18%tu	24%tu	8%orst	88%orst	17%orst	21%orst	10%orst	28%orst	72%orst
5-7	215	153	137	128	77	59	44	55	32	188	34	38	19	56	160
	9%	12%orst	13%orst	18%orst	14%orst	13%orst	19%orst	17%orst	15%orst	11%orst	8%orst	8%orst	10%orst	8%orst	10%orst
		71%orst	64%orst	59%mnqu	36%orst	27%orst	20%mnru	25%mnru	15%orst	87%orst	16%orst	18%orst	9%orst	26%orst	74%orst
8-10	231	185	153	147	86	55	49	48	43	214	39	53	31	69	162
	10%	14%orst	14%orst	21%orst	15%orst	12%orst	21%orst	15%orst	21%orst	13%orst	9%orst	11%orst	17%orst	10%orst	10%orst
		80%orst	66%orst	64%mnprqu	37%orst	24%orst	21%mnqu	21%orst	19%mnqu	93%orst	17%orst	23%orst	14%vyz	30%orst	70%orst
11-14	290	215	190	176	95	71	41	74	46	265	49	66	33	83	208
	12%	16%orst	17%orst	25%orst	17%orst	16%orst	18%orst	23%orst	22%orst	16%orst	11%orst	14%orst	17%orst	12%orst	12%orst
		74%orst	65%orst	61%mnprqu	33%orst	25%orst	14%orst	26%mnprqu	16%mu	91%orst	17%orst	23%orst	11%vy	28%orst	72%orst
15-16	140	90	92	79	48	35	16	35	15	117	26	27	9	41	99
	6%	7%orst	8%orst	11%orst	9%orst	8%orst	7%orst	11%orst	7%orst	7%orst	6%orst	6%orst	5%orst	6%orst	6%orst
		64%orst	66%orst	57%mu	35%orst	25%orst	11%orst	25%mu	11%orst	84%orst	18%orst	19%orst	6%orst	29%orst	71%orst
17-18	76	52	40	43	24	15	12	14	4	68	8	10	3	16	60
	3%	4%orst	4%orst	6%orst	4%orst	3%orst	5%orst	4%orst	2%orst	4%orst	2%orst	2%orst	2%orst	2%orst	4%orst
		68%orst	53%orst	56%nt	31%orst	19%orst	16%orst	18%orst	5%orst	89%orst	11%orst	14%orst	4%orst	21%orst	79%orst

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 15

Q014: Are you the parent or guardian of any of the children in the household?
SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Yes	652 27%	318 27%	333 28%	257 22%	394 32%	65 18%	178 45%	244 60%	145 36%	15 4%	5 1%	164 31%	188 26%	151 30%	149 24%	351 28%	300 27%	652 86%	-	652 100%	-	462 39%	189 16%
		49%	51%	39%	61%a	10%gh	27%clgh	37%cdtg	22%cgh	2%h		25%l	29%	23%	23%	54%	46%	100%p	-	100%r	-	71%t	29%
No	108 5%	48 4%	59 5%	41 4%	66 5%	79 22%	10 3%	8 2%	5 1%	1 *	6 1%	26 5%	39 5%	22 4%	21 3%	65 5%	42 4%	108 14%	-	-	108 6%	39 3%	69 6%
		45%	55%	38%	62%	73%defgh	9%g	7%g	5%	1%	5%	24%	37%	20%	19%	61%	39%	100%p	-	-	100%q	36%	64%a
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1625 68%	825 69%	800 67%	861 74%	763 62%	207 59%	203 52%	154 38%	257 63%	328 95%	476 98%	340 64%	508 69%	333 66%	444 72%	848 67%	777 69%	-	1625 100%	-	1625 94%	686 58%	935 78%
		51%	49%	53%b	47%	13%e	13%e	9%	16%de	20%cdef	29%cdef	21%	31%	20%	27%ik	52%	48%	-	100%o	-	100%q	42%	58%a

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 15

Q014: Are you the parent or guardian of any of the children in the household?
SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Yes	652	636	16	518	133	599	53	547	48	39	17	22	61	51	48	69	65	50	71	110
	27%	29%	7%	32%	17%	31%	12%	28%	22%	28%	32%	22%	23%	26%	28%	33%	30%	25%	22%	37%
		98%b	2%	80%d	20%	92%f	8%	84%	7%	6%	3%h	3%	9%	8%	7%	11%l	10%	8%	11%	17%k/m/q
No	108	104	2	84	24	101	6	99	5	3	1	4	13	10	3	16	14	10	14	16
	5%	5%	1%	5%	3%	5%	1%	5%	2%	2%	2%	4%	5%	5%	1%	8%	6%	5%	4%	5%
		96%b	2%	78%d	22%	94%f	6%	92%i	4%	3%	1%	3%	12%	9%	2%	15%n	13%n	9%	13%	15%
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1625	1432	191	1005	620	1245	379	1326	165	98	36	72	188	135	119	122	138	140	237	175
	68%	66%	92%	63%	80%	64%	86%	67%	76%	70%	66%	74%	72%	69%	70%	59%	63%	70%	74%	58%
		88%	12%a	62%	38%c	77%	23%e	82%	10%g	6%	2%	4%os	12%os	8% s	7% s	5%	8%	9%os	15%ops	11%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 15

Q014: Are you the parent or guardian of any of the children in the household?
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Yes	652 27%	113 27% 17%	538 27% 83%	357 36% 55% def	223 21% 34% f	52 25% 8% f	117 16% 18%	488 35% 75% def	446 36% 69% h	196 18% 30%	417 38% 64% i	577 34% 89% i	74 11% 11%
No	108 5%	9 2% 9%	98 5% 91% a	62 6% 58% df	27 2% 25%	10 5% 9% f	9 1% 8%	86 6% 80% df	63 5% 58%	45 4% 42%	57 5% 53%	91 5% 84% i	17 3% 16%
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1625 68%	297 71% 18%	1327 68% 82%	585 58% 36%	812 76% 50% cg	145 70% 9% cg	586 82% 36% cdeg	832 59% 51%	719 59% 44%	844 78% 52% hj	617 57% 38%	1041 61% 64%	583 86% 36% k

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

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Table 15

Q014: Are you the parent or guardian of any of the children in the household?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Yes	652 27%	471 35% 72%	417 38% 64%u	355 49% 54%mnpu	224 39% 34%u	163 36% 25%	109 47% 17%mnqu	144 46% 22%mnqu	94 45% 14%mq	577 34% 89%	107 24% 16%	143 30% 22%v	73 39% 11%vwyz	189 26% 29%	462 28% 71%
No	108 5%	70 5% 65%	57 5% 53%	57 8% 53%mmu	30 5% 28%	29 6% 27%	16 7% 15%	30 10% 28%mnptu	8 4% 7%	91 5% 84%	14 3% 13%	18 4% 17%	5 3% 5%	26 4% 24%	82 5% 76%
NO CHILDREN UNDER 18 IN THE HOUSEHOLD	1625 68%	791 59% 49%orst	617 57% 38%ors	305 43% 19%	314 55% 19%ors	260 58% 16%ors	109 46% 7%	141 45% 9%	106 51% 7%o	1041 61% 64%noprst	327 73% 20%wxz	309 66% 19%	108 58% 7%	502 70% 31%x	1123 67% 69%xx

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 16

QA1: Does your household have a home broadband service?
IF NECESSARY – Through a phone line or cable service, perhaps using Wi-Fi.
SINGLE CODE

Base: All respondents

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
	Total																						
Unweighted base	2384	1250	1134	1142	1242	334	391	421	384	373	481	569	767	456	592	1336	1048	763	1621	670	1714	1386	995
		52%	48%	48%	52%	14%	16%	18%	16%	16%	20%	24%	32%	19%	25%	56%	44%	32%	68%	28%	72%	58%	42%
Weighted base	2384	1192	1192	1160	1224	350	391	405	408	343	486	530	735	506	614	1265	1119	759	1625	652	1732	1187	1194
		50%	50%	49%	51%	15%	16%	17%	17%	14%	20%	22%	31%	21%	26%	53%	47%	32%	68%	27%	73%	50%	50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Yes, have home broadband service	2172	1164	1008	1048	1124	326	371	386	390	313	386	508	685	472	508	1192	980	740	1432	636	1536	1156	1012
	91%	98%	85%	90%	92%	93%	95%	95%	96%	91%	79%	96%	93%	93%	83%	94%	88%	97%	88%	98%	89%	97%	85%
		54%	46%	48%	52%	15%h	17%h	18%gh	18%gh	14%h	18%	23%i	32%l	22%l	23%	55%an	45%	34%p	66%	29%r	71%	53%t	47%
No, do not have home broadband service	209	25	183	111	98	24	19	19	16	30	101	22	49	33	105	71	138	18	191	16	193	27	181
	9%	2%	15%	10%	8%	7%	5%	5%	4%	9%	21%	4%	7%	7%	17%	6%	12%	2%	12%	2%	11%	2%	15%
		12%	88%	53%	47%	11%	9%	9%	8%	14%def	48%cddefg	10%	24%	16%	50%ijk	34%	66%an	8%	92%o	7%	93%q	13%	87%as
Don't know	3	2	1	1	2	1	1	-	1	-	-	-	1	1	1	2	2	1	-	3	3	-	-
	*	*	*	*	*	*	*	-	*	-	-	-	*	*	*	*	*	*	*	-	*	-	-
		64%	36%	38%	62%	26%	38%	-	36%	-	-	-	36%	38%	26%	36%	64%	62%	38%	-	100%	100%	-

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

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Table 16

QA1: Does your household have a home broadband service?
IF NECESSARY – Through a phone line or cable service, perhaps using Wi-Fi.
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Yes, have home broadband service	2172	2172 100%	-	1597 99%	575 74%	1898 98%	274 62%	1794 91%	194 89%	130 93%	54 98%	90 93%	236 90%	181 92%	155 92%	182 88%	196 90%	181 90%	288 90%	285 95%
	91%	100% b	-	74% d	26%	87% f	13%	83%	9%	6%	2% ghl	4%	11%	8%	7%	8%	9%	8%	13%	13% or
No, do not have home broadband service	209	-	209 100%	10 1%	198 26%	45 2%	164 37%	174 9%	23 11%	10 7%	1 2%	7 7%	24 9%	15 8%	14 8%	25 12%	20 9%	20 10%	34 10%	16 5%
	9%	-	100% a	5%	95% c	22%	78% e	83% j	11% j	5% j	1%	3%	11%	7%	7%	12% s	10%	9%	16% s	8%
Don't know	3	-	-	-	3	3	1	3	-	-	-	-	2	-	-	-	1	-	-	-
	*	-	-	-	*	*	*	*	-	-	-	-	1%	-	-	-	1%	-	-	-
		-	-	-	100% c	74%	26%	100%	-	-	-	-	64%	-	-	-	36%	-	-	-

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 16

QA1: Does your household have a home broadband service?
IF NECESSARY – Through a phone line or cable service, perhaps using Wi-Fi.
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Yes, have home broadband service	2172 91%	380 90%	1792 91%	974 97%	908 85%	206 100%	561 79%	1373 98%	1210 99%	901 83%	1090 100%	1709 100%	463 69%
		17%	83%	45%df	42%f	9%cdfg	26%	63%df	56%l	41%	50%hl	79%l	21%
No, do not have home broadband service	209 9%	39 9%	170 9%	30 3%	153 14%	-	151 21%	30 2%	15 1%	183 17%	-	-	209 31%
		19%	81%	14%e	73%ceg	-	72%cddeg	14%	7%j	88%hj	-	-	100%k
Don't know	3 *	1 *	2 *	-	1 *	-	-	3 *	3 *	1 *	-	-	3 1%
		38%	62%	-	38%	-	-	74%	74%	26%	-	-	100%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 16

QA1: Does your household have a home broadband service?
IF NECESSARY – Through a phone line or cable service, perhaps using Wi-Fi.
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Yes, have home broadband service	2172 91%	1332 100% 61%	1090 100% 50%	718 100% 33%	569 100% 26%	451 100% 21%	234 100% 11%	316 100% 15%	208 100% 10%	1709 100% 79%	390 87% 18%	434 92% 20%v	168 90% 8%	646 90% 30%	1526 92% 70%v
No, do not have home broadband service	209 9%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	57 13% 28%wz	35 7% 17%	17 9% 8%	70 10% 33%	139 8% 67%
Don't know	3 *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 * 38%	1 1% 38%	1 * 38%	2 * 62%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 17

QA2: How many working TV sets do you have across all of the rooms in your home?

IF NECESSARY – By ‘working’ we mean sets that can be used to receive and watch broadcast television programmes.

SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
One TV set	899 38%	426 36% 47%	473 40% 53%	434 37% 48%	465 38% 52%	130 37% 14%	158 40% 18%	146 36% 16%	136 33% 15%	127 37% 14%	203 42% 23%	189 36% 21%	286 39% 32%	173 34% 19%	251 41% 28%	476 38% 53%	424 38% 47%	225 30% 25%	674 42% 75%	204 31% 23%	696 40% 77%	421 35% 47%	476 40% 53%
Two TV sets	766 32%	388 33% 51%	378 32% 49%	380 33% 50%	386 32% 50%	102 29% 13%	113 29% 15%	125 31% 16%	126 31% 16%	132 38% 17%	168 34% 22%	180 34% 24%	245 33% 32%	154 30% 20%	187 30% 24%	425 34% 55%	341 30% 45%	236 31% 31%	530 33% 69%	198 30% 26%	568 33% 74%	382 32% 50%	384 32% 50%
Three TV sets	393 16%	211 18% 54%	182 15% 46%	196 17% 50%	197 16% 50%	62 18% 16%	52 13% 20%	78 19% 20%	66 16% 17%	55 16% 14%	80 16% 20%	92 17% 23%	109 15% 28%	91 18% 23%	102 17% 26%	200 16% 51%	192 17% 49%	157 21% 40%	236 14% 60%	129 20% 33%	264 15% 67%	223 19% 57%	170 14% 43%
Four TV sets	167 7%	93 8% 56%	74 6% 44%	78 7% 47%	89 7% 53%	22 6% 13%	28 7% 17%	31 8% 18%	43 10% 26%	21 6% 12%	23 5% 14%	33 6% 20%	43 6% 26%	48 9% 29%	43 7% 26%	76 6% 46%	90 8% 54%	77 10% 46%	90 6% 54%	68 10% 41%	99 6% 59%	82 7% 49%	84 7% 51%
Five or more TV sets	88 4%	44 4% 50%	44 4% 50%	43 4% 49%	45 4% 51%	16 5% 18%	17 4% 19%	15 4% 16%	28 7% 32%	6 2% 16%	7 1% 32%	22 4% 25%	22 3% 25%	31 6% 35%	13 2% 14%	44 4% 50%	44 4% 50%	56 7% 63%	33 2% 37%	43 7% 48%	45 3% 51%	51 4% 58%	37 3% 42%
None – do not have any working TV sets in the home	69 3%	28 2% 40%	41 3% 60%	29 3% 42%	40 3% 58%	18 5% 26%	22 6% 32%	11 3% 16%	9 2% 13%	3 1% 5%	7 1% 10%	13 2% 19%	28 4% 41%	10 2% 14%	18 3% 26%	41 3% 60%	28 2% 40%	8 1% 12%	61 4% 88%	8 1% 12%	61 4% 88%	27 2% 40%	41 3% 60%
Don't know	3 *	3 *	-	-	3 *	1 *	1 *	-	-	-	-	-	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
Have TV set	2313 97%	1162 97% 50%	1151 97% 50%	1131 97% 49%	1182 97% 51%	332 95% 14%	368 94% 16%	394 97% 17%	399 98% 17%	340 99% 15%	480 99% 21%	517 98% 22%	705 96% 30%	496 98% 21%	595 97% 26%	1222 97% 53%	1091 97% 47%	750 99% 32%	1563 96% 68%	642 99% 28%	1671 96% 72%	1159 98% 50%	1151 96% 50%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 17

QA2: How many working TV sets do you have across all of the rooms in your home?

IF NECESSARY – By ‘working’ we mean sets that can be used to receive and watch broadcast television programmes.

SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
One TV set	899	765 85%	132 15% ^a	498 55%	401 45% ^c	653 73%	247 27% ^e	771 86% ^{ij}	79 9% ^j	41 5% ^j	8 1%	33 4%	112 12% ^{no}	66 7%	49 5%	63 7%	77 9%	84 9%	130 9%	158 18% ^{kimnopqr}
Two TV sets	766	714 93% ^{ab}	52 7%	542 71% ^d	224 29%	647 85% ^f	119 15%	632 83%	71 9%	46 6%	16 2%	38 5% ^s	76 10%	54 7%	55 7%	84 11% ^{lms}	70 9%	72 9%	104 14%	79 26%
Three TV sets	393	381 97% ^b	12 3%	323 82% ^d	70 18%	353 90% ^f	40 10%	313 80%	34 9%	28 7%	18 5% ^{ghj}	16 4%	42 11%	39 10% ^{rs}	39 10% ^{qrs}	31 8%	46 12% ^{rs}	26 7%	39 10%	35 9%
Four TV sets	167	164 98% ^{ab}	3 2%	142 85% ^d	25 15%	154 92% ^f	13 8%	125 75%	18 11%	15 9% ^g	9 5% ^{gh}	3 2%	21 12%	17 10%	15 9%	12 7%	9 5%	12 7%	23 14%	14 9%
Five or more TV sets	88	87 98% ^b	-	81 91% ^d	8 9%	86 97% ^f	2 3%	74 83%	6 7%	5 6%	4 4% ^{gh}	5 6%	8 9%	13 15% ^{qrs}	6 7%	13 15% ^{qs}	10 12%	3 3%	8 9%	7 8%
None – do not have any working TV sets in the home	69	58 85%	10 15%	21 30%	48 70% ^c	51 74%	18 26%	55 79%	9 13% ^j	5 7%	* *	3 5%	4 6%	6 9%	6 8%	5 7%	3 5%	4 5%	16 24% ⁱ	7 10%
Don't know	3	3 100%	-	1 41%	1 59%	3 100%	-	3 100%	-	-	-	-	-	-	-	-	1 41%	-	1 59%	-
Have TV set	2313	2111 91%	198 9%	1586 69% ^d	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2% ^h	95 4%	258 11% ^r	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 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/row percents 4 Mar 2019

Table 17

QA2: How many working TV sets do you have across all of the rooms in your home?

IF NECESSARY – By ‘working’ we mean sets that can be used to receive and watch broadcast television programmes.

SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
One TV set	899	131	769	320	420	59	353	443	351	548	294	567	332
	38%	31%	39%	32%	39%	29%	50%	32%	29%	51%	27%	33%	49%
		15%	85% a	36%	47% cdeq	7%	39% cdeq	49%	39%	61% hj	33%	63%	37% k
Two TV sets	766	165	601	340	349	77	217	498	411	355	365	582	184
	32%	39%	31%	34%	33%	37%	30%	35%	33%	33%	34%	34%	27%
		22% b	78%	44%	46%	10%	28%	65% f	54%	46%	48%	76% l	24%
Three TV sets	393	70	323	208	180	42	90	279	267	125	243	329	64
	16%	17%	16%	21%	17%	21%	13%	20%	22%	12%	22%	19%	9%
		18%	82%	53% df	46% f	11% f	23%	71% f	68% l	32%	62% l	84% l	16%
Four TV sets	167	30	137	87	79	14	42	114	127	39	121	147	20
	7%	7%	7%	9%	7%	7%	6%	8%	10%	4%	11%	9%	3%
		18%	82%	52%	48%	8%	25%	68%	76% l	24%	72% l	88% l	12%
Five or more TV sets	88	19	69	49	35	13	11	71	71	17	68	84	4
	4%	5%	4%	5%	3%	7%	2%	5%	6%	2%	6%	5%	1%
		22%	78%	55% f	40% f	15% df	12%	81% df	81% l	19%	77% l	95% l	5%
None – do not have any working TV sets in the home	69	5	64	-	-	-	-	-	-	-	-	-	69
	3%	1%	3%	-	-	-	-	-	-	-	-	-	10%
		7%	93% a	-	-	-	-	-	-	-	-	-	100% k
Don't know	3	-	3	-	-	-	-	-	-	-	-	-	3
	*	-	*	-	-	-	-	-	-	-	-	-	*
		-	100%	-	-	-	-	-	-	-	-	-	100% k
Have TV set	2313	415	1898	1004	1062	206	712	1406	1228	1085	1090	1709	604
	97%	99%	97%	100%	100%	100%	100%	100%	100%	100%	100%	100%	89%
		18% b	82%	43%	46%	9%	31%	61%	53%	47%	47%	74% l	26%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 17

QA2: How many working TV sets do you have across all of the rooms in your home?

IF NECESSARY – By ‘working’ we mean sets that can be used to receive and watch broadcast television programmes.

SINGLE CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
One TV set	899 38%	423 32%	294 27%	183 26%	152 27%	157 35%	56 24%	83 26%	75 36%	567 33%	171 38%	174 37%	63 34%	271 38%	628 38%
		47% nopr	33%	20%	17%	17% nopr	6%	9%	8% nopr	63% nopr	19%	19%	7%	30%	70%
Two TV sets	766 32%	462 35%	365 34%	228 32%	196 35%	152 34%	79 33%	105 33%	72 34%	582 34%	164 37%	166 35%	74 40%	259 36%	507 30%
		60%	48%	30%	26%	20%	10%	14%	9%	76%	21% z	22%	10% z	34% z	66%
Three TV sets	393 16%	260 20%	243 22%	162 23%	128 22%	89 20%	61 26%	81 26%	39 19%	329 19%	72 16%	78 17%	24 13%	112 16%	280 17%
		66%	62%	41%	33%	23%	16% mu	21% mu	10%	84%	18%	20%	6%	29%	71%
Four TV sets	167 7%	113 9%	121 11%	89 12%	58 10%	34 8%	21 9%	31 10%	10 5%	147 9%	30 7%	33 7%	16 8%	50 7%	116 7%
		68%	72% mtu	54% mqtu	35% t	20%	12%	18%	6%	88%	18%	20%	9%	30%	70%
Five or more TV sets	88 4%	74 6%	68 6%	55 8%	34 6%	19 4%	16 7%	17 5%	12 6%	84 5%	11 3%	19 4%	9 5%	24 3%	64 4%
		84%	77%	63% qu	39%	22%	19%	20%	13%	95%	13%	22%	11%	27%	73%
None – do not have any working TV sets in the home	69 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	69
		-	-	-	-	-	-	-	-	-	-	-	-	-	4%
Don't know	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	3
		-	-	-	-	-	-	-	-	-	-	-	-	-	*
		-	-	-	-	-	-	-	-	-	-	-	-	-	100% vwxy
Have TV set	2313 97%	1332 100%	1090 100%	718 100%	569 100%	451 100%	234 100%	316 100%	208 100%	1709 100%	448 100%	470 100%	186 100%	717 100%	1596 96%
		58%	47%	31%	25%	20%	10%	14%	9%	74%	19% z	20% z	8% z	31% z	69%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 18

QA2i: Are any of your TV sets "Smart TVs"?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Yes	1228	698	530	606	622	183	227	246	247	170	155	298	383	278	269	681	547	509	719	446	782	735	492
	53%	60%	46%	54%	53%	55%	62%	62%	62%	50%	32%	58%	54%	56%	45%	56%	50%	68%	46%	70%	47%	63%	43%
		57%	43%	49%	51%	15%h	18%gh	20%gh	20%gh	14%h	13%	24%l	31%l	23%l	22%	55%n	45%	41%p	59%	36%r	64%	60%t	40%
No	1035	436	599	510	525	142	134	145	150	162	303	204	305	209	317	509	526	231	804	192	844	409	624
	45%	38%	52%	45%	44%	43%	36%	37%	38%	48%	63%	40%	43%	42%	53%	42%	48%	31%	51%	30%	50%	35%	54%
		42%	58%	49%	51%	14%	13%	14%	14%	16%def	29%cdel	20%	29%	20%	31%ijk	49%	51%am	22%	78%o	19%	81%q	40%	60%u

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 18

QA2i: Are any of your TV sets "Smart TVs"?
SINGLE CODE

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Yes	1228	1210 53%	15 57%	1130 71%	98 13%	1159 61%	69 16%	1012 53%	112 54%	75 55%	29 52%	49 52%	106 41%	107 57%	100 61%	128 63%	105 49%	99 50%	151 50%	167 57%
		99%b	1%	92%^d	8%	94%^f	6%	82%	9%	6%	2%	4%	9%	9%ⁱ	8%^{lr}	10%^{lpqr}	9%	8%	12%	14%^l
No	1035	860 45%	175 88%	437 28%	599 82%	702 37%	333 79%	861 45%	91 44%	58 43%	26 47%	46 48%	145 56%	74 39%	62 38%	73 36%	99 47%	94 48%	149 49%	120 41%
		83%	17%^a	42%	58%^c	68%	32%^e	83%	9%	6%	2%	4%	14%^{mnos}	7%	6%	7%	10%	9%^o	14%^{no}	12%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 18

QA2i: Are any of your TV sets "Smart TVs"?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Yes	1228	226	1002	615	504	128	271	872	1228	-	1090	1159	69
53%		55%	53%	61%	47%	62%	38%	62%	100%	-	100%	68%	11%
		18%	82%	50% df	41% f	10% df	22%	71% df	100% l	-	89% l	94% l	6%
No	1035	180	855	366	536	71	428	511	-	1035	-	527	508
45%		43%	45%	36%	50%	34%	60%	36%	-	95%	-	31%	84%
		17%	83%	35%	52% cdeg	7%	41% cdeg	49%	-	100% hj	-	51%	49% k

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 18

QA2i: Are any of your TV sets "Smart TVs"?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Yes	1228	935	1090	549	414	326	185	270	169	1159	233	284	126	403	825
	53%	70%	100%	76%	73%	72%	79%	85%	81%	68%	52%	60%	68%	56%	52%
		76%	89% <i>mopqrstu</i>	45% <i>mu</i>	34% <i>u</i>	27%	15% <i>mu</i>	22% <i>mopqu</i>	14% <i>mpqu</i>	94%	19%	23% <i>vz</i>	10% <i>vyz</i>	33%	67%
No	1035	379	-	162	153	123	49	46	38	527	201	175	57	297	738
	45%	28%	-	23%	27%	27%	21%	15%	18%	31%	45%	37%	30%	41%	46%
		37% <i>norstu</i>	-	16% <i>ns</i>	15% <i>nst</i>	12% <i>nst</i>	5% <i>n</i>	4% <i>n</i>	4% <i>n</i>	51% <i>norst</i>	19% <i>wx</i>	17%	5%	29% <i>x</i>	71% <i>wxx</i>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 19

QA2ii: And are any of your Smart TV sets connected to your home broadband service?
SINGLE CODE

Base: All with any Smart TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1269	743 59%	526 41%	623 49%	646 51%	185 15%	236 19%	254 20%	233 18%	190 15%	171 13%	337 27%	414 33%	260 20%	258 20%	751 59%	518 41%	521 41%	748 59%	462 36%	807 64%	852 67%	416 33%
Weighted base	1228	698 57%	530 43%	606 49%	622 51%	183 15%	227 18%	246 20%	247 20%	170 14%	155 13%	298 24%	383 31%	278 23%	269 22%	681 55%	547 45%	509 41%	719 59%	446 36%	782 64%	735 60%	492 40%
Effective base	1056	630	429	514	542	150	196	224	197	165	129	283	345	215	220	627	435	440	616	392	665	743	346
Yes, connected	1090	624	466	541	549	168	207	219	229	145	123	261	335	257	237	596	494	473	617	417	674	666	423
	89%	89%	88%	89%	88%	92%	91%	89%	92%	86%	79%	88%	87%	92%	88%	88%	90%	93%	86%	93%	86%	91%	86%
		57%	43%	50%	50%	15%h	19%h	20%h	21%gh	13%	11%	24%	31%	24%	22%	55%	45%	43%p	57%	38%r	62%	61%t	39%
No, not connected	105	57	47	50	55	9	11	24	14	20	27	30	36	14	24	66	39	26	78	26	79	53	52
	9%	8%	9%	8%	9%	5%	5%	10%	6%	12%	17%	10%	9%	5%	9%	10%	7%	5%	11%	6%	10%	7%	11%
		55%	45%	48%	52%	8%	11%	23%	13%	19%cdf	26%cdf	29%k	34%	14%	23%	63%	37%	25%	75%o	25%	75%q	50%	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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 19

QA2ii: And are any of your Smart TV sets connected to your home broadband service?
SINGLE CODE

Base: All with any Smart TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1269	1252 99%	15 1%	1172 92%	97 8%	1200 95%	69 5%	865 68%	142 11%	141 11%	121 10%	42 3%	91 7%	89 7%	79 6%	112 9%	79 6%	81 6%	137 11%	155 12%
Weighted base	1228	1210 99%	15** 1%**	1130 92%	98* 8%*	1159 94%	69* 6%*	1012 82%	112 9%	75 6%	29* 2%*	49* 4%*	106* 9%*	107* 9%*	100* 8%*	128 10%	105* 9%*	99* 8%*	151 12%	167 14%
Effective base	1056	1043	11	976	81	1002	55	800	134	126	92	40	84	83	73	104	73	75	128	145
Yes, connected	1090 89%	1090 100%	-	1058 94%	33 3%	1038 90%	52 5%	903 89%	94 84%	66 88%	27 94%	43 87%	95 90%	98 91%	82 82%	120 94%	92 88%	88 89%	135 89%	150 90%
				97% d		95% f		83%	9%	6%	2% h	4%	9%	9%	7%	11% n	8%	8%	12%	14%
No, not connected	105 9%	105 9%	-	58 5%	46 47%	97 8%	8 12%	82 8%	13 11%	9 11%	1 3%	4 7%	6 6%	6 6%	16 16%	5 4%	11 11%	8 8%	12 8%	13 8%
		100%	-	56%	44% c	92%	8%	79%	12% j	8% j	1%	3%	6%	6%	15% o	5%	11%	8%	12%	13%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 19

QA2ii: And are any of your Smart TV sets connected to your home broadband service?
SINGLE CODE

Base: All with any Smart TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1269	262 21%	1007 79%	656 52%	523 41%	138 11%	278 22%	895 71%	1269 100%	- -	1131 89%	1201 95%	68 5%
Weighted base	1228	226 18%	1002 82%	615 50%	504 41%	128 10%	271 22%	872 71%	1228 100%	-** -	1090 89%	1159 94%	69* 6%*
Effective base	1056	205	852	549	433	109	230	748	1056	-	939	998	58
Yes, connected	1090	204	887	558	433	121	212	804	1090	-	1090	1090	-
	89%	90%	88%	91%	86%	95%	78%	92%	89%	-	100%	94%	-
		19%	81%	51% df	40% f	11% df	19%	74% df	100%	-	100% h	100% i	-
No, not connected	105	16	89	46	52	7	42	55	105	-	-	58	47
	9%	7%	9%	8%	10%	5%	15%	6%	9%	-	-	5%	68%
		15%	85%	44%	50% g	7%	40% ceg	52%	100% j	-	-	55%	45% k

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 19

QA2ii: And are any of your Smart TV sets connected to your home broadband service?
SINGLE CODE

Base: All with any Smart TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1269	965 76%	1131 89%	558 44%	440 35%	335 26%	189 15%	273 22%	172 14%	1201 95%	231 18%	288 23%	124 10%	407 32%	862 68%
Weighted base	1228	935 76%	1090 89%	549 45%	414 34%	326 27%	185 15%	270 22%	169 14%	1159 94%	233 19%	284 23%	126 10%	403 33%	825 67%
Effective base	1056	806	939	466	367	288	162	233	153	998	199	246	110	351	706
Yes, connected	1090	889	1090	526	399	310	180	266	163	1090	208	245	114	353	738
	89%	95%	100%	96%	96%	95%	98%	99%	96%	94%	89%	86%	91%	88%	89%
		82%	100% mopqrstu	48%	37%	28%	17%	24% mqu	15%	100%	19%	23%	10%	32%	68%
No, not connected	105	37	-	18	13	14	3	1	4	58	21	27	5	37	68
	9%	4%	-	3%	3%	4%	2%	*	2%	5%	9%	9%	4%	9%	8%
		35% ns	-	17% ns	13% ns	14% ns	3% n	1%	4% n	55% ns	20%	26%	5%	35%	65%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 20

QA3: Does your household plan to get rid of your TV set / all of your TV sets in the next 12 months, and perhaps watch TV shows on other devices like laptops or tablet computers instead?

SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Yes	128 6%	107 9%	22 2%	69 6%	59 5%	26 8%	31 9%	36 9%	17 4%	11 3%	6 1%	38 7%	34 5%	27 5%	29 5%	72 6%	56 5%	68 9%	61 4%	66 10%	63 4%	88 8%	40 3%
		83%	17%	54%	46%	20% gh	25% gh	28% fgh	13% h			30%	26%	21%	23%	56%	44%	53% p	47%	51% r	49%	69% t	31%
No	2026 88%	930 80%	1096 95%	987 87%	1039 88%	276 83%	304 83%	334 85%	347 87%	311 91%	454 95%	447 87%	616 87%	431 87%	532 89%	1063 87%	963 88%	636 85%	1390 89%	532 83%	1494 89%	982 85%	1041 90%
		46%	54%	49%	51%	14%	15%	16%	17%	15% kde	22% cdef	22%	30%	21%	26%	52%	48%	31%	69% o	26%	74% q	48%	51% s
Don't know	158 7%	125 11%	33 3%	74 7%	84 7%	30 9%	32 9%	24 6%	35 9%	19 5%	19 4%	31 6%	55 8%	38 8%	34 6%	86 7%	72 7%	46 6%	112 7%	44 7%	114 7%	89 8%	69 6%
		79%	21%	47%	53%	19% h	20% h	15%	22% h	12%	12%	20%	35%	24%	21%	55%	45%	29%	71%	28%	72%	56%	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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 20

QA3: Does your household plan to get rid of your TV set / all of your TV sets in the next 12 months, and perhaps watch TV shows on other devices like laptops or tablet computers instead?

SINGLE CODE

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Yes	128 6%	121 6%	7 4%	98 6%	30 4%	116 6%	12 3%	109 6%	11 5%	7 5%	2 4%	9 10%	9 3%	11 6%	4 2%	14 7%	7 3%	9 5%	19 6%	28 9%
		94%	6%	77%	23%	91% ^f	9%	85%	8%	5%	2%	7% ^{lmp}	7%	8%	3%	11%	6%	7%	15%	22% ^{lmp}
No	2026 88%	1837 87%	186 94%	1377 87%	649 89%	1630 86%	396 94%	1674 87%	186 90%	124 91%	41 76%	80 84%	234 91%	163 86%	158 96%	182 90%	185 87%	171 87%	258 85%	244 83%
		91%	9% ^e	68%	32%	80%	20% ^e	83% ^j	9% ^j	6% ^j	2%	4%	12% ^s	8%	8% ^{kmopq}	9%	9%	8%	13%	12%
Don't know	158 7%	153 7%	5 2%	110 7%	48 7%	145 8%	13 3%	132 7%	11 5%	5 4%	11 20%	6 6%	15 6%	15 8%	2 1%	7 4%	21 10%	16 8%	27 9%	22 7%
		97% ^b	3%	70%	30%	92% ^f	8%	83%	7%	3%	7% ^{ghl}	4%	10%	10% ⁿ	2%	5%	13% ^{no}	10% ⁿ	17% ^{no}	14% ⁿ

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 20

QA3: Does your household plan to get rid of your TV set / all of your TV sets in the next 12 months, and perhaps watch TV shows on other devices like laptops or tablet computers instead?

SINGLE CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Yes	128 6%	32 8%	96 5%	74 7%	38 4%	14 7%	20 3%	95 7%	82 7%	47 4%	77 7%	115 7%	13 2%
		25% b	75%	58% df	29%	11% f	16%	74% df	64% i	36%	60% l	90% l	10%
No	2026 88%	351 85%	1675 88%	869 87%	946 89%	178 86%	634 89%	1230 87%	1066 87%	960 89%	946 87%	1471 86%	555 92%
		17%	83%	43%	47%	9%	31%	61%	53%	47%	47%	73%	27% k
Don't know	158 7%	32 8%	126 7%	61 6%	78 7%	14 7%	58 8%	80 6%	81 7%	78 7%	67 6%	123 7%	35 6%
		20%	80%	39%	49%	9%	36%	51%	51%	49%	42%	78%	22%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 20

QA3: Does your household plan to get rid of your TV set / all of your TV sets in the next 12 months, and perhaps watch TV shows on other devices like laptops or tablet computers instead?

SINGLE CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Yes	128 6%	101 8% 79%	77 7% 60%	79 11% 61% mnu	64 11% 50% mnu	60 13% 47% mnu	33 14% 25% mnu	37 12% 28% mnu	22 11% 17%	115 7% 90%	36 8% 28% z	64 14% 50% vz	37 20% 29% vyz	72 10% 56% z	56 4% 44%
No	2026 88%	1145 86% 56% opqrs	946 87% 47% opqrs	579 81% 29%	463 81% 23%	346 77% 17%	183 78% 9%	252 80% 12%	171 82% 8%	1471 86% 73% opqrs	366 82% 18% x	365 78% 18%	136 73% 7%	579 81% 29% x	1448 91% 71% vwxyz
Don't know	158 7%	86 6% 55%	67 6% 42%	60 8% 38%	42 7% 26%	45 10% 29% mnu	19 8% 12%	27 9% 17%	15 7% 10%	123 7% 78%	45 10% 28% z	42 9% 26% z	14 7% 9%	67 9% 42% z	92 6% 58%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 21

QA4: Has your household got rid of any TV sets in the last 12 months?
SINGLE CODE

Base: All with no working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	61	27 44%	34 56%	26 43%	35 57%	15 25%	20 33%	9 15%	8 13%	3 5%	6 10%	10 16%	27 44%	8 13%	16 26%	37 61%	24 39%	5 8%	56 92%	5 8%	56 92%	29 48%	32 52%
Weighted base	69*	28* 40%*	41* 60%*	29** 42%**	40* 58%*	18** 26%**	22** 32%**	11** 16%**	9** 13%**	3** 5%**	7** 10%**	13** 19%**	28** 41%**	10** 14%**	18** 26%**	41* 60%*	28** 40%**	8** 12%**	61* 88%*	8** 12%**	61* 88%*	27** 40%**	41** 60%**
Effective base	53	23	30	23	31	14	17	9	7	3	4	8	24	7	14	32	21	5	49	5	49	27	28
Yes	6 9%	3 9%	4 6%	3 10%	4 9%	1 5%	1 3%	2 20%	3 32%	- -	- -	- -	4 14%	- -	3 14%	4 9%	3 9%	2 22%	5 8%	2 22%	5 8%	3 10%	4 9%
		40%	60%	43%	57%	12%	10%	33%	45%	-	-	-	60%	-	40%	60%	40%	27%	73%	27%	73%	41%	59%
No	61 89%	24 87%	37 91%	26 90%	35 88%	16 89%	21 97%	9 80%	6 68%	3 100%	7 100%	13 100%	24 86%	9 89%	15 86%	37 91%	24 87%	6 78%	55 91%	6 78%	55 91%	24 86%	38 91%
		39%	61%	43%	57%	26%	34%	14%	10%	5%	11%	21%	40%	14%	25%	61%	39%	10%	90%	10%	90%	39%	61%
Don't know	1 2%	1 4%	-	-	1 3%	1 6%	-	-	-	-	-	-	-	1 11%	-	-	1 4%	-	1 2%	-	1 2%	1 4%	-
		100%	-	-	100%	100%	-	-	-	-	-	-	-	100%	-	-	100%	-	100%	-	100%	100%	-

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 21

QA4: Has your household got rid of any TV sets in the last 12 months?
SINGLE CODE

Base: All with no working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	61	52 85%	9 15%	18 30%	43 70%	44 72%	17 28%	42 69%	10 16%	8 13%	1 2%	2 3%	3 5%	5 8%	4 7%	4 7%	2 3%	3 5%	13 21%	6 10%
Weighted base	69*	58* 85%*	10** 15%**	21** 30%**	48* 70%*	51* 74%*	18** 26%**	55* 79%*	9** 13%**	5** 7%**	***	3** 5%**	4** 6%**	6** 9%**	6** 8%**	5** 7%**	3** 5%**	4** 5%**	16** 24%**	7** 10%**
Effective base	53	46	8	16	38	39	14	39	9	7	1	2	3	5	4	4	2	3	12	6
Yes	6 9%	4 7%	2 20%	3 13%	4 8%	3 5%	4 22%	3 5%	3 30%	1 17%	-	-	1 27%	-	2 31%	-	-	-	-	-
		67%	33%	40%	60%	40%	60%	45%	43%	12%	-	-	17%	-	27%	-	-	-	-	-
No	61 89%	53 91%	8 80%	18 87%	43 90%	47 93%	14 78%	51 93%	6 70%	4 83%	*	3 100%	3 73%	6 100%	4 69%	5 100%	3 100%	4 100%	16 100%	6 84%
		86%	14%	29%	71%	77%	23%	83%	10%	7%	*	5%	5%	11%	6%	8%	6%	6%	27%	9%
Don't know	1 2%	1 2%	-	-	1 2%	1 2%	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 16%
		100%	-	-	100%	100%	-	100%	-	-	-	-	-	-	-	-	-	-	-	100%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 21

QA4: Has your household got rid of any TV sets in the last 12 months?
SINGLE CODE

Base: All with no working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	61	5	56	-	-	-	-	-	-	-	-	-	61
		8%	92%	-	-	-	-	-	-	-	-	-	100%
Weighted base	69*	5**	64*	69*
		7%**	93%*	100%*
Effective base	53	4	49	-	-	-	-	-	-	-	-	-	53
Yes	6	1	6	-	-	-	-	-	-	-	-	-	6
	9%	16%	9%	-	-	-	-	-	-	-	-	-	9%
		12%	88%	-	-	-	-	-	-	-	-	-	100%
No	61	4	57	-	-	-	-	-	-	-	-	-	61
	89%	84%	89%	-	-	-	-	-	-	-	-	-	89%
		7%	93%	-	-	-	-	-	-	-	-	-	100%
Don't know	1	-	1	-	-	-	-	-	-	-	-	-	1
	2%	-	2%	-	-	-	-	-	-	-	-	-	2%
		-	100%	-	-	-	-	-	-	-	-	-	100%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 21

QA4: Has your household got rid of any TV sets in the last 12 months?
SINGLE CODE

Base: All with no working TV set in the home

	Total	Devices connected TV through								Harm and offence on TV (seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	61	-	-	-	-	-	-	-	-	-	-	-	-	-	61
															100%
Weighted base	69*	69*
		100%*
Effective base	53	-	-	-	-	-	-	-	-	-	-	-	-	-	53
Yes	6	-	-	-	-	-	-	-	-	-	-	-	-	-	6
	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	9%
		-	-	-	-	-	-	-	-	-	-	-	-	-	100%
No	61	-	-	-	-	-	-	-	-	-	-	-	-	-	61
	89%	-	-	-	-	-	-	-	-	-	-	-	-	-	89%
		-	-	-	-	-	-	-	-	-	-	-	-	-	100%
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2%
		-	-	-	-	-	-	-	-	-	-	-	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 22

QA5: (SHOW SCREEN) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household.
MULTI CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Virgin Media (Cable TV)	416 18%	240 21%	176 15%	201 18%	215 18%	62 15%	67 16%	67 16%	82 20%	60 14%	78 19%	89 21%	128 18%	96 19%	103 25%	217 18%	199 48%	163 22%	253 16%	132 21%	284 17%	216 19%	200 17%
Sky Satellite TV	881 38%	449 39%	432 38%	447 40%	435 37%	148 45%	155 42%	196 50%	152 38%	111 33%	120 25%	211 41%	263 37%	208 42%	199 33%	475 39%	407 37%	387 52%	495 32%	331 52%	551 33%	519 45%	359 31%
Freesat Satellite TV	130 6%	90 8%	40 3%	68 6%	63 5%	12 4%	18 5%	17 4%	24 6%	18 5%	42 9%	30 6%	39 5%	30 6%	32 5%	69 6%	62 6%	36 5%	94 6%	28 4%	102 6%	61 5%	70 6%
Other Satellite TV	29 1%	19 2%	10 1%	10 1%	19 2%	3 1%	12 3%	6 2%	6 2%	- -	1 *	6 1%	7 1%	10 2%	6 1%	12 1%	16 1%	16 2%	13 1%	15 2%	14 1%	22 2%	6 1%
Freeview	1062 46%	565 49%	497 43%	521 46%	541 46%	121 36%	150 41%	160 40%	176 44%	183 54%	274 57%	228 44%	333 47%	217 44%	285 48%	561 46%	502 46%	250 33%	812 52%	223 35%	839 50%	461 40%	601 52%
YouView from BT TV	120 5%	66 6%	54 5%	66 6%	54 5%	16 5%	16 4%	16 4%	16 4%	22 7%	34 7%	41 8%	39 6%	28 6%	13 2%	80 7%	41 4%	37 5%	83 5%	31 5%	89 5%	72 6%	48 4%
You View from TalkTalk TV	80 3%	56 5%	24 2%	40 4%	39 3%	5 2%	13 4%	16 4%	15 4%	8 2%	23 5%	22 4%	23 3%	15 3%	19 3%	45 4%	34 3%	29 4%	50 3%	24 4%	55 3%	39 3%	41 4%
YouView from a retailer (not through BT or TalkTalk)	18 1%	13 69%	6 31%	11 58%	8 42%	* 2%	6 32%	4 21%	2 12%	4 22%	2 12%	4 22%	10 53%	1 6%	4 20%	14 75%	5 25%	6 32%	12 68%	6 32%	12 68%	14 77%	4 23%
EE TV	24 1%	17 68%	8 32%	12 51%	12 49%	9 37%	8 31%	4 16%	- 10%	- 10%	- 6%	10 39%	10 40%	4 17%	1 4%	19 79%	5 21%	18 73%	7 69%	17 69%	8 31%	8 66%	1 34%
Don't know	36 2%	19 2%	17 2%	14 1%	22 2%	12 4%	11 3%	5 1%	3 1%	1 *	4 1%	4 1%	15 2%	3 1%	13 2%	20 2%	16 1%	11 1%	25 2%	9 1%	27 2%	19 2%	17 1%
Net: CABLE TV	416 18%	240 21%	176 15%	201 18%	215 18%	62 15%	67 16%	67 16%	82 20%	60 14%	78 19%	89 21%	128 31%	96 23%	103 25%	217 52%	199 48%	163 39%	253 61%	132 32%	284 68%	216 52%	200 48%
Net: ANY SATELLITE TV	1004 43%	527 45%	477 41%	505 45%	499 42%	162 49%	177 48%	209 53%	176 44%	126 37%	154 32%	238 46%	289 41%	243 49%	234 39%	528 43%	477 44%	419 56%	585 37%	357 56%	647 39%	577 50%	424 37%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 22

QA5: (SHOW SCREEN) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household.
MULTI CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Net: FREEVIEW	1062 46%	565 49%	497 43%	521 46%	541 46%	121 36%	150 41%	160 40%	176 44%	183 54%	274 57%	228 44%	333 47%	217 44%	285 48%	561 46%	502 46%	250 33%	812 52%	223 35%	839 50%	461 40%	601 52%
		53%	47%	49%	51%	11%	14%	15%	17%	17% cdef	26% cdef	21%	31%	20%	27%	53%	47%	24%	76% o	21%	79% q	43%	57% s
Net: ANY YOUVIEW	206 9%	124 11%	82 7%	110 10%	96 8%	21 6%	30 8%	30 8%	33 8%	34 10%	58 12%	60 12%	67 9%	44 9%	35 6%	127 10%	79 7%	61 8%	145 9%	52 8%	154 9%	113 10%	93 8%
		60%	40%	54%	46%	10%	15%	14%	16%	16%	28% ce	29% i	32% l	21%	17%	62% n	38%	30%	70%	25%	75%	55%	45%
Net: ONLY FREEVIEW	712 31%	313 27%	399 35%	340 30%	372 31%	81 24%	98 27%	98 25%	116 29%	125 37%	195 41%	144 28%	221 31%	127 26%	220 37%	364 30%	347 32%	126 17%	586 38%	117 18%	595 36%	279 24%	433 38%
		44%	56%	48%	52%	11%	14%	14%	16%	17% cdef	27% cdef	20%	31%	18%	31% ijk	51%	49%	18%	82% o	16%	84% q	39%	61% s
Net: ONE TYPE OF TV SERVICE	1869 81%	844 73%	1024 89%	901 80%	968 82%	270 81%	287 78%	321 81%	328 82%	276 81%	388 81%	411 79%	559 79%	391 79%	508 86%	969 79%	900 82%	583 78%	1286 82%	503 78%	1366 82%	921 79%	945 82%
		45%	55%	48%	52%	14%	15%	17%	18%	15%	21%	22%	30%	21%	27% ijk	52%	48%	31%	69% o	27%	73%	49%	51%
Net: MULTIPLE TYPES OF TV SERVICE	408 18%	299 26%	109 9%	216 19%	192 16%	50 15%	70 19%	69 17%	68 17%	63 18%	88 22%	102 20%	131 19%	102 21%	73 12%	233 19%	175 16%	156 21%	252 16%	131 20%	277 17%	219 19%	189 16%
		73%	27%	53%	47%	12%	17%	17%	17%	15%	22%	25% i	32% l	25% l	18%	57%	43%	38% p	62%	32% r	68%	54%	46%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 22

QA5: (SHOW SCREEN) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household.
MULTI CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
416 18%	400 19%	14 7%	336 21%	80 11%	367 19%	49 12%	366 19%	31 15%	16 12%	3 6%	33 35%	37 15%	41 22%	37 23%	38 19%	23 11%	25 13%	69 23%	63 22%
	96% b	3%	81% d	19%	88% f	12%	88% ij	7% j	4%	1%	8% lmopqr	9%	10% pq	9% pq	9%	6%	6%	17% lpq	15% pq
881 38%	862 41%	19 2%	672 42%	210 29%	780 41%	102 24%	726 38%	73 35%	57 42%	25 46%	35 37%	96 37%	72 38%	56 34%	67 33%	95 44%	62 32%	104 34%	138 47%
	98% b		76% d	24%	88% f	12%	82%	8%	7%	3% gh	4%	11%	8%	6%	8%	11% loqr	7%	12%	16% lmopqr
130 6%	121 6%	10 5%	95 6%	35 5%	107 6%	24 6%	106 6%	14 7%	8 6%	2 4%	5 5%	7 3%	13 7%	8 5%	14 7%	11 5%	10 5%	21 7%	17 6%
	93%	7%	73%	27%	82%	18%	81%	11%	6%	2%	4%	6%	10%	6%	11%	9%	8%	16%	13%
29 1%	27 1%	1 95%	23 79%	6 21%	26 91%	3 9%	23 82%	1 5%	3 11%	1 3%	2 6%	1 4%	1 3%	3 9%	4 12%	3 15%	4 12%	2 6%	4 13%
1062 46%	908 43%	153 85%	659 42%	403 55%	821 43%	241 57%	883 46%	100 48%	56 42%	23 42%	41 43%	143 55%	77 41%	87 53%	92 45%	92 43%	101 51%	136 45%	114 39%
	85%	14% a	62%	38% c	77%	23% e	83%	9%	5%	2%	4%	13% mprs	7%	5% ms	9%	9%	10% as	13%	11%
120 5%	120 6%	-	99 6%	21 3%	108 6%	12 3%	97 5%	9 4%	5 7%	5 9%	3 4%	18 7%	5 3%	3 2%	13 7%	7 3%	15 8%	13 4%	19 7%
	100% b	-	83% d	17%	90% f	10%	81%	7%	8%	4%	3%	15% n	4%	2%	11%	6%	13% mn	11%	16% n
80 3%	80 4%	-	68 4%	12 2%	69 4%	11 3%	68 4%	4 2%	6 4%	1 3%	5 5%	6 2%	10 5%	3 2%	9 5%	12 5%	10 5%	9 3%	4 1%
	100% b	-	85% d	15%	87%	13%	85%	6%	7%	2%	6%	8%	12% s	4%	12%	15% s	13% s	11%	5%
18 1%	18 1%	-	16 1%	2 *	18 1%	-	15 1%	2 1%	1 *	* 1%	2 2%	2 1%	2 1%	-	1 *	1 1%	2 1%	-	5 2%
	100%	-	87%	13%	100%	-	84%	12%	3%	2%	10% r	12%	12%	-	5%	6%	11%	-	27% r
24 1%	24 1%	-	19 1%	5 1%	24 1%	-	21 1%	1 *	2 1%	* 1%	2 2%	1 4%	-	-	4 2%	2 1%	6 3%	2 1%	4 1%
	100%	-	79%	21%	100% f	-	88%	3%	7%	2%	2%	4%	-	-	17%	8%	25% m	9%	16%
36 2%	31 1%	4 86%	18 51%	18 49% c	28 77%	8 23%	24 65%	7 20% g	2 5%	3 9% q	1 4%	2 7%	1 3%	1 3%	4 10%	1 3%	3 10%	8 21%	2 6%
416 18%	400 19%	14 7%	336 21%	80 11%	367 19%	49 12%	366 19%	31 15%	16 12%	3 6%	33 35%	37 15%	41 22%	37 23%	38 19%	23 11%	25 13%	69 23%	63 22%
	96% b	3%	81% d	19%	88% f	12%	88% ij	7% j	4%	1%	8% lmopqr	9%	10% pq	9% pq	9%	6%	6%	17% lpq	15% pq
1004 43%	974 46%	30 15%	761 48%	243 33%	879 46%	125 30%	820 43%	88 42%	68 50%	28 51%	37 40%	99 39%	84 44%	65 40%	81 40%	110 52%	69 35%	121 40%	155 53%
	97% b	3%	76% d	24%	88% f	12%	82%	9%	7% g	3%	4%	10%	8%	6%	8%	11% loqr	7%	12%	15% lmopqr

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 22

QA5: (SHOW SCREEN) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household.
MULTI CODE

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Net: FREEVIEW	1062 46%	908 43%	153 77%	659 42%	403 55%	821 43%	241 57%	883 46%	100 48%	56 42%	23 42%	41 43%	143 55%	77 41%	87 53%	92 45%	92 43%	101 51%	136 45%	114 39%
		85%	14%a	62%	38%c	77%	23%e	83%	9%	5%	2%	4%	13%mp	7%	8%ms	9%	9%	10%sa	13%	11%
Net: ANY YOUVIEW	206 9%	206 10%	-	172 11%	34 5%	184 10%	22 5%	169 9%	15 7%	16 12%	6 12%	5 6%	25 10%	16 8%	6 4%	23 11%	20 9%	25 13%	21 7%	28 10%
		100%b	-	84%d	16%	89%f	11%	82%	7%	8%	3%	3%	12%	8%	3%	11%na	10%	12%na	10%	14%na
Net: ONLY FREEVIEW	712 31%	561 27%	151 76%	356 22%	356 49%	493 26%	219 52%	590 31%	70 34%	37 27%	16 29%	24 25%	104 40%	52 27%	61 37%	63 31%	62 29%	76 38%	91 30%	58 20%
		79%	21%a	50%	50%c	69%	31%e	83%	10%	5%	2%	3%	15%kmp	7%	9%sa	9%sa	9%sa	11%msa	13%sa	8%
Net: ONE TYPE OF TV SERVICE	1869 81%	1676 79%	192 97%	1218 77%	651 90%	1482 78%	387 92%	1548 81%	167 80%	112 82%	43 78%	74 79%	210 81%	160 84%	131 80%	163 80%	180 85%	165 84%	241 79%	225 77%
		90%	10%a	65%	35%c	79%	21%e	83%	9%	6%	2%	4%	11%	9%	7%	9%	10%	9%	13%	12%
Net: MULTIPLE TYPES OF TV SERVICE	408 18%	404 19%	2 1%	350 22%	58 8%	382 20%	26 6%	343 18%	34 16%	23 17%	9 16%	19 20%	46 18%	28 15%	32 20%	36 18%	32 15%	28 14%	55 18%	67 23%
		99%b	1%	86%d	14%	94%f	6%	84%	8%	6%	2%	5%	11%	7%	8%	9%	8%	7%	13%	16%q

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 22

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

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469	1852	1052	1054	213	688	1432	1269	1052	1131	1764	557
		20%	80%	45%	45%	9%	30%	62%	55%	45%	49%	76%	24%
Weighted base	2313	415	1898	1004	1062	206	712	1406	1228	1085	1090	1709	604
		18%	82%	43%	46%	9%	31%	61%	53%	47%	47%	74%	26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Virgin Media (Cable TV)	416	34	382	33	84	8	-	416	250	166	234	361	55
	18%	8%	20%	3%	8%	4%	-	30%	20%	15%	21%	21%	9%
		8%	92%a	8%f	20%cf	2%f	-	100%cdelf	60%l	40%	56%l	87%l	13%
Sky Satellite TV	881	167	714	881	187	27	-	812	550	332	498	753	128
	38%	40%	38%	88%	18%	13%	-	58%	45%	31%	46%	44%	21%
		19%	81%	100%defg	21%f	3%f	-	92%def	62%l	38%	57%l	85%l	15%
Freesat Satellite TV	130	33	98	130	44	20	-	51	71	59	67	100	30
	6%	8%	5%	13%	4%	10%	-	4%	6%	5%	6%	6%	5%
		25%b	75%	100%dfg	34%f	15%dfg	-	39%f	55%	45%	51%	77%	23%
Other Satellite TV	29	6	23	29	7	8	-	24	21	8	19	24	5
	1%	1%	1%	3%	1%	4%	-	2%	2%	1%	2%	1%	1%
		20%	80%	100%df	26%f	27%df	-	83%df	73%l	27%	66%l	83%	17%
Freeview	1062	226	837	224	1062	74	712	311	504	558	433	663	399
	46%	54%	44%	22%	100%	36%	100%	22%	41%	51%	40%	39%	66%
		21%b	79%	21%	100%ceg	7%cg	67%ceg	29%	47%	53%hj	41%	62%	38%k
YouView from BT TV	120	20	100	28	37	120	-	120	74	46	71	114	7
	5%	5%	5%	3%	4%	58%	-	9%	6%	4%	7%	7%	1%
		17%	83%	23%f	31%f	100%cdfg	-	100%cdf	61%	39%	59%l	95%l	5%
You View from TalkTalk TV	80	15	65	18	34	80	-	80	48	32	45	71	8
	3%	4%	3%	2%	3%	39%	-	6%	4%	3%	4%	4%	1%
		18%	82%	22%f	43%f	100%cdfg	-	100%cdf	60%	40%	56%	90%l	10%
YouView from a retailer (not through BT or TalkTalk)	18	6	12	7	9	18	-	5	16	2	15	17	1
	1%	2%	1%	1%	1%	9%	-	*	1%	*	1%	1%	*
		35%	65%	39%f	49%f	100%cdfg	-	28%	89%l	11%	84%l	94%	6%
EE TV	24	3	21	9	6	5	-	24	19	5	18	22	2
	1%	1%	1%	1%	1%	3%	-	2%	2%	*	2%	1%	*
		14%	86%	36%f	27%	22%df	-	100%df	79%l	21%	75%l	92%	8%
Don't know	36	9	27	-	-	-	-	-	13	23	12	23	13
	2%	2%	1%	-	-	-	-	-	1%	2%	1%	1%	2%
		26%	74%	-	-	-	-	-	35%	65%h	33%	65%	35%
Net: CABLE TV	416	34	382	33	84	8	-	416	250	166	234	361	55
	18%	8%	20%	3%	8%	4%	-	30%	20%	15%	21%	21%	9%
		8%	92%a	8%f	20%cf	2%f	-	100%cdelf	60%l	40%	56%l	87%l	13%
Net: ANY SATELLITE TV	1004	199	805	1004	224	43	-	855	615	389	558	844	160
	43%	48%	42%	100%	21%	21%	-	61%	50%	36%	51%	49%	26%
		20%	80%	100%defg	22%f	4%f	-	85%def	61%l	39%	56%l	84%l	16%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 22

QA5: (SHOW SCREEN) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household.
MULTI CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Net: FREEVIEW	1062 46%	226 54%	837 44%	224 22%	1062 100%	74 36%	712 100%	311 22%	504 41%	558 51%	433 40%	663 39%	399 66%
		21% b	79%	21%	100% ceg	7% cg	67% ceg	29%	47%	53% hj	41%	62%	38% k
Net: ANY YOUVIEW	206 9%	37 9%	169 9%	43 4%	74 7%	206 100%	- -	193 14%	128 10%	79 7%	121 11%	191 11%	16 3%
		18%	82%	21% f	36% cf	100% cdg	-	94% cd	62% i	38%	58% l	92% l	8%
Net: ONLY FREEVIEW	712 31%	147 35%	565 30%	- -	712 67%	- -	712 100%	- -	271 22%	441 41%	212 19%	350 20%	362 60%
		21% b	79%	-	100% ceg	-	100% cdg	-	38%	62% hj	30%	49%	51% k
Net: ONE TYPE OF TV SERVICE	1869 81%	319 77%	1550 82%	727 72%	712 67%	108 52%	712 100%	1043 74%	941 77%	928 86%	817 75%	1321 77%	547 91%
		17%	83% a	39% de	38% e	6%	38% cdg	56% de	50%	50% hj	44%	71%	29% k
Net: MULTIPLE TYPES OF TV SERVICE	408 18%	86 21%	321 17%	278 28%	350 33%	98 48%	- -	363 26%	275 22%	133 12%	262 24%	364 21%	44 7%
		21%	79%	68% f	86% ctg	24% cdg	-	89% f	67% i	33%	64% l	89% l	11%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 22

QA5: (SHOW SCREEN) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household.
MULTI CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through								Harm and offence on TV (seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
	416	318	234	164	118	89	53	67	37	361	79	105	42	149	267
	18%	24%	21%	23%	21%	20%	23%	21%	18%	21%	18%	22%	23%	21%	17%
		76%	56%	40%	28%	21%	13%	16%	9%	87%	19%	25% z	10%	36% z	64%
	881	661	498	345	241	213	116	159	124	753	136	168	79	239	642
	38%	50%	46%	48%	42%	47%	50%	50%	60%	44%	30%	36%	42%	33%	40%
		75% pu	57%	39%	27%	24%	13%	18% p	14% mnopqrsu	85%	15%	19%	9% vy	27%	73% vy
	130	75	67	41	46	37	19	19	17	100	42	35	14	57	73
	6%	6%	6%	6%	8%	8%	8%	6%	8%	6%	9%	7%	8%	8%	5%
		57%	51%	31%	35%	28%	15%	15%	13%	77%	32% z	27% z	11%	44% z	56%
	29	20	19	17	16	7	7	12	5	24	4	11	4	11	17
	1%	1%	2%	2%	3%	2%	3%	4%	2%	1%	1%	2%	2%	2%	1%
		69%	66%	60%	57% u	25%	26%	41% mu	17%	83%	15%	38%	15%	40%	60%
	1062	456	433	266	240	165	90	111	77	663	247	213	85	355	707
	46%	34%	40%	37%	42%	37%	39%	35%	37%	39%	55%	45%	45%	49%	44%
		43%	41% m	25%	23% m	16%	8%	10%	7%	62% m	23% wxz	20%	8%	33% z	67%
	120	102	71	42	45	37	25	33	13	114	23	33	15	49	71
	5%	8%	7%	6%	8%	8%	11%	10%	6%	7%	5%	7%	8%	7%	4%
		85%	59%	35%	38%	31%	21% nou	27% nou	11%	95%	19%	27% z	12%	41% z	59%
	80	56	45	23	18	16	10	15	7	71	25	25	10	35	45
	3%	4%	4%	3%	3%	4%	4%	5%	3%	4%	6%	5%	5%	5%	3%
		70%	56%	29%	22%	20%	12%	19%	9%	90%	32% z	32% z	12%	44% z	56%
	18	15	15	10	5	7	5	4	3	17	9	7	2	11	7
	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	*
		80%	84%	53%	29%	37%	28%	21%	15%	94%	52% z	37% z	10%	61% z	39%
	24	21	18	17	14	13	6	10	6	22	7	10	3	10	14
	1%	2%	2%	2%	2%	3%	3%	3%	3%	1%	2%	2%	2%	1%	1%
		87%	75%	68%	58%	55% u	26%	41% u	24%	92%	30%	41% z	13%	41%	59%
	36	-	12	11	13	8	-	4	-	23	5	7	2	8	28
	2%	-	1%	2%	2%	2%	-	1%	-	1%	1%	1%	1%	1%	2%
		-	33% m	31% m	37% mrt	22% m	-	12% m	-	65% m	14%	19%	7%	22%	78%
	416	318	234	164	118	89	53	67	37	361	79	105	42	149	267
	18%	24%	21%	23%	21%	20%	23%	21%	18%	21%	18%	22%	23%	21%	17%
		76%	56%	40%	28%	21%	13%	16%	9%	87%	19%	25% z	10%	36% z	64%
	1004	726	558	382	285	238	129	177	136	844	167	193	87	283	721
	43%	54%	51%	53%	50%	53%	55%	56%	65%	49%	37%	41%	47%	39%	45%
		72% u	56%	38%	28%	24%	13%	18% u	14% mnopqrsu	84%	17%	19%	9% v	28%	72% vy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 22

QA5: (SHOW SCREEN) Which of these types of television services does your household receive at the moment? Please think about all of the TV sets in your household.
MULTI CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Net: FREEVIEW	1062 46%	456 34%	433 40%	266 37%	240 42%	165 37%	90 39%	111 35%	77 37%	663 39%	247 55%	213 45%	85 45%	355 49%	707 44%
		43%	41% m	25%	23% m	16%	8%	10%	7%	62% m	23% wxz	20%	8%	33% z	67%
Net: ANY YOUVIEW	206 9%	162 12%	121 11%	63 9%	60 11%	52 11%	33 14%	42 13%	18 9%	191 11%	53 12%	57 12%	20 11%	87 12%	119 7%
		79% o	58%	30%	29%	25%	16% o	20% o	9%	92%	26% z	28% z	10%	42% z	58%
Net: ONLY FREEVIEW	712 31%	181 14%	212 19%	133 18%	131 23%	91 20%	38 16%	48 15%	29 14%	350 20%	164 37%	132 28%	47 25%	224 31%	488 31%
		25%	30% m	19% m	18% m rst	13% m	5%	7%	4%	49% mst	23% wxz	18%	7%	31%	69%
Net: ONE TYPE OF TV SERVICE	1869 81%	1012 76%	817 75%	543 76%	415 73%	346 77%	166 71%	230 73%	150 72%	1321 77%	337 75%	361 77%	138 74%	549 77%	1320 83%
		54%	44%	29%	22%	19%	9%	12%	8%	71% p	18%	19%	7%	29%	71% vwx
Net: MULTIPLE TYPES OF TV SERVICE	408 18%	321 24%	262 24%	163 23%	141 25%	97 22%	67 29%	82 26%	58 28%	364 21%	106 24%	102 22%	46 25%	160 22%	248 16%
		79%	64%	40%	35%	24%	17% u	20%	14% u	89%	26% z	25% z	11% z	39% z	61%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 23

QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221	1100	1116	1205	318	370	412	376	370	475	559	739	448	575	1298	1023	757	1564	664	1657	1356	962
		53%	47%	48%	52%	14%	16%	18%	16%	16%	20%	24%	32%	19%	25%	56%	44%	33%	67%	29%	71%	58%	41%
Weighted base	2313	1162	1151	1131	1182	332	368	394	399	340	480	517	705	496	595	1222	1091	750	1563	642	1671	1159	1151
		50%	50%	49%	51%	14%	16%	17%	17%	15%	21%	22%	30%	21%	26%	53%	47%	32%	68%	28%	72%	50%	50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Virgin Media (Cable TV)	402	227	175	194	208	61	63	62	81	59	76	84	123	94	101	207	195	154	247	125	277	203	199
	17%	20%	15%	17%	18%	19%	17%	16%	20%	17%	16%	16%	17%	19%	17%	17%	18%	21%	16%	19%	17%	18%	17%
		57%	43%	48%	52%	15%	16%	15%	20%	15%	19%	21%	31%	23%	25%	51%	49%	38%p	62%	31%	69%	50%	49%
Sky Satellite TV	848	425	423	429	419	141	150	192	149	108	109	201	254	199	196	454	394	373	475	322	527	507	338
	37%	37%	37%	38%	35%	42%	41%	49%	37%	32%	23%	39%	36%	40%	33%	37%	36%	50%	30%	50%	32%	44%	29%
		50%	50%	51%	49%	17%gh	18%gh	23%dfgh	18%h	13%h	13%	24%	30%	23%l	23%	54%	46%	44%p	56%	35%r	62%	60%t	40%
Freesat Satellite TV	78	45	33	36	42	5	9	8	14	10	31	21	20	15	22	41	37	15	63	11	67	30	48
	3%	4%	3%	3%	4%	2%	2%	2%	4%	3%	7%	4%	3%	3%	4%	3%	3%	2%	4%	2%	4%	3%	4%
		57%	43%	47%	53%	7%	12%	11%	18%	12%	40%cd	27%	25%	19%	29%	52%	48%	20%	80%o	14%	86%q	38%	62%
Other Satellite TV	17	7	10	5	12	2	7	3	4	-	-	2	2	7	6	4	13	8	9	8	9	11	6
	1%	1%	1%	*	1%	1%	2%	1%	1%	-	-	*	*	1%	1%	*	1%	1%	1%	1%	1%	1%	*
		41%	59%	28%	72%	13%	43%gh	20%	23%	-	-	13%	13%	41%	33%	26%	74%am	50%	50%	50%	50%	67%	33%
Freeview	754	341	414	359	395	86	101	102	121	136	209	157	234	135	228	391	363	135	619	124	630	300	454
	33%	29%	36%	32%	33%	26%	28%	26%	30%	40%	43%	30%	33%	27%	38%	32%	33%	18%	40%	19%	38%	26%	39%
		45%	55%	48%	52%	11%	13%	13%	16%	18%	28%cd	21%	31%k	18%	30%ik	52%	48%	18%	82%o	16%	84%q	40%	60%e
YouView from BT TV	93	48	45	51	43	14	11	13	10	17	29	29	28	27	9	57	36	24	70	19	74	51	42
	4%	4%	4%	4%	4%	4%	3%	3%	3%	5%	6%	6%	4%	5%	2%	5%	3%	3%	4%	3%	4%	4%	4%
		52%	48%	54%	46%	14%	11%	14%	11%	18%	31%l	31%l	30%l	29%l	10%	61%	39%	25%	75%	20%	80%	55%	45%
YouView from TalkTalk TV	60	38	22	30	30	5	7	9	14	6	19	14	17	12	16	31	29	18	42	14	46	24	36
	3%	3%	2%	3%	3%	2%	2%	2%	3%	2%	4%	3%	2%	2%	3%	3%	3%	2%	3%	2%	3%	2%	3%
		63%	37%	50%	50%	8%	12%	15%	23%	10%	31%	23%	29%	21%	28%	52%	48%	31%	69%	24%	76%	40%	60%
YouView from a retailer (not through BT or TalkTalk)	12	6	6	8	4	*	3	1	2	3	2	1	7	1	3	8	4	2	10	2	10	7	4
	1%	1%	*	1%	*	*	1%	*	1%	1%	*	*	1%	*	1%	1%	4	*	1%	*	1%	1%	*
		53%	47%	65%	35%	3%	24%	9%	18%	28%	19%	9%	59%	9%	23%	69%	31%	18%	82%	18%	82%	64%	36%
EE TV	13	7	6	6	6	5	5	*	1	-	1	5	4	3	1	9	4	8	4	8	4	6	6
	1%	1%	1%	1%	1%	2%	1%	*	*	-	*	1%	1%	1%	*	1%	*	1%	*	1%	*	1%	1%
		52%	48%	49%	51%	40%eg	43%egh	1%	9%	-	6%	40%	31%	22%	7%	71%	29%	65%p	35%	65%r	35%	51%	49%
Net: CABLE TV	402	227	175	194	208	61	63	62	81	59	76	84	123	94	101	207	195	154	247	125	277	203	199
	17%	20%	15%	17%	18%	19%	17%	16%	20%	17%	16%	16%	17%	19%	17%	17%	18%	21%	16%	19%	17%	18%	17%
		57%	43%	48%	52%	15%	16%	15%	20%	15%	19%	21%	31%	23%	25%	51%	49%	38%p	62%	31%	69%	50%	49%
Net: ANY SATELLITE TV	943	477	466	470	473	148	166	203	167	118	141	223	276	221	223	499	444	397	546	341	602	548	392
	41%	41%	41%	42%	40%	45%	45%	52%	42%	35%	29%	43%	39%	44%	38%	41%	41%	53%	35%	53%	36%	47%	34%
		51%	49%	50%	50%	16%gh	18%gh	22%fgh	18%h	12%	15%	24%	29%	23%l	24%	53%	47%	42%p	58%	36%r	64%	58%t	42%
Net: FREEVIEW	754	341	414	359	395	86	101	102	121	136	209	157	234	135	228	391	363	135	619	124	630	300	454
	33%	29%	36%	32%	33%	26%	28%	26%	30%	40%	43%	30%	33%	27%	38%	32%	33%	18%	40%	19%	38%	26%	39%
		45%	55%	48%	52%	11%	13%	13%	16%	18%cd	28%cd	21%	31%k	18%	30%ik	52%	48%	18%	82%o	16%	84%q	40%	60%e

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 23

QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Net: ANY YOUVIEW	165 7%	92 8%	73 6%	88 8%	77 7%	19 6%	21 6%	23 6%	26 7%	26 8%	50 10%	44 8%	53 7%	40 8%	28 5%	96 8%	69 6%	44 6%	121 8%	35 6%	129 8%	83 7%	82 7%
		56%	44%	53%	47%	11%	13%	14%	16%	16%	30% ^{cde}	26% ⁱ	32%	24% ⁱ	17%	58%	42%	27%	73%	21%	79%	50%	50%
Net: ONLY FREEVIEW	754 33%	341 29%	414 36%	359 32%	395 33%	86 26%	101 28%	102 26%	121 30%	136 40%	209 43%	157 30%	234 33%	135 27%	228 38%	391 32%	363 33%	135 18%	619 40%	124 19%	630 38%	300 26%	454 39%
		45%	55%	48%	52%	11%	13%	13%	16%	18% ^{cdef}	28% ^{cdef}	21%	31% ^k	18%	30% ^{ik}	52%	48%	18%	82% ^o	16%	84% ^q	40%	60% ^s
Net: ONE TYPE OF TV SERVICE	2277 98%	1143 98%	1133 98%	1117 99%	1160 98%	320 96%	356 97%	390 99%	396 99%	339 100%	476 99%	512 99%	690 98%	493 99%	582 98%	1202 98%	1075 99%	739 99%	1538 98%	633 99%	1643 98%	1140 98%	1134 99%
		50%	50%	49%	51%	14%	16%	17%	17% ^{cd}	15% ^{cd}	21% ^{cd}	23%	30%	22%	26%	53%	47%	32%	68%	28%	72%	50%	50%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 23

QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%	
2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%	
1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247	
402	386 17%	14 7%	322 20%	79 11%	354 19%	48 11%	353 18%	31 15%	15 11%	3 5%	30 32%	35 14%	41 22%	35 21%	37 18%	23 11%	24 12%	67 22%	61 21%	
	96%b	3%	80%cd	20%	88%ef	12%	88%ij	8%j	4%	1%	8%lopqs	9%	10%pq	9%pq	9%	6%	6%	17%lpq	15%pq	
848	829 37%	19 3%	647 39%	201 10%	752 41%	96 23%	693 36%	73 35%	57 42%	25 46%	34 36%	91 35%	71 37%	52 32%	65 32%	90 43%	59 30%	101 33%	130 44%	
	98%b	2%	76%cd	24%	89%ef	11%	82%	9%	7%	3%gh	4%	11%	8%	6%	8%	11%q	7%	12%	15%noqr	
78	68 3%	10 5%	48 3%	30 4%	57 3%	21 5%	58 3%	11 5%	8 6%	1 2%	2 2%	1 *	8 4%	4 3%	8 4%	9 4%	4 2%	15 5%	7 2%	
	88%	12%	62%	38%	73%	27%	75%	14%	10%g	1%	2%	1%	10%l	6%	11%l	12%l	5%	19%l	9%	
17	15 1%	1 1%	11 1%	6 1%	14 1%	3 1%	13 1%	1 *	3 2%	* 1%	- *	1 1%	1 1%	2 1%	- 1%	4 2%	- 2%	1 *	4 1%	
	91%	9%	67%	33%	84%	16%	75%	5%	18%g	2%	-	7%	6%	10%	-	25%	-	5%	23%	
754	604 33%	151 20%	393 25%	361 50%	531 28%	223 53%	627 33%	72 34%	40 29%	16 30%	25 26%	109 42%	52 28%	66 40%	70 35%	68 32%	78 40%	93 31%	66 23%	
	80%	20%a	52%	48%cd	70%	30%e	83%	9%	5%	2%	3%	14%kmrs	7%	9%kms	9%ks	9%ks	10%kms	12%ks	9%	
93	93 4%	- 4%	75 5%	18 2%	83 4%	10 2%	74 4%	8 4%	7 5%	4 7%	1 1%	12 4%	4 2%	2 1%	10 5%	3 2%	14 7%	12 4%	16 5%	
	100%b	-	81%cd	19%	89%	11%	79%	9%	8%	4%g	1%	12%	4%	2%	11%	4%	15%kmnp	13%	17%	
60	60 3%	- 3%	49 3%	11 2%	49 3%	11 3%	53 3%	3 1%	3 2%	1 2%	2 3%	5 2%	9 5%	1 2%	7 4%	12 5%	9 5%	6 2%	1 *	
	100%b	-	82%cd	18%	82%	18%	88%	5%	5%	2%	3%	8%	15%ss	2%	13%ss	19%ns	16%ss	11%	2%	
12	12 1%	- 1%	10 1%	1 *	12 1%	- 1%	9 *	2 1%	1 *	* 1%	- *	2 1%	2 1%	- 1%	- 1%	1 1%	- 1%	- 1%	3 1%	
	100%	-	89%	11%	100%	-	75%	18%	5%	3%	-	18%	19%	-	-	10%	-	-	28%	
13	13 1%	- 1%	10 1%	3 *	13 1%	- *	12 1%	- 1%	1 1%	* 1%	- *	- *	- *	- 1%	2 1%	1 *	5 3%	1 *	3 1%	
	100%	-	78%	22%	100%	-	92%	-	7%	1%	-	-	-	-	12%	6%	41%l	9%	23%	
402	386 17%	14 3%	322 20%	79 11%	354 19%	48 12%	353 88%	31 15%	15 11%	3 5%	30 32%	35 14%	41 22%	35 21%	37 18%	23 11%	24 12%	67 22%	61 21%	
	96%b		80%cd	20%	88%ef		88%ij	8%j			8%lopqs	9%	10%pq	9%pq	9%	6%	6%	17%lpq	15%pq	
943	913 41%	30 3%	707 45%	236 32%	823 44%	120 29%	764 40%	85 41%	68 50%	26 48%	36 38%	93 36%	80 42%	58 36%	73 36%	104 49%	63 32%	117 39%	141 48%	
	97%b		78%cd	25%	87%ef	13%	81%	9%	7%g	3%g	4%	10%	8%	6%	8%	11%lnoqr	7%	12%	15%lnoqr	
754	604 33%	151 20%	393 25%	361 50%	531 28%	223 53%	627 33%	72 34%	40 29%	16 30%	25 26%	109 42%	52 28%	66 40%	70 35%	68 32%	78 40%	93 31%	66 23%	
	80%	20%a	52%	48%cd	70%	30%e	83%	9%	5%	2%	3%	14%kmrs	7%	9%kms	9%ks	9%ks	10%kms	12%ks	9%	
165	165 7%	- 8%	135 9%	30 4%	144 8%	21 5%	135 7%	13 6%	11 8%	6 10%	2 3%	18 7%	15 8%	3 2%	18 9%	16 8%	24 12%	19 6%	20 7%	
	100%b	-	82%cd	18%	87%	13%	82%	8%	7%	3%	2%	11%	9%r	2%	11%r	10%r	14%knr	11%	12%	

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 23

QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?
SINGLE CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Net: ONLY FREEVIEW	754 33%	604 29%	151 76%	393 25%	361 50%	531 28%	223 53%	627 33%	72 34%	40 29%	16 30%	25 26%	109 42%	52 28%	66 40%	70 35%	68 32%	78 40%	93 31%	66 23%
		80%	20%a	52%	48%c	70%	30%e	83%	9%	5%	2%	3%	14%kmrs	7%	9%kms	9%o	9%p	10%ms	12%r	9%
Net: ONE TYPE OF TV SERVICE	2277 98%	2080 99%	194 98%	1567 99%	709 98%	1864 99%	412 98%	1891 99%	200 96%	134 99%	51 94%	93 99%	256 99%	188 99%	163 99%	199 98%	212 100%	193 98%	296 98%	291 99%
		91%	9%	69%cl	31%	82%	18%	83%hj	9%	6%j	2%	4%	11%	8%	7%	9%	9%	8%	13%	13%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 23

QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Virgin Media (Cable TV)	402	30	372	22	78	2	-	402	240	162	223	347	55
	17%	7%	20%	2%	7%	1%	-	29%	20%	15%	20%	20%	9%
		8%	92%a	5%f	19%cef	1%f	-	100%cddef	60%i	40%	56%i	86%i	14%
Sky Satellite TV	848	160	688	848	167	18	-	785	528	321	478	724	125
	37%	39%	36%	84%	16%	9%	-	56%	43%	30%	44%	42%	21%
		19%	81%	100%defg	20%ef	2%f	-	93%def	62%i	38%	56%i	85%i	15%
Freesat Satellite TV	78	24	54	78	18	3	-	9	32	46	29	49	29
	3%	6%	3%	8%	2%	2%	-	1%	3%	4%	3%	3%	5%
		30%b	70%	100%defg	22%fg	4%f	-	12%	41%	59%	37%	63%	37%k
Other Satellite TV	17	1	15	17	1	-	-	13	10	7	8	12	5
	1%	*	1%	2%	*	-	-	1%	1%	1%	1%	1%	1%
		9%	91%	100%df	6%	-	-	78%df	60%	40%	49%	71%	29%
Freeview	754	159	596	22	754	18	712	30	301	453	239	390	364
	33%	38%	31%	2%	71%	9%	100%	2%	24%	42%	22%	23%	60%
		21%b	79%	3%	100%ceg	2%cg	94%cddeg	4%	40%	60%hj	32%	52%	48%k
YouView from BT TV	93	15	78	10	19	93	-	93	52	41	50	87	7
	4%	4%	4%	1%	2%	45%	-	7%	4%	4%	5%	5%	1%
		16%	84%	11%f	20%f	100%cdfg	-	100%cdf	56%	44%	54%	93%i	7%
YouView from TalkTalk TV	60	11	49	3	22	60	-	60	31	29	31	55	5
	3%	3%	3%	*	2%	29%	-	4%	3%	3%	3%	3%	1%
		18%	82%	4%	36%cf	100%cdfg	-	100%cdf	52%	48%	51%	91%i	9%
YouView from a retailer (not through BT or TalkTalk)	12	4	7	3	3	12	-	*	11	1	10	11	1
	1%	1%	*	*	*	6%	-	*	1%	*	1%	1%	*
		37%	63%	30%	30%	100%cdfg	-	3%	93%i	7%	84%i	91%	9%
EE TV	13	1	12	2	*	*	-	13	10	2	9	12	1
	1%	*	1%	*	*	*	-	1%	1%	*	1%	1%	*
		7%	93%	12%	1%	1%	-	100%cdf	82%	18%	75%	94%	6%
Net: CABLE TV	402	30	372	22	78	2	-	402	240	162	223	347	55
	17%	7%	20%	2%	7%	1%	-	29%	20%	15%	20%	20%	9%
		8%	92%a	5%f	19%cef	1%f	-	100%cddef	60%i	40%	56%i	86%i	14%
Net: ANY SATELLITE TV	943	185	758	943	186	21	-	807	570	373	516	785	158
	41%	45%	40%	94%	18%	10%	-	57%	46%	34%	47%	46%	26%
		20%	80%	100%defg	20%ef	2%f	-	86%def	60%i	40%	55%i	83%i	17%
Net: FREEVIEW	754	159	596	22	754	18	712	30	301	453	239	390	364
	33%	38%	31%	2%	71%	9%	100%	2%	24%	42%	22%	23%	60%
		21%b	79%	3%	100%ceg	2%cg	94%cddeg	4%	40%	60%hj	32%	52%	48%k

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 23

QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?
SINGLE CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Net: ANY YOUVIEW	165 7%	30 7%	135 7%	16 2%	44 4%	165 80%	- -	153 11%	94 8%	71 7%	91 8%	152 9%	13 2%
		18%	82%	10% f	27% cf	100% cdfg	-	93% cdf	57%	43%	55%	92% l	8%
Net: ONLY FREEVIEW	754 33%	159 38%	596 31%	22 2%	754 71%	18 9%	712 100%	30 2%	301 24%	453 42%	239 22%	390 23%	364 60%
		21% b	79%	3%	100% ceg	2% cg	94% cdeg	4%	40%	60% h	32%	52%	48% k
Net: ONE TYPE OF TV SERVICE	2277 98%	406 98%	1871 99%	1004 100%	1062 100%	206 100%	712 100%	1406 100%	1215 99%	1061 98%	1078 99%	1686 99%	591 98%
		18%	82%	44%	47%	9%	31%	62%	53% l	47%	47%	74%	26%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 23

QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?
SINGLE CODE

Base: All with any working TV set in the home

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%	
2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%	
1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312	
402	304	223	154	108	82	47	61	32	347	74	97	39	140	262	
17%	23% 76% t	20% 56%	21% 38%	19% 27%	18% 21%	20% 12%	19% 15%	15% 8%	20% 86%	16% 18%	21% 24%	21% 10%	19% 35%	16% 65%	
848	634	478	335	230	205	113	154	122	724	125	157	74	225	624	
37%	48% 75% pu	44% 56%	47% 39% p	40% 27%	45% 24%	48% 13%	49% 18% pu	59% 14% mnpqrsu	42% 85%	28% 15%	33% 18%	40% 9% v	31% 26%	39% 74% wvy	
78	35	29	15	21	14	6	5	8	49	22	18	6	29	48	
3%	3%	3%	2%	4%	3%	3%	2%	4%	3%	5%	4%	3%	4%	3%	
	45%	37%	20%	27%	18%	8%	7%	10%	63%	28%	23%	7%	38%	62%	
17	8	8	7	7	2	1	4	-	12	2	4	1	5	12	
1%	1%	1%	1%	1%	*	*	1%	-	1%	*	1%	1%	1%	1%	
	48%	49%	43%	39%	9%	3%	22%	-	71%	11%	24%	7%	27%	73%	
754	212	239	141	146	101	43	55	32	390	176	143	51	241	513	
33%	16%	22%	20%	26%	22%	18%	17%	16%	23%	39%	31%	27%	34%	32%	
	28%	32% m	19% m	19% morst	13% m	6%	7%	4%	52% mst	23% wxz	19%	7%	32%	68%	
93	79	50	28	27	26	17	23	7	87	15	23	10	37	56	
4%	6%	5%	4%	5%	6%	7%	7%	4%	5%	3%	5%	5%	5%	4%	
	85%	54%	31%	29%	28%	18%	24% o	8%	93%	16%	25%	10%	40%	60%	
60	40	31	13	7	6	4	6	4	55	19	13	3	21	39	
3%	3%	3%	2%	1%	1%	2%	2%	2%	3%	4%	3%	2%	3%	2%	
	67% p	51%	22%	12%	10%	7%	11%	7%	91% pu	31%	21%	6%	35%	65%	
12	9	10	4	2	2	1	-	-	11	7	4	-	7	4	
1%	1%	1%	1%	*	*	1%	-	-	1%	1%	1%	-	1%	*	
	79%	84%	34%	13%	19%	11%	-	-	91%	56% z	33%	-	63% z	37%	
13	11	9	8	7	5	2	4	2	12	3	4	*	4	8	
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	
	85%	75%	67%	59%	43%	19%	28%	14%	94%	27%	34%	1%	34%	66%	
402	304	223	154	108	82	47	61	32	347	74	97	39	140	262	
17%	23% 76% t	20% 56%	21% 38%	19% 27%	18% 21%	20% 12%	19% 15%	15% 8%	20% 86%	16% 18%	21% 24%	21% 10%	19% 35%	16% 65%	
943	677	516	358	258	220	119	163	130	785	149	179	80	259	684	
41%	51% 72% pu	47% 55%	50% 38%	45% 27%	49% 23%	51% 13%	52% 17%	63% 14% mnpqrsu	46% 83%	33% 16%	38% 19%	43% 9% v	36% 27%	43% 73% wy	
754	212	239	141	146	101	43	55	32	390	176	143	51	241	513	
33%	16%	22%	20%	26%	22%	18%	17%	16%	23%	39%	31%	27%	34%	32%	
	28%	32% m	19% m	19% morst	13% m	6%	7%	4%	52% mst	23% wxz	19%	7%	32%	68%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 23

QA6: (SHOW SCREEN) And which of these do you consider is your main type of television service?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2313	1332 56%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Net: ANY YOUVIEW	165 7%	128 10% 78%op	91 8% 55%	45 6% 28%	36 6% 22%	34 8% 22%	22 9% 13%	29 9% 18%	11 6% 7%	152 9% 92%	40 9% 24%	40 8% 24%	13 7% 8%	65 9% 40%z	100 6% 60%
Net: ONLY FREEVIEW	754 33%	212 16% 28%	239 22% 32%nm	141 20% 19%nm	146 26% 19%morst	101 22% 13%nm	43 18% 6%	55 17% 7%	32 16% 4%	390 23% 52%mt	176 39% 23%wxz	143 31% 19%	51 27% 7%	241 34% 32%	513 32% 68%
Net: ONE TYPE OF TV SERVICE	2277 98%	1332 100% 59%nopqsu	1078 99% 47%	707 98% 31%	556 98% 24%	443 98% 19%	234 100% 10%p	312 99% 14%	208 100% 9%p	1686 99% 74%	443 99% 19%	463 99% 20%	184 99% 8%	709 99% 31%	1568 98% 69%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 24
QA7: Has the [TV SERVICE] set-top box receiver been connected to your broadband service in the last 12 months? - % yes

Base: All with home broadband service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2216	1224 55%	992 45%	1059 48%	1157 52%	312 14%	375 17%	405 18%	372 17%	346 16%	406 18%	552 25%	724 33%	434 20%	506 23%	1276 58%	940 42%	746 34%	1470 66%	657 30%	1559 70%	1351 61%	862 39%
Weighted base	2172	1164 54%	1008 46%	1048 48%	1124 52%	326 15%	371 17%	386 18%	390 18%	313 14%	386 18%	508 23%	685 32%	472 22%	508 23%	1192 55%	980 45%	740 34%	1432 66%	636 29%	1536 71%	1156 53%	1012 47%
Effective base	1822	1024	803	867	956	252	312	351	311	301	306	452	600	356	421	1052	775	624	1199	550	1273	1169	711
Virgin Media	315 15%	182 16%	133 13%	169 16%	146 13%	49 15%	53 14%	55 14%	65 17%	40 13%	53 17%	76 15%	93 14%	77 16%	70 14%	169 14%	147 15%	132 18%	183 13%	110 17%	205 13%	169 15%	147 14%
		58%	42%	54%	46%	15%	17%	18%	21%	13%	17%	24%	29%	24%	22%	53%	47%	42%p	58%	35%r	65%	53%	47%
Sky Satellite TV	648 30%	356 31%	292 29%	324 31%	324 29%	114 35%	128 35%	152 39%	109 28%	80 26%	64 17%	166 33%	195 29%	153 32%	134 26%	361 30%	286 29%	317 43%	331 23%	274 43%	374 24%	405 35%	242 24%
		55%	45%	50%	50%	18%gh	20%gh	23%gh	17%h	12%h	10%	26%l	30%	24%	21%	56%	44%	49%p	51%	42%r	58%	62%t	37%
Freesat Satellite TV	51 2%	38 3%	12 1%	26 2%	24 2%	4 1%	9 2%	8 2%	12 3%	3 1%	15 4%	13 3%	16 2%	10 2%	12 2%	28 2%	22 2%	16 2%	34 2%	15 2%	35 2%	29 2%	22 2%
		76%	24%	52%	48%	7%	17%	15%	24%	6%	30%ca	25%	31%	20%	24%	56%	44%	32%	68%	30%	70%	57%	43%
Other Satellite TV	18 1%	14 1%	4 *	5 *	13 1%	1 *	7 2%	5 1%	3 1%	- 1%	1 *	5 1%	5 1%	4 1%	4 1%	9 1%	9 1%	11 1%	7 *	10 2%	8 1%	14 1%	4 *
		78%	22%	29%	71%	7%	41%gh	28%g	19%	-	5%	25%	25%	25%	25%	50%	50%	62%p	38%	56%r	44%	77%	23%
Freeview	289 13%	181 16%	108 11%	151 14%	138 12%	35 11%	45 12%	43 11%	55 14%	53 17%	58 15%	68 13%	96 14%	67 14%	58 11%	165 14%	125 13%	80 11%	210 15%	75 12%	215 14%	148 13%	141 14%
		63%	37%	52%	48%	12%	16%	15%	19%	18%	20%	24%	33%	23%	20%	57%	43%	28%	72%o	26%	74%	51%	49%
YouView from BT TV	98 5%	57 5%	41 4%	50 5%	48 4%	13 4%	12 3%	15 4%	13 3%	17 6%	28 7%	31 6%	34 5%	24 5%	10 2%	65 5%	33 3%	30 4%	68 5%	27 4%	72 5%	59 5%	39 4%
		58%	42%	51%	49%	13%	12%	15%	13%	18%	29%df	31%l	35%l	24%l	10%	66%n	34%	31%	69%	27%	73%	60%	40%
YouView from TalkTalk TV	54 2%	40 3%	13 1%	23 2%	31 3%	5 2%	10 3%	9 2%	10 3%	5 2%	14 4%	14 3%	19 3%	11 2%	9 2%	33 3%	21 3%	23 3%	31 2%	20 3%	34 2%	27 2%	27 3%
		75%	25%	43%	57%	10%	18%	17%	19%	10%	27%	27%	35%	21%	17%	61%	39%	43%	57%	37%	63%	50%	50%
YouView (from a retailer)	14 1%	10 1%	4 *	8 1%	6 1%	* 2%	4 1%	2 *	2 1%	3 1%	2 1%	3 1%	7 1%	1 *	3 1%	10 1%	4 *	4 1%	10 1%	4 1%	10 1%	9 1%	4 *
		71%	29%	55%	45%	2%	27%	13%	16%	25%	16%	21%	52%	8%	19%	73%	27%	29%	71%	29%	71%	69%	31%
EE TV	17 1%	12 1%	6 1%	8 1%	10 1%	7 2%	5 1%	2 1%	2 1%	- 1%	1 *	6 1%	7 1%	3 1%	1 *	13 1%	4 *	13 2%	4 *	12 2%	5 *	11 1%	7 1%
		68%	32%	44%	56%	42%gh	30%g	12%	14%	-	3%	34%	43%	18%	5%	77%	23%	76%p	24%	70%r	30%	62%	38%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 24

QA7: Has the [TV SERVICE] set-top box receiver been connected to your broadband service in the last 12 months? - % yes

Absolutes/col percents/row percents 4 Mar 2019

Base: All with home broadband service

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
2216	2216 100%	-	1644 74%	572 26%	1935 87%	281 13%	1509 68%	240 11%	243 11%	224 10%	79 4%	196 9%	150 7%	123 6%	159 7%	147 7%	142 6%	254 11%	259 12%
2172	2172 100%	-** -**	1597 74%	575 26%	1898 87%	274 13%	1794 83%	194 9%	130 6%	54 2%	90* 4%*	236 11%	181 8%	155 7%	182 8%	196 9%	181 8%	288 13%	285 13%
1822	1822	-	1350	472	1597	225	1385	224	220	151	73	179	137	113	147	136	129	234	243
315	315 15%	-	293 18%	22 4%	300 16%	16 6%	278 16%	24 12%	11 9%	2 3%	26 29%	26 11%	33 18%	33 21%	29 16%	15 8%	14 8%	53 18%	49 17%
15%	100%	-	93% d	7%	95% f	5%	88% ij	8% j	4% j	1%	8% topqs	8%	10% pq	11% lpq	9% pq	5%	4%	17% lpq	16% pq
648	648 30%	-	574 36%	74 13%	610 32%	38 14%	533 30%	49 25%	43 33%	22 41%	27 30%	66 28%	65 36%	38 25%	56 31%	61 31%	49 27%	62 22%	108 38%
30%	100%	-	89% d	11%	94% f	6%	82%	8%	7%	3% gh	4%	10%	10% nr	6%	9% r	9% r	8%	10%	17% lnqr
51	51 2%	-	47 3%	3 1%	48 3%	3 1%	40 2%	6 3%	4 3%	1 1%	3 3%	2 1%	5 3%	3 2%	5 3%	3 2%	5 3%	9 3%	4 2%
2%	100%	-	94% d	6%	95%	5%	79%	12%	8%	1%	6%	5%	10%	6%	9%	7%	10%	18%	9%
18	18 1%	-	18 1%	-	17 1%	1 *	14 1%	1 *	3 2%	* 1%	2 2%	1 *	-	3 2%	3 2%	-	2 1%	2 1%	1 *
1%	100%	-	100% d	-	96%	4%	79%	5%	14%	2%	10%	6%	-	15%	19%	-	14%	10%	5%
289	289 13%	-	263 16%	26 5%	267 14%	23 8%	246 14%	22 11%	16 12%	6 11%	15 16%	21 9%	22 12%	33 21%	48 26%	23 12%	22 12%	28 10%	34 12%
13%	100%	-	91% d	9%	92% f	8%	85%	8%	5%	2%	5%	7%	8%	11% lprs	16% lmpqrs	8%	8%	10%	12%
98	98 5%	-	87 5%	11 2%	95 5%	4 1%	78 4%	7 4%	9 7%	4 7%	2 2%	14 6%	5 3%	3 2%	12 7%	4 2%	11 6%	9 3%	18 6%
5%	100%	-	88% d	12%	96% f	4%	79%	8%	9%	4%	2%	14%	5%	3%	13%	4%	11%	10%	18%
54	54 2%	-	49 3%	5 1%	48 3%	5 2%	44 2%	4 2%	4 3%	1 2%	3 3%	5 2%	9 5%	2 1%	6 3%	8 4%	4 2%	6 2%	1 *
2%	100%	-	92% d	8%	90%	10%	81%	8%	8%	2%	5%	10%	16% s	4%	12% s	14% s	7%	11%	2%
14	14 1%	-	13 1%	* *	14 1%	-	11 1%	2 1%	-	* 1%	2 2%	2 1%	2 1%	-	1 1%	1 1%	-	-	3
1%	100%	-	98%	2%	100%	-	82%	15%	-	2%	13% r	16%	16%	-	7%	8%	-	-	22%
17	17 1%	-	16 1%	2 *	17 1%	-	15 1%	1 *	2 1%	* *	1 1%	1 *	-	-	3 1%	-	4 2%	2 1%	4 1%
1%	100%	-	91%	9%	100%	-	84%	4%	10%	1%	5%	6%	-	-	15%	-	23%	12%	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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 24
QA7: Has the [TV SERVICE] set-top box receiver been connected to your broadband service in the last 12 months? - % yes

Base: All with home broadband service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2216	444	1772	1029	931	213	568	1407	1252	910	1131	1764	452
		20%	80%	46%	42%	10%	26%	63%	56%	41%	51%	80%	20%
Weighted base	2172	380	1792	974	908	206	561	1373	1210	901	1090	1709	463
		17%	83%	45%	42%	9%	26%	63%	56%	41%	50%	79%	21%
Effective base	1822	340	1484	844	764	166	465	1157	1043	733	939	1442	381
Virgin Media	315	25	290	29	65	7	-	315	224	92	210	315	-
	15%	7%	16%	3%	7%	3%	-	23%	18%	10%	19%	18%	-
		8%	92%a	9%f	21%cf	2%f	-	100%cdelf	71%l	29%	67%l	100%l	-
Sky Satellite TV	648	126	522	648	145	17	-	611	460	188	439	648	-
	30%	33%	29%	67%	16%	8%	-	45%	38%	21%	40%	38%	-
		19%	81%	100%defg	22%ef	3%f	-	94%def	71%l	29%	68%l	100%l	-
Freesat Satellite TV	51	17	34	51	18	10	-	20	41	10	38	51	-
	2%	4%	2%	5%	2%	5%	-	1%	3%	1%	3%	3%	-
		33%b	67%	100%dfg	35%f	19%dfg	-	39%f	80%l	20%	75%l	100%l	-
Other Satellite TV	18	5	13	18	6	7	-	16	17	1	17	18	-
	1%	1%	1%	2%	1%	3%	-	1%	1%	*	2%	1%	-
		25%	75%	100%df	36%	36%dfg	-	91%l	94%l	6%	94%l	100%l	-
Freeview	289	74	215	68	289	31	181	93	223	67	216	289	-
	13%	19%	12%	7%	32%	15%	32%	7%	18%	7%	20%	17%	-
		26%b	74%	23%	100%ceg	11%cg	63%ceg	32%	77%l	23%	75%l	100%l	-
YouView from BT TV	98	16	82	20	30	98	-	98	66	32	63	98	-
	5%	4%	5%	2%	3%	48%	-	7%	5%	4%	6%	6%	-
		16%	84%	20%f	31%l	100%cdfg	-	100%cdf	67%	33%	65%l	100%l	-
YouView from TalkTalk TV	54	12	41	14	23	54	-	54	30	23	30	54	-
	2%	3%	2%	1%	3%	26%	-	4%	3%	3%	3%	3%	-
		23%	77%	26%f	43%f	100%cdfg	-	100%cf	57%	43%	56%	100%l	-
YouView (from a retailer)	14	4	9	5	7	14	-	3	13	*	13	14	-
	1%	1%	1%	1%	1%	7%	-	*	1%	*	1%	1%	-
		32%	68%	39%	51%	100%cdfg	-	22%	98%l	2%	98%l	100%	-
EE TV	17	2	15	5	5	2	-	17	15	2	15	17	-
	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	1%	-
		12%	88%	29%	27%	11%f	-	100%f	86%l	14%	86%l	100%l	-

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 24

QA7: Has the [TV SERVICE] set-top box receiver been connected to your broadband service in the last 12 months? - % yes

Base: All with home broadband service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2216	1371 62%	1131 51%	723 33%	612 28%	462 21%	237 11%	320 14%	209 9%	1764 80%	386 17%	442 20%	167 8%	648 29%	1568 71%
Weighted base	2172	1332 61%	1090 50%	718 33%	569 26%	451 21%	234 11%	316 15%	208 10%	1709 79%	390 18%	434 20%	168 8%	646 30%	1526 70%
Effective base	1822	1124	939	597	493	389	202	268	184	1442	321	368	145	542	1280
Virgin Media	315	315	210	144	102	76	47	60	37	315	54	74	34	107	208
Sky Satellite TV	15%	24%	19%	20%	18%	17%	20%	19%	18%	18%	14%	17%	20%	17%	14%
		100%npqu	67%	46%	32%	24%	15%	19%	12%	100%	17%	24%	11%z	34%	66%
	648	648	439	298	217	176	102	142	118	648	92	120	62	166	481
Freesat Satellite TV	30%	49%	40%	42%	38%	39%	44%	45%	57%	38%	24%	28%	37%	26%	32%
		100%nopqu	68%	46%	34%	27%	16%	22%u	18%mnopqrs	100%	14%	18%	10%vwxy	26%	74%vy
	51	51	38	24	27	18	13	12	12	51	14	16	5	23	28
Other Satellite TV	2%	4%	3%	3%	5%	4%	6%	4%	6%	3%	4%	4%	3%	4%	2%
		100%	75%	48%	54%	36%	26%	24%	24%u	100%	28%z	32%z	9%	45%z	55%
	18	18	17	13	14	6	7	10	5	18	2	7	2	8	10
Freeview	1%	1%	2%	2%	2%	1%	3%	3%	2%	1%	*	2%	1%	1%	1%
		100%	94%	75%	79%u	34%	41%u	59%mu	26%	100%	9%	41%	13%	44%	56%
	289	289	216	119	122	82	56	56	47	289	66	74	35	113	177
YouView from BT TV	13%	22%	20%	17%	21%	18%	24%	18%	23%	17%	17%	17%	20%	17%	12%
		100%ou	75%	41%	42%ou	28%	20%ou	20%	16%u	100%	23%z	26%z	12%z	39%z	61%
	98	98	63	34	41	33	21	29	12	98	22	26	11	40	58
YouView from TalkTalk TV	5%	7%	6%	5%	7%	7%	9%	9%	6%	6%	6%	6%	7%	6%	4%
		100%o	65%	34%	42%	34%	22%o	29%ou	12%	100%	22%	26%	11%	41%z	59%
	54	54	30	18	15	13	8	13	6	54	15	18	7	23	31
YouView (from a retailer)	2%	4%	3%	2%	3%	3%	3%	4%	3%	3%	4%	4%	4%	4%	2%
		100%	56%	33%	29%	24%	14%	24%	11%	100%	28%z	33%z	13%	43%	57%
	14	14	13	8	5	6	4	3	3	14	7	6	1	9	5
EE TV	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	*
		100%	98%	56%	34%	42%	30%	20%	20%	100%	54%z	42%z	7%	67%z	33%
	17	17	15	12	11	11	5	9	5	17	4	7	2	7	10
	1%	1%	1%	2%	2%	2%	2%	3%	2%	1%	1%	2%	1%	1%	1%
		100%	86%	69%	65%	63%u	31%	63%u	28%	100%	26%	41%	12%	41%	59%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 25

QA7: CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
TV SERVICE CONNECTED TO HOME BROADBAND	1332 56%	748 63%	584 49%	571 58%	661 54%	205 58%	228 58%	262 65%	242 59%	184 54%	212 44%	330 62%	412 56%	307 61%	284 46%	742 59%	591 53%	541 71%	791 49%	471 72%	861 50%	747 63%	585 49%
		56%	44%	50%	50%	15%h	17%h	20%gh	18%h	14%h	16%	25%jl	31%l	23%l	21%	56%n	44%	41%p	59%	35%r	65%	56%t	44%
TV SERVICE BUT NOT CONNECTED TO THEIR HOME BROADBAND	652 27%	314 26%	338 28%	301 26%	351 29%	79 23%	92 24%	88 22%	127 31%	113 33%	153 31%	133 25%	202 27%	143 28%	174 28%	335 26%	317 28%	152 20%	500 31%	126 19%	526 30%	322 27%	330 28%
		48%	52%	46%	54%	12%	14%	13%	19%cde	17%cde	23%cde	20%	31%	22%	27%	51%	49%	23%	77%o	19%	81%q	49%	51%
TV SERVICE BUT DK IF CONNECTED TO THEIR HOME BROADBAND	92 4%	55 5%	37 3%	37 3%	55 4%	15 4%	17 4%	23 6%	11 3%	13 4%	12 3%	27 5%	31 4%	10 2%	24 4%	58 5%	35 3%	31 4%	62 4%	24 4%	68 4%	42 4%	48 4%
		60%	40%	40%	60%	16%	19%	25%h	12%	14%	14%	29%k	33%	11%	26%	63%	37%	33%	67%	26%	74%	46%	52%
NO HOME BROADBAND SERVICE	212 9%	28 2%	184 15%	112 10%	100 8%	25 7%	20 5%	19 5%	17 4%	30 9%	101 21%	22 4%	50 7%	34 7%	106 17%	72 6%	140 12%	20 3%	192 12%	16 2%	196 11%	31 3%	181 15%
		13%	87%	53%	47%	12%	10%	9%	8%	14%ef	48%cdelf	10%	24%	16%	50%ijk	34%	66%lm	9%	91%o	7%	93%q	15%	85%se
DON'T KNOW THE TV SERVICE	36 2%	19 2%	17 1%	14 1%	22 2%	12 3%	11 3%	5 1%	3 1%	1 *	4 1%	4 1%	15 2%	3 1%	13 2%	20 2%	16 1%	11 1%	25 2%	9 1%	27 2%	19 2%	17 1%
		52%	48%	38%	62%	33%fgh	32%fgh	13%	7%	4%	12%	12%	43%	9%	36%	55%	45%	31%	69%	24%	76%	53%	47%
NO TV SET	69 3%	28 2%	41 3%	29 3%	40 3%	18 5%	22 6%	11 3%	9 2%	3 1%	7 1%	13 2%	28 4%	10 2%	18 3%	41 3%	28 2%	8 1%	61 4%	8 1%	61 4%	27 2%	41 3%
		40%	60%	42%	58%	26%gh	32%fgh	16%	13%	5%	10%	19%	41%	14%	26%	60%	40%	12%	88%o	12%	88%q	40%	60%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 25

QA7: CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253	
TV SERVICE CONNECTED TO HOME BROADBAND	1332 56%	1332 61% 100%b	-	1194 74% 90% d	139 18% 10%	1248 64% 94% f	84 19% 6%	1109 56% 83% h	107 49% 8%	82 59% 6% h	34 62% 3% h	61 62% 5% lr	121 46% 9%	126 65% 9% lpqr	97 57% 7%	142 69% 11% lpqr	106 49% 8%	98 49% 7%	155 48% 12%	201 67% 15% lpqr	
TV SERVICE BUT NOT CONNECTED TO THEIR HOME BROADBAND	652 27%	652 30% 100%b	-	316 20% 48%	336 43% 52% c	500 26% 77%	152 35% 23% e	538 27% 83%	64 30% 10%	36 26% 6%	14 25% 2%	19 19% 3%	102 39% 16% kminos	41 21% 6% o	47 28% 7% o	24 12% 4%	74 34% 11% kmos	61 30% 9% o	104 32% 16% kmos	67 22% 10% e	
TV SERVICE BUT DK IF CONNECTED TO THEIR HOME BROADBAND	92 4%	92 4% 100%b	-	48 3% 52%	44 6% 48% c	71 4% 77%	22 5% 23%	76 4% 83%	9 4% 9%	6 4% 6%	1 3% 2%	6 6% 7%	7 3% 7%	6 3% 7%	5 3% 5%	11 5% 12%	13 6% 14%	15 8% 17% lrs	7 2% 8%	7 2% 7%	
NO HOME BROADBAND SERVICE	212 9%	- - 100% 95% a	209 100%	10 1% 5%	202 26% 95% c	47 2% 22%	165 38% 78% e	178 9% 84% j	23 11% 11% j	10 7% 5% j	1 2% 1%	7 7% 3%	26 10% 12%	15 8% 7%	14 8% 7%	25 12% 12% o	21 10% 10%	20 10% 9%	34 10% 16% as	16 5% 7%	
DON'T KNOW THE TV SERVICE	36 2%	31 1% 86%	4 2% 11%	18 1% 51%	18 2% 49%	28 1% 77%	8 2% 23%	24 1% 65%	7 3% 20% g	2 1% 5%	3 6% 9% gl	1 1% 4%	2 1% 7%	1 1% 3%	1 1% 3%	4 2% 10%	1 * 3%	3 2% 10%	8 2% 21%	2 1% 6%	
NO TV SET	69 3%	58 3% 85%	10 5% 15%	21 1% 30%	48 6% 70% c	51 3% 74%	18 4% 26%	55 3% 79%	9 4% 13% i	5 3% 7%	* * *	3 3% 5%	4 2% 6%	6 3% 9%	6 3% 8%	5 2% 7%	3 2% 5%	4 2% 5%	16 5% 24% l	7 2% 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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Table 25

QA7: CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
TV SERVICE CONNECTED TO HOME BROADBAND	1332	245	1088	726	456	162	181	1072	935	397	889	1332	-
	56%	58%	55%	72%	43%	79%	25%	76%	76%	37%	82%	78%	-
		18%	82%	54% df	34% f	12% df	14%	80% cdf	70% l	30%	67% hl	100% l	-
TV SERVICE BUT NOT CONNECTED TO THEIR HOME BROADBAND	652	94	558	212	398	39	337	259	226	427	162	297	355
	27%	22%	28%	21%	38%	19%	47%	18%	18%	39%	15%	17%	53%
		14%	86% a	33%	61% ceg	6%	52% cdeg	40%	35% j	65% hj	25%	46%	54% k
TV SERVICE BUT DK IF CONNECTED TO THEIR HOME BROADBAND	92	27	65	34	52	5	44	39	36	57	27	55	37
	4%	6%	3%	3%	5%	2%	6%	3%	3%	5%	2%	3%	6%
		29% b	71%	37%	56% g	5%	47% ceg	42%	39%	61% hj	29%	59%	41% k
NO HOME BROADBAND SERVICE	212	40	172	30	154	-	151	33	18	184	-	-	212
	9%	10%	9%	3%	15%	-	21%	2%	1%	17%	-	-	31%
		19%	81%	14% e	73% ceg	-	71% cdeg	15% e	9% j	87% hj	-	-	100% k
DON'T KNOW THE TV SERVICE	36	9	27	-	-	-	-	-	13	23	12	23	13
	2%	2%	1%	-	-	-	-	-	1%	2%	1%	1%	2%
		26%	74%	-	-	-	-	-	35%	65% h	33%	65%	35%
NO TV SET	69	5	64	-	-	-	-	-	-	-	-	-	69
	3%	1%	3%	-	-	-	-	-	-	-	-	-	10%
		7%	93% a	-	-	-	-	-	-	-	-	-	100% k

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

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Table 25

QA7: CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
TV SERVICE CONNECTED TO HOME BROADBAND	1332 56%	1332 100%	889 82%	566 79%	442 78%	342 76%	199 85%	266 84%	193 93%	1332 78%	222 50%	272 58%	118 64%	400 56%	933 56%
		100% nopqrstu	67% qu	42%	33%	26%	15% pqu	20% pqu	14% nopqrstu	100%	17%	20% v	9% v	30%	70% v
TV SERVICE BUT NOT CONNECTED TO THEIR HOME BROADBAND	652 27%	-	162 15%	114 16%	98 17%	82 18%	29 13%	40 13%	12 6%	297 17%	146 33%	134 29%	37 20%	208 29%	444 27%
		-	25% mt	17% mt	15% mt	13% mt	5% mt	6% mt	2% m	46% mt	22% xz	21% x	6%	32% x	68%
TV SERVICE BUT DK IF CONNECTED TO THEIR HOME BROADBAND	92 4%	-	27 2%	27 4%	15 3%	18 4%	5 2%	6 2%	3 1%	55 3%	16 4%	21 4%	10 5%	30 4%	62 4%
		-	29% m	29% m	16% m	20% m	5% m	6% m	3% m	59% m	18%	22%	10%	32%	68%
NO HOME BROADBAND SERVICE	212 9%	-	-	-	-	-	-	-	-	-	57 13%	36 8%	18 10%	71 10%	141 8%
		-	-	-	-	-	-	-	-	-	27% wz	17%	8%	34%	66%
DON'T KNOW THE TV SERVICE	36 2%	-	12	11	13	8	-	4	-	23	5	7	2	8	28
		-	1%	2%	2%	2%	-	1%	-	1%	1%	1%	1%	1%	2%
		-	33% m	31% m	37% mrt	22% m	-	12% m	-	65% m	14%	19%	7%	22%	78%
NO TV SET	69 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	69
		-	-	-	-	-	-	-	-	-	-	-	-	-	4%
		-	-	-	-	-	-	-	-	-	-	-	-	-	100% vwxxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 26

QA8: Do you pay a subscription for your satellite TV service, or do you only receive free-to-air channels?
SINGLE CODE

Base: All with a satellite TV service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1052	580 55%	472 45%	528 50%	524 50%	152 14%	177 17%	229 22%	180 17%	144 14%	170 16%	270 26%	319 30%	228 22%	235 22%	589 56%	463 44%	431 41%	621 59%	378 36%	674 64%	686 65%	364 35%
Weighted base	1004	527 53%	477 47%	505 50%	499 50%	162 16%	177 18%	209 21%	176 18%	126 13%	154 15%	238 24%	289 29%	243 24%	234 23%	528 53%	477 47%	419 42%	585 58%	357 36%	647 64%	577 57%	424 42%
Effective base	859	481	382	431	428	124	148	195	145	123	129	223	263	183	196	487	378	361	499	316	544	586	300
Receive subscription channels/ pay a monthly subscription fee	840 84%	432 82% 51%	408 86% 49%	430 85% 51%	409 82% 49%	132 81% 16%h	147 83% 17%h	194 93% 23%cdgh	154 88% 18%h	107 85% 13%h	106 69% 13%	207 87% 25%	243 84% 29%	202 83% 24%	189 81% 22%	449 85% 53%	391 82% 47%	376 90% 45%p	464 79% 55%	326 91% 39%r	514 79% 61%	513 89% 61%t	326 77% 39%
Only receive free to air channels/ do not pay a monthly subscription fee	154 15%	90 17% 58%	64 13% 42%	71 14% 46%	83 17% 54%	31 19% 20%e	23 13% 15%	14 7% 9%	21 12% 14%	18 14% 12%e	47 31% 31%cdelg	30 13% 19%	44 15% 28%	38 16% 25%	43 18% 28%	74 14% 48%	81 17% 52%	36 9% 24%	118 20% 76%o	26 7% 17%	128 20% 83%q	59 10% 38%	95 23% 62%e
Don't know	10 1%	6 1% 58%	4 1% 42%	3 1% 34%	6 1% 66%	- - -	7 4% 73%cef	1 * 8%	* * 2%	1 1% 8%	1 1% 10%	2 1% 18%	3 1% 31%	3 1% 32%	2 1% 19%	5 1% 48%	5 1% 52%	7 2% 71%	3 * 29%	5 1% 51%	5 1% 49%	5 1% 52%	3 1% 29%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 26

QA8: Do you pay a subscription for your satellite TV service, or do you only receive free-to-air channels?
SINGLE CODE

Base: All with a satellite TV service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1052	1029 98%	23 2%	813 77%	239 23%	922 88%	130 12%	697 66%	109 10%	125 12%	121 12%	32 3%	82 8%	69 7%	52 5%	74 7%	79 8%	56 5%	111 11%	142 13%
Weighted base	1004	974 97%	30** 3%**	761 76%	243 24%	879 88%	125 12%	820 82%	88 9%	68 7%	28* 3%**	37** 4%**	99* 10%*	84* 8%*	65* 6%*	81* 8%*	110* 11%*	69* 7%*	121 12%	155 15%
Effective base	859	844	18	664	196	759	101	643	102	113	87	29	76	64	47	69	73	52	103	134
Receive subscription channels/ pay a monthly subscription fee	840 84%	824 85% 98%	16 55% 2%	661 87% 79% d	179 74% 21%	756 86% 90% f	84 67% 10%	687 84% 82%	72 82% 9%	56 82% 7%	25 89% 3%	33 89% 4%	93 94% 11% mpq	68 81% 8%	55 85% 7%	70 86% 8%	88 80% 11%	56 82% 7%	89 74% 11%	135 87% 16% r
Only receive free to air channels/ do not pay a monthly subscription fee	154 15%	141 14% 91%	14 45% 9%	97 13% 63%	57 24% 37% c	116 13% 75%	38 30% 25% e	125 15% 81%	15 17% 10%	12 18% 8%	3 10% 2%	4 11% 3%	6 6% 4%	16 19% 10% l	10 15% 6%	10 13% 7%	21 19% 13% l	9 14% 6%	30 25% 19% ls	18 12% 12%
Don't know	10 1%	10 1% 100%	- - -	3 - 33%	7 3% 67% c	6 1% 65%	3 3% 35% e	9 1% 90%	1 1% 8%	- - -	* 1% 2%	- - -	- - -	- - -	- - 10%	1 1% 10%	1 1% 10%	3 5% 32%	2 2% 20%	2 1% 19%

Proportions/Mean: Columns Tested (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 26

QA8: Do you pay a subscription for your satellite TV service, or do you only receive free-to-air channels?

SINGLE CODE

Base: All with a satellite TV service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1052	243 23%	809 77%	1052 100%	235 22%	47 4%	- -	906 86%	656 62%	396 38%	602 57%	902 86%	150 14%
Weighted base	1004	199 20%	805 80%	1004 100%	224 22%	43* 4%*	-** -	855 85%	615 61%	389 39%	558 56%	844 84%	160 16%
Effective base	859	181	680	859	193	39	-	740	549	312	505	737	124
Receive subscription channels/ pay a monthly subscription fee	840 84%	157 79% 19%	683 85% 81%	840 84% 100%	180 81% 21%	32 74% 4%	- - -	840 98% 100% cde	544 88% 65% i	296 76% 35%	496 89% 59% i	726 86% 86% i	114 71% 14%
Only receive free to air channels/ do not pay a monthly subscription fee	154 15%	40 20% 26%	114 14% 74%	154 15% 100% g	43 19% 28% g	11 26% 7% g	- - -	15 2% 10%	69 11% 45%	85 22% 55% hj	60 11% 39%	110 13% 71%	44 28% 29% k
Don't know	10 1%	2 1% 21%	8 1% 79%	10 1% 100% g	- - -	- - -	- - -	- * -	2 * 19%	8 2% 81% hj	2 * 19%	8 1% 82%	2 1% 18%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 26

QA8: Do you pay a subscription for your satellite TV service, or do you only receive free-to-air channels?
SINGLE CODE

Base: All with a satellite TV service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1052	779 74%	602 57%	398 38%	319 30%	248 24%	134 13%	191 18%	138 13%	902 86%	176 17%	200 19%	88 8%	293 28%	759 72%
Weighted base	1004	726 72%	558 56%	382 38%	285 28%	238 24%	129 13%	177 18%	136 14%	844 84%	167 17%	193 19%	87* 9%*	283 28%	721 72%
Effective base	859	634	505	327	255	208	113	159	125	737	150	168	76	247	612
Receive subscription channels/ pay a monthly subscription fee	840 84%	642 88%	496 89%	338 88%	242 85%	208 87%	120 93%	158 89%	127 94%	726 86%	127 76%	160 83%	76 87%	228 81%	612 85%
		76%	59%	40%	29%	25%	14%pu	19%	15%pu	86%	15%	19%	9%	27%	73%v
Only receive free to air channels/ do not pay a monthly subscription fee	154 15%	79 11%	60 11%	39 10%	43 15%	27 11%	9 7%	18 10%	9 6%	110 13%	39 23%	31 16%	11 13%	53 19%	101 14%
		51%	39%	25%	28%rt	17%	6%	11%	6%	71%t	25%z	20%	7%	34%	66%
Don't know	10 1%	5 1%	2 *	5 1%	- -	3 1%	- -	1 1%	- -	8 1%	1 1%	2 1%	- -	2 1%	8 1%
		50%	19%	54%	-	31%	-	12%	-	82%	12%	19%	-	19%	81%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 27

QA9: (SHOW SCREEN) This is a list of different media devices. Which, if any, of these devices does your household have at the moment?
MULTI CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Blu-ray player	489 21%	323 27%	166 14%	299 26%	190 15%	52 15%	74 19%	109 27%	99 24%	91 26%	65 13%	126 24%	146 20%	119 24%	98 16%	272 22%	217 19%	186 24%	303 19%	172 26%	317 18%	300 25%	189 16%
		66%	34%	61% b	39%	11%	15% h	22% cdh	20% ch	19% cdh	13%	26% l	30%	24% l	20%	56%	44%	38% p	62%	35% r	65%	61% t	39%
Amazon Fire TV digital media player or stick	372 16%	225 19%	148 12%	186 16%	186 15%	70 20%	78 20%	68 17%	79 19%	40 12%	37 8%	92 17%	115 16%	90 18%	75 12%	207 16%	165 15%	161 21%	211 13%	140 22%	232 13%	217 18%	156 13%
		60%	40%	50%	50%	19% gh	21% gh	18% h	21% gh	11%	10%	25% l	31%	24% l	20%	56%	44%	43% p	57%	38% r	62%	58% t	42%
Now TV digital media player	178 7%	130 11%	48 4%	76 7%	102 8%	37 11%	52 13%	34 8%	31 8%	11 3%	12 2%	48 9%	51 7%	40 8%	39 6%	99 8%	79 7%	85 11%	92 6%	77 12%	101 6%	120 10%	58 5%
		73%	27%	43%	57%	21% gh	29% efgh	19% gh	18% gh	6%	7%	27%	29%	22%	22%	56%	44%	48% p	52%	43% r	57%	68% t	32%
Chromecast digital media player	147 6%	108 9%	38 3%	79 7%	67 6%	34 10%	33 8%	36 9%	21 5%	15 4%	8 2%	36 7%	50 7%	34 7%	26 4%	86 7%	60 5%	71 9%	76 5%	54 8%	93 5%	100 8%	47 4%
		74%	26%	54%	46%	23% fgh	22% gh	24% gh	14% h	10% h	6%	25%	34%	23%	18%	59%	41%	48% p	52%	37% r	63%	68% t	32%
Apple TV digital media player	94 4%	64 5%	30 3%	49 4%	46 4%	34 10%	21 5%	19 5%	9 2%	6 2%	5 1%	30 6%	37 5%	14 3%	14 2%	66 5%	28 2%	47 6%	48 3%	39 6%	55 3%	64 5%	30 3%
		68%	32%	52%	48%	36% efgh	23% fgh	20% gh	10%	6%	6%	31% kl	39% l	15%	15%	70% n	30%	49% p	51%	42% r	58%	68% t	32%
Other digital media player	76 3%	38 3%	38 3%	42 4%	34 3%	8 2%	17 4%	13 3%	18 4%	10 3%	10 2%	12 2%	29 4%	15 3%	20 3%	41 3%	35 3%	28 4%	48 3%	26 4%	51 3%	36 3%	40 3%
		50%	50%	55%	45%	11%	22%	17%	24%	13%	14%	16%	38%	20%	26%	54%	46%	37%	63%	34%	66%	48%	52%
Roku digital media player or stick	60 3%	49 4%	12 1%	31 3%	29 2%	8 2%	14 3%	14 3%	11 3%	7 2%	6 1%	23 4%	15 2%	13 3%	9 1%	39 3%	21 2%	33 4%	27 2%	29 4%	31 2%	42 4%	18 1%
		81%	19%	52%	48%	13%	22% h	24% h	19%	12%	10%	39% jl	25%	21%	15%	64%	36%	55% p	45%	48% r	52%	70% t	30%
None of these	1311 55%	529 44%	783 66%	597 51%	714 58%	172 49%	186 48%	188 46%	208 51%	193 56%	364 75%	264 50%	405 55%	251 50%	391 64%	669 53%	642 57%	317 42%	994 61%	268 41%	1043 60%	545 46%	765 64%
		40%	60%	46%	54% a	13%	14%	14%	16%	15% de	28% cdel	20%	31%	19%	30% ljk	51%	49% am	24%	76% o	20%	80% d	42%	58% s
Don't know	47 2%	28 2%	20 2%	21 2%	26 2%	6 2%	8 2%	10 3%	10 2%	6 2%	7 2%	11 2%	10 1%	16 3%	11 2%	21 2%	26 2%	16 2%	32 2%	14 2%	33 2%	29 2%	16 1%
		59%	41%	45%	55%	12%	16%	22%	21%	13%	16%	22%	22%	33%	22%	44%	56%	33%	67%	30%	70%	62%	34%
Net: Any	1025 43%	636 53%	390 33%	541 47%	484 40%	173 49%	197 50%	207 51%	189 46%	144 42%	115 24%	255 48%	320 44%	239 47%	212 35%	575 45%	451 40%	426 56%	599 37%	369 57%	656 38%	613 52%	413 35%
		62%	38%	53% b	47%	17% h	19% gh	20% gh	18% h	14% h	11%	25% l	31% l	23% l	21%	56% n	44%	42% p	58%	36% r	64%	60% t	40%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t

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Absolutes/col percents/row percents 4 Mar 2019

Table 27
QA9: (SHOW SCREEN) This is a list of different media devices. Which, if any, of these devices does your household have at the moment?
MULTI CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Blu-ray player	489 21%	483 22%	6 3%	419 26%	70 9%	459 24%	30 7%	418 21%	37 17%	26 19%	8 14%	18 18%	32 12%	40 21%	32 19%	57 28%	51 23%	41 21%	53 17%	93 31%
		99% b	1%	86% d	14%	94% f	6%	85% j	8%	5%	2%	4%	7%	8% l	7%	12% lr	10% l	8% l	11%	19% lmnpqr
Amazon Fire TV digital media player or stick	372 16%	371 17%	1 *	326 20%	46 6%	360 19%	12 3%	293 15%	38 17%	29 21%	13 23%	24 24%	36 14%	26 13%	39 23%	29 14%	35 16%	28 14%	47 15%	29 10%
		100% b	*	88% d	12%	97% f	3%	79%	10%	8% g	3% g	6% lmrs	10%	7%	10% lms	8%	9%	7%	13%	8%
Now TV digital media player	178 7%	176 8%	-	164 10%	14 2%	175 9%	3 1%	151 8%	10 5%	12 9%	4 7%	10 10%	17 6%	10 5%	18 11%	25 12%	15 7%	15 8%	16 5%	25 8%
		99% b	-	92% d	8%	98% f	2%	85%	6%	7%	2%	5%	9%	6%	10% r	14% mr	9%	9%	9%	14%
Chromecast digital media player	147 6%	143 7%	3 1%	130 8%	17 2%	144 7%	3 1%	112 6%	22 10%	7 5%	6 11%	4 4%	8 3%	11 6%	9 5%	13 6%	11 5%	6 3%	20 6%	30 10%
		97% b	2%	88% d	12%	98% f	2%	76%	15% gl	5%	4% gl	3%	6%	8%	6%	9%	7%	4%	14%	20% lm
Apple TV digital media player	94 4%	93 4%	1 1%	89 6%	5 1%	93 5%	1 *	82 4%	6 3%	5 4%	1 1%	9 9%	12 5%	11 6%	8 5%	8 4%	5 2%	5 3%	9 3%	16 5%
		99% b	1%	94% d	6%	99% f	1%	87%	7%	5%	1%	9% pqr	13%	12%	8%	9%	5%	5%	9%	17%
Other digital media player	76 3%	74 3%	2 1%	68 4%	8 1%	75 4%	1 *	71 4%	1 1%	3 2%	1 1%	5 5%	8 3%	1 1%	6 3%	26 12%	4 2%	9 4%	8 3%	3 1%
		98%	2%	89% d	11%	99% f	1%	93% h	2%	4%	1%	7% ms	11%	2%	7%	34% lmnpqrs	6%	11% s	11%	4%
Roku digital media player or stick	60 3%	59 3%	2 1%	55 3%	6 1%	57 3%	3 1%	54 3%	2 1%	3 2%	1 1%	3 5%	7 12%	5 8%	1 2%	7 4%	7 3%	4 2%	11 3%	8 3%
		97%	3%	91% d	9%	96% f	4%	90%	3%	6%	1%	5%	12%	8%	2%	12%	11%	7%	18%	14%
None of these	1311 55%	1116 51%	195 94%	706 44%	605 78%	935 48%	376 86%	1070 54%	134 62%	77 55%	30 54%	49 50%	166 63%	115 59%	90 53%	87 42%	119 55%	118 59%	191 59%	134 45%
		85%	15% a	54%	46% c	71%	29% e	82%	10% g	6%	2%	4%	13% kos	9% os	7%	7%	9% o	9% os	15% os	10%
Don't know	47 2%	46 2%	1 1%	27 2%	20 3%	35 2%	13 3%	45 2%	1 *	1 *	1 3%	1 1%	4 1%	5 3%	-	6 3%	7 3%	4 2%	11 4%	7 2%
		97%	3%	58%	42%	73%	27%	95% h	1%	1%	3% hi	2%	8%	11%	-	13%	15% n	8%	24% n	14%
Net: Any	1025 43%	1010 46%	12 6%	874 54%	152 20%	976 50%	50 11%	857 43%	82 38%	63 45%	24 43%	48 49%	93 35%	76 39%	79 47%	114 55%	91 42%	78 39%	119 37%	160 53%
		98% b	1%	85% d	15%	95% f	5%	84%	8%	6%	2%	5% l	9%	7%	8% l	11% lmnpqr	9%	8%	12%	16% lmnpqr

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 27

QA9: (SHOW SCREEN) This is a list of different media devices. Which, if any, of these devices does your household have at the moment?
MULTI CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Blu-ray player	489	90	399	271	224	48	102	352	346	140	315	443	46
	21%	21%	20%	27%	21%	24%	14%	25%	28%	13%	29%	26%	7%
		18%	82%	55%df	46%f	10%df	21%	72%df	71%l		64%l	91%l	9%
Amazon Fire TV digital media player or stick	372	68	305	180	156	43	82	257	266	102	254	352	20
	16%	16%	16%	18%	15%	21%	12%	18%	22%	9%	23%	21%	3%
		18%	82%	48%f	42%	12%df	22%	69%df	71%l	27%	68%l	95%l	5%
Now TV digital media player	178	39	138	94	86	25	41	116	140	36	132	165	13
	7%	9%	7%	9%	8%	12%	6%	8%	11%	3%	12%	10%	2%
		22%	78%	53%f	48%	14%df	23%	65%	79%l	20%	74%l	93%l	7%
Chromecast digital media player	147	23	124	77	63	21	26	105	98	46	92	137	10
	6%	6%	6%	8%	6%	10%	4%	7%	8%	4%	8%	8%	1%
		16%	84%	52%f	43%	14%df	18%	72%f	67%l	31%	63%l	93%l	7%
Apple TV digital media player	94	20	75	63	34	14	11	73	81	13	77	91	3
	4%	5%	4%	6%	3%	7%	2%	5%	7%	1%	7%	5%	1%
		21%	79%	67%df	37%l	15%df	11%	78%df	86%l	14%	81%l	96%l	4%
Other digital media player	76	10	67	38	27	9	20	47	50	22	45	72	5
	3%	2%	3%	4%	3%	5%	3%	3%	4%	2%	4%	4%	1%
		12%	88%	50%	36%	12%	27%	62%	66%l	29%	59%l	94%l	6%
Roku digital media player or stick	60	14	46	33	28	13	9	44	50	11	46	59	2
	3%	3%	2%	3%	3%	6%	1%	3%	4%	1%	4%	3%	*
		24%	76%	55%f	46%	21%dfg	14%	74%l	82%l	18%	77%l	97%l	3%
None of these	1311	220	1091	483	617	98	466	679	506	747	427	734	577
	55%	52%	56%	48%	58%	48%	65%	48%	41%	69%	39%	43%	85%
		17%	83%	37%	47%ceg	7%	36%cddeg	52%	39%	57%hj	33%	56%	44%k
Don't know	47	10	37	15	15	4	12	26	26	20	25	34	13
	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%
		21%	79%	31%	31%	8%	26%	56%	55%	43%	53%	72%	28%
Net: Any	1025	190	835	507	431	104	233	700	696	318	638	941	85
	43%	45%	43%	50%	41%	51%	33%	50%	57%	29%	59%	55%	13%
		19%	81%	49%df	42%f	10%df	23%	68%df	68%l	31%	62%l	92%l	8%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 27
QA9: (SHOW SCREEN) This is a list of different media devices. Which, if any, of these devices does your household have at the moment?
MULTI CODE

Base: All respondents

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)																		
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)														
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%														
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%														
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367														
489	379	315	213	160	137	80	100	208	443	95	107	47	153	336														
21%	28%	29%	30%	28%	30%	34%	32%	100%	26%	21%	23%	25%	21%	20%														
	77%	64%	44%	33%	28%	16%u	20%	43%mnopqrsu	91%	19%	22%	10%	31%	69%														
372	264	254	202	295	114	72	103	47	352	71	85	44	121	251														
16%	20%	23%	28%	52%	25%	31%	33%	22%	21%	16%	18%	24%	17%	15%														
	71%	68%	54%mn <u>u</u> 75%mnoprstu 31%mu 19%mn <u>u</u> 28%mnqtu																									
178	136	132	98	145	67	42	49	27	165	45	58	35	78	100														
7%	10%	12%	14%	25%	15%	18%	16%	13%	10%	10%	12%	19%	11%	6%														
	77%	74%	55%mu 81%mnoprstu 37%mu 23%mn <u>u</u> 28%mu																									
147	112	92	81	116	59	52	74	20	137	35	46	23	57	89														
6%	8%	8%	11%	20%	13%	22%	23%	10%	8%	8%	10%	12%	8%	5%														
	76%	63%	55%u 79%mnoprqtu 40%mn <u>u</u> 36%mnoprqtu 50%mnoprqtu																									
94	82	77	63	78	43	36	36	20	91	22	35	22	42	53														
4%	6%	7%	9%	14%	10%	15%	11%	9%	5%	5%	8%	12%	6%	3%														
	86%	81%	66%mu 83%mnou 46%mu 38%mnoprqtu 38%mn <u>u</u> 21%u																									
76	54	45	31	59	23	20	19	10	72	12	17	6	20	56														
3%	4%	4%	4%	10%	5%	9%	6%	5%	4%	3%	4%	3%	3%	3%														
	71%	59%	41%	77%mnoprqtu		31%	26%mnou		25%	14%	94%	15%	22%	7%	26%	74%												
60	51	46	38	54	32	21	23	15	59	19	26	12	31	29														
3%	4%	4%	5%	9%	7%	9%	7%	7%	3%	4%	6%	7%	4%	2%														
	85%	77%	63%	89%mnou 53%mn <u>u</u> 34%mn <u>u</u> 38%mn <u>u</u> 25%mu																								
1311	562	427	243	-	158	48	80	-	734	250	230	77	377	934														
55%	42%	39%	34%	-	35%	21%	25%	-	43%	56%	49%	41%	53%	56%														
	43%opqrst		33%oprst		19%prst		-		12%prst		4%pt		6%pt		-		56%opqrst		19%x		18%		6%		29%x		71%wx	
47	24	25	13	-	6	3	4	-	34	9	7	2	12	35														
2%	2%	2%	2%	-	1%	1%	1%	-	2%	2%	2%	1%	2%	2%														
	50%p		53%pt		28%p		-		14%p		6%p		9%p		-		72%p											
1025	746	638	462	569	287	183	232	208	941	188	232	108	328	697														
43%	56%	59%	64%	100%	64%	78%	73%	100%	55%	42%	49%	58%	46%	42%														
	73%	62%	45%mn <u>u</u> 55%mnoprqsu 28%mu 18%mnoprqtu 23%mnoprqtu 20%mnoprqsu																									
										18%	23%vz		10%vyz		32%		68%											

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 28

QA10: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months?
MULTI CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Blu-ray player	385 17%	254 66%	130 34%	241 63% b	143 37%	34 9%	60 15% ch	94 24% cdh	78 20% ch	75 20% ch	43 11%	99 26% l	113 29% l	104 27% jl	68 18%	212 55%	173 45%	157 41% p	227 59%	147 38% r	238 62%	243 63% t	141 37%
Amazon Fire TV digital media player or stick	325 14%	205 63%	120 37%	157 48%	167 52%	62 19%	70 19%	62 16%	65 16%	33 10%	33 10%	79 24% l	104 32% l	79 24% l	63 19%	183 56%	142 44%	140 43% p	185 57%	124 38% r	201 62%	192 59% t	133 41%
Now TV digital media player	147 6%	108 73%	39 27%	61 41%	86 59%	29 9%	42 11%	31 8%	26 7%	9 3%	9 6%	39 27%	39 27%	36 24%	33 22%	78 53%	68 47%	70 47% p	77 53%	64 44% r	83 56%	97 66% t	50 34%
Chromecast digital media player	126 5%	94 74%	33 26%	71 57%	55 43%	26 8%	28 8%	30 8%	20 5%	15 4%	8 2%	29 23%	43 34%	30 24%	24 19%	72 57%	54 43%	59 46% p	68 54%	46 36% r	80 64%	84 66% t	42 34%
Apple TV digital media player	72 3%	48 66%	24 34%	40 55%	32 45%	30 9%	17 5%	11 3%	9 2%	3 1%	2 3%	26 36% kl	31 43% kl	7 9%	8 11%	57 79% n	15 21%	37 51% p	35 49%	30 42% r	41 58%	50 70% t	22 30%
Other digital media player	67 3%	34 51%	33 49%	38 57%	29 43%	8 12%	16 24%	11 16%	14 21%	7 11%	10 16%	9 14%	28 42% l	14 21%	16 23%	37 55%	30 45%	26 38%	41 62%	23 34%	44 66%	34 51%	33 49%
Roku digital media player or stick	48 2%	39 82%	9 18%	25 52%	23 48%	5 9%	10 3%	12 3%	10 2%	7 2%	5 1%	16 33% l	14 29%	11 24%	7 14%	30 62%	18 38%	28 58% p	20 42%	24 50% r	24 50%	33 69% t	15 31%
None of these	98 4%	51 52%	47 48%	51 51%	48 49%	20 6%	15 4%	18 5%	14 4%	16 5%	17 3%	30 30%	24 25%	18 18%	26 27%	54 55%	44 45%	32 4%	66 4%	22 3%	76 5%	47 47%	52 53%
No devices in household/ DK	1299 56%	533 46%	766 67%	597 53%	702 59%	161 12%	175 13%	187 14%	214 16%	197 15%	365 17%	265 20%	388 30%	259 20%	388 30%	652 50%	646 50% m	324 25%	975 75% o	273 21%	1026 79% q	555 43%	741 57% s
Net: Any	905 39%	573 49%	332 29%	478 63% b	427 36%	150 45%	176 48%	189 48%	168 42%	126 37%	96 20%	220 43%	288 41%	219 44%	177 30%	508 42%	397 36%	389 52%	516 33%	343 53%	562 34%	550 61% t	355 39%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 28

QA10: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months?

MULTI CODE

Base: All with any working TV set in the home

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)		Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
2321	2162 93%	156 7%		1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
2313	2111 91%	198 9%		1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
1901	1775	132		1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
385 17%	380 18%	4 2%		335 21%	50 7%	362 19%	22 5%	335 17%	27 13%	17 13%	6 10%	14 15%	26 10%	31 17%	17 10%	49 24%	38 18%	34 17%	44 14%	83 28%
	99%b	1%		87% d	13%	94% f	6%	87% j	7%	5%	1%	4%	7%	8%	4%	13% lnr	10% l	9%	11%	21% klmnpqr
325 14%	323 15%	1 *		288 18%	37 5%	316 17%	9 2%	252 13%	35 17%	26 19%	12 22%	22 23%	33 13%	25 13%	33 20%	25 13%	24 11%	20 10%	45 15%	25 8%
	99%b	*		89% d	11%	97% f	3%	77%	11%	8% g	4% g	7% lopqs	10%	8%	10% qs	8%	7%	6%	14% s	8%
147 6%	146 7%	-		140 9%	7 1%	145 8%	2 *	125 7%	8 4%	11 8%	3 6%	9 9%	15 6%	8 4%	15 9%	21 10%	13 6%	8 4%	14 5%	22 8%
	99%b	-		95% d	5%	99% f	1%	85%	5%	8% h	2%	6%	10%	5%	10%	14% mqr	9%	6%	9%	15%
126 5%	122 6%	3 1%		112 7%	14 2%	124 7%	2 *	97 5%	18 9%	6 4%	5 10%	3 3%	7 3%	11 6%	7 4%	12 6%	10 5%	6 3%	17 6%	24 8%
	97% b	2%		89% d	11%	98% f	2%	77%	14% g	5%	4% g	2%	6%	9%	5%	9%	8%	5%	14%	19% lq
72 3%	71 3%	1 1%		70 4%	2 *	72 4%	-	67 4%	2 1%	3 2%	3 *	8 8%	11 4%	8 4%	5 3%	6 3%	5 2%	3 1%	7 2%	14 5%
	98%	2%		97% d	3%	100% f	-	94% h	2%	4%	1%	11% pqr	15%	11%	7%	9%	7%	4%	10%	20%
67 3%	66 3%	1 *		64 4%	3 *	67 4%	-	63 3%	1 1%	2 2%	1 1%	3 4%	7 3%	1 1%	6 3%	25 12%	2 1%	7 4%	7 2%	3 1%
	99%	1%		95% d	5%	100% f	-	94% h	2%	3%	1%	5%	11%	2%	8%	37% klmnpqrs	4%	11%	11%	5%
48 2%	47 2%	1 1%		44 3%	4 1%	46 2%	2 1%	43 2%	2 1%	3 2%	* *	3 3%	6 2%	2 1%	1 1%	7 3%	5 2%	2 1%	9 3%	8 3%
	98%	2%		92% d	8%	96% f	4%	90%	4%	6%	*	6%	12%	5%	3%	14%	10%	5%	19%	16%
98 4%	97 5%	1 1%		69 4%	30 4%	88 5%	10 2%	81 4%	10 5%	7 5%	* 1%	2 2%	6 2%	4 2%	14 8%	7 3%	12 6%	13 6%	9 3%	14 5%
	99%b	1%		70%	30%	89%	11%	82% j	10%	7% j	*	2%	7%	4%	14% lmr	7%	12%	13%	9%	15%
1299 56%	1112 53%	187 94%		716 45%	582 80%	926 49%	373 89%	1067 56%	127 61%	74 55%	31 57%	49 51%	166 64%	115 61%	86 52%	90 44%	124 58%	118 60%	186 61%	135 46%
	86%	14% a		55%	45% c	71%	29% e	82%	10%	6%	2%	4%	13% nos	9% os	7%	10% os	9% os	14% os	10%	10%
905 39%	892 42%	10 5%		793 50%	112 15%	869 46%	36 9%	758 40%	72 35%	53 39%	23 42%	44 47%	84 33%	69 37%	63 39%	105 52%	76 36%	62 32%	109 36%	144 49%
	99%b	1%		88% d	12%	96% f	4%	84%	8%	6%	3%	5% ld	9%	8%	7%	12% lmnpqr	8%	7%	12%	16% lmpqr

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 28

QA10: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months?
MULTI CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Blu-ray player	385	65	319	213	176	35	80	283	274	111	253	363	22
	17%	16%	17%	21%	17%	17%	11%	20%	22%	10%	23%	21%	4%
		17%	83%	55%df	46%f	9%df	21%	74%df	71%l	29%	66%l	94%l	6%
Amazon Fire TV digital media player or stick	325	60	265	156	143	36	76	222	235	90	227	315	10
	14%	14%	14%	16%	13%	18%	11%	16%	19%	8%	21%	18%	2%
		18%	82%	48%df	44%	11%df	23%	68%df	72%l	28%	70%l	97%l	3%
Now TV digital media player	147	32	115	73	77	23	37	93	120	26	115	142	5
	6%	8%	6%	7%	7%	11%	5%	7%	10%	2%	11%	8%	1%
		22%	78%	50%	52%	16%g	25%	63%	82%l	18%	78%l	97%l	3%
Chromecast digital media player	126	21	105	65	59	19	24	92	86	41	79	120	6
	5%	5%	6%	6%	6%	9%	3%	7%	7%	4%	7%	7%	1%
		17%	83%	52%df	46%	15%df	19%	73%df	68%l	32%	63%l	95%l	5%
Apple TV digital media player	72	13	59	50	26	11	8	54	63	9	60	71	1
	3%	3%	3%	5%	2%	5%	1%	4%	5%	1%	6%	4%	*
		18%	82%	70%df	37%	15%df	12%	75%df	87%l	13%	84%l	98%l	2%
Other digital media player	67	6	61	35	25	9	18	44	48	19	44	66	1
	3%	2%	3%	3%	2%	5%	2%	3%	4%	2%	4%	4%	*
		9%	91%	53%	37%	14%	26%	67%	72%l	28%	66%l	99%l	1%
Roku digital media player or stick	48	10	38	25	25	7	8	35	38	9	35	47	1
	2%	2%	2%	2%	2%	3%	1%	3%	3%	1%	3%	3%	*
		21%	79%	52%	51%	14%df	16%	74%df	80%l	20%	74%l	98%l	2%
None of these	98	19	79	41	40	12	26	65	56	42	69	69	29
	4%	5%	4%	4%	4%	6%	4%	5%	5%	4%	4%	4%	5%
		20%	80%	41%	40%	12%	26%	66%	57%	43%	44%	70%	30%
No devices in household/ DK	1299	226	1073	498	631	102	479	706	532	767	452	768	530
	56%	54%	57%	50%	59%	49%	67%	50%	43%	71%	41%	45%	88%
		17%	83%	38%	49%ceg	8%	37%cddeg	54%	41%	59%hj	35%	59%	41%k
Net: Any	905	167	738	458	388	92	206	628	632	273	588	862	43
	39%	40%	39%	46%	37%	45%	29%	45%	51%	25%	54%	50%	7%
		18%	82%	51%df	43%f	10%df	23%	69%df	70%l	30%	65%l	95%l	5%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 28

QA10: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months?
MULTI CODE

Base: All with any working TV set in the home

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
Total	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
385	316	253	175	118	113	65	76	208	363	69	83	34	116	269
17%	24%	23%	24%	21%	25%	28%	24%	100%	21%	15%	18%	18%	16%	17%
	82%	66%	45%	31%	29%	17%pu	20%	54%mnopqrsu	94%	18%	22%	9%	30%	70%
325	241	184	127	88	103	64	92	38	315	61	72	37	108	217
14%	18%	22%	26%	51%	23%	27%	29%	19%	18%	14%	15%	20%	15%	14%
	74%	70%	57%mntu	89%mnogrstu	32%im	20%mntu	28%mntu	12%	97%	19%	22%	11%z	33%	67%
147	118	115	87	133	55	35	43	26	142	36	48	28	66	81
6%	9%	11%	12%	23%	12%	15%	14%	12%	8%	8%	10%	15%	9%	5%
	81%	78%	59%mu	91%mnogrstu	38%u	24%mu	29%mu	17%	97%	24%z	33%z	19%vyz	45%z	55%
126	96	79	69	108	54	44	67	17	120	28	39	17	49	78
5%	7%	7%	10%	19%	12%	19%	21%	8%	7%	6%	8%	9%	7%	5%
	76%	63%	54%u	86%mnogtu	42%mn	35%mnogtu	53%mnogtu	14%	95%	22%	31%z	13%z	38%	62%
72	65	60	50	68	32	28	29	16	71	16	27	15	30	41
3%	5%	6%	7%	12%	7%	12%	9%	7%	4%	4%	6%	8%	4%	3%
	91%	84%	70%u	94%mnogu	45%u	39%mnogu	40%mn	22%u	98%	22%	38%z	21%vyz	42%	58%
67	50	44	29	59	22	19	18	8	66	10	15	4	18	49
3%	4%	4%	4%	10%	5%	8%	6%	4%	4%	2%	3%	2%	2%	3%
	75%	66%	43%	88%mnogstu	33%	28%mnou	27%	13%	99%	15%	22%	6%	27%	73%
48	40	35	29	45	27	16	15	14	47	15	21	9	25	23
2%	3%	3%	4%	8%	6%	7%	5%	7%	3%	3%	4%	5%	3%	1%
	84%	74%	60%	94%mnou	56%mn	34%mn	32%	29%mn	98%	31%z	43%z	18%z	52%z	48%
98	46	43	28	-	16	13	15	-	69	18	20	9	28	71
4%	3%	4%	4%	-	4%	6%	5%	-	4%	4%	4%	5%	4%	4%
	47%pt	44%pt	28%pt	-	17%pt	14%pt	15%pt	-	70%pt	18%	21%	9%	28%	72%
1299	586	452	256	-	164	51	84	-	768	259	238	79	389	910
56%	44%	41%	36%	-	36%	22%	27%	-	45%	58%	51%	42%	54%	57%
	45%opqrst	35%oprst	20%prst	-	13%prst	4%pt	6%pt	-	59%opqrst	20%wx	18%	6%	30%x	70%wx
905	692	588	428	569	270	168	216	208	862	166	210	98	296	609
39%	52%	54%	60%	100%	60%	72%	68%	100%	50%	37%	45%	52%	41%	38%
	76%	65%	47%mn	63%mnopqrsu	30%mn	19%mnogu	24%mnogu	23%mnopqrsu	95%	18%	23%vz	11%vyz	33%	67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 29

QA11: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen?

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with any working TV set in the home and home broadband service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2162	1198 55%	964 45%	1037 48%	1125 52%	298 14%	356 16%	398 18%	365 17%	344 16%	401 19%	542 25%	702 32%	427 20%	491 23%	1244 58%	918 42%	742 34%	1420 66%	653 30%	1509 70%	1323 61%	836 39%
Weighted base	2111	1138 54%	973 46%	1023 48%	1088 52%	310 15%	350 17%	377 18%	382 18%	311 15%	380 18%	495 23%	660 31%	464 22%	492 23%	1155 55%	956 45%	734 35%	1377 65%	630 30%	1481 70%	1129 53%	979 46%
Effective base	1775	1001	778	848	927	239	294	344	305	299	303	445	580	350	407	1025	755	620	1155	547	1229	1143	688
Amazon Fire TV digital media player or stick	280 13%	179 16%	101 10%	137 13%	142 13%	49 16%	66 19%	54 14%	59 16%	27 9%	24 9%	66 13%	93 14%	65 14%	55 11%	160 14%	120 13%	126 17%	154 11%	113 18%	167 11%	174 15%	105 11%
Blu-ray player	208 10%	130 11%	78 8%	126 8%	82 39%	21 10%	37 18%	64 31%	34 16%	35 17%	16 8%	51 24%	70 34%	57 27%	30 15%	120 58%	88 42%	102 45%	106 51%	94 45%	114 55%	150 72%	58 28%
Now TV digital media player	126 6%	91 8%	35 4%	52 5%	74 7%	26 8%	34 10%	27 7%	23 6%	7 2%	7 2%	32 7%	33 5%	30 6%	30 6%	65 6%	60 6%	59 8%	67 5%	55 9%	71 5%	83 7%	42 4%
Chromecast digital media player	105 5%	78 7%	27 3%	63 6%	42 4%	21 7%	24 7%	25 7%	17 4%	12 4%	6 2%	24 5%	36 5%	25 5%	20 4%	60 5%	45 5%	49 7%	56 4%	39 6%	66 4%	70 6%	35 4%
Apple TV digital media player	65 3%	43 4%	22 2%	37 4%	27 2%	24 8%	16 5%	11 3%	9 2%	3 1%	2 1%	22 4%	29 4%	7 1%	7 1%	51 4%	14 1%	33 5%	31 2%	28 5%	36 2%	46 5%	19 2%
Other digital media player	58 3%	27 2%	31 3%	34 3%	23 2%	7 2%	15 4%	10 3%	10 3%	6 2%	9 2%	8 13%	24 4%	13 3%	13 3%	31 3%	26 3%	24 3%	34 2%	21 3%	37 2%	30 3%	28 3%
Roku digital media player or stick	42 2%	33 3%	9 1%	24 2%	18 2%	4 1%	9 2%	10 3%	9 2%	7 2%	4 1%	14 33%	13 31%	10 24%	5 12%	27 64%	15 36%	24 57%	18 43%	21 50%	21 50%	28 67%	14 33%
None of these	163 8%	104 9%	59 6%	99 10%	64 6%	16 10%	17 10%	27 17%	32 19%	43 14%	28 7%	45 27%	41 25%	44 27%	33 20%	86 52%	77 48%	52 32%	111 68%	46 28%	117 72%	76 47%	87 53%
No devices in household/ DK	1112 53%	518 46%	593 61%	498 49%	614 56%	143 46%	160 46%	175 46%	199 52%	169 54%	265 70%	245 50%	347 53%	229 49%	290 59%	592 51%	520 54%	313 43%	798 58%	264 42%	847 57%	536 47%	573 59%
Net: Any of these devices connected to broadband and TV set	707 33%	446 39%	261 27%	367 36%	340 31%	125 40%	155 44%	156 41%	129 34%	78 25%	62 16%	168 34%	236 36%	169 36%	134 27%	404 35%	303 32%	324 44%	383 28%	288 46%	419 28%	455 40%	252 26%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 29

QA11: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen?

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with any working TV set in the home and home broadband service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2162	2162	-	1626	536	1892	270	1470	232	237	223	77	193	145	119	157	145	139	242	253
		100%	-	75%	25%	88%	12%	68%	11%	11%	10%	4%	9%	7%	6%	7%	7%	6%	11%	12%
Weighted base	2111	2111	-**	1577	534	1849	262	1744	187	127	53	87*	232	174	149	180	193	177	273	278
		100%	-**	75%	25%	88%	12%	83%	9%	6%	3%	4%*	11%	8%	7%	9%	9%	8%	13%	13%
Effective base	1775	1775	-	1334	441	1559	216	1348	217	214	150	72	177	133	109	146	134	126	223	237
Amazon Fire TV digital media player or stick	280	280	-	255	25	274	6	216	31	22	11	18	32	21	28	25	20	16	36	20
	13%	13%	-	16%	5%	15%	2%	12%	17%	17%	20%	21%	14%	12%	19%	14%	11%	9%	13%	7%
		100%	-	91% d	9%	98% f	2%	77%	11%	8% g	4% g	6% pqs	11% s	8%	10% qs	9% s	7%	6%	13% s	7%
Blu-ray player	208	208	-	192	16	204	4	182	13	11	2	9	13	13	4	40	20	11	15	57
	10%	10%	-	12%	3%	11%	2%	10%	7%	9%	4%	11%	5%	8%	3%	22%	10%	6%	6%	21%
		100%	-	92% d	8%	98% f	2%	87% h	6%	5%	1%	5% n	6%	6%	2%	19% klnmpq	9% n	5%	7%	27% lmpqr
Now TV digital media player	126	126	-	121	4	124	2	106	7	10	3	7	14	8	13	19	12	7	11	15
	6%	6%	-	8%	1%	7%	1%	6%	4%	8%	6%	8%	6%	5%	9%	11%	6%	4%	4%	5%
		100%	-	97% d	3%	99% f	1%	84%	6%	8%	2%	5%	11%	6%	11%	15% qr	9%	6%	9%	12%
Chromecast digital media player	105	105	-	97	8	105	-	81	15	3	5	3	6	7	6	11	7	4	14	24
	5%	5%	-	6%	2%	6%	-	5%	8%	3%	9%	3%	3%	4%	4%	6%	3%	3%	5%	9%
		100%	-	92% d	8%	100% f	-	77%	15% gi	3%	5% gi	3%	6%	6%	6%	10%	6%	4%	13%	22% li
Apple TV digital media player	65	65	-	63	1	65	-	60	2	2	*	8	9	7	5	6	5	2	7	12
	3%	3%	-	4%	*	3%	-	3%	1%	2%	1%	9%	4%	4%	4%	4%	2%	1%	3%	4%
		100%	-	98% d	2%	100% f	-	94% h	2%	4%	1%	12% pqr	14%	10%	8%	10%	7%	3%	11%	19%
Other digital media player	58	58	-	55	2	58	-	55	1	1	1	1	5	1	6	24	2	7	4	3
	3%	3%	-	4%	*	3%	-	3%	*	1%	1%	2%	2%	1%	4%	13%	1%	4%	2%	1%
		100%	-	96% d	4%	100% f	-	95% h	1%	2%	1%	2%	9%	3%	10%	41% klnmpqrs	4%	13%	8%	6%
Roku digital media player or stick	42	42	-	39	3	40	2	37	2	3	*	3	5	2	1	5	5	2	8	6
	2%	2%	-	2%	1%	2%	1%	2%	1%	2%	*	4%	2%	1%	1%	3%	2%	1%	3%	2%
		100%	-	92% d	8%	95%	5%	88%	5%	7%	*	7%	12%	5%	3%	11%	11%	5%	20%	14%
None of these	163	163	-	126	37	146	17	145	10	5	3	8	9	19	15	5	14	21	30	24
	8%	8%	-	8%	7%	8%	6%	8%	6%	4%	5%	9%	4%	11%	10%	3%	7%	12%	11%	9%
		100%	-	77%	23%	90%	10%	89% i	6%	3%	2%	5% o	6%	11% lo	9% lo	3%	8%	13% lo	19% lo	15% o
No devices in household/DK	1112	1112	-	711	401	895	217	908	108	65	30	41	143	102	71	69	108	99	155	121
	53%	53%	-	45%	75%	48%	83%	52%	58%	52%	56%	47%	62%	58%	48%	38%	56%	56%	57%	43%
		100%	-	64%	36% c	81%	19% e	82%	10%	6%	3%	4%	13% knos	9% os	6%	6%	10% os	9% os	14% os	11%
Net: Any of these devices connected to broadband and TV set	707	707	-	648	59	693	14	589	56	43	19	36	71	49	48	97	56	37	73	120
	33%	33%	-	41%	11%	37%	5%	34%	30%	34%	35%	42%	31%	28%	32%	54%	29%	21%	27%	43%
		100%	-	92% d	8%	98% f	2%	83%	8%	6%	3%	5% mqr	10%	7%	7%	14% lmpqr	8%	5%	10%	17% lmpqr

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 29

QA11: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen?

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with any working TV set in the home and home broadband service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2162	440 20%	1722 80%	1029 48%	931 43%	213 10%	568 26%	1407 65%	1252 58%	910 42%	1131 52%	1764 82%	398 18%
Weighted base	2111	376 18%	1735 82%	974 46%	908 43%	206 10%	561 27%	1373 65%	1210 57%	901 43%	1090 52%	1709 81%	402 19%
Effective base	1775	336	1440	844	764	166	465	1157	1043	733	939	1442	333
Amazon Fire TV digital media player or stick	280 13%	53 14% 19%	227 13% 81%	140 14% 50%	125 14% 45%	29 14% 10%	68 12% 24%	190 14% 68%	210 17% 75% l	70 8% 25%	205 19% 73% l	280 16% 100% l	-
Blu-ray player	208 10%	30 8% 14%	178 10% 86%	136 14% 65% df	77 9% 37% f	18 9% 9%	29 5% 14%	170 12% 82% df	169 14% 81% l	38 4% 19%	163 15% 78% l	208 12% 100% l	-
Now TV digital media player	126 6%	28 8% 23%	97 6% 77%	60 6% 48%	65 7% 52%	18 9% 14%	35 6% 28%	78 6% 62%	103 9% 82% l	22 2% 18%	101 9% 80% l	126 7% 100% l	-
Chromecast digital media player	105 5%	17 5% 16%	88 5% 84%	53 5% 51%	47 5% 45%	17 8% 16% f	19 3% 18%	77 6% 73%	71 6% 67%	34 4% 33%	68 6% 65% l	105 6% 100% l	-
Apple TV digital media player	65 3%	13 3% 20%	52 3% 80%	43 4% 66% f	25 3% 39%	10 5% 16% f	8 2% 13%	48 4% 75% f	57 5% 89% l	7 1% 11%	56 5% 86% l	65 4% 100% l	-
Other digital media player	58 3%	6 1% 10%	52 3% 90%	34 4% 59% d	17 2% 29%	8 4% 13%	11 2% 19%	42 3% 73%	40 3% 69%	18 2% 31%	37 3% 65%	58 3% 100% l	-
Roku digital media player or stick	42 2%	9 2% 22%	33 2% 78%	22 2% 52%	22 2% 52%	5 2% 12%	6 1% 14%	32 2% 75%	34 3% 80% l	9 1% 20%	33 3% 77% l	42 2% 100% l	-
None of these	163 8%	32 9% 20%	131 8% 80%	74 8% 45%	87 10% 53%	19 9% 12%	45 8% 28%	104 8% 64%	93 8% 57%	70 8% 43%	79 7% 48%	138 8% 85%	25 6% 15%
No devices in household/ DK	1112 53%	190 51% 17%	921 53% 83%	471 48% 42%	485 53% 44% c	102 49% 9%	334 60% 30% cdeg	680 50% 61%	522 43% 47%	589 65% 53% hj	452 41% 41%	768 45% 69%	343 85% 31% k
Net: Any of these devices connected to broadband and TV set	707 33%	128 34% 18%	579 33% 82%	370 38% 52% df	284 31% 40%	69 33% 10%	150 27% 21%	504 37% 71% df	518 43% 73% l	189 21% 27%	497 46% 70% l	707 41% 100% l	-

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 29

QA11: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen?

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with any working TV set in the home and home broadband service

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2162	1371 63%	1131 52%	723 33%	612 28%	462 21%	237 11%	320 15%	209 10%	1764 82%	386 18%	442 20%	167 8%	648 30%	1514 70%	
2111	1332 63%	1090 52%	718 34%	569 27%	451 21%	234 11%	316 15%	208 10%	1709 81%	390 18%	434 21%	168 8%	646 31%	1465 69%	
1775	1124	939	597	493	389	202	268	184	1442	321	368	145	542	1233	
280	212	205	165	280	91	60	86	34	280	51	64	35	94	186	
13%	16% 76%	19% 73%	23% 59% mnu	49% 100% mnoqrstu	20% 32%	26% 22% mntu	27% 31% mnoqtu	17% 12%	16% 100%	13% 18%	15% 23%	21% 12% vz	15% 34%	13% 66%	
208	193	163	110	70	75	54	55	208	208	44	54	26	69	139	
10%	14% 93%	15% 78%	15% 53%	12% 34%	17% 36% u	23% 26% mnoqu	17% 26% u	100% 100% mnoqrsu	12% 100%	11% 21%	12% 26%	15% 12% z	11% 33%	9% 67%	
126	103	101	80	126	51	31	39	23	126	28	40	21	53	73	
6%	8% 82%	9% 80%	11% 63% mu	22% 100% mnoqrstu	11% 40% mu	13% 24% mu	12% 31% mu	11% 19%	7% 100%	7% 22%	9% 32% z	13% 17% z	8% 42% z	5% 58%	
105	83	68	64	105	49	38	64	13	105	26	32	13	41	64	
5%	6% 79%	6% 65%	9% 61% mu	18% 100% mnoqtu	11% 47% mnu	16% 36% mnotu	20% 61% mnoqtu	6% 12%	6% 100%	7% 25%	7% 31% z	8% 12%	6% 39%	4% 61%	
65	59	56	46	65	28	26	28	14	65	15	23	13	26	39	
3%	4% 91%	5% 86%	6% 71% u	11% 100% mnoqu	6% 44% u	11% 40% mnoqu	9% 43% mnu	7% 21%	4% 100%	4% 23%	5% 35% z	8% 20% z	4% 40%	3% 60%	
58	45	37	28	58	19	17	16	8	58	9	14	3	17	41	
3%	3% 78%	3% 65%	4% 48%	10% 100% mnoqstu	4% 32%	7% 29% mnu	5% 27%	4% 14%	3% 100%	2% 15%	3% 24%	2% 5%	3% 29%	3% 71%	
42	36	33	26	42	24	15	14	13	42	12	17	7	20	22	
2%	3% 84%	3% 77%	4% 62%	7% 100% mnoqu	5% 56% mnu	6% 34% mnu	5% 34%	6% 31% mnu	2% 100%	3% 29%	4% 40% z	4% 16% z	3% 48% z	1% 52%	
163	112	79	41	-	26	4	10	-	138	22	25	8	40	123	
8%	8% 69% oprst	7% 48% prst	6% 25% prt	- - 16% prt	6% 3% p	2% 6% pt	3% - 85% prst	- - - 85% prst	8% 14%	6% 14%	6% 15%	4% 5%	6% 25%	8% 75%	
1112	586	452	256	-	164	51	84	-	768	206	207	65	326	786	
53%	44% 53% opqrst	41% 41% oprst	36% 23% prst	- - 15% prst	36% 5% pt	22% 8% pt	27% - 69% opqrst	- - 18% x	45% 53%	53% 19%	48% 6%	39% 6%	50% 29% x	54% 71% wx	
707	569	497	380	569	241	159	204	208	707	138	177	84	242	465	
33%	43% 81%	46% 70% u	53% 54% mnu	100% 80% mnoqrsu	53% 34% mnu	68% 23% mnoqu	65% 29% mnoqu	100% 29% mnoqrsu	41% 100%	35% 19%	41% 25% z	50% 12% vyz	37% 34% z	32% 66%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 30

QA12: (SHOW SCREEN) This is a list of different types of games consoles. Which, if any, of these games consoles does your household have at the moment?
MULTI CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
PlayStation 4	443 19%	289 24% 65%	154 13% 35%	225 19% 51%	218 18% 49%	111 32% 25% <i>fgh</i>	121 31% 27% <i>fgh</i>	105 26% 24% <i>fgh</i>	75 18% 17% <i>gh</i>	23 7% 5% <i>h</i>	6 1% 1%	98 19% 22%	135 18% 30%	118 23% 27% <i>l</i>	92 15% 21%	233 18% 53%	210 19% 47%	247 33% 56% <i>p</i>	195 12% 44%	209 32% 47% <i>r</i>	233 13% 53%	275 23% 62% <i>t</i>	168 14% 38%
Xbox One	348 15%	217 18% 62%	131 11% 38%	168 15% 48%	179 15% 52%	90 26% 25% <i>fgh</i>	92 24% 27% <i>fgh</i>	84 21% 24% <i>gh</i>	62 15% 18% <i>gh</i>	15 4% 4% <i>h</i>	4 1% 1%	69 13% 20%	107 15% 31%	87 17% 25%	84 14% 24%	176 14% 51%	171 15% 49%	211 28% 61% <i>p</i>	137 8% 39%	184 28% 53% <i>r</i>	163 9% 47%	215 18% 62% <i>t</i>	132 11% 38%
Nintendo Wii	290 12%	208 17% 72%	81 7% 28%	122 11% 42%	168 14% 58% <i>a</i>	68 19% 23% <i>dgh</i>	44 11% 15% <i>h</i>	69 17% 24% <i>dgh</i>	61 15% 21% <i>h</i>	35 10% 12% <i>h</i>	14 3% 5%	68 13% 24%	88 12% 30%	77 15% 26% <i>l</i>	57 9% 20%	156 12% 54%	134 12% 46%	136 18% 47% <i>p</i>	154 9% 53%	104 16% 36% <i>r</i>	186 11% 64%	176 15% 61% <i>t</i>	113 9% 39%
Xbox 360	272 11%	165 14% 61%	107 9% 39%	143 12% 52%	130 11% 46%	58 16% 21% <i>gh</i>	45 12% 17% <i>h</i>	70 17% 26% <i>dgh</i>	65 16% 24% <i>gh</i>	27 8% 10% <i>h</i>	7 2% 3%	55 10% 20%	81 11% 30%	84 17% 31% <i>ijl</i>	52 9% 19%	136 11% 50%	136 12% 50%	147 14% 54% <i>p</i>	125 8% 46%	129 20% 47% <i>r</i>	143 8% 53%	173 15% 64% <i>t</i>	99 8% 36%
PlayStation 3	219 9%	139 12% 63%	80 7% 37%	122 11% 56% <i>u</i>	96 8% 44%	48 14% 22% <i>qgh</i>	52 13% 24% <i>qgh</i>	49 12% 22% <i>gh</i>	46 11% 21% <i>gh</i>	17 5% 8% <i>h</i>	7 1% 3%	45 8% 20%	63 9% 29%	59 12% 27%	52 8% 24%	108 9% 49%	111 10% 51%	113 15% 52% <i>p</i>	105 6% 48%	91 14% 41% <i>r</i>	128 7% 59%	130 11% 59% <i>t</i>	89 7% 41%
Nintendo Wii U	81 3%	63 5% 77%	19 2% 23%	32 3% 40%	49 4% 60%	15 4% 19% <i>gh</i>	25 6% 30% <i>gh</i>	23 6% 28% <i>gh</i>	16 4% 19% <i>gh</i>	1 * 2%	2 * 2%	23 4% 28%	21 3% 26%	22 4% 27%	15 2% 19%	44 3% 54%	37 3% 46%	56 7% 69% <i>p</i>	25 2% 31%	49 7% 60% <i>r</i>	33 2% 40%	55 5% 67% <i>t</i>	27 2% 33%
None of these	1350 57%	551 46% 41%	799 67% 59%	661 57% 49%	689 56% 51%	109 31% 8%	159 41% 12% <i>c</i>	169 42% 13% <i>c</i>	199 49% 15% <i>cd</i>	265 77% 20% <i>cdef</i>	450 93% 33% <i>cdef</i>	302 57% 22% <i>k</i>	424 58% 31% <i>k</i>	235 46% 17%	389 63% 29% <i>ijk</i>	726 57% 54%	625 56% 46%	226 30% 17%	1124 69% 83% <i>o</i>	197 30% 15%	1153 67% 85% <i>q</i>	556 47% 41%	793 66% 59% <i>s</i>
Don't know	27 1%	11 1% 43%	15 1% 57%	8 1% 30%	19 2% 70%	1 4% 36% <i>ci</i>	10 2% 23%	6 2% 23%	1 * 3%	3 1% 10%	6 1% 24%	9 2% 33%	5 1% 20%	6 1% 22%	7 1% 25%	14 1% 53%	12 1% 47%	6 1% 21%	21 1% 79%	6 1% 21%	21 1% 79%	14 1% 53%	11 1% 40%
Net: Any	1007 42%	629 53% 63%	378 32% 37%	491 42% 49%	516 42% 51%	241 69% 24% <i>cdefgh</i>	223 57% 22% <i>gh</i>	230 57% 23% <i>gh</i>	207 51% 21% <i>gh</i>	76 22% 8% <i>h</i>	30 6% 3%	219 41% 22%	306 42% 30% <i>l</i>	265 52% 26% <i>ijl</i>	218 35% 22%	525 41% 52%	483 43% 48%	527 69% 52% <i>p</i>	480 30% 48%	449 69% 45% <i>r</i>	558 32% 55%	617 52% 61% <i>t</i>	390 33% 39%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 30

QA12: (SHOW SCREEN) This is a list of different types of games consoles. Which, if any, of these games consoles does your household have at the moment?
MULTI CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
PlayStation 4	443 19%	439 20% 99%b	3 1%	394 25% 89% d	48 6%	433 22% 98% f	9 2%	381 19% 86% i	33 15%	18 13%	10 18%	26 26% 6% lqr	41 16%	48 24% 11% lqr	27 16%	48 23% 11% q	47 22%	26 13%	50 16%	68 23% 15% qr
Xbox One	348 15%	343 16% 99%b	4 2%	289 18% 83% d	58 8%	330 17% 95% f	18 4%	287 15% 83%	30 14%	19 19%	11 20%	16 17% 5%	35 13%	33 17%	28 17%	34 16%	33 15%	40 13%	43 13%	35 12% 10%
Nintendo Wii	290 12%	287 13% 99%b	2 1%	250 16% 86% d	40 5%	276 14% 95% f	13 3%	234 12% 81%	28 13%	19 13%	8 15%	13 14% 5%	27 10%	23 12%	26 16%	18 9%	29 13%	23 12%	36 11%	39 13% 13%
Xbox 360	272 17%	268 12% 98%b	4 2%	223 14% 82% d	49 6%	255 13% 94% f	17 4%	226 11% 83%	21 10%	18 13%	6 12%	13 13% 5%	23 9%	28 15%	13 8%	25 10%	30 14%	22 11%	40 12%	32 11% 12%
PlayStation 3	219 9%	212 10% 97%b	7 3%	185 12% 85% d	34 4%	206 11% 94% f	13 3%	182 9% 83%	20 9%	10 7%	7 13%	8 9% 4%	26 10% 12% r	20 10%	15 9%	24 12% 11% r	29 13% 13% r	21 10%	13 4%	26 9% 12% r
Nintendo Wii U	81 3%	81 4% 100%b	-	69 4% 85% d	12 2%	78 4% 96% f	3 1%	68 3% 83%	7 3%	6 4%	1 2%	6 6% 7%	10 4%	4 2%	3 2%	10 5%	5 2%	6 3%	9 3%	14 5% 17%
None of these	1350 57%	1160 53% 86%	188 90% 14% a	762 47% 56%	589 76% 44% c	978 50% 72%	372 85% 28% e	1119 57% 83%	126 58%	78 56%	27 50%	53 54% 4%	162 62% 12% mop	99 51%	102 60%	103 50%	110 51%	120 60%	196 61%	174 58% 13%
Don't know	27 1%	26 1% 98%	* * 2%	9 1% 35%	17 2% 65% c	17 1% 63%	10 2% 37% e	23 1% 85%	2 1%	2 1%	1 2%	1 1% 4%	2 2%	2 1%	-	1 *3%	4 2%	3 1%	4 1%	7 2% 25%
Net: Any	1007 42%	986 45% 98%b	20 10% 2%	836 52% 83% d	171 22%	951 49% 94% f	56 13% 6%	830 42% 82%	89 41%	61 43%	27 49%	44 45% 4%	98 38% 10%	95 49% 9% lr	67 40%	104 50% 10% lrs	102 47%	78 39%	122 38%	120 40% 12%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 30

QA12: (SHOW SCREEN) This is a list of different types of games consoles. Which, if any, of these games consoles does your household have at the moment?
MULTI CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
PlayStation 4	443	74	368	250	159	42	74	332	338	100	324	419	23
	19%	18%	19%	25%	15%	20%	10%	24%	28%	9%	30%	25%	3%
		17%	83%	57% df	36% f	9% f	17%	75% df	76% l	23%	73% l	95% l	5%
Xbox One	348	55	293	190	120	24	60	249	259	82	242	326	21
	15%	13%	15%	19%	11%	12%	8%	18%	21%	8%	22%	19%	3%
		16%	84%	55% def	35%	7%	17%	72% df	74% l	23%	70% l	94% l	6%
Nintendo Wii	290	67	223	147	124	45	52	209	201	86	186	258	31
	12%	16%	11%	15%	12%	22%	7%	15%	16%	8%	17%	15%	5%
		23% b	77%	51% f	43% f	15% cdfg	18%	72% df	69% l	30%	64% l	89% l	11%
Xbox 360	272	55	217	122	112	43	64	193	186	84	175	246	26
	11%	13%	11%	12%	11%	21%	9%	14%	15%	8%	16%	14%	4%
		20%	80%	45%	41%	16% cdfg	23%	71% df	68% l	31%	64% l	91% l	9%
PlayStation 3	219	45	174	107	92	22	55	145	146	70	135	204	15
	9%	11%	9%	11%	9%	10%	8%	10%	12%	6%	12%	12%	2%
		21%	79%	49%	42%	10%	25%	66%	67% l	32%	62% l	93% l	7%
Nintendo Wii U	81	16	66	49	31	16	11	55	64	17	63	75	6
	3%	4%	3%	5%	3%	8%	2%	4%	5%	2%	6%	4%	1%
		19%	81%	61% df	38%	20% dfg	13%	67% f	79% l	21%	78% l	92% l	8%
None of these	1350	233	1117	493	658	109	486	698	517	779	432	778	572
	57%	56%	57%	49%	62%	53%	68%	50%	42%	72%	40%	46%	85%
		17%	83%	37%	49% ceg	8%	36% cdeg	52%	38%	58% hj	32%	58%	42% k
Don't know	27	2	25	13	9	1	8	14	10	16	9	16	11
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
		7%	93%	48%	33%	5%	28%	51%	37%	58%	32%	58%	42%
Net: Any	1007	185	822	498	396	96	218	694	701	290	650	915	92
	42%	44%	42%	50%	37%	47%	31%	49%	57%	27%	60%	54%	14%
		18%	82%	49% df	39% f	10% df	22%	69% df	70% l	29%	65% l	91% l	9%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 30

QA12: (SHOW SCREEN) This is a list of different types of games consoles. Which, if any, of these games consoles does your household have at the moment?
MULTI CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371	1131	723	612	462	237	320	209	1764	433	469	181	706	1678
		58%	47%	30%	26%	19%	10%	13%	9%	74%	18%	20%	8%	30%	70%
Weighted base	2384	1332	1090	718	569	451	234	316	208	1709	448	470	186	717	1667
		56%	46%	30%	24%	19%	10%	13%	9%	72%	19%	20%	8%	30%	70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
PlayStation 4	443	334	324	381	204	163	86	131	75	419	69	109	53	139	303
	19%	25%	30%	53%	36%	36%	37%	41%	36%	25%	16%	23%	28%	19%	18%
		75%	73% mu	86% mnpqrstu	46% mnu	37% mnu	19% mu	30% mnu	17% mu	95%	16%	25% vz	12% vyz	31%	69%
Xbox One	348	264	242	289	150	122	57	83	52	326	57	88	55	112	236
	15%	20%	22%	40%	26%	27%	24%	26%	25%	19%	13%	19%	29%	16%	14%
		76%	70%	83% mnpqrstu	43% mu	35% mu	16%	24% mu	15%	94%	16%	25% vz	16% vwxyz	32%	68%
Nintendo Wii	290	202	186	177	107	67	39	55	24	258	65	83	38	111	179
	12%	15%	17%	25%	19%	15%	17%	17%	12%	15%	14%	18%	20%	15%	11%
		70%	64%	61% mnpqrstu	37% t	23%	14%	19%	8%	89%	22% z	29% z	13% z	38% z	62%
Xbox 360	272	195	175	190	109	79	57	73	39	246	49	74	39	89	183
	11%	15%	16%	26%	19%	17%	25%	23%	19%	14%	11%	16%	21%	12%	11%
		72%	64%	70% mnpqtu	40% mu	29%	21% mnnqu	27% mnnu	14%	91%	18%	27% z	14% vyz	33%	67%
PlayStation 3	219	154	135	166	85	64	42	46	37	204	32	46	21	60	159
	9%	12%	12%	23%	15%	14%	18%	14%	18%	12%	7%	10%	11%	8%	10%
		70%	62%	76% mnpqsu	39%	29%	19% mnnu	21%	17% mnnu	93%	15%	21%	10%	27%	73%
Nintendo Wii U	81	67	63	67	46	30	23	24	20	75	25	28	18	35	46
	3%	5%	6%	9%	8%	7%	10%	8%	9%	4%	6%	6%	9%	5%	3%
		83%	78%	82% mnu	57% mu	36%	28% mnnu	30% u	24% mu	92%	31% z	34% z	22% yz	43% z	57%
None of these	1350	610	432	-	187	154	74	85	84	778	275	238	77	403	947
	57%	46%	40%	-	33%	34%	32%	27%	40%	46%	62%	51%	41%	56%	57%
		45% nopqrs	32% oprs	-	14% o	11% os	6% o	6% o	6% os	58% nopqrs	20% wx	18% x	6%	30% x	70% wx
Don't know	27	8	9	-	5	5	1	2	-	16	6	3	1	6	21
	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
		31%	32% o	-	17% o	18% o	5%	6%	-	58% o	21%	10%	4%	23%	77%
Net: Any	1007	714	650	718	377	292	158	229	124	915	167	230	109	307	700
	42%	54%	60%	100%	66%	65%	68%	73%	60%	54%	37%	49%	58%	43%	42%
		71%	65% mu	71% mnpqrstu	37% mnnu	29% mu	16% mnnu	23% mnnqtu	12%	91%	17%	23% vz	11% vwxyz	31%	69%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 31

QA13: And which, if any, of these games consoles have been connected to a TV set in the home in the last 12 months?
MULTI CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
PlayStation 4	395 17%	258 22% 65%	137 12% 35%	208 18% 53%	187 16% 47%	94 28% 24% <i>fgh</i>	113 31% 29% <i>fgh</i>	96 24% 24% <i>fgh</i>	67 17% 17% <i>gh</i>	21 6% 5% <i>h</i>	5 1% 1%	91 18% 23%	117 17% 30%	106 21% 27% <i>l</i>	82 14% 21%	207 17% 52%	188 17% 48%	222 30% 56% <i>p</i>	173 11% 44%	189 29% 48% <i>r</i>	206 12% 52%	244 21% 62% <i>t</i>	151 13% 38%
Xbox One	292 13%	182 16% 63%	109 9% 37%	146 13% 50%	146 12% 50%	73 22% 25% <i>fgh</i>	78 21% 27% <i>fgh</i>	74 19% 25% <i>fgh</i>	50 13% 17% <i>gh</i>	14 4% 5% <i>h</i>	3 1% 1%	53 10% 18%	95 13% 32%	70 14% 24%	75 13% 26%	147 12% 51%	144 13% 49%	185 25% 63% <i>p</i>	107 7% 37%	162 25% 56% <i>r</i>	129 8% 44%	183 16% 63% <i>t</i>	109 9% 37%
Xbox 360	188 8%	106 9% 56%	83 7% 44%	101 9% 53%	88 7% 47%	35 11% 19% <i>qgh</i>	36 10% 19% <i>qgh</i>	51 13% 27% <i>qgh</i>	47 12% 25% <i>qgh</i>	14 4% 8% <i>h</i>	5 1% 3%	35 7% 19%	58 8% 31% <i>l</i>	66 13% 35% <i>ljl</i>	29 5% 15%	94 8% 50%	95 9% 50%	108 14% 57% <i>p</i>	81 5% 43%	97 15% 52% <i>r</i>	91 5% 48%	120 10% 64% <i>t</i>	69 6% 36%
Nintendo Wii	147 6%	98 8% 67%	48 4% 33%	69 6% 47%	77 7% 53%	31 9% 21% <i>dgh</i>	17 5% 11% <i>h</i>	38 10% 26% <i>dgh</i>	32 8% 22% <i>h</i>	20 6% 13% <i>h</i>	9 2% 6%	41 8% 28% <i>l</i>	40 6% 27%	39 8% 26%	28 5% 19%	80 7% 55%	67 6% 45%	70 9% 48% <i>p</i>	77 5% 52%	56 9% 38% <i>r</i>	91 5% 62%	98 8% 67% <i>t</i>	49 4% 33%
PlayStation 3	142 6%	84 7% 59%	58 5% 41%	83 7% 58% <i>u</i>	60 5% 42%	29 9% 20% <i>qgh</i>	37 10% 26% <i>qgh</i>	34 8% 24% <i>qgh</i>	34 9% 24% <i>qgh</i>	7 2% 5% <i>h</i>	1 * 1%	25 5% 18%	45 6% 32%	38 8% 27%	33 6% 23%	71 6% 50%	72 7% 50%	73 10% 51% <i>p</i>	70 4% 49%	62 10% 43% <i>r</i>	80 5% 57%	89 8% 63% <i>t</i>	53 5% 37%
Nintendo Wii U	57 2%	44 4% 76%	14 1% 24%	27 2% 47%	30 3% 53%	10 3% 18% <i>qgh</i>	18 5% 31% <i>qgh</i>	17 4% 29% <i>qgh</i>	10 2% 17% <i>qgh</i>	1 * 2%	2 * 3%	16 3% 27%	12 2% 21%	18 4% 31%	11 2% 20%	28 2% 49%	29 3% 51%	39 5% 69% <i>p</i>	18 1% 31%	35 5% 62% <i>r</i>	22 1% 38%	39 3% 69% <i>t</i>	18 2% 31%
None of these	123 5%	81 7% 66%	42 4% 34%	48 4% 39%	74 6% 61%	38 12% 31% <i>dqgh</i>	10 3% 9% 17% <i>h</i>	21 5% 17% <i>h</i>	31 8% 25% <i>dgh</i>	14 4% 11%	8 2% 7%	28 5% 23%	41 6% 33%	33 7% 27% <i>l</i>	21 4% 17%	69 6% 56%	54 5% 44%	45 6% 36%	78 5% 64%	31 5% 25%	92 6% 75%	67 6% 55%	55 5% 45%
No games consoles in household/DK	1321 57%	543 47% 41%	778 68% 59%	644 57% 49%	677 57% 51%	97 29% 7%	148 40% 11% <i>c</i>	165 42% 13% <i>c</i>	195 49% 15% <i>cd</i>	265 78% 20% <i>cd</i>	450 94% 34% <i>cd</i>	300 58% 23% <i>k</i>	402 57% 30% <i>k</i>	236 47% 18%	384 65% 29% <i>ljk</i>	702 57% 53%	619 57% 47%	226 30% 17%	1095 70% 63% <i>o</i>	197 31% 15%	1124 67% 85% <i>q</i>	546 47% 41%	772 67% 58% <i>s</i>
Net: Any	854 37%	533 46% 62%	321 28% 38%	432 38% 51%	422 36% 49%	196 59% 23% <i>efgh</i>	206 56% 24% <i>fgh</i>	200 51% 23% <i>fgh</i>	171 43% 20% <i>gh</i>	60 18% 7% <i>h</i>	21 4% 2%	184 36% 22%	258 37% 30%	226 46% 26% <i>ljl</i>	186 31% 22%	442 36% 52%	412 38% 48%	468 62% 55% <i>p</i>	385 25% 45%	406 63% 48% <i>r</i>	448 27% 52%	534 46% 63% <i>t</i>	320 28% 37%

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

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Table 31

QA13: And which, if any, of these games consoles have been connected to a TV set in the home in the last 12 months?
MULTI CODE

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%	
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%	
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247	
PlayStation 4	395	391 17%	3	361	34	388	7	339	30	17	9	21	36	41	26	47	41	25	40	62	
		19% 99%b	1% 1%	23% 91d	5% 9%	20% 98f	2% 2%	18% 86%	15% 8%	12% 4%	17% 2%	22% 5%	14% 9%	22% 10%qr	16% 7%	23% 12%lqr	19% 10%	12% 6%	13% 10%	21% 16%qr	
Xbox One	292	289 13%	2	249	43	278	13	239	27	15	10	13	28	29	19	33	27	24	36	29	
		14% 99%b	1% 1%	16% 85d	6% 15%	15% 95f	3% 5%	13% 82%	13% 9%	11% 5%	19% 3%ql	14% 4%	11% 10%	15% 10%	12% 7%	16% 11%	10% 9%	13% 8%	12% 12%	10% 10%	
Xbox 360	188	184 8%	4	158	30	178	11	155	16	14	4	8	16	19	8	18	17	13	31	23	
		9% 98%b	2% 2%	10% 84d	4% 16%	9% 94f	3% 6%	8% 82%	8% 9%	10% 7%	7% 2%	9% 4%	6% 9%	10% 10%	5% 5%	9% 10%	8% 9%	6% 7%	10% 17%	8% 12%	
Nintendo Wii	147	144 6%	2	127	20	141	6	124	9	11	4	5	9	11	12	16	14	13	22	21	
		7% 98%b	1% 2%	8% 87d	3% 13%	7% 96f	1% 4%	6% 84%	4% 6%	8% 7%	7% 3%	6% 4%	3% 6%	6% 8%	7% 8%	8% 11%	7% 10%	7% 9%	7% 15%	7% 15%	
PlayStation 3	142	138 6%	5	123	19	137	5	122	8	6	5	6	13	16	7	22	19	16	6	17	
		7% 97%	2% 3%	8% 86d	3% 14%	7% 96f	1% 4%	6% 86%	4% 6%	5% 4%	9% 4%hl	7% 4%r	5% 9%	8% 11%r	4% 5%	11% 15%lrl	9% 13%r	8% 11%r	2% 4%	6% 12%r	
Nintendo Wii U	57	57 2%	-	48	9	54	3	49	5	2	1	5	8	1	3	5	5	5	5	12	
		3% 100%	- -	3% 84d	1% 16%	3% 94f	1% 6%	3% 86%	3% 9%	1% 3%	1% 1%	5% 8%lm	3% 14%	1% 3%	2% 5%	3% 9%	2% 8%	2% 8%	2% 9%	4% 21%	
None of these	123	122 5%	1	95	28	114	9	92	18	10	3	4	10	9	12	4	11	9	21	13	
		6% 99%b	* 1%	6% 77%	4% 23%	6% 93f	2% 7%	5% 75%	9% 14%g	8% 8%	5% 2%	4% 3%	4% 8%	5% 8%	7% 9%cd	2% 3%	5% 9%	5% 8%	7% 17%cd	4% 10%	
No games consoles in household/DK	1321	1137 57%	181	754	567	955	366	1097	119	77	28	53	160	95	99	102	113	119	182	175	
		54% 86%	92% 14%a	48% 57%	78% 43%cd	50% 72%	87% 28%e	57% 83%	57% 9%	57% 6%	51% 2%	56% 4%	62% 12%mc	50% 7%	61% 8%	50% 8%	53% 9%	60% 9%	60% 14%	59% 13%	
Net: Any	854	836 37%	16	729	125	813	41	711	71	48	24	38	86	84	53	97	86	63	101	102	
		40% 98%b	8% 2%	46% 85d	17% 15%	43% 95f	10% 5%	37% 83%	34% 8%	35% 6%	44% 3%	40% 4%	33% 10%	45% 10%lnqr	32% 6%	48% 11%lnqrs	40% 10%	32% 7%	33% 12%	35% 12%	

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 31

QA13: And which, if any, of these games consoles have been connected to a TV set in the home in the last 12 months?
MULTI CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
PlayStation 4	395	66	329	226	146	37	65	302	315	80	300	386	9
	17%	16%	17%	23%	14%	18%	9%	21%	26%	7%	28%	23%	1%
		17%	83%	57%df	37%f	9%df	16%	76%df	80%l	20%	76%l	98%l	2%
Xbox One	292	50	242	160	103	21	52	213	224	68	211	288	4
	13%	12%	13%	16%	10%	10%	7%	15%	18%	6%	19%	17%	1%
		17%	83%	55%df	35%	7%	18%	73%df	77%l	23%	72%l	99%l	1%
Xbox 360	188	31	157	86	77	32	41	138	134	55	126	178	10
	8%	8%	8%	9%	7%	15%	6%	10%	11%	5%	12%	10%	2%
		17%	83%	46%l	41%	17%cdfg	22%	73%df	74%l	29%	67%l	95%l	5%
Nintendo Wii	147	29	118	77	60	27	21	113	103	44	95	139	8
	6%	7%	6%	8%	6%	13%	3%	8%	8%	4%	9%	8%	1%
		20%	80%	53%f	41%f	18%cdfg	15%	77%df	70%l	30%	65%l	95%l	5%
PlayStation 3	142	27	115	72	65	15	37	97	98	44	89	136	7
	6%	7%	6%	7%	6%	7%	5%	7%	8%	4%	8%	8%	1%
		19%	81%	50%	45%	10%	26%	68%	69%l	31%	63%l	95%l	5%
Nintendo Wii U	57	10	47	33	22	11	9	37	44	13	44	53	5
	2%	2%	2%	3%	2%	6%	1%	3%	4%	1%	4%	3%	1%
		18%	82%	57%f	39%	20%dfg	15%	65%f	77%l	23%	77%l	92%l	8%
None of these	123	30	93	56	54	13	40	73	68	55	55	88	35
	5%	7%	5%	6%	5%	6%	6%	5%	6%	5%	5%	5%	6%
		25%	75%	45%	44%	10%	32%	59%	55%	45%	45%	71%	29%
No games consoles in household/DK	1321	231	1090	506	667	110	494	711	527	794	441	794	527
	57%	56%	57%	50%	63%	53%	69%	51%	43%	73%	40%	46%	87%
		18%	82%	38%	50%ceg	8%	37%cddeg	54%	40%	60%hj	33%	60%	40%k
Net: Any	854	151	703	433	332	84	172	615	625	228	586	815	38
	37%	36%	37%	43%	31%	41%	24%	44%	51%	21%	54%	48%	6%
		18%	82%	51%df	39%f	10%df	20%	72%df	73%l	27%	69%l	96%l	4%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 31

QA13: And which, if any, of these games consoles have been connected to a TV set in the home in the last 12 months?
MULTI CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371	1131	723	612	462	237	320	209	1764	433	469	181	706	1615
		59%	49%	31%	26%	20%	10%	14%	9%	76%	19%	20%	8%	30%	70%
Weighted base	2313	1332	1090	718	569	451	234	316	208	1709	448	470	186	717	1596
		58%	47%	31%	25%	20%	10%	14%	9%	74%	19%	20%	8%	31%	69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
PlayStation 4	395	311	300	371	194	153	85	129	73	386	57	95	44	123	272
	17%	23%	28%	52%	34%	34%	36%	41%	35%	23%	13%	20%	24%	17%	17%
		79%	76% mu	94% mnpqrstu	49% mnu	39% mnu	21% mnu	33% mnu	18% mnu	98%	14%	24% v	11% vz	31%	69% v
Xbox One	292	232	211	267	135	109	53	77	44	288	48	72	45	94	198
	13%	17%	19%	37%	24%	24%	23%	24%	21%	17%	11%	15%	24%	13%	12%
		79%	72%	92% mnpqrstu	46% mu	37% mnu	18% u	26% mu	15%	99%	17%	25%	15% vwyz	32%	68%
Xbox 360	188	143	126	152	82	59	42	54	26	178	38	51	28	64	124
	8%	11%	12%	21%	14%	13%	18%	17%	12%	10%	9%	11%	15%	9%	8%
		76%	67%	81% mnpqtu	44% mu	31%	22% mnu	29% mnu	14%	95%	20%	27%	15% vyz	34%	66%
Nintendo Wii	147	102	95	102	58	34	27	31	13	139	37	37	16	58	88
	6%	8%	9%	14%	10%	8%	11%	10%	6%	8%	8%	8%	8%	8%	6%
		69%	65%	70% mnpqtu	39%	23%	18%	21%	9%	95%	25%	25%	11%	40% z	60%
PlayStation 3	142	95	89	125	59	41	30	28	27	136	22	30	12	40	102
	6%	7%	8%	17%	10%	9%	13%	9%	13%	8%	5%	6%	7%	6%	6%
		67%	63%	88% mnpqsu	42% m	29%	21% mnu	19%	19% mnu	95%	15%	21%	9%	28%	72%
Nintendo Wii U	57	47	44	49	33	18	15	17	13	53	17	15	11	23	35
	2%	4%	4%	7%	6%	4%	6%	5%	6%	3%	4%	3%	6%	3%	2%
		82%	77%	85% mnu	57% mu	32%	26% u	30%	23% u	92%	30%	27%	19% z	40%	60%
None of these	123	72	55	-	24	18	8	9	9	88	14	24	9	30	93
	5%	5%	5%	-	4%	4%	3%	3%	4%	5%	3%	5%	5%	4%	6%
		58% o	45% o	-	20% o	14% o	6% o	7% o	7% o	71% o	11%	20%	7%	24%	76% v
No games consoles in household/DK	1321	618	441	-	191	159	76	87	84	794	281	240	78	410	911
	57%	46%	40%	-	34%	35%	32%	27%	40%	46%	63%	51%	42%	57%	57%
		47% nopqrs	33% oprs	-	14% o	12% os	6% o	7% o	6% os	60% nopqrs	21% wrx	18% x	6%	31% x	69% wrx
Net: Any	854	634	586	718	352	273	150	221	115	815	149	202	100	274	580
	37%	48%	54%	100%	62%	61%	64%	70%	55%	48%	33%	43%	54%	38%	36%
		74%	69% mu	84% mnpqrstu	41% mnu	32% mnu	18% mnu	26% mnpqtu	14% mu	96%	17%	24% vz	12% vwyz	32%	68%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 32

QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?

IF NECESSARY – This would include playing games

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with any working TV set in the home and home broadband service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2162	1198 55%	964 45%	1037 48%	1125 52%	298 14%	356 16%	398 18%	365 17%	344 16%	401 19%	542 25%	702 32%	427 20%	491 23%	1244 58%	918 42%	742 34%	1420 66%	653 30%	1509 70%	1323 61%	836 39%
Weighted base	2111	1138 54%	973 46%	1023 48%	1088 52%	310 15%	350 17%	377 18%	382 18%	311 15%	380 18%	495 23%	660 31%	464 22%	492 23%	1155 55%	956 45%	734 35%	1377 65%	630 30%	1481 70%	1129 53%	979 46%
Effective base	1775	1001	778	848	927	239	294	344	305	299	303	445	580	350	407	1025	755	620	1155	547	1229	1143	688
PlayStation 4	359 17%	238 21% 66%	122 13% 34%	191 19% 53%	168 15% 47%	85 28% 24%	107 31% 30%	90 24% 25%	58 15% 16%	17 6% 5%	3 1% 1%	87 18% 24%	106 16% 30%	94 20% 26%	72 15% 20%	193 17% 54%	166 17% 46%	205 28% 57%	154 11% 43%	175 28% 49%	185 12% 51%	222 20% 62%	138 14% 38%
Xbox One	260 12%	163 14% 63%	97 10% 37%	133 13% 51%	127 12% 49%	61 20% 24%	71 20% 27%	67 18% 26%	46 12% 18%	12 4% 5%	2 1% 1%	50 10% 19%	84 13% 32%	60 13% 23%	66 13% 25%	134 12% 51%	126 13% 49%	164 22% 63%	96 7% 37%	143 23% 55%	117 8% 45%	161 14% 62%	99 10% 38%
Xbox 360	144 7%	83 7% 58%	61 6% 42%	77 8% 53%	67 6% 47%	24 8% 17%	32 9% 22%	42 11% 29%	34 9% 23%	11 4% 8%	1 * 1%	25 5% 17%	48 7% 33%	51 11% 35%	20 4% 14%	73 6% 50%	71 7% 50%	87 12% 61%	57 4% 39%	79 13% 55%	65 4% 45%	97 9% 68%	46 5% 32%
PlayStation 3	118 6%	72 6% 61%	45 5% 39%	69 7% 58%	49 5% 42%	23 7% 20%	33 9% 28%	29 8% 25%	27 7% 23%	5 2% 4%	- - -	21 4% 18%	40 6% 34%	36 8% 31%	20 4% 17%	62 5% 52%	56 6% 48%	61 8% 52%	56 4% 48%	51 8% 44%	66 4% 56%	77 7% 65%	41 4% 35%
Nintendo Wii	71 3%	44 4% 62%	27 3% 38%	31 3% 44%	40 4% 56%	21 7% 29%	11 3% 16%	21 6% 30%	12 3% 17%	5 2% 7%	1 * 1%	19 4% 26%	22 3% 31%	19 4% 26%	12 2% 17%	41 4% 57%	31 3% 43%	40 5% 56%	31 2% 44%	29 5% 41%	42 3% 59%	47 4% 65%	25 3% 35%
Nintendo Wii U	42 2%	34 3% 80%	8 1% 20%	18 2% 43%	24 2% 57%	8 2% 19%	14 4% 34%	13 3% 31%	5 1% 11%	1 * 3%	1 * 2%	13 3% 31%	9 1% 21%	11 2% 27%	9 2% 21%	22 2% 52%	20 2% 48%	30 4% 73%	11 1% 27%	26 4% 63%	15 1% 37%	29 3% 69%	13 1% 31%
None of these	99 5%	59 5% 60%	40 4% 40%	48 5% 49%	50 5% 51%	13 4% 13%	9 3% 10%	23 6% 23%	26 7% 26%	19 6% 19%	9 2% 19%	23 5% 23%	20 3% 20%	28 6% 28%	29 6% 29%	42 4% 43%	56 6% 43%	43 6% 57%	56 4% 57%	40 6% 41%	59 4% 59%	55 5% 56%	43 4% 44%
No games consoles in household/DK	1137 54%	525 46% 46%	612 63% 54%	550 54% 48%	587 54% 52%	85 27% 7%	135 39% 12%	151 40% 13%	181 47% 16%	237 76% 21%	350 92% 31%	280 57% 25%	360 55% 32%	208 45% 18%	289 59% 25%	640 55% 56%	498 52% 44%	215 29% 19%	923 67% 81%	190 30% 17%	948 64% 83%	527 47% 46%	607 62% 53%
Net: Any consoles connected to broadband and TV set	718 34%	451 40% 63%	267 27% 37%	363 36% 51%	355 33% 49%	168 54% 23%	189 54% 26%	172 46% 24%	140 37% 20%	41 13% 6%	7 2% 1%	154 31% 21%	229 35% 32%	189 41% 26%	146 30% 20%	383 33% 53%	335 35% 47%	412 56% 57%	305 22% 43%	355 56% 49%	363 24% 51%	459 41% 64%	259 26% 36%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 32

QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?

IF NECESSARY – This would include playing games

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with any working TV set in the home and home broadband service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2162	2162	-	1626	536	1892	270	1470	232	237	223	77	193	145	119	157	145	139	242	253
		100%	-	75%	25%	88%	12%	68%	11%	11%	10%	4%	9%	7%	6%	7%	7%	6%	11%	12%
Weighted base	2111	2111	-**	1577	534	1849	262	1744	187	127	53	87*	232	174	149	180	193	177	273	278
		100%	-**	75%	25%	88%	12%	83%	9%	6%	3%	4%*	11%	8%	7%	9%	9%	8%	13%	13%
Effective base	1775	1775	-	1334	441	1559	216	1348	217	214	150	72	177	133	109	146	134	126	223	237
PlayStation 4	359	359	-	333	27	355	4	309	28	15	7	20	31	36	26	42	36	22	37	58
		17%	-	21%	5%	19%	2%	18%	15%	12%	14%	22%	13%	21%	18%	23%	19%	12%	14%	21%
		100%	-	93% d	7%	99% f	1%	86% l	8%	4%	2%	5%	9%	10%	7%	12% lqr	10%	6%	10%	16% lq
Xbox One	260	260	-	224	36	248	12	214	25	14	8	8	26	25	19	27	27	22	35	25
		12%	-	14%	7%	13%	5%	12%	13%	11%	14%	10%	11%	14%	12%	15%	14%	13%	13%	9%
		100%	-	86% d	14%	95% f	5%	82%	10%	5%	3%	3%	10%	10%	7%	10%	11%	9%	13%	9%
Xbox 360	144	144	-	129	15	140	3	120	13	8	3	6	12	16	5	14	13	9	23	21
		7%	-	8%	3%	8%	1%	7%	7%	7%	6%	7%	5%	9%	3%	8%	7%	5%	8%	8%
		100%	-	89% d	11%	98% f	2%	83%	9%	6%	2%	4%	8%	11%	3%	10%	9%	6%	16%	15%
PlayStation 3	118	118	-	105	12	115	3	104	6	4	4	6	9	15	5	18	17	12	6	16
		6%	-	7%	2%	6%	1%	6%	3%	3%	7%	6%	4%	9%	4%	10%	9%	7%	2%	6%
		100%	-	89% d	11%	98% f	2%	89%	5%	3%	3%	5%	8%	13% r	5%	15% lr	14% r	10%	5%	14% r
Nintendo Wii	71	71	-	67	4	68	3	63	3	5	1	4	3	7	7	7	3	7	13	11
		3%	-	4%	1%	4%	1%	4%	2%	4%	3%	5%	1%	4%	4%	4%	1%	4%	5%	4%
		100%	-	94% d	6%	96%	4%	88%	4%	7%	2%	6%	4%	10%	9%	10%	4%	10%	18% l	15%
Nintendo Wii U	42	42	-	38	4	40	2	35	5	1	*	5	4	1	1	5	2	2	4	10
		2%	-	2%	1%	2%	1%	2%	3%	1%	1%	5%	2%	1%	1%	3%	1%	1%	1%	4%
		100%	-	91% d	9%	95%	5%	84%	13%	2%	1%	11% mn	9%	3%	2%	13%	5%	6%	10%	24%
None of these	99	99	-	75	24	89	10	78	8	9	4	5	12	9	6	10	12	9	10	6
		5%	-	5%	4%	5%	4%	4%	4%	7%	7%	5%	5%	5%	4%	6%	6%	5%	4%	2%
		100%	-	76%	24%	90%	10%	79%	8%	9%	4%	5%	13%	9%	6%	10%	12% e	9%	10%	6%
No games consoles in household/DK	1137	1137	-	748	389	924	213	942	101	68	27	45	140	82	86	83	96	99	152	159
		54%	-	47%	73%	50%	82%	54%	54%	53%	50%	52%	60%	47%	58%	46%	50%	56%	56%	57%
		100%	-	66%	34% c	81%	19% e	83%	9%	6%	2%	4%	12% mo	7%	8%	7%	8%	9%	13%	14% o
Net: Any consoles connected to broadband and TV set	718	718	-	636	81	694	24	600	61	39	18	31	66	71	46	79	71	54	87	95
		34%	-	40%	15%	38%	9%	34%	32%	30%	35%	36%	28%	41%	31%	44%	37%	30%	32%	34%
		100%	-	89% d	11%	97% f	3%	84%	8%	5%	3%	4%	9%	10% l	6%	11% lhr	10%	7%	12%	13%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 32

QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?

IF NECESSARY – This would include playing games

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with any working TV set in the home and home broadband service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2162	440 20%	1722 80%	1029 48%	931 43%	213 10%	568 26%	1407 65%	1252 58%	910 42%	1131 52%	1764 82%	398 18%
Weighted base	2111	376 18%	1735 82%	974 46%	908 43%	206 10%	561 27%	1373 65%	1210 57%	901 43%	1090 52%	1709 81%	402 19%
Effective base	1775	336	1440	844	764	166	465	1157	1043	733	939	1442	333
PlayStation 4	359 17%	62 17%	297 17%	206 21%	132 15%	36 18%	59 10%	277 20%	290 24%	69 8%	283 26%	359 21%	-
				57%df	37%df	10%df	16%	77%df	81%df	19%	79%df	100%df	-
Xbox One	260 12%	41 11%	218 13%	143 15%	90 10%	19 9%	47 8%	191 14%	201 17%	59 7%	193 18%	260 15%	-
				55%df	35%	8%	18%	74%df	77%df	23%	74%df	100%df	-
Xbox 360	144 7%	22 6%	122 7%	68 7%	55 6%	23 11%	27 5%	111 9%	107 9%	37 4%	103 9%	144 8%	-
						16%df	19%	77%df	75%df	25%	71%df	100%df	-
PlayStation 3	118 6%	22 6%	96 6%	64 7%	50 6%	12 6%	27 5%	85 6%	84 7%	33 4%	76 7%	118 7%	-
									72%df	28%	65%df	100%df	-
Nintendo Wii	71 3%	12 3%	59 3%	41 4%	32 4%	12 6%	8 1%	58 4%	53 4%	18 2%	53 5%	71 4%	-
				57%df	45%df	17%df	11%	81%df	74%df	26%	74%df	100%df	-
Nintendo Wii U	42 2%	8 2%	34 2%	25 3%	14 2%	9 4%	5 1%	26 2%	35 3%	7 1%	35 3%	42 2%	-
				61%df	34%	22%dfg	11%	84%df	84%df	16%	84%df	100%df	-
None of these	99 5%	17 5%	81 5%	40 4%	43 5%	20 10%	22 4%	68 5%	57 5%	41 5%	50 5%	83 5%	16 4%
													16%
No games consoles in household/DK	1137 54%	194 52%	943 54%	479 42%	527 46%	110 10%	357 31%	683 60%	515 45%	623 55%	441 39%	794 70%	344 30%
Net: Any consoles connected to broadband and TV set	718 34%	127 34%	591 34%	382 53%	266 37%	63 9%	133 18%	531 74%	549 76%	169 24%	526 73%	718 100%	-

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 32

QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?

IF NECESSARY – This would include playing games

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with any working TV set in the home and home broadband service

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total	1371 63%	1131 52%	723 33%	612 28%	462 21%	237 11%	320 15%	209 10%	1764 82%	386 18%	442 20%	167 8%	648 30%	1514 70%	
2162	1371 63%	1131 52%	723 33%	612 28%	462 21%	237 11%	320 15%	209 10%	1764 82%	386 18%	442 21%	167 8%	648 31%	1514 69%	
2111	1332 63%	1090 52%	718 34%	569 27%	451 21%	234 11%	316 15%	208 10%	1709 81%	390 18%	434 21%	168 8%	646 31%	1465 69%	
1775	1124	939	597	493	389	202	268	184	1442	321	368	145	542	1233	
359 17%	290 22% 81%	283 26% 79% mu	359 50% 100% mnpqrstu	188 33% 52% mnu	142 32% 40% mnu	79 34% 22% mnu	123 39% 34% mnu	69 33% 19% mnu	359 21% 100%	56 14% 15%	88 20% 24% v	40 24% 11% vz	114 18% 32%	246 17% 68%	
260 12%	210 16% 81%	193 18% 74%	260 36% 100% mnpqrstu	129 23% 50% mnu	102 23% 39% mnu	49 21% 19% u	69 22% 27% mu	42 20% 16%	260 15% 100%	42 11% 16%	62 14% 24%	39 23% 15% vwyz	83 13% 32%	177 12% 68%	
144 7%	119 9% 83%	103 9% 71%	144 20% 100% mnpqtu	72 13% 50% mu	53 12% 37% u	42 18% 29% mnnqu	51 16% 36% mnu	23 11% 16%	144 8% 100%	29 7% 20%	44 10% 30% z	24 14% 16% vyz	52 8% 36%	92 6% 64%	
118 6%	81 6% 69%	76 7% 65%	118 16% 100% mnpqsu	50 9% 42% m	37 8% 32%	26 11% 22% mnu	25 8% 21%	25 12% 21% mnu	118 7% 100%	20 5% 17%	27 6% 23%	12 7% 10%	37 6% 31%	81 6% 69%	
71 3%	57 4% 79%	53 5% 74%	71 10% 100% mnpqtu	31 5% 43%	20 5% 29%	21 9% 29% mnnqu	22 7% 31% u	10 5% 14%	71 4% 100%	21 5% 30% z	24 5% 33% z	11 6% 15% z	32 5% 45% z	40 3% 55%	
42 2%	37 3% 88%	35 3% 84%	42 6% 100% mnu	26 5% 62% u	17 4% 42%	13 5% 30% mu	16 5% 39% mu	12 6% 29% mu	42 2% 100%	14 4% 33% z	15 3% 36% z	11 6% 26% z	19 3% 46% z	22 2% 54%	
99 5%	58 4% 59% oqt	50 5% 51% oqt	- - 25% ot	25 4% 10% o	9 2% 6% o	6 3% 8% o	8 2% 3% o	3 1% 3% o	83 5% 84% oqt	18 5% 19%	15 3% 15%	4 3% 4%	27 4% 27%	72 5% 73%	
1137 54%	618 46% 54% knopqrs	441 40% 39% oprs	- - 17% o	191 34% 14% os	159 35% 7% o	76 32% 8% o	87 27% 8% o	84 40% 7% os	794 46% 70% nopqrs	227 58% 20% wx	210 48% 18% x	64 38% 6%	347 54% 30% x	791 54% 70% x	
718 34%	566 42% 79%	526 48% 73% mu	718 100% 100% mnpqrstu	324 57% 45% mnu	255 57% 36% mnu	144 61% 20% mnu	209 66% 29% mnpqtu	110 53% 15% mu	718 42% 100%	123 32% 17%	176 41% 25% vz	90 53% 13% vwyz	232 36% 32%	485 33% 68%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 33

QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?

IF NECESSARY – This would include playing games

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with games console and have working TV /connected to broadband

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	723	473 65%	250 35%	369 51%	354 49%	160 22%	187 26%	177 24%	140 19%	47 7%	12 2%	173 24%	238 33%	169 23%	143 20%	411 57%	312 43%	417 58%	306 42%	364 50%	359 50%	527 73%	196 27%
Weighted base	718	451 63%	267 37%	363 51%	355 49%	168 23%	189 26%	172 24%	140 20%	41* 6%*	7** 1%**	154 21%	229 32%	189 26%	146 20%	383 53%	335 47%	412 57%	305 43%	355 49%	363 51%	459 64%	259 36%
Effective base	597	398	202	300	297	130	156	153	112	40	10	143	198	140	120	341	259	349	249	306	292	458	166
PlayStation 4	359 50%	238 53% 66%	122 46% 34%	191 53% 53%	168 47% 47%	85 51% 24%	107 57% 30% ¹	90 52% 25%	58 41% 16%	17 42% 5%	3 35% 1%	87 57% 24%	106 46% 30%	94 50% 26%	72 49% 20%	193 51% 54%	166 50% 46%	205 50% 57%	154 50% 43%	175 49% 49%	185 51% 51%	222 48% 62%	138 53% 38%
Xbox One	260 36%	163 36% 63%	97 36% 37%	133 37% 51%	127 36% 49%	61 37% 24%	71 38% 27%	67 39% 26%	46 33% 18%	12 30% 5%	2 31% 1%	50 32% 19%	84 37% 32%	60 32% 23%	66 45% 29% ¹	134 35% 51%	126 38% 49%	164 40% 63% ¹	96 31% 37%	143 40% 55% ¹	117 32% 45%	161 35% 62%	99 38% 38%
Xbox 360	144 20%	83 18% 58%	61 23% 42%	77 21% 53%	67 19% 47%	24 14% 17%	32 17% 22%	42 25% 29% ¹	34 24% 23%	11 27% 8%	1 19% 1%	25 16% 17%	48 21% 33%	51 27% 35% ¹	20 14% 14%	73 19% 50%	71 21% 50%	87 21% 61%	57 19% 39%	79 22% 55%	65 18% 45%	97 21% 68%	46 18% 32%
PlayStation 3	118 16%	72 16% 61%	45 17% 39%	69 19% 58%	49 14% 42%	23 14% 20%	33 17% 28%	29 17% 25%	27 20% 23%	5 12% 4%	- - -	21 14% 18%	40 18% 34%	36 19% 31%	20 13% 17%	62 16% 52%	56 17% 48%	61 15% 52%	56 18% 48%	51 14% 44%	66 18% 56%	77 17% 65%	41 16% 35%
Nintendo Wii	71 10%	44 10% 62%	27 10% 38%	31 9% 44%	40 11% 56%	21 12% 29%	11 6% 16%	21 12% 30%	12 9% 17%	5 13% 7%	1 11% 1%	19 12% 26%	22 10% 31%	19 10% 26%	12 8% 17%	41 11% 57%	31 9% 43%	40 10% 56%	31 10% 44%	29 8% 41%	42 12% 59%	47 10% 65%	25 10% 35%
Nintendo Wii U	42 6%	34 7% 80%	8 3% 20%	18 5% 43%	24 7% 57%	8 5% 19%	14 8% 34%	13 7% 31%	5 3% 11%	1 3% 3%	1 11% 2%	13 8% 31%	9 4% 21%	11 6% 27%	9 6% 21%	22 6% 52%	20 6% 48%	30 7% 73%	11 4% 27%	26 7% 63%	15 4% 37%	29 6% 69%	13 5% 31%
Net: Any consoles connected to broadband and TV set	718 100%	451 100% 63%	267 100% 37%	363 100% 51%	355 100% 49%	168 100% 23%	189 100% 26%	172 100% 24%	140 100% 20%	41 100% 6%	7 100% 1%	154 100% 21%	229 100% 32%	189 100% 26%	146 100% 20%	383 100% 53%	335 100% 47%	412 100% 57%	305 100% 43%	355 100% 49%	363 100% 51%	459 100% 64%	259 100% 36%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 33

QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?**IF NECESSARY – This would include playing games****IF NECESSARY – This could be through a wired or Wi-Fi connection.****MULTI CODE****Base: All with games console and have working TV /connected to broadband**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	723	723 100%	-	640 89%	83 11%	700 97%	23 3%	491 68%	78 11%	72 10%	82 11%	26 4%	52 7%	55 8%	36 5%	70 10%	49 7%	41 6%	74 10%	88 12%
Weighted base	718	718 100%	-**	636 89%	81* 11%*	694 97%	24** 3%**	600 84%	61* 8%*	39* 5%*	18* 3%**	31** 4%**	66** 9%*	71* 10%*	46* 6%*	79* 11%*	71* 10%*	54* 7%*	87* 12%*	95* 13%*
Effective base	597	597	-	529	68	578	20	458	74	64	78	25	49	52	34	66	46	39	69	82
PlayStation 4	359	359	-	333	27	355	4	309	28	15	7	20	31	36	26	42	36	22	37	58
	50%	50%	-	52%	33%	51%	18%	51%	46%	40%	40%	63%	47%	51%	58%	53%	52%	41%	42%	61%
		100%	-	93% d	7%	99%	1%	86%	8%	4%	2%	5%	9%	10%	7%	12%	10%	6%	10%	16% qr
Xbox One	260	260	-	224	36	248	12	214	25	14	8	8	26	25	19	27	27	22	35	25
	36%	36%	-	35%	44%	36%	51%	36%	41%	36%	41%	27%	40%	35%	41%	34%	39%	42%	40%	26%
		100%	-	86%	14%	95%	5%	82%	10%	5%	3%	3%	10%	10%	7%	10%	11%	9%	13%	9%
Xbox 360	144	144	-	129	15	140	3	120	13	8	3	6	12	16	5	14	13	9	23	21
	20%	20%	-	20%	19%	20%	15%	20%	21%	22%	16%	19%	19%	23%	11%	18%	18%	17%	26%	22%
		100%	-	89%	11%	98%	2%	83%	9%	6%	2%	4%	8%	11%	3%	10%	9%	6%	16%	15%
PlayStation 3	118	118	-	105	12	115	3	104	6	4	4	6	9	15	5	18	17	12	6	16
	16%	16%	-	17%	15%	17%	11%	17%	10%	10%	19%	18%	14%	21%	12%	23%	24%	22%	7%	17%
		100%	-	89%	11%	98%	2%	89%	5%	3%	3%	5%	8%	13% r	5%	15% r	14% r	10% r	5%	14%
Nintendo Wii	71	71	-	67	4	68	3	63	3	5	1	4	3	7	7	7	3	7	13	11
	10%	10%	-	11%	5%	10%	13%	10%	5%	12%	8%	14%	5%	10%	14%	9%	4%	14%	15%	12%
		100%	-	94%	6%	96%	4%	88%	4%	7%	2%	6%	4%	10%	9%	10%	4%	10%	18%	15%
Nintendo Wii U	42	42	-	38	4	40	2	35	5	1	*	5	4	1	1	5	2	2	4	10
	6%	6%	-	6%	5%	6%	9%	6%	9%	2%	2%	15%	6%	2%	2%	7%	3%	4%	5%	11%
		100%	-	91%	9%	95%	5%	84%	13%	2%	1%	11%	9%	3%	2%	13%	5%	6%	10%	24%
Net: Any consoles connected to broadband and TV set	718	718	-	636	81	694	24	600	61	39	18	31	66	71	46	79	71	54	87	95
	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		100%	-	89%	11%	97%	3%	84%	8%	5%	3%	4%	9%	10%	6%	11%	10%	7%	12%	13%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 33

QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?

IF NECESSARY – This would include playing games

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with games console and have working TV /connected to broadband

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	723	149 21%	574 79%	398 55%	270 37%	69 10%	129 18%	538 74%	558 77%	165 23%	533 74%	723 100%	-
Weighted base	718	127 18%	591 82%	382 53%	266 37%	63* 9%*	133 18%	531 74%	549 76%	169 24%	526 73%	718 100%	-**
Effective base	597	113	485	327	220	57	105	446	466	132	445	597	-
PlayStation 4	359	62	297	206	132	36	59	277	290	69	283	359	-
	50%	49%	50%	54%	50%	58%	44%	52%	53%	41%	54%	50%	-
		17%	83%	57%	37%	10%	16%	77%	81% l	19%	79% l	100%	-
Xbox One	260	41	218	143	90	19	47	191	201	59	193	260	-
	36%	33%	37%	37%	34%	31%	35%	36%	37%	35%	37%	36%	-
		16%	84%	55%	35%	8%	18%	74%	77%	23%	74%	100%	-
Xbox 360	144	22	122	68	55	23	27	111	107	37	103	144	-
	20%	17%	21%	18%	21%	37%	20%	21%	20%	22%	20%	20%	-
		15%	85%	47%	38%	16% cdfg	19%	77%	75%	25%	71%	100%	-
PlayStation 3	118	22	96	64	50	12	27	85	84	33	76	118	-
	16%	17%	16%	17%	19%	19%	20%	16%	15%	20%	14%	16%	-
		18%	82%	55%	43%	10%	23%	72%	72%	28%	65%	100%	-
Nintendo Wii	71	12	59	41	32	12	8	58	53	18	53	71	-
	10%	10%	10%	11%	12%	19%	6%	11%	10%	11%	10%	10%	-
		17%	83%	57%	45%	17% df	11%	81%	74%	26%	74%	100%	-
Nintendo Wii U	42	8	34	25	14	9	5	26	35	7	35	42	-
	6%	6%	6%	7%	5%	14%	3%	5%	6%	4%	7%	6%	-
		18%	82%	61%	34%	22% cdfg	11%	63%	84%	16%	84%	100%	-
Net: Any consoles connected to broadband and TV set	718	127	591	382	266	63	133	531	549	169	526	718	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
		18%	82%	53%	37%	9%	18%	74%	76%	24%	73%	100%	-

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 33

QA14: And which, if any, of these games consoles have been connected to your broadband service as well as to a TV set in the home in the last 12 months?

IF NECESSARY – This would include playing games

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with games console and have working TV /connected to broadband

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
723	573 79%	533 74%	723 100%	339 47%	253 35%	140 19%	209 29%	110 15%	723 100%	122 17%	177 24%	86 12%	234 32%	489 68%
718	566 79%	526 73%	718 100%	324 45%	255 36%	144 20%	209 29%	110* 15%*	718 100%	123 17%	176 25%	90* 13%*	232 32%	485 68%
597	474	445	597	279	215	120	179	96	597	106	153	77	203	395
359	290	283	359	188	142	79	123	69	359	56	88	40	114	246
50%	51% 81%	54% 79%	50% 100%	58% 62%ou	56% 40%	55% 22%	59% 34%ou	63% 19%ou	50% 100%	45% 15%	50% 24%	44% 11%	49% 32%	51% 68%
260	210	193	260	129	102	49	69	42	260	42	62	39	83	177
36%	37% 81%	37% 74%	36% 100%	40% 50%	40% 39%	34% 19%	33% 27%	39% 16%	36% 100%	34% 16%	35% 24%	43% 15%	36% 32%	37% 68%
144	119	103	144	72	53	42	51	23	144	29	44	24	52	92
20%	21% 83%	20% 71%	20% 100%	22% 50%	21% 37%	29% 29%nou	24% 36%	21% 16%	20% 100%	24% 37%	25% 30%	26% 16%	22% 36%	19% 64%
118	81	76	118	50	37	26	25	25	118	20	27	12	37	81
16%	14% 69%	14% 65%	16% 100%	15% 42%	15% 32%	18% 22%	12% 21%	23% 21%mins	16% 100%	17% 17%	15% 23%	13% 10%	16% 31%	17% 69%
71	57	53	71	31	20	21	22	10	71	21	24	11	32	40
10%	10% 79%	10% 74%	10% 100%	10% 43%	8% 29%	15% 29%	10% 31%	9% 14%	10% 100%	17% 30%z	13% 33%	12% 15%	14% 45%z	8% 55%
42	37	35	42	26	17	13	16	12	42	14	15	11	19	22
6%	6% 88%	7% 84%	6% 100%	8% 62%	7% 42%	9% 30%	8% 39%	11% 29%	6% 100%	11% 33%z	9% 36%	12% 26%z	8% 46%	5% 54%
718	566	526	718	324	255	144	209	110	718	123	176	90	232	485
100%	100% 79%	100% 73%	100% 100%	100% 45%	100% 36%	100% 20%	100% 29%	100% 15%	100% 100%	100% 17%	100% 25%	100% 13%	100% 32%	100% 68%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

* small base

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Table 34

QA15: (SHOW SCREEN) This is a list of different types of computers and other devices that can be used to go online. Which, if any, of these types of devices do you or anyone else in your household have at the moment?

MULTI CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Smartphone	1814 76%	965 81% 53%	849 71% 47%	866 75% 48%	948 77% 52%	305 87% 17% gh	343 88% 19% gh	343 85% 19% gh	348 85% 19% gh	241 70% 13% h	235 48% 13%	420 79% 23% l	590 80% 33% l	393 78% 22% l	410 67% 23%	1010 80% 56% n	803 72% 44%	676 89% 37% p	1138 70% 63%	581 89% 32% r	1233 71% 68%	1016 86% 56% t	797 67% 44%
Laptop computer	1708 72%	959 80% 56%	749 63% 44%	806 70% 47%	902 74% 53% a	288 82% 17% gh	299 76% 18% h	318 79% 19% h	307 75% 18% h	249 72% 15% h	247 51% 14%	407 77% 24% l	575 78% 34% l	383 76% 22% l	343 56% 20%	982 78% 58% n	726 65% 42%	614 81% 36% p	1093 67% 64%	518 80% 30% r	1189 69% 70%	946 80% 55% t	760 64% 44%
Tablet computer	1377 58%	734 62% 53%	643 54% 47%	650 56% 47%	727 59% 53%	195 56% 14% h	237 61% 17% h	259 64% 19% cgh	266 65% 19% cgh	192 56% 14% h	228 47% 17%	356 67% 26% gh	425 58% 31% l	290 57% 21% l	305 50% 22%	781 62% 57% n	596 53% 43%	537 71% 39% p	840 52% 61%	464 71% 34% r	913 53% 66%	731 62% 53% t	645 54% 47%
Desktop computer	797 33%	560 47% 70%	237 20% 30%	439 38% 55% b	358 29% 45%	85 24% 11%	115 29% 14%	132 32% 16% c	143 35% 18% c	141 41% 18% cde	181 37% 23% cd	210 40% 26% kl	258 35% 32% l	153 30% 19%	176 29% 22%	468 37% 59% n	329 29% 41%	235 31% 29%	563 35% 71%	200 31% 25%	597 34% 75%	402 34% 50%	395 33% 50%
None of these	167 7%	2 * 1%	165 14% 99%	86 7% 51%	81 7% 49%	11 3% 6%	6 1% 3%	11 3% 7%	12 3% 7%	21 6% 12% de	106 22% 64% cde	19 4% 12%	28 4% 17%	34 7% 20% j	86 14% 51% klh	48 4% 29%	119 11% 71% mn	13 2% 8%	154 9% 92% o	13 2% 8%	154 9% 92% o	15 1% 9%	152 13% 91% s
Don't know	8 *	4 * 51%	4 * 49%	4 * 46%	4 * 54%	* * 4%	3 1% 34%	2 * 24%	- * -	* * 4%	3 1% 34%	3 1% 36%	2 * 20%	* * 4%	3 1% 40%	5 * 56%	4 * 44%	5 1% 57%	3 * 43%	4 * 45%	4 * 55%	3 * 43%	5 * 57%
Net: Any	2209 93%	1186 99% 54%	1023 86% 46%	1070 92% 48%	1139 93% 52%	339 97% 15% h	382 98% 17% gh	392 97% 18% h	396 97% 18% h	322 94% 15% h	377 78% 17%	507 96% 23% l	705 96% 32% l	472 93% 21% l	524 85% 24%	1212 96% 55% n	996 89% 45%	741 98% 34% p	1468 90% 66%	635 97% 29% r	1574 91% 71%	1169 98% 53% t	1037 87% 47%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 34

QA15: (SHOW SCREEN) This is a list of different types of computers and other devices that can be used to go online. Which, if any, of these types of devices do you or anyone else in your household have at the moment?

MULTI CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Smartphone	1814	1757 76%	56 1%	1384 66%	430 1%	1650 76%	164 3%	1498 76%	165 7%	103 3%	48 3%	76 4%	201 11%	155 7%	126 7%	152 8%	168 9%	136 8%	230 7%	253 8%
		81% 97% ^b	27% 3%	86% 76% ^d	55% 24%	85% 91% ^f	37% 9%	83% 83%	9% 9%	6% 6%	3% 3%	78% 4%	77% 11%	79% 9%	75% 7%	73% 8%	77% 9%	68% 8%	72% 13%	84% 14% ^{lnoqr}
Laptop computer	1708	1673 72%	32 2%	1289 68%	419 2%	1545 79%	163 3%	1438 73%	150 6%	83 5%	36 2%	73 4%	186 11%	143 7%	111 6%	141 8%	153 9%	149 9%	226 13%	257 15%
		77% 98% ^b	15% 2%	80% 75% ^d	54% 25%	79% 90% ^f	37% 10%	73% 84% ⁱ	69% 9%	59% 5%	66% 2%	75% 4%	71% 11%	73% 8%	65% 6%	68% 8%	70% 9%	74% 9%	70% 13%	86% 15% ^{klmnopqr}
Tablet computer	1377	1351 58%	23 2%	1100 62%	277 2%	1252 64%	125 9%	1143 58%	120 5%	79 6%	35 3%	59 4%	143 5%	111 5%	100 5%	114 5%	130 6%	114 5%	171 12%	200 67%
		62% 98% ^b	11% 2%	68% 80% ^d	36% 20%	64% 91% ^f	28% 9%	83% 83%	9% 9%	6% 6%	3% 3%	4% 4%	10% 10%	8% 8%	7% 7%	8% 8%	9% 9%	8% 8%	12% 12%	15% ^{lor}
Desktop computer	797	785 33%	12 2%	602 37%	195 24%	711 37%	86 11%	673 34%	60 8%	53 3%	11 1%	36 5%	82 10%	74 9%	46 6%	63 8%	93 12% ^{inc}	64 8%	116 15%	100 13%
		36% 98% ^b	6% 2%	37% 76% ^d	25% 24%	37% 89% ^f	20% 11%	34% 84% ^j	28% 8%	38% 7% ^h	20% 1%	37% 5%	31% 10%	38% 9%	27% 6%	30% 8%	43% 12% ^{inc}	32% 8%	36% 15%	33% 13%
None of these	167	39 7%	128 2%	11 6%	157 20%	12 7%	156 35%	135 81%	18 11%	12 8%	2 4%	7 4%	16 10%	7 3%	16 4%	24 11%	9 5%	21 5%	22 13%	13 8%
		2% 23%	61% 77% ^a	1% 6%	20% 94% ^c	1% 7%	35% 93% ^e	7% 81%	8% 11%	8% 7%	4% 1%	7% 4%	6% 10%	3% 4%	9% 9%	11% 14% ^{mps}	4% 5%	11% 13% ^{mps}	7% 13%	4% 8%
Don't know	8	8 *	-	3 *	5 1%	3 38%	5 62% ^{ae}	7 93%	-	-	1 7% ^h	-	-	2 20%	-	-	2 25%	1 14%	2 22%	1 11%
		100%	-	34%	66%	38%	62% ^{ae}	93%	-	-	7% ^h	-	-	20%	-	-	25%	14%	22%	11%
Net: Any	2209	2125 93%	81 4%	1594 69%	615 28%	1931 87% ^f	278 13%	1829 83%	199 9%	129 6%	52 2%	91 4%	246 11%	187 8% ^{od}	153 7%	184 8%	206 9% ^o	178 8%	298 13%	286 13% ^{od}
		98% 96% ^b	39% 4%	79% 72% ^d	63% 28%	99% 87% ^f	63% 13%	93% 83%	92% 9%	92% 6%	95% 2%	93% 4%	94% 11%	96% 8% ^{od}	91% 7%	92% 8%	95% 9% ^o	89% 8%	93% 13%	95% 13% ^{od}

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 34

QA15: (SHOW SCREEN) This is a list of different types of computers and other devices that can be used to go online.
Which, if any, of these types of devices do you or anyone else in your household have at the moment?

MULTI CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Smartphone	1814	301	1513	830	763	160	462	1166	1073	688	967	1442	372
	76%	72%	77%	83%	72%	78%	65%	83%	87%	63%	89%	84%	55%
		17%	83%a	46%df	42%f	9%f	25%	64%df	59%l	38%	53%l	80%l	20%
Laptop computer	1708	276	1432	753	712	166	430	1094	975	680	877	1352	355
	72%	66%	73%	75%	67%	81%	60%	78%	79%	63%	80%	79%	53%
		16%	84%a	44%df	42%f	10%df	25%	64%df	57%l	40%	51%l	79%l	21%
Tablet computer	1377	247	1130	655	582	128	325	932	841	508	769	1139	237
	58%	59%	58%	65%	55%	62%	46%	66%	68%	47%	71%	67%	35%
		18%	82%	48%df	42%f	9%f	24%	68%df	61%l	37%	56%l	83%l	17%
Desktop computer	797	166	631	370	356	89	201	499	465	310	412	616	181
	33%	40%	32%	37%	34%	43%	28%	35%	38%	29%	38%	36%	27%
		21%b	79%	46%f	45%f	11%dfg	25%	63%l	58%l	39%	52%l	77%l	23%
None of these	167	29	138	41	104	-	100	42	12	149	8	26	142
	7%	7%	7%	4%	10%	-	14%	3%	1%	14%	1%	1%	21%
		17%	83%	25%e	62%ceg	-	60%cddeg	25%e	7%	89%hj	5%	15%	85%k
Don't know	8	3	5	2	3	1	3	4	5	3	5	5	3
	*	1%	*	*	*	1%	*	*	*	*	*	*	*
		32%	68%	31%	39%	18%	35%	53%	62%	38%	62%	66%	34%
Net: Any	2209	388	1821	961	955	205	609	1359	1211	932	1077	1678	531
	93%	92%	93%	96%	90%	99%	86%	97%	99%	86%	99%	98%	79%
		18%	82%	43%df	43%f	9%cdf	28%	62%df	55%l	42%	49%l	76%l	24%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 34

QA15: (SHOW SCREEN) This is a list of different types of computers and other devices that can be used to go online. Which, if any, of these types of devices do you or anyone else in your household have at the moment?

MULTI CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Smartphone	1814	1138	967	659	509	377	219	316	187	1442	303	334	138	506	1307
	76%	85% 63%	89% 53%mq	92% 36%mq	89% 28%mq	83% 21%	94% 12%mnqu	100% 17%mnopqr	90% 10%qu	84% 80%	68% 17%	71% 18%	74% 8%	71% 28%	78% 72%vw
Laptop computer	1708	1054	877	606	474	410	198	271	175	1352	318	344	135	523	1184
	72%	79% 62%	80% 51%	84% 35%mn	83% 28%u	91% 24%mnopr	85% 12%	86% 16%mu	84% 10%	79% 79%	71% 19%	73% 20%	73% 8%	73% 31%	71% 69%
Tablet computer	1377	915	769	509	425	282	234	233	146	1139	257	285	114	422	955
	58%	69% 66%q	71% 56%qu	71% 37%q	75% 31%mq	63% 21%	100% 17%mnopqr	74% 17%qu	70% 11%	67% 83%	57% 19%	61% 21%	61% 8%	59% 31%	57% 69%
Desktop computer	797	495	412	275	235	203	97	125	93	616	188	188	77	283	514
	33%	37% 62%	38% 52%	38% 34%	41% 29%u	45% 25%mnou	41% 12%	40% 16%	45% 12%u	36% 77%	24%z	24%z	10%z	35%z	65%
None of these	167	18	8	4	4	-	-	-	-	26	41	26	12	53	114
	7%	1% 11%q	1% 5%	1% 2%	1% 2%	1% -	1% -	- -	- -	1% 15%qs	9% 25%	6% 16%	6% 7%	7% 32%	7% 68%
Don't know	8	3	5	2	*	-	-	-	-	5	2	3	2	4	4
	*	* 35%	* 62%	* 23%	* 4%	- -	- -	- -	- -	* 66%	1% 30%	1% 35%	1% 20%	1% 50%	* 50%
Net: Any	2209	1311	1077	712	565	451	234	316	208	1678	404	441	173	660	1549
	93%	98% 59%	99% 49%	99% 32%	99% 26%	100% 20%mn	100% 11%	100% 14%mu	100% 9%	98% 76%	90% 18%	94% 20%	93% 8%	92% 30%	93% 70%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 35

QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service?
IF NECESSARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for.

MULTI CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Smartphone	1636 69%	868 73% 53%	767 64% 47%	774 67% 47%	862 70% 53%	289 82% 15% gh	323 83% 20% gh	312 77% 19% gh	322 79% 20% gh	202 59% 12% h	188 39% 11%	379 72% 23% l	538 73% 33% l	356 70% 22% l	364 59% 22%	917 72% 56% n	719 64% 44%	630 83% 35% p	1006 62% 62%	537 82% 33% r	1099 63% 67%	942 79% 58% t	694 58% 42%
Laptop computer	1621 68%	917 77% 57%	704 59% 43%	774 67% 48%	846 69% 52%	281 80% 17% cd	283 73% 17% h	298 74% 18% h	292 72% 18% h	237 69% 15% h	230 47% 14%	391 74% 24% l	546 74% 34% l	362 71% 22% l	322 52% 20%	937 74% 58% n	684 61% 42%	579 76% 36% p	1042 64% 64%	488 75% 30% r	1133 65% 70%	905 76% 56% t	714 60% 44%
Tablet computer	1267 53%	674 57% 53%	593 50% 47%	602 52% 48%	665 54% 52%	183 52% 14% h	218 56% 17% h	241 60% 19% gh	248 61% 20% cgh	178 52% 14% h	198 41% 16%	334 63% 26% gkl	388 53% 31% l	273 54% 22% l	272 44% 21%	722 57% 57% n	545 49% 43%	499 66% 39% p	768 47% 61%	431 66% 34% r	836 48% 66%	691 58% 55% t	576 48% 45%
Desktop computer	717 30%	511 43% 71%	206 17% 29%	398 34% 55% u	319 26% 45%	74 21% 10%	106 27% 15%	116 29% 16% c	131 32% 18% c	127 37% 18% cde	163 34% 23% c	185 35% 26% kl	237 32% 33% l	140 28% 20%	156 25% 22%	421 33% 59% n	296 26% 41%	210 28% 29%	507 31% 71%	179 28% 25%	538 31% 75%	364 31% 51%	353 30% 49%
None of these	66 3%	18 2% 28%	48 4% 72%	29 2% 44%	37 3% 56%	5 1% 8%	9 2% 13%	11 3% 16%	6 1% 9%	13 4% 20% cd	22 4% 33% cl	10 2% 15%	21 3% 32%	15 3% 23%	19 3% 30%	31 2% 47%	35 3% 53%	10 1% 15%	56 3% 85% o	8 1% 13%	57 3% 87% q	19 2% 29%	47 4% 71% s
Don't know	7 *	7 1% 89%	1 * 11%	2 * 27%	5 * 73%	- - -	1 * 14%	2 * 23%	- - -	3 1% 26%	3 1% 38%	- * -	2 * 23%	2 * 29%	4 1% 48%	2 * 23%	6 1% 77%	3 * 38%	5 * 62%	3 * 38%	5 * 62%	4 * 49%	4 * 51%
Net: Any connected to broadband	2136 90%	1161 97% 54%	975 82% 46%	1039 90% 49%	1096 90% 51%	334 95% 16% gh	373 95% 17% gh	380 94% 18% gh	389 96% 18% gh	307 89% 14% h	353 73% 17%	498 94% 23% kl	682 93% 32% l	455 90% 21% l	501 82% 23%	1180 93% 55% n	956 85% 45%	729 96% 34% p	1407 87% 66%	623 96% 29% r	1512 87% 71%	1146 97% 54% t	987 83% 46%
Net: None/DK devices in household	175 7%	6 1% 4%	169 14% 96%	90 8% 51%	85 7% 49%	11 3% 6%	9 2% 5%	13 3% 8%	12 3% 7%	21 6% 12% d	109 22% 62% cd	22 4% 13%	30 4% 17%	34 7% 19%	89 15% 51% ijk	52 4% 30%	123 11% 70% m	18 2% 10%	157 10% 90% o	17 3% 10%	158 9% 90% q	19 2% 11%	157 13% 89% s

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

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Table 35

QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service?
IF NECESSARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for.

MULTI CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Smartphone	1636	1598 74%	37 18%	1273 79%	363 47%	1516 78%	120 27%	1357 69%	144 66%	88 63%	47 86%	71 73%	181 69%	146 75%	120 71%	142 68%	153 71%	117 58%	191 59%	236 79%
	69%	98% b	2%	78% d	22%	93% f	7%	83%	9%	5%	3% ghi	4% qr	11% qr	9% qr	7% qr	9%	9% qr	7%	12%	14% loqr
Laptop computer	1621	1591 73%	27 13%	1235 77%	386 50%	1482 76%	139 32%	1369 69%	140 65%	77 55%	34 63%	68 69%	173 66%	136 70%	105 62%	139 67%	149 69%	141 71%	210 65%	248 82%
	68%	95% b	2%	76% d	24%	91% f	9%	84% i	9% i	5%	2%	4%	11%	8%	6%	9%	9%	9%	13%	15% klmnopqr
Tablet computer	1267	1252 58%	13 6%	1035 64%	232 30%	1171 60%	97 22%	1059 54%	107 49%	68 48%	33 61%	57 58%	125 48%	110 56%	98 58%	109 53%	117 54%	105 52%	154 48%	185 62%
	53%	99% b	1%	82% d	18%	92% f	8%	84%	8%	5%	3% hi	4%	10%	9%	8%	9%	9%	8%	12%	15% lr
Desktop computer	717	711 33%	6 3%	549 34%	168 22%	649 33%	68 16%	609 31%	54 25%	44 32%	10 18%	32 33%	73 28%	66 34%	40 24%	54 26%	83 38%	58 29%	108 33%	93 31%
	30%	99% b	1%	77% d	23%	90% f	10%	85% j	8%	6% j	1%	5%	10%	9%	6%	8%	12% lmn	8%	15%	13%
None of these	66	42 64%	24 36% a	19 29%	47 71% c	18 27%	48 73% e	47 72%	9 14%	9 13% dj	1 1%	1 2%	13 5%	3 2%	2 1%	6 3%	5 2%	6 3%	9 3%	2 1%
Don't know	7	6 *	1 *	3 *	5 1%	2 *	6 1%	6 *	1 *	-	-	-	3 1%	-	-	-	-	2 1%	1 *	1 *
	*	86%	14%	38%	62%	23%	77% de	86%	14%	-	-	-	34%	-	-	-	-	29%	12%	11%
Net: Any connected to broadband	2136	2076 96%	56 27%	1572 98%	564 73%	1911 98%	225 51%	1775 90%	189 87%	120 86%	51 94%	90 92%	231 88%	184 94%	151 89%	178 86%	201 93%	170 85%	287 89%	284 94%
	90%	97% b	3%	74% d	26%	89% f	11%	83% i	9%	6%	2% hi	4%	11%	9% on	7%	8%	9% q	8%	13%	13% loqr
Net: None/DK devices in household	175	47 2%	128 61%	13 1%	162 21%	15 7%	160 37%	143 7%	18 8%	12 8%	3 5%	7 7%	16 6%	8 4%	16 9%	24 11%	11 5%	22 11%	24 7%	14 5%
	7%	73% ka	8%	92% c	8%	92% de	8%	82%	10%	7%	2%	4%	9%	5%	9%	14% mp	6%	13% ms	14%	8%

Proportions/Mean: Columns Tested (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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Table 35

QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service?
IF NECESSARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for.

MULTI CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Smartphone	1636	263	1373	753	671	149	393	1077	998	587	905	1328	308
	69%	63%	70%	75%	63%	72%	55%	77%	81%	54%	83%	78%	46%
		16%	84% a	46% df	41% f	9% df	24%	66% df	61% i	36%	55% i	81% i	19%
Laptop computer	1621	263	1358	720	678	161	403	1044	937	635	846	1296	325
	68%	63%	69%	72%	64%	78%	57%	74%	76%	59%	78%	76%	48%
		16%	84% a	44% df	42% f	10% df	25%	64% df	58% i	39%	52% i	80% i	20%
Tablet computer	1267	231	1037	611	534	124	289	864	794	448	727	1062	206
	53%	55%	53%	61%	50%	60%	41%	61%	65%	41%	67%	62%	30%
		18%	82%	48% df	42% f	10% df	23%	68% df	63% i	35%	57% i	84% i	16%
Desktop computer	717	151	566	328	324	82	183	451	423	277	373	561	156
	30%	36%	29%	33%	30%	40%	26%	32%	34%	26%	34%	33%	23%
		21% b	79%	46% f	45%	11% dfg	26%	63% f	59% i	39%	52% i	78% i	22%
None of these	66	14	51	17	34	4	31	28	15	48	12	20	45
	3%	3%	3%	2%	3%	2%	4%	2%	1%	4%	1%	1%	7%
		22%	78%	25%	52% c	6%	47% cg	42%	23%	73% hj	18%	31%	69% k
Don't know	7	-	7	3	4	-	4	4	2	5	1	3	5
	*	-	*	*	*	-	1%	*	*	1%	*	*	1%
		-	100%	36%	49%	-	49%	51%	26%	74%	15%	38%	62%
Net: Any connected to broadband	2136	374	1762	941	918	201	574	1328	1194	879	1064	1655	481
	90%	89%	90%	94%	86%	97%	81%	94%	97%	81%	98%	97%	71%
		18%	82%	44% df	43% f	9% df	27%	62% df	56% i	41%	50% i	77% i	23%
Net: None/DK devices in household	175	32	143	43	107	1	103	46	17	153	13	31	144
	7%	8%	7%	4%	10%	1%	14%	3%	1%	14%	1%	2%	21%
		18%	82%	25% e	61% ceg	1%	59% cdeg	26%	10%	87% hj	7%	18%	82% k

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 35

QA15i: Which, if any, of these devices have been used in the last 12 months to go online in your household, either using Wi-Fi or plugged into your home broadband service?
IF NECESSARY – Please don't include mobile access e.g. via 3G or 4G that you need a SIM card for.

MULTI CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Smartphone	1636 69%	1051 79% 64%	905 83% 55% mqu	626 87% 38% mnu	479 84% 29% mqu	348 77% 21%	209 89% 13% mnu	308 97% 19% mnopqrstu	171 82% 10%	1328 78% 81%	260 58% 16%	296 63% 18%	125 67% 8%	447 62% 27%	1189 71% 73% vwy
Laptop computer	1621 68%	1006 75% 62%	846 78% 52%	587 82% 36% mnu	448 79% 28%	402 89% 25% mnoprstu	186 79% 11%	258 82% 16% mu	165 79% 10%	1296 76% 80%	302 68% 19%	326 69% 20%	122 65% 8%	496 69% 31%	1125 67% 69%
Tablet computer	1267 53%	850 64% 67%	727 67% 57% qu	484 67% 38% qu	399 70% 31% mqu	263 58% 21%	231 99% 18% mnopqstu	226 71% 18% mqu	140 67% 11% q	1062 62% 84%	231 52% 18%	260 55% 21%	105 57% 8%	384 54% 30%	884 53% 70%
Desktop computer	717 30%	447 34% 62%	373 34% 52%	256 36% 36%	213 38% 30%	188 42% 26% mnu	90 39% 13%	119 38% 17%	80 38% 11%	561 33% 78%	170 38% 24% z	168 36% 23% z	67 36% 9% z	256 36% 36% z	461 28% 64%
None of these	66 3%	15 1% 23%	12 1% 18%	2 * 4%	6 1% 9%	1 * 1%	* * *	1 * 1%	4 2% 6% oqs	20 1% 31%	16 4% 25%	15 3% 23%	4 2% 5%	22 3% 34%	43 3% 66%
Don't know	7 *	3 * 38%	1 * 15%	1 * 11%	- * -	- * -	- * -	- * -	- * -	3 * 38%	1 * 14%	1 * 15%	- * -	2 * 28%	5 * 72%
Net: Any connected to broadband	2136 90%	1293 97% 61%	1064 98% 50%	709 99% 33% mu	559 98% 26%	450 100% 21% mnptu	234 100% 11% mnu	315 100% 15% mntu	204 98% 10%	1655 97% 77%	387 86% 18%	425 90% 20%	170 91% 8%	635 89% 30%	1500 90% 70%
Net: None/DK devices in household	175 7%	21 2% 12% qs	13 1% 7% q	6 1% 3%	4 1% 2%	- - -	- - -	- - -	- - -	31 2% 18% qs	44 10% 25%	29 6% 17%	13 7% 7%	57 8% 33%	118 7% 67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 36

QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months?

MULTI CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Laptop computer	459 19%	314 26% 69%	144 12% 31%	231 20% 50%	227 19% 50%	109 31% 24% fgh	109 28% 24% fgh	100 25% 22% fgh	64 16% 14% h	41 12% 9% h	35 7% 8%	116 22% 25% l	143 19% 31%	109 21% 24% l	92 15% 20%	258 20% 56%	201 18% 44%	196 26% 43% p	262 16% 57%	170 26% 37% r	289 17% 63%	286 24% 62% t	171 14% 37%
Smartphone	391 16%	254 21% 65%	137 11% 35%	193 17% 49%	198 16% 51%	85 24% 22% fgh	102 26% 26% fgh	98 24% 25% fgh	62 15% 16% gh	23 7% 6%	21 4% 5%	96 18% 25% l	124 17% 32% l	96 19% 25% l	75 12% 19%	221 17% 56%	170 15% 44%	208 27% 53% p	183 11% 47%	176 27% 45% r	215 12% 55%	258 22% 66% t	133 11% 34%
Tablet computer	295 12%	182 15% 62%	112 9% 38%	155 13% 53%	139 11% 47%	39 11% 13% h	74 19% 25% cfgh	66 16% 22% fh	41 10% 14%	42 12% 14% h	32 7% 11%	85 16% 29% l	90 12% 30%	64 13% 22%	56 9% 19%	175 14% 59% n	120 11% 41%	153 20% 52% p	142 9% 48%	135 21% 46% r	160 9% 54%	177 15% 60% t	117 10% 40%
Desktop computer	161 7%	130 11% 81%	31 3% 19%	94 8% 58% h	67 5% 42%	24 7% 15%	34 9% 21% l	31 8% 20%	18 4% 11%	28 8% 17% l	26 5% 16%	43 8% 27% l	55 7% 34%	35 7% 22%	29 5% 18%	98 8% 61%	63 6% 39%	68 9% 42% p	93 6% 58%	61 9% 38% r	100 6% 62%	99 8% 62% t	62 5% 38%
None of these	1320 55%	614 52% 47%	705 59% 53%	626 54% 47%	693 57% 53%	155 44% 12%	177 45% 13%	208 51% 16%	272 67% 21% cdeh	224 65% 17% cde	285 58% 22% cd	291 55% 22%	420 57% 32%	270 53% 20%	339 55% 26%	711 56% 54%	608 54% 46%	376 50% 28%	944 58% 72% o	326 50% 25%	993 57% 75% q	652 55% 49%	666 56% 51%
Don't know	40 2%	25 2% 63%	15 1% 37%	18 2% 44%	23 2% 56%	6 2% 16%	6 2% 15%	9 2% 21%	5 1% 12%	5 1% 12%	10 2% 24%	13 3% 33%	10 1% 26%	6 1% 15%	10 2% 25%	24 2% 59%	16 1% 41%	17 2% 43%	23 1% 57%	14 2% 34%	27 2% 66%	17 1% 43%	23 2% 57%
Net: Any connected to TV set	783 33%	516 43% 66%	267 22% 34%	399 34% 51%	384 31% 49%	161 46% 21% fgh	176 45% 23% fgh	167 41% 21% fgh	111 27% 14% h	90 26% 12% h	77 16% 10%	189 36% 24% l	247 34% 32% l	187 37% 24% l	160 26% 20%	437 35% 56%	346 31% 44%	342 45% 44% p	441 27% 56%	288 44% 37% r	495 29% 63%	472 40% 60% t	309 26% 39%
Net: None/DK devices in household	175 7%	6 1% 4%	169 14% 96%	90 8% 51%	85 7% 49%	11 3% 6%	9 2% 5%	13 3% 8%	12 3% 7%	21 6% 12% d	109 22% 62% cdeh	22 4% 13%	30 4% 17%	34 7% 19%	89 15% 51% ljk	52 4% 30%	123 11% 70% m	18 2% 10%	157 10% 90% o	17 3% 10%	158 9% 90% q	19 2% 11%	157 13% 89% s
Net: Devices in HH but No/DK TV in household or no home broadband	143 6%	52 4% 37%	91 8% 63%	70 6% 49%	73 6% 51%	34 10% 24% efgh	40 10% 28% efgh	22 5% 15%	18 4% 13%	12 3% 8%	18 4% 13%	19 4% 13%	49 7% 34% l	19 4% 14%	55 9% 39% lk	69 5% 48%	75 7% 52%	20 3% 14%	124 8% 86% o	15 2% 11%	128 7% 89% q	54 5% 37%	90 8% 63% s

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

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Table 36

QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months?
MULTI CODE

Base: All respondents

		HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Laptop computer	459 19%	453 21%	4 1%	388 24%	70 9%	441 23%	17 4%	386 20%	45 21%	21 15%	6 12%	19 19%	50 19%	30 15%	35 20%	43 21%	35 16%	33 17%	56 17%	86 29%
		99%b		85% d	15%	96% f	4%	84% j	10% j	5%	1%	4%	11%	7%	8%	9%	8%	7%	12%	19% lmpqr
Smartphone	391 16%	384 18%	7 3%	360 22%	31 4%	383 20%	8 2%	331 17%	35 16%	17 12%	8 14%	15 15%	39 15%	35 18%	37 22%	42 20%	28 13%	33 17%	37 12%	64 21%
		98% b		92% d	8%	98% f	2%	85%	9%	4%	2%	4%	10%	9%	10% r	11% r	7%	8%	10%	16% pr
Tablet computer	295 12%	294 14%	1 *	266 17%	29 4%	283 15%	12 3%	253 13%	20 9%	16 11%	5 9%	13 14%	30 11%	27 14%	25 15%	28 14%	20 9%	31 15%	26 8%	51 17%
		100% b		90% d	10%	96% f	4%	86%	7%	5%	2%	4%	10%	9%	9% r	10%	7%	11% r	9%	17% pr
Desktop computer	161 7%	156 7%	5 2%	133 8%	28 4%	151 8%	10 2%	138 7%	10 5%	9 7%	3 5%	8 8%	21 8%	15 8%	10 6%	17 8%	13 6%	9 5%	20 6%	24 8%
		97% b		83% d	17%	94% f	6%	86%	7%	6%	2%	5%	13%	9%	6%	11%	8%	6%	12%	15%
None of these	1320 55%	1258 58%	60 29%	880 55%	440 57%	1091 56%	228 52%	1088 55%	114 53%	80 57%	37 67%	49 50%	157 60%	111 57%	94 55%	110 53%	136 63%	105 52%	178 55%	148 49%
		95% b		67%	33%	83%	17%	82%	9%	6%	3% gh	4%	12% s	8%	7%	8%	10% s	8%	13%	11%
Don't know	40 2%	40 2%	* *	21 1%	19 2%	34 2%	6 1%	33 2%	2 1%	3 2%	2 3%	2 2%	2 1%	2 1%	- -	2 1%	8 4%	8 4%	4 1%	5 2%
		99%		52%	48%	84%	16%	82%	6%	9%	4%	4%	6%	5%	-	5%	21% n	19% n	9%	11%
Net: Any connected to TV set	783 33%	768 35%	14 7%	672 42%	111 14%	752 39%	31 7%	654 33%	75 35%	41 29%	14 25%	37 38%	83 32%	68 35%	56 33%	68 33%	57 26%	62 31%	98 30%	127 42%
		98% b		86% d	14%	96% f	4%	83% j	10% j	5%	2%	5%	11%	9%	7%	9%	7%	8%	13%	16% pqr
Net: None/DK devices in household	175 7%	47 2%	128 61%	13 1%	162 21%	15 1%	160 37%	143 7%	18 8%	12 8%	3 5%	7 7%	16 6%	8 4%	16 9%	24 9%	11 5%	22 11%	24 7%	14 5%
		73% a		8%	92% c	8%	92% e	82%	10%	7%	2%	4%	9%	5%	9%	14% mps	6%	13% ms	14%	8%
Net: Devices in HH but No/DK TV in household or no home broadband	143 6%	59 3%	81 39%	30 2%	114 15%	96 5%	47 11%	119 6%	17 8%	6 4%	1 2%	4 5%	16 6%	19 10%	10 6%	6 3%	14 7%	8 4%	29 9%	13 4%
		41%		56% a	21%	79% c	67%	83% j	12% j	4%	1%	3%	11%	13% os	7%	4%	10%	6%	20% os	9%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 36

QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months?

MULTI CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Laptop computer	459	75	383	237	176	49	100	323	322	137	304	443	16
	19%	18%	20%	24%	17%	24%	14%	23%	26%	13%	28%	26%	2%
		16%	84%	52%df	38%	11%df	22%	70%df	70%l	30%	66%l	97%l	3%
Smartphone	391	67	324	216	137	50	63	299	323	68	315	380	11
	16%	16%	17%	22%	13%	24%	9%	21%	26%	6%	29%	22%	2%
		17%	83%	55%df	35%f	13%df	16%	76%df	83%l	17%	80%l	97%l	3%
Tablet computer	295	53	241	158	117	39	57	221	228	66	220	285	10
	12%	13%	12%	16%	11%	19%	8%	16%	19%	6%	20%	17%	1%
		18%	82%	54%df	40%	13%df	19%	75%df	78%l	22%	75%l	97%l	3%
Desktop computer	161	37	124	87	65	21	39	110	124	37	115	151	10
	7%	9%	6%	9%	6%	10%	5%	8%	10%	3%	11%	9%	1%
		23%	77%	54%df	41%	13%f	24%	68%	77%l	23%	72%l	94%l	6%
None of these	1320	226	1093	544	622	121	417	798	627	692	529	903	416
	55%	54%	56%	54%	59%	59%	59%	57%	51%	64%	49%	53%	62%
		17%	83%	41%	47%	9%	32%	60%	48%	52%hj	40%	68%	32%k
Don't know	40	12	28	20	18	1	14	20	17	23	13	25	15
	2%	3%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%
		29%	71%	50%	46%	3%	36%	49%	42%	58%	32%	62%	38%
Net: Any connected to TV set	783	145	638	396	315	83	177	541	566	217	536	750	33
	33%	35%	32%	39%	30%	40%	25%	39%	46%	20%	49%	44%	5%
		19%	81%	51%df	40%f	11%df	23%	69%df	72%l	28%	68%l	96%l	4%
Net: None/DK devices in household	175	32	143	43	107	1	103	46	17	153	13	31	144
	7%	8%	7%	4%	10%	1%	14%	3%	1%	14%	1%	2%	21%
		18%	82%	25%e	61%ceg	1%	59%ceg	26%	10%	87%hj	7%	18%	82%k
Net: Devices in HH but No/DK TV in household or no home broadband	143	19	124	8	66	-	63	11	15	62	-	-	143
	6%	5%	6%	1%	6%	-	9%	1%	1%	6%	-	-	21%
		14%	86%	6%	46%ceg	-	44%ceg	8%	11%j	43%hj	-	-	100%k

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 36

QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months?

MULTI CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Laptop computer	459 19%	335 25% 73%	304 28% 66%	251 35%	197 35%	388 86%	108 24%	157 50%	71 34%	443 26% 97%	89 20% 19%	137 29% 30%	65 35% 14%	179 25% 4%	280 17% 61%
Smartphone	391 16%	319 24% 82%	315 29% 80%	246 34% 63%	209 37% 54%	182 40% 47%	151 37% 39%	316 100% 81%	68 33% 17%	380 22% 97%	73 16% 19%	110 23% 28%	60 32% 15% vwyz	142 20% 36%	249 15% 64%
Tablet computer	295 12%	239 18% 81%	220 20% 75%	172 24% 58%	162 29% 55%	131 29% 45%	234 100% 79%	150 48% 51%	61 30% 21%	285 17% 97%	68 15% 23%	90 19% 31%	56 30% 19%	116 16% vwyz	178 11% 40%
Desktop computer	161 7%	128 10% 79%	115 11% 72%	86 12% 54%	77 14% 48%	133 29% 83%	45 19% 28%	56 18% mnou	33 16% 35%	151 9% 94%	47 11% 29%	55 12% 34%	28 15% 18%	77 11% z	84 5% 48%
None of these	1320 55%	707 53%	529 49%	300 42%	227 40%	- -	- -	- -	86 41%	903 53%	224 50%	203 43%	56 30%	337 47%	982 59%
Don't know	40 2%	14 1%	13 1%	11 2%	1 *	- -	- -	- -	6 3%	25 1%	11 2%	13 3%	5 2%	19 3%	22 1%
		35% pq	32% pq	28% pqs	2%	-	-	-	14% pqrs	62% pqs	27%	31%	11%	47% z	53%
Net: Any connected to TV set	783 33%	590 44% 75%	536 49% 68%	401 56% 51%	337 59% 43%	451 100% 58%	234 100% 30%	316 100% 40%	117 56% 15%	750 44% 96%	169 38% 22%	225 48% 29%	113 60% 14%	304 42% vwyz	479 29% 39%
Net: None/DK devices in household	175 7%	21 2%	13 1%	6 1%	4 1%	- -	- -	- -	- -	31 2%	44 10%	29 6%	13 7%	57 8%	118 7%
		12% qs	7% q	3%	2%	-	-	-	-	18% qs	25%	17%	7%	33%	67%
Net: Devices in HH but No/DK TV in household or no home broadband	143 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	22 5%	13 3%	8 4%	27 4%	116 7%
		-	-	-	-	-	-	-	-	-	15%	9%	5%	19%	81% wy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 37

QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months?

MULTI CODE

Base: All with devices used to go online either using Wi-Fi or plugged into the home broadband

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2176	1217 56%	959 44%	1046 48%	1130 52%	316 15%	373 17%	398 18%	370 17%	340 16%	379 17%	543 25%	719 33%	419 19%	495 23%	1262 58%	914 42%	735 34%	1441 66%	644 30%	1532 70%	1338 61%	835 38%
Weighted base	2136	1161 54%	975 46%	1039 49%	1096 51%	334 16%	373 17%	380 18%	389 18%	307 14%	353 17%	498 23%	682 32%	455 21%	501 23%	1180 55%	956 45%	729 34%	1407 66%	623 29%	1512 71%	1146 54%	987 46%
Effective base	1789	1018	775	857	932	256	311	344	309	297	283	445	596	343	412	1041	754	614	1175	539	1251	1159	690
Laptop computer	458	314 27%	144 15%	230 22%	227 21%	109 33%	109 29%	99 26%	64 16%	41 13%	35 10%	115 23%	143 21%	109 24%	92 18%	257 22%	201 21%	195 27%	262 19%	169 27%	289 19%	285 25%	171 17%
	21%	68%	32%	50%	50%	24% <i>fgh</i>	24% <i>fgh</i>	22% <i>fgh</i>	14% <i>h</i>	9%	8%	25%	31%	24%	20%	56%	44%	43% <i>p</i>	57%	37% <i>r</i>	63%	62% <i>t</i>	37%
Smartphone	388	254 22%	134 14%	192 18%	196 18%	85 26%	102 27%	96 25%	62 16%	23 7%	21 6%	96 19%	124 18%	94 21%	75 15%	220 19%	168 18%	206 28%	182 13%	174 28%	214 14%	258 22%	130 13%
	18%	65%	35%	50%	50%	22% <i>fgh</i>	26% <i>fgh</i>	25% <i>fgh</i>	16% <i>gh</i>	6%	5%	25%	32%	24% <i>l</i>	19%	57%	43%	53% <i>p</i>	47%	45% <i>r</i>	55%	66% <i>t</i>	34%
Tablet computer	292	181 16%	112 11%	153 15%	139 13%	39 12%	74 20%	66 17%	41 17%	42 11%	30 9%	84 17%	89 13%	64 14%	56 11%	173 15%	120 13%	151 21%	141 10%	135 22%	158 10%	176 15%	117 12%
	14%	62%	38%	52%	48%	13%	25% <i>cfgh</i>	23% <i>fh</i>	14%	14% <i>h</i>	10%	29% <i>l</i>	30%	22%	19%	59%	41%	52% <i>p</i>	48%	46% <i>r</i>	54%	60% <i>t</i>	40%
Desktop computer	161	130 11%	31 3%	94 9%	67 6%	24 7%	34 9%	31 8%	18 5%	28 9%	26 7%	43 9%	55 8%	35 8%	29 6%	98 8%	63 7%	68 9%	93 7%	100 10%	100 7%	99 9%	62 6%
	8%	81%	19%	58% <i>ab</i>	42%	15%	21% <i>l</i>	20%	11%	17% <i>l</i>	16%	27%	34%	22%	18%	61%	39%	42% <i>p</i>	58%	38% <i>r</i>	62%	62% <i>t</i>	38%
None of these	1255	594 51%	662 68%	600 58%	656 60%	150 45%	169 45%	199 52%	267 68%	209 68%	263 75%	284 57%	400 59%	254 56%	317 63%	684 58%	571 60%	369 51%	887 63%	319 51%	936 62%	634 55%	620 63%
	59%	47%	53%	48%	52%	12%	13%	16%	21% <i>cde</i>	17% <i>cde</i>	21% <i>cde</i>	23%	32%	20%	25% <i>k</i>	55%	45%	29%	71% <i>o</i>	25%	75% <i>q</i>	51%	49% <i>s</i>
Don't know	39	25 2%	15 2%	18 2%	22 2%	6 2%	6 2%	8 2%	5 1%	5 2%	10 3%	13 3%	10 2%	6 1%	9 2%	24 2%	16 2%	16 2%	23 2%	13 2%	27 2%	17 1%	23 2%
	2%	62%	38%	45%	55%	16%	15%	19%	13%	12%	24%	34%	26%	16%	24%	60%	40%	42%	58%	33%	67%	42%	58%
Net: Any connected to TV set	778	513 44%	264 27%	396 38%	382 35%	161 48%	176 47%	164 43%	111 29%	90 29%	74 21%	187 38%	247 36%	184 41%	160 32%	434 37%	344 36%	337 46%	440 31%	285 46%	492 33%	469 41%	307 31%
	36%	66%	34%	51%	49%	21% <i>fgh</i>	23% <i>fgh</i>	21% <i>fgh</i>	14% <i>h</i>	12% <i>h</i>	10%	24%	32%	24% <i>l</i>	21%	56%	44%	43% <i>p</i>	57%	37% <i>r</i>	63%	60% <i>t</i>	39%
Net: Devices in HH but No/DK TV in household or no home broadband	118	49 4%	69 7%	59 6%	58 5%	31 9%	34 9%	21 6%	17 4%	4 1%	10 3%	19 4%	38 6%	15 3%	46 9%	57 5%	61 6%	18 2%	99 7%	14 2%	104 7%	48 4%	69 7%
	6%	41%	59%	50%	50%	26% <i>fgh</i>	29% <i>fgh</i>	18% <i>g</i>	15% <i>g</i>	4%	9%	16%	33%	13%	39% <i>ijkl</i>	48%	52%	15%	85% <i>o</i>	12%	88% <i>q</i>	41%	59% <i>s</i>

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 37

QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months?
MULTI CODE

Base: All with devices used to go online either using Wi-Fi or plugged into the home broadband

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2176	2127 98%	46 2%	1616 74%	560 26%	1936 89%	240 11%	1491 69%	236 11%	228 10%	221 10%	78 4%	191 9%	153 7%	121 6%	155 7%	149 7%	133 6%	253 12%	258 12%
Weighted base	2136	2076 97%	56* 3%*	1572 74%	564 26%	1911 89%	225 11%	1775 83%	189 9%	120 6%	51 2%	90* 4%*	231 11%	184 9%	151 7%	178 8%	201 9%	170 8%	287 13%	284 13%
Effective base	1789	1748	40	1327	462	1600	189	1369	222	206	164	72	175	140	111	144	138	120	233	242
Laptop computer	458	452 22%	4 1%	387 25%	70 12%	441 23%	17 8%	385 22%	45 24%	21 18%	6 13%	19 21%	50 22%	30 16%	35 23%	42 24%	35 17%	33 20%	56 19%	86 30%
	21%	99%b		85% d	15%	96% f	4%	84% j	10% j	5%	1%	4%	11%	7%	8%	9%	8%	7%	12%	19% impqr
Smartphone	388	381 18%	7 13%	357 23%	31 6%	380 20%	8 4%	329 19%	35 19%	16 13%	8 15%	15 17%	39 17%	35 19%	37 25%	42 24%	28 14%	33 19%	35 12%	64 23%
	18%	98%	2%	92% d	8%	98% f	2%	85%	9%	4%	2%	4%	10%	9%	10% pr	11% pr	7%	9%	9%	17% pr
Tablet computer	292	291 14%	1 2%	264 17%	29 5%	281 15%	12 4%	252 14%	20 11%	16 13%	5 9%	13 15%	30 13%	27 15%	25 17%	28 16%	19 9%	31 18%	26 9%	51 18%
	14%	100% b	*	90% d	10%	96% f	5%	86%	7%	5%	2%	5%	10%	9%	9% r	10% r	6%	11% pr	9%	18% pr
Desktop computer	161	156 8%	5 8%	133 8%	28 5%	151 8%	10 4%	138 8%	10 6%	9 8%	3 6%	8 9%	21 9%	15 8%	10 6%	17 10%	13 7%	9 6%	20 7%	24 9%
	8%	97%	3%	83% d	17%	94%	6%	86%	7%	6%	2%	5%	13%	9%	6%	11%	8%	6%	12%	15%
None of these	1255	1217 59%	37 65%	863 55%	392 70%	1077 56%	178 79%	1042 59%	104 55%	73 61%	36 70%	48 54%	142 62%	107 58%	92 61%	106 59%	133 66%	97 57%	171 60%	145 51%
	59%	97%	3%	69%	31% c	86%	14% c	83%	8%	6%	3% gh	4%	11% s	9%	7%	8%	11% s	8%	14%	12%
Don't know	39	39 2%	* *	21 1%	18 3%	34 2%	6 2%	32 2%	2 1%	3 3%	2 3%	2 2%	2 1%	2 1%	- -	2 1%	8 4%	8 5%	4 1%	5 2%
	2%	99%	1%	54%	46% c	86%	14%	81%	6%	9%	4%	4%	4%	6%	-	5%	21% ln	20% ln	10%	12%
Net: Any connected to TV set	778	762 36%	14 25%	666 42%	111 20%	747 39%	31 14%	649 37%	75 40%	40 33%	13 26%	37 41%	83 36%	68 37%	56 37%	67 38%	55 27%	62 36%	96 33%	127 45%
	36%	98%	2%	96% d	14%	96% f	4%	84% j	10% j	5%	2%	5% p	11%	9%	7%	9%	7%	8%	12%	16% pr
Net: Devices in HH but No/DK TV in household or no home broadband	118	58 6%	56 100%	30 2%	88 16%	96 5%	22 10%	101 6%	11 6%	4 4%	1 1%	3 4%	12 5%	18 10%	9 6%	4 2%	12 6%	5 3%	26 9%	12 4%
	6%	49%	48% a	25%	75% c	82%	18% e	86% j	10% j	4%	1%	3%	11%	15% oqs	7%	4%	10%	5%	22% oqs	10%

Proportions/Mean: Columns Tested (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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Table 37

QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with devices used to go online either using Wi-Fi or plugged into the home broadband

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2176	434 20%	1742 80%	994 46%	935 43%	207 10%	577 27%	1363 63%	1234 57%	886 41%	1104 51%	1712 79%	464 21%
Weighted base	2136	374 18%	1762 82%	941 44%	918 43%	201 9%	574 27%	1328 62%	1194 56%	879 41%	1064 50%	1655 77%	481 23%
Effective base	1789	332	1458	817	766	161	471	1122	1028	714	917	1399	390
Laptop computer	458	75	382	236	175	49	100	322	321	137	303	442	16
	21%	20%	22%	25%	19%	25%	17%	24%	27%	16%	28%	27%	3%
		16%	84%	52%df	38%	11%df	22%	70%df	70%df	30%	66%df	97%df	3%
Smartphone	388	66	322	216	136	50	63	297	320	68	312	377	11
	18%	18%	18%	23%	15%	25%	11%	22%	27%	8%	29%	23%	2%
		17%	83%	56%df	35%df	13%df	16%	76%df	82%df	18%	80%df	97%df	3%
Tablet computer	292	53	239	158	115	39	56	221	228	65	219	283	10
	14%	14%	14%	17%	13%	19%	10%	17%	19%	7%	21%	17%	2%
		18%	82%	54%df	39%	13%df	19%	75%df	78%df	22%	75%df	97%df	3%
Desktop computer	161	37	124	87	65	21	39	110	124	37	115	151	10
	8%	10%	7%	9%	7%	10%	7%	8%	10%	4%	11%	9%	2%
		23%	77%	54%	41%	13%	24%	68%	77%df	23%	72%df	94%df	6%
None of these	1255	214	1042	526	588	117	386	770	614	641	520	886	370
	59%	57%	59%	56%	64%	58%	67%	58%	51%	73%	49%	54%	77%
		17%	83%	42%	47%ceg	9%	31%ceg	61%	49%	51%hj	41%	71%	29%k
Don't know	39	12	28	20	18	1	14	20	17	22	13	25	14
	2%	3%	2%	2%	2%	1%	2%	1%	1%	3%	1%	2%	3%
		30%	70%	51%	45%	3%	34%	50%	43%	57%j	33%	64%	36%
Net: Any connected to TV set	778	144	633	395	312	83	175	538	562	215	531	744	33
	36%	39%	36%	42%	34%	41%	31%	41%	47%	24%	50%	45%	7%
		19%	81%	51%df	40%	11%df	23%	69%df	72%df	28%	68%df	96%df	4%
Net: Devices in HH but No/DK TV in household or no home broadband	118	12	106	5	46	-	45	8	12	43	-	-	118
	6%	3%	6%	1%	5%	-	8%	1%	1%	5%	-	-	24%
		10%	90%a	4%	39%ceg	-	38%cddeg	7%	10%j	36%hj	-	-	100%k

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 37

QA16: And which, if any, of these devices have been connected to a TV set in the home in the last 12 months?
MULTI CODE

Base: All with devices used to go online either using Wi-Fi or plugged into the home broadband

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2176	1335 61%	1104 51%	713 33%	601 28%	461 21%	236 11%	319 15%	206 9%	1712 79%	384 18%	432 20%	168 8%	639 29%	1537 71%
Weighted base	2136	1293 61%	1064 50%	709 33%	559 26%	450 21%	234 11%	315 15%	204 10%	1655 77%	387 18%	425 20%	170 8%	635 30%	1500 70%
Effective base	1789	1095	917	590	484	388	202	267	182	1399	320	361	147	536	1253
Laptop computer	458 21%	334 26% 73%	303 28% 66%	250 35% 55% mnu	197 35% 43% mnu	387 86% 85% mnoprstu	108 46% 24% mnoptu	157 50% 34% mnoptu	70 34% 15% mu	442 27% 97%	89 23% 20%	137 32% 30% vz	65 38% 14% vyz	179 28% 39% z	279 19% 61%
Smartphone	388 18%	317 25% 82%	312 29% 80% mu	246 35% 63% mnu	209 37% 54% mnu	182 40% 47% mnu	151 65% 39% mnopqtu	315 100% 81% mnopqru	68 33% 18% mu	377 23% 97%	73 19% 19%	109 26% 28% vz	60 35% 15% vwyz	141 22% 36% z	247 16% 64%
Tablet computer	292 14%	237 18% 81%	219 21% 75% u	172 24% 59% mu	162 29% 55% mnu	131 29% 45% mnu	234 100% 80% mnopqstu	150 48% 51% mnopqtu	60 29% 21% mnu	283 17% 97%	68 18% 23% z	89 21% 30% z	56 33% 19% vwyz	115 18% 39% z	178 12% 61%
Desktop computer	161 8%	128 10% 79%	115 11% 72%	86 12% 54% u	77 14% 48% mu	133 30% 83% mnoprstu	45 18% 28% mnou	56 18% 35% mnou	33 16% 21% mnu	151 9% 94%	47 12% 29% z	55 13% 34% z	28 17% 18% z	77 12% 48% z	84 6% 52%
None of these	1255 59%	694 54%	520 49%	298 42%	221 40%	- -	- -	- -	84 41%	886 54%	207 54%	189 45%	53 31%	315 50%	941 63%
Don't know	39 2%	14 1% 36% pq	13 1% 33% pq	11 2% 29% pqs	1 * 2%	- -	- -	- -	6 3% 14% pqrs	25 2% 64% pqs	11 3% 27%	13 3% 32% z	5 3% 12%	19 3% 48% z	21 1% 52%
Net: Any connected to TV set	778 36%	586 45% 75%	531 50% 68% mu	399 56% 51% mnu	337 60% 43% mnu	450 100% 58% mnoprstu	234 100% 30% mnoprstu	315 100% 41% mnoprstu	114 56% 15% mu	744 45% 96%	169 44% 22% z	223 52% 29% vz	113 66% 14% vwyz	302 48% 39% z	476 32% 61%
Net: Devices in HH but No/DK TV in household or no home broadband	118 6%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	11 3% 9%	6 1% 5%	7 4% 6%	16 2% 13%	102 7% 87% vwyz

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 38

QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen?

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Laptop computer	386 16%	265 22% 69%	121 10% 31%	200 17% 52%	186 15% 48%	100 26%efgh	96 25%fgh	80 21%fgh	52 14%h	34 9%h	25 6%	101 19% 26%l	117 16% 30%l	99 20% 26%l	69 11% 18%	218 17% 56%	168 15% 44%	167 22% 43%p	219 13% 57%	141 22% 37%r	245 14% 63%	247 21% 64%t	137 11% 35%
Smartphone	316 13%	206 17% 65%	110 9% 35%	157 14% 50%	159 13% 50%	73 21% 23%efgh	87 22% 27%fgh	74 18% 23%fgh	49 12% 15%gh	18 5% 6%	16 3% 5%	79 15% 25%l	96 13% 30%l	87 17% 27%l	54 9% 17%	175 14% 55%	141 13% 45%	175 23% 55%p	141 9% 45%	144 22% 46%r	172 10% 54%	220 19% 70%t	96 8% 30%
Tablet computer	234 10%	142 12% 61%	92 8% 39%	122 10% 52%	112 9% 48%	35 10% 15%h	60 15% 26%cfh	56 14% 24%fh	29 7% 12%	36 11% 15%h	18 4% 8%	70 13% 30%jl	68 9% 29%l	58 12% 25%l	37 6% 16%	138 11% 59%	96 9% 41%	125 16% 54%p	109 7% 46%	109 17% 47%r	125 7% 53%	148 12% 63%t	86 7% 37%
Desktop computer	126 5%	105 9% 83%	21 2% 17%	76 7% 60%b	51 4% 40%	21 6% 17%	25 6% 19%	26 6% 21%	14 3% 11%	22 6% 17%	19 4% 15%	34 6% 27%l	44 6% 35%l	33 6% 26%l	15 2% 12%	78 6% 62%	48 4% 38%	55 7% 43%p	72 4% 57%	50 8% 40%r	76 4% 60%	84 7% 66%t	42 4% 34%
None of these	78 3%	50 4% 64%	28 2% 36%	37 3% 47%	41 3% 53%	8 2% 10%	11 3% 14%	16 4% 21%	11 3% 14%	12 4% 16%	20 4% 26%	17 3% 22%	24 3% 31%	12 2% 16%	24 4% 31%	41 3% 53%	36 3% 47%	26 3% 33%	52 3% 67%	23 4% 30%	54 3% 70%	36 3% 47%	41 3% 53%
Don't know	10 *	5 * 49%	5 * 51%	3 * 35%	6 1% 65%	2 1% 20%	* * 3%	2 * 16%	5 1% 47%	- - -	1 * 14%	2 * 16%	4 1% 38%	* * 4%	4 1% 42%	5 * 54%	5 * 46%	5 1% 48%	5 * 52%	3 * 32%	7 * 68%	1 * 15%	8 1% 85%e
Net: Any connected to broadband and TV set	680 29%	455 38% 67%	226 19% 33%	347 30% 51%	333 27% 49%	147 42% 22%efgh	161 41% 24%fgh	144 36% 21%fgh	95 23% 14%h	77 22% 11%h	55 11% 8%	169 32% 25%l	216 29% 32%l	173 34% 25%l	123 20% 18%	385 30% 57%n	295 26% 43%	309 41% 45%p	372 23% 55%	261 40% 38%r	420 24% 62%	425 36% 63%t	253 21% 37%
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1365 57%	641 54% 47%	724 61% 53%	646 56% 47%	719 59% 53%	161 46% 12%	184 47% 13%	218 54% 16%	277 68% 20%cdde	229 67% 17%ccde	296 61% 22%cd	306 58% 22%	432 59% 32%	278 55% 20%	349 57% 26%	738 58% 54%	627 56% 46%	397 52% 29%	968 60% 71%o	342 52% 25%	1023 59% 75%qd	672 57% 49%	692 58% 51%
Net: None/DK devices in household (Q15)	175 7%	6 1% 4%	169 14% 96%	90 8% 51%	85 7% 49%	11 3% 6%	9 2% 5%	13 3% 8%	12 3% 7%	21 6% 12%ld	109 22% 62%cddefg	22 4% 13%	30 4% 17%	34 7% 19%	89 15% 51%jkl	52 4% 30%	123 11% 70%am	18 2% 10%	157 10% 90%o	17 3% 10%	158 9% 90%o	19 2% 11%	157 13% 89%e
Net: No/DK TV in household/No/DK home broadband service (QA1/QA2)	80 3%	37 3% 46%	43 4% 54%	39 3% 49%	41 3% 51%	21 6% 26%efgh	26 7% 33%efgh	14 3% 17%	8 2% 10%	4 1% 5%	7 1% 8%	15 3% 18%	30 4% 38%	11 2% 14%	24 4% 30%	45 4% 56%	35 3% 44%	9 1% 11%	71 4% 89%o	7 1% 9%	73 4% 91%qd	35 3% 44%	45 4% 56%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t

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Table 38

QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen?

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Laptop computer	386 16%	386 18% 100%b	-	332 21% 86%d	54 7% 14%	376 19% 97%f	11 2% 3%	328 17% 85%	35 16% 9%	17 12% 4%	6 11% 1%	18 18% 5%	39 15% 10%	25 13% 7%	32 19% 8%	41 20% 11%p	24 11% 6%	32 16% 8%	50 16% 13%	67 22% 17%lmp
Smartphone	316 13%	316 15% 100%b	-	299 19% 95%d	17 2% 5%	310 16% 98%f	6 1% 2%	271 14% 86%l	27 12% 8%	12 8% 4%	7 12% 2%	15 15% 5%	30 12% 10%	25 13% 8%	32 19% 10%pr	38 18% 12%pr	21 10% 7%	26 13% 8%	34 11% 11%	49 16% 15%
Tablet computer	234 10%	234 11% 100%b	-	216 13% 92%d	18 2% 8%	227 12% 97%f	7 2% 3%	200 10% 85%	17 8% 7%	14 10% 6%	4 7% 2%	13 14% 6%p	18 8% 8%	24 12% 10%p	19 11% 8%	26 13% 11%pr	19 6% 5%	28 14% 12%lpr	22 7% 9%	38 13% 16%lpr
Desktop computer	126 5%	126 6% 100%b	-	110 7% 87%d	17 2% 13%	121 6% 96%f	5 1% 4%	109 6% 86%	8 3% 6%	8 6% 6%	2 4% 2%	8 8% 6%	18 7% 14%	12 6% 10%	6 3% 5%	13 6% 10%	8 4% 7%	9 5% 8%	16 5% 13%	19 6% 15%
None of these	78 3%	78 4% 100%b	-	60 4% 77%	18 2% 23%	67 3% 86%	11 2% 14%	59 3% 76%	11 5% 15%	6 4% 8%	1 2% 1%	1 1% 1%	7 3% 9%	3 1% 4%	5 3% 7%	5 2% 7%	13 6% 17%rm	4 2% 5%	6 2% 7%	15 5% 19%r
Don't know	10 *	10 * 100%	-	8 * 80%	2 * 20%	10 1% 100%	- * -	8 * 86%	- 1% 10%	1 1% 4%	* 1% 4%	- 3% 31%	3 1% 24%	2 1% -	- - -	- - -	- - -	- - -	- - -	3 1% 32%
Net: Any connected to broadband and TV set	680 29%	680 31% 100%b	-	600 37% 88%d	80 10% 12%	661 34% 97%f	19 4% 3%	571 29% 84%	63 29% 9%	34 24% 5%	12 22% 2%	36 36% 5%p	69 26% 10%	57 29% 8%	50 30% 7%	62 30% 9%p	43 20% 6%	56 28% 8%	90 28% 13%	108 36% 16%lpr
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1365 57%	1303 60% 95%b	60 29% 4%	904 56% 66%	460 59% 34%	1129 58% 83%	236 54% 17%	1126 57% 82%	117 54% 9%	84 60% 6%	38 70% 3%gh	51 52% 4%	159 61% 12%e	113 58% 8%	94 55% 7%	112 54% 8%	146 67% 11%knors	113 56% 8%	185 57% 14%	153 51% 11%
Net: None/DK devices in household (Q15)	175 7%	47 2% 27% 73%a	128 61% 73%a	13 1% 8% 92%t	162 21% 92%t	15 1% 8% 92%e	160 37% 92%e	143 7% 82%	18 8% 10%	12 8% 7%	3 5% 2%	7 7% 4%	16 6% 9%	8 4% 5%	16 9% 9%	24 11% 14%mps	11 5% 6%	22 11% 13%ms	24 7% 14%	14 5% 8%
Net: No/DK TV in household/No/DK home broadband service (QA1/QA2)	80 3%	58 3% 72% 26%a	21 10% 26%a	26 2% 32%	55 7% 68%t	68 3% 85%	12 3% 15%	67 3% 84%	8 4% 10%	5 3% 6%	* 3% *	3 3% 4%	8 3% 10%	12 6% 15%	4 2% 5%	4 2% 5%	4 2% 6%	5 3% 7%	19 6% 23%	8 3% 10%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 38

QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen?

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Laptop computer	386	63	324	204	138	41	75	283	276	110	264	386	-
	16%	15%	16%	20%	13%	20%	10%	20%	22%	10%	24%	23%	-
		16%	84%	53%df	36%	11%df	19%	73%df	71%l	29%	68%l	100%l	-
Smartphone	316	55	261	177	111	42	48	246	270	46	266	316	-
	13%	13%	13%	18%	10%	20%	7%	18%	22%	4%	24%	18%	-
		17%	83%	56%df	35%f	13%df	15%	78%df	85%l	15%	84%l	100%l	-
Tablet computer	234	45	189	129	90	33	38	187	185	49	180	234	-
	10%	11%	10%	13%	8%	16%	5%	13%	15%	5%	17%	14%	-
		19%	81%	55%df	39%f	14%df	16%	80%df	79%l	21%	77%l	100%l	-
Desktop computer	126	29	97	75	45	19	25	91	99	28	94	126	-
	5%	7%	5%	7%	4%	9%	3%	6%	8%	3%	9%	7%	-
		23%	77%	59%df	36%	15%df	19%	72%df	78%l	22%	74%l	100%l	-
None of these	78	11	66	33	37	8	24	44	46	31	43	60	17
	3%	3%	3%	3%	3%	4%	3%	3%	4%	3%	4%	4%	3%
		15%	85%	42%	47%	11%	31%	57%	60%	40%	55%	78%	22%
Don't know	10	1	9	5	4	-	3	7	7	2	7	9	*
	*	*	*	*	*	-	*	*	1%	*	1%	1%	*
		10%	90%	49%	36%	-	28%	68%	76%	24%	72%	96%	4%
Net: Any connected to broadband and TV set	680	130	551	357	262	75	138	487	506	175	486	680	-
	29%	31%	28%	36%	25%	36%	19%	35%	41%	16%	45%	40%	-
		19%	81%	52%df	38%f	11%df	20%	72%df	74%l	26%	71%l	100%l	-
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1365	238	1127	564	642	122	433	820	647	717	544	932	433
	57%	57%	57%	56%	60%	59%	61%	58%	53%	66%	50%	55%	64%
		17%	83%	41%	47%	9%	32%	60%	47%	53%hj	40%	68%	32%k
Net: None/DK devices in household (Q15)	175	32	143	43	107	1	103	46	17	153	13	31	144
	7%	8%	7%	4%	10%	1%	14%	3%	1%	14%	1%	2%	21%
		18%	82%	25%e	61%ceg	1%	59%cddeg	26%	10%	87%hj	7%	18%	82%k
Net: No/DK TV in household/No/DK home broadband service (QA1/QA2)	80	8	72	2	13	-	12	3	7	8	-	-	80
	3%	2%	4%	*	1%	-	2%	*	1%	1%	-	-	12%
		10%	90%	3%	17%cg	-	15%cg	4%	9%j	10%j	-	-	100%k

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

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Table 38
QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen?
IF NECESSARY – This could be through a wired or Wi-Fi connection.
MULTI CODE

Base: All respondents

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%	
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%	
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367	
386	291	264	227	181	386	102	153	64	386	77	115	57	149	237	
16%	22% 75%	24% 68%	32% 59% mnu	32% 47% mnu	86% 100% mnoprstu	43% 26% mnoptu	48% 40% mnoptu	31% 17% mu	23% 100%	17% 20%	25% 30% vz	31% 15% vyz	21% 39% z	14% 61%	
316	266	266	209	181	166	140	316	55	316	59	87	50	114	202	
13%	20% 84%	24% 84% mu	29% 66% mnu	32% 57% mnu	37% 53% mnnotu	60% 44% mnopqtu	100% 100% mnopqrtu	26% 17% u	100%	13% 19%	18% 27% z	27% 16% vwvyz	16% 36% z	12% 64%	
234	199	180	144	139	111	234	140	54	234	56	72	46	95	139	
10%	15% 85%	17% 77%	20% 61% mu	24% 60% mnu	25% 48% mnu	100% 100% mnopqstu	44% 60% mnopqtu	26% 23% mnu	14% 100%	13% 24% z	15% 31% z	25% 20% vwvyz	13% 40% z	8% 60%	
126	105	94	75	67	126	41	50	29	126	41	45	25	64	62	
5%	8% 83%	9% 74%	10% 60% u	12% 53% mu	28% 100% mnoprstu	18% 33% mnopu	16% 40% mnou	14% 23% mnnu	7% 100%	9% 33% z	10% 36% z	14% 20% z	9% 51% z	4% 49%	
78	50	43	21	16	-	-	-	8	60	14	22	4	28	50	
3%	4% 64% qrs	4% 55% qrs	3% 27% qrs	3% 20% qrs	-	-	-	4% 11% qrs	4% 78% qrs	3% 18%	5% 28%	2% 5%	4% 36%	3% 64%	
10	6	7	*	*	-	-	-	1	9	-	2	-	2	8	
*	* 62%	1% 72%	* 3%	* 3%	-	-	-	* 6%	1% 96%	-	* 19%	-	* 19%	* 81%	
680	534	486	379	321	451	234	316	108	680	150	195	104	265	416	
29%	40% 78%	45% 71% mu	53% 56% mnu	56% 47% mnu	100% 66% mnoptu	100% 34% mnoptu	100% 46% mnoptu	52% 16% mu	40% 100%	34% 22% z	41% 29% z	56% 15% vwvyz	37% 39% z	25% 61%	
1365	724	544	311	227	-	-	-	93	932	235	217	61	357	1007	
57%	54% 53% knopqrst	50% 40% opqrs	43% 23% qrs	40% 17% qrs	-	-	-	45% 7% qrs	55% 68% knopqrst	53% 17% x	46% 16% x	33% 4%	50% 26% x	60% 74% vwxy	
175	21	13	6	4	-	-	-	-	31	44	29	13	57	118	
7%	2% 12% qs	1% 7% q	1% 3%	1% 2%	-	-	-	-	2% 18% qs	10% 25%	6% 17%	7% 7%	8% 33%	7% 67%	
80	-	-	-	-	-	-	-	-	-	4	6	4	10	71	
3%	-	-	-	-	-	-	-	-	-	5%	8%	5%	12%	4% 88% vwxy	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 39
QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen?
IF NECESSARY – This could be through a wired or Wi-Fi connection.
MULTI CODE

Base: All with devices in the household

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2251	1243 55%	1008 45%	1079 48%	1172 52%	323 14%	385 17%	410 18%	376 17%	354 16%	403 18%	553 25%	746 33%	435 19%	517 23%	1299 58%	952 42%	748 33%	1503 67%	656 29%	1595 71%	1366 61%	882 39%
Weighted base	2209	1186 54%	1023 46%	1070 48%	1139 52%	339 15%	382 17%	392 18%	396 18%	322 15%	377 17%	507 23%	705 32%	472 21%	524 24%	1212 55%	996 45%	741 34%	1468 66%	635 29%	1574 71%	1169 53%	1037 47%
Effective base	1853	1040	818	885	969	262	319	355	315	309	304	453	618	357	432	1071	788	625	1229	549	1305	1183	730
Laptop computer	386 17%	265 22% 69%	121 12% 31%	200 19% 52%	186 16% 48%	100 29%	96 25%	80 20%	52 13%	34 11%	25 7%	101 20%	117 17%	99 21%	69 13%	218 18%	168 17%	167 23%	219 15%	141 22%	245 16%	247 21%	137 13%
Smartphone	316 14%	206 17% 65%	110 11% 35%	157 15% 50%	159 14% 50%	73 22%	87 23%	74 19%	49 12%	18 5%	16 4%	79 25%	96 14%	87 18%	54 10%	175 14%	141 14%	175 24%	141 10%	144 23%	172 11%	220 19%	96 9%
Tablet computer	234 11%	142 12% 61%	92 9% 39%	122 11% 52%	112 10% 48%	35 10%	60 16%	56 14%	29 7%	36 11%	18 5%	70 14%	68 10%	58 12%	37 7%	138 11%	96 10%	125 17%	109 7%	109 17%	125 8%	148 13%	86 8%
Desktop computer	126 6%	105 9% 83%	21 2% 17%	76 7% 40%	51 4% 40%	21 6%	25 6%	26 7%	14 3%	22 7%	19 15%	34 27%	44 35%	33 26%	15 12%	78 62%	48 38%	55 43%	72 57%	50 40%	76 60%	84 66%	42 34%
None of these	78 4%	50 4% 64%	28 3% 36%	37 3% 47%	41 4% 53%	8 2%	11 3%	16 4%	11 3%	12 4%	20 5%	17 3%	24 3%	12 3%	24 5%	41 3%	36 4%	26 33%	52 4%	23 4%	54 3%	36 47%	41 53%
Don't know	10 *	5 * 49%	5 * 51%	3 * 35%	6 1% 65%	2 20%	* 3%	2 16%	5 47%	- -	1 14%	2 16%	4 38%	* 4%	4 42%	5 54%	5 46%	5 48%	5 52%	3 32%	7 68%	1 15%	8 85%
Net: Any connected to broadband and TV set	680 31%	455 38% 67%	226 22% 33%	347 32% 51%	333 29% 49%	147 43% 22%	161 42% 33%	144 37% 21%	95 24% 14%	77 24% 11%	55 15% 8%	169 33% 25%	216 31% 32%	173 37% 25%	123 23% 18%	385 32% 54%	295 30% 43%	309 42% 45%	372 25% 55%	261 41% 38%	420 27% 62%	425 36% 63%	253 24% 37%
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1365 62%	641 54% 47%	724 71% 53%	646 60% 47%	719 63% 53%	161 47% 12%	184 48% 13%	218 56% 16%	277 70% 20%	229 71% 17%	296 78% 8%	306 60% 22%	432 61% 32%	278 59% 20%	349 67% 26%	738 61% 54%	627 63% 46%	397 53% 29%	968 66% 71%	342 54% 25%	1023 65% 75%	672 57% 49%	692 67% 51%
Net: No/DK TV in household/No/DK home broadband service (QA1/QA2)	80 4%	37 3% 46%	43 4% 54%	39 4% 49%	41 4% 51%	21 6% 26%	26 7% 33%	14 4% 17%	8 2% 10%	4 1% 5%	7 2% 8%	15 3% 18%	30 4% 38%	11 2% 14%	24 5% 30%	45 4% 56%	35 4% 44%	9 1% 11%	71 5% 89%	7 1% 9%	73 5% 91%	35 4% 44%	45 4% 56%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 39

QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen?

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with devices in the household

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2251	2177 97%	71 3%	1641 73%	610 27%	1959 87%	292 13%	1537 68%	248 11%	242 11%	224 10%	79 4%	203 9%	156 7%	123 5%	160 7%	152 7%	140 6%	263 12%	261 12%
Weighted base	2209	2125 96%	81* 4%*	1594 72%	615 28%	1931 87%	278 13%	1829 83%	199 9%	129 6%	52 2%	91* 4%*	246 11%	187 8%	153 7%	184 8%	206 9%	178 8%	298 13%	286 13%
Effective base	1853	1791	60	1348	506	1619	234	1411	233	219	167	73	186	143	113	149	140	126	242	244
Laptop computer	386	386 100%	-	332 86%	54 14%	376 97%	11 3%	328 85%	35 9%	17 4%	6 1%	18 5%	39 10%	25 7%	32 8%	41 11%	24 6%	32 8%	50 13%	67 17%
	17%	18%	-	21%	9%	19%	4%	18%	18%	13%	11%	20%	16%	14%	21%	22%	11%	18%	17%	24%
Smartphone	316	316 100%	-	299 95%	17 5%	310 98%	6 2%	271 86%	27 8%	12 4%	7 2%	15 5%	30 10%	25 8%	32 10%	38 12%	21 7%	26 8%	34 11%	49 15%
	14%	15%	-	19%	3%	16%	2%	15%	13%	9%	13%	16%	12%	13%	21%	20%	10%	15%	11%	17%
Tablet computer	234	234 100%	-	216 92%	18 8%	227 97%	7 3%	200 85%	17 7%	14 6%	4 2%	13 6%	18 8%	24 10%	19 8%	26 11%	12 5%	28 12%	22 9%	38 16%
	11%	11%	-	14%	3%	12%	3%	11%	8%	11%	8%	15%	7%	13%	12%	14%	6%	16%	7%	13%
Desktop computer	126	126 100%	-	110 87%	17 13%	121 96%	5 4%	109 86%	8 6%	8 6%	2 2%	8 6%	18 14%	12 10%	6 5%	13 10%	8 7%	9 8%	16 13%	19 15%
	6%	6%	-	7%	3%	6%	2%	6%	4%	6%	4%	9%	7%	6%	4%	7%	4%	5%	5%	7%
None of these	78	78 100%	-	60 77%	18 23%	67 86%	11 14%	59 76%	11 15%	6 8%	1 1%	1 1%	7 9%	3 4%	5 7%	5 7%	13 17%	4 5%	6 7%	15 19%
	4%	4%	-	4%	3%	3%	4%	3%	6%	5%	2%	1%	3%	2%	4%	3%	7%	2%	2%	5%
Don't know	10	10 100%	-	8 80%	2 20%	10 100%	-	8 86%	-	1 10%	* 4%	-	3 31%	2 24%	-	-	-	-	-	3 32%
	*	*	-	*	*	1%	-	*	-	1%	1%	-	1%	1%	-	-	-	-	-	1%
Net: Any connected to broadband and TV set	680	680 100%	-	600 88%	80 12%	661 97%	19 3%	571 84%	63 9%	34 5%	12 2%	36 5%	69 10%	57 8%	50 7%	62 9%	43 6%	56 8%	90 13%	108 16%
	31%	32%	-	38%	13%	34%	7%	31%	32%	26%	23%	39%	28%	31%	33%	34%	21%	31%	30%	38%
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1365	1303 95%	60 4%	904 66%	460 34%	1129 83%	236 17%	1126 82%	117 9%	84 6%	38 3%	51 4%	159 12%	113 8%	94 7%	112 8%	146 11%	113 8%	185 14%	153 11%
	62%	61%	74%	57%	75%	58%	85%	62%	59%	65%	73%	56%	65%	60%	61%	61%	71%	63%	62%	53%
Net: No/DK TV in household/No/DK home broadband service (QA1/QA2)	80	58 72%	21 26%	26 32%	55 68%	68 85%	12 15%	67 84%	8 10%	5 6%	* *	3 4%	8 10%	12 15%	4 5%	4 5%	4 6%	5 7%	19 23%	8 10%
	4%	3%	-	2%	9%	4%	4%	4%	4%	4%	1%	4%	3%	6%	3%	2%	2%	3%	6%	3%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 39

QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen?

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with devices in the household

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2251	449 20%	1802 80%	1017 45%	972 43%	211 9%	610 27%	1396 62%	1255 56%	937 42%	1119 50%	1739 77%	512 23%
Weighted base	2209	388 18%	1821 82%	961 43%	955 43%	205 9%	609 28%	1359 62%	1211 55%	932 42%	1077 49%	1678 76%	531 24%
Effective base	1853	343	1511	836	798	164	500	1151	1045	758	929	1422	432
Laptop computer	386 17%	63 16%	324 18%	204 21%	138 14%	41 20%	75 12%	283 21%	276 23%	110 12%	264 24%	386 23%	-
		16%	84%	53%df	36%	11%df	19%	73%df	71%l	29%	68%l	100%l	-
Smartphone	316 14%	55 14%	261 14%	177 18%	111 12%	42 21%	48 8%	246 18%	270 22%	46 5%	266 25%	316 19%	-
		17%	83%	56%df	35%df	13%df	15%	78%df	85%l	15%	84%l	100%l	-
Tablet computer	234 11%	45 12%	189 10%	129 13%	90 9%	33 16%	38 6%	187 14%	185 15%	49 5%	180 17%	234 14%	-
		19%	81%	55%df	39%df	14%df	16%	80%df	79%l	21%	77%l	100%l	-
Desktop computer	126 6%	29 7%	97 5%	75 8%	45 5%	19 9%	25 4%	91 7%	99 8%	28 3%	94 9%	126 8%	-
		23%	77%	59%df	36%	15%df	19%	72%df	78%l	22%	74%l	100%l	-
None of these	78 4%	11 3%	66 4%	33 3%	37 4%	8 4%	24 4%	44 3%	46 4%	31 3%	43 4%	60 4%	17 3%
		15%	85%	42%	47%	11%	31%	57%	60%	40%	55%	78%	22%
Don't know	10 *	1 *	9 *	5 1%	4 *	- -	3 *	7 *	7 1%	2 *	7 1%	9 1%	*
		10%	90%	49%	36%	-	28%	68%	76%	24%	72%	96%	4%
Net: Any connected to broadband and TV set	680 31%	130 33%	551 30%	357 37%	262 27%	75 36%	138 23%	487 36%	506 42%	175 19%	486 45%	680 41%	-
		19%	81%	52%df	38%	11%df	20%	72%df	74%l	26%	71%l	100%l	-
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15i)	1365 62%	238 61%	1127 62%	564 41%	642 47%	122 9%	433 32%ceg	820 60%	647 53%	717 77%	544 51%	932 56%	433 82%
		17%	83%	41%	47%ceg	9%	32%ceg	60%	47%	53%hj	40%	68%	32%k
Net: No/DK TV in household/No/DK home broadband service (QA1/QA2)	80 4%	8 2%	72 4%	2 *	13 1%	- -	12 2%	3 *	7 1%	8 1%	- -	- -	80 15%
		10%	90%	3%	17%ceg	-	15%ceg	4%	9%j	10%j	-	-	100%k

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

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Table 39

QA17: And which, if any, of these devices have been connected to your broadband service as well as to a TV set in the home in the last 12 months to view something from the internet on the TV screen?

IF NECESSARY – This could be through a wired or Wi-Fi connection.

MULTI CODE

Base: All with devices in the household

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2251	1355 60%	1119 50%	718 32%	608 27%	462 21%	237 11%	320 14%	209 9%	1739 77%	400 18%	446 20%	171 8%	662 29%	1589 71%	
2209	1311 59%	1077 49%	712 32%	565 26%	451 20%	234 11%	316 14%	208 9%	1678 76%	404 18%	441 20%	173 8%	660 30%	1549 70%	
1853	1111	929	593	490	389	202	268	184	1422	333	371	150	554	1299	
386	291	264	227	181	386	102	153	64	386	77	115	57	149	237	
17%	22%	24%	32%	32%	86%	43%	48%	31%	23%	19%	26%	33%	23%	15%	
	75%	68%	59% <i>mnu</i>		47% <i>mnu</i>	100% <i>mnpqrstu</i>		26% <i>mnoptu</i>	40% <i>mnoptu</i>	17% <i>mu</i>	100%	30% <i>vz</i>		15% <i>vyz</i>	39% <i>z</i>
316	266	266	209	181	166	140	316	55	316	59	87	50	114	202	
14%	20%	25%		29%	32%	37%	60%	100%	26%	19%	20%		29%	17%	13%
	84%	84% <i>mu</i>		66% <i>mnu</i>	57% <i>mnu</i>	53% <i>mnotu</i>	44% <i>mnoptu</i>	100% <i>mnoptu</i>	17% <i>u</i>	100%	27% <i>z</i>		16% <i>vwyz</i>	36% <i>z</i>	64%
234	199	180	144	139	111	234	140	54	234	56	72	46	95	139	
11%	15%	17%	20%	25%	25%	100%	44%	26%	14%	14%	16%	27%	14%	9%	
	85%	77%	61% <i>mu</i>		60% <i>mnu</i>	48% <i>mnu</i>	100% <i>mnoptqstu</i>	60% <i>mnoptqstu</i>	23% <i>mnu</i>	100%	24% <i>z</i>		31% <i>z</i>	20% <i>vwyz</i>	40% <i>z</i>
126	105	94	75	67	126	41	50	29	126	41	45	25	64	62	
6%	8%	9%	11%	12%	28%	18%	76%	14%	8%	10%	10%	15%	10%	4%	
	83%	74%	60% <i>u</i>		53% <i>mu</i>	100% <i>mnpqrstu</i>	33% <i>mnpou</i>	40% <i>mnou</i>	23% <i>mnu</i>	100%	33% <i>z</i>		36% <i>z</i>	20% <i>z</i>	51% <i>z</i>
78	50	43	21	16	-	-	-	8	60	14	22	4	28	50	
4%	4%	4%	3%	3%	-	-	-	4%	4%	4%	5%	2%	4%	3%	
	64% <i>qrs</i>		55% <i>qrs</i>	27% <i>qrs</i>	20% <i>qrs</i>	-	-	11% <i>qrs</i>		78% <i>qrs</i>	18%	28%	5%	36%	64%
10	6	7	*	*	-	-	-	1	9	-	2	-	2	8	
*	*	1%	*	*	-	-	-	*	1%	-	*	-	*	1%	
	62%	72%	3%	3%	-	-	-	6%	96%	-	19%	-	19%	81%	
680	534	486	379	321	451	234	316	108	680	150	195	104	265	416	
31%	41%	45%	53%	57%	100%	100%	100%	52%	41%	37%	44%	60%	40%	27%	
	78%	71% <i>mu</i>		56% <i>mnu</i>	47% <i>mnu</i>	66% <i>mnoptu</i>	34% <i>mnoptu</i>	46% <i>mnoptu</i>	16% <i>mu</i>	100%	22% <i>z</i>		29% <i>z</i>	15% <i>vwyz</i>	39% <i>z</i>
1365	724	544	311	227	-	-	-	93	932	235	217	61	357	1007	
62%	55%	51%	44%	40%	-	-	-	45%	56%	58%	49%	35%	54%	65%	
	53% <i>knopqrst</i>		40% <i>opqrs</i>	23% <i>qrs</i>	17% <i>qrs</i>	-	-	7% <i>qrs</i>		68% <i>knopqrst</i>	17% <i>wx</i>	16% <i>x</i>	4%	26% <i>x</i>	74% <i>vwxyz</i>
80	-	-	-	-	-	-	-	-	-	4	6	4	10	71	
4%	-	-	-	-	-	-	-	-	-	1%	1%	3%	1%	5%	
	-	-	-	-	-	-	-	-	-	5%	8%	5%	12%	88% <i>vwyz</i>	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 40
QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?
MULTI CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Watch TV live at the time of broadcast	2016 85%	995 83%	1022 86%	984 85%	1032 84%	263 75%	302 77%	329 81%	355 87%	313 91%	455 93%	449 85%	617 84%	428 84%	522 85%	1067 84%	950 85%	615 81%	1401 86%	521 80%	1495 86%	989 83%	1025 86%
		49%	51%	49%	51%	13%	15%	16%	18% cde	16% cde	23% cdef	22%	31%	21%	26%	53%	47%	31%	69% o	26%	74% q	49%	51%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1435 60%	819 69%	616 52%	668 58%	767 63%	214 61%	255 65%	248 61%	262 64%	223 65%	234 16%	368 69%	473 64%	309 61%	284 46%	841 67%	594 53%	502 66%	934 57%	425 65%	1010 58%	765 64%	669 56%
		57%	43%	47%	53% a	15% h	16% h	17% h	18% h	16% h		26% kl	33% l	22% l	20%	59% n	41%	35% p	65%	30% r	70%	53% t	47%
Watch short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1054 44%	597 50%	457 38%	520 45%	535 44%	211 60%	216 55%	199 49%	197 48%	130 38%	101 21%	233 44%	367 50%	237 47%	217 35%	600 47%	454 41%	387 51%	667 41%	310 48%	745 43%	600 51%	455 38%
		57%	43%	49%	51%	20% efgh	20% gh	19% gh	19% gh	12% h	10%	22% l	35% il	22% l	21%	57% n	43%	37% p	63%	29%	71%	57% t	43%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	797 33%	477 40%	320 27%	359 31%	437 36%	168 48%	185 47%	167 41%	157 39%	81 24%	39 8%	196 37%	275 37%	184 36%	142 23%	471 37%	326 29%	362 48%	435 27%	310 48%	487 28%	481 40%	316 26%
		60%	40%	45%	55% a	21% fgh	23% fgh	21% gh	20% gh	10% h	5%	25% l	34% l	23% l	18%	59% n	41%	45% p	55%	39% r	61%	60% t	40%
Watch longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	730 31%	399 33%	331 28%	381 33%	349 28%	175 50%	171 44%	153 38%	130 32%	63 18%	37 8%	146 28%	253 34%	182 36%	148 24%	399 32%	331 30%	285 38%	445 27%	218 33%	512 30%	441 37%	288 24%
		55%	45%	52% b	48%	24% efgh	23% fgh	21% gh	18% gh	9% h	5%	20%	35% il	25% il	20%	55%	45%	39% p	61%	30%	70%	60% t	40%
Watch free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	667 28%	378 32%	289 24%	340 29%	327 27%	115 33%	132 34%	137 34%	139 34%	79 23%	66 14%	172 32%	217 30%	147 29%	131 21%	389 31%	278 25%	295 39%	372 23%	248 38%	419 24%	412 35%	255 21%
		57%	43%	51%	49%	17% gh	20% gh	21% gh	21% gh	12% h	10%	26% l	33% l	22% l	20%	58% n	42%	44% p	56%	37% r	63%	62% t	38%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	286 12%	161 13%	126 11%	152 13%	135 11%	42 12%	64 16%	74 18%	64 16%	30 9%	13 3%	91 17%	94 13%	71 14%	29 5%	186 15%	101 9%	158 21%	129 8%	138 21%	149 9%	203 17%	84 7%
		56%	44%	53%	47%	15% h	22% gh	26% cgh	22% gh	11% h	4%	32% jl	33% l	25% l	10%	65% n	35%	55% p	45%	48% r	52%	71% t	29%

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

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Table 40

QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?
MULTI CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store,iTunes Store or Google Play	200 8%	124 10%	76 6%	104 9%	96 8%	38 11%	59 15%	58 14%	23 6%	16 5%	6 1%	51 10%	71 10%	55 11%	24 4%	121 10%	79 7%	121 16%	79 5%	105 16%	95 6%	138 12%	62 5%
		62%	38%	52%	48%	19% fgh	29% fgh	29% fgh	12% h	8% h	3%	25% i	35% i	28% i	12%	61% m	39%	61% p	39%	52% r	48%	69% t	31%
None of these	78 3%	24 2%	54 5%	39 3%	40 3%	13 4%	12 3%	12 3%	8 2%	8 2%	26 5%	17 3%	16 2%	15 3%	31 5%	33 3%	45 4%	20 3%	59 4%	16 2%	62 4%	28 2%	50 4%
		31%	69%	49%	51%	16%	15%	15%	10%	10%	34% fgh	22%	20%	19%	39% j	42%	58%	25%	75%	21%	79%	36%	64% s
Don't know	13 1%	9 1%	4 *	6 *	7 1%	- -	3 1%	7 2%	* *	2 1%	- -	5 1%	3 *	3 1%	1 *	9 1%	4 *	9 1%	4 *	8 1%	5 *	10 1%	3 *
		69%	31%	44%	56%	-	24%	55% cflh	1%	20%	-	43%	25%	23%	9%	68%	32%	68% p	32%	61% r	39%	77%	23%
Net: ANY	2293 96%	1159 97%	1134 95%	1116 96%	1177 96%	338 96%	376 96%	386 95%	400 98%	333 97%	460 95%	507 96%	716 97%	488 97%	582 95%	1223 97%	1070 96%	731 96%	1562 96%	628 96%	1665 96%	1149 97%	1141 96%
		51%	49%	49%	51%	15%	16%	17%	17% seh	15%	20%	22%	31% i	21%	25%	53%	47%	32%	68%	27%	73%	50%	50%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	1855 78%	1017 85%	837 70%	891 77%	963 79%	310 88%	338 86%	341 84%	343 84%	262 76%	262 54%	439 83%	613 83%	402 79%	400 65%	1053 83%	802 72%	665 88%	1190 73%	567 87%	1288 74%	1012 85%	842 71%
		55%	45%	48%	52%	17% gh	18% gh	18% gh	18% gh	14% h	14%	24% i	33% i	22% i	22%	57% m	43%	36% p	64%	31% r	69%	55% t	45%
Net: LIVE TV ONLY	438 18%	142 12%	297 25%	224 19%	214 17%	28 8%	38 10%	45 11%	57 14%	71 21%	198 41%	67 13%	103 14%	87 17%	182 30%	170 13%	268 24%	66 9%	372 23%	61 9%	377 22%	137 12%	299 25%
		32%	68%	51%	49%	6%	9%	10%	13% c	16% cdef	45% cddefg	15%	23%	20%	41% ijk	39%	61% m	15%	85% o	14%	86% q	31%	68% s

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

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Table 40

QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?
MULTI CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Watch TV live at the time of broadcast	2016 85%	1837 85% 91%	177 85% 9%	1398 87% 69% d	618 80% 31%	1666 86% 83% f	350 80% 17%	1681 85% 83% h	163 75% 8%	124 88% 6% h	49 90% 2% h	86 88% 4%	235 89% 12% p	171 88% 8%	142 84% 7%	175 84% 9%	176 81% 9%	164 82% 8%	272 84% 13%	259 86% 13%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1435 60%	1412 65% 98% b	23 11% 2%	1322 82% 92% d	114 15% 8%	1378 71% 96% f	57 13% 4%	1213 62% 85% h	113 52% 8%	84 60% 6% j	25 45% 2%	69 71% 5% e	169 64% 12%	123 63% 9%	101 59% 7%	125 60% 9%	131 61% 9%	123 62% 9%	202 63% 14%	169 56% 12%
Watch short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1054 44%	1023 47% 97% b	31 15% 3%	844 53% 80% d	210 27% 20%	1041 53% 99% f	14 3% 1%	866 44% 82%	104 48% 10% i	54 39% 5%	30 55% 3% g	48 50% 5% e	120 46% 11% e	94 48% 9% e	71 42% 7%	67 32% 6%	104 48% 10% e	74 37% 7%	129 40% 12%	159 53% 15% oq
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	797 33%	790 36% 99% b	6 3% 1%	707 44% 89% d	90 12% 11%	789 41% 99% f	8 2% 1%	641 33% 80%	80 37% 10%	52 37% 7%	24 43% 3% g	33 34% 4%	80 30% 10%	62 32% 8%	60 35% 8% e	48 23% 6%	79 36% 10% e	54 27% 7%	108 34% 14% e	117 39% 15% oq
Watch longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	730 31%	714 33% 98% b	16 8% 2%	578 36% 79% d	152 20% 21%	723 37% 99% f	6 1% 1%	601 30% 82%	74 34% 10% i	34 24% 5%	21 38% 3% i	27 28% 4%	77 29% 11%	51 26% 7%	44 26% 6%	46 22% 6%	74 34% 10% e	55 27% 8%	91 28% 12%	136 45% 19% kimnopqr
Watch free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	667 28%	665 31% 100% b	2 1% *	623 39% 93% d	44 6% 7%	647 33% 97% f	20 5% 3%	556 28% 83%	55 25% 8%	34 24% 5%	21 39% 3% gh	31 31% 5%	77 29% 12%	65 33% 10% d	41 24% 6%	68 33% 10% d	54 25% 8%	42 21% 6%	88 27% 13%	91 30% 14% a
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	286 12%	285 13% 100% b	1 * *	271 17% 95% d	16 2% 5%	284 15% 99% f	3 1% 1%	243 12% 85%	19 9% 7%	17 12% 6%	7 13% 3%	15 16% 5%	24 9% 8%	29 15% 10%	21 12% 7%	39 19% 14% lpr	17 8% 6%	24 12% 8%	34 11% 12%	41 14% 14%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store,iTunes Store or Google Play	200 8%	200 9% 100% b	* * *	192 12% 96% d	8 1% 4%	199 10% 99% f	1 * 1%	171 9% 85%	18 8% 9%	7 5% 4%	4 8% 2%	15 15% 7% lr	14 5% 7%	14 7% 7%	14 8% 7%	29 14% 15% lr	16 7% 8%	19 10% 10%	16 5% 8%	34 11% 17% lr

Proportions/Mean: Columns Tested (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
 Fieldwork: February – December 2018
 BDRC/Job number (23179)

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Absolutes/col percents/row percents 4 Mar 2019

Table 40
QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?
MULTI CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
None of these	78 3%	56 3%	22 10%	8 *	70 9%	7 *	71 16%	59 3%	15 7%	4 3%	1 1%	1 1%	4 2%	6 3%	5 3%	4 2%	13 6%	7 4%	11 3%	8 3%
		71% 28%a	10% 90%c	9% 91%e	75% 19%gjl	5% 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	13 1%	13 1%	-	2 *	10 1%	1 *	12 3%	11 1%	1 *	-	1 1%	-	1 1%	-	-	2 1%	3 1%	4 2%	-	1 *
		100% -	-	18% 82%c	9% 91%e	89% -	6% -	5% -	5% -	5% -	5% -	5% -	5% -	5% -	5% -	5% -	5% -	5% -	5% -	5% -
Net: ANY	2293 96%	2103 97%	187 8%	1597 99%	696 30%	1937 100%	356 81%	1901 96%	201 93%	137 97%	54 98%	97 99%	257 98%	189 97%	164 97%	202 97%	201 93%	189 94%	311 97%	291 97%
		92%b	8%	70%d	30%	84%f	16%	83%h	9%	6%h	2%	4%	11%p	8%	7%	9%	9%	8%	14%	13%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	1855 78%	1802 83%	52 25%	1521 95%	334 43%	1783 92%	72 16%	1541 78%	164 76%	106 75%	44 80%	84 86%	201 77%	156 80%	122 72%	154 74%	161 74%	141 70%	266 83%	256 85%
		97%b	3%	82%d	18%	96%f	4%	83%	9%	6%	2%	5%nopq	11%	8%	7%	8%	9%	8%	14%nopq	14%nopq
Net: LIVE TV ONLY	438 18%	302 14%	135 65%	76 5%	362 47%	154 8%	284 65%	360 18%	37 17%	31 22%	10 17%	12 13%	56 21%	34 17%	42 25%	48 23%	40 19%	48 24%	45 14%	35 12%
		69% 31%a	17% 83%c	35% 65%e	82% 9%	7% 2%	3% 10%krs	21% 13%rs	8% 10%krs	11% 11%rs	9% 11%rs	10% 11%rs	9% 11%rs	10% 11%rs	9% 11%rs	10% 11%rs	9% 11%rs	10% 11%rs	9% 11%rs	10% 11%rs

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 40

QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?
MULTI CODE**Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Watch TV live at the time of broadcast	2016 85%	358 85%	1658 84%	872 87%	939 88%	188 91%	620 87%	1237 88%	1059 86%	939 87%	937 86%	1462 86%	554 82%
		18%	82%	43%	47%	9%	31%	61%	53%	47%	46%	73%	27%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1435 60%	250 60%	1185 60%	664 66%	600 56%	152 74%	322 45%	997 71%	894 73%	520 48%	816 75%	1205 71%	230 34%
		17%	83%	46%df	42%f	11%df	22%	69%cdf	62%i	36%	57%i	84%i	16%
Watch short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1054 44%	165 39%	890 45%	460 46%	457 43%	119 58%	257 36%	672 48%	618 50%	389 36%	552 51%	838 49%	216 32%
		16%	84%a	44%f	43%f	11%cdfg	24%	64%df	59%i	37%	52%i	79%i	21%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	797 33%	126 30%	671 34%	412 41%	283 27%	77 37%	142 20%	573 41%	575 47%	203 19%	540 49%	737 43%	60 9%
		16%	84%	52%df	36%f	10%df	18%	72%df	72%i	25%	68%i	92%i	8%
Watch longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	730 31%	104 25%	626 32%	321 32%	307 29%	77 37%	179 25%	461 33%	431 35%	263 24%	383 35%	590 35%	139 21%
		14%	86%a	44%f	42%	11%df	25%	63%df	59%i	36%	52%i	81%i	19%
Watch free Video On- demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	667 28%	102 24%	565 29%	400 40%	196 18%	54 26%	57 8%	577 41%	457 37%	208 19%	434 40%	617 36%	50 7%
		15%	85%	60%def	29%f	8%df	9%	67%def	69%i	31%	65%i	93%i	7%
Watch paid Video On- demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	286 12%	45 11%	241 12%	184 18%	82 8%	32 16%	25 4%	250 18%	218 18%	67 6%	213 20%	272 16%	15 2%
		16%	84%	64%df	29%f	11%df	9%	67%df	76%i	23%	74%i	95%i	5%

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

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Table 40

QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?
MULTI CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store,iTunes Store or Google Play	200 8%	30 7%	171 9%	123 12%	64 6%	31 15%	26 4%	161 11%	168 14%	30 3%	162 15%	195 11%	6 1%
		15%	85%	62% df	32% f	16% df	13%	81% df	84% l	15%	81% l	97% l	3%
None of these	78 3%	10 2%	69 3%	18 2%	32 3%	-	28 4%	23 2%	21 2%	42 4%	19 2%	26 2%	52 8%
		13%	87%	23%	41% eg	-	36% ceg	29%	26%	53% hj	24%	33%	67% k
Don't know	13 1%	3 1%	9 *	4 *	8 1%	1 1%	6 1%	5 *	7 1%	6 1%	6 1%	9 1%	3 1%
		26%	74%	35%	59%	9%	46%	37%	52%	48%	46%	73%	27%
Net: ANY	2293 96%	407 97%	1886 96%	982 98%	1023 96%	205 99%	678 95%	1378 98%	1201 98%	1037 96%	1065 98%	1674 98%	619 92%
		18%	82%	43% f	45%	9% df	30%	60% df	52% l	45%	46% l	73% l	27%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	1855 78%	324 77%	1531 78%	845 84%	757 71%	181 88%	436 61%	1227 87%	1099 89%	702 65%	983 90%	1499 88%	355 53%
		17%	83%	46% df	41% f	10% df	24%	66% cdf	59% l	38%	53% l	81% l	19%
Net: LIVE TV ONLY	438 18%	83 20%	356 18%	136 14%	266 25%	24 12%	241 34%	151 11%	102 8%	335 31%	82 7%	175 10%	264 39%
		19%	81%	31%	61% ceg	6%	55% cdeg	35%	23%	76% hj	19%	40%	60% k

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 40

QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?
MULTI CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Watch TV live at the time of broadcast	2016	1163	937	583	467	359	196	264	178	1462	390	383	140	610	1407
	85%	87% 58%opq	86% 46%oq	81% 29%	82% 23%	80% 18%	84% 10%	83% 13%	86% 9%	86% 73%oq	87% 19%wx	82% 19%	75% 7%	85% 30%x	84% 70%x
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1435	968	816	516	445	328	177	246	144	1205	263	308	115	449	986
	60%	73% 67%	75% 57%u	72% 36%	78% 31%moqtu	73% 23%	76% 12%	78% 17%tu	69% 10%	71% 84%	59% 18%	65% 21%z	62% 8%	63% 31%	59% 69%
Watch short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1054	638	552	406	316	245	140	199	101	838	199	217	86	325	729
	44%	48% 61%	51% 52%	57% 39%mn	56% 30%mu	54% 23% m	60% 13% mntu	63% 19% mnpqtu	49% 10%	49% 79%	44% 19%	46% 21%	46% 8%	45% 31%	44% 69%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	797	571	540	413	356	233	136	205	99	737	131	176	74	237	560
	33%	43% 72%	49% 68%mu	58% 52%mntu	63% 45% mnqtu	52% 29% mu	58% 17% mntu	65% 26% mnnoqtu	47% 12%	43% 92%	29% 16%	37% 22%v	40% 9%v	33% 30%	34% 70%
Watch longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	730	439	383	301	235	200	112	169	79	590	132	137	55	213	517
	31%	33% 60%	35% 52%	42% 41% mn	41% 32% mn	44% 27% mn	48% 15% mn	53% 23% mnopqtu	38% 11%	35% 81%	29% 18%	29% 19%	30% 8%	30% 29%	31% 71%
Watch free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	667	555	434	306	262	183	112	160	102	617	113	154	73	207	460
	28%	42% 83%u	40% 65%	43% 46%u	46% 39%u	40% 27%	48% 17%nu	51% 24% mnnoqu	49% 15% nu	36% 93%	25% 17%	33% 23%vz	39% 11%vyz	29% 31%	28% 69%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	286	244	213	151	139	102	67	93	57	272	69	77	37	107	179
	12%	18% 85%	20% 74%u	21% 53%u	25% 49% mn	23% 35% u	29% 24% mnou	29% 32% mnou	27% 20% mn	16% 95%	15% 24%z	16% 27%z	20% 13%z	15% 37%z	11% 63%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 40

QA19: (SHOW SCREEN) We'd like to ask you about different viewing activities. Which, if any, of these have you done in the last 12 months?
MULTI CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store,iTunes Store or Google Play	200 8%	169 13% 84%	162 15%	129 18%	108 19%	94 21%	70 30%	94 30%	52 25%	195 11%	54 12%	65 14%	34 18%	80 11%	120 7% 60%
None of these	78 3%	18 1% 23%	19 2%	11 1%	6 1%	6 1%	4 2%	5 2%	- -	26 2% 33%	3 1% 4%	7 2%	2 1%	9 1%	69 4% 88%vwxyz
Don't know	13 1%	3 * 26%	6 1% 46%	4 1% 29%	1 * 8%	3 1% 21%	- 1% -	- - -	1 * 8%	9 1% 73%	1 * 9%	- - -	- - -	1 * 9%	12 1% 91%
Net: ANY	2293 96%	1311 98% 57%	1065 98% 46%	703 98% 31%	562 99% 25%	443 98% 19%	230 100% 10%	311 99% 14%	207 99% 9%	1674 98% 73%	443 99% 19%z	463 98% 20%z	185 99% 8%z	706 99% 31%z	1586 95% 69%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	1855 78%	1176 88% 63%	983 90% 53%	651 91% 35%	539 95% 29%mnouq	404 90% 22%	221 94% 12%mq	301 95% 16%mnouq	191 92% 10%	1499 88% 81%	345 77% 19%	381 81% 21%	158 85% 9%vz	573 80% 31%	1282 77% 69%
Net: LIVE TV ONLY	438 18%	134 10%	82 7%	53 7%	23 4%	39 9%	9 4%	10 3%	16 8%	175 10%	98 22%	82 17%	27 14%	134 19%	305 18% 69%
		31%np	19%ps	12%ps	5%	9%ps	2%	2%	4%ps	40%np	22%x	19%	6%	31%	69%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 41

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

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
TV service	1332 56%	748 63% 56%	584 49% 44%	671 58% 50%	661 54% 50%	205 58% 15%h	228 58% 17%h	262 65% 20%gh	242 59% 18%h	184 54% 14%h	213 44% 16%	330 62% 25%jl	412 56% 31%l	307 61% 23%l	284 46% 21%	742 59% 56%n	591 53% 44%	541 71% 41%p	791 49% 59%	471 72% 35%r	861 50% 65%	747 63% 56%t	585 49% 44%
Smart TV	1090 46%	624 52% 57%	466 39% 43%	541 47% 50%	549 45% 50%	168 48% 15%h	207 53% 19%gh	219 54% 20%gh	229 56% 21%gh	145 42% 13%h	123 25% 11%	261 49% 24%l	335 46% 31%l	257 51% 24%l	237 39% 22%	596 47% 55%	494 44% 45%	473 62% 43%p	617 38% 57%	417 64% 38%r	674 39% 62%	666 56% 61%t	423 35% 39%
Games player	718 30%	451 38% 63%	267 22% 37%	363 31% 51%	355 29% 49%	168 48% 23%efgh	189 48% 26%fgh	172 42% 24%fgh	140 34% 20%gh	41 12% 6%h	7 2% 1%	154 29% 21%	229 31% 32%l	189 37% 26%jl	146 24% 20%	383 30% 53%	335 30% 47%	412 54% 57%p	305 19% 43%	355 54% 49%r	363 21% 51%	459 39% 64%t	259 22% 36%
Digital Media Player	569 24%	372 31% 65%	197 17% 35%	289 25% 51%	279 23% 49%	111 32% 19%gh	140 36% 25%efgh	112 28% 20%gh	106 26% 19%gh	53 15% 9%h	47 10% 8%	137 26% 24%l	191 26% 34%l	129 26% 23%l	112 18% 20%	327 26% 58%n	242 22% 42%	255 34% 45%p	314 19% 55%	224 34% 39%r	345 20% 61%	355 30% 62%t	214 18% 38%
Desktop/laptop	451 19%	322 27% 71%	129 11% 29%	238 21% 53%	213 17% 47%	108 31% 24%efgh	106 27% 23%fgh	92 23% 20%fgh	59 14% 13%h	49 14% 11%h	38 8% 8%	118 22% 26%l	145 20% 32%l	108 21% 24%l	81 13% 18%	262 21% 58%n	189 17% 42%	192 25% 42%p	260 16% 58%	163 25% 36%r	289 17% 64%	288 24% 64%t	162 14% 36%
Tablet	234 10%	142 12% 61%	92 8% 39%	122 10% 52%	112 9% 48%	35 10% 15%h	60 15% 26%cfh	56 14% 24%fh	29 7% 12%	36 11% 15%h	18 4% 8%	70 13% 30%jl	68 9% 29%l	58 12% 25%l	37 6% 16%	138 11% 59%	96 9% 41%	125 16% 54%p	109 7% 46%	109 17% 47%r	125 7% 53%	148 12% 63%t	86 7% 37%
Smart phone	316 13%	206 17% 65%	110 9% 35%	157 14% 50%	159 13% 50%	73 21% 23%fgh	87 22% 27%fgh	74 18% 23%fgh	49 12% 15%gh	18 5% 6%	16 3% 5%	79 15% 25%l	96 13% 30%l	87 17% 27%l	54 9% 17%	175 14% 55%	141 13% 45%	175 23% 55%p	141 9% 45%	144 22% 46%r	172 10% 54%	220 19% 70%t	96 8% 30%
Blu-ray player	208 9%	130 11% 62%	78 7% 38%	126 11% 61%h	82 7% 39%	21 6% 10%	37 9% 18%h	64 16% 31%cdffg	34 8% 16%h	35 10% 17%h	16 3% 8%	51 10% 24%l	70 9% 34%l	57 11% 27%l	30 5% 15%	120 10% 58%	88 8% 42%	102 13% 49%p	106 7% 51%	94 14% 45%r	114 7% 55%	150 13% 72%t	58 5% 28%
Any of these devices connected to TV set and home broadband	1709 72%	955 80% 56%	754 63% 44%	849 73% 50%	860 70% 50%	275 79% 16%gh	309 79% 18%gh	319 79% 19%gh	319 78% 19%gh	233 68% 14%h	254 52% 15%	394 74% 23%l	537 73% 31%l	389 77% 23%l	390 63% 23%	931 74% 54%n	778 70% 46%	668 88% 39%p	1041 64% 61%	577 89% 34%r	1132 65% 66%	949 80% 56%t	757 63% 44%
None of these devices	675 28%	237 20% 35%	438 37% 65%	311 27% 46%	364 30% 54%	75 21% 11%	82 21% 12%	86 21% 13%	89 22% 13%	111 32% 16%cddef	233 48% 34%cddef	136 26% 20%	198 27% 29%	117 23% 17%	224 37% 33%ljk	334 26% 49%	341 30% 51%am	91 12% 14%	583 36% 86%o	74 11% 11%	601 35% 89%q	238 20% 35%	437 37% 65%e

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 41

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

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
TV service	1332	1332	-	1194	139	1248	84	1109	107	82	34	61	121	126	97	142	106	98	155	201
	56%	61%	-	74%	18%	64%	19%	56%	49%	59%	62%	62%	46%	65%	57%	69%	49%	49%	48%	67%
		100%b	-	90%d	10%	94%f	6%	83%h	8%	6%h	3%h	5%lr	9%	9%lpqr	7%	11%lpqr	8%	7%	12%	15%lpqr
Smart TV	1090	1090	-	1058	33	1038	52	903	94	66	27	43	95	98	82	120	92	88	135	150
	46%	50%	-	66%	4%	53%	12%	46%	43%	47%	49%	44%	36%	50%	48%	58%	43%	44%	42%	50%
		100%b	-	97%d	3%	95%f	5%	83%	9%	6%	2%	4%	9%	9%l	7%l	11%klpqr	8%	8%	12%	14%l
Games player	718	718	-	636	81	694	24	600	61	39	18	31	66	71	46	79	71	54	87	95
	30%	33%	-	40%	10%	36%	5%	30%	28%	27%	34%	32%	25%	36%	27%	38%	33%	27%	27%	32%
		100%b	-	89%d	11%	97%f	3%	84%	8%	5%	3%	4%	9%	10%l	6%	11%lqr	10%	7%	12%	13%
Digital Media Player	569	569	-	525	44	559	9	466	48	37	18	31	63	40	46	73	43	29	66	73
	24%	26%	-	33%	6%	29%	2%	24%	22%	26%	33%	32%	24%	21%	27%	35%	20%	15%	21%	24%
		100%b	-	92%d	8%	95%f	2%	82%	8%	6%	3%gh	5%pqr	11%q	7%	8%q	13%lmpqrs	8%	5%	12%	13%q
Desktop/laptop	451	451	-	384	67	438	14	382	41	21	7	22	50	28	35	46	29	37	60	76
	19%	21%	-	24%	9%	22%	3%	19%	19%	15%	13%	23%	19%	14%	21%	22%	13%	18%	19%	25%
		100%b	-	85%d	15%	97%f	3%	85%	9%	5%	2%	5%	11%	6%	8%	10%p	6%	8%	13%	17%mp
Tablet	234	234	-	216	18	227	7	200	17	14	4	13	18	24	19	26	12	28	22	38
	10%	11%	-	13%	2%	12%	2%	10%	8%	10%	7%	14%	7%	12%	11%	13%	6%	14%	7%	13%
		100%b	-	92%d	8%	97%f	3%	85%	7%	6%	2%	6%p	8%	10%p	8%	11%pr	5%	12%lpr	9%	16%lpr
Smart phone	316	316	-	299	17	310	6	271	27	12	7	15	30	25	32	38	21	26	34	49
	13%	15%	-	19%	2%	16%	1%	14%	12%	8%	12%	15%	12%	13%	19%	18%	10%	13%	11%	16%
		100%b	-	95%d	5%	98%f	2%	86%l	8%	4%	2%	5%	10%	8%	10%pr	12%pr	7%	8%	11%	15%
Blu-ray player	208	208	-	192	16	204	4	182	13	11	2	9	13	13	4	40	20	11	15	57
	9%	10%	-	12%	2%	10%	1%	9%	6%	8%	4%	10%	5%	7%	2%	19%	9%	5%	5%	19%
		100%b	-	92%d	8%	98%f	2%	87%j	6%	5%	1%	5%kn	6%	6%	2%	19%lmnpqr	9%n	5%	7%	27%lmnpqr
Any of these devices connected to TV set and home broadband	1709	1709	-	1472	237	1596	113	1407	151	107	45	74	161	147	118	166	149	145	211	236
	72%	79%	-	92%	31%	82%	26%	71%	69%	76%	82%	76%	61%	75%	70%	80%	69%	73%	66%	79%
		100%b	-	86%d	14%	93%f	7%	82%	9%	6%	3%gh	4%l	9%	9%lr	7%	10%lpr	9%	8%l	12%	14%lpr
None of these devices	675	463 21%	209 100%	135 8%	540 69%	350 18%	325 74%	565 29%	66 31%	34 24%	10 18%	24 4%	101 39%	49 25%	51 30%	42 20%	68 31%	55 27%	111 34%	64 21%
	28%	69%	31%a	20%	80%c	52%	48%e	84%j	10%j	5%	1%	4%	15%kmoqs	7%	8%	6%	10%os	8%	16%mos	10%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 41

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

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
TV service	1332	245	1088	726	456	162	181	1072	935	397	889	1332	-
	56%	58%	55%	72%	43%	79%	25%	76%	76%	37%	82%	78%	-
		18%	82%	54%df	34%f	12%df	14%	80%cdf	70%l	30%	67%hl	100%l	-
Smart TV	1090	204	887	558	433	121	212	804	1090	-	1090	1090	-
	46%	48%	45%	56%	41%	58%	30%	57%	89%	-	100%	64%	-
		19%	81%	51%df	40%f	11%df	19%	74%df	100%l	-	100%hl	100%l	-
Games player	718	127	591	382	266	63	133	531	549	169	526	718	-
	30%	30%	30%	38%	25%	30%	19%	38%	45%	16%	48%	42%	-
		18%	82%	53%df	37%f	9%f	18%	74%df	76%l	24%	73%l	100%l	-
Digital Media Player	569	106	463	285	240	60	131	389	414	155	399	569	-
	24%	25%	24%	28%	23%	29%	18%	28%	34%	14%	37%	33%	-
		19%	81%	50%df	42%	11%df	23%	68%df	73%l	27%	70%l	100%l	-
Desktop/laptop	451	84	367	238	165	52	91	325	326	126	310	451	-
	19%	20%	19%	24%	16%	25%	13%	23%	27%	12%	28%	26%	-
		19%	81%	53%df	37%	11%df	20%	72%df	72%l	28%	68%l	100%l	-
Tablet	234	45	189	129	90	33	38	187	185	49	180	234	-
	10%	11%	10%	13%	8%	16%	5%	13%	15%	5%	17%	74%	-
		19%	81%	55%df	39%f	14%df	16%	80%df	79%l	21%	77%l	100%l	-
Smart phone	316	55	261	177	111	42	48	246	270	46	266	316	-
	13%	13%	13%	18%	10%	20%	7%	18%	22%	4%	24%	18%	-
		17%	83%	56%df	35%f	13%df	15%	78%df	85%l	15%	84%l	100%l	-
Blu-ray player	208	30	178	136	77	18	29	170	169	38	163	208	-
	9%	7%	9%	14%	7%	9%	4%	12%	14%	4%	15%	12%	-
		14%	86%	65%df	37%f	9%f	14%	82%df	81%l	19%	78%l	100%l	-
Any of these devices connected to TV set and home broadband	1709	313	1396	844	663	191	350	1223	1159	550	1090	1709	-
	72%	74%	71%	84%	62%	92%	49%	87%	94%	51%	100%	100%	-
		18%	82%	49%df	39%f	11%cdfg	20%	72%df	68%l	32%	64%hl	100%l	-
None of these devices	675	107	568	160	399	16	362	182	69	535	-	-	675
	28%	26%	29%	16%	38%	8%	51%	13%	6%	49%	-	-	100%
		16%	84%	24%e	59%ceg	2%	54%cddeg	27%e	10%j	78%hj	-	-	100%k

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 41

Absolutes/col percents/row percents 4 Mar 2019

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

Base: All respondents

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total															
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%	
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%	
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367	
1332	1332	889	566	442	342	199	266	193	1332	222	272	118	400	933	
56%	100%	82%	79%	78%	76%	85%	84%	93%	78%	50%	58%	64%	56%	56%	
	100% nopqrstu	67% qu	42%	33%	26%	15% pqu	20% pqu	14% nopqrstu	100%	17%	20% v	9% v	30%	70% v	
1090	889	1090	526	399	310	180	266	163	1090	208	245	114	353	738	
46%	67%	100%	73%	70%	69%	77%	84%	78%	64%	46%	52%	61%	49%	44%	
	82%	100% mopqrstu	48% mu	37% u	28%	17% mqu	24% mopqu	15% mpqu	100%	19%	23% z	10% vyz	32% z	68%	
718	566	526	718	324	255	144	209	110	718	123	176	90	232	485	
30%	42%	48%	100%	57%	57%	61%	66%	53%	42%	28%	38%	48%	32%	29%	
	79%	73% mu	100% mnpqrstu	45% mnu	36% mnu	20% mnu	29% mnpqtu	15% mu	100%	17%	25% vz	13% vwyz	32%	68%	
569	442	399	324	569	204	139	181	70	569	115	149	71	203	366	
24%	33%	37%	45%	100%	45%	60%	57%	34%	33%	26%	32%	38%	28%	22%	
	78%	70%	57% mntu	100% mnoqrstu	36% mntu	24% mnoqtu	32% mnoqtu	12%	100%	20%	26% z	12% vyz	36% z	64%	
451	342	310	255	204	451	111	166	75	451	98	134	66	179	273	
19%	26%	28%	36%	36%	100%	48%	53%	36%	26%	22%	28%	35%	25%	16%	
	76%	69%	57% mnu	45% mnu	100% mnoqrstu	25% mnoptu	37% mnoptu	17% mnu	100%		22% z	30% vz	15% vyz	40% z	
234	199	180	144	139	111	234	140	54	234	56	72	46	95	139	
10%	15%	17%	20%	24%	25%	100%	44%	26%	14%	13%	15%	25%	13%	8%	
	85%	77%	61% mu	60% mnu	48% mnu	100% mnoqpqrstu	60% mnoqpqtu	23% mnu	100%		24% z	31% z	20% vwyz	40% z	
316	266	266	209	181	166	140	316	55	316	59	87	50	114	202	
13%	20%	24%	29%	32%	37%	60%	100%	26%	18%	13%	18%	27%	16%	12%	
	84%	84% mu	66% mnu	57% mnu	53% mnotu	44% mnoqpqtu	100% mnoqpqrstu	17% u	100%	19%	27% z	16% vwyz	36% z	64%	
208	193	163	110	70	75	54	55	208	208	44	54	26	69	139	
9%	14%	15%	15%	12%	17%	23%	17%	100%	12%	10%	11%	14%	10%	8%	
	93%	78%	53%	34%	36% u	26% mnopu	26% u	100% mnoqpqrstu	100%	21%	26%	12% z	33%	67%	
1709	1332	1090	718	569	451	234	316	208	1709	308	357	145	524	1185	
72%	100%	100%	100%	100%	100%	100%	100%	100%	100%	69%	76%	78%	73%	71%	
	78%	64%	42%	33%	26%	14%	18%	12%	100%	18%	21% v	8% v	31%	69%	
675	-	-	-	-	-	-	-	-	-	140	112	42	193	482	
28%	-	-	-	-	-	-	-	-	-	31%	24%	22%	27%	29%	
	-	-	-	-	-	-	-	-	-	21% wx	17%	6%	29%	71%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 42
QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch TV live at the time of broadcast
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1891	1041	850	919	972	250	292	337	327	316	369	478	621	360	432	1099	792	620	1271	539	1352	1141	747
		55%	45%	49%	51%	13%	15%	18%	17%	17%	20%	25%	33%	19%	23%	58%	42%	33%	67%	29%	71%	60%	40%
Weighted base	1845	983	862	907	938	255	295	318	343	286	348	431	581	393	440	1012	833	605	1239	512	1333	970	872
		53%	47%	49%	51%	14%	16%	17%	19%	15%	19%	23%	32%	21%	24%	55%	45%	33%	67%	28%	72%	53%	47%
Effective base	1545	864	685	747	798	200	241	290	272	275	276	389	512	294	358	901	651	514	1031	448	1098	982	613
TV service(s)	1143	622	521	581	563	147	185	228	212	171	200	283	349	258	253	632	511	445	699	387	756	635	507
	62%	63%	61%	64%	60%	58%	63%	71%	62%	60%	57%	66%	60%	66%	57%	62%	61%	73%	56%	76%	57%	65%	58%
		54%	46%	51%	49%	13%	16%	20% ^{cd} _{gh}	19%	15%	17%	25% ^l	31%	23% ^{kl}	22%	55%	45%	39% ^p	61%	34% ^r	66%	56% ^t	44%
Desktop/ Laptop computer	286	177	109	164	122	54	59	43	42	46	44	65	120	55	47	184	102	74	213	51	235	162	122
	16%	18%	13%	18%	13%	21%	20%	13%	12%	16%	13%	15%	21%	14%	11%	18%	12%	12%	17%	10%	18%	17%	14%
		62%	38%	57% ^b	43%	19% ^{ef} _h	20% ^{ef} _h	15%	15%	16%	15%	23%	42% ^{ikl}	19%	16%	64% ⁿ	36%	26%	74% ^o	18%	82% ^q	57%	43%
Digital Media Player	133	91	41	62	71	25	28	23	28	12	17	32	43	36	23	74	59	59	74	49	84	77	56
	7%	9%	5%	7%	8%	10%	9%	7%	8%	4%	5%	7%	7%	9%	5%	7%	7%	10%	6%	10%	6%	8%	6%
		69%	31%	47%	53%	19% ^{gh}	21% ^{gh}	18%	21%	9%	13%	24%	32%	27%	17%	56%	44%	45% ^p	55%	37% ^r	63%	58%	42%
Tablet computer	133	61	72	76	57	25	15	20	26	19	27	42	46	21	24	88	45	50	82	35	97	70	63
	7%	6%	8%	8%	6%	10%	5%	6%	8%	7%	8%	10%	8%	5%	5%	9%	5%	8%	7%	7%	7%	7%	7%
		46%	54%	57%	43%	19%	11%	15%	20%	15%	20%	32% ^{kl}	34%	16%	18%	66% ⁿ	34%	38%	62%	27%	73%	52%	48%
Smartphone	107	57	51	72	35	27	21	30	14	8	7	26	34	29	18	60	47	52	55	36	71	68	39
	6%	6%	6%	8%	4%	11%	7%	10%	4%	3%	2%	6%	6%	7%	4%	6%	6%	9%	4%	7%	5%	7%	4%
		53%	47%	67% ^b	33%	25% ^{fgh}	19% ^{gh}	28% ^{fgh}	13%	8%	7%	24%	32%	27%	17%	56%	44%	49% ^p	51%	34%	66%	64% ^t	36%
Games console	54	34	21	29	25	22	12	5	13	2	-	10	22	12	10	32	22	28	26	23	32	32	22
	3%	3%	2%	3%	3%	9%	4%	2%	4%	1%	-	2%	4%	3%	2%	3%	3%	5%	2%	4%	2%	3%	3%
		62%	38%	54%	46%	41% ^{defgh} _h	21% ^{gh}	9% ^h	24% ^{gh}	4%	-	18%	42%	22%	18%	60%	40%	52% ^p	48%	42% ^r	58%	59%	41%
Blu-ray player connected to a TV	23	13	10	13	11	-	2	11	2	7	2	6	7	7	4	13	11	12	12	12	12	15	8
	1%	1%	1%	1%	1%	-	1%	3%	*	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%
		57%	43%	55%	45%	-	10%	46% ^{cd} _h	7%	28% ^{cd}	9%	26%	28%	26%	18%	54%	46%	50%	50%	50% ^r	50%	65%	35%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 42

QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.****Which, of these devices have you used to ... in the last 12 months?****Watch TV live at the time of broadcast****MULTI CODE****Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)		Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1891	1852 98%	37 2%		1448 77%	443 23%	1697 90%	194 10%	1298 69%	183 10%	209 11%	201 11%	69 4%	174 9%	136 7%	101 5%	131 7%	124 7%	113 6%	222 12%	228 12%
1845	1796 97%	46* 3%*		1392 75%	453 25%	1661 90%	184 10%	1539 83%	147 8%	111 6%	48 3%	79* 4%*	209 11%	166 9%	127* 7%*	152 8%	166 9%	144 8%	248 13%	248 13%
1545	1512	32		1179	367	1395	151	1188	171	189	131	64	159	124	92	121	115	101	204	214
1143	1143	-		1033	111	1077	67	949	91	72	30	52	99	109	82	120	92	86	137	171
62%	64%	-		74%	24%	65%	36%	62%	62%	65%	63%	67%	47%	66%	65%	73%	56%	60%	55%	69%
	100%b	-		90%d	10%	94%f	6%	83%	8%	6%	3%	5%l	9%	10%l	7%l	11%lmnpqr s	8%	8%l	12%	15%lpr
286	275	9		233	53	286	-	246	24	12	4	12	34	16	17	22	26	17	53	50
16%	15%	19%		17%	12%	17%	-	16%	16%	11%	9%	15%	16%	10%	13%	15%	15%	12%	21%	20%
	96%	3%		81%d	19%	100%f	-	86%j	8%	4%	1%	4%	12%	6%	6%	8%	9%	6%	18%mq	17%mr
133	133	-		122	11	133	-	108	7	13	4	9	19	4	7	16	14	9	11	20
7%	7%	-		9%	2%	8%	-	7%	5%	12%	9%	12%	9%	2%	6%	10%	8%	6%	4%	8%
	100%	-		92%d	8%	100%f	-	81%	6%	10%gh	3%	7%mr	14%mi	3%	5%	12%mr	11%mi	7%	8%	15%mi
133	129	3		121	12	133	-	112	8	10	2	5	16	12	8	10	11	12	15	22
7%	7%	7%		9%	3%	8%	-	7%	5%	9%	4%	7%	8%	7%	6%	7%	7%	8%	6%	9%
	98%	2%		91%d	9%	100%f	-	85%	6%	8%	2%	4%	12%	9%	6%	8%	9%	9%	11%	17%
107	102	6		86	21	107	-	93	7	5	3	5	10	4	13	11	11	7	7	24
6%	6%	12%		6%	5%	6%	-	6%	4%	5%	6%	7%	5%	3%	10%	7%	6%	5%	3%	10%
	95%	5%		80%	20%	100%f	-	86%	6%	5%	3%	5%	10%	4%	12%mr	10%	10%	6%	7%	22%mr
54	54	-		48	6	54	-	48	2	2	1	1	10	7	3	3	9	2	6	7
3%	3%	-		3%	1%	3%	-	3%	2%	2%	2%	1%	5%	4%	3%	2%	5%	2%	2%	3%
	100%	-		88%d	12%	100%f	-	89%	5%	5%	2%	2%	18%	13%	6%	6%	17%	4%	11%	13%
23	23	-		20	3	23	-	21	-	2	*	1	-	1	1	8	-	1	1	8
1%	1%	-		1%	1%	1%	-	1%	-	2%	1%	2%	-	1%	1%	5%	1%	1%	*	3%
	100%	-		87%	13%	100%	-	90%	-	8%	1%	5%	-	5%	4%	35%lmpr	-	5%	4%	32%lpr

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

* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 42
QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
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Watch TV live at the time of broadcast
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1891	379 20%	1512 80%	884 47%	844 45%	192 10%	510 27%	1231 65%	1086 57%	788 42%	971 51%	1515 80%	376 20%
Weighted base	1845	325 18%	1520 82%	833 45%	824 45%	185 10%	509 28%	1194 65%	1044 57%	783 42%	929 50%	1454 79%	391 21%
Effective base	1545	289	1258	722	686	149	414	1010	898	634	800	1230	316
TV service(s)	1143	206	937	621	397	144	155	928	802	342	759	1143	-
	62%	63%	62%	75%	48%	78%	31%	78%	77%	44%	82%	79%	-
		18%	82%	54% df	35% f	13% df	14%	81% df	70% l	30%	66% hl	100% l	-
Desktop/ Laptop computer	286	43	243	107	140	30	94	147	167	106	137	202	85
	16%	13%	16%	13%	17%	16%	19%	12%	16%	13%	15%	14%	22%
		15%	85%	37%	49% cg	11%	33% cg	51%	58%	37%	48%	70%	30% k
Digital Media Player	133	27	106	58	67	13	46	81	88	44	85	133	-
	7%	8%	7%	7%	8%	7%	9%	7%	8%	6%	9%	9%	-
		20%	80%	44%	51%	10%	34%	61%	67% l	33%	64% l	100% l	-
Tablet computer	133	17	116	65	57	16	30	94	95	33	87	106	26
	7%	5%	8%	8%	7%	8%	6%	8%	9%	4%	9%	7%	7%
		13%	87%	49%	43%	12%	23%	71%	72% l	25%	65% l	80%	20%
Smartphone	107	17	90	54	43	11	25	78	77	30	71	85	22
	6%	5%	6%	6%	5%	6%	5%	7%	7%	4%	8%	6%	6%
		16%	84%	50%	40%	10%	23%	72%	71% l	28%	66% l	79%	21%
Games console	54	6	48	31	23	4	15	34	42	12	39	54	-
	3%	2%	3%	4%	3%	2%	3%	3%	4%	1%	4%	4%	-
		11%	89%	57%	43%	8%	27%	62%	78% l	22%	73% l	100% l	-
Blu-ray player connected to a TV	23	4	19	17	8	2	3	18	18	5	18	23	-
	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%	-
		17%	83%	74%	34%	10%	14%	78%	79%	21%	75% l	100% l	-

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 42
QA20 Services (1): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch TV live at the time of broadcast
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1891	1208 64%	971 51%	598 32%	512 27%	372 20%	202 11%	272 14%	182 10%	1515 80%	335 18%	355 19%	125 7%	546 29%	1345 71%
Weighted base	1845	1163 63%	929 50%	583 32%	467 25%	359 19%	196 11%	263 14%	178 10%	1454 79%	339 18%	348 19%	126 7%	545 30%	1300 70%
Effective base	1545	985	800	490	407	308	172	225	161	1230	278	293	109	454	1091
TV service(s)	1143	1143 98%	759 82%	459 79%	359 77%	273 76%	169 87%	225 86%	164 92%	1143 79%	183 54%	206 59%	81 64%	323 59%	820 63%
	62%	100% nopqrstu	66% pq	40%	31%	24%	15% opqu	20% opqu	14% nopqsu	100%	16%	18%	7%	28%	72% v
Desktop/ Laptop computer	286	118 16%	137 10%	99 15%	63 17%	96 27%	37 19%	58 22%	26 14%	202 70%	66 23%	78 27%	31 11%	102 36%	184 64%
	16%	41%	48% m	34% m	22%	33% mnopqtu	13% m	20% mnpul	9%	70% m	23% z	27% z	11% z	36% z	
Digital Media Player	133	62 7%	85 5%	73 9%	133 28%	46 13%	31 16%	39 15%	14 8%	133 9%	28 8%	31 9%	17 13%	45 8%	87 7%
	7%	46%	64% m	55% mu	100% mnopqrstu	35% m	23% mntu	29% mntu	11%	100% m	21%	23%	13% z	34%	66%
Tablet computer	133	85 7%	87 7%	44 9%	42 8%	31 9%	38 19%	40 15%	15 9%	106 7%	27 8%	37 11%	13 11%	48 9%	85 7%
	7%	64%	65%	33%	32%	23%	29% mnopqtu	30% mnopqu	12%	80%	20%	28% z	10%	36%	64%
Smartphone	107	65 6%	71 8%	51 9%	49 10%	34 9%	25 13%	53 20%	14 8%	85 6%	16 5%	25 7%	15 12%	31 6%	76 6%
	6%	60%	66%	47% mu	46% mu	31% mu	24% mnu	49% mnopqtu	13%	79%	15%	23%	14% vyz	29%	71%
Games console	54	34 3%	39 4%	54 9%	20 4%	24 7%	14 7%	24 9%	8 4%	54 4%	9 3%	19 5%	7 5%	20 4%	34 3%
	3%	63%	73%	100% mnptu	37%	44% mu	25% mu	44% mnpul	14%	100%	17%	34% z	12%	38%	62%
Blu-ray player connected to a TV	23	18 1%	18 2%	11 2%	10 2%	6 26%	9 39%	7 30%	23 100%	23 100%	4 16%	7 30%	4 17%	8 34%	15 66%
	1%	78%	75%	46%	44%	26%	39% mnou	30%	100% mnopqrsu	100%	16%	30%	17%	34%	66%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 43
QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1442	859 60%	583 40%	679 47%	763 53%	197 14%	253 18%	255 18%	242 17%	244 17%	251 17%	400 28%	495 34%	279 19%	268 19%	895 62%	547 38%	489 34%	953 66%	425 29%	1017 71%	887 62%	554 38%
Weighted base	1435	819 57%	616 43%	668 47%	767 53%	214 15%	255 18%	248 17%	262 18%	223 16%	234 16%	368 26%	473 33%	309 22%	284 20%	841 59%	594 41%	502 35%	934 65%	425 30%	1010 70%	765 53%	669 47%
Effective base	1199	718	485	560	639	162	213	220	208	213	190	329	414	232	230	743	461	412	787	361	838	775	465
TV service(s)	807 56%	459 56%	348 56%	407 61%	399 52%	97 46%	139 54%	146 59%	158 60%	132 59%	134 57%	215 58%	258 55%	181 58%	153 54%	473 56%	333 56%	314 63%	492 53%	268 63%	538 53%	443 58%	363 54%
		57%	43%	50%	50%	12%	17%	18%	20%	16%	17%	27%	32%	22%	19%	59%	41%	39%	61%	35%	67%	55%	45%
Desktop/ Laptop computer	434 30%	307 37%	127 21%	198 30%	236 31%	88 41%	80 32%	76 31%	66 25%	64 29%	60 26%	108 29%	166 35%	91 29%	70 24%	274 33%	161 27%	134 27%	301 32%	100 24%	334 33%	240 31%	194 29%
		71%	29%	46%	54%	20%	19%	18%	15%	15%	14%	25%	38%	21%	16%	63%	37%	31%	69%	23%	77%	55%	45%
Tablet computer	245 17%	128 16%	116 19%	109 16%	136 18%	37 17%	43 17%	51 20%	50 19%	35 15%	30 13%	78 21%	75 16%	46 15%	45 16%	153 18%	91 15%	91 18%	154 16%	73 17%	172 17%	138 18%	107 16%
		52%	48%	44%	56%	15%	18%	21%	20%	14%	12%	32%	31%	19%	18%	63%	37%	37%	63%	30%	70%	56%	44%
Digital Media Player	182 13%	140 17%	42 7%	76 11%	106 14%	28 13%	48 19%	38 15%	38 15%	16 7%	15 7%	40 11%	61 13%	38 12%	42 15%	101 12%	81 14%	83 17%	99 11%	77 18%	106 10%	117 15%	65 10%
		77%	23%	42%	58%	15%	26%	21%	21%	9%	8%	22%	34%	21%	23%	56%	44%	45%	55%	42%	58%	64%	36%
Smartphone	154 11%	92 11%	62 10%	76 11%	78 10%	46 21%	35 14%	41 16%	18 7%	12 5%	3 2%	34 9%	62 13%	37 12%	22 8%	95 11%	58 10%	72 14%	82 9%	49 12%	104 10%	96 13%	58 9%
		60%	40%	49%	51%	30%	22%	27%	11%	8%	2%	22%	40%	24%	14%	62%	38%	47%	53%	32%	68%	62%	38%
Games console	111 8%	79 10%	32 5%	65 10%	46 6%	33 15%	31 12%	25 10%	18 7%	4 2%	-	24 7%	46 10%	23 7%	17 6%	70 8%	40 7%	60 12%	51 5%	53 12%	58 6%	66 9%	45 7%
		71%	29%	59%	41%	30%	28%	23%	16%	3%	-	22%	41%	21%	16%	63%	37%	54%	46%	48%	52%	60%	40%
Blu-ray player connected to a TV	34 2%	29 3%	5 1%	21 3%	13 2%	-	10 4%	12 5%	7 3%	2 1%	3 1%	9 3%	8 2%	12 4%	4 2%	18 2%	16 3%	19 4%	15 2%	18 4%	16 2%	23 3%	11 2%
		85%	15%	62%	38%	-	29%	36%	20%	6%	9%	28%	25%	35%	13%	52%	48%	56%	44%	54%	46%	68%	32%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t

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Table 43

QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.****Which, of these devices have you used to ... in the last 12 months?****Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5****MULTI CODE****Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1442	1425 99%	17 1%	1341 93%	101 7%	1389 96%	53 4%	1021 71%	146 10%	161 11%	114 8%	60 4%	141 10%	103 7%	83 6%	109 8%	96 7%	96 7%	180 12%	153 11%
Weighted base	1435	1412 98%	23** 2%**	1322 92%	114* 8%*	1378 96%	57* 4%*	1213 85%	113 8%	84 6%	25 2%	69* 5%*	169 12%	123* 9%*	101* 7%*	125* 9%*	131* 9%*	123* 9%*	202 14%	169 12%
Effective base	1199	1186	14	1113	87	1156	44	937	138	146	108	56	130	95	77	99	89	87	166	142
TV service(s)	807 56%	807 57% 100%	- - -	807 61% 100% d	- - -	807 59% 100% f	- - -	678 56% 84%	64 56% 8%	51 61% 6%	14 55% 2%	40 58% 5%	73 43% 9%	85 69% 11% lqs	61 67% 8% lq	84 67% 10% lqs	75 57% 9% l	55 45% 7%	117 58% 14% l	88 52% 11%
Desktop/ Laptop computer	434 30%	428 30% 98%	7 29% 2%	434 33% 100% d	- - -	434 32% 100% f	- - -	376 31% 86% l	34 30% 8%	18 22% 4%	6 25% 1%	15 22% 4%	51 30% 12% lm	23 18% 5%	35 35% 8% lm	39 31% 9% lm	33 25% 8%	42 34% 10% lm	68 33% 16% lm	70 41% 16% kmp
Tablet computer	245 17%	242 17% 99%	3 14% 1%	245 19% 100% d	- - -	245 18% 100% f	- - -	212 17% 87%	15 13% 6%	11 13% 5%	7 29% 3% ghi	11 17% 5%	24 14% 10%	13 11% 5%	31 31% 13% lmopr	18 15% 8%	17 13% 7%	27 22% 11% lm	30 15% 12%	39 23% 16% lm
Digital Media Player	182 13%	182 13% 100%	- - -	182 14% 100% d	- - -	182 13% 100% f	- - -	150 12% 82%	13 12% 7%	14 17% 8%	4 18% 2%	8 12% 5%	26 15% 14%	11 9% 6%	16 16% 9%	20 16% 11%	14 11% 8%	12 10% 7%	19 10% 11%	23 14% 13%
Smartphone	154 11%	153 11% 100%	1 3% *	154 12% 100% d	- - -	154 11% 100% f	- - -	132 11% 86%	11 10% 7%	6 8% 4%	4 17% 3% l	13 18% 8% lmp	11 6% 7%	4 3% 2%	19 18% 12% lmp	13 10% 8% m	10 7% 6%	11 9% 7%	20 10% 13% m	33 19% 21% lmpqr
Games console	111 8%	111 8% 100%	- - -	111 8% 100% d	- - -	111 8% 100% f	- - -	97 8% 88%	6 6% 6%	5 6% 4%	2 10% 2%	8 12% 7%	17 10% 15%	8 7% 8%	11 11% 10%	7 6% 6%	15 12% 14%	8 7% 10%	11 6% 10%	11 6% 10%
Blu-ray player connected to a TV	34 2%	34 2% 100%	- - -	34 3% 100%	- - -	34 2% 100%	- - -	31 3% 93%	- - -	2 3% 7% h	- - -	3 5% 10% l	- - -	1 1% 3%	2 2% 6%	7 6% 22% lm	4 3% 11%	2 1% 5%	3 2% 9%	9 5% 27% 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
* small base; ** very small base (under 30) ineligible for sig testing

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Table 43

QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.

For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.

Which, of these devices have you used to ... in the last 12 months?

Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5

MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1442	280 19%	1162 81%	689 48%	608 42%	160 11%	323 22%	1002 69%	916 64%	508 35%	836 58%	1228 85%	214 15%
Weighted base	1435	250 17%	1185 83%	664 46%	600 42%	152 11%	322 22%	997 69%	894 62%	520 36%	816 57%	1205 84%	230 16%
Effective base	1199	217	982	568	506	127	270	831	773	413	705	1017	182
TV service(s)	807	144	663	429	278	105	86	680	608	198	574	807	-
	56%	57%	56%	65%	46%	69%	27%	68%	38%	70%	67%	-	-
		18%	82%	53%df	34%f	13%df	11%	84%df	75%l	25%	71%l	100%l	-
Desktop/ Laptop computer	434	64	370	166	217	47	127	251	255	160	229	330	105
	30%	26%	31%	25%	36%	31%	39%	25%	29%	31%	28%	27%	46%
		15%	85%	38%	50%cg	11%	29%cg	58%	59%	37%	53%	76%	24%k
Tablet computer	245	38	206	103	118	31	66	161	168	70	162	209	36
	17%	15%	17%	15%	20%	21%	20%	16%	19%	14%	20%	17%	16%
		16%	84%	42%	48%	13%	27%	66%	69%l	29%	66%l	85%	15%
Digital Media Player	182	33	149	80	101	22	62	104	135	47	131	182	-
	13%	13%	13%	12%	17%	15%	19%	10%	15%	9%	16%	15%	-
		18%	82%	44%	56%cg	12%	34%cg	57%	74%l	26%	72%l	100%l	-
Smartphone	154	21	133	66	71	11	39	107	116	36	110	138	16
	11%	8%	11%	10%	12%	7%	12%	11%	13%	7%	14%	11%	7%
		13%	87%	43%	46%	7%	25%	69%	75%l	23%	72%l	90%	10%
Games console	111	16	95	50	51	8	29	73	81	30	75	111	-
	8%	6%	8%	7%	9%	5%	9%	7%	9%	6%	9%	9%	-
		15%	85%	45%	46%	7%	26%	66%	73%l	27%	68%l	100%l	-
Blu-ray player connected to a TV	34	6	28	25	11	5	6	24	28	6	28	34	-
	2%	2%	2%	4%	2%	3%	2%	2%	3%	1%	3%	3%	-
		18%	82%	73%	33%	15%	18%	72%	83%l	17%	83%l	100%l	-

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

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Table 43

QA20 Services (2): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.

For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.

Which, of these devices have you used to ... in the last 12 months?

Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5

MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1442	988 69%	836 58%	506 35%	473 33%	331 23%	181 13%	247 17%	145 10%	1228 85%	261 18%	312 22%	113 8%	449 31%	993 69%
Weighted base	1435	968 67%	816 57%	516 36%	445 31%	328 23%	177 12%	246 17%	144 10%	1205 84%	263 18%	308 21%	115 8%	449 31%	986 69%
Effective base	1199	818	705	424	385	279	153	210	128	1017	217	262	103	378	821
TV service(s)	807	807	574	332	259	198	119	164	109	807	127	158	57	235	571
	56%	83%	70%	64%	58%	60%	67%	67%	76%	67%	48%	51%	50%	52%	58%
		100% nopqrstu	71% opq	41%	32%	24%	15%	20% p	14% opqu	100% pq	16%	20%	7%	29%	71% v
Desktop/ Laptop computer	434	234	229	153	114	153	51	90	44	330	96	103	35	146	289
	30%	24%	28%	30%	26%	47%	29%	37%	30%	27%	36%	34%	30%	32%	29%
		54%	53%	35% m	26%	35% mnoprstu	12%	21% mnpqu	10%	76%	22% z	24%	8%	34%	66%
Tablet computer	245	158	162	91	92	68	71	68	20	209	52	56	17	84	161
	17%	16%	20%	18%	21%	21%	40%	28%	14%	17%	20%	18%	15%	19%	16%
		65%	66%	37%	38%	28%	29% mnopqstu	28% mnopqtu	8%	85%	21%	23%	7%	34%	66%
Digital Media Player	182	119	131	105	182	69	47	68	25	182	41	53	27	69	113
	13%	12%	16%	20%	41%	21%	27%	28%	17%	15%	15%	17%	24%	15%	11%
		65%	72% m	58% mu	100% mnoprstu	38% mu	26% mnu	37% mnotu	14%	100%	22%	29% z	15% yz	38%	62%
Smartphone	154	109	110	80	76	52	35	71	21	138	25	31	14	43	111
	11%	11%	14%	16%	17%	16%	20%	29%	15%	11%	10%	10%	12%	10%	11%
		71%	72%	52% mu	50% mu	34% mu	23% mnu	46% mnopqtu	14%	90%	17%	20%	9%	28%	72%
Games console	111	84	75	111	66	49	30	47	17	111	18	37	15	40	71
	8%	9%	9%	21%	15%	15%	17%	19%	12%	9%	7%	12%	13%	9%	7%
		76%	68%	100% mnopqtu	60% mnu	44% mnu	27% mnu	43% mnu	15%	100%	17%	33% z	13% z	36%	64%
Blu-ray player connected to a TV	34	31	28	19	20	15	16	12	34	34	11	14	8	16	17
	2%	3%	3%	4%	4%	5%	9%	5%	24%	3%	4%	4%	7%	4%	2%
		90%	83%	56%	59%	44%	47% mnopu	36%	100% mnopqrsu	100%	32% z	40% z	24% z	48% z	52%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 44
QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?

Watch Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
695	399 57%	296 43%	357 51%	338 49%	113 16%	137 20%	146 21%	138 20%	88 13%	73 11%	185 27%	238 34%	143 21%	129 19%	423 61%	272 39%	300 43%	395 57%	257 37%	438 63%	485 70%	210 30%
667	378 57%	289 43%	340 51%	327 49%	115* 17%*	132 20%	137 21%	139 21%	79* 12%*	66* 10%*	172 26%	217 33%	147 22%	131 20%	389 58%	278 42%	295 44%	372 56%	248 37%	419 63%	412 62%	255 38%
570	340	232	288	282	90	116	124	114	74	54	155	195	117	105	350	222	247	323	212	358	416	175
450	252	198	226	224	72	93	91	94	53	46	118	129	106	97	247	203	209	241	181	269	275	175
67%	67%	68%	66%	68%	63%	70%	67%	68%	68%	69%	69%	59%	72%	74%	63%	73%	71%	65%	73%	64%	67%	69%
	56%	44%	50%	50%	16%	21%	20%	21%	12%	10%	26%	29%	24%	21%	55%	45%	46%	54%	40%	60%	61%	39%
110	81	28	59	51	25	25	23	17	12	7	28	46	19	16	75	35	53	57	35	75	68	41
16%	22%	10%	17%	16%	22%	19%	17%	12%	15%	10%	17%	21%	13%	12%	19%	13%	18%	15%	14%	18%	17%	16%
	74%	26%	54%	46%	23%	23%	21%	16%	11%	6%	26%	42%	17%	15%	68%	32%	48%	52%	32%	68%	62%	38%
105	76	29	57	48	26	27	18	20	7	6	25	41	24	14	67	39	45	60	38	67	71	35
16%	20%	10%	17%	15%	23%	21%	13%	15%	9%	9%	15%	19%	17%	11%	17%	14%	15%	16%	15%	16%	17%	14%
	73%	27%	54%	46%	25%gh	26%g	17%	19%	7%	6%	24%	39%	23%	13%	63%	37%	43%	57%	36%	64%	67%	33%
86	55	31	45	41	14	16	25	15	9	6	30	29	20	7	59	27	42	44	33	53	59	27
13%	15%	11%	13%	13%	13%	12%	18%	11%	12%	9%	18%	14%	14%	5%	15%	10%	14%	12%	13%	13%	14%	10%
	64%	36%	52%	48%	17%	19%	29%	18%	11%	7%	35%l	34%l	23%l	8%	69%n	31%	49%	51%	38%	62%	69%	31%
64	48	16	37	27	13	14	22	7	6	1	18	29	12	4	48	16	36	28	25	39	47	17
10%	13%	5%	11%	8%	12%	11%	16%	5%	8%	2%	11%	14%	8%	3%	12%	6%	12%	7%	10%	9%	11%	7%
	75%	25%	58%	42%	21%h	22%h	35%fm	11%	9%	2%	29%l	46%l	19%	6%	75%n	25%	56%	44%	40%	60%	73%	27%
48	37	11	31	18	15	14	11	8	*	1	14	20	9	5	34	14	28	20	23	26	33	16
7%	10%	4%	9%	5%	13%	10%	8%	6%	*	1%	8%	9%	6%	4%	9%	5%	9%	5%	9%	6%	8%	6%
	78%	22%	63%	37%	31%gh	28%gh	22%g	16%	1%	1%	29%	41%	18%	11%	71%	29%	58%	42%	47%	53%	68%	32%
17	13	4	12	5	1	4	4	1	5	3	5	4	6	2	9	8	10	7	9	8	11	6
3%	4%	1%	4%	1%	1%	3%	3%	1%	6%	4%	3%	2%	4%	1%	2%	3%	3%	2%	3%	2%	3%	2%
	79%	21%	73%	27%	7%	22%	21%	7%	28%l	15%	31%	24%	34%	11%	54%	46%	60%	40%	51%	49%	66%	34%

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

* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 44

QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.

Which, of these devices have you used to ... in the last 12 months?

Watch Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
695	692 100%	3 *	657 95%	38 5%	677 97%	18 3%	469 67%	71 10%	65 9%	90 13%	26 4%	64 9%	53 8%	33 5%	59 8%	40 6%	31 4%	76 11%	87 13%
667	665 100%	2** ***	623 93%	44* 7%*	647 97%	20** 3%**	556 83%	55* 8%*	34* 5%*	21* 3%*	31** 5%**	77* 12%*	65* 10%*	41* 6%*	68* 10%*	54* 8%*	42** 6%**	88* 13%*	91* 14%*
570	568	2	537	34	554	16	437	68	59	61	24	59	49	31	57	38	29	71	83
450	450	-	450	-	450	-	378	33	23	16	24	39	53	28	49	41	26	63	54
67%	68% 100%	- -	72% 100% d	- -	70% 100%	- -	68% 84%	59% 7%	68% 5%	76% 4% h	78% 5%	51% 9%	82% 12% ls	68% 6%	73% 11% l	76% 9% l	63% 6%	71% 14% l	60% 12%
110	108	1	110	-	110	-	90	12	3	4	5	14	5	7	9	9	6	10	25
16%	16% 99%	62% 1%	18% 100% d	- -	17% 100%	- -	16% 82%	22% 11%	10% 3%	18% 4%	16% 4%	18% 13%	7% 4%	17% 6%	13% 8%	17% 9%	15% 6%	11% 9%	28% 23% mor
105	105	-	105	-	105	-	86	12	4	3	8	11	5	8	19	1	4	15	15
16%	16% 100%	- -	17% 100% d	- -	16% 100%	- -	15% 82%	21% 11%	13% 4%	14% 3%	26% 8%	15% 11% p	7% 5%	19% 7% p	28% 18% mp	2% 1%	9% 4%	18% 15% p	16% 14% p
86	86	-	86	-	86	-	68	9	4	4	5	8	3	7	7	8	3	6	20
13%	13% 100%	- -	14% 100% d	- -	13% 100%	- -	12% 79%	17% 11%	13% 5%	20% 5%	17% 6%	11% 10%	5% 4%	18% 9%	10% 8%	14% 9%	7% 3%	7% 7%	23% 24% mr
64	64	-	64	-	64	-	50	8	3	3	3	5	2	8	8	6	1	4	13
10%	10% 100%	- -	10% 100%	- -	10% 100%	- -	9% 78%	14% 12%	9% 5%	16% 5%	10% 5%	6% 7%	4% 4%	19% 12% mr	11% 12%	11% 9%	3% 2%	5% 6%	15% 21% mr
48	48	-	48	-	48	-	44	2	1	1	2	5	5	3	2	3	5	6	13
7%	7% 100%	- -	8% 100%	- -	7% 100%	- -	8% 92%	3% 4%	2% 2%	6% 3%	7% 4%	7% 11%	8% 10%	7% 6%	3% 4%	6% 7%	12% 11%	7% 13%	14% 27% o
17	17	-	17	-	17	-	15	*	1	*	2	1	-	-	4	1	-	1	5
3%	3% 100%	- -	3% 100%	- -	3% 100%	- -	3% 87%	1% 3%	4% 9%	1% 1%	7% 13%	2% 8%	- -	- -	6% 25%	3% 9%	- -	1% 7%	5% 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
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 44
QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.

Which, of these devices have you used to ... in the last 12 months?

Watch Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand

MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	695	121 17%	574 83%	425 61%	208 30%	61 9%	64 9%	599 86%	482 69%	211 30%	461 66%	649 93%	46 7%
Weighted base	667	102* 15%*	565 85%	400 60%	196 29%	54* 8%*	57* 9%*	577 87%	457 69%	208 31%	434 65%	617 93%	50* 7%*
Effective base	570	93	477	345	170	48	50	494	401	168	383	529	41
TV service(s)	450	66	384	284	125	39	18	418	337	113	322	450	-
	67%	65%	68%	71%	64%	71%	31%	72%	74%	55%	74%	73%	-
		15%	85%	63% f	28% f	9% f	4%	93% df	75% l	25%	71% l	100% l	-
Desktop/ Laptop computer	110	14	95	65	41	11	14	85	84	23	83	104	5
	16%	14%	17%	16%	21%	20%	24%	15%	18%	11%	19%	17%	11%
		13%	87%	59%	37%	10%	13%	78%	77% l	21%	76% l	95%	5%
Digital Media Player	105	18	87	64	39	17	16	80	77	28	76	105	-
	16%	18%	15%	16%	20%	31%	28%	14%	17%	14%	18%	17%	-
		17%	83%	61%	37%	16% cg	15% cg	76%	73%	27%	73%	100% l	-
Tablet computer	86	15	71	58	30	8	11	66	73	12	72	83	3
	13%	15%	13%	14%	15%	15%	19%	11%	16%	6%	17%	13%	6%
		18%	82%	67%	35%	10%	13%	76%	85% l	13%	84% l	96%	4%
Smartphone	64	14	50	48	25	6	5	55	53	11	53	63	1
	10%	13%	9%	12%	13%	10%	9%	10%	12%	5%	12%	10%	2%
		21%	79%	76%	39%	9%	8%	87%	83% l	17%	83% l	98%	2%
Games console	48	6	42	36	16	6	5	38	41	7	39	48	-
	7%	6%	7%	9%	8%	10%	8%	7%	9%	3%	9%	8%	-
		13%	87%	75%	34%	11%	9%	80%	85% l	15%	82% l	100%	-
Blu-ray player connected to a TV	17	2	15	10	6	3	4	13	15	2	15	17	-
	3%	2%	3%	3%	3%	6%	7%	2%	3%	1%	3%	3%	-
		11%	89%	61%	36%	20%	24% g	76%	86%	14%	86%	100%	-

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

* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 44
QA20 Services (3): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?

Watch Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Devices connected TV through								Harm and offence on TV (seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	695	578 83%	461 66%	308 44%	283 41%	187 27%	116 17%	170 24%	101 15%	649 93%	116 17%	158 23%	70 10%	211 30%	484 70%
	667	555 83%	434 65%	306 46%	262 39%	183 27%	112 17%	160 24%	102* 15%*	617 93%	113* 17%*	154 23%	73* 11%*	207 31%	460 69%
	570	473	383	257	232	158	101	141	90	529	99	132	60	179	391
	450	450	322	219	168	119	77	115	78	450	60	98	42	128	322
	67%	81%	74%	72%	64%	65%	69%	72%	76%	73%	53%	63%	58%	62%	70%
		100% mnpqrsu	71% pq	49%	37%	26%	17%	26%	17% p	100% p	13%	22%	9%	28%	72% vy
	110	87	83	58	50	56	25	44	19	104	25	33	19	43	67
	16%	16%	19%	19%	19%	31%	22%	27%	19%	17%	22%	21%	27%	21%	15%
		80%	76%	53%	46%	51% mnoptu	23%	40% mnu	18%	95%	22%	30%	18% z	39%	61%
	105	84	76	64	105	42	32	36	18	105	28	39	17	49	56
	16%	15%	18%	21%	40%	23%	28%	23%	18%	17%	25%	25%	24%	23%	12%
		80%	73%	61% m	100% mnoqrstu	40% m	30% mnu	34% m	17%	100%	26% z	37% z	17% z	46% z	54%
	86	76	72	39	45	29	31	37	21	83	20	29	18	37	49
	13%	14%	17%	13%	17%	16%	28%	23%	20%	13%	18%	19%	24%	18%	11%
		89%	84%	46%	52%	34%	36% mnoqpqu	43% mou	24%	96%	24% z	34% z	20% z	44% z	56%
	64	57	53	40	38	27	17	35	13	63	13	17	9	25	39
	10%	10%	12%	13%	15%	15%	15%	22%	12%	10%	11%	11%	13%	12%	8%
		90%	83%	62%	60%	43%	27%	54% mnou	20%	98%	20%	27%	15%	39%	61%
	48	43	39	48	33	25	17	26	10	48	16	21	8	26	22
	7%	8%	9%	16%	13%	14%	15%	17%	10%	8%	14%	14%	11%	13%	5%
		89%	82%	100% mnu	69% mu	52% mu	36% mu	55% mnu	21%	100%	33% z	45% z	16%	54% z	46%
	17	16	15	10	9	7	8	8	17	17	3	6	5	7	10
	3%	3%	3%	3%	3%	4%	7%	5%	17%	3%	3%	4%	7%	3%	2%
		91%	86%	61%	51%	41%	46% mu	47%	100% mnoqpqrsu	100%	18%	34%	31% z	40%	60%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 45
QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	296	172	124	159	137	45	67	77	62	32	13	100	99	68	29	199	97	158	138	141	155	231	65
		58%	42%	54%	46%	15%	23%	26%	21%	11%	4%	34%	33%	23%	10%	67%	33%	53%	47%	48%	52%	78%	22%
Weighted base	286	161	126	152	135	42*	64*	74*	64*	30**	13**	91*	94*	71*	29**	186	101*	158	129	138	149	203	84*
		56%	44%	53%	47%	15%*	22%*	26%*	22%*	11%**	4%**	32%*	33%*	25%*	10%**	65%	35%*	55%	45%	48%	52%	71%	29%*
Effective base	246	147	100	130	116	35	58	68	51	28	8	85	84	56	23	169	79	136	110	122	125	203	54
TV service(s)	192	99	93	92	100	24	47	45	45	20	9	60	59	50	22	120	72	103	89	87	105	132	60
	67%	61%	74%	60%	75%	58%	74%	61%	71%	68%	73%	66%	63%	70%	75%	65%	71%	65%	70%	63%	71%	65%	71%
		52%	48%	48%	52% ^a	13%	25%	23%	24%	11%	5%	31%	31%	26%	12%	62%	38%	53%	47%	45%	55%	69%	31%
Desktop/ Laptop computer	65	48	17	36	28	12	13	20	9	7	3	24	28	8	5	52	13	41	24	33	31	42	23
	23%	30%	13%	24%	21%	30%	21%	27%	14%	23%	23%	26%	30%	11%	17%	28%	13%	26%	18%	24%	21%	21%	27%
		74%	26%	56%	44%	19%	20%	31%	14%	11%	5%	37% ^k	43% ^k	12%	8%	80% ⁿ	20%	63%	37%	51%	49%	65%	35%
Digital Media Player	53	40	13	34	19	7	14	11	11	4	6	16	20	13	5	36	18	23	31	22	32	39	15
	19%	25%	10%	22%	14%	17%	23%	15%	18%	13%	45%	17%	21%	18%	17%	19%	18%	14%	24%	16%	21%	19%	17%
		76%	24%	64%	36%	13%	27%	20%	21%	7%	11%	29%	37%	24%	9%	67%	33%	42%	58%	41%	59%	73%	27%
Tablet computer	50	27	22	29	20	8	7	16	11	5	3	14	21	10	5	35	15	27	23	18	32	31	19
	17%	17%	18%	19%	15%	18%	11%	22%	17%	17%	23%	15%	23%	14%	16%	19%	15%	17%	18%	13%	21%	15%	23%
		55%	45%	59%	41%	16%	15%	32%	21%	10%	6%	28%	43%	20%	10%	71%	29%	54%	46%	36%	64%	61%	39%
Smartphone	31	22	9	22	9	7	5	11	2	4	2	6	17	5	3	23	8	15	16	11	20	20	11
	11%	14%	7%	14%	7%	16%	8%	15%	2%	13%	19%	6%	18%	8%	9%	12%	8%	9%	13%	8%	14%	10%	13%
		72%	28%	71% ^b	29%	22% ^f	17%	36% ^f	5%	13%	8%	18%	56% ⁱ	17%	8%	74%	26%	47%	53%	35%	65%	65%	35%
Games console	30	26	4	23	7	6	6	13	4	1	-	14	11	3	2	25	5	25	5	20	10	25	5
	10%	16%	3%	15%	5%	14%	9%	17%	7%	3%	-	15%	12%	4%	6%	13%	5%	16%	4%	14%	7%	12%	6%
		88%	12%	76% ^b	24%	20%	20%	43%	15%	3%	-	46% ^k	38%	11%	6%	84% ⁿ	16%	83% ^p	17%	65%	35%	83%	17%
Blu-ray player connected to a TV	16	13	3	13	3	2	6	4	1	3	-	5	2	8	1	7	9	10	7	10	7	13	3
	6%	8%	2%	8%	2%	6%	9%	5%	2%	10%	-	6%	2%	11%	4%	4%	9%	6%	5%	7%	4%	6%	4%
		82%	18%	80% ^b	20%	15%	35%	25%	7%	19%	-	32%	13%	48% ^j	7%	45%	55%	59%	41%	59%	41%	81%	19%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 45

QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)		Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
296	295 100%	1 *		279 94%	17 6%	293 99%	3 1%	206 70%	25 8%	34 11%	31 10%	13 4%	19 6%	24 8%	18 6%	32 11%	13 4%	18 6%	30 10%	39 13%
286	285 100%	1** ***		271 95%	16** 5%**	284 99%	3** 1%**	243 85%	19** 7%**	17* 6%**	7** 3%**	15** 5%**	24** 8%**	29** 10%**	21** 7%**	39** 14%**	17** 6%**	24** 8%**	34** 12%**	41* 14%
246	245	1		232	14	244	3	193	23	31	29	12	18	23	17	30	12	17	28	37
192	192	-		192	-	192	-	162	14	11	5	11	14	23	12	27	13	15	27	19
67%	67%	-		71%	-	68%	-	67%	77%	61%	66%	74%	60%	81%	56%	70%	75%	64%	80%	46%
	100%	-		100%	-	100%	-	84%	7%	6%	3%	6%	8%	12%	6%	14%	7%	8%	14%	10%
65	65	-		61	3	65	-	56	5	3	1	5	3	3	6	9	3	8	3	15
23%	23%	-		23%	21%	23%	-	23%	27%	15%	18%	36%	14%	12%	31%	24%	18%	32%	8%	36%
	100%	-		95%	5%	100%	-	86%	8%	4%	2%	9%	5%	5%	10%	14%	5%	12%	4%	23%
53	53	-		53	1	53	-	44	3	5	2	5	3	4	5	10	-	4	4	9
19%	19%	-		19%	4%	19%	-	18%	17%	27%	22%	34%	13%	13%	24%	25%	-	18%	12%	23%
	100%	-		99%	1%	100%	-	82%	6%	9%	3%	10%	6%	7%	10%	18%	-	8%	8%	17%
50	50	-		47	3	50	-	43	4	2	1	5	1	4	3	7	3	6	1	12
17%	17%	-		17%	17%	18%	-	18%	22%	11%	15%	33%	5%	12%	17%	19%	19%	26%	3%	28%
	100%	-		95%	5%	100%	-	86%	8%	4%	2%	10%	2%	7%	7%	15%	7%	13%	2%	23%
31	30	1		28	3	31	-	28	1	*	2	4	1	2	2	2	2	6	1	7
11%	10%	100%		10%	19%	11%	-	11%	7%	2%	23%	23%	4%	8%	12%	5%	12%	26%	3%	18%
	97%	3%		90%	10%	100%	-	90%	4%	1%	5%	11%	3%	7%	8%	6%	6%	20%	3%	24%
30	30	-		30	-	30	-	27	2	1	1	2	1	3	2	5	4	1	3	6
10%	10%	-		11%	-	11%	-	11%	9%	3%	9%	14%	4%	10%	10%	13%	24%	5%	8%	15%
	100%	-		100%	-	100%	-	91%	5%	2%	2%	7%	3%	10%	7%	16%	14%	4%	9%	21%
16	16	-		16	-	16	-	16	-	-	-	2	-	-	1	4	1	1	1	5
6%	6%	-		6%	-	6%	-	7%	-	-	-	16%	-	-	6%	11%	6%	5%	3%	12%
	100%	-		100%	-	100%	-	100%	-	-	-	15%	-	-	8%	26%	6%	7%	7%	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
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 45
QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	296	56 19%	240 81%	192 65%	89 30%	37 13%	27 9%	257 87%	222 75%	73 25%	215 73%	281 95%	15 5%
Weighted base	286	45* 16%*	241 84%	184 64%	82* 29%*	32* 11%*	25** 9%**	250 87%	218 76%	67* 23%*	213 74%	272 95%	15** 5%**
Effective base	246	43	204	159	75	31	23	214	189	56	184	234	13
TV service(s)	192 67%	29 64% 15%	163 67% 85%	118 64% 62%	56 68% 29%	24 73% 12%	14 55% 7%	176 70% 92%	151 69% 79%	40 61% 21%	149 70% 78%	192 71% 100%	- - -
Desktop/ Laptop computer	65 23%	11 25% 17%	53 22% 83%	44 24% 67%	24 29% 37%	10 32% 16%	8 31% 12%	50 20% 78%	53 24% 82%	10 15% 16%	51 24% 79%	59 22% 92%	5 36% 8%
Digital Media Player	53 19%	9 19% 16%	45 19% 84%	38 21% 72%	17 20% 31%	10 31% 19%	2 6% 3%	47 19% 89%	45 21% 85%	8 12% 15%	45 21% 84%	53 20% 100%	- - -
Tablet computer	50 17%	9 20% 18%	41 17% 82%	32 17% 64%	18 22% 36%	4 12% 8%	6 25% 13%	39 16% 79%	43 20% 87% <i>I</i>	5 8% 10%	43 20% 87% <i>I</i>	48 18% 97%	2 11% 3%
Smartphone	31 11%	7 15% 23%	24 10% 77%	22 12% 73%	8 10% 28%	3 11% 11%	3 12% 10%	23 9% 74%	27 12% 86%	3 4% 9%	26 12% 85%	28 10% 90%	3 20% 10%
Games console	30 10%	4 10% 15%	25 11% 85%	24 13% 81%	6 7% 20%	5 15% 16%	1 3% 2%	27 11% 90%	29 13% 96% <i>I</i>	1 2% 4%	29 13% 96% <i>I</i>	30 11% 100%	- - -
Blu-ray player connected to a TV	16 6%	- - -	16 7% 100%	12 7% 74%	3 4% 19%	2 8% 15%	2 7% 11%	14 6% 89%	16 7% 100% <i>I</i>	- - -	16 8% 100% <i>I</i>	16 6% 100%	- - -

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 45
QA20 Services (4): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	296	251 85%	215 73%	155 52%	152 51%	109 37%	69 23%	96 32%	58 20%	281 95%	69 23%	83 28%	37 13%	109 37%	187 63%
	286	244 85%	213 74%	151 53%	139 49%	102* 35%*	67* 24%*	93* 32%*	57* 20%*	272 95%	69* 24%*	77* 27%*	37* 13%*	107* 37%*	179 63%
	246	209	184	132	124	89	60	81	52	234	58	70	33	92	155
	192	192	149	103	93	62	46	64	38	192	47	48	22	72	120
	67%	79%	70%	68%	67%	61%	68%	69%	67%	71%	68%	62%	58%	67%	67%
		100%opq	78%	54%	48%	32%	24%	33%	20%	100%	24%	25%	11%	37%	63%
	65	47	51	37	31	38	23	36	17	59	19	24	12	29	35
	23%	19%	24%	25%	22%	38%	35%	39%	30%	22%	27%	31%	32%	27%	20%
		73%	79%	58%	48%	59%mnopu		36%mu		56%mnopu		26%	19%	45%	55%
	53	46	45	35	53	24	20	25	12	53	19	19	8	25	28
	19%	19%	21%	23%	38%	24%	30%	27%	21%	20%	27%	25%	23%	23%	16%
		87%	84%	66%	100%mnopqtu		46%	38%	47%	23%	100%	35%	36%	16%	53%
	50	42	43	27	32	20	21	29	17	48	12	11	8	15	35
	17%	17%	20%	18%	23%	20%	31%	31%	29%	18%	17%	14%	22%	14%	19%
		84%	87%	55%	63%	40%	43%mo		58%mo		33%sm		97%	23%	70%
	31	22	26	16	17	16	11	22	9	28	9	11	5	14	17
	11%	9%	12%	11%	12%	15%	16%	24%	16%	10%	13%	14%	13%	13%	9%
		70%	85%	52%	55%	50%	35%	73%mnopu		29%	29%	35%	15%	46%	54%
	30	29	29	30	25	20	12	22	12	30	11	15	8	18	12
	10%	12%	13%	20%	18%	20%	18%	24%	21%	11%	16%	19%	22%	17%	7%
		98%	96%	100%u		82%	68%u		42%	74%mn		40%	59%z		41%
	16	16	16	13	12	10	11	12	16	16	5	6	4	7	9
	6%	7%	8%	8%	9%	10%	17%	13%	29%	6%	8%	8%	11%	7%	5%
		100%	100%	78%	75%	61%	69%mn		76%u		100%mnopqsu		100%	45%	55%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 46
QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	836	514 61%	322 39%	378 45%	458 55%	168 20%	196 23%	179 21%	151 18%	92 11%	50 6%	221 26%	298 36%	177 21%	140 17%	519 62%	317 38%	374 45%	462 55%	324 39%	512 61%	577 69%	259 31%
Weighted base	797	477 60%	320 40%	359 45%	437 55%	168 21%	185 23%	167 21%	157 20%	81* 10%*	39* 5%*	196 25%	275 34%	184 23%	142 18%	471 59%	326 41%	362 45%	435 55%	310 39%	487 61%	481 60%	316 40%
Effective base	680	422	259	305	375	135	160	150	124	78	37	181	243	145	114	423	259	308	372	268	412	491	216
TV service(s)	394 49%	227 48%	167 52%	182 51%	212 48%	58 34%	81 44%	98 59%	80 51%	53 66%	23 60%	104 53%	120 44%	104 57%	66 46%	224 48%	170 52%	198 55%	196 45%	176 57%	218 45%	244 51%	150 47%
Desktop/ Laptop computer	253 32%	173 36%	81 25%	116 32%	138 31%	79 47%	65 35%	48 29%	36 23%	17 22%	9 22%	68 35%	101 37%	45 25%	39 27%	169 36%	84 26%	109 30%	144 33%	85 28%	168 35%	152 32%	102 32%
		68%	32%	46%	54%	31%defg h	28%fg	19%	14%	7%	3%	27%	40%k	18%	15%	67%l	33%	43%	57%	34%	66%	60%	40%
Digital Media Player	191 24%	134 28%	56 18%	86 24%	105 24%	33 19%	61 33%	32 19%	38 24%	18 22%	9 24%	46 23%	70 25%	41 22%	35 24%	115 24%	75 23%	85 24%	105 24%	78 25%	112 23%	120 25%	71 22%
		70%	30%	45%	55%	17%	32%ce	17%	20%	9%	5%	24%	37%	21%	18%	60%	40%	45%	55%	41%	59%	63%	37%
Tablet computer	154 19%	82 17%	73 23%	70 19%	85 19%	32 19%	30 16%	41 25%	33 21%	14 18%	4 10%	51 26%	51 19%	25 14%	27 19%	102 22%	52 16%	84 23%	70 16%	73 23%	82 17%	93 19%	61 19%
		53%	47%	45%	55%	21%	19%	27%	22%	9%	3%	33%k	33%	16%	18%	66%	34%	55%p	45%	47%r	53%	60%	40%
Smartphone	130 16%	80 17%	50 15%	50 14%	80 18%	40 24%	37 20%	30 18%	12 8%	7 9%	3 7%	31 16%	57 21%	23 13%	18 13%	88 19%	41 13%	71 20%	58 13%	51 16%	79 16%	80 17%	50 16%
		62%	38%	39%	61%	31%fgh	28%fg	23%fi	10%	6%	2%	24%	44%k	18%	14%	68%l	32%	55%p	45%	39%	61%	62%	38%
Games console	120 15%	88 19%	32 10%	58 16%	62 14%	40 24%	31 17%	30 18%	16 10%	3 4%	1 1%	25 13%	58 21%	23 13%	15 10%	83 18%	38 12%	73 20%	48 11%	61 20%	60 12%	83 17%	37 12%
		73%	27%	48%	52%	33%fgh	28%gh	25%gh	13%	3%	*	21%	48%ikl	19%	12%	69%l	31%	60%p	40%	50%r	50%	69%	31%
Blu-ray player connected to a TV	27 3%	17 4%	10 3%	18 5%	9 2%	-	8 4%	11 6%	4 2%	2 3%	3 7%	8 4%	7 3%	9 5%	3 2%	15 3%	12 4%	21 6%	6 1%	20 6%	7 1%	21 4%	6 2%
		63%	37%	67%b	33%	-	28%c	40%e	14%	8%e	11%e	29%	26%	35%	10%	55%	45%	79%p	21%	74%r	26%	78%	22%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 46

QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.****Which, of these devices have you used to ... in the last 12 months?****Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV****MULTI CODE****Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	836	829 99%	6 1%	744 89%	92 11%	828 99%	8 1%	530 63%	103 12%	97 12%	106 13%	28 3%	67 8%	50 6%	47 6%	43 5%	58 7%	40 5%	89 11%	108 13%	
Weighted base	797	790 99%	6** 1%**	707 89%	90* 11%**	789 99%	8** 1%**	641 80%	80* 10%*	52* 7%*	24* 3%**	33** 4%**	80* 10%*	62* 8%*	60* 8%*	48* 6%*	79* 10%*	54* 7%*	108* 14%*	117 15%	
Effective base	680	674	5	604	76	673	7	494	97	87	100	26	63	46	45	40	54	37	83	101	
TV service(s)	394 49%	394 50% 100%	- - -	382 54% 97% d	12 14% 3%	394 50% 100%	- - -	312 49% 79%	39 49% 10%	31 60% 8% g	12 49% 3%	15 46% 4%	28 35% 7%	37 60% 9% lq	28 47% 7%	28 58% 7% lq	40 51% 10%	17 32% 4%	58 53% 15% lq	61 52% 15% lq	
Desktop/ Laptop computer	253 32%	251 32% 99%	2 42% 1%	220 31% 87%	33 37% 13%	253 32% 100%	- - -	208 33% 82% li	27 34% 11%	11 21% 4%	7 30% 3%	15 44% 6%	26 33% 10% m	10 15% 4%	12 19% 5%	16 34% 6% m	19 24% 7%	20 37% 8% m	38 35% 15% m	54 46% 21% mnp	
Digital Media Player	191 24%	191 24% 100%	- - -	174 25% 91%	16 18% 9%	191 24% 100%	- - -	150 23% 79%	22 27% 11%	14 26% 7%	5 23% 3%	12 38% 7%	28 35% 15% mr	6 10% 3%	11 18% 6%	15 31% 8% m	24 30% 12% m	11 20% 6%	18 17% 10%	25 21% 13%	
Tablet computer	154 19%	153 19% 99%	* 5% *	140 20% 91%	14 16% 9%	154 20% 100%	- - -	119 19% 77%	16 20% 10%	10 20% 7%	9 39% 6% gh	4 12% 2%	14 18% 9%	6 9% 4%	15 25% 10%	8 17% 5%	16 20% 10%	11 20% 7%	13 12% 9%	33 28% 21% mr	
Smartphone	130 16%	129 16% 100%	1 11% *	118 17% 91%	12 13% 9%	130 16% 100%	- - -	100 16% 77%	15 19% 12%	6 12% 5%	8 35% 6% gh	8 24% 6%	8 9% 6%	2 3% 2%	13 22% 10% m	12 26% 10% lmp	8 10% 6%	11 21% 9% m	19 17% 14% m	20 17% 15% m	
Games console	120 15%	120 15% 100%	- - -	107 15% 89%	13 14% 11%	120 15% 100%	- - -	98 15% 82%	15 19% 13% li	4 7% 3%	3 13% 3%	9 27% 7%	19 24% 16% rs	8 12% 6%	11 18% 9% s	9 20% 8% sa	12 16% 10%	13 23% 10% rs	10 9% 8%	8 7% 52% lmnr	
Blu-ray player connected to a TV	27 3%	27 3% 100%	- - -	25 4% 95%	1 1% 5%	27 3% 100%	- - -	26 4% 97%	1 1% 3%	- - -	- - -	2 7% 9%	- - -	- - -	1 1% 3%	3 7% 13% l	3 3% 9%	2 3% 7%	1 1% 5%	14 12% 52% lmnr	

Proportions/Means: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 46
QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
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Which, of these devices have you used to ... in the last 12 months?
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	836	164 20%	672 80%	440 53%	300 36%	91 11%	150 18%	597 71%	607 73%	211 25%	572 68%	779 93%	57 7%
Weighted base	797	126 16%	671 84%	412 52%	283 36%	77* 10%*	142 18%	573 72%	575 72%	203 25%	540 68%	737 92%	60* 8%*
Effective base	680	118	564	353	242	75	120	489	501	163	472	631	49
TV service(s)	394	61	333	231	123	54	38	339	334	60	320	394	-
	49%	48%	50%	56%	43%	70%	27%	59%	58%	30%	59%	53%	-
		16%	84%	58% df	31% f	14% cdi	10%	86% df	85% i	15%	81% i	100% i	-
Desktop/ Laptop computer	253	39	215	110	97	28	54	163	170	70	161	226	27
	32%	31%	32%	27%	34%	36%	38%	28%	30%	34%	30%	31%	46%
		15%	85%	44%	38% c	11%	21% g	64%	67%	28%	64%	89%	11% k
Digital Media Player	191	38	152	94	87	17	49	120	135	55	131	191	-
	24%	30%	23%	23%	31%	22%	34%	21%	24%	27%	24%	26%	-
		20%	80%	49%	46% cg	9%	26% cg	63%	71%	29%	69%	100% i	-
Tablet computer	154	27	127	76	57	14	31	111	120	28	110	142	12
	19%	21%	19%	18%	20%	18%	22%	19%	21%	14%	20%	19%	20%
		17%	83%	49%	37%	9%	20%	72%	78% i	18%	71%	92%	8%
Smartphone	130	22	107	57	47	13	30	85	92	29	88	119	10
	16%	18%	16%	14%	17%	17%	21%	15%	16%	14%	16%	16%	17%
		17%	83%	44%	36%	10%	23%	65%	71%	22%	68%	92%	8%
Games console	120	24	97	54	49	13	29	78	87	33	83	120	-
	15%	19%	14%	13%	17%	17%	20%	14%	15%	16%	15%	16%	-
		20%	80%	45%	41%	11%	24%	65%	73%	27%	69%	100% i	-
Blu-ray player connected to a TV	27	4	23	20	7	3	2	23	19	7	19	27	-
	3%	3%	3%	5%	2%	4%	2%	4%	3%	4%	4%	4%	-
		14%	86%	75%	26%	13%	9%	85%	73%	27%	73%	100%	-

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 46
QA20 Services (5): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	836	603 72%	572 68%	423 51%	388 46%	232 28%	142 17%	212 25%	99 12%	779 93%	134 16%	185 22%	71 8%	246 29%	590 71%
Weighted base	797	571 72%	540 68%	413 52%	356 45%	233 29%	136 17%	205 26%	99* 12%*	737 92%	131 16%	176 22%	74* 9%*	237 30%	560 70%
Effective base	680	487	472	346	314	196	120	178	88	631	113	156	63	208	472
TV service(s)	394	394	320	215	158	109	81	129	65	394	57	84	39	117	277
	49%	69%	59%	52%	44%	47%	59%	63%	65%	53%	44%	48%	53%	50%	49%
		100% nopqru	81% opq	55%	40%	28%	20% pq	33% opqu	16% opqu	100% p	15%	21%	10%	30%	70%
Desktop/ Laptop computer	253	160 32%	161 30%	130 32%	95 27%	119 51%	44 32%	79 39%	33 33%	226 31%	55 42%	70 40%	27 36%	93 39%	161 29%
		63%	64%	51%	37%	47% lmnoprstu	17%	31% lmnpu	13%	89%	22% xz	28% xz	11%	37% xz	63%
Digital Media Player	191	127	131	113	191	69	48	66	23	191	30	44	20	60	131
	24%	22%	24%	27%	53%	30%	35%	32%	23%	26%	23%	25%	27%	25%	23%
		67%	69%	59%	100% lmnopqrst	36% lm	25% lmnu	35% lmnu	12%	100%	16%	23%	11%	31%	69%
Tablet computer	154	107	110	79	68	47	44	56	17	142	27	26	12	38	116
	19%	19%	20%	19%	19%	20%	33%	27%	17%	19%	20%	15%	16%	16%	21%
	69%	71%	51%	44%	31%	29% lmnopqstu	36% mopju	11%	92%	17%	17%	8%	25%	75%	
Smartphone	130	87	88	76	60	39	27	65	16	119	22	27	16	40	90
	16%	15%	16%	18%	17%	17%	20%	32%	16%	16%	17%	15%	22%	17%	16%
		67%	68%	58%	46%	30%	21%	60% lmnopqstu	12%	92%	17%	21%	12%	30%	70%
Games console	120	89	83	120	73	48	26	49	18	120	23	44	17	49	72
	15%	16%	15%	29%	20%	21%	19%	24%	18%	16%	18%	25%	22%	20%	13%
		74%	69%	100% lmnopqstu	60%	40%	22%	41% lmnu	15%	100%	19%	36% xz	14% xz	40% xz	60%
Blu-ray player connected to a TV	27	26	19	10	9	6	11	9	27	27	8	9	5	10	17
	3%	5%	4%	3%	2%	3%	8%	4%	27%	4%	6%	5%	7%	4%	3%
		98%	73%	39%	33%	22%	41% nopqu	33%	100% lmnopqrsu	100%	31%	33%	19%	37%	63%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/t/u - v/w/x/y/z
 * small base

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Absolutes/col percents/row percents 4 Mar 2019

Table 47
QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch TV,box sets,or films from an online pay-per-view or download to own service
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	199	127 64%	72 36%	106 53%	93 47%	35 18%	57 29%	59 30%	23 12%	18 9%	7 4%	54 27%	70 35%	50 25%	25 13%	124 62%	75 38%	119 60%	80 40%	106 53%	93 47%	152 76%	47 24%
Weighted base	200	124 62%	76* 38%*	104* 52%*	96* 48%*	38** 19%**	59* 29%*	58* 29%*	23** 12%**	16** 8%**	6** 3%**	51* 25%*	71* 35%*	55* 28%*	24** 12%**	121 61%	79* 39%*	121 61%	79* 39%*	105* 52%*	95* 48%*	138 69%	62* 31%*
Effective base	170	111	59	89	81	28	51	52	20	16	4	50	60	42	20	109	62	104	66	94	77	137	40
TV service(s)	108 54%	66 53%	42 55%	53 50%	55 57%	20 54%	28 48%	36 62%	12 50%	9 59%	2 28%	30 60%	34 48%	29 52%	15 63%	64 53%	43 55%	70 58%	38 48%	59 56%	49 51%	70 51%	37 60%
Desktop/ Laptop computer	58 29%	43 35%	15 20%	34 33%	24 25%	11 30%	20 34%	14 25%	6 24%	1 36%	1 22%	11 21%	31 44%	12 21%	5 20%	42 35%	16 21%	30 24%	29 36%	24 23%	34 35%	42 30%	16 26%
		74%	26%	58%	42%	19%	34%	25%	10%	10%	2%	19%	53%ik	20%	8%	72%	28%	51%	49%	42%	58%	72%	28%
Tablet computer	49 24%	32 26%	16 22%	32 30%	17 18%	5 13%	11 20%	22 37%	6 25%	5 29%	-	15 29%	18 25%	15 27%	2 7%	32 26%	17 21%	36 29%	13 17%	30 29%	19 20%	35 26%	13 22%
		66%	34%	65%	35%	10%	24%	45%	12%	10%	-	30%	36%	31%	3%	66%	34%	73%	27%	62%	38%	72%	28%
Games console	43 22%	29 24%	14 18%	27 25%	17 17%	8 22%	16 27%	11 20%	6 26%	1 7%	-	10 19%	18 25%	13 23%	3 15%	27 22%	16 20%	33 27%	10 13%	29 28%	14 14%	32 23%	11 17%
		68%	32%	62%	38%	19%	37%	27%	14%	3%	-	22%	41%	29%	8%	63%	37%	76%p	24%	68%r	32%	75%	25%
Digital Media Player	40 20%	28 22%	13 16%	24 23%	16 17%	4 10%	15 26%	11 19%	7 28%	1 8%	2 40%	9 17%	16 22%	12 22%	3 14%	25 20%	16 20%	26 21%	15 18%	24 23%	16 17%	30 22%	10 17%
		69%	31%	60%	40%	9%	38%	27%	16%	3%	6%	22%	39%	30%	8%	61%	39%	64%	36%	60%	40%	74%	26%
Smartphone	40 20%	26 21%	13 18%	25 24%	15 15%	7 19%	10 17%	14 24%	4 16%	5 28%	1 10%	8 16%	15 22%	12 21%	5 20%	24 19%	16 21%	27 22%	13 16%	23 22%	17 18%	22 16%	17 28%
		66%	34%	63%	37%	18%	25%	35%	9%	11%	1%	20%	39%	30%	12%	59%	41%	68%	32%	57%	43%	56%	44%
Blu-ray player connected to a TV	15 7%	14 11%	1 1%	10 9%	5 6%	-	7 11%	6 10%	-	2 14%	-	2 4%	5 7%	8 14%	-	7 6%	8 10%	9 8%	5 7%	9 8%	6 7%	11 8%	3 5%
		93%	7%	64%	36%	-	45%	40%	-	15%	-	15%	31%	54%	-	46%	54%	64%	36%	58%	42%	77%	23%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 47

QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.

For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.

Which, of these devices have you used to ... in the last 12 months?

Watch TV,box sets,or films from an online pay-per-view or download to own service

MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)		Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
199	198 99%	1 1%		190 95%	9 5%	197 99%	2 1%	145 73%	23 12%	13 7%	18 9%	12 6%	12 6%	11 6%	12 6%	25 13%	13 7%	13 7%	15 8%	32 16%
200	200 100%	***		192 96%	8** 4%**	199 99%	1** 1%**	171 85%	18** 9%**	7** 4%**	4** 2%**	15** 7%**	14** 7%**	14** 7%**	14** 7%**	29** 15%**	16** 8%**	19** 10%**	16** 8%**	34* 17%**
170	169	1		162	8	169	2	135	22	12	17	12	11	10	12	23	12	12	14	30
108	108	-		106	1	108	-	90	10	4	3	6	4	11	7	18	9	10	12	13
54%	54%	-		55%	15%	54%	-	53%	56%	54%	80%	40%	30%	82%	47%	64%	53%	52%	75%	39%
	100%	-		99%	1%	100%	-	84%	9%	4%	3%	5%	4%	11%	6%	17%	8%	9%	11%	12%
58	58	-		54	4	58	-	51	5	1	1	5	5	2	7	5	5	3	3	16
29%	29%	-		28%	49%	29%	-	30%	30%	13%	19%	32%	32%	15%	52%	18%	32%	14%	20%	48%
	100%	-		93%	7%	100%	-	88%	9%	2%	1%	8%	8%	4%	12%	9%	9%	5%	6%	28%
49	49	-		49	-	49	-	43	4	*	1	7	1	2	2	6	7	3	1	12
24%	24%	-		25%	-	24%	-	25%	24%	6%	24%	46%	8%	16%	18%	21%	46%	16%	7%	37%
	100%	-		100%	-	100%	-	88%	9%	1%	2%	14%	2%	5%	5%	13%	15%	7%	2%	26%
43	43	-		42	1	43	-	41	1	*	1	4	4	3	2	7	5	7	2	8
22%	22%	-		22%	15%	22%	-	24%	8%	6%	13%	25%	27%	19%	15%	24%	32%	34%	13%	24%
	100%	-		97%	3%	100%	-	95%	3%	1%	1%	8%	9%	6%	5%	16%	12%	15%	5%	19%
40	40	-		39	1	40	-	35	3	1	1	6	1	3	2	9	1	4	2	7
20%	20%	-		20%	12%	20%	-	21%	19%	9%	21%	43%	9%	19%	15%	31%	6%	19%	15%	21%
	100%	-		97%	3%	100%	-	88%	9%	2%	2%	16%	3%	6%	5%	22%	3%	9%	6%	18%
40	40	-		39	1	40	-	34	4	1	1	5	3	1	5	4	5	1	3	6
20%	20%	-		20%	15%	20%	-	20%	20%	14%	32%	32%	24%	8%	37%	15%	32%	6%	20%	17%
	100%	-		97%	3%	100%	-	85%	9%	2%	3%	12%	9%	3%	13%	11%	13%	3%	8%	14%
15	15	-		14	1	15	-	15	-	-	-	3	1	1	-	5	-	-	2	2
7%	7%	-		7%	11%	7%	-	9%	-	-	-	23%	6%	8%	-	19%	-	-	14%	6%
	100%	-		94%	6%	100%	-	100%	-	-	-	23%	6%	7%	-	36%	-	-	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/row percents 4 Mar 2019

Table 47
QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch TV,box sets,or films from an online pay-per-view or download to own service
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	199	34 17%	165 83%	126 63%	64 32%	30 15%	25 13%	161 81%	168 84%	29 15%	161 81%	193 97%	6 3%
Weighted base	200	30** 15%**	171 85%	123 62%	64* 32%*	31** 16%**	26** 13%**	161 81%	168 84%	30** 15%**	162 81%	195 97%	6** 3%**
Effective base	170	29	142	107	54	27	21	138	145	23	139	165	5
TV service(s)	108	16	92	70	26	19	7	100	96	12	92	108	-
	54%	54%	54%	57%	41%	60%	26%	62%	57%	40%	57%	55%	-
		15%	85%	65%	25%	17%	6%	93% d	89%	11%	86%	100%	-
Desktop/ Laptop computer	58	9	49	31	28	10	12	38	52	5	50	56	2
	29%	31%	29%	25%	44%	33%	48%	24%	31%	15%	31%	29%	35%
		16%	84%	53%	49% c g	18%	21%	66%	89%	8%	86%	97%	3%
Tablet computer	49	5	44	28	15	11	7	41	43	5	43	49	-
	24%	16%	26%	22%	23%	35%	26%	25%	26%	18%	27%	25%	-
		10%	90%	57%	31%	22%	14%	83%	89%	11%	89%	100%	-
Games console	43	6	37	26	16	6	7	34	41	2	40	43	-
	22%	19%	22%	21%	25%	20%	27%	21%	24%	8%	25%	22%	-
		13%	87%	61%	37%	14%	16%	78%	95%	5%	93%	100%	-
Digital Media Player	40	5	36	23	16	7	9	30	37	4	36	40	-
	20%	16%	21%	18%	25%	23%	34%	19%	22%	12%	22%	21%	-
		12%	88%	56%	41%	18%	22%	75%	91%	9%	88%	100%	-
Smartphone	40	4	36	21	13	6	9	28	35	4	35	40	-
	20%	14%	21%	17%	20%	18%	33%	17%	21%	15%	22%	21%	-
		11%	89%	54%	33%	14%	22%	71%	89%	11%	89%	100%	-
Blu-ray player connected to a TV	15	1	14	11	5	4	3	12	14	1	14	15	-
	7%	3%	8%	9%	8%	14%	12%	7%	8%	3%	9%	8%	-
		6%	94%	72%	35%	28%	20%	80%	94%	6%	94%	100%	-

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 47
QA20 Services (6): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch TV,box sets,or films from an online pay-per-view or download to own service
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total															
199	169 85%	161 81%	127 64%	111 56%	90 45%	65 33%	90 45%	51 26%	193 97%	51 26%	64 32%	32 16%	78 39%	121 61%	
200	169 84%	162 81%	129 64%	108* 54%*	94* 47%*	70* 35%*	94* 47%*	52* 26%*	195 97%	54* 27%*	65* 33%*	34** 17%**	80* 40%*	120* 60%*	
170	145	139	108	97	80	58	78	45	165	46	57	29	70	100	
108	108	92	74	56	51	41	56	31	108	30	36	16	45	62	
54%	64% 100%	57% 86%	57% 68%	51% 52%	54% 47%	58% 38%	59% 52%	60% 29%	55% 100%	56% 28%	55% 33%	47% 15%	57% 42%	52% 58%	
58	49	50	38	33	35	15	31	15	56	17	21	11	28	30	
29%	29% 84%	31% 86%	30% 66%	30% 56%	38% 60%	22% 27%	33% 54%	28% 25%	29% 97%	31% 29%	32% 36%	33% 19%	35% 48%	25% 52%	
49	43	43	34	31	21	29	30	21	49	17	17	13	22	27	
24%	25% 88%	27% 89%	27% 70%	29% 64%	23% 44%	42% 60% mnnoqu	32% 63%	40% 43% qu	25% 100%	30% 34%	25% 34%	38% 26%	27% 45%	22% 55%	
43	39	40	43	24	23	18	23	15	43	16	23	13	24	19	
22%	23% 90%	25% 93%	34% 100% u	22% 56%	25% 53%	26% 42%	24% 53%	28% 34%	22% 100%	30% 37%	35% 53% z	39% 31%	30% 55% z	16% 45%	
40	34	36	32	40	21	17	26	15	40	12	17	9	18	22	
20%	20% 85%	22% 88%	25% 80%	37% 100% mnqu	22% 52%	25% 43%	27% 64%	28% 37%	21% 100%	23% 31%	26% 43%	25% 21%	18% 45%	22% 55%	
40	38	35	30	22	17	16	30	16	40	14	16	10	20	20	
20%	23% 96%	22% 89%	23% 75%	20% 54%	18% 42%	23% 41%	31% 74% q	31% 41%	21% 100%	25% 34%	25% 41%	31% 26%	25% 50%	17% 50%	
15	14	14	10	11	7	12	11	15	15	4	4	3	6	9	
7%	8% 94%	9% 94%	7% 64%	10% 74%	8% 48%	17% 80% u	11% 72%	29% 100% mnopqsu	8% 100%	8% 28%	7% 29%	10% 22%	8% 42%	7% 58%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 48

QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.

For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.

Which, of these devices have you used to ... in the last 12 months?

Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)

MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1083	639	444	535	548	201	222	206	197	142	115	259	389	217	218	648	435	391	692	327	756	703	379
		59%	41%	49%	51%	19%	20%	19%	18%	13%	11%	24%	36%	20%	20%	60%	40%	36%	64%	30%	70%	65%	35%
Weighted base	1054	597	457	520	535	211	216	199	197	130	101*	233	367	237	217	600	454	387	667	310	745	600	455
		57%	43%	49%	51%	20%	20%	19%	19%	12%	10%*	22%	35%	22%	21%	57%	43%	37%	63%	29%	71%	57%	43%
Effective base	888	536	356	434	453	160	185	176	159	124	87	212	319	182	178	531	360	319	569	267	621	602	315
Desktop/ Laptop computer	648	428	220	339	309	113	119	119	124	96	77	148	248	128	124	396	252	200	448	155	493	360	288
	61%	72%	48%	65%	58%	54%	55%	60%	63%	74%	76%	64%	68%	54%	57%	66%	55%	52%	67%	50%	66%	60%	63%
		66%	34%	52% b	48%	18%	18%	18%	19%	15% cde	12% cdef	23%	38% kl	20%	19%	61% n	39%	31%	69% o	24%	76% q	56%	44%
Smartphone	588	308	280	273	315	165	148	127	96	34	18	123	219	135	111	342	246	262	326	201	387	359	229
	56%	52%	61%	52%	59%	78%	69%	64%	49%	26%	18%	53%	60%	57%	51%	57%	54%	68%	49%	65%	52%	60%	50%
		52%	48%	46%	54%	28% defgh	25% fgh	22% fgh	16% gh	6%	3%	21%	37%	23%	19%	58%	42%	45% p	55%	34% r	66%	61% t	39%
Tablet computer	398	218	180	189	209	72	73	89	81	52	31	107	131	87	73	238	160	178	220	145	253	239	159
	38%	37%	39%	36%	39%	34%	34%	45%	41%	40%	30%	46%	36%	37%	34%	40%	35%	46%	33%	47%	34%	40%	35%
		55%	45%	48%	52%	18%	18%	22% dh	20%	13%	8%	27% j	33%	22%	18%	60%	40%	45% p	55%	36% r	64%	60%	40%
TV service(s)	198	115	84	103	95	30	41	45	45	22	15	46	71	47	35	116	82	90	109	73	125	123	75
	19%	19%	18%	20%	18%	14%	19%	22%	23%	17%	15%	20%	19%	20%	16%	19%	18%	23%	16%	24%	17%	21%	17%
		58%	42%	52%	48%	15%	21%	23%	22%	11%	8%	23%	36%	23%	18%	59%	41%	45% p	55%	37% r	63%	62%	38%
Digital Media Player	92	67	25	52	40	15	24	21	23	5	4	20	37	22	12	57	34	38	54	33	58	55	37
	9%	11%	5%	10%	7%	7%	11%	11%	12%	4%	4%	9%	10%	9%	6%	10%	7%	10%	8%	11%	8%	9%	8%
		73%	27%	56%	44%	16%	26% gh	23% g	25% gh	6%	4%	22%	41%	24%	13%	63%	37%	41%	59%	36%	64%	60%	40%
Games console	87	53	34	55	32	20	26	24	14	3	1	16	35	17	18	51	35	50	36	40	46	55	31
	8%	9%	7%	11%	6%	9%	12%	12%	7%	2%	1%	7%	10%	7%	8%	9%	8%	13%	5%	13%	6%	9%	7%
		61%	39%	63% b	37%	23% gh	30% gh	28% gh	16% h	3%	1%	18%	41%	20%	21%	59%	41%	58% p	42%	47% r	53%	64%	36%
Blu-ray player connected to a TV	16	16	-	14	2	-	4	5	2	2	3	4	3	7	1	7	8	8	8	6	9	11	4
	1%	3%	-	3%	+	-	2%	3%	1%	1%	3%	2%	1%	3%	+	1%	2%	2%	1%	2%	1%	2%	1%
		100%	-	87% b	13%	-	28%	33% c	10%	10%	19% c	27%	19%	47%	7%	47%	53%	49%	51%	40%	60%	72%	28%

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

* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 48

QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.****Which, of these devices have you used to ... in the last 12 months?****Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)****MULTI CODE****Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1083	1056 98%	27 2%	887 82%	196 18%	1070 99%	13 1%	721 67%	129 12%	103 10%	130 12%	43 4%	96 9%	76 7%	58 5%	60 6%	77 7%	54 5%	113 10%	144 13%
1054	1023 97%	31** 3%**	844 80%	210 20%	1041 99%	14** 1%**	866 82%	104 10%	54* 5%*	30 3%	48* 5%*	120** 11%**	94* 9%*	71* 7%*	67* 6%*	104* 10%*	74* 7%*	129 12%	159 15%
888	864	24	718	170	876	11	668	121	94	101	40	89	71	54	56	72	50	105	135
648	633	16	518	130	648	-	536	73	28	11	36	67	49	36	45	67	48	88	100
61%	62%	50%	61%	62%	62%	-	62%	71%	51%	36%	74%	56%	52%	51%	67%	64%	65%	68%	63%
	98%	2%	80%	20%	100%	-	83%ij	11%ij	4%j	2%	5%mn	10%	8%	6%	7%	10%	7%	14%mn	16%
588	575	13	469	119	588	-	480	60	26	22	22	66	48	39	35	62	44	65	100
56%	56%	42%	56%	57%	56%	-	55%	58%	47%	74%	46%	55%	51%	55%	53%	59%	59%	50%	63%
	98%	2%	80%	20%	100%	-	82%	10%	4%	4%gh	4%	11%	8%	7%	6%	10%	7%	11%	17%kr
398	392	6	351	47	398	-	329	34	20	15	17	43	32	23	20	47	38	45	65
38%	38%	20%	42%	22%	38%	-	38%	33%	37%	50%	35%	36%	33%	33%	30%	45%	51%	35%	41%
	98%	2%	88%cd	12%	100%	-	83%	9%	5%	4%gh	4%	11%	8%	6%	5%	12%	9%cd	11%	16%
198	198	-	193	5	198	-	159	20	11	7	9	18	24	11	15	15	14	25	28
19%	19%	-	23%	2%	19%	-	18%	20%	21%	24%	18%	15%	25%	15%	22%	14%	19%	20%	18%
	100%	-	97%cd	3%	100%	-	80%	10%	6%	4%	4%	9%	12%	6%	7%	7%	7%	13%	14%
92	92	-	88	3	92	-	78	7	4	2	7	15	5	6	7	6	8	7	17
9%	9%	-	10%	2%	9%	-	9%	7%	8%	7%	14%	12%	6%	9%	10%	6%	11%	6%	11%
	100%	-	96%cd	4%	100%	-	85%	7%	5%	2%	7%	16%	6%	7%	8%	7%	9%	8%	18%
87	87	-	82	5	87	-	75	8	2	1	5	12	6	8	7	8	8	6	14
8%	8%	-	10%	2%	8%	-	9%	8%	4%	3%	10%	10%	6%	11%	11%	8%	11%	5%	9%
	100%	-	94%cd	6%	100%	-	87%	10%	3%	1%	6%	14%	7%	9%	9%	10%	9%	7%	17%
16	16	-	16	-	16	-	15	-	-	*	2	-	-	1	2	4	1	-	5
1%	2%	-	2%	-	2%	-	2%	-	-	1%	5%	-	-	1%	3%	4%	2%	-	3%
	100%	-	100%	-	100%	-	98%	-	-	2%	15%lr	-	-	7%	13%	26%	7%	-	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/row percents 4 Mar 2019

Table 48
QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1083	204 19%	879 81%	491 45%	477 44%	128 12%	268 25%	688 64%	657 61%	387 36%	590 54%	885 82%	198 18%
Weighted base	1054	165 16%	890 84%	460 44%	457 43%	119 11%	257 24%	672 64%	618 59%	389 37%	552 52%	838 79%	216 21%
Effective base	888	151	738	397	395	102	219	562	536	317	479	712	175
Desktop/ Laptop computer	648	109	539	257	297	74	173	386	373	240	321	499	149
	61%	66%	61%	56%	65%	62%	68%	57%	60%	62%	58%	60%	69%
		17%	83%	40%	46% cg	11%	27% cg	60%	58%	37%	50%	77%	23% k
Smartphone	588	88	499	282	250	55	132	386	346	213	320	471	117
	56%	54%	56%	61%	55%	46%	51%	57%	56%	55%	58%	56%	54%
		15%	85%	48% ef	43%	9%	22%	66% e	59%	36%	54%	80%	20%
Tablet computer	398	71	326	184	166	47	95	276	260	128	242	345	52
	38%	43%	37%	40%	36%	40%	37%	41%	42%	33%	44%	41%	24%
		18%	82%	46%	42%	12%	24%	69%	65% l	32%	61% l	87% l	13%
TV service(s)	198	24	175	109	69	30	21	166	172	27	164	198	-
	19%	15%	20%	24%	15%	25%	8%	25%	28%	7%	30%	24%	-
		12%	88%	55% df	35% f	15% df	10%	84% df	87% l	13%	83% l	100% l	-
Digital Media Player	92	16	75	35	53	6	31	50	71	21	70	92	-
	9%	10%	8%	8%	12%	5%	12%	7%	11%	5%	13%	11%	-
		18%	82%	38%	58% g	7%	33% g	55%	77% l	23%	76% l	100% l	-
Games console	87	10	77	44	40	7	21	58	71	16	66	87	-
	8%	6%	9%	10%	9%	6%	8%	9%	11%	4%	12%	10%	-
		11%	89%	51%	46%	9%	25%	67%	82% l	18%	76% l	100% l	-
Blu-ray player connected to a TV	16	2	13	8	9	-	5	10	13	2	13	16	-
	1%	1%	2%	2%	2%	-	2%	1%	2%	1%	2%	2%	-
		14%	86%	50%	56%	-	29%	65%	85%	15%	85%	100%	-

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 48
QA20 Services (7): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
1083	674 62%	590 54%	426 39%	361 33%	260 24%	145 13%	206 19%	103 10%	885 82%	202 19%	223 21%	82 8%	331 31%	752 69%	
1054	638 61%	552 52%	406 39%	316 30%	245 23%	140 13%	199 19%	101* 10%*	838 79%	199 19%	217 21%	86* 8%*	325 31%	729 69%	
888	544	479	344	285	216	122	171	91	712	174	190	72	283	605	
648	369	321	226	188	163	73	106	63	499	135	136	51	214	434	
61%	58%	58%	56%	60%	67%	52%	53%	62%	60%	68%	63%	59%	66%	60%	
	57%	50%	35%	29%	25%mnors	11%	16%	10%	77%	21%z	21%	8%	33%	67%	
588	356	320	268	195	142	85	147	57	471	86	99	36	147	441	
56%	56%	58%	66%	62%	58%	61%	74%	56%	56%	43%	46%	42%	45%	60%	
	60%	54%	46%mnmu	33%	24%	14%	25%mnpgqtu	10%	80%	15%	17%	6%	25%	75%vwxy	
398	265	242	170	143	93	92	98	36	345	80	91	32	129	269	
38%	41%	44%	42%	45%	38%	66%	49%	35%	41%	40%	42%	37%	40%	37%	
	67%	61%	43%	36%	23%	23%mnopqstu	25%qt	9%	87%	20%	23%	8%	32%	68%	
198	198	164	105	61	71	38	69	36	198	42	59	23	80	118	
19%	31%	30%	26%	19%	29%	28%	34%	35%	24%	21%	27%	27%	25%	16%	
	100%pu	83%pu	53%p	31%	36%p	19%	35%opu	18%pu	100%	21%	30%z	12%z	40%z	60%	
92	62	70	59	92	43	32	47	21	92	19	27	14	34	57	
9%	10%	13%	14%	29%	18%	23%	24%	20%	11%	9%	13%	16%	11%	8%	
	67%	76%	64%m	100%mnou	47%mu	35%mnou	52%mnou	22%mu	100%	20%	30%z	15%z	38%	62%	
87	63	66	87	50	40	27	37	16	87	20	29	11	35	51	
8%	10%	12%	21%	16%	16%	19%	18%	16%	10%	10%	13%	12%	11%	7%	
	73%	76%	100%mnmu	58%mu	47%mu	31%mnmu	42%mnmu	19%	100%	24%	33%z	12%	41%	59%	
16	15	13	10	11	9	9	10	16	16	6	10	4	11	5	
1%	2%	2%	2%	4%	4%	6%	5%	15%	2%	3%	4%	5%	3%	1%	
	94%	85%	62%	73%	58%	57%mnou	65%u	100%mnopqrs	100%	40%z	62%z	26%z	68%z	32%	

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 49
QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	738	411 56%	327 44%	386 52%	352 48%	165 22%	169 23%	156 21%	134 18%	70 9%	44 6%	164 22%	262 36%	165 22%	147 20%	426 58%	312 42%	285 39%	453 61%	231 31%	507 69%	505 68%	233 32%
Weighted base	730	399 55%	331 45%	381 52%	349 48%	175 24%	171 23%	153 21%	130 18%	63* 9%*	37* 5%*	146 20%	253 35%	182 25%	148 20%	399 55%	331 45%	285 39%	445 61%	218 30%	512 70%	441 60%	288 40%
Effective base	609	350	261	316	293	131	143	138	108	62	32	135	218	139	120	352	259	236	374	193	417	435	195
Desktop/ Laptop computer	464 64%	291 73% 63%	173 52% 37%	246 64% 53%	218 63% 47%	100 57% 21%	103 60% 22%	93 61% 20%	94 72% 20%	44 70% 10%	30 80% 6%	98 67% 21%	170 67% 21%	99 54% 21%	97 66% 18%	268 67% 58%	196 59% 42%	162 57% 35%	302 68% 65%	122 56% 26%	342 67% 74%	271 61% 58%	193 67% 42%
Smartphone	385 53%	186 47% 48%	199 60% 52%	196 51% 51%	190 54% 49%	125 32% 32%	106 28% 28%	78 51% 20%	56 43% 20%	15 24% 4%	5 13% 1%	73 50% 19%	145 57% 38%	99 54% 26%	68 46% 18%	218 55% 57%	167 51% 43%	184 65% 48%	201 45% 52%	134 61% 35%	252 49% 65%	235 53% 61%	150 52% 39%
Tablet computer	252 35%	134 34% 53%	118 36% 47%	123 32% 49%	129 37% 51%	52 30% 21%	59 35% 24%	66 43% 26%	45 35% 18%	20 32% 8%	9 25% 4%	59 40% 23%	87 34% 34%	60 33% 24%	46 31% 18%	146 37% 58%	106 32% 42%	127 44% 50%	125 28% 50%	102 47% 40%	150 29% 60%	169 38% 67%	83 29% 33%
TV service(s)	151 21%	91 23% 60%	60 18% 40%	75 20% 50%	76 22% 50%	28 16% 19%	41 24% 27%	30 20% 20%	28 22% 19%	18 29% 12%	5 13% 3%	35 24% 23%	51 20% 34%	38 21% 25%	27 18% 18%	86 22% 57%	65 20% 43%	77 27% 51%	75 17% 49%	61 28% 41%	90 18% 59%	101 23% 67%	50 17% 33%
Digital Media Player	72 10%	48 12% 68%	23 7% 32%	39 10% 55%	32 9% 45%	12 7% 17%	20 12% 29%	16 11% 22%	18 14% 25%	3 4% 4%	3 7% 4%	16 11% 23%	26 10% 36%	18 10% 26%	11 7% 15%	42 11% 59%	29 9% 41%	32 11% 44%	40 9% 56%	28 13% 40%	43 8% 60%	40 9% 56%	31 11% 44%
Games console	59 8%	34 8% 58%	25 8% 42%	38 10% 65%	20 6% 35%	16 9% 28%	19 11% 33%	14 9% 23%	7 5% 12%	3 4% 4%	- - -	12 8% 21%	24 9% 40%	8 4% 13%	15 10% 26%	36 9% 61%	23 7% 39%	36 13% 61%	23 5% 39%	27 12% 46%	32 6% 54%	34 8% 57%	25 9% 43%
Blu-ray player connected to a TV	16 2%	14 4% 88%	2 1% 12%	10 3% 63%	6 2% 37%	- - -	6 4% 40%	7 4% 41%	- - -	2 3% 10%	1 4% 9%	6 4% 40%	4 1% 23%	5 3% 30%	1 1% 6%	10 3% 63%	6 2% 37%	11 4% 65%	6 1% 35%	9 4% 56%	7 1% 44%	13 3% 79%	3 1% 21%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 49

QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.**For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.****Which, of these devices have you used to ... in the last 12 months?****Watch Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)****MULTI CODE****Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months**

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)
738	723 98%	15 2%	595 81%	143 19%	731 99%	7 1%	492 67%	93 13%	61 8%	92 12%	22 3%	60 8%	41 6%	36 5%	40 5%	54 7%	40 5%	77 10%	122 17%
730	714 98%	16** 2%**	578 79%	152 21%	723 99%	6** 1%**	601 82%	74* 10%*	34* 5%*	21* 3%*	27** 4%**	77* 11%*	51* 7%*	44* 6%*	46* 6%*	74* 10%*	55* 8%*	91* 12%*	136 19%
609	597	13	488	122	603	6	460	88	55	87	21	57	39	34	37	51	37	71	116
464	453	11	361	103	464	-	387	49	20	8	20	46	33	21	29	50	35	66	86
64%	64%	66%	62%	68%	64%	-	64%	66%	58%	39%	73%	60%	64%	48%	64%	67%	63%	73%	63%
	98%	2%	78%	22%	100%	-	83% j	11% j	4% j	2%	4%	10%	7%	5%	6%	11%	7%	14% h	19%
385	379	6	306	80	385	-	321	35	12	17	12	45	27	26	21	41	34	39	77
53%	53%	38%	53%	52%	53%	-	53%	48%	35%	80%	45%	59%	52%	58%	46%	55%	62%	43%	56%
	98%	2%	79%	21%	100%	-	83% i	9%	3%	4% g	3%	12%	7%	7%	5%	11%	9%	10%	20%
252	251	1	217	35	252	-	212	18	12	9	10	22	19	19	11	24	27	23	58
35%	35%	6%	37%	23%	35%	-	35%	25%	36%	46%	35%	29%	37%	44%	23%	32%	49%	25%	43%
	100%	*	86% d	14%	100%	-	84%	7%	5%	4% h	4%	9%	7%	8%	4%	9%	11% or	9%	23% or
151	151	-	147	5	151	-	122	15	8	6	6	15	14	11	16	8	11	14	27
21%	21%	-	25%	3%	21%	-	20%	21%	23%	28%	23%	19%	27%	25%	36%	10%	20%	16%	20%
	100%	-	97% d	3%	100%	-	81%	10%	5%	4%	4%	10%	9% p	7%	11% pr	5%	7%	10%	18%
72	72	-	70	2	72	-	62	6	2	2	4	11	4	2	9	5	7	6	14
10%	10%	-	12%	1%	10%	-	10%	8%	6%	10%	14%	14%	7%	6%	20%	6%	13%	6%	10%
	100%	-	97% d	3%	100%	-	86%	8%	3%	3%	5%	15%	5%	3%	13% pr	7%	10%	8%	19%
59	59	-	53	6	59	-	49	7	2	1	3	10	3	4	8	6	3	5	7
8%	8%	-	9%	4%	8%	-	8%	9%	6%	3%	11%	13%	6%	9%	16%	9%	5%	6%	5%
	100%	-	90%	10%	100%	-	84%	11%	4%	1%	5%	17%	5%	7%	13% sa	11%	4%	9%	13%
16	16	-	16	-	16	-	16	-	-	*	2	-	-	1	5	1	-	-	6
2%	2%	-	3%	-	2%	-	3%	-	-	2%	8%	-	-	2%	12%	2%	-	-	4%
	100%	-	100%	-	100%	-	98%	-	-	2%	14%	-	-	6%	34% lmqr	9%	-	-	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
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 49
QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	738	132 18%	606 82%	339 46%	312 42%	81 11%	183 25%	466 63%	450 61%	257 35%	402 54%	611 83%	127 17%
Weighted base	730	104* 14%*	626 86%	321 44%	307 42%	77* 11%*	179 25%	461 63%	431 59%	263 36%	383 52%	590 81%	139 19%
Effective base	609	98	513	274	260	68	149	384	370	212	329	497	113
Desktop/ Laptop computer	464	69	395	187	201	46	121	278	271	164	234	360	104
	64%	66%	63%	58%	65%	59%	67%	60%	63%	62%	61%	61%	75%
		15%	85%	40%	43%	10%	26%	60%	58%	35%	50%	78%	22% k
Smartphone	385	48	337	183	157	30	83	260	235	129	215	314	71
	53%	46%	54%	57%	51%	39%	46%	56%	55%	49%	56%	53%	51%
		13%	87%	47% ef	41%	8%	21%	67% ef	61%	33%	56%	82%	18%
Tablet computer	252	41	211	120	101	30	55	178	171	75	159	218	34
	35%	39%	34%	37%	33%	39%	31%	39%	40%	28%	41%	37%	25%
		16%	84%	47%	40%	12%	22%	70%	68% l	30%	63% l	86% l	14%
TV service(s)	151	16	135	88	50	20	16	126	131	20	127	151	-
	21%	16%	22%	27%	16%	26%	9%	27%	31%	8%	33%	26%	-
		11%	89%	58% df	33% f	14% f	10%	83% df	87% l	13%	84% l	100% l	-
Digital Media Player	72	8	63	31	41	10	25	37	52	20	51	72	-
	10%	8%	10%	10%	13%	13%	14%	8%	12%	7%	13%	12%	-
		12%	88%	43%	58% g	14%	36% g	52%	73%	27%	71% l	100% l	-
Games console	59	4	54	29	27	5	16	37	44	15	42	59	-
	8%	4%	9%	9%	9%	7%	9%	8%	10%	6%	11%	10%	-
		8%	92%	49%	46%	9%	27%	63%	74%	26%	71% l	100% l	-
Blu-ray player connected to a TV	16	-	16	10	7	4	5	12	14	2	14	16	-
	2%	-	3%	3%	2%	6%	3%	2%	3%	1%	4%	3%	-
		-	100%	65%	46%	27%	28%	72%	86%	14%	86% l	100%	-

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 49
QA20 Services (8): (SHOW SCREEN) We'd like to ask you about the different types of devices that you use for the following activities.
For each activity, please use this screen to say which devices you have used for that activity in the last 12 months.
Which, of these devices have you used to ... in the last 12 months?
Watch Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)
MULTI CODE

Base: All carrying out the viewing activity and have connected any devices to the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	738	455 62%	402 54%	308 42%	248 34%	200 27%	109 15%	168 23%	79 11%	611 83%	139 19%	142 19%	53 7%	219 30%	519 70%
Weighted base	730	439 60%	383 52%	301 41%	235 32%	200 27%	112* 15%*	169 23%	79* 11%*	590 81%	132 18%	137 19%	55* 8%*	213 29%	517 71%
Effective base	609	374	329	251	200	172	93	142	71	497	119	124	48	189	421
Desktop/ Laptop computer	464 64%	260	234	179	133	141	61	93	49	360	95	90	31	142	322
		59% 56%	61% 50%	60% 39%	57% 29%	71% 30%mnoprsu	54% 13%	55% 20%	62% 11%	61% 78%	72% 20%z	66% 19%	57% 7%	67% 31%	62% 69%
Smartphone	385 53%	236	215	199	136	110	66	112	39	314	54	61	25	94	291
		54% 61%	56% 56%	66% 52%mnqtu	58% 35%	55% 29%	59% 17%	66% 29%mnqtu	50% 10%	53% 82%	41% 14%	45% 16%	46% 7%	44% 25%	56% 75%vwxy
Tablet computer	252 35%	165	159	127	100	74	71	78	21	218	47	48	15	67	185
		38% 65%	41% 63%t	42% 50%t	43% 40%t	37% 29%	63% 28%mnopqstu	46% 31%t	26% 8%	37% 86%	36% 19%	35% 19%	26% 6%	32% 27%	36% 73%
TV service(s)	151 21%	151	127	81	54	60	38	63	31	151	30	41	18	54	97
		34% 100%opu	33% 84%pu	27% 53%	23% 36%	30% 40%	34% 25%	37% 41%opu	39% 20%pu	26% 100%	22% 20%	30% 27%z	32% 12%z	25% 36%	19% 64%
Digital Media Player	72 10%	47	51	44	72	35	30	42	15	72	15	16	7	23	48
		11% 65%	13% 71%	15% 62%	30% 100%mnouq	18% 50%u	26% 41%mnou	25% 59%mnou	19% 21%u	12% 100%	11% 20%	12% 22%	13% 10%	11% 33%	9% 67%
Games console	59 8%	43	42	59	34	28	20	29	11	59	12	15	4	20	39
		10% 73%	11% 71%	20% 100%mnou	14% 57%	14% 47%	18% 34%mu	17% 50%mu	13% 18%	10% 100%	9% 21%	11% 26%	8% 7%	9% 33%	8% 67%
Blu-ray player connected to a TV	16 2%	16	14	10	12	10	11	12	16	16	4	5	4	6	10
		4% 100%	4% 86%	3% 59%	5% 73%	5% 64%	10% 67%mnou	7% 72%u	20% 100%mnopqsu	3% 100%	3% 23%	4% 34%	7% 23%z	3% 40%	2% 60%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

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Table 51

A20: SUMMARY - Net use of each service via any device

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Watch TV live at the time of broadcast	1459 61%	805 68%	654 55%	734 63%	725 59%	206 59%	247 63%	269 66%	265 65%	218 63%	253 52%	348 66%	459 62%	326 64%	326 53%	807 64%	652 58%	527 69%	932 57%	451 69%	1008 58%	802 68%	654 55%
		55%	45%	50%	50%	14%	17%h	18%ch	18%h	15%h	17%	24%l	31%l	22%l	22%	55%n	45%	36%p	64%	31%r	69%	55%t	45%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1288 54%	770 65%	518 43%	603 52%	684 56%	196 56%	242 62%	226 56%	235 58%	190 55%	199 41%	334 63%	424 58%	280 55%	249 41%	759 60%	529 47%	469 62%	819 50%	399 61%	889 51%	701 59%	586 49%
		60%	40%	47%	53%	15%h	19%h	18%h	18%h	15%h	15%	26%kl	33%l	22%l	19%	59%n	41%	36%p	64%	31%r	69%	54%t	46%
Watch Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	602 25%	363 30%	239 20%	311 27%	291 24%	107 30%	127 33%	123 30%	121 30%	68 20%	56 11%	157 30%	192 26%	132 26%	121 20%	348 28%	253 23%	275 36%	327 20%	235 36%	367 21%	371 31%	231 19%
		60%	40%	52%	48%	18%gh	21%gh	21%gh	20%gh	11%h	9%	26%l	32%l	22%l	20%	58%n	42%	46%p	54%	39%r	61%	62%t	38%
Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	270 11%	159 13%	111 9%	140 12%	130 11%	41 12%	61 16%	69 17%	57 14%	29 8%	13 3%	89 17%	84 11%	67 13%	29 5%	173 14%	97 9%	150 20%	120 7%	131 20%	139 8%	187 16%	83 7%
		59%	41%	52%	48%	15%h	23%gh	25%gh	21%gh	11%h	5%	33%l	31%l	25%l	11%	64%n	36%	56%p	44%	48%r	52%	69%t	31%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	749 31%	462 39%	287 24%	337 29%	412 34%	159 45%	179 46%	155 38%	142 35%	75 22%	38 8%	188 35%	261 36%	171 34%	129 21%	449 36%	300 27%	350 46%	399 25%	297 46%	452 26%	452 38%	297 25%
		62%	38%	45%	55%a	21%fgh	24%efgh	21%gh	19%gh	10%h	5%	25%l	35%l	23%l	17%	60%n	40%	47%p	53%	40%r	60%	60%t	40%
Watch TV,box sets,or films from an online pay-per-view or download to own service	191 8%	124 10%	67 6%	100 9%	91 7%	38 11%	59 15%	54 13%	20 5%	14 4%	6 1%	46 9%	69 9%	53 11%	22 4%	115 9%	76 7%	119 16%	72 4%	102 16%	89 5%	132 11%	59 5%
		65%	35%	52%	48%	20%fgh	31%fgh	28%fgh	11%h	7%h	3%	24%l	36%l	28%l	12%	60%	40%	62%p	38%	54%r	46%	69%t	31%
Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1037 43%	590 50%	446 37%	515 44%	522 43%	210 60%	212 54%	197 49%	195 48%	124 36%	99 20%	232 44%	363 49%	229 45%	213 35%	594 47%	442 39%	384 51%	652 40%	306 47%	730 42%	590 50%	446 37%
		57%	43%	50%	50%	20%efgh	20%gh	19%gh	19%gh	12%h	10%	22%l	35%l	22%l	21%	57%n	43%	37%p	63%	30%r	70%	67%t	43%
Watch Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	718 30%	397 33%	321 27%	374 32%	344 28%	173 50%	168 43%	148 37%	129 32%	62 18%	37 8%	143 27%	249 34%	179 35%	147 24%	392 31%	326 29%	284 37%	434 27%	217 33%	501 29%	433 36%	285 24%
		55%	45%	52%b	48%	24%efgh	23%fgh	21%gh	18%gh	9%h	5%	20%	35%il	25%il	20%	55%	45%	40%p	60%	30%	70%	60%t	40%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 51

A20: SUMMARY - Net use of each service via any device

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253	
Watch TV live at the time of broadcast	1459	1441	15	1264	195	1392	67	1211	119	91	38	66	141	125	97	134	126	111	188	221	
	61%	66% 99%b	7% 1%	79% 87% d	25% 13%	72% 95% f	15% 5%	61% 83%	55% 8%	65% 6% h	69% 3% h	68% 5% i	54% 10%	64% 9%	57% 7%	65% 9% i	58% 9%	55% 8%	59% 13%	74% 15% lmnpq	
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1288	1278	9	1288	-	1288	-	1084	105	74	24	61	135	108	100	114	115	115	179	156	
	54%	59% 99%b	4% 1%	80% 100% d	- -	66% 100% f	- -	55% 84% i	48% 8%	53% 6%	43% 2%	63% 5%	51% 10%	55% 8%	59% 8%	55% 9%	53% 9%	57% 9%	56% 14%	52% 12%	
Watch Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	602	600	1	602	-	602	-	500	51	30	21	29	56	61	40	62	48	36	81	86	
	25%	28% 100% b	1% *	37% 100% d	- -	31% 100% f	- -	25% 83%	24% 9%	21% 5%	38% 3% gh	29% 5%	21% 9%	31% 10% lq	23% 7%	30% 10% q	22% 8%	18% 6%	25% 13%	29% 14% q	
Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	270	269	1	264	6	270	-	228	19	16	7	15	19	27	20	37	15	24	32	40	
	11%	12% 100% b	* *	16% 98% d	1% 2%	14% 100% f	- -	12% 84%	9% 7%	12% 6%	13% 3%	16% 6% lp	7% 7%	14% 10% l	12% 7%	18% 14% lpr	7% 6%	12% 9%	10% 12%	13% 15% lp	
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	749	745	3	684	65	749	-	599	78	49	23	31	73	54	55	46	72	53	98	115	
	31%	34% 99% b	1% *	43% 91% d	8% 9%	38% 100% f	- -	30% 80%	36% 10%	35% 7%	41% 3% g	32% 4%	28% 10%	28% 7%	33% 7%	22% 6%	33% 10% d	26% 7%	31% 13%	38% 15% lmopq	
Watch TV,box sets,or films from an online pay-per-view or download to own service	191	191	-	184	6	191	-	162	18	6	4	15	12	14	13	26	14	19	16	34	
	8%	9% 100% b	- -	11% 97% d	1% 3%	10% 100% f	- -	8% 85% i	8% 9%	4% 3%	8% 2%	15% 8% lpr	4% 6%	7% 7%	8% 7%	13% 14% lr	6% 7%	10% 10%	5% 8%	11% 18% lr	
Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1037	1011	26	841	196	1037	-	852	101	54	30	48	118	90	70	64	103	71	129	159	
	43%	47% 98% b	12% 2%	52% 81% d	25% 19%	53% 100% f	- -	43% 82%	46% 10%	39% 5%	54% 3% gj	50% 5% oq	45% 11% o	46% 9% o	41% 7%	31% 6%	48% 10% oq	35% 7%	40% 12%	53% 15% noqr	
Watch Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	718	706	13	573	145	718	-	593	72	33	20	27	76	51	44	43	72	55	90	136	
	30%	32% 98% b	6% 2%	36% 80% d	19% 20%	37% 100% f	- -	30% 83% i	33% 10% i	23% 5%	37% 3% i	28% 4%	29% 11%	26% 7%	26% 6%	21% 6%	33% 10% o	27% 8%	28% 12%	45% 19% klmnopqr	

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 51

A20: SUMMARY - Net use of each service via any device

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Watch TV live at the time of broadcast	1459	261	1197	722	581	164	302	1045	947	497	860	1338	121
	61%	62%	61%	72%	55%	80%	42%	74%	67%	46%	79%	78%	18%
		18%	82%	50%df	40%f	11%cdf	21%	72%df	59%l	34%	59%l	92%l	8%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1288	227	1061	608	537	138	276	903	850	417	779	1156	132
	54%	54%	54%	61%	51%	67%	39%	64%	69%	38%	71%	68%	20%
		18%	82%	47%df	42%f	11%df	21%	70%df	66%l	32%	61%l	90%l	10%
Watch Free Video On- demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	602	91	511	360	182	51	52	519	439	161	419	593	8
	25%	22%	26%	36%	17%	25%	7%	37%	36%	15%	38%	35%	1%
		15%	85%	60%def	30%f	9%df	9%	86%def	73%l	27%	70%l	99%l	1%
Watch Paid Video On- demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	270	43	227	175	78	32	22	236	212	56	207	263	7
	11%	10%	12%	17%	7%	16%	3%	17%	17%	5%	19%	15%	1%
		16%	84%	65%df	29%f	12%df	8%	88%df	79%l	21%	77%l	98%l	2%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	749	122	627	389	264	77	129	543	550	183	519	714	35
	31%	29%	32%	39%	25%	37%	18%	39%	45%	17%	48%	42%	5%
		16%	84%	52%df	35%f	10%df	17%	73%df	73%l	24%	69%l	95%l	5%
Watch TV,box sets,or films from an online pay-per-view or download to own service	191	26	165	115	63	31	24	154	162	27	156	189	2
	8%	6%	8%	11%	6%	15%	3%	11%	13%	2%	14%	11%	*
		14%	86%	60%df	33%f	16%df	13%	81%df	85%l	14%	82%l	99%l	1%
Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1037	164	872	455	451	118	252	660	613	377	548	833	204
	43%	39%	44%	45%	42%	57%	35%	47%	50%	35%	50%	49%	30%
		16%	84%	44%f	43%f	11%cdfg	24%	64%df	59%l	36%	53%l	80%l	20%
Watch Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	718	102	616	318	302	76	174	456	425	258	379	584	134
	30%	24%	31%	32%	28%	37%	24%	32%	35%	24%	35%	34%	20%
		14%	86%a	44%f	42%	11%df	24%	63%f	59%l	36%	53%l	81%l	19%

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

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Table 51

A20: SUMMARY - Net use of each service via any device

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Watch TV live at the time of broadcast	1459	1157	860	545	448	335	187	259	177	1338	261	280	107	432	1027
	61%	87% 79% nopqrsu	79% 59%	76% 37%	79% 31%	74% 23%	80% 13%	82% 18% oq	85% 12% oqu	78% 92%	58% 18%	60% 19%	58% 7%	60% 30%	62% 70%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1288	966	779	507	442	324	175	244	143	1156	240	279	105	403	884
	54%	72% 75% u	71% 61% u	71% 39%	78% 34% mnoqtu	72% 25%	75% 14% u	77% 19% otu	69% 11%	68% 90%	54% 19%	59% 22% z	56% 8%	56% 31%	53% 69%
Watch Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	602	552	419	303	257	178	108	156	101	593	99	145	69	189	413
	25%	41% 92% u	38% 70%	42% 50% u	45% 43% nu	39% 30%	46% 18% nu	49% 25% mnqu	49% 17% nqu	35% 99%	22% 16%	31% 24% vz	37% 11% vyz	26% 31%	25% 69%
Watch Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	270	243	207	150	137	102	67	91	57	263	67	76	36	104	166
	11%	18% 90%	19% 77% u	21% 56% u	24% 51% mnu	23% 38% u	29% 25% mnou	29% 34% mnou	27% 21% mnu	15% 98%	15% 25% z	16% 28% z	19% 13% z	14% 38% z	10% 62%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	749	568	519	408	352	230	132	203	99	714	124	168	74	227	522
	31%	43% 76%	48% 69% mu	57% 54% mtu	62% 47% mnnqtu	51% 31% mu	57% 18% mnu	64% 27% mnoqtu	47% 13%	42% 95%	28% 17%	36% 22% v	40% 10% vz	32% 30%	31% 70%
Watch TV,box sets,or films from an online pay-per-view or download to own service	191	169	156	129	107	92	69	93	52	189	53	64	34	78	112
	8%	13% 89%	14% 82% u	18% 68% mu	19% 56% mnu	20% 48% mnu	29% 36% mnopqu	29% 49% mnopqu	25% 27% mnou	11% 99%	12% 28% z	14% 34% z	18% 18% yz	11% 41% z	7% 59%
Watch Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	1037	637	548	403	315	245	139	199	101	833	195	215	84	319	717
	43%	48% 61%	50% 53%	56% 39% mnu	55% 30% mu	54% 24% m	60% 13% mntu	63% 19% mnpqtu	49% 10%	49% 80%	44% 19%	46% 21%	45% 8%	45% 31%	43% 69%
Watch Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	718	439	379	299	234	199	111	167	79	584	132	136	54	211	507
	30%	33% 61%	35% 53%	42% 42% mnu	41% 33% mnu	44% 28% mnu	47% 15% mnu	53% 23% mnopqtu	38% 11%	34% 81%	29% 18%	29% 19%	29% 7%	29% 29%	30% 71%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 52

QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE

Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1371	795 58%	576 42%	685 50%	686 50%	198 14%	232 17%	277 20%	233 17%	203 15%	228 17%	370 27%	439 32%	283 21%	279 20%	809 59%	562 41%	546 40%	825 60%	485 35%	886 65%	882 64%	488 36%
Weighted base	1332	748 56%	584 44%	671 50%	661 50%	205 15%	228 17%	262 20%	242 18%	184 14%	212 16%	330 25%	412 31%	307 23%	284 21%	742 56%	591 44%	541 41%	791 59%	471 35%	861 65%	747 56%	585 44%
Effective base	1124	664	463	560	564	160	191	238	192	177	171	308	362	229	232	669	460	457	666	407	717	761	404
TV live at the time of broadcast	1143 86%	622 83%	521 89%	581 87%	563 85%	147 72%	185 81%	228 87%	212 88%	171 93%	200 94%	283 86%	349 85%	258 84%	253 89%	632 85%	511 87%	445 82%	699 88%	387 82%	756 88%	635 85%	507 87%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	807 61%	459 61%	348 60%	407 61%	399 60%	97 48%	139 61%	146 56%	158 65%	132 72%	134 63%	215 65%	258 63%	181 59%	153 54%	473 64%	333 56%	314 58%	492 61%	268 57%	538 63%	443 59%	363 62%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	450 34%	252 34%	198 44%	226 34%	224 34%	72 35%	93 41%	91 35%	94 39%	53 29%	46 22%	118 36%	129 31%	106 35%	97 34%	247 33%	203 34%	209 39%	241 30%	181 39%	269 31%	275 37%	175 30%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	394 30%	227 30%	167 29%	182 27%	212 32%	58 26%	81 35%	98 38%	80 33%	53 29%	23 11%	104 32%	120 29%	104 34%	66 23%	224 30%	170 29%	198 37%	196 25%	176 37%	218 25%	244 33%	150 26%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	198 15%	115 15%	84 14%	103 15%	95 14%	30 15%	41 18%	45 17%	45 18%	22 12%	15 7%	46 14%	71 17%	47 15%	35 12%	116 16%	82 14%	90 17%	109 14%	73 16%	125 15%	123 16%	75 13%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	192 14%	99 13%	93 16%	92 14%	100 15%	24 12%	47 21%	45 17%	45 19%	20 11%	9 4%	60 18%	59 14%	50 16%	22 8%	120 16%	72 12%	103 19%	89 11%	87 18%	105 12%	132 18%	60 10%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	151 11%	91 12%	60 10%	75 11%	76 12%	28 14%	41 18%	30 12%	28 12%	18 10%	5 2%	35 11%	51 12%	38 12%	27 10%	86 12%	65 11%	77 14%	75 9%	61 13%	90 10%	101 14%	50 9%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	108 8%	66 9%	42 7%	53 8%	55 8%	20 10%	28 12%	36 14%	12 5%	9 5%	2 1%	30 9%	34 8%	29 9%	15 5%	64 9%	43 7%	70 13%	38 5%	59 13%	49 5%	70 9%	37 6%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 52

QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE

Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1332	748 56%	584 44%	671 50%	661 50%	205 15%	228 17%	262 20%	242 18%	184 14%	212 16%	330 25%	412 31%	307 23%	284 21%	742 56%	591 44%	541 41%	791 59%	471 35%	861 65%	747 56%	585 44%
Net: ANY	1263	703	560	631	632	177	213	254	234	181	203	309	389	293	273	698	565	507	756	442	821	711	551
	95%	94%	96%	94%	96%	87%	93%	97%	97%	99%	96%	94%	94%	95%	96%	94%	96%	94%	95%	94%	95%	95%	94%
		56%	44%	50%	50%	14%	17% c	20% cd	19% c	14% cd	16% cd	24%	31%	23%	22%	55%	45%	40%	60%	35%	65%	56%	44%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	995	568	427	499	495	134	173	196	199	145	147	259	311	233	192	570	425	416	579	357	638	563	431
	75%	76%	73%	74%	75%	65%	76%	75%	82%	79%	70%	78%	76%	76%	68%	77%	72%	77%	73%	76%	74%	75%	74%
		57%	43%	50%	50%	13%	17% c	20% c	20% ch	18% ch	15%	26% i	31% i	23%	19%	57%	43%	42%	58%	36%	64%	57%	43%
Net: LIVE TV ONLY	268	135	133	132	136	43	40	59	35	36	56	50	77	60	81	128	141	91	177	85	184	148	121
	20%	18%	23%	20%	21%	21%	17%	22%	14%	20%	26%	15%	19%	20%	28%	17%	24%	17%	22%	18%	21%	20%	21%
		50%	50%	49%	51%	16%	15%	22% f	13%	13%	21% df	19%	29%	22%	30% ijk	48%	52% m	34%	66% o	32%	68%	55%	45%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 52

**QA20 Summary of services used on each device (1): Broadband connected TV service(s)
MULTI CODE**

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1371	1371 100%	- -	1230 90%	141 10%	1286 94%	85 6%	939 68%	134 10%	155 11%	143 10%	54 4%	100 7%	105 8%	78 6%	124 9%	77 6%	79 6%	139 10%	183 13%
1332	1332 100%	-.** -.**	1194 90%	139 10%	1248 94%	84* 6%*	1109 83%	107 8%	82 6%	34* 3%*	61* 5%*	121* 9%*	126* 9%*	97* 7%*	142 11%	106* 8%*	98* 7%*	155 12%	201 15%
1124	1124	-	1011	113	1057	66	862	125	140	94	51	90	95	72	115	71	72	130	171
1143	1143	-	1033	111	1077	67	949	91	72	30	52	99	109	82	120	92	86	137	171
86%	86%	-	87%	80%	86%	79%	86%	85%	88%	90%	86%	81%	87%	85%	85%	87%	88%	88%	85%
	100%	-	90% d	10%	94%	6%	83%	8%	6%	3%	5%	9%	10%	7%	11%	8%	8%	12%	15%
807	807	-	807	-	807	-	678	64	51	14	40	73	85	61	84	75	55	117	88
61%	61%	-	68%	-	65%	-	61%	60%	62%	40%	66%	60%	67%	63%	59%	71%	56%	75%	44%
	100%	-	100% d	-	100% f	-	84% j	8% j	6% j	2%	5% s	9% s	11% s	8% s	10% s	9% s	7%	14% loqs	11%
450	450	-	450	-	450	-	378	33	23	16	24	39	53	28	49	41	26	63	54
34%	34%	-	38%	-	36%	-	34%	30%	28%	48%	39%	32%	42%	29%	35%	39%	27%	40%	27%
	100%	-	100% d	-	100% f	-	84%	7%	5%	4% gh	5%	9%	12% qs	6%	11%	9%	6%	14% s	12%
394	394	-	382	12	394	-	312	39	31	12	15	28	37	28	28	40	17	58	61
30%	30%	-	32%	9%	32%	-	28%	37%	38%	34%	25%	23%	29%	29%	19%	38%	17%	37%	30%
	100%	-	97% d	3%	100% f	-	79%	10% g	8% g	3%	4%	7%	9%	7%	7%	10% loq	4%	15% loq	15% loq
198	198	-	193	5	198	-	159	20	11	7	9	18	24	11	15	15	14	25	28
15%	15%	-	16%	4%	16%	-	14%	19%	14%	21%	14%	15%	19%	11%	10%	14%	14%	16%	14%
	100%	-	97% d	3%	100% f	-	80%	10%	6%	4%	4%	9%	12%	6%	7%	7%	7%	13%	14%
192	192	-	192	-	192	-	162	14	11	5	11	14	23	12	27	13	15	27	19
14%	14%	-	16%	-	15%	-	15%	13%	13%	14%	19%	12%	19%	12%	19%	12%	15%	18%	9%
	100%	-	100% d	-	100% f	-	84%	7%	6%	3%	6%	8%	12% s	6%	14% s	7%	8%	14% s	10%
151	151	-	147	5	151	-	122	15	8	6	6	15	14	11	16	8	11	14	27
11%	11%	-	12%	3%	12%	-	11%	14%	9%	17%	10%	12%	11%	12%	11%	7%	11%	9%	14%
	100%	-	97% d	3%	100% f	-	81%	10%	5%	4%	4%	10%	9%	7%	11%	5%	7%	10%	18%
108	108	-	106	1	108	-	90	10	4	3	6	4	11	7	18	9	10	12	13
8%	8%	-	9%	1%	9%	-	8%	9%	5%	10%	9%	3%	9%	7%	13%	8%	10%	8%	7%
	100%	-	99% d	1%	100% f	-	84%	9%	4%	3%	5%	4%	11%	6%	17% l	8%	9%	11%	12%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 52

QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE

Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1332	1332	-**	1194	139	1248	84*	1109	107	82	34*	61*	121*	126*	97*	142	106*	98*	155	201
1263	100%	-**	90%	10%	94%	6%*	83%	8%	6%	3%*	5%*	9%*	9%*	7%*	11%	8%*	7%*	12%	15%
	1263	-	1147	116	1196	67	1047	105	79	33	60	109	119	90	134	102	93	152	189
	95%	-	96%	84%	96%	79%	94%	98%	96%	97%	98%	90%	94%	93%	94%	96%	95%	98%	94%
995	100%	-	91% d	9%	95% f	5%	83%	8%	6%	3%	5%	9%	9%	7%	11%	8%	7%	12% l	15%
	995	-	977	17	995	-	827	81	61	25	48	88	97	71	101	87	69	133	133
	75%	-	82%	12%	80%	-	75%	76%	74%	74%	79%	73%	77%	73%	71%	82%	70%	86%	66%
268	100%	-	98% d	2%	100% f	-	83%	8%	6%	3%	5%	9%	10%	7%	10%	9% s	7%	13% lnoqs	13%
	268	-	170	99	201	67	220	24	18	8	12	20	22	19	33	15	24	18	56
	20%	-	14%	71%	16%	79%	20%	22%	21%	22%	19%	17%	17%	20%	23%	14%	25%	12%	28%
20%	100%	-	63%	37% c	75%	25% e	82%	9%	7%	3%	4%	8%	8%	7%	12% r	6%	9% r	7%	21% pr

Proportions/Means: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 52

**QA20 Summary of services used on each device (1): Broadband connected TV service(s)
MULTI CODE****Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1371	288 21%	1083 79%	779 57%	471 34%	174 13%	181 13%	1112 81%	965 70%	406 30%	921 67%	1371 100%	-
Weighted base	1332	245 18%	1088 82%	726 54%	456 34%	162 12%	181 14%	1072 80%	935 70%	397 30%	889 67%	1332 100%	-**
Effective base	1124	220	904	634	387	135	148	909	806	318	769	1124	-
TV live at the time of broadcast	1143 86%	206 84% 18%	937 86% 82%	621 86% 54%	397 87% 35%	144 89% 13%	155 86% 14%	928 87% 81%	802 86% 70%	342 86% 30%	759 85% 66%	1143 86% 100%	-
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	807 61%	144 59% 18%	663 61% 82%	429 59% 53%f	278 61% 34%f	105 65% 13%f	86 48% 11%	680 63% 84%f	608 65% 75%i	198 50% 25%	574 64% 71%i	807 61% 100%	-
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	450 34%	66 27% 15%	384 35% 85%a	284 39% 63%def	125 27% 28%f	39 24% 9%f	18 10% 4%	418 39% 93%def	337 36% 75%i	113 29% 25%	322 36% 71%i	450 34% 100%	-
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	394 30%	61 25% 16%	333 31% 84%	231 32% 58%f	123 27% 31%	54 33% 14%f	38 21% 10%	339 32% 86%f	334 36% 85%i	60 15% 15%	320 36% 81%i	394 30% 100%	-
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	198 15%	24 10% 12%	175 16% 88%a	109 15% 55%	69 15% 35%	30 18% 15%	21 11% 10%	166 16% 84%	172 18% 87%i	27 7% 13%	164 18% 83%i	198 15% 100%	-
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	192 14%	29 12% 15%	163 15% 85%	118 16% 62%f	56 12% 29%	24 15% 12%	14 8% 7%	176 16% 92%f	151 16% 79%i	40 10% 21%	149 17% 78%i	192 14% 100%	-
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	151 11%	16 7% 11%	135 12% 89%a	88 12% 58%	50 11% 33%	20 13% 14%	16 9% 10%	126 12% 83%	131 14% 87%i	20 5% 13%	127 14% 84%i	151 11% 100%	-
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	108 8%	16 6% 15%	92 8% 85%	70 10% 65%df	26 6% 25%	19 12% 17%df	7 4% 6%	100 9% 93%df	96 10% 89%i	12 3% 11%	92 10% 86%i	108 8% 100%	-

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 52

QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE

Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	1332	245 18%	1088 82%	726 54%	456 34%	162 12%	181 14%	1072 80%	935 70%	397 30%	889 67%	1332 100%	-**
Net: ANY	1263 95%	227 93%	1036 95%	686 95%	437 96%	158 97%	171 94%	1022 95%	889 95%	374 94%	844 95%	1263 95%	-
		18%	82%	54%	35%	12%	14%	81%	70%	30%	67%	100%	-
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	995 75%	177 73%	817 75%	547 75%	334 73%	129 79%	107 59%	835 78%	742 79%	252 64%	706 79%	995 75%	-
		18%	82%	55% f	34% f	13% f	11%	84% f	75% i	25%	71% j	100%	-
Net: LIVE TV ONLY	268 20%	50 20%	219 20%	139 19%	103 23%	29 18%	64 35%	187 17%	147 16%	121 31%	137 15%	268 20%	-
		18%	82%	52%	38% g	11%	24% cdegj	70%	55%	45% hj	51%	100%	-

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

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Table 52

QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE

Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1371	1371 100%	921 67%	573 42%	475 35%	357 26%	207 15%	276 20%	192 14%	1371 100%	226 16%	284 21%	116 8%	411 30%	960 70%
Weighted base	1332	1332 100%	889 67%	566 42%	442 33%	342 26%	199 15%	266 20%	193 14%	1332 100%	222 17%	272 20%	118 9%	400 30%	933 70%
Effective base	1124	1124	769	474	384	301	178	232	170	1124	187	237	101	344	780
TV live at the time of broadcast	1143	1143	759	459	359	273	169	225	164	1143	183	206	81	323	820
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	86%	86%	85%	81%	81%	80%	85%	85%	85%	86%	82%	76%	68%	81%	88%
		100%opq	66%q	40%	31%	24%	15%	20%	14%	100%opq	16%x	18%	7%	28%x	72%vwxy
	807	807	574	332	259	198	119	164	109	807	127	158	57	235	571
	61%	61%	64%	59%	59%	58%	60%	62%	57%	61%	57%	58%	48%	59%	61%
		100%	71%oq	41%	32%	24%	15%	20%	14%	100%	16%	20%	7%	29%	71%x
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	450	450	322	219	168	119	77	115	78	450	60	98	42	128	322
	34%	34%	36%	39%	38%	35%	39%	43%	40%	34%	27%	36%	36%	32%	35%
		100%	71%	49%	37%	26%	17%	26%mnqu	17%	100%	13%	22%	9%	28%	72%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	394	394	320	215	158	109	81	129	65	394	57	84	39	117	277
	30%	30%	36%	38%	36%	32%	41%	48%	33%	30%	26%	31%	33%	29%	30%
		100%	81%mu	55%mu	40%mu	28%	20%mu	33%mnopqtu	16%	100%	15%	21%	10%	30%	70%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	198	198	164	105	61	71	38	69	36	198	42	59	23	80	118
	15%	15%	18%	19%	14%	21%	19%	26%	18%	15%	19%	22%	19%	20%	13%
		100%	83%mpu	53%	31%	36%mpu	19%	35%mnopu	18%	100%	21%z	30%z	12%	40%z	60%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	192	192	149	103	93	62	46	64	38	192	47	48	22	72	120
	14%	14%	17%	18%	21%	18%	23%	24%	20%	14%	21%	17%	18%	18%	13%
		100%	78%	54%	48%mu	32%	24%mnmu	33%mnmu	20%	100%	24%z	25%	11%	37%z	63%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	151	151	127	81	54	60	38	63	31	151	30	41	18	54	97
	11%	11%	14%	14%	12%	18%	19%	23%	16%	11%	13%	15%	15%	13%	10%
		100%	84%	53%	36%	40%mu	25%mpu	41%mnopu	20%	100%	20%	27%	12%	36%	64%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 52

QA20 Summary of services used on each device (1): Broadband connected TV service(s) MULTI CODE

Base: All with a TV service set-top box receiver that has been connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)										
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)						
Weighted base	1332	1332 100%	889 67%	566 42%	442 33%	342 26%	199 15%	266 20%	193 14%	1332 100%	222 17%	272 20%	118 9%	400 30%	933 70%						
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	108 8%	108	92	74	56	51	41	56	31	108	30	36	16	45	62						
		8%	10%	13%	13%	15%	20%	21%	16%	8%	14%	13%	13%	11%	7%						
		100%	86%	68% mu				52% mu		47% mnu		38% mnopu		52% mnopu		29% mnu		100%	28% z	33% z	15% z
Net: ANY	1263 95%	1263 95% 100%	844 95% 67%	525 93% 42%	415 94% 33%	316 92% 25%	189 95% 15%	256 96% 20%	186 96% 15%	1263 95% 100%	208 94% 16%	251 92% 20%	106 89% 8%	375 94% 30%	888 95% 70% x						
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	995 75%	995 75% 100%	706 79% 71% mu	428 76% 43%	336 76% 34%	256 75% 26%	158 80% 16%	226 85% 23% mopqtu	145 75% 15%	995 75% 100%	167 75% 17%	208 76% 21%	84 71% 8%	306 76% 31%	689 74% 69%						
Net: LIVE TV ONLY	268 20%	268 20% 100% ns	137 15% 51%	98 17% 36% s	79 18% 29% s	60 18% 23% s	30 15% 11%	31 12% 11%	40 21% 15% s	268 20% 100% ns	41 19% 15%	43 16% 16%	22 19% 8%	69 17% 26%	199 21% 74%						

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 53

QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE

Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	209	136 65%	73 35%	129 62%	80 38%	18 9%	35 17%	66 32%	31 15%	40 19%	19 9%	56 27%	73 35%	52 25%	28 13%	129 62%	80 38%	101 48%	108 52%	93 44%	116 56%	164 78%	45 22%
Weighted base	208	130 62%	78* 38%*	126 61%	82* 39%*	21** 10%**	37* 18%*	64* 31%*	34** 16%**	35* 17%*	16** 8%**	51* 24%*	70* 34%*	57* 27%*	30** 15%**	120 58%	88* 42%*	102* 49%*	106* 51%*	94* 45%*	114* 55%*	150 72%	58* 28%*
Effective base	184	119	66	113	72	16	31	62	27	35	15	50	63	46	26	113	72	91	93	85	99	151	39
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	34 16%	29 22% 85%	5 7% 15%	21 17% 62%	13 16% 38%	- - -	10 26% 29%	12 19% 36%	7 20% 20%	2 6% 6%	3 19% 9%	9 18% 28%	8 12% 25%	12 21% 35%	4 14% 13%	18 15% 52%	16 18% 48%	19 19% 56%	15 14% 44%	18 19% 54%	16 14% 46%	23 15% 68%	11 19% 32%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	27 13%	17 13% 63%	10 13% 37%	18 14% 67%	9 11% 33%	- - -	8 20% 28%	11 16% 40%	4 11% 14%	2 6% 8%	3 18% 11%	8 15% 29%	7 10% 26%	9 16% 35%	3 9% 10%	15 12% 55%	12 14% 45%	21 21% 79%	6 5% 21%	20 21% 74%	7 6% 26%	21 14% 78%	6 10% 22%
TV live at the time of broadcast	23 11%	13 10% 57%	10 13% 43%	13 10% 55%	11 13% 45%	- - -	2 7% 10%	11 17% 46%	2 5% 7%	7 18% 28%	2 14% 9%	6 12% 26%	7 9% 28%	7 12% 28%	4 14% 18%	13 11% 54%	11 12% 46%	12 11% 50%	12 11% 50%	12 12% 50%	12 10% 50%	15 10% 65%	8 14% 35%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	17 8%	13 10% 79%	4 4% 21%	12 10% 73%	5 6% 27%	1 5% 7%	4 10% 22%	4 6% 21%	1 3% 7%	5 14% 26%	3 17% 15%	5 10% 31%	4 6% 24%	6 10% 34%	2 6% 11%	9 8% 54%	8 9% 46%	10 10% 60%	7 6% 40%	9 9% 51%	8 7% 49%	11 7% 66%	6 10% 34%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	16 8%	13 10% 82%	3 4% 18%	13 10% 80%	3 4% 20%	2 11% 15%	6 15% 35%	4 6% 25%	1 3% 7%	3 9% 19%	- - -	5 10% 32%	2 3% 13%	8 14% 48%	1 4% 7%	7 6% 45%	9 10% 55%	10 9% 59%	7 6% 41%	10 10% 59%	7 6% 41%	13 9% 81%	3 5% 19%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	16 8%	14 11% 88%	2 3% 12%	10 8% 63%	6 7% 37%	- - -	6 17% 40%	7 10% 41%	- - -	2 5% 10%	1 9% 9%	6 13% 40%	4 5% 23%	5 9% 30%	1 3% 6%	10 8% 63%	6 7% 37%	11 10% 65%	6 5% 35%	9 10% 56%	7 6% 44%	13 8% 79%	3 6% 21%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	16 8%	16 12% 100%	- - -	14 11% 87%	2 2% 13%	- - -	4 12% 28%	5 8% 33%	2 4% 10%	2 5% 10%	3 19% 19%	4 8% 27%	3 4% 19%	7 13% 47%	1 3% 7%	7 6% 47%	8 10% 53%	8 7% 49%	8 8% 51%	6 7% 40%	9 8% 60%	11 8% 72%	4 8% 28%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	15 7%	14 11% 93%	1 1% 7%	10 8% 64%	5 7% 36%	- - -	7 18% 45%	6 9% 40%	- - -	2 6% 15%	- - -	2 5% 15%	5 7% 31%	8 14% 54%	- - -	7 6% 46%	8 9% 54%	9 9% 64%	5 5% 36%	9 9% 58%	6 6% 42%	11 8% 77%	3 6% 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
* small base; ** very small base (under 30) ineligible for sig testing

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Table 53

QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV **MULTI CODE**

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	208	130 62%	78* 38%*	126 61%	82* 39%*	21** 10%**	37* 18%*	64* 31%*	34** 16%**	35* 17%*	16** 8%**	51* 24%*	70* 34%*	57* 27%*	30** 15%**	120 58%	88* 42%*	102* 49%*	106* 51%*	94* 45%*	114* 55%*	150 72%	58* 28%*
Net: ANY	78 37%	53 41%	24 31%	51 40%	27 33%	4 17%	16 42%	35 54%	8 23%	11 32%	5 6%	24 47%	20 29%	24 41%	10 34%	44 36%	34 39%	51 50%	27 25%	49 52%	29 26%	62 41%	16 28%
		69%	31%	66%	34%	5%	20%	44%g	10%	14%	6%	30%	26%	30%	13%	56%	44%	66%p	34%	63%r	37%	79%	21%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	66 32%	49 38%	17 22%	45 35%	22 26%	4 17%	16 42%	28 43%	7 20%	8 22%	5 32%	20 39%	17 25%	22 39%	7 22%	37 31%	29 33%	43 42%	23 22%	41 44%	25 22%	52 35%	14 24%
		74%	26%	67%	33%	5%	24%	42%g	10%	12%	8%	30%	26%	34%	10%	56%	44%	65%p	35%	62%r	38%	79%	21%
Net: LIVE TV ONLY	12 6%	4 3%	8 10%	6 5%	5 6%	-	-	7 11%	1 3%	4 10%	-	4 8%	3 4%	1 3%	4 12%	7 6%	5 6%	8 8%	4 4%	8 8%	4 3%	9 6%	2 4%
		35%	65%	55%	45%	-	-	60%	10%	30%	-	33%	24%	13%	30%	57%	43%	67%	33%	67%	33%	80%	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
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 53

**QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV
MULTI CODE**

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	209	209 100%	-	192 92%	17 8%	204 98%	5 2%	163 78%	17 8%	21 10%	8 4%	8 4%	11 5%	12 6%	4 2%	33 16%	14 7%	9 4%	15 7%	57 27%
Weighted base	208	208 100%	** - **	192 92%	16** 8%**	204 98%	4** 2%**	182 87%	13** 6%**	11** 5%**	2** 1%**	9** 5%**	13** 6%**	13** 6%**	4** 2%**	40* 19%**	20** 9%**	11** 5%**	15** 7%**	57* 27%**
Effective base	184	184	-	170	15	180	5	152	16	19	7	8	10	12	4	30	13	8	14	55
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	34 16% 100%	34 16% 100%	- - -	34 18% 100%	- - -	34 17% 100%	- - -	31 17% 93%	- - -	2 21% 7%	- - -	3 36% 10%	- - -	1 7% 3%	2 46% 6%	7 19% 22%	4 18% 11%	2 16% 5%	3 21% 9%	9 16% 27%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	27 13% 100%	27 13% 100%	- - -	25 13% 95%	1 8% 5%	27 13% 100%	- - -	26 14% 97%	1 5% 3%	- - -	- - -	2 26% 9%	- - -	- - -	1 21% 3%	3 8% 13%	3 13% 9%	2 16% 7%	1 8% 5%	14 24% 52%
TV live at the time of broadcast	23 11% 100%	23 11% 100%	- - -	20 11% 87%	3 19% 13%	23 12% 100%	- - -	21 12% 90%	- - -	2 17% 8%	* 17% 1%	1 14% 5%	- - -	1 9% 5%	1 23% 4%	8 21% 35%	- - -	1 11% 5%	1 5% 4%	8 13% 32%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	17 8% 100%	17 8% 100%	- - -	17 9% 100%	- - -	17 8% 100%	- - -	15 8% 87%	* 4% 3%	1 13% 9%	* 11% 1%	2 23% 13%	1 10% 8%	- - -	- 11% 25%	4 7% 9%	1 7% 9%	- - -	1 7% 7%	5 8% 27%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	16 8% 100%	16 8% 100%	- - -	16 8% 100%	- - -	16 8% 100%	- - -	16 9% 100%	- - -	- - -	- - -	2 26% 15%	- - -	- - -	1 31% 8%	4 11% 26%	1 5% 6%	1 10% 7%	1 7% 7%	5 9% 31%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	16 8% 100%	16 8% 100%	- - -	16 8% 100%	- - -	16 8% 100%	- - -	16 9% 98%	- - -	- - -	* 17% 2%	2 23% 14%	- - -	- - -	1 25% 6%	5 14% 34%	1 7% 9%	- - -	- - -	6 10% 35%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	16 8% 100%	16 8% 100%	- - -	16 8% 100%	- - -	16 8% 100%	- - -	15 8% 98%	- - -	- - -	* 17% 2%	2 26% 15%	- - -	- - -	1 25% 7%	2 5% 13%	4 20% 26%	1 11% 7%	- - -	5 8% 29%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	15 7% 100%	15 7% 100%	- - -	14 7% 94%	1 6% 6%	15 7% 100%	- - -	15 8% 100%	- - -	- - -	- - -	3 36% 23%	1 7% 6%	1 8% 7%	- 14% -	5 14% 36%	- - -	- - -	2 14% 15%	2 3% 13%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 53

QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
208	208 100%	-**	192 92%	16** 8%**	204 98%	4** 2%**	182 87%	13** 6%**	11** 5%**	2** 1%**	9** 5%**	13** 6%**	13** 6%**	4** 2%**	40* 19%*	20** 9%**	11** 5%**	15** 7%**	57* 27%*
78	78	-	73	5	78	-	73	1	2	1	4	2	3	4	14	7	4	4	30
37%	37%	-	38%	33%	38%	-	40%	9%	21%	45%	45%	17%	25%	100%	36%	37%	37%	27%	53%
	100%	-	93%	7%	100%	-	94%	2%	3%	1%	5%	3%	4%	5%	18%	9%	5%	5%	39%
66	66	-	64	2	66	-	62	1	2	1	4	2	2	3	10	7	4	4	25
32%	32%	-	33%	14%	33%	-	34%	9%	21%	28%	45%	17%	16%	77%	26%	37%	37%	27%	44%
	100%	-	97%	3%	100%	-	94%	2%	4%	1%	6%	3%	3%	5%	15%	11%	6%	6%	38%
12	12	-	9	3	12	-	11	-	-	*	-	-	1	1	4	-	-	-	5
6%	6%	-	4%	19%	6%	-	6%	-	-	17%	-	-	9%	23%	10%	-	-	-	9%
	100%	-	74%	26%	100%	-	97%	-	-	3%	-	-	10%	8%	34%	-	-	-	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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 53

Absolutes/col percents/row percents 4 Mar 2019

QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV **MULTI CODE**

Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	209	29 14%	180 86%	138 66%	79 38%	18 9%	29 14%	172 82%	172 82%	37 18%	165 79%	209 100%	-
Weighted base	208	30** 14%**	178 86%	136 65%	77* 37%*	18** 9%**	29** 14%**	170 82%	169 81%	38* 19%*	163 78%	208 100%	-**
Effective base	184	23	162	125	68	14	23	154	153	31	148	184	-
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	34 16%	6 20% 18%	28 16% 82%	25 18% 73%	11 14% 33%	5 29% 15%	6 21% 18%	24 14% 72%	28 17% 83%	6 15% 17%	28 17% 83%	34 16% 100%	- - -
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	27 13%	4 13% 14%	23 13% 86%	20 15% 75%	7 9% 26%	3 19% 13%	2 8% 9%	23 13% 85%	19 11% 73%	7 19% 27%	19 12% 73%	27 13% 100%	- - -
TV live at the time of broadcast	23 11%	4 14% 17%	19 11% 83%	17 13% 74%	8 10% 34%	2 14% 10%	3 12% 14%	18 11% 78%	18 11% 79%	5 13% 21%	18 11% 75%	23 11% 100%	- - -
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	17 8%	2 6% 11%	15 9% 89%	10 8% 61%	6 8% 36%	3 19% 20%	4 14% 24%	13 8% 76%	15 9% 86%	2 6% 14%	15 9% 86%	17 8% 100%	- - -
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	16 8%	- - -	16 9% 100%	12 9% 74%	3 4% 19%	2 14% 15%	2 6% 11%	14 8% 89%	16 10% 100%	- - -	16 10% 100%	16 8% 100%	- - -
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	16 8%	- - -	16 9% 100%	10 8% 65%	7 9% 46%	4 24% 27%	5 16% 28%	12 7% 72%	14 8% 86%	2 6% 14%	14 8% 86%	16 8% 100%	- - -
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	16 8%	2 7% 14%	13 8% 86%	8 6% 50%	9 11% 56%	- - -	5 16% 29%	10 6% 65%	13 8% 85%	2 6% 15%	13 8% 85%	16 8% 100%	- - -
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	15 7%	1 3% 6%	14 8% 94%	11 8% 72%	5 7% 35%	4 24% 28%	3 10% 20%	12 7% 80%	14 8% 94%	1 2% 6%	14 9% 94%	15 7% 100%	- - -

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 53

QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE

Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	208	30** 14%**	178 86%	136 65%	77* 37%*	18** 9%**	29** 14%**	170 82%	169 81%	38* 19%*	163 78%	208 100%	-** -**
Net: ANY	78 37%	11 38% 14%	67 37% 86%	56 41% 72%	25 33% 33%	7 40% 9%	11 38% 14%	63 37% 81%	63 37% 81%	15 39% 19%	62 36% 79%	78 37% 100%	- - -
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	66 32%	10 35% 16%	56 31% 84%	47 35% 72%	23 29% 34%	7 40% 11%	10 35% 15%	53 31% 79%	55 33% 83%	11 29% 17%	55 34% 83%	66 32% 100%	- - -
Net: LIVE TV ONLY	12 6%	1 3% 7%	11 6% 93%	9 6% 74%	3 4% 25%	- - -	1 3% 7%	11 6% 93%	8 4% 65%	4 10% 35%	7 4% 58%	12 6% 100%	- - -

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 53

QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE

Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	209	192 92%	165 79%	110 53%	70 33%	81 39%	51 24%	57 27%	209 100%	209 100%	42 20%	56 27%	25 12%	72 34%	137 66%
Weighted base	208	193 93%	163 78%	110* 53%*	70* 34%*	75* 36%*	54* 26%*	55* 26%*	208 100%	208 100%	44* 21%*	54* 26%*	26** 12%**	69* 33%*	139 67%
Effective base	184	170	148	96	62	72	47	50	184	184	37	48	22	62	123
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	34	31	28	19	20	15	16	12	34	34	11	14	8	16	17
	16%	16%	17%	17%	28%	20%	30%	22%	16%	16%	25%	25%	32%	23%	13%
		90%	83%	56%	59%mtu	44%	47%mtu	36%	100%	100%	32%	40%z	24%	48%	52%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	27	26	19	10	9	6	11	9	27	27	8	9	5	10	17
	13%	14%	12%	10%	13%	8%	20%	16%	13%	13%	19%	17%	20%	14%	12%
		98%	73%	39%	33%	22%	41%	33%	100%	100%	31%	33%	19%	37%	63%
TV live at the time of broadcast	23	18	18	11	10	6	9	7	23	23	4	7	4	8	15
	11%	9%	11%	10%	15%	8%	17%	13%	11%	11%	8%	13%	15%	11%	11%
		78%	75%	46%	44%	26%	39%	30%	100%	100%	16%	30%	17%	34%	66%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	17	16	15	10	9	7	8	8	17	17	3	6	5	7	10
	8%	8%	9%	9%	12%	9%	14%	15%	8%	8%	7%	11%	21%	10%	7%
		91%	86%	61%	51%	41%	46%	47%	100%	100%	18%	34%	31%	40%	60%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	16	16	16	13	12	10	11	12	16	16	5	6	4	7	9
	8%	8%	10%	12%	17%	13%	21%	23%	8%	8%	12%	12%	15%	11%	6%
		100%	100%	78%	75%tu	61%	69%mtu	76%mntu	100%	100%	32%	39%	24%	45%	55%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	16	16	14	10	12	10	11	12	16	16	4	5	4	6	10
	8%	8%	8%	9%	17%	14%	20%	21%	8%	8%	9%	10%	15%	9%	7%
		100%	86%	59%	73%tu	64%	67%mntu	72%mntu	100%	100%	23%	34%	23%	40%	60%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	16	15	13	10	11	9	9	10	16	16	6	10	4	11	5
	8%	8%	8%	9%	16%	12%	17%	19%	8%	8%	14%	18%	16%	15%	4%
		94%	85%	62%	73%tu	58%	57%	65%mntu	100%	100%	40%z	62%z	26%	68%z	32%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 53

QA20 Summary of services used on each device (2): Blu-ray player connected to broadband and a TV MULTI CODE

Base: All with a Blu-ray player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	208	193 93%	163 78%	110* 53%*	70* 34%*	75* 36%*	54* 26%*	55* 26%*	208 100%	208 100%	44* 21%*	54* 26%*	26** 12%**	69* 33%*	139 67%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	15 7%	14 7%	14 9%	10 9%	11 16%	7 10%	12 22%	11 20%	15 7%	15 7%	4 10%	4 8%	3 13%	6 9%	9 6%
		94%	94%	64%	74%tu	48%	80%mnottu	72%mttu	100%	100%	28%	29%	22%	42%	58%
Net: ANY	78 37%	71 37%	62 38%	40 37%	32 46%	34 46%	33 62%	28 51%	78 37%	78 37%	17 39%	26 49%	17 65%	31 45%	47 34%
		91%	79%	52%	41%	44%	43%mnottu	35%	100%	100%	22%	34%	21%	40%	60%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	66 32%	62 32%	55 34%	37 34%	30 42%	31 42%	30 56%	26 48%	66 32%	66 32%	16 37%	23 43%	16 61%	28 40%	39 28%
		93%	83%	56%	45%	47%	45%mnottu	40%mttu	100%	100%	24%	34%	23%	42%	58%
Net: LIVE TV ONLY	12 6%	10 5%	7 4%	3 3%	2 3%	3 4%	3 6%	1 2%	12 6%	12 6%	1 2%	3 6%	1 4%	3 5%	8 6%
		83%	58%	27%	20%	26%	29%	11%	100%	100%	8%	28%	8%	28%	72%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 54

QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE

Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	612	414 68%	198 32%	309 50%	303 50%	110 18%	150 25%	128 21%	109 18%	60 10%	55 9%	158 26%	216 35%	125 20%	113 18%	374 61%	238 39%	277 45%	335 55%	249 41%	363 59%	433 71%	179 29%
Weighted base	569	372 65%	197 35%	289 51%	279 49%	111* 19%*	140 25%	112 20%	106* 19%*	53* 9%*	47* 8%*	137 24%	191 34%	129* 23%*	112* 20%*	327 58%	242 42%	255 45%	314 55%	224 39%	345 61%	355 62%	214 38%
Effective base	493	341 69%	155 31%	245 49%	248 50%	86 17%	123 25%	107 21%	88 18%	53 10%	39 8%	130 26%	174 34%	99 21%	92 18%	304 60%	192 40%	226 45%	267 55%	202 41%	291 59%	367 63%	146 37%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	191 33%	134 36%	56 29%	86 30%	105 38%	33 30%	61 44%	32 28%	38 36%	18 33%	9 20%	46 33%	70 37%	41 32%	35 31%	115 35%	75 31%	85 33%	105 34%	78 35%	112 33%	120 34%	71 33%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	182 32%	140 38%	42 21%	76 26%	106 38%	28 25%	48 34%	38 33%	38 36%	16 30%	15 32%	40 29%	61 32%	38 30%	42 38%	101 31%	81 33%	83 33%	99 32%	77 34%	106 31%	117 33%	65 31%
TV live at the time of broadcast	133 23%	91 25%	41 21%	62 21%	71 25%	25 22%	28 20%	23 21%	28 26%	12 23%	17 36%	32 23%	43 22%	36 28%	23 20%	74 23%	59 24%	59 23%	74 23%	49 22%	84 24%	77 22%	56 26%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	105 18%	76 21%	29 15%	57 20%	48 17%	26 24%	27 20%	18 16%	20 19%	7 14%	6 13%	25 18%	41 22%	24 19%	14 13%	67 20%	39 16%	45 16%	60 19%	38 17%	67 19%	71 20%	35 16%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	92 16%	67 18%	25 13%	52 18%	40 14%	15 13%	24 17%	21 19%	23 22%	5 10%	4 8%	20 15%	37 19%	22 17%	12 11%	57 18%	34 14%	38 15%	54 17%	33 15%	58 17%	55 15%	37 17%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	72 13%	48 13%	23 12%	39 13%	32 12%	12 11%	20 15%	16 14%	18 17%	3 5%	3 5%	16 12%	26 14%	18 14%	11 10%	42 13%	29 12%	32 12%	40 13%	28 13%	43 13%	40 11%	31 15%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	53 9%	40 11%	13 7%	34 12%	19 7%	7 6%	14 10%	11 10%	11 11%	4 7%	6 12%	16 11%	20 10%	13 10%	5 4%	36 11%	18 7%	23 9%	31 10%	22 10%	32 9%	39 11%	15 7%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	40 7%	28 7%	13 6%	24 8%	16 6%	4 3%	15 11%	11 10%	7 6%	1 2%	2 5%	9 7%	16 8%	12 9%	3 3%	25 8%	16 6%	26 10%	15 5%	24 11%	16 5%	30 8%	10 5%

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

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Table 54

QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE

Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	569	372 65%	197 35%	289 51%	279 49%	111* 19%*	140 25%	112 20%	106* 19%*	53* 9%*	47* 8%*	137 24%	191 34%	129* 23%*	112* 20%*	327 58%	242 42%	255 45%	314 55%	224 39%	345 61%	355 62%	214 38%
Net: ANY	364	267	97	177	188	70	101	72	67	28	26	94	119	83	69	213	152	163	201	146	218	230	135
	64%	72%	49%	61%	67%	63%	73%	64%	63%	53%	56%	69%	62%	64%	61%	65%	63%	64%	64%	65%	63%	65%	63%
		73%	27%	49%	51%	19%	28% gh	20%	18%	8%	7%	26%	33%	23%	19%	58%	42%	45%	55%	40%	60%	63%	37%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	342	254	89	163	179	63	101	65	66	25	22	87	114	74	67	202	141	154	188	141	202	220	122
	60%	68%	45%	56%	64%	57%	73%	58%	62%	47%	47%	64%	60%	57%	59%	62%	58%	61%	60%	63%	58%	62%	57%
		74%	26%	48%	52%	18%	30% cogh	19%	19%	7%	7%	25%	33%	22%	19%	59%	41%	45%	55%	41%	59%	64%	36%
Net: LIVE TV ONLY	22	13	9	13	9	7	*	6	1	3	4	7	5	8	2	11	11	9	13	6	16	9	13
	4%	4%	4%	5%	3%	6%	*	6%	1%	6%	8%	5%	2%	7%	2%	3%	4%	4%	4%	2%	5%	3%	6%
		61%	39%	61%	39%	32% d	1%	28% d	7%	14% d	18% d	30%	21%	39%	11%	51%	49%	42%	58%	26%	74%	43%	57%

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

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Table 54

QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE

Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	612	612 100%	-	564 92%	48 8%	602 98%	10 2%	397 65%	61 10%	72 12%	82 13%	28 5%	51 8%	35 6%	36 6%	63 10%	33 5%	22 4%	61 10%	68 11%
Weighted base	569	569 100%	-**	525 92%	44* 8%*	559 98%	9** 2%**	466 82%	48* 8%*	37* 6%*	18* 3%*	31*** 5%**	63* 11%*	40* 7%*	46* 8%*	73* 13%*	43* 8%*	29** 5%**	66* 12%*	73* 13%*
Effective base	493	493	-	457	36	485	8	367	57	65	79	27	47	32	33	58	31	20	58	64
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	191 33%	191 33%	-	174 33%	16 38%	191 34%	-	150 32%	22 45%	14 37%	5 30%	12 40%	28 44%	6 15%	11 24%	15 20%	24 55%	11 37%	18 28%	25 34%
		100%	-	91%	9%	100%	-	79%	11%	7%	3%	7%	15%mo	3%	6%	8%	12%mnor	6%	10%	13%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	182 32%	182 32%	-	182 35%	-	182 33%	-	150 32%	13 28%	14 38%	4 25%	8 27%	26 41%	11 28%	16 35%	20 27%	14 32%	12 41%	19 29%	23 32%
		100%	-	100% d	-	100%	-	82%	7%	8%	2%	5%	14%	6%	9%	11%	8%	7%	11%	13%
TV live at the time of broadcast	133 23%	133 23%	-	122 23%	11 24%	133 24%	-	108 23%	7 15%	13 36%	4 24%	9 29%	19 29%	4 9%	7 16%	16 21%	14 33%	9 32%	11 16%	20 27%
		100%	-	92%	8%	100%	-	81%	6%	10% gh	3%	7%	14% m	3%	5%	12%	11% m	7%	8%	15% n
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	105 18%	105 18%	-	105 20%	-	105 19%	-	86 18%	12 24%	4 12%	3 17%	8 26%	11 18%	5 12%	8 17%	19 26%	1 3%	4 13%	15 23%	15 20%
		100%	-	100% d	-	100%	-	82%	11%	4%	3%	8%	11% p	5%	7%	18% p	1%	4%	15% p	14% p
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	92 16%	92 16%	-	88 17%	3 8%	92 16%	-	78 17%	7 14%	4 12%	2 12%	7 21%	15 23%	5 13%	6 13%	7 10%	6 15%	8 29%	7 11%	17 23%
		100%	-	96%	4%	100%	-	85%	7%	5%	2%	7%	16%	6%	7%	8%	7%	9%	8%	18% o
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	72 13%	72 13%	-	70 13%	2 4%	72 13%	-	62 13%	6 12%	2 5%	2 12%	4 12%	11 17%	4 9%	2 5%	9 13%	5 11%	7 24%	6 9%	14 19%
		100%	-	97%	3%	100%	-	86%	8%	3%	3%	5%	15%	5%	3%	13%	7%	10%	8%	19%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	53 9%	53 9%	-	53 10%	1 2%	53 10%	-	44 9%	3 6%	5 13%	2 9%	5 16%	3 5%	4 9%	5 11%	10 13%	-	4 15%	4 6%	9 13%
		100%	-	99%	1%	100%	-	82%	6%	9%	3%	10%	6%	7%	10%	18% p	-	8%	8%	17% p
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	40 7%	40 7%	-	39 7%	1 2%	40 7%	-	35 8%	3 7%	1 2%	1 5%	6 20%	1 2%	3 6%	2 5%	9 12%	1 2%	4 12%	2 4%	7 10%
		100%	-	97%	3%	100%	-	88%	9%	2%	2%	16%	3%	6%	5%	22% i	3%	9%	6%	18%

Proportions/Mean: Columns Tested (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 54

QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE

Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
569	569 100%	-** - **	525 92%	44* 8%*	559 98%	9** 2%**	466 82%	48* 8%*	37* 6%*	18* 3%*	31** 5%**	63* 11%*	40* 7%*	46* 8%*	73* 13%*	43* 8%*	29** 5%**	66* 12%*	73* 13%*
364 64%	364 64% 100%	- - -	341 65% 94%	23 53% 6%	364 65% 100%	- - -	296 64% 81%	32 66% 9%	25 67% 7%	11 63% 3%	20 64% 5%	43 68% 12% m	17 43% 5%	26 57% 7%	41 56% 11%	30 70% 8% m	19 67% 5%	40 61% 11%	58 80% 16% m nor
342 60%	342 60% 100%	- - -	324 62% 95% d	18 42% 5%	342 61% 100%	- - -	279 60% 82%	32 66% 9%	21 58% 6%	10 57% 3%	20 64% 6%	42 66% 12% m	16 41% 5%	24 51% 7%	38 52% 11%	30 70% 9% m	19 67% 6%	38 57% 11%	51 70% 15% m d
22 4%	22 4% 100%	- - -	17 3% 77%	5 12% 23% c	22 4% 100%	- - -	17 4% 79%	- 4% -	3 10% 16% gh	1 7% 5% h	- - -	1 2% 5%	1 3% 5%	3 6% 12%	3 4% 14%	- - -	- - -	2 3% 9%	7 10% 33%

Proportions/Mean: Columns Tested (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 54

**QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV
MULTI CODE****Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	612	142 23%	470 77%	319 52%	257 42%	73 12%	136 22%	420 69%	440 72%	172 28%	426 70%	612 100%	-
Weighted base	569	106 19%	463 81%	285 50%	240 42%	60* 11%*	131 23%	389 68%	414 73%	155 27%	399 70%	569 100%	-**
Effective base	493	105	390	255	204	61	106	343	367	127	354	493	-
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	191 33%	38 36% 20%	152 33% 80%	94 33% 49%	87 36% 46%	17 28% 9%	49 37% 26%	120 31% 63%	135 33% 71%	55 36% 29%	131 33% 69%	191 33% 100%	-
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	182 32%	33 32% 18%	149 32% 82%	80 28% 44%	101 42% 56% cg	22 37% 12%	62 47% 34% cg	104 27% 57%	135 33% 74%	47 30% 26%	131 33% 72%	182 32% 100%	-
TV live at the time of broadcast	133 23%	27 26% 20%	106 23% 80%	58 20% 44%	67 28% 51%	13 22% 10%	46 35% 34% cg	81 21% 61%	88 21% 67%	44 29% 33%	85 21% 33%	133 23% 100%	-
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	105 18%	18 17% 17%	87 19% 83%	64 23% 61% f	39 16% 37%	17 29% 16% df	16 12% 15%	80 20% 76%	77 19% 73%	28 18% 27%	76 19% 73%	105 18% 100%	-
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	92 16%	16 15% 18%	75 16% 82%	35 12% 38%	53 22% 58% ceg	6 10% 7%	31 23% 33% ceg	50 13% 55%	71 17% 77%	21 13% 23%	70 17% 76%	92 16% 100%	-
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	72 13%	8 8% 12%	63 14% 88%	31 11% 43%	41 17% 58% cg	10 16% 14%	25 19% 36% cg	37 10% 52%	52 13% 73%	20 13% 27%	51 13% 71%	72 13% 100%	-
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	53 9%	9 8% 16%	45 10% 84%	38 13% 72% df	17 7% 31% f	10 17% 19% df	2 1% 3%	47 12% 89% f	45 11% 85%	8 5% 15%	45 11% 84% i	53 9% 100%	-
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	40 7%	5 4% 12%	36 8% 88%	23 8% 56%	16 7% 41%	7 12% 18%	9 7% 22%	30 8% 75%	37 9% 91% i	4 2% 9%	36 9% 88% i	40 7% 100%	-

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

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Table 54

QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	569	106 19%	463 81%	285 50%	240 42%	60* 11%*	131 23%	389 68%	414 73%	155 27%	399 70%	569 100%	-**
Net: ANY	364 64%	67 63% 18%	297 64% 82%	169 59% 46%	174 72% 48% cg	39 66% 11%	96 74% 26% cg	236 61% 65%	264 64% 72%	101 65% 28%	254 64% 70%	364 64% 100%	- - -
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	342 60%	63 60% 19%	279 60% 81%	162 57% 47%	165 69% 48% cg	36 61% 11%	91 69% 26% cg	221 57% 64%	253 61% 74%	89 58% 26%	244 61% 71%	342 60% 100%	- - -
Net: LIVE TV ONLY	22 4%	3 3% 16%	18 4% 84%	7 2% 31%	9 4% 40%	3 5% 14%	6 5% 27%	15 4% 69%	10 3% 48%	11 7% 52% hj	10 3% 48%	22 4% 100%	- - -

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

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Table 54

QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV **MULTI CODE**

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	612	475 78%	426 70%	339 55%	612 100%	215 35%	141 23%	188 31%	70 11%	612 100%	113 18%	158 26%	74 12%	209 34%	403 66%
Weighted base	569	442 78%	399 70%	324 57%	569 100%	204 36%	139 24%	181 32%	70* 12%*	569 100%	115* 20%*	149 26%	71* 12%*	203 36%	366 64%
Effective base	493	384	354	279	493	180	121	160	62	493	95	135	66	177	316
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	191 33%	127 29% 67%	131 33% 69%	113 35% 59%	191 33% 100%	69 34% 36%	48 34% 25%	66 37% 35%	23 33% 12%	191 33% 100%	30 26% 16%	44 29% 23%	20 29% 11%	60 30% 31%	131 36% 69%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	182 32%	119 27% 65%	131 33% 72%	105 33% 58%	182 32% 100%	69 34% 38%	47 34% 26%	68 38% 37% ^m	25 36% 14%	182 32% 100%	41 35% 22%	53 36% 29%	27 38% 15%	69 34% 38%	113 31% 62%
TV live at the time of broadcast	133 23%	62 14% 46%	85 21% 84% ^m	73 22% 55% ^m	133 23% 100% ^m	46 23% 35% ^m	31 22% 23% ^m	39 21% 29% ^m	14 20% 11%	133 23% 100% ^m	28 25% 21%	31 21% 23%	17 24% 13%	45 22% 34%	87 24% 66%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	105 18%	84 19% 80%	76 19% 73%	64 20% 61%	105 18% 100%	42 21% 40%	32 23% 30%	36 20% 34%	18 26% 17%	105 18% 100%	28 24% 26% ^z	39 26% 37% ^z	17 24% 17%	49 24% 46% ^z	56 15% 54%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	92 16%	62 14% 67%	70 17% 76%	59 18% 64%	92 16% 100%	43 21% 47% ^m	32 23% 35% ^m	47 26% 52% ^{mncpu}	21 29% 22% ^{mncpu}	92 16% 100%	19 16% 20%	27 18% 30%	14 20% 15%	34 17% 38%	57 16% 62%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	72 13%	47 11% 65%	51 13% 71%	44 14% 62%	72 13% 100%	35 17% 50% ^m	30 21% 41% ^{mnpu}	42 23% 59% ^{mncpu}	15 21% 21% ^m	72 13% 100%	15 13% 20%	16 11% 22%	7 10% 10%	23 12% 33%	48 13% 67%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	53 9%	46 10% 87%	45 11% 84%	35 11% 66%	53 9% 100%	24 12% 46%	20 15% 38%	25 14% 47%	12 17% 23%	53 9% 100%	19 16% 35% ^z	19 13% 36%	8 12% 16%	25 12% 47%	28 8% 53%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

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Absolutes/col percents/row percents 4 Mar 2019

Table 54

QA20 Summary of services used on each device (3): Digital media player connected to broadband and a TV MULTI CODE

Base: All with a Digital media player connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	569	442 78%	399 70%	324 57%	569 100%	204 36%	139 24%	181 32%	70* 12%*	569 100%	115* 20%*	149 26%	71* 12%*	203 36%	366 64%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	40 7%	34	36	32	40	21	17	26	15	40	12	17	9	18	22
		8% 85%	9% 88%	10% 80%	7% 100%	10% 52%	13% 43%pu	14% 64%mpu	21% 37%mnopqu	7% 100%	11% 31%	12% 43%z	12% 21%	9% 45%	6% 55%
Net: ANY	364 64%	258 58% 71%	254 64% 70%	216 67% 59% m	364 64% 100%	142 70% 39% m	92 66% 25%	125 69% 34% m	46 66% 13%	364 64% 100%	82 72% 23% z	105 71% 29% z	54 77% 15% z	142 70% 39% z	222 61% 61%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	342 60%	241 55% 70%	244 61% 71%	206 64% 60% m	342 60% 100%	134 66% 39% m	89 64% 26%	121 67% 35% m	46 66% 13%	342 60% 100%	78 68% 23%	102 68% 30% z	52 74% 15% z	135 67% 39% z	207 57% 61%
Net: LIVE TV ONLY	22 4%	17 4% 76%	10 3% 48%	10 3% 47%	22 4% 100%	8 4% 37%	3 2% 12%	3 2% 16%	* * 2%	22 4% 100%	5 4% 21%	3 2% 16%	2 3% 10%	7 3% 32%	15 4% 68%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

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Table 55

QA20 Summary of services used on each device (4): Games console connected to broadband and a TV MULTI CODE

Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	723	473 65%	250 35%	369 51%	354 49%	160 22%	187 26%	177 24%	140 19%	47 7%	12 2%	173 24%	238 33%	169 23%	143 20%	411 57%	312 43%	417 58%	306 42%	364 50%	359 50%	527 73%	198 27%
Weighted base	718	451 63%	267 37%	363 51%	355 49%	168 23%	189 26%	172 24%	140 20%	41* 6%*	7** 1%**	154 21%	229 32%	189 26%	146 20%	383 53%	335 47%	412 57%	305 43%	355 49%	363 51%	459 64%	259 36%
Effective base	597	398	202	300	297	130	156	153	112	40	10	143	198	140	120	341	259	349	249	306	292	458	166
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	120 17%	88 20%	32 12%	58 16%	62 18%	40 24%	31 16%	30 17%	16 11%	3 8%	1 7%	25 16%	58 25%	23 12%	15 10%	83 22%	38 11%	73 18%	48 16%	61 17%	60 16%	83 18%	37 14%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	111 15%	79 18%	32 12%	65 18%	46 13%	33 20%	31 16%	25 15%	18 13%	4 9%	-	24 16%	46 20%	23 12%	17 12%	70 18%	40 12%	60 14%	51 17%	53 15%	58 16%	66 14%	45 17%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	87 12%	53 12%	34 13%	55 15%	32 9%	20 12%	26 13%	24 14%	14 10%	3 6%	1 7%	16 10%	35 15%	17 9%	18 12%	51 13%	35 11%	50 12%	36 12%	40 11%	46 13%	55 12%	31 12%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	59 8%	34 8%	25 9%	38 11%	20 6%	16 10%	19 10%	14 8%	7 5%	3 6%	-	12 8%	24 10%	8 4%	15 10%	36 9%	23 7%	36 9%	23 7%	27 8%	32 9%	34 7%	25 10%
TV live at the time of broadcast	54 8%	34 7%	21 8%	29 8%	25 7%	22 13%	12 6%	5 3%	13 9%	2 4%	-	10 6%	22 10%	12 6%	10 7%	32 8%	22 6%	28 7%	26 8%	23 6%	32 9%	32 7%	22 9%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	48 7%	37 8%	11 4%	31 8%	18 5%	15 9%	14 7%	11 6%	8 6%	1 1%	7%	14 9%	20 9%	9 5%	5 4%	34 9%	14 4%	28 7%	20 7%	23 6%	26 7%	33 7%	16 6%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	43 6%	29 7%	14 5%	27 7%	17 5%	8 5%	16 8%	11 7%	6 4%	1 3%	-	10 6%	18 8%	13 7%	3 2%	27 7%	16 5%	33 8%	10 3%	29 8%	14 4%	32 7%	11 4%
Paid Video On-demand content available through your TV service provider – e.g. film rental or events on a pay-per-view basis	30 4%	26 6%	4 1%	23 6%	7 2%	6 3%	6 3%	13 7%	4 3%	1 2%	-	14 9%	11 5%	3 2%	2 1%	25 7%	5 1%	25 6%	5 2%	20 5%	10 3%	25 5%	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
* small base; ** very small base (under 30) ineligible for sig testing

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Table 55

QA20 Summary of services used on each device (4): Games console connected to broadband and a TV MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	718	451 63%	267 37%	363 51%	355 49%	168 23%	189 26%	172 24%	140 20%	41* 6%*	7** 1%**	154 21%	229 32%	189 26%	146 20%	383 53%	335 47%	412 57%	305 43%	355 49%	363 51%	459 64%	259 36%
Net: ANY	251	185 35%	65 25%	142 39%	108 31%	76 45%	76 40%	59 34%	35 25%	5 12%	1 7%	60 39%	94 41%	58 31%	38 26%	154 40%	96 29%	151 37%	99 33%	131 37%	120 33%	166 36%	85 33%
		74%	26%	57%b	43%	30%fg	30%fg	23%g	14%	2%	*	24%l	38%l	23%	15%	62%ln	38%	60%	40%	52%	48%	66%	34%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	234	176 33%	59 22%	131 36%	103 29%	71 42%	72 38%	58 34%	29 20%	4 11%	1 7%	56 37%	90 39%	54 29%	34 23%	146 38%	88 26%	142 34%	93 30%	121 34%	113 31%	155 34%	80 31%
		75%	25%	56%	44%	30%fg	31%fg	25%fg	12%	2%	*	24%l	38%kl	23%	15%	63%ln	37%	60%	40%	52%	48%	66%	34%
Net: LIVE TV ONLY	16	10 2%	7 3%	11 3%	5 2%	5 3%	3 2%	1 1%	6 5%	* 1%	-	4 2%	4 2%	4 2%	4 3%	8 2%	9 3%	10 2%	7 2%	10 3%	7 2%	11 2%	5 2%
	2%	59%	41%	67%	33%	33%	20%	6%	39%e	2%	-	22%	26%	27%	25%	48%	52%	60%	40%	60%	40%	67%	33%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 55

QA20 Summary of services used on each device (4): Games console connected to broadband and a TV **MULTI CODE**

Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	723	723 100%	-	640 89%	83 11%	700 97%	23 3%	491 68%	78 11%	72 10%	82 11%	26 4%	52 7%	55 8%	36 5%	70 10%	49 7%	41 6%	74 10%	88 12%	
Weighted base	718	718 100%	**-	636 89%	81* 11%*	694 97%	24** 3%**	600 84%	61* 8%*	39* 5%*	18* 3%*	31** 4%**	66* 9%*	71* 10%*	46* 6%*	79* 11%*	71* 10%*	54* 7%*	87* 12%*	95* 13%*	
Effective base	597	597	-	529	68	578	20	458	74	64	78	25	49	52	34	66	46	39	69	82	
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	120 17%	120 17% 100%	- - -	107 17% 89%	13 16% 11%	120 17% 100%	- - -	98 16% 82%	15 25% 13% d	4 10% 3%	3 16% 3%	9 28% 7%	19 29% 16% mors	8 11% 6%	11 23% 9% s	9 12% 8%	12 18% 10%	13 23% 10% s	10 11% 8%	8 8% 7%	
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	111 15%	111 15% 100%	- - -	111 17% 100% d	- - -	111 16% 100%	- - -	97 16% 88%	6 11% 6%	5 12% 4%	2 13% 2%	8 26% 7%	17 26% 15% os	8 12% 8%	11 24% 10% o	7 9% 6%	15 22% 14%	8 15% 7%	11 13% 10%	11 11% 10%	
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	87 12%	87 12% 100%	- - -	82 13% 94%	5 6% 6%	87 12% 100%	- - -	75 13% 87%	8 14% 10%	2 6% 3%	1 5% 1%	5 16% 6%	12 18% 14%	6 9% 7%	8 17% 9%	7 9% 9%	8 12% 10%	8 15% 9%	6 7% 7%	14 15% 17%	
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	59 8%	59 8% 100%	- - -	53 8% 90%	6 7% 10%	59 8% 100%	- - -	49 8% 84%	7 11% 11%	2 6% 4%	1 3% 1%	3 10% 5%	10 16% 17%	3 4% 5%	4 9% 7%	8 10% 13%	6 9% 11%	3 5% 4%	5 6% 9%	7 8% 13%	
TV live at the time of broadcast	54 8%	54 8% 100%	- - -	48 8% 88%	6 8% 12%	54 8% 100%	- - -	48 8% 89%	2 4% 5%	2 6% 5%	1 6% 2%	1 3% 2%	10 15% 18% o	7 10% 13%	3 7% 6%	3 4% 6%	9 13% 17%	2 4% 4%	6 7% 11%	7 7% 13%	
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	48 7%	48 7% 100%	- - -	48 8% 100% d	- - -	48 7% 100%	- - -	44 7% 92%	2 3% 4%	1 2% 2%	1 7% 3%	2 7% 4%	5 8% 11%	5 7% 10%	3 6% 6%	2 2% 4%	3 4% 7%	5 10% 11%	6 7% 13%	13 14% 27% o	
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	43 6%	43 6% 100%	- - -	42 7% 97%	1 2% 3%	43 6% 100%	- - -	41 7% 95%	1 2% 3%	* 1% 1%	1 3% 1%	4 12% 8%	4 6% 9%	3 4% 6%	2 5% 5%	7 9% 16%	5 7% 12%	7 12% 15% r	2 2% 5%	8 8% 19%	
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	30 4%	30 4% 100%	- - -	30 5% 100%	- - -	30 4% 100%	- - -	27 5% 91%	2 3% 5%	1 1% 2%	1 4% 2%	2 7% 7%	1 1% 3%	3 4% 10%	2 4% 7%	5 6% 16%	4 6% 14%	1 2% 4%	3 3% 9%	6 6% 21%	

Proportions/Mean: Columns Tested (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 55

**QA20 Summary of services used on each device (4): Games console connected to broadband and a TV
MULTI CODE**

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
718	718 100%	**	636 89%	81* 11%*	694 97%	24** 3%**	600 84%	61* 8%*	39* 5%*	18* 3%*	31** 4%**	66* 9%**	71* 10%*	46* 6%**	79* 11%**	71* 10%*	54* 7%**	87* 12%*	95* 13%*
251 35%	251 35%	-	230 36%	21 26%	251 36%	-	215 36%	22 36%	9 22%	5 27%	16 51%	33 51%	17 24%	20 44%	21 27%	26 37%	21 39%	20 23%	39 41%
	100%	-	92%	8%	100%	-	86% _l	9%	3%	2%	6%	13% _{mor}	7%	8% _r	9%	10%	8%	8%	16% _{mr}
234 33%	234 33%	-	218 34%	16 20%	234 34%	-	201 34%	21 35%	7 18%	5 25%	16 51%	28 43%	15 21%	18 40%	21 27%	26 37%	20 37%	19 22%	37 39%
	100%	-	93% _d	7%	100%	-	86% _l	9% _l	3%	2%	7%	12% _{mr}	6%	8%	9%	11%	8%	8%	16% _{mr}
16 2%	16 2%	-	11 2%	5 6%	16 2%	-	14 2%	1 1%	2 4%	* 2%	- 7%	5 7%	2 3%	2 4%	- -	- -	1 2%	1 1%	2 2%
	100%	-	69%	31% _c	100%	-	83%	5%	10%	2%	-	29% _c	14%	12%	-	-	8%	6%	14%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 55

QA20 Summary of services used on each device (4): Games console connected to broadband and a TV MULTI CODE

Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	723	149 21%	574 79%	398 55%	270 37%	69 10%	129 18%	538 74%	558 77%	165 23%	533 74%	723 100%	-
Weighted base	718	127 18%	591 82%	382 53%	266 37%	63* 9%*	133 18%	531 74%	549 76%	169 24%	526 73%	718 100%	-**
Effective base	597	113	485	327	220	57	105	446	466	132	445	597	-
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	120 17%	24 19% 20%	97 16% 80%	54 14% 45%	49 18% 41%	13 21% 11%	29 22% 24%	78 15% 65%	87 16% 73%	33 20% 27%	83 16% 69%	120 17% 100%	-
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	111 15%	16 13% 15%	95 16% 85%	50 13% 45%	51 19% 46%	8 13% 7%	29 22% 26% cq	73 14% 66%	81 15% 73%	30 18% 27%	75 14% 68%	111 15% 100%	-
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	87 12%	10 8% 11%	77 13% 89%	44 12% 51%	40 15% 46%	7 12% 9%	21 16% 25%	58 11% 67%	71 13% 82%	16 9% 18%	66 13% 76%	87 12% 100%	-
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	59 8%	4 4% 8%	54 9% 92% a	29 8% 49%	27 10% 46%	5 9% 9%	16 12% 27%	37 7% 63%	44 8% 74%	15 9% 26%	42 8% 71%	59 8% 100%	-
TV live at the time of broadcast	54 8%	6 5% 11%	48 8% 89%	31 8% 57%	23 9% 43%	4 7% 8%	15 11% 27%	34 6% 62%	42 8% 78%	12 7% 22%	39 8% 73%	54 8% 100%	-
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	48 7%	6 5% 13%	42 7% 87%	36 9% 76% f	16 6% 34%	6 9% 11%	5 3% 9%	38 7% 80%	41 7% 85%	7 4% 15%	39 7% 82%	48 7% 100%	-
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	43 6%	6 5% 13%	37 6% 87%	26 7% 61%	16 6% 37%	6 10% 14%	7 5% 16%	34 6% 78%	41 7% 95% l	2 1% 5%	40 8% 93% l	43 6% 100%	-
Paid Video On-demand content available through your TV service provider – e.g. film rental or events on a pay-per-view basis	30 4%	4 3% 15%	25 4% 85%	24 6% 81% df	6 2% 20%	5 8% 16% df	1 1% 2%	27 5% 90% f	29 5% 96% l	1 1% 4%	29 5% 96% l	30 4% 100%	-

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

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Table 55

QA20 Summary of services used on each device (4): Games console connected to broadband and a TV MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	718	127 18%	591 82%	382 53%	266 37%	63* 9%*	133 18%	531 74%	549 76%	169 24%	526 73%	718 100%	-**
Net: ANY	251	37	213	129	96	28	46	180	188	63	180	251	-
	35%	30%	36%	34%	36%	44%	34%	34%	34%	37%	34%	35%	-
		15%	85%	51%	38%	11%	18%	72%	75%	25%	72%	100%	-
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	234	36	199	119	91	25	43	168	176	58	169	234	-
	33%	28%	34%	31%	34%	40%	33%	32%	32%	35%	32%	33%	-
		15%	85%	51%	39%	11%	18%	72%	75%	25%	72%	100%	-
Net: LIVE TV ONLY	16	2	15	10	5	2	2	11	12	5	11	16	-
	2%	1%	2%	3%	2%	4%	2%	2%	2%	3%	2%	2%	-
		11%	89%	59%	31%	14%	15%	68%	73%	27%	69%	100%	-

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 55

QA20 Summary of services used on each device (4): Games console connected to broadband and a TV MULTI CODE

Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	723	573 79%	533 74%	723 100%	339 47%	253 35%	140 19%	209 29%	110 15%	723 100%	122 17%	177 24%	86 12%	234 32%	489 68%
Weighted base	718	566 79%	526 73%	718 100%	324 45%	255 36%	144 20%	209 29%	110* 15%*	718 100%	123 17%	176 25%	90* 13%*	232 32%	485 68%
Effective base	597	474	445	597	279	215	120	179	96	597	106	153	77	203	395
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	120 17%	89 16% 74%	83 16% 69%	120 17% 100%	73 22% 60% mnou	48 19% 40%	26 18% 22%	49 24% 41% mnou	18 16% 15%	120 17% 100%	23 19% 19%	44 25% 36% z	17 18% 14%	49 21% 40%	72 15% 60%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	111 15%	84 15% 76%	75 14% 68%	111 15% 100%	66 20% 60% mn	49 19% 44%	30 21% 27%	47 23% 43% mnou	17 15% 15%	111 15% 100%	18 15% 17%	37 21% 33%	15 16% 13%	40 17% 36%	71 15% 64%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	87 12%	63 11% 73%	66 13% 76%	87 12% 100%	50 16% 58%	40 16% 47%	27 18% 31% m	37 18% 42% m	16 15% 19%	87 12% 100%	20 17% 24%	29 16% 33%	11 12% 12%	35 15% 41%	51 11% 59%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	59 8%	43 8% 73%	42 8% 71%	59 8% 100%	34 10% 57%	28 11% 47%	20 14% 34% mnou	29 14% 50% mnou	11 10% 18%	59 8% 100%	12 10% 21%	15 9% 26%	4 5% 7%	20 8% 33%	39 8% 67%
TV live at the time of broadcast	54 8%	34 6% 63%	39 8% 73%	54 8% 100%	20 6% 37%	24 9% 44%	14 9% 25%	24 11% 44% m	8 7% 14%	54 8% 100%	9 7% 17%	19 11% 34%	7 7% 12%	20 9% 38%	34 7% 62%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	48 7%	43 8% 89%	39 7% 82%	48 7% 100%	33 10% 69%	25 10% 52%	17 12% 36% ou	26 13% 55% mnou	10 9% 21%	48 7% 100%	16 13% 33% z	21 12% 45% z	8 9% 16%	26 11% 54% z	22 5% 46%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	43 6%	39 7% 90%	40 8% 93%	43 6% 100%	24 7% 56%	23 9% 53%	18 13% 42% mou	23 11% 53% ou	15 13% 34% mou	43 6% 100%	16 13% 37% z	23 13% 53% z	13 15% 31% z	24 10% 55% z	19 4% 45%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

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Table 55

QA20 Summary of services used on each device (4): Games console connected to broadband and a TV MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a games console connected to home broadband and a TV to view something from the internet in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	718	566 79%	526 73%	718 100%	324 45%	255 36%	144 20%	209 29%	110* 15%*	718 100%	123 17%	176 25%	90* 13%*	232 32%	485 68%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	30 4%	29 5%	29 5%	30 4%	25 8%	20 8%	12 9%	22 10%	12 11%	30 4%	11 9%	15 8%	8 9%	18 8%	12 2%
		98%	96%	100%	82%ou	68%ou	42%ou	74%mnou	40%ou	100%	37%z	50%z	27%z	59%z	41%
Net: ANY	251 35%	192 34%	180 34%	251 35%	142 44%	117 46%	71 50%	106 51%	47 43%	251 35%	53 43%	87 49%	41 45%	102 44%	149 31%
		76%	72%	100%	57%mnou	47%mnou	28%mnou	42%mnou	19%	100%	21%z	35%z	16%z	41%z	59%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	234 33%	180 32%	169 32%	234 33%	139 43%	110 43%	69 48%	100 48%	47 43%	234 33%	53 43%	84 48%	41 45%	98 42%	136 28%
		77%	72%	100%	59%mnou	47%mnou	29%mnou	43%mnou	20%ou	100%	23%z	36%z	17%z	42%z	58%
Net: LIVE TV ONLY	16 2%	11 2%	11 2%	16 2%	4 1%	7 3%	3 2%	6 3%	* *	16 2%	- -	3 2%	- -	3 1%	13 3%
		70%	69%	100%	22%	44%	16%	36%	2%	100%	- -	20%	-	20%	80%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 56

QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE

Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1896	1159 61%	737 39%	928 49%	968 51%	272 14%	315 17%	349 18%	318 17%	306 16%	336 18%	498 26%	652 34%	363 19%	383 20%	1150 61%	746 39%	627 33%	1269 67%	544 29%	1352 71%	1170 62%	724 38%
Weighted base	1885	1110 59%	774 41%	922 49%	963 51%	295 16%	320 17%	333 18%	338 18%	281 15%	317 17%	458 24%	630 33%	403 21%	394 21%	1088 58%	797 42%	628 33%	1257 67%	531 28%	1353 72%	1017 54%	865 46%
Effective base	1578	971 62%	612 38%	764 49%	815 51%	223 14%	265 17%	306 19%	269 17%	270 17%	255 16%	411 26%	548 34%	302 20%	324 21%	958 61%	625 39%	531 32%	1047 66%	464 29%	1116 69%	1026 35%	605 44%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	648 34%	428 39%	220 28%	339 52%b	309 32%	113 18%h	119 18%h	119 18%h	124 19%h	96 15%h	77 12%	148 32%	248 38%ikl	128 32%	124 31%	396 61%n	252 32%	200 32%	448 36%	155 29%	493 36%	360 35%	288 44%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	464 25%	291 26%	173 22%	246 27%	218 23%	100 34%	103 32%	93 28%	94 28%	44 16%	30 9%	98 21%	170 27%	99 25%	97 25%	268 25%	196 25%	162 26%	302 24%	122 23%	342 25%	271 27%	193 22%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	434 23%	307 28%	127 16%	198 46%	236 54%	88 30%	80 25%	76 19%	66 20%	64 15%	60 14%	108 25%	166 38%l	91 21%	70 16%	274 63%n	161 37%	134 31%	301 69%	100 23%	334 77%q	240 55%	194 45%
TV live at the time of broadcast	286 15%	177 16%	109 14%	164 18%	122 13%	54 18%	59 18%	43 13%	42 12%	46 16%	44 14%	65 14%	120 19%	55 14%	47 12%	184 17%	102 13%	74 12%	213 26%	51 10%	235 17%	162 16%	122 14%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	253 13%	173 16%	81 10%	116 46%	138 54%	79 27%	65 20%	48 14%	36 11%	17 6%	9 3%	68 15%	101 16%	45 11%	39 10%	169 16%	84 11%	109 17%	144 11%	85 16%	168 12%	152 60%	102 40%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	110 6%	81 7%	28 4%	59 54%	51 46%	25 9%	25 8%	23 7%	17 5%	12 4%	7 2%	28 6%	46 7%	19 5%	16 4%	75 7%	35 4%	53 8%	57 5%	35 7%	75 6%	68 62%	41 5%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	65 3%	48 4%	17 2%	36 56%	28 44%	12 4%	13 4%	20 6%	9 3%	7 3%	3 1%	24 5%	28 4%	8 2%	5 1%	52 5%	13 2%	41 7%	24 2%	33 6%	31 2%	42 65%	23 3%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	58 3%	43 4%	15 2%	34 58%	24 42%	11 4%	20 6%	14 4%	6 2%	6 2%	1 2%	11 2%	31 5%	12 3%	5 1%	42 4%	16 2%	30 5%	29 2%	24 5%	34 2%	42 72%t	16 2%

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

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Table 56

QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1885	1110 59%	774 41%	922 49%	963 51%	295 16%	320 17%	333 18%	338 18%	281 15%	317 17%	458 24%	630 33%	403 21%	394 21%	1088 58%	797 42%	628 33%	1257 67%	531 28%	1353 72%	1017 54%	865 46%
Net: ANY	989	643 52%	346 58%	506 55%	483 50%	186 63%	186 58%	179 54%	174 51%	146 52%	117 37%	239 52%	356 63%	215 53%	180 46%	595 55%	394 49%	330 53%	659 52%	266 50%	723 53%	556 55%	431 50%
		65%	35%	51%	49%	19% e	19% h	18% h	18% h	15% h	12%	24%	36% l	22%	18%	60% n	40%	33%	67%	27%	73%	56%	44%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	944	621 50%	324 42%	477 52%	467 48%	180 61%	173 54%	177 53%	167 49%	136 48%	112 35%	229 50%	338 54%	201 50%	176 45%	567 52%	377 47%	322 51%	623 50%	260 49%	684 51%	528 52%	416 48%
		66%	34%	51%	49%	19% f	18% h	19% h	18% h	14% h	12%	24%	36% l	21%	19%	60%	40%	34%	66%	28%	72%	56%	44%
Net: LIVE TV ONLY	45	22 2%	23 3%	29 3%	16 2%	7 2%	13 4%	2 1%	7 2%	11 4%	5 2%	10 2%	18 3%	14 3%	4 1%	28 3%	17 2%	9 1%	36 3%	5 1%	40 3%	29 3%	14 2%
		49%	51%	64%	36%	15%	29% e	5%	16%	23% e	11%	22%	40%	30% l	8%	62%	38%	20%	80%	12%	88% q	64%	32%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 56

QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE

Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	1896	1867 98%	26 1%	1439 76%	457 24%	1709 90%	187 10%	1343 71%	203 11%	188 10%	162 9%	70 4%	168 9%	135 7%	97 5%	136 7%	138 7%	123 6%	229 12%	247 13%	
Weighted base	1885	1851 98%	31** 2%**	1411 75%	474 25%	1701 90%	183 10%	1589 84%	161 9%	97 5%	37 2%	80* 4%*	202 11%	159 8%	120* 6%*	157 8%	183 10%	158 8%	260 14%	271 14%	
Effective base	1578	1554	22	1193	386	1426	152	1233	191	170	129	65	154	124	89	126	127	112	210	232	
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	648 34%	633 34% 98%	16 51% 2%	518 37% 80% d	130 27% 20%	648 38% 100% f	- - -	536 34% 83%	73 46% 11% g	28 29% 4%	11 29% 2%	36 45% 5% e	67 33% 10%	49 31% 8%	36 30% 6%	45 29% 7%	67 37% 10%	48 30% 7%	88 34% 14%	100 37% 16%	
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	464 25%	453 25% 98%	11 35% 2%	361 26% 78%	103 22% 22%	464 27% 100% f	- - -	387 24% 83%	49 30% 11% i	20 21% 4%	8 22% 2%	20 25% 4%	46 23% 10%	33 21% 7%	21 18% 5%	29 19% 6%	50 27% 11%	35 22% 7%	66 26% 14%	86 32% 19% mno	
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	434 23%	428 23% 98%	7 22% 2%	434 31% 100% d	- - -	434 26% 100% f	- - -	376 24% 86%	34 21% 8%	18 19% 4%	6 17% 1%	15 19% 4%	51 25% 12% m	23 14% 5%	35 29% 8% m	39 25% 9% m	33 18% 8%	42 27% 10% m	68 26% 16% m	70 26% 16% m	
TV live at the time of broadcast	286 15%	275 15% 96%	9 29% 3%	233 17% 81% d	53 11% 19%	286 17% 100% f	- - -	246 16% 86%	24 15% 8%	12 12% 4%	4 11% 1%	12 15% 4%	34 17% 12%	16 10% 6%	17 14% 6%	22 14% 8%	26 14% 9%	17 11% 6%	53 20% 18% m	50 18% 17% m	
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	253 13%	251 14% 99%	2 8% 1%	220 16% 87% d	33 7% 13%	253 15% 100% f	- - -	208 13% 82%	27 17% 11%	11 11% 4%	7 19% 3%	15 18% 6% m	26 13% 10%	10 6% 4%	12 10% 5%	16 10% 6%	19 10% 7%	20 13% 8%	38 15% 15% m	54 20% 21% mno	
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	110 6%	108 6% 99%	1 4% 1%	110 8% 100% d	- - -	110 6% 100% f	- - -	90 6% 82%	12 7% 11%	3 4% 3%	4 10% 4% g	5 6% 4%	14 7% 13%	5 3% 4%	7 6% 6%	9 6% 8%	9 5% 9%	6 4% 6%	10 4% 9%	25 9% 23% mr	
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	65 3%	65 3% 100%	- - -	61 4% 95% d	3 1% 5%	65 4% 100% f	- - -	56 4% 86%	5 3% 8%	3 3% 4%	1 4% 2%	5 7% 9% lr	3 2% 5%	3 2% 5%	6 5% 10% r	9 6% 14% r	3 2% 5%	8 5% 12% r	3 1% 4%	15 5% 23% r	
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	58 3%	58 3% 100%	- - -	54 4% 93% d	4 1% 7%	58 3% 100% f	- - -	51 3% 88%	5 3% 9%	1 1% 2%	1 2% 1%	5 6% 8% r	5 2% 8%	2 1% 4%	7 6% 12% r	5 3% 9%	5 3% 9%	3 2% 5%	3 1% 6%	16 6% 28% mr	

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 56

QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE

Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1885	1851 98%	31** 2%**	1411 75%	474 25%	1701 90%	183 10%	1589 84%	161 9%	97 5%	37 2%	80* 4%*	202 11%	159 8%	120* 6%*	157 8%	183 10%	158 8%	260 14%	271 14%
989	963	23	799	190	989	-	838	92	41	17	45	111	70	60	68	90	76	146	174
52%	52%	76%	57%	40%	58%	-	53%	57%	42%	46%	57%	55%	44%	50%	43%	49%	48%	56%	64%
	97%	2%	81% d	19%	100% f	-	85% l	9% i	4%	2%	5%	11%	7%	6%	7%	9%	8%	15% mo	18% mnpq
944	923	21	783	162	944	-	798	90	40	16	44	104	67	58	68	82	72	139	165
50%	50%	70%	55%	34%	56%	-	50%	56%	41%	44%	55%	51%	42%	49%	43%	45%	45%	53%	61%
	98%	2%	83% d	17%	100% f	-	84% l	10% ij	4%	2%	5%	11%	7%	6%	7%	9%	8%	15%	17% mnpq
45	40	2	16	29	45	-	41	2	1	1	2	7	2	2	-	7	4	7	9
2%	2%	7%	1%	6%	3%	-	3%	2%	1%	2%	2%	4%	1%	2%	-	4%	3%	3%	3%
	90%	4%	36%	64% c	100% f	-	91%	5%	2%	2%	4%	16% c	5%	4%	-	16% c	9%	15%	20% c

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 56

Absolutes/col percents/row percents 4 Mar 2019

QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE

Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1896	376 20%	1520 80%	867 46%	821 43%	192 10%	481 25%	1211 64%	1096 58%	749 40%	980 52%	1508 80%	388 20%
Weighted base	1885	329 17%	1556 83%	832 44%	811 43%	187 10%	485 26%	1190 63%	1069 57%	758 40%	955 51%	1476 78%	408 22%
Effective base	1578	290	1289	717	682	152	401	1003	922	613	824	1248	331
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	648 34%	109 33% 17%	539 35% 83%	257 31% 40%	297 37% 46% c	74 40% 11% c	173 36% 27%	386 32% 60%	373 35% 58%	240 32% 37%	321 34% 50%	499 34% 77%	149 37% 23%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	464 25%	69 21% 15%	395 25% 85%	187 23% 40%	201 25% 43%	46 24% 10%	121 25% 26%	278 23% 60%	271 25% 58%	164 22% 35%	234 24% 50%	360 24% 78%	104 25% 22%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	434 23%	64 20% 15%	370 24% 85%	166 20% 38%	217 27% 50% cg	47 25% 11%	127 26% 29% cg	251 21% 58%	255 24% 59%	160 21% 37%	229 24% 53%	330 22% 76%	105 26% 24%
TV live at the time of broadcast	286 15%	43 13% 15%	243 16% 85%	107 13% 37%	140 17% 49% cg	30 16% 11%	94 19% 33% cg	147 12% 51%	167 16% 58%	106 14% 37%	137 14% 48%	202 14% 70%	85 21% 30% k
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	253 13%	39 12% 15%	215 14% 85%	110 13% 44%	97 12% 38%	28 15% 11%	54 11% 21%	163 14% 64%	170 16% 67% l	70 9% 28%	161 17% 64% l	226 15% 89% l	27 7% 11%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	110 6%	14 4% 13%	95 6% 87%	65 8% 59% df	41 5% 37%	11 6% 10%	14 3% 13%	85 7% 78% f	84 8% 77% l	23 3% 21%	83 9% 76% l	104 7% 95% l	5 1% 5%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	65 3%	11 3% 17%	53 3% 83%	44 5% 67% df	24 3% 37%	10 6% 16% f	8 2% 12%	50 4% 78% f	53 5% 82% l	10 1% 16%	51 5% 79% l	59 4% 92% l	5 1% 8%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	58 3%	9 3% 16%	49 3% 84%	31 4% 53%	28 4% 49%	10 5% 18%	12 3% 21%	38 3% 66%	52 5% 89% l	5 1% 8%	50 5% 86% l	56 4% 97% l	2 * 3%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 56

QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE

Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	1885	329 17%	1556 83%	832 44%	811 43%	187 10%	485 26%	1190 63%	1069 57%	758 40%	955 51%	1476 78%	408 22%
Net: ANY	989	165	824	411	445	109	258	596	567	374	501	759	230
	52%	50%	53%	49%	55% c	58%	53%	50%	53%	49%	52%	51%	56%
		17%	83%	42%		11%	26%	60%	57%	38%	51%	77%	23%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	944	158	787	398	422	106	240	578	549	349	487	733	212
	50%	48%	51%	48%	52%	57%	50%	49%	51%	46%	51%	50%	52%
		17%	83%	42%	45%	11% c	25%	61%	58% i	37%	52%	78%	22%
Net: LIVE TV ONLY	45	8	37	14	23	2	18	18	18	25	14	26	19
	2%	2%	2%	2%	3%	1%	4%	2%	2%	3%	1%	2%	5%
		17%	83%	31%	51%	5%	39% cg	40%	40%	56% hj	31%	58%	42% k

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 56

QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE

Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1896	1178 62%	980 52%	649 34%	537 28%	456 24%	202 11%	280 15%	193 10%	1508 80%	352 19%	390 21%	143 8%	582 31%	1314 69%
Weighted base	1885	1153 61%	955 51%	647 34%	500 27%	447 24%	201 11%	278 15%	188 10%	1476 78%	354 19%	385 20%	144 8%	581 31%	1304 69%
Effective base	1578	977	824	539	436	384	173	236	171	1248	294	326	124	489	1090
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	648 34%	369 32% 57%	321 34% 50%	226 35% 35%	188 38% 29% m	163 36% 25%	73 36% 11%	106 38% 16%	63 33% 10%	499 34% 77%	135 38% 21%	136 35% 21%	51 35% 8%	214 37% 33%	434 33% 67%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	464 25%	260 23% 56%	234 24% 50%	179 28% 39% m	133 27% 29%	141 32% 30% mnu	61 30% 13% m	93 33% 20% mnu	49 26% 11%	360 24% 78%	95 27% 20%	90 23% 19%	31 22% 7%	142 25% 31%	322 25% 69%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	434 23%	234 20% 54%	229 24% 53%	153 24% 35%	114 23% 26%	153 34% 35% mnpoptu	51 25% 12%	90 32% 21% mnpoptu	44 23% 10%	330 22% 76%	96 27% 22%	103 27% 24%	35 24% 8%	146 25% 34%	289 22% 66%
TV live at the time of broadcast	286 15%	118 10% 41%	137 14% 48% m	99 15% 34% m	63 13% 22%	96 21% 33% mnpoptu	37 18% 13% m	58 21% 20% mnpu	26 14% 9%	202 14% 70% m	66 19% 23%	78 20% 27% z	31 21% 11% z	102 18% 36%	184 14% 64%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	253 13%	160 14% 63%	161 17% 64%	130 20% 51% mu	95 19% 37% m	119 27% 47% mnpoptu	44 22% 17% mu	79 29% 31% mnpoptu	33 18% 13%	226 15% 89%	55 16% 22%	70 18% 28% z	27 19% 11% z	93 16% 37%	161 12% 63%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	110 6%	87 8% 80%	83 9% 76%	58 9% 53%	50 10% 46%	56 13% 51% mnu	25 12% 23% mu	44 16% 40% mnpou	19 10% 18%	104 7% 95%	25 7% 22%	33 9% 30% z	19 13% 18% vyz	43 7% 39%	67 5% 61%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	65 3%	47 4% 73%	51 5% 79%	37 6% 58%	31 6% 48%	38 9% 59% mnu	23 12% 36% mnpou	36 13% 56% mnpou	17 9% 26% mu	59 4% 92%	19 5% 29% z	24 6% 38% z	12 8% 19% z	29 5% 45% z	35 3% 55%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 56

QA20 Summary of services used on each device (5): Desktop/ laptop computer connected to broadband MULTI CODE

Base: All with a desktop/ laptop computer connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1885	1153 61%	955 51%	647 34%	500 27%	447 24%	201 11%	278 15%	188 10%	1476 78%	354 19%	385 20%	144 8%	581 31%	1304 69%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	58 3%	49	50	38	33	35	15	31	15	56	17	21	11	28	30
		4% 84%	5% 86%	6% 66%	7% 56%u	8% 60%mu	8% 27%u	11% 54%mnopu	8% 25%mu	4% 97%	5% 29%z	5% 36%z	8% 19%z	5% 48%z	2% 52%
Net: ANY	989 52%	556 48% 56%	501 52% 51%	345 53% 35%	275 55% 28%m	295 66% 30%mnopu	117 58% 12%m	181 65% 18%mnopu	107 57% 11%m	759 51% 77%	208 59% 21%z	222 58% 22%z	86 60% 9%	326 56% 33%	663 51% 67%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	944 50%	544 47% 58%	487 51% 52%	335 52% 36%	272 54% 29%m	280 63% 30%mnopu	113 56% 12%m	177 63% 19%mnopu	104 55% 11%m	733 50% 78%	201 57% 21%z	212 55% 22%z	82 57% 9%	315 54% 33%z	630 48% 67%
Net: LIVE TV ONLY	45 2%	13 1% 28%	14 1% 31%	10 2% 22%	3 1% 6%	14 3% 32%mnop	4 2% 8%	5 2% 11%	3 2% 7%	26 2% 58%	7 2% 15%	9 2% 21%	4 3% 10%	12 2% 26%	33 3% 74%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 57

QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE

Base: All with a tablet computer connected to home broadband in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1303	707	596	620	683	172	216	257	238	200	220	365	418	251	269	783	520	505	798	447	856	813	489
		54%	46%	48%	52%	13%	17%	20%	18%	15%	17%	28%	32%	19%	21%	60%	40%	39%	61%	34%	66%	62%	38%
Weighted base	1267	674	593	602	665	183	218	241	248	178	198	334	388	273	272	722	545	499	768	431	836	691	576
		53%	47%	48%	52%	14%	17%	19%	20%	14%	16%	26%	31%	22%	21%	57%	43%	39%	61%	34%	66%	55%	45%
Effective base	1063	592	473	505	558	136	183	220	195	173	164	300	342	203	223	642	425	415	648	369	694	700	400
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	398	218	180	189	209	72	73	89	81	52	31	107	131	87	73	238	160	178	220	145	253	239	159
	31%	32%	30%	31%	31%	40%	34%	37%	33%	29%	15%	32%	34%	32%	27%	33%	29%	36%	29%	34%	30%	35%	28%
		55%	45%	48%	52%	18%h	18%h	22%h	20%h	13%h	8%	27%	33%	22%	18%	60%	40%	45%p	55%	36%	64%	60%t	40%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	252	134	118	123	129	52	59	66	45	20	9	59	87	60	46	146	106	127	125	102	150	169	83
	20%	20%	20%	20%	19%	29%	27%	27%	18%	11%	5%	18%	22%	22%	17%	20%	20%	25%	16%	24%	18%	24%	14%
		53%	47%	49%	51%	21%fgh	24%fgh	26%fgh	18%h	8%h	4%	23%	34%	24%	18%	58%	42%	50%p	50%	40%r	60%	67%t	33%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	245	128	116	109	136	37	43	51	50	35	30	78	75	46	45	153	91	91	154	73	172	138	107
	19%	19%	20%	18%	20%	20%	20%	21%	20%	19%	15%	23%	19%	17%	16%	21%	17%	18%	17%	17%	21%	20%	19%
		52%	48%	44%	56%	15%	18%	21%	20%	14%	12%	32%	31%	19%	18%	63%	37%	37%	63%	30%	70%	56%	44%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	154	82	73	70	85	32	30	41	33	14	4	51	51	25	27	102	52	84	70	73	82	93	61
	12%	12%	12%	12%	13%	17%	14%	17%	13%	8%	2%	15%	13%	9%	10%	14%	10%	17%	9%	17%	10%	13%	11%
		53%	47%	45%	55%	21%g	19%h	27%g	22%h	9%h	3%	33%k	33%	16%	18%	66%r	34%	55%p	45%	47%r	53%	60%	40%
TV live at the time of broadcast	133	61	72	76	57	25	15	20	26	19	27	42	46	21	24	88	45	50	82	35	97	70	63
	10%	9%	12%	13%	9%	14%	7%	8%	11%	11%	14%	13%	12%	8%	9%	12%	8%	10%	11%	8%	12%	10%	11%
		46%	54%	57%b	43%	19%d	11%	15%	20%	15%	20%h	32%	34%	16%	18%	66%r	34%	38%	62%	27%	73%	52%	48%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	86	55	31	45	41	14	16	25	15	9	6	30	29	20	7	59	27	42	44	33	53	59	27
	7%	8%	5%	7%	6%	8%	7%	10%	6%	5%	3%	9%	8%	7%	2%	8%	5%	8%	6%	8%	6%	9%	5%
		64%	36%	52%	48%	17%	19%	29%h	18%	11%	7%	35%l	34%l	23%l	8%	69%r	31%	49%	51%	38%	62%	69%t	31%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	50	27	22	29	20	8	7	16	11	5	3	14	21	10	5	35	15	27	23	18	32	31	19
	4%	4%	4%	5%	3%	4%	3%	7%	4%	3%	1%	4%	6%	4%	2%	5%	3%	5%	3%	4%	4%	4%	3%
		55%	45%	59%	41%	16%	15%	32%h	21%	10%	6%	28%	43%l	20%	10%	71%	29%	54%p	46%	36%	64%	61%	39%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	49	32	16	32	17	5	11	22	6	5	-	15	18	15	2	32	17	36	13	30	19	35	13
	4%	5%	3%	5%	3%	3%	5%	9%	2%	3%	-	4%	5%	5%	1%	4%	3%	7%	2%	7%	2%	5%	2%
		66%	34%	65%b	35%	10%h	24%h	46%cfgh	12%	10%h	-	30%l	36%l	31%l	3%	66%	34%	73%p	27%	62%r	38%	72%t	28%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 57

QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE

Base: All with a tablet computer connected to home broadband in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1267	674 53%	593 47%	602 48%	665 52%	183 14%	218 17%	241 19%	248 20%	178 14%	198 16%	334 26%	388 31%	273 22%	272 21%	722 57%	545 43%	499 39%	768 61%	431 34%	836 66%	691 55%	576 45%
Net: ANY	613 48%	329 49%	284 48%	288 48%	325 49%	99 54%	113 52%	146 61%	118 47%	77 43%	59 30%	182 54%	191 49%	131 48%	109 40%	373 52%	240 44%	281 56%	332 43%	235 54%	378 45%	368 53%	245 42%
		54%	46%	47%	53%	16%h	19%h	24%fgh	19%h	13%h	10%	30%l	31%l	21%	18%	61%an	39%	46%p	54%	38%r	62%	60%t	40%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	592 47%	317 47%	275 46%	274 46%	317 48%	95 52%	112 52%	143 59%	117 47%	71 40%	53 27%	176 53%	184 47%	128 47%	104 38%	360 50%	232 43%	274 55%	317 41%	230 53%	362 43%	358 52%	233 41%
		54%	46%	46%	54%	16%gh	19%gh	24%fgh	20%h	12%h	9%	30%l	31%l	22%	18%	61%an	39%	46%p	54%	39%r	61%	61%t	39%
Net: LIVE TV ONLY	21 2%	12 2%	9 2%	14 2%	7 1%	4 2%	1 *	3 1%	1 *	6 3%	6 3%	6 2%	7 2%	3 1%	5 2%	13 2%	8 1%	7 1%	14 2%	5 1%	16 2%	10 1%	11 2%
		57%	43%	64%	36%	20%	5%	15%	5%	28%dl	27%	29%	35%	14%	23%	64%	36%	31%	69%	24%	76%	46%	54%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 57

QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE

Base: All with a tablet computer connected to home broadband in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1303	1289 99%	12 1%	1062 82%	241 18%	1196 92%	107 8%	891 68%	136 10%	130 10%	146 11%	49 4%	104 8%	92 7%	79 6%	93 7%	87 7%	81 6%	136 10%	170 13%
Weighted base	1267	1252 99%	13** 1%**	1035 82%	232 18%	1171 92%	97* 8%*	1059 84%	107 8%	68 5%	33 3%	57* 4%*	125* 10%*	110* 9%*	98* 8%*	109* 9%*	117* 9%*	105* 8%*	154 12%	185 15%
Effective base	1063	1051	10	866	197	977	87	818	127	117	114	45	95	85	71	86	81	73	125	160
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	398	392	6	351	47	398	-	329	34	20	15	17	43	32	23	20	47	38	45	65
	31%	31%	48%	34%	20%	34%	-	31%	32%	30%	45%	30%	35%	29%	23%	18%	40%	36%	29%	35%
		98%	2%	88% d	12%	100% f	-	83%	9%	5%	4% ghl	4%	11% d	8%	6%	5%	12% no	9% o	11%	16% o
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	252	251	1	217	35	252	-	212	18	12	9	10	22	19	19	11	24	27	23	58
	20%	20%	8%	21%	15%	22%	-	20%	17%	18%	28%	17%	18%	17%	20%	10%	20%	26%	15%	31%
		100%	*	86%	14%	100% f	-	84%	7%	5%	4% gh	4%	9%	7%	8%	4%	9%	11% o	9%	23% lmor
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	245	242	3	245	-	245	-	212	15	11	7	11	24	13	31	18	17	27	30	39
	19%	19%	25%	24%	-	21%	-	20%	14%	16%	21%	20%	19%	12%	32%	17%	15%	26%	20%	21%
		99%	1%	100% d	-	100% f	-	87%	6%	5%	3%	5%	10%	5%	13% mop	8%	7%	11% m	12%	16%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	154	153	*	140	14	154	-	119	16	10	9	4	14	6	15	8	16	11	13	33
	12%	12%	2%	14%	6%	13%	-	11%	15%	15%	28%	7%	11%	5%	15%	7%	13%	10%	9%	18%
		99%	*	91% d	9%	100% f	-	77%	10%	7%	6% ghl	2%	9%	4%	10% m	5%	10%	7%	9%	21% lmor
TV live at the time of broadcast	133	129	3	121	12	133	-	112	8	10	2	5	16	12	8	10	11	12	15	22
	10%	10%	24%	12%	5%	11%	-	11%	7%	15%	6%	9%	13%	11%	8%	9%	10%	11%	9%	12%
		98%	2%	91% d	9%	100% f	-	85%	6%	8% hl	2%	4%	12%	9%	6%	8%	9%	9%	11%	17%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	86	86	-	86	-	86	-	68	9	4	4	5	8	3	7	7	8	3	6	20
	7%	7%	-	8%	-	7%	-	6%	9%	6%	13%	9%	7%	3%	8%	6%	6%	3%	4%	11%
		100%	-	100% d	-	100% f	-	79%	11%	5%	5% d	6%	10%	4%	9%	8%	9%	3%	7%	24% mqr
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	50	50	-	47	3	50	-	43	4	2	1	5	1	4	3	7	3	6	1	12
	4%	4%	-	5%	1%	4%	-	4%	4%	3%	3%	9%	1%	3%	3%	7%	3%	6%	1%	6%
		100%	-	95% d	5%	100%	-	86%	8%	4%	2%	10% lr	2%	7%	7%	15% lr	7%	13% r	2%	23% lr
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	49	49	-	49	-	49	-	43	4	*	1	7	1	2	2	6	7	3	1	12
	4%	4%	-	5%	-	4%	-	4%	4%	1%	3%	12%	1%	2%	3%	6%	6%	3%	1%	7%
		100%	-	100% d	-	100%	-	88%	9%	1%	2%	14% lmnr	2%	5%	5%	13% r	15% lr	7%	2%	26% lr

Proportions/Mean: Columns Tested (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 57

QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE

Base: All with a tablet computer connected to home broadband in the last 12 months

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1267	1252 99%	13** 1%**	1035 82%	232 18%	1171 92%	97* 8%*	1059 84%	107 8%	68 5%	33 3%	57* 4%*	125* 10%*	110* 9%*	98* 8%*	109* 9%*	117* 9%*	105* 8%*	154 12%	185 15%
613 48%	602 48%	9 73%	550 53%	63 27%	613 52%	- -	508 48%	52 48%	31 46%	22 67%	28 49%	62 50%	46 42%	49 50%	38 35%	56 48%	55 53%	65 43%	108 58%
	98%	2%	90% ^d	10%	100% ^f	-	83%	8%	5%	4% ^{ghi}	5%	10% ^c	7%	8%	6%	9%	9% ^c	11%	18% ^{mor}
592 47%	582 46%	8 65%	538 52%	54 23%	592 51%	- -	495 47%	48 45%	27 40%	21 64%	28 49%	61 49%	41 37%	48 49%	38 34%	56 48%	54 52%	65 43%	103 56%
	98%	1%	91% ^d	9%	100% ^f	-	84%	8%	5%	4% ^{ghi}	5%	10% ^c	7%	8%	6%	10%	9% ^c	11%	17% ^{mor}
21 2%	20 2%	1 8%	12 1%	9 4%	21 2%	- -	13 1%	3 3%	4 5%	1 3%	- -	1 1%	5 5%	1 1%	1 1%	- -	1 1%	- -	4 2%
	95%	5%	57%	43% ^c	100%	-	62%	16%	17% ^g	4%	-	5%	24% ^{pr}	5%	4%	-	4%	-	21%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 57

QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a tablet computer connected to home broadband in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1303	274 21%	1029 79%	647 50%	555 43%	132 10%	300 23%	882 68%	816 63%	463 36%	750 58%	1090 84%	213 16%
Weighted base	1267	231 18%	1037 82%	611 48%	534 42%	124 10%	289 23%	864 68%	794 63%	448 35%	727 57%	1062 84%	206 16%
Effective base	1063	206	858	528	450	104	239	723	675	367	620	888	175
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	398 31%	71 18%	326 82%	184 30%	166 31%	47 38%	95 33%	276 32%	260 33%	128 29%	242 33%	345 33%	52 26%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	252 20%	41 16%	211 84%	120 20%	101 47%	30 24%	55 19%	178 21%	171 22%	75 17%	159 22%	218 21%	34 17%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	245 19%	38 17%	206 84%	103 42%	118 48% c	31 13% c	66 27% c	161 66%	168 69% i	70 29%	162 66% i	209 85%	36 15%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	154 12%	27 12%	127 83%	76 49%	57 37%	14 9%	31 20%	111 72%	120 78% i	28 18%	110 71% i	142 92% i	12 8%
TV live at the time of broadcast	133 10%	17 7%	116 11%	65 49%	57 43%	16 12%	30 23%	94 71%	95 72% i	33 25%	87 65% i	106 80%	26 20%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	86 7%	15 7%	71 7%	58 9%	30 6%	8 7%	11 4%	66 8%	73 9%	12 3%	72 10%	83 8%	3 2%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	50 4%	9 4%	41 82%	32 64%	18 36%	4 8%	6 13%	39 79%	43 87% i	5 10%	43 87% i	48 97% i	2 3%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	49 4%	5 2%	44 4%	28 5%	15 3%	11 9%	7 2%	41 5%	43 89% i	5 1%	43 89% i	49 100% i	- -

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

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Table 57

QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE

Base: All with a tablet computer connected to home broadband in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	1267	231 18%	1037 82%	611 48%	534 42%	124 10%	289 23%	864 68%	794 63%	448 35%	727 57%	1062 84%	206 16%
Net: ANY	613 48%	108 47%	504 49%	291 48%	253 47%	72 58%	137 47%	433 50%	411 52%	188 42%	383 53%	527 50%	86 42%
		18%	82%	48%	41%	12%	22%	71%	67% l	31%	62% l	86%	14%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	592 47%	105 45%	487 47%	281 46%	244 46%	71 58%	130 45%	420 49%	399 50%	179 40%	373 51%	512 48%	79 38%
		18%	82%	47%	41%	12% cdl	22%	71%	67% l	30%	63% l	87% l	13%
Net: LIVE TV ONLY	21 2%	3 1%	18 2%	11 2%	9 2%	* *	7 2%	13 2%	12 1%	9 2%	10 1%	14 1%	7 3%
		16%	84%	51%	43%	1%	31%	64%	55%	45%	47%	68%	32%

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

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Table 57

QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE

Base: All with a tablet computer connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1303	871 67%	750 58%	486 37%	426 33%	265 20%	233 18%	224 17%	137 11%	1090 84%	237 18%	267 20%	104 8%	391 30%	912 70%
Weighted base	1267	850 67%	727 57%	484 38%	399 31%	263 21%	231 18%	226 18%	140 11%	1062 84%	231 18%	260 21%	105* 8%*	384 30%	884 70%
Effective base	1063	713	620	400	342	223	199	187	122	888	196	223	91	328	735
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	398 31%	265 31%	242 33%	170 35%	143 36%	93 35%	92 40%	98 44%	36 26%	345 33%	80 35%	91 35%	32 31%	129 34%	269 30%
		67%	61%	43%	36%t	23%	23%mtu	25%mnnotu	9%	87%	20%	23%	8%	32%	68%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	252 20%	165 19%	159 22%	127 26%	100 25%	74 28%	71 31%	78 34%	21 15%	218 21%	47 21%	48 19%	15 14%	67 17%	185 21%
		65%	63%	50%mtu	40%mt	29%mtu	28%mntu	31%mnnotu	8%	86%	19%	19%	6%	27%	73%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	245 19%	158 19%	162 22%	91 19%	92 23%	68 26%	71 31%	68 30%	20 14%	209 20%	52 23%	56 22%	17 16%	84 22%	161 18%
		65%	66%t	37%	38%t	28%motu	29%mnnotu	28%mnnotu	8%	85%	21%	23%	7%	34%	66%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	154 12%	107 13%	110 15%	79 16%	68 17%	47 18%	44 19%	56 25%	17 12%	142 13%	27 12%	26 10%	12 11%	38 10%	116 13%
		69%	71%	51%	44%mt	31%mt	29%mtu	36%mnnotu	11%	92%	17%	17%	8%	25%	75%
TV live at the time of broadcast	133 10%	85 10%	87 12%	44 9%	42 11%	31 12%	38 16%	40 18%	15 11%	106 10%	27 12%	37 14%	13 13%	48 12%	85 10%
		64%	65%	33%	32%	23%	29%mtu	30%mnnotu	12%	80%	20%	28%z	10%	36%	64%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	86 7%	76 9%	72 10%	39 8%	45 11%	29 11%	31 14%	37 16%	21 15%	83 8%	20 9%	29 11%	18 17%	37 10%	49 5%
		89%	84%	46%	52%	34%	36%ou	43%mnou	24%mtu	96%	24%	34%z	20%z	44%z	56%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	50 4%	42 5%	43 6%	27 6%	32 8%	20 8%	21 9%	29 13%	17 12%	48 5%	12 5%	11 4%	8 8%	15 4%	35 4%
		84%	87%	55%	63%tu	40%	43%mtu	58%mnou	33%mnou	97%	23%	21%	16%	30%	70%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

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Table 57

QA20 Summary of services used on each device (6): Tablet computer connected to broadband MULTI CODE

Base: All with a tablet computer connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1267	850 67%	727 57%	484 38%	399 31%	263 21%	231 18%	226 18%	140 11%	1062 84%	231 18%	260 21%	105* 8%*	384 30%	884 70%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	49 4%	43	43	34	31	21	29	30	21	49	17	17	13	22	27
		5% 88%	6% 89%	7% 70%	8% 64%u	8% 44%u	13% 60%mnou	13% 63%mnopu	15% 43%mnopqu	5% 100%	7% 34%z	6% 34%z	12% 26%yz	6% 45%z	3% 55%
Net: ANY	613 48%	413 49% 67%	383 53% 62%	247 51% 40%	222 56% 36%m	150 57% 24%mu	158 68% 26%mnopqtu	153 68% 25%mnopqtu	72 52% 12%	527 50% 86%	125 54% 20%	142 55% 23%z	55 52% 9%	199 52% 33%	413 47% 67%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	592 47%	399 47% 67%	373 51% 63%	240 50% 41%	218 55% 37%mu	146 55% 25%u	150 65% 25%mnopqtu	150 67% 25%mnopqtu	71 51% 12%	512 48% 87%	123 53% 21%z	138 53% 23%z	54 52% 9%	195 51% 33%	397 45% 67%
Net: LIVE TV ONLY	21 2%	14 2% 65%	10 1% 47%	7 1% 31%	3 1% 17%	4 2% 19%	8 3% 37%pu	3 1% 13%	1 1% 6%	14 1% 68%	1 1% 6%	4 2% 20%	1 1% 4%	5 1% 21%	17 2% 79%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

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Table 58

QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE

Base: All with a smartphone connected to home broadband in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1689	923 55%	766 45%	793 47%	896 53%	277 16%	325 19%	331 20%	308 18%	228 13%	220 13%	422 25%	576 34%	327 19%	364 22%	998 59%	691 41%	639 38%	1050 62%	559 33%	1130 67%	1104 65%	585 35%
Weighted base	1636	868 53%	767 47%	774 47%	862 53%	289 18%	323 20%	312 19%	322 20%	202 12%	188 11%	379 23%	538 33%	356 22%	364 22%	917 56%	719 44%	630 38%	1006 62%	537 33%	1099 67%	942 58%	694 42%
Effective base	1379	772	611	646	734	222	271	282	254	198	160	349	474	267	297	823	563	527	853	462	917	947	480
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	588 36%	308 35%	280 36%	273 35%	315 37%	165 28% <i>defgh</i>	148 25% <i>igh</i>	127 22% <i>fgh</i>	96 16% <i>gh</i>	34 6% <i>h</i>	18 3%	123 32%	219 37% <i>il</i>	135 23%	111 19%	342 58%	246 42%	262 42%	326 55%	201 37%	387 35%	359 61%	229 39%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	385 24%	186 21%	199 26%	196 25%	190 22%	125 43% <i>defgh</i>	106 33%	78 25%	56 17%	15 8%	5 3%	73 19%	145 27%	99 28%	68 19%	218 57%	167 43%	184 45%	201 20%	134 25%	252 23%	235 61%	150 22%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	154 9%	92 11%	62 8%	76 10%	78 9%	46 16%	35 11%	41 13%	18 5%	12 6%	3 2%	34 9%	62 12%	37 10%	22 6%	95 10%	58 8%	72 11%	82 8%	49 9%	104 10%	96 62%	58 38%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	130 8%	80 9%	50 6%	50 6%	80 9%	40 14%	37 11%	30 10%	12 4%	7 4%	3 1%	31 8%	57 11%	23 6%	18 5%	88 10%	41 6%	71 11%	58 6%	51 9%	79 7%	80 62%	50 7%
TV live at the time of broadcast	107 7%	57 7%	51 7%	72 9%	35 4%	27 9%	21 6%	30 10%	14 4%	8 4%	7 4%	26 7%	34 6%	29 8%	18 5%	60 7%	47 7%	52 8%	55 5%	36 7%	71 6%	68 64%	39 6%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	64 4%	48 6%	16 2%	37 5%	27 3%	13 5%	14 4%	22 7%	7 2%	6 3%	1 1%	18 5%	29 5%	12 3%	4 1%	48 5%	16 2%	36 6%	28 3%	25 5%	39 4%	47 73% <i>t</i>	17 2%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	40 2%	26 3%	13 2%	25 3%	15 2%	7 3%	10 3%	14 4%	4 1%	5 2%	1 1%	8 2%	15 3%	12 3%	5 1%	24 3%	16 2%	27 4%	13 1%	23 4%	17 2%	22 56%	17 3%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	31 2%	22 3%	9 1%	22 3%	9 1%	7 2%	5 2%	11 4%	2 *	4 2%	2 1%	6 1%	17 3%	5 2%	3 1%	23 2%	8 1%	15 2%	16 2%	11 2%	20 2%	20 65%	11 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

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Table 58

QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE

Base: All with a smartphone connected to home broadband in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1636	868 53%	767 47%	774 47%	862 53%	289 18%	323 20%	312 19%	322 20%	202 12%	188 11%	379 23%	538 33%	356 22%	364 22%	917 56%	719 44%	630 38%	1006 62%	537 33%	1099 67%	942 58%	694 42%
Net: ANY	717 44%	384 44%	332 43%	344 44%	373 43%	194 67%	179 55%	165 53%	111 34%	45 22%	23 12%	155 41%	255 47%	175 49%	132 36%	409 45%	307 43%	325 52%	392 39%	258 48%	459 42%	442 47%	275 40%
		54%	46%	48%	52%	27%defgh	25%fgh	23%fgh	15%gh	6%h	3%	22%	36%il	24%il	18%	57%	43%	45%p	55%	36%r	64%	62%t	38%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	693 42%	375 43%	318 41%	326 42%	367 43%	192 67%	172 53%	161 52%	106 33%	42 21%	19 10%	148 39%	251 47%	167 47%	127 35%	399 43%	294 41%	316 50%	377 37%	249 46%	444 40%	428 45%	265 38%
		54%	46%	47%	53%	28%defgh	25%fgh	23%fgh	15%gh	6%h	3%	21%	36%il	24%il	18%	58%	42%	46%p	54%	36%r	64%	62%t	38%
Net: LIVE TV ONLY	24 1%	10 1%	14 2%	17 2%	6 1%	2 1%	7 2%	4 1%	4 1%	3 2%	3 2%	7 2%	4 1%	8 2%	5 1%	11 1%	13 2%	8 1%	15 2%	8 2%	15 1%	13 1%	10 1%
		41%	59%	74%b	26%	8%	30%	17%	18%	13%	13%	28%	18%	33%	20%	46%	54%	36%	64%	36%	64%	57%	43%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 58

QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE

Base: All with a smartphone connected to home broadband in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	1689	1656 98%	32 2%	1323 78%	366 22%	1552 92%	137 8%	1136 67%	183 11%	167 10%	203 12%	62 4%	148 9%	122 7%	96 6%	123 7%	112 7%	92 5%	166 10%	215 13%	
Weighted base	1636	1598 98%	37** 2%**	1273 78%	363 22%	1516 93%	120 7%	1357 83%	144 9%	88 5%	47 3%	71* 4%*	181 11%	146 9%	120* 7%*	142 9%	153 9%	117* 7%*	191 12%	236 14%	
Effective base	1379	1352	27	1078	301	1273	106	1050	172	151	148	58	136	114	88	114	104	85	155	202	
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	588 36%	575 98%	13 2%	469 80%	119 20%	588 100%	-	480 82%	60 10%	26 4%	22 4%	22 4%	66 11%	48 8%	39 7%	35 6%	62 10%	44 7%	65 11%	100 17%	
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	385 24%	379 98%	6 2%	306 79%	80 21%	385 100%	-	321 83%	35 9%	12 3%	17 4%	12 3%	45 12%	27 7%	26 7%	21 5%	41 11%	34 9%	39 10%	77 20%	
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	154 9%	153 100%	1 2%	154 100%	-	154 100%	-	132 86%	11 7%	6 4%	4 3%	13 18%	11 6%	4 2%	19 15%	13 9%	10 6%	11 10%	20 10%	33 14%	
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	130 8%	129 100%	1 2%	118 91%	12 9%	130 100%	-	100 77%	15 11%	6 7%	8 18%	8 11%	8 4%	2 1%	13 11%	12 9%	8 5%	11 10%	19 10%	20 8%	
TV live at the time of broadcast	107 7%	102 95%	6 15%	86 80%	21 20%	107 100%	-	93 86%	7 5%	5 6%	3 6%	5 8%	10 6%	4 3%	13 11%	11 8%	11 7%	7 6%	7 4%	24 10%	
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	64 4%	64 100%	-	64 100%	-	64 100%	-	50 78%	8 12%	3 5%	3 7%	3 5%	5 7%	2 4%	8 12%	8 12%	6 9%	1 2%	4 6%	13 21%	
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	40 2%	40 100%	-	39 97%	1 3%	40 100%	-	34 85%	4 9%	1 2%	1 3%	5 7%	3 9%	1 3%	5 13%	4 11%	5 13%	1 3%	3 8%	6 14%	
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	31 2%	30 97%	1 3%	28 90%	3 10%	31 100%	-	28 90%	1 4%	* 1%	2 5%	4 11%	1 3%	2 7%	2 8%	2 6%	2 6%	6 20%	1 3%	7 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
* small base; ** very small base (under 30) ineligible for sig testing

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Table 58

QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE

Base: All with a smartphone connected to home broadband in the last 12 months

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1636	1598 98%	37** 2%**	1273 78%	363 22%	1516 93%	120 7%	1357 83%	144 9%	88 5%	47 3%	71* 4%*	181 11%	146 9%	120* 7%*	142 9%	153 9%	117* 7%*	191 12%	236 14%
717	696	21	575	142	717	-	587	70	33	26	29	75	54	56	50	71	51	76	126
44%	44%	55%	45%	39%	47%	-	43%	49%	37%	56%	40%	42%	37%	46%	35%	46%	44%	40%	53%
	97%	3%	80%	20%	100%f	-	82%	10%l	5%	4%g	4%	11%	8%	8%	7%	10%	7%	11%	18%lmor
693	677	16	564	129	693	-	566	69	32	26	29	71	52	52	49	68	48	76	122
42%	42%	43%	44%	36%	46%	-	42%	48%	36%	54%	40%	39%	36%	43%	34%	45%	41%	40%	52%
	98%	2%	81%d	19%	100%f	-	82%	10%l	5%	4%g	4%	10%	8%	8%	7%	10%	7%	11%	18%lmor
24	19	4	10	13	24	-	21	1	1	1	-	4	2	4	1	2	3	-	4
1%	1%	12%	1%	4%	2%	-	2%	1%	1%	1%	-	2%	2%	3%	1%	2%	3%	-	2%
	81%	19%	44%	56%c	100%	-	89%	5%	4%	2%	-	19%	10%	16%r	5%	10%	13%	-	16%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 58

QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE

Base: All with a smartphone connected to home broadband in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1689	318 19%	1371 81%	807 48%	691 41%	162 10%	399 24%	1112 66%	1039 62%	604 36%	945 56%	1386 82%	303 18%
Weighted base	1636	263 16%	1373 84%	753 46%	671 41%	149 9%	393 24%	1077 66%	998 61%	587 36%	905 55%	1328 81%	308 19%
Effective base	1379	237	1143	657	559	129	319	914	859	481	777	1123	256
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	588 36%	88 34%	499 36%	282 37%	250 37%	55 37%	132 33%	386 36%	346 35%	213 36%	320 35%	471 35%	117 38%
		15%	85%	48%	43%	9%	22%	66%	59%	36%	54%	80%	20%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	385 24%	48 18%	337 25%	183 24%	157 23%	30 20%	83 21%	260 24%	235 24%	129 22%	215 24%	314 24%	71 23%
		13%	87%a	47%	41%	8%	21%	67%	61%	33%	56%	82%	18%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	154 9%	21 8%	133 10%	66 9%	71 11%	11 8%	39 10%	107 10%	116 12%	36 6%	110 12%	138 10%	16 5%
		13%	87%	43%	46%	7%	25%	69%	75%l	23%	72%l	90%l	10%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	130 8%	22 8%	107 8%	57 8%	47 7%	13 9%	30 8%	85 8%	92 9%	29 5%	88 10%	119 9%	10 3%
		17%	83%	44%	36%	10%	23%	65%	71%l	22%	68%l	92%l	8%
TV live at the time of broadcast	107 7%	17 7%	90 7%	54 7%	43 6%	11 7%	25 6%	78 7%	77 8%	30 5%	71 8%	85 6%	22 7%
		16%	84%	50%	40%	10%	23%	72%	71%	28%	66%	79%	21%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	64 4%	14 5%	50 4%	48 6%	25 4%	6 4%	5 1%	55 5%	53 5%	11 2%	53 6%	63 5%	1 *
		21%	79%	76%df	39%f	9%	8%	67%f	83%l	17%	83%l	98%l	2%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	40 2%	4 2%	36 3%	21 3%	13 2%	6 4%	9 2%	28 3%	35 4%	4 1%	35 4%	40 3%	- -
		11%	89%	54%	33%	14%	22%	71%	89%l	11%	89%l	100%l	-
Paid Video On-demand content available through your TV service provider – e.g. film rental or events on a pay-per-view basis	31 2%	7 3%	24 2%	22 3%	8 1%	3 2%	3 1%	23 2%	27 3%	3 *	26 3%	28 2%	3 1%
		23%	77%	73%df	28%	11%	10%	74%	86%l	9%	85%l	90%	10%

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

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Table 58

QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with a smartphone connected to home broadband in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	1636	263 16%	1373 84%	753 46%	671 41%	149 9%	393 24%	1077 66%	998 61%	587 36%	905 55%	1328 81%	308 19%
Net: ANY	717 44%	115 44%	602 44%	343 46%	304 45%	65 44%	169 43%	470 44%	435 44%	249 42%	399 44%	573 43%	143 47%
		16%	84%	48%	42%	9%	24%	66%	61%	35%	56%	80%	20%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	693 42%	110 42%	584 43%	335 44%	292 43%	63 42%	158 40%	459 43%	421 42%	241 41%	390 43%	563 42%	130 42%
		16%	84%	48%	42%	9%	23%	66%	61%	35%	56%	81%	19%
Net: LIVE TV ONLY	24 1%	5 2%	18 1%	8 1%	13 2%	2 2%	11 3%	12 1%	14 1%	9 1%	9 1%	10 1%	13 4%
		23%	77%	34%	53%	10%	45%g	50%	59%	36%	39%	43%	57%k

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 58

QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE

Base: All with a smartphone connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1689	1094 65%	945 56%	636 38%	521 31%	357 21%	209 12%	311 18%	170 10%	1386 82%	262 16%	311 18%	124 7%	456 27%	1233 73%
Weighted base	1636	1051 64%	905 55%	626 38%	479 29%	348 21%	209 13%	308 19%	171 10%	1328 81%	260 16%	296 18%	125 8%	447 27%	1189 73%
Effective base	1379	890	777	522	416	299	178	259	150	1123	219	260	107	383	996
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	588 36%	356 34% 60%	320 35% 54%	268 43% 46%mtu	195 41% 33%mtu	142 41% 24%mtu	85 41% 14%	147 48% 25%mtu	57 33% 10%	471 35% 80%	86 33% 15%	99 33% 17%	36 29% 6%	147 33% 25%	441 37% 75%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	385 24%	236 22% 61%	215 24% 56%	199 32% 52%mtu	136 28% 35%mtu	110 32% 29%mtu	66 32% 17%mtu	112 36% 29%mtu	39 23% 10%	314 24% 82%	54 21% 14%	61 21% 16%	25 20% 7%	94 21% 25%	291 24% 75%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	154 9%	109 10% 71%	110 12% 72%	80 13% 52%	76 16% 50%mtu	52 15% 34%mtu	35 17% 23%mtu	71 23% 46%mtu	21 12% 14%	138 10% 90%	25 10% 17%	31 10% 20%	14 11% 9%	43 10% 28%	111 9% 72%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	130 8%	87 8% 67%	88 10% 68%	76 12% 58%mtu	60 12% 46%mtu	39 11% 30%	27 13% 21%mtu	65 21% 50%mtu	16 9% 12%	119 9% 92%	22 8% 17%	27 9% 21%	16 13% 12%	40 9% 30%	90 8% 70%
TV live at the time of broadcast	107 7%	65 6% 60%	71 8% 66%	51 8% 47%	49 10% 46%mtu	34 10% 31%mtu	25 12% 24%mtu	53 17% 49%mtu	14 8% 13%	85 6% 79%	16 6% 15%	25 8% 23%	15 12% 14%z	31 7% 29%	76 6% 71%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	64 4%	57 5% 90%	53 6% 83%	40 6% 62%	38 8% 60%tu	27 8% 43%tu	17 8% 27%tu	35 11% 54%mtu	13 7% 20%	63 5% 98%	13 5% 20%	17 6% 27%	9 8% 15%z	25 6% 39%z	39 3% 61%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	40 2%	38 4% 96%	35 4% 89%	30 5% 75%	22 5% 54%	17 5% 42%	16 8% 41%mtu	30 10% 74%mtu	16 9% 41%mtu	40 3% 100%	14 5% 34%z	16 6% 41%z	10 8% 26%z	20 4% 50%z	20 2% 50%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 58

QA20 Summary of services used on each device (7): Smartphone connected to broadband MULTI CODE

Base: All with a smartphone connected to home broadband in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1636	1051 64%	905 55%	626 38%	479 29%	348 21%	209 13%	308 19%	171 10%	1328 81%	260 16%	296 18%	125 8%	447 27%	1189 73%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	31 2%	22 2%	26 3%	16 3%	17 4%	16 4%	11 5%	22 7%	9 5%	28 2%	9 3%	11 4%	5 4%	14 3%	17 1%
		70%	85%	52%	55%	50%mu		35%mu		73%mnopu		29%mu		90%	
						29%z		35%z		15%		46%z		54%	
Net: ANY	717 44%	432 41%	399 44%	327 52%	247 51%	178 51%	112 54%	192 62%	74 43%	573 43%	112 43%	131 44%	59 47%	190 42%	527 44%
		60%	56%	46%mnmu		34%mnmu		25%mnmu		16%mnmu		27%mnopqtu		10%	
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	693 42%	425 40%	390 43%	321 51%	241 50%	174 50%	109 52%	187 61%	74 43%	563 42%	111 43%	130 44%	57 45%	187 42%	506 43%
		61%	56%	46%mnmu		35%mnmu		25%mnmu		16%mnmu		27%mnopqtu		11%	
Net: LIVE TV ONLY	24 1%	6 1%	9 1%	6 1%	5 1%	4 1%	3 1%	6 2%	* 1%	10 1%	1 *	1 *	2 2%	2 1%	21 2%
		26%	39%	24%	23%	15%	11%	24%	1%	43%	5%	6%	9%	11%	89%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 59

A20: SUMMARY - Net use of each device

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Broadband connected TV service(s)	1263 53%	703 59%	560 47%	631 54%	632 52%	177 51%	213 54%	254 63%	234 58%	181 53%	203 42%	309 58%	389 53%	293 58%	273 44%	698 55%	565 50%	507 67%	756 47%	442 68%	821 47%	711 60%	551 46%
Blu-ray player connected to broadband and a TV	78 3%	53 4%	24 2%	51 4%	27 2%	4 1%	16 4%	35 9%	8 2%	11 3%	5 1%	24 4%	20 3%	24 5%	10 2%	44 3%	34 3%	51 7%	27 2%	49 7%	29 2%	62 5%	16 1%
		69%	31%	66% b	34%	5%	20% ch	44% cdfg h	10%	14% h	6%	30% l	26%	30% l	13%	56%	44%	66% p	34%	63% r	37%	79% t	21%
Digital media player connected to broadband and a TV	364 15%	267 22%	97 8%	177 15%	188 15%	70 20%	101 26%	72 18%	67 17%	28 8%	26 5%	94 18%	119 16%	83 16%	69 11%	213 17%	152 14%	163 22%	201 12%	146 22%	218 13%	230 19%	135 11%
		73%	27%	49%	51%	19% gh	25% efgh	20% gh	18% gh	8%	7%	26% l	33% l	23% l	19%	58% n	42%	45% p	55%	40% r	60%	63% t	37%
Games console connected to broadband and a TV	251 11%	185 16%	65 5%	142 12%	108 9%	76 22%	76 19%	59 14%	35 9%	5 1%	1 *	60 11%	94 13%	58 12%	38 6%	154 12%	96 9%	151 20%	99 6%	131 20%	120 7%	166 14%	85 7%
		74%	26%	57% b	43%	30% efgh	30% fgh	23% fgh	14% gh	2% h	*	24% l	38% l	23% l	15%	62% n	38%	60% p	40%	52% r	48%	66% t	34%
Desktop/ laptop computer connected to broadband	989 41%	643 54%	346 29%	506 44%	483 39%	186 53%	186 48%	179 44%	174 43%	146 43%	117 24%	239 45%	356 48%	215 42%	180 29%	595 47%	394 35%	330 44%	659 41%	266 41%	723 42%	556 47%	431 36%
		65%	35%	51%	49%	19% efgh	19% h	18% h	18% h	15% h	12%	24% l	36% l	22% l	18%	60% n	40%	33%	67%	27%	73%	56% t	44%
Tablet computer connected to broadband	613 26%	329 28%	284 24%	288 25%	325 27%	99 28%	113 29%	146 36%	118 29%	77 22%	59 12%	182 34%	191 26%	131 26%	109 18%	373 30%	240 21%	281 37%	332 20%	235 36%	378 22%	368 31%	245 20%
		54%	46%	47%	53%	16% h	19% h	24% cdfg h	19% h	13% h	10%	30% ijkl	31% l	21% l	18%	61% n	39%	46% p	54%	38% r	62%	60% t	40%
Smartphone connected to broadband	717 30%	384 32%	332 28%	344 30%	373 30%	194 55%	179 46%	165 41%	111 27%	45 13%	23 5%	155 29%	255 35%	175 35%	132 22%	409 32%	307 27%	325 43%	392 24%	258 40%	459 26%	442 37%	275 23%
		54%	46%	48%	52%	27% defg h	25% fgh	23% fgh	15% gh	6% h	3%	22% l	36% l	24% l	18%	57% n	43%	45% p	55%	36% r	64%	62% t	38%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 59

A20: SUMMARY - Net use of each device

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253	
Broadband connected TV service(s)	1263	1263	-	1147	116	1196	67	1047	105	79	33	60	109	119	90	134	102	93	152	189	
	53%	58%	-	71%	15%	61%	15%	53%	48%	56%	60%	61%	42%	61%	53%	65%	47%	46%	47%	63%	
	100%b	-	91%d	9%	95%f	83%	8%	6%	3%h	5%lpqr	9%	9%lpqr	7%l	11%lpqr	8%	7%	12%	15%lpqr			
Blu-ray player connected to broadband and a TV	78	78	-	73	5	78	-	73	1	2	1	4	2	3	4	14	7	4	4	30	
	3%	4%	-	5%	1%	4%	-	4%	1%	2%	2%	4%	1%	2%	2%	7%	3%	2%	1%	10%	
	100%b	-	93%d	7%	100%f	-	94%h	2%	3%	1%	5%l	3%	4%	5%	18%lmqr	9%	5%	5%	39%lmnpqr		
Digital media player connected to broadband and a TV	364	364	-	341	23	364	-	296	32	25	11	20	43	17	26	41	30	19	40	58	
	15%	17%	-	21%	3%	19%	-	15%	15%	17%	21%	20%	16%	9%	16%	20%	14%	10%	12%	19%	
	100%b	-	94%d	6%	100%f	-	81%	9%	7%	3%	5%mq	12%mn	5%	7%	11%mq	8%	5%	11%	16%lmqr		
Games console connected to broadband and a TV	251	251	-	230	21	251	-	215	22	9	5	16	33	17	20	21	26	21	20	39	
	11%	12%	-	14%	3%	13%	-	11%	10%	6%	9%	16%	13%	9%	12%	10%	12%	11%	6%	13%	
	100%b	-	92%d	8%	100%f	-	86%l	9%	3%	2%	6%r	13%r	7%	8%	9%	10%r	8%	8%	16%r		
Desktop/ laptop computer connected to broadband	989	963	23	799	190	989	-	838	92	41	17	45	111	70	60	68	90	76	146	174	
	41%	44%	11%	50%	24%	51%	-	43%	42%	29%	31%	46%	42%	36%	35%	33%	41%	38%	45%	58%	
	97%b	2%	81%d	19%	100%f	-	85%ij	9%ij	4%	2%	5%o	11%	7%	6%	7%	9%	8%	15%o	18%lmnopqr		
Tablet computer connected to broadband	613	602	9	550	63	613	-	508	52	31	22	28	62	46	49	38	56	55	65	108	
	26%	28%	4%	34%	8%	31%	-	26%	24%	22%	40%	29%	24%	23%	29%	18%	26%	28%	20%	36%	
	98%b	2%	90%d	10%	100%f	-	83%	8%	5%	4%ghi	5%	10%	7%	8%o	6%	9%	9%	11%	18%lmopr		
Smartphone connected to broadband	717	696	21	575	142	717	-	587	70	33	26	29	75	54	56	50	71	51	76	126	
	30%	32%	10%	36%	18%	37%	-	30%	32%	23%	48%	29%	29%	28%	33%	24%	33%	25%	24%	42%	
	97%b	3%	80%d	20%	100%f	-	82%l	10%l	5%	4%ghi	4%	11%	8%	8%	7%	10%	7%	11%	18%klmoqr		

Proportions/Mean: Columns Tested (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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Table 59

A20: SUMMARY - Net use of each device

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Broadband connected TV service(s)	1263 53%	227 54%	1036 53%	686 68%	437 41%	158 77%	171 24%	1022 73%	889 72%	374 34%	844 77%	1263 74%	-
		18%	82%	54% df	35% f	12% cdf	14%	81% cdf	70% l	30%	67% hl	100% l	-
Blu-ray player connected to broadband and a TV	78 3%	11 3%	67 3%	56 6%	25 2%	7 3%	11 2%	63 5%	63 5%	15 1%	62 6%	78 5%	-
		14%	86%	72% df	33%	9%	14%	81% df	81% l	19%	79% l	100% l	-
Digital media player connected to broadband and a TV	364 15%	67 16%	297 15%	169 17%	174 16%	39 19%	96 14%	236 17%	264 21%	101 9%	254 23%	364 21%	-
		18%	82%	46%	48%	11%	26%	65%	72% l	28%	70% l	100% l	-
Games console connected to broadband and a TV	251 11%	37 9%	213 11%	129 13%	96 9%	28 13%	46 6%	180 13%	188 15%	63 6%	180 17%	251 15%	-
		15%	85%	51% df	38%	11% f	18%	72% df	75% l	25%	72% l	100% l	-
Desktop/ laptop computer connected to broadband	989 41%	165 39%	824 42%	411 41%	445 42%	109 53%	258 36%	596 42%	567 46%	374 34%	501 46%	759 44%	230
		17%	83%	42%	45% f	11% cdfg	26%	60% f	57% l	38%	51% l	77% l	34%
Tablet computer connected to broadband	613 26%	108 26%	504 26%	291 29%	253 24%	72 35%	137 19%	433 31%	411 33%	188 17%	383 35%	527 31%	86
		18%	82%	48% df	41% f	12% df	22%	71% df	67% l	31%	62% l	86% l	13%
Smartphone connected to broadband	717 30%	115 27%	602 31%	343 34%	304 29%	65 32%	169 24%	470 33%	435 35%	249 23%	399 37%	573 34%	143
		16%	84%	48% df	42% f	9% f	24%	66% df	61% l	35%	56% l	80% l	20%

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

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Table 59

A20: SUMMARY - Net use of each device

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Broadband connected TV service(s)	1263	1263 95%	844 77%	525 73%	415 73%	316 70%	189 81%	256 81%	186 89%	1263 74%	208 46%	251 53%	106 57%	375 52%	888 53%
	53%	100%nopqrstu	67%q	42%	33%	25%	15%opqu	20%opqu	15%nopqrsu	100%	16%	20%	8%v	30%	70%v
Blu-ray player connected to broadband and a TV	78	71 3%	62 5%	40 6%	32 6%	34 8%	33 14%	28 9%	78 37%	78 5%	17 4%	26 6%	17 9%	31 4%	47 3%
	3%	91%	79%	52%	41%	44%u	43%mnopqu	35%mu	100%mnopqrsu	100%	22%	34%z	21%vyz	40%	60%
Digital media player connected to broadband and a TV	364	258 19%	254 23%	216 30%	364 64%	142 32%	92 39%	125 39%	46 22%	364 21%	82 18%	105 22%	54 29%	142 20%	222 13%
	15%	71%	70%nm	59%mntu	100%mnopqrstu	39%mntu	25%mnnotu	34%mnnoqtu	13%	100%	23%z	29%z	15%vyz	39%z	61%
Games console connected to broadband and a TV	251	192 14%	180 17%	251 35%	142 25%	117 26%	71 30%	106 34%	47 23%	251 15%	53 12%	87 19%	41 22%	102 14%	149 9%
	11%	76%	72%	100%mnppqtu	57%mnmu	47%mnmu	28%mnmu	42%mnppqtu	19%mnmu	100%	21%	35%vz	16%vyz	41%z	59%
Desktop/ laptop computer connected to broadband	989	556 42%	501 46%	345 48%	275 48%	295 65%	117 50%	181 57%	107 52%	759 44%	208 46%	222 47%	86 46%	326 46%	663 40%
	41%	56%	51%	35%nm	28%nm	30%mnopqrstu	12%nm	18%mnopu	11%nm	77%	21%z	22%z	9%	33%z	67%
Tablet computer connected to broadband	613	413 31%	383 35%	247 34%	222 39%	150 33%	158 68%	153 48%	72 35%	527 31%	125 28%	142 30%	55 30%	199 28%	413 25%
	26%	67%	62%mu	40%	36%mu	24%	26%mnopqstu	25%mnopqtu	12%	86%	20%	23%z	9%	33%	67%
Smartphone connected to broadband	717	432 32%	399 37%	327 46%	247 43%	178 39%	112 48%	192 61%	74 36%	573 34%	112 25%	131 28%	59 31%	190 26%	527 32%
	30%	60%	56%nm	46%mntu	34%mnmu	25%mu	16%mnqtu	27%mnopqrstu	10%	80%	16%	18%	8%	26%	74%vy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 60

QA21: Can I just check, have you watched YouTube in the past 12 months?

SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All not mentioning watching any short clips or longer videos through websites such as YouTube or Facebook via any device in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1031	547 53%	484 47%	483 47%	548 53%	107 10%	142 14%	167 16%	162 16%	191 19%	262 25%	256 25%	317 31%	195 19%	263 26%	573 56%	458 44%	311 30%	720 70%	288 28%	743 72%	581 56%	448 43%
Weighted base	1020	533 52%	488 48%	492 48%	529 52%	112* 11%*	149 15%	157 15%	181 18%	172 17%	250 24%	237 23%	303 30%	210 21%	271 27%	540 53%	480 47%	306 30%	714 70%	283 28%	737 72%	499 49%	519 51%
Effective base	848	455	394	398	451	89	120	145	141	166	195	210	267	155	221	477	375	265	584	246	603	509	366
Yes	591	344	247	286	305	103	120	105	105	87	72	127	192	127	146	318	273	221	370	200	391	327	263
	58%	65%	51%	58%	58%	92%	81%	67%	58%	51%	29%	53%	63%	60%	54%	59%	57%	72%	52%	71%	53%	65%	51%
		58%	42%	48%	52%	17% ^{defg}	20% ^{efgh}	18% ^{gh}	18% ^h	15% ^h	12%	21%	32% ^{il}	21%	25%	54%	46%	37% ^p	63%	34% ^r	66%	55% ^t	44%
No	429	189	241	206	223	9	29	52	76	84	178	111	111	83	124	222	207	86	344	83	346	172	256
	42%	35%	49%	42%	42%	8%	19%	33%	42%	49%	71%	47%	37%	40%	46%	41%	43%	28%	48%	29%	47%	35%	49%
		44%	56%	48%	52%	2%	7% ^c	12% ^{cd}	18% ^{cd}	20% ^{cde}	42% ^{cdef}	26% ^j	26%	19%	29% ^j	52%	48%	20%	80% ^o	19%	81% ^q	40%	60% ^s

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

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Table 60

QA21: Can I just check, have you watched YouTube in the past 12 months?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All not mentioning watching any short clips or longer videos through websites such as YouTube or Facebook via any device in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1031	1006 98%	23 2%	716 69%	315 31%	840 81%	191 19%	721 70%	102 10%	121 12%	87 8%	35 3%	95 9%	74 7%	58 6%	94 9%	62 6%	74 7%	131 13%	98 10%
Weighted base	1020	989	29**	711	309	841	180	852	82*	64	22*	41*	110*	88*	74*	111*	83*	91*	148	107*
		97%	3%**	70%	30%	82%	18%	84%	8%*	6%	2%*	4%*	11%*	9%*	7%*	11%*	8%*	9%*	14%	10%*
Effective base	848	827	20	595	253	700	148	655	95	109	50	33	86	66	52	87	57	66	119	92
Yes	591	575	14	453	138	591	-	515	39	29	9	27	63	44	41	76	50	55	76	82
	58%	58%	47%	64%	45%	70%	-	60%	47%	45%	41%	67%	57%	50%	56%	68%	60%	60%	52%	77%
		97%	2%	77% ^d	23%	100% ^f	-	87% ^{hij}	7%	5%	2%	5%	11%	7%	13% ^{mr}	8%	9%	13%	14% ^{lmnpqr}	
No	429	414	16	258	171	249	180	338	43	36	13	14	47	43	32	35	33	37	71	25
	42%	42%	53%	36%	55%	30%	100%	40%	53%	55%	59%	33%	43%	50%	44%	32%	40%	40%	48%	23%
		96%	4%	60%	40% ^c	58%	42% ^e	79%	10% ^g	8% ^g	3% ^g	3%	11% ^s	10% ^{os}	8% ^s	8%	8% ^s	9% ^s	17% ^{os}	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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Table 60

QA21: Can I just check, have you watched YouTube in the past 12 months?

SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All not mentioning watching any short clips or longer videos through websites such as YouTube or Facebook via any device in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1031	228 22%	803 78%	477 46%	434 42%	80 8%	288 28%	653 63%	548 53%	476 46%	488 47%	793 77%	238 23%
Weighted base	1020	205 20%	816 80%	453 44%	439 43%	81* 8%*	301 29%	630 62%	538 53%	475 47%	480 47%	782 77%	238 23%
Effective base	848	179	669	396	351	60	235	541	466	378	415	655	194
Yes	591	125	466	277	241	41	160	375	361	227	328	488	103
	58%	61%	57%	61%	55%	50%	53%	60%	67%	48%	68%	62%	43%
		21%	79%	47% ^f	41%	7%	27%	63%	61% ^h	38%	55% ⁱ	83% ^l	17%
No	429	80	350	176	198	41	141	255	178	248	152	295	135
	42%	39%	43%	39%	45%	50%	47%	40%	33%	52%	32%	38%	57%
		19%	81%	41%	46%	9%	33% ^c	59%	41%	58% ^{h,j}	35%	69%	31% ^k

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 60

QA21: Can I just check, have you watched YouTube in the past 12 months?
SINGLE CODE

Base: All not mentioning watching any short clips or longer videos through websites such as YouTube or Facebook via any device in the last 12 months

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
1031	649 63%	488 47%	274 27%	234 23%	178 17%	80 8%	97 9%	94 9%	793 77%	172 17%	199 19%	79 8%	294 29%	737 71%
1020	642 63%	480 47%	286 28%	233 23%	180 18%	80* 8%*	99* 10%*	94* 9%*	782 77%	179 18%	198 19%	79* 8%*	299 29%	722 71%
848	537	415	233	194	151	70	83	82	655	139	163	69	241	607
591	399	328	230	184	140	65	84	76	488	104	139	57	190	401
58%	62%	68%	81%	79%	78%	81%	85%	81%	62%	58%	70%	72%	64%	56%
	67%	55% mu	39% mnu	31% mnu	24% mnu	11% mnu	14% mnu	13% mnu	83%	18%	24% vz	10% z	32% z	68%
429	243	152	56	49	40	15	15	18	295	75	59	22	109	321
42%	38%	32%	19%	21%	22%	19%	15%	19%	38%	42%	30%	28%	36%	44%
	57% nopqrst	35% opqrst	13%	12%	9%	3%	4%	4%	69% nopqrst	18% w	14%	5%	25%	75% wxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

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Table 61

QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All with a smart TV connected to a home broadband service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1131	667 59%	464 41%	560 50%	571 50%	171 15%	216 19%	227 20%	217 19%	161 14%	139 12%	299 26%	362 32%	241 21%	229 20%	661 58%	470 42%	485 43%	646 57%	431 38%	700 62%	774 68%	358 31%
Weighted base	1090	624 57%	466 43%	541 50%	549 50%	168 15%	207 19%	219 20%	229 21%	145 13%	123 11%	261 24%	335 31%	257 24%	237 22%	596 55%	494 45%	473 43%	617 57%	417 38%	674 62%	666 61%	423 39%
Effective base	939	565	377	462	478	139	178	198	183	139	106	251	299	201	194	549	395	408	531	364	576	673	296
Watch TV live at the time of broadcast	851 78%	461 74% 54%	390 84% 46%	428 79% 50%	423 77% 50%	107 64% 13%	157 76% 18% c	161 74% 19% c	184 81% 22% c	132 91% 16% cdef	109 88% 13% cde	205 78% 24%	264 79% 31%	198 77% 23%	184 77% 22%	469 79% 55%	382 77% 45%	350 74% 41%	501 81% 59% o	308 74% 36%	543 81% 64% q	515 77% 60%	335 79% 39%
Watch TV or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	663 61%	359 58% 54%	304 65% 46%	337 62% 51%	326 59% 49%	87 52% 13%	127 62% 19%	130 59% 20%	140 61% 21%	97 67% 15% c	82 67% 12% c	162 62% 24%	210 63% 32%	157 61% 24%	133 56% 20%	372 62% 56%	291 59% 44%	281 59% 42%	382 62% 58%	250 60% 38%	413 61% 62%	412 62% 62%	250 59% 38%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	413 38%	237 38% 57%	175 38% 43%	187 34% 45%	226 41% 55% a	69 41% 17% h	84 41% 20% h	98 45% 24% gh	93 40% 22% h	49 34% 12% h	21 17% 5%	96 37% 23%	127 38% 31%	107 42% 26%	82 35% 20%	223 37% 54%	189 38% 46%	213 45% 52% p	200 32% 48%	187 45% 45% r	225 33% 55%	272 41% 66% t	141 33% 34%
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	315 29%	183 29% 58%	132 28% 42%	166 31% 53%	149 27% 47%	51 30% 16% h	60 29% 19% h	75 34% 24% h	72 31% 23% h	37 26% 12%	21 17% 7%	83 32% 26%	99 30% 32%	76 29% 24%	57 24% 18%	182 31% 58%	133 27% 42%	154 32% 49% p	162 26% 51%	130 31% 41%	185 27% 59%	219 33% 69% t	97 23% 31%
Watch free Video On-demand content available as part of your subscription through your TV service provider	315 29%	187 30% 59%	128 27% 41%	156 29% 50%	158 29% 50%	52 31% 16%	61 30% 19%	70 32% 22% h	64 28% 20%	41 28% 13%	26 21% 8%	79 30% 25%	100 30% 32%	77 30% 24%	59 25% 19%	179 30% 57%	136 27% 43%	161 34% 51% p	154 25% 49%	138 33% 44% r	176 26% 56%	220 33% 70% t	95 22% 30%
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	229 21%	131 21% 57%	98 21% 43%	117 22% 51%	112 20% 49%	42 25% 18% h	50 24% 22% h	49 23% 22% h	52 23% 23% h	23 16% 10%	13 10% 6%	58 22% 25%	74 22% 32%	59 23% 26%	38 16% 17%	132 22% 57%	97 20% 43%	120 25% 52% p	109 18% 48%	99 24% 43%	130 19% 57%	158 24% 69% t	71 17% 31%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	207 19%	115 18% 56%	92 20% 44%	107 20% 52%	100 18% 48%	32 19% 16% h	52 25% 25% gh	57 26% 28% fgh	40 17% 19% h	16 11% 8%	9 8% 4%	53 20% 26% l	68 20% 33% l	54 21% 26% l	31 13% 15%	122 20% 59%	85 17% 41%	119 25% 57% p	88 14% 43%	102 25% 49% r	105 16% 51%	150 23% 72% t	57 13% 28%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	128 12%	75 12% 59%	53 11% 41%	64 12% 50%	63 12% 50%	21 13% 17% h	32 15% 25% fh	40 18% 32% fgh	19 8% 15% h	15 10% 11% h	* * *	32 12% 25%	39 12% 31%	37 14% 29%	20 8% 15%	71 12% 56%	56 11% 44%	81 17% 64% p	47 8% 36%	76 18% 59% r	52 8% 41%	92 14% 72% t	36 9% 28%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 61
QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All with a smart TV connected to a home broadband service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1090	624 57%	466 43%	541 50%	549 50%	168 15%	207 19%	219 20%	229 21%	145 13%	123 11%	261 24%	335 31%	257 24%	237 22%	596 55%	494 45%	473 43%	617 57%	417 38%	674 62%	666 61%	423 39%
None of these	49 5%	28 4%	22 5%	23 4%	26 5%	12 7%	10 5%	8 4%	12 5%	4 3%	3 3%	7 3%	20 6%	8 3%	14 6%	27 5%	22 5%	20 4%	29 5%	18 4%	31 5%	26 4%	24 6%
Don't know	17 2%	12 2%	4 1%	7 1%	10 2%	7 4%	2 1%	5 2%	1 1%	- -	2 1%	2 1%	5 2%	5 2%	3 1%	8 1%	9 2%	12 3%	4 1%	8 2%	9 1%	10 2%	6 1%
		73%	27%	40%	60%	40% ^{fg}	10%	32%	8%	-	11%	15%	33%	32%	21%	48%	52%	75% ^{pp}	25%	47%	53%	63%	37%
Net: ANY	1024 94%	584 94%	440 94%	511 94%	513 93%	150 89%	195 94%	205 94%	215 94%	141 97%	118 96%	252 96%	310 92%	243 95%	220 93%	561 94%	463 94%	441 93%	583 95%	390 94%	634 94%	630 95%	393 93%
		57%	43%	50%	50%	15%	19%	20%	21%	14% ^c	12% ^{cc}	25%	30%	24%	21%	55%	45%	43%	57%	38%	62%	61%	38%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	896 82%	504 81%	392 84%	435 80%	461 84%	131 78%	177 86%	187 86%	193 84%	114 78%	94 77%	222 85%	272 81%	215 84%	188 79%	493 83%	403 82%	402 85%	494 80%	357 86%	539 80%	559 84%	336 79%
		56%	44%	49%	51%	15%	20%	21% ^h	21%	13%	11%	25%	30%	24%	21%	55%	45%	45%	55%	40% ^h	60%	62%	37%
Net: LIVE TV ONLY	128 12%	80 13%	48 10%	76 59% ^b	52 41%	18 14%	17 14%	18 14%	23 18%	28 22% ^{cdef}	24 19% ^{def}	30 23%	38 30%	28 22%	32 25%	68 53%	60 47%	39 30%	89 70% ^o	33 26%	95 74% ^q	70 55%	58 45%
		63%	37%	59% ^b	41%	14%	14%	14%	18%	22% ^{cdef}	19% ^{def}	23%	30%	22%	25%	53%	47%	30%	70% ^o	26%	74% ^q	55%	45%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 61

QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All with a smart TV connected to a home broadband service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1131	1131 100%	-	1099 97%	32 3%	1080 95%	51 5%	772 68%	120 11%	124 11%	115 10%	38 3%	81 7%	81 7%	67 6%	104 9%	69 6%	70 6%	122 11%	140 12%
Weighted base	1090	1090 100%	-** -**	1058 97%	33** 3%**	1038 95%	52* 5%*	903 83%	94 9%	66 6%	27* 2%*	43* 4%*	95* 9%*	98* 9%*	82* 7%*	120* 11%*	92* 8%*	88* 8%*	135 12%	150 14%
Effective base	939	939	-	913	26	898	42	716	113	111	87	36	75	75	63	97	64	64	115	131
Watch TV live at the time of broadcast	851 78%	851 78%	-	851 80%	-	817 79%	34 65%	709 78%	71 75%	49 75%	22 80%	31 73%	73 77%	78 79%	64 79%	100 83%	70 76%	66 75%	106 78%	121 80%
	78%	100%	-	100%	-	96% f	4%	83%	8%	6%	3%	4%	9%	9%	8%	12%	8%	8%	12%	14%
Watch TV or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	663 61%	663 61%	-	663 63%	-	663 64%	-	560 62%	53 56%	37 56%	13 47%	24 57%	62 65%	57 58%	56 69%	77 64%	52 56%	51 58%	92 68%	89 59%
	61%	100%	-	100%	-	100% f	-	85% j	8%	6%	2%	4%	9%	9%	8%	12%	8%	8%	14%	13%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	413 38%	413 38%	-	413 39%	-	413 40%	-	335 37%	42 45%	23 35%	12 46%	20 46%	40 42%	33 33%	41 50%	21 18%	38 41%	25 29%	59 44%	58 39%
	38%	100%	-	100%	-	100% f	-	81%	10%	6%	3%	5% o	10% o	8% o	10% oq	5%	9% o	6%	14% oq	14% o
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	315 29%	315 29%	-	315 30%	-	315 30%	-	264 29%	26 28%	14 21%	12 43%	13 31%	30 32%	24 24%	22 26%	33 27%	20 22%	22 25%	36 27%	64 43%
	29%	100%	-	100%	-	100% f	-	84%	8%	4%	4% gh	4%	10%	8%	7%	10%	6%	7%	11%	20% mnopqr
Watch free Video On-demand content available as part of your subscription through your TV service provider	315 29%	315 29%	-	315 30%	-	315 30%	-	259 29%	29 31%	17 25%	9 35%	13 29%	24 25%	36 37%	26 32%	33 28%	24 26%	15 17%	47 35%	41 27%
	29%	100%	-	100%	-	100% f	-	82%	9%	5%	3%	4%	8%	11% q	8%	11%	8%	5%	15% q	13%
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	229 21%	229 21%	-	229 22%	-	229 22%	-	193 21%	18 19%	9 14%	10 36%	8 20%	22 24%	16 17%	11 13%	18 15%	21 23%	21 24%	25 19%	49 33%
	21%	100%	-	100%	-	100% f	-	84%	8%	4%	4% gh	4%	10%	7%	5%	8%	9%	9%	11%	21% mnop
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	207 19%	207 19%	-	207 20%	-	207 20%	-	176 19%	17 18%	9 14%	5 17%	12 29%	22 23%	19 20%	10 12%	34 28%	11 12%	10 11%	24 17%	35 23%
	19%	100%	-	100%	-	100% f	-	85%	8%	4%	2%	6% npq	10%	9%	5%	16% npq	6%	5%	11%	17% q
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	128 12%	128 12%	-	128 12%	-	128 12%	-	109 12%	13 14%	3 5%	2 9%	11 27%	9 10%	14 14%	5 6%	15 12%	10 11%	6 7%	17 13%	21 14%
	12%	100%	-	100%	-	100% f	-	85% j	10% j	3%	2%	9% lno	7%	11%	4%	12%	8%	5%	13%	17%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 61
QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All with a smart TV connected to a home broadband service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	1090	1090 100%	-- --	1058 97%	33** 3%**	1038 95%	52* 5%*	903 83%	94 9%	66 6%	27* 2%*	43* 4%*	95* 9%*	98* 9%*	82* 7%*	120* 11%*	92* 8%*	88* 8%*	135 12%	150 14%
None of these	49	49	-	27	23	38	11	35	6	7	1	3	5	7	3	1	3	4	6	4
	5%	5% 100%	- -	3% 54%	69% 46%	4% 77%	22% 23% e	4% 70%	7% 13%	11% 15% g	4% 2%	7% 6% d	5% 9%	7% 14% c	3% 6%	1% 2%	4% 7%	5% 9%	4% 11%	2% 7%
Don't know	17	17	-	6	10	10	7	15	1	*	*	1	3	2	-	3	1	3	1	1
	2%	2% 100%	- -	1% 39%	31% 61%	1% 60%	13% 40% e	2% 92%	1% 3%	1% 3%	1% 2%	2% 5%	3% 17%	2% 9%	- -	3% 21%	1% 6%	4% 21%	1% 5%	1% 7%
Net: ANY	1024	1024	-	1024	-	990	34	853	88	58	26	39	88	89	79	116	88	80	128	146
	94%	94% 100%	- -	97% 100%	- -	95% 97% f	65% 3%	94% 83% i	93% 9%	88% 6%	95% 2%	91% 4%	92% 9%	91% 9%	97% 8%	96% 11%	95% 9%	91% 8%	95% 13%	97% 14%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	896	896	-	896	-	896	-	749	77	49	21	37	79	78	72	96	75	63	118	132
	82%	82% 100%	- -	85% 100%	- -	86% 100% f	- -	83% 84% i	81% 9%	74% 5%	79% 2%	86% 4%	83% 9%	80% 9%	88% 8% d	80% 11%	81% 8%	71% 7%	87% 13% q	88% 15% q
Net: LIVE TV ONLY	128	128	-	128	-	94	34	104	11	9	4	2	9	11	7	19	13	17	11	14
	12%	12% 100%	- -	12% 100%	- -	9% 73%	65% 27% e	11% 81%	11% 8%	14% 7%	16% 3%	5% 2%	10% 7%	11% 9%	8% 5%	16% 15%	14% 10%	20% 14% rs	8% 8%	9% 11%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 61

QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All with a smart TV connected to a home broadband service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1131	237 21%	894 79%	602 53%	451 40%	130 11%	218 19%	829 73%	1131 100%	-	1131 100%	1131 100%	-
Weighted base	1090	204 19%	887 81%	558 51%	433 40%	121 11%	212 19%	804 74%	1090 100%	-.**	1090 100%	1090 100%	-.**
Effective base	939	185	755	505	372	103	177	693	939	-	939	939	-
Watch TV live at the time of broadcast	851 78%	152 75% 18%	699 79% 82%	420 75% 49%	364 84% 43% cg	102 84% 12% c	178 84% 21% c	623 78% 73%	851 78% 100%	- - -	851 78% 100%	851 78% 100%	- - -
Watch TV or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	663 61%	101 49% 15%	562 63% 85% a	333 60% 50%	264 61% 40%	83 69% 13% f	118 56% 18%	506 63% 76%	663 61% 100%	- - -	663 61% 100%	663 61% 100%	- - -
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	413 38%	71 35% 17%	342 39% 83%	224 40% 54% f	147 34% 36%	44 36% 11%	63 30% 15%	315 39% 76% t	413 38% 100%	- - -	413 38% 100%	413 38% 100%	- - -
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	315 29%	42 21% 13%	273 31% 87% a	161 29% 51%	123 28% 39%	40 33% 13%	58 27% 18%	235 29% 75%	315 29% 100%	- - -	315 29% 100%	315 29% 100%	- - -
Watch free Video On- demand content available as part of your subscription through your TV service provider	315 29%	42 21% 13%	273 31% 87% a	191 34% 61% def	98 23% 31% f	29 24% 9% f	26 12% 8%	276 34% 88% def	315 29% 100%	- - -	315 29% 100%	315 29% 100%	- - -
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	229 21%	22 11% 9%	207 23% 91% a	119 21% 52%	92 21% 40%	31 26% 13%	45 21% 19%	172 21% 75%	229 21% 100%	- - -	229 21% 100%	229 21% 100%	- - -
Watch paid Video On- demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	207 19%	25 12% 12%	182 21% 88% a	126 23% 61% df	64 15% 31%	17 14% 8%	23 11% 11%	180 22% 87% df	207 19% 100%	- - -	207 19% 100%	207 19% 100%	- - -
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	128 12%	15 7% 12%	113 13% 88% a	75 13% 58% f	44 10% 35%	20 17% 16% f	13 6% 10%	109 14% 86% f	128 12% 100%	- - -	128 12% 100%	128 12% 100%	- - -

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 61
QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All with a smart TV connected to a home broadband service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	1090	204 19%	887 81%	558 51%	433 40%	121 11%	212 19%	804 74%	1090 100%	-** -**	1090 100%	1090 100%	-** -**
None of these	49 5%	11 5%	39 4%	33 6%	18 4%	* *	11 5%	37 5%	49 5%	- -	49 5%	49 5%	- -
		22%	78%	66% e	36%	1%	22% e	75% e	100%	-	100%	100%	-
Don't know	17 2%	5 3%	11 1%	10 2%	3 1%	1 1%	1 1%	13 2%	17 2%	- -	17 2%	17 2%	- -
		33%	67%	60%	21%	7%	8%	79%	100%	-	100%	100%	-
Net: ANY	1024 94%	187 92%	837 94%	516 92%	412 95%	119 99%	199 94%	753 94%	1024 94%	- -	1024 94%	1024 94%	- -
		18%	82%	50%	40%	12% cg	19%	74%	100%	-	100%	100%	-
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	896 82%	156 77%	740 83%	457 82%	351 81%	107 89%	160 76%	671 84%	896 82%	- -	896 82%	896 82%	- -
		17%	83% a	51%	39%	12% f	18%	75% f	100%	-	100%	100%	-
Net: LIVE TV ONLY	128 12%	32 15%	96 11%	59 11%	60 14%	12 10%	39 18%	82 10%	128 12%	- -	128 12%	128 12%	- -
		25%	75%	46%	47%	9%	30% cg	64%	100%	-	100%	100%	-

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

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Table 61

QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All with a smart TV connected to a home broadband service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1131	921 81%	1131 100%	533 47%	426 38%	316 28%	184 16%	270 24%	165 15%	1131 100%	206 18%	252 22%	112 10%	357 32%	774 68%
Weighted base	1090	889 82%	1090 100%	526 48%	399 37%	310 28%	180 17%	266 24%	163 15%	1090 100%	208 19%	245 23%	114* 10%*	353 32%	738 68%
Effective base	939	769	939	445	354	273	157	230	148	939	178	215	99	309	631
Watch TV live at the time of broadcast	851 78%	704 79%	851 78%	380 72%	290 73%	220 71%	135 75%	183 69%	123 75%	851 78%	153 74%	166 67%	78 68%	258 73%	593 80%
		83%opqs	100%opqs	45%	34%	26%	16%	21%	14%	100%opqs	18%	19%	9%	30%	70%wxy
Watch TV or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	663 61%	555 62%	663 61%	309 59%	238 60%	194 63%	117 65%	164 62%	108 66%	663 61%	130 62%	151 61%	66 57%	213 60%	450 61%
		84%	100%	47%	36%	29%	18%	25%	16%	100%	20%	23%	10%	32%	68%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	413 38%	337 38%	413 38%	236 45%	193 48%	135 43%	78 43%	134 50%	58 36%	413 38%	74 35%	97 40%	47 41%	131 37%	282 38%
		82%	100%	57%mntu	47%mntu	33%	19%	32%mntu	14%	100%	18%	24%	11%	32%	68%
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	315 29%	266 30%	315 29%	183 35%	130 33%	125 40%	69 38%	115 43%	68 42%	315 29%	64 31%	80 33%	39 34%	112 32%	203 28%
		84%	100%	58%nu	41%	40%mnpu	22%mnpu	36%mnopu	22%mnpu	100%	20%	25%	12%	35%	65%
Watch free Video On-demand content available as part of your subscription through your TV service provider	315 29%	282 32%	315 29%	182 35%	143 36%	106 34%	68 38%	100 38%	56 34%	315 29%	59 28%	84 34%	43 38%	111 31%	204 28%
		90%	100%	58%nu	46%nu	34%	22%nu	32%nu	18%	100%	19%	27%	14%z	35%	65%
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	229 21%	187 21%	229 21%	130 25%	96 24%	96 31%	58 32%	90 34%	42 26%	229 21%	43 21%	50 20%	28 24%	76 22%	153 21%
		82%	100%	57%	42%	42%mnpu	25%mnpu	39%mnopu	18%	100%	19%	22%	12%	33%	67%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	207 19%	192 22%	207 19%	129 25%	112 28%	82 27%	54 30%	77 29%	43 26%	207 19%	54 26%	57 23%	37 32%	81 23%	126 17%
		93%	100%	62%nu	54%mnpu	40%nu	26%mnpu	37%mnpu	21%nu	100%	26%z	27%	18%z	39%z	61%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	128 12%	114 13%	128 12%	91 17%	77 19%	53 17%	45 25%	58 22%	31 19%	128 12%	42 20%	51 21%	30 26%	64 18%	64 9%
		89%	100%	72%mnpu	60%mnpu	41%nu	35%mnpu	45%mnpu	24%mnpu	100%	33%z	40%z	23%z	50%z	50%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

* small base

Prepared by BDRC Continental
Fieldwork: February – December 2018
BDRC/Job number (23179)

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Table 61
QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All with a smart TV connected to a home broadband service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1090	889 82%	1090 100%	526 48%	399 37%	310 28%	180 17%	266 24%	163 15%	1090 100%	208 19%	245 23%	114* 10%*	353 32%	738 68%
None of these	49	34	49	27	16	13	5	9	7	49	10	10	3	15	35
	5%	4% 68%	5% 100%	5% 55%	4% 33%	4% 27%	3% 9%	4% 19%	4% 14%	5% 100%	5% 20%	4% 20%	2% 6%	4% 30%	5% 70%
Don't know	17	12	17	8	4	5	4	5	1	17	1	2	-	3	13
	2%	1% 71%	2% 100%	1% 47%	1% 26%	1% 28%	2% 23%	2% 33%	1% 7%	2% 100%	1% 7%	1% 14%	- -	1% 21%	2% 79%
Net: ANY	1024	844	1024	491	379	292	172	251	155	1024	197	233	111	334	690
	94%	95% 82%	94% 100%	93% 48%	95% 37%	94% 29%	95% 17%	94% 24%	95% 15%	94% 100%	95% 19%	95% 23%	98% 11%	95% 33%	94% 67%
	896	745	896	446	354	266	155	231	139	896	175	206	99	296	600
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	82%	84% 83%	82% 100%	85% 50%	89% 39%mmu	86% 30%	86% 17%	87% 26%	85% 15%	82% 100%	84% 19%	84% 23%	87% 11%	84% 33%	81% 67%
	Net: LIVE TV ONLY	128	98	128	45	25	26	16	19	16	128	22	27	12	39
	12%	11% 77%p	12% 100%p	8% 35%	6% 20%	8% 20%	9% 13%	7% 15%	10% 13%	12% 100%p	11% 17%	11% 21%	11% 10%	11% 30%	12% 70%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 62

QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Watch TV live at the time of broadcast	851 36%	461 39%	390 33%	428 37%	423 35%	107 31%	157 40%	161 40%	184 45%	132 38%	109 22%	205 39%	264 36%	198 39%	184 30%	469 37%	382 34%	350 46%	501 31%	308 47%	543 31%	515 43%	335 28%
Watch TV or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	663 28%	359 30%	304 25%	337 29%	326 27%	87 25%	127 33%	130 32%	140 34%	97 28%	82 17%	162 31%	210 29%	157 31%	133 22%	372 29%	291 26%	281 37%	382 24%	250 38%	413 24%	412 35%	250 21%
Watch free Video On-demand content available as part of your subscription through your TV service provider	315 13%	187 16%	128 11%	156 13%	158 13%	52 15%	61 16%	70 17%	64 16%	41 12%	26 5%	79 15%	100 14%	77 15%	59 10%	179 14%	136 12%	161 21%	154 9%	138 21%	176 10%	220 19%	95 8%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	207 9%	115 10%	92 8%	107 9%	100 8%	32 9%	52 13%	57 14%	40 10%	16 5%	9 2%	53 10%	68 9%	54 11%	31 5%	122 10%	85 8%	119 16%	88 5%	102 16%	105 6%	150 13%	57 5%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	413 17%	237 20%	175 15%	187 16%	226 18%	69 20%	84 21%	98 24%	93 23%	49 14%	21 4%	96 18%	127 17%	107 21%	82 13%	223 18%	189 17%	213 28%	200 12%	187 29%	225 13%	272 23%	141 12%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	128 5%	75 6%	53 4%	64 6%	63 5%	21 6%	32 8%	40 10%	19 5%	15 4%	* *	32 6%	39 5%	37 7%	20 3%	71 6%	56 5%	81 11%	47 3%	76 12%	52 3%	92 8%	36 3%
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	315 13%	183 15%	132 11%	166 14%	149 12%	51 14%	60 15%	75 19%	72 18%	37 11%	21 4%	83 16%	99 14%	76 15%	57 9%	182 14%	133 12%	154 20%	162 10%	130 20%	185 11%	219 18%	97 8%
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	229 10%	131 11%	98 8%	117 10%	112 9%	42 12%	50 13%	49 12%	52 13%	23 7%	13 3%	58 11%	74 10%	59 12%	38 6%	132 10%	97 9%	120 16%	109 7%	99 15%	130 7%	158 13%	71 6%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 62
QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
None of these	49 2%	28 2%	22 2%	23 2%	26 2%	12 3%	10 3%	8 2%	12 3%	4 1%	3 1%	7 1%	20 3%	8 2%	14 2%	27 2%	22 2%	20 3%	29 2%	18 3%	31 2%	26 2%	24 2%
		56%	44%	47%	53%	24%h	21%h	17%	24%h	8%	6%	15%	40%	17%	28%	55%	45%	41%	59%	37%	63%	52%	48%
Don't know	17 1%	12 1%	4 *	7 1%	10 1%	7 2%	2 *	5 1%	1 *	- -	2 *	2 *	5 1%	5 1%	3 1%	8 1%	9 1%	12 2%	4 *	8 1%	9 1%	10 1%	6 1%
		73%	27%	40%	60%	40%g	10%	32%g	8%	-	11%	15%	33%	32%	21%	48%	52%	75%p	25%	47%	53%	63%	37%
Net: ANY	1024 43%	584 49%	440 37%	511 44%	513 42%	150 43%	195 50%	205 51%	215 53%	141 41%	118 24%	252 48%	310 42%	243 48%	220 36%	561 44%	463 41%	441 58%	583 36%	390 60%	634 37%	630 53%	393 33%
		57%	43%	50%	50%	15%h	19%gh	20%cgh	21%cgh	14%h	12%	25%l	30%l	24%l	21%	55%	45%	43%p	57%	38%r	62%	61%t	38%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	896 38%	504 42%	392 33%	435 38%	461 38%	131 37%	177 45%	187 46%	193 47%	114 33%	94 19%	222 42%	272 37%	215 42%	188 31%	493 39%	403 36%	402 53%	494 30%	357 55%	539 31%	559 47%	336 28%
		56%	44%	49%	51%	15%h	20%gh	21%cgh	21%cgh	13%h	11%	25%l	30%l	24%l	21%	55%	45%	45%p	55%	40%r	60%	62%t	37%
Net: LIVE TV ONLY	128 5%	80 7%	48 4%	76 7%	52 4%	18 5%	17 4%	18 4%	23 6%	28 8%	24 5%	30 6%	38 5%	28 6%	32 5%	68 5%	60 5%	39 5%	89 5%	33 5%	95 5%	70 6%	58 5%
		63%	37%	59%b	41%	14%	14%	14%	18%	22%e	19%	23%	30%	22%	25%	53%	47%	30%	70%	26%	74%	55%	45%
All with no smart TV connected to a home broadband service	1294 54%	568 48%	726 61%	619 53%	675 55%	182 52%	184 47%	187 46%	179 44%	198 58%	363 75%	268 51%	400 54%	249 49%	376 61%	668 53%	625 56%	286 38%	1008 62%	235 36%	1059 61%	521 44%	770 65%
		44%	56%	46%	52%	14%	14%	14%	14%	15%def	28%cddef	21%	31%	19%	25%jkl	52%	48%	22%	78%o	18%	82%q	40%	60%se

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 62
QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%**	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253	
Watch TV live at the time of broadcast	851	851	-	851	-	817	34	709	71	49	22	31	73	78	64	100	70	66	106	121	
	36%	39%	-	53%	-	42%	8%	36%	33%	35%	39%	32%	28%	40%	38%	48%	32%	33%	33%	40%	
		100%b	-	100% d	-	96% f	4%	83%	8%	6%	3%	4%	9%	9% i	8%	12% k l p q r	8%	8%	12%	14% i	
Watch TV or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	663	663	-	663	-	663	-	560	53	37	13	24	62	57	56	77	52	51	92	89	
	28%	31%	-	41%	-	34%	-	28%	25%	26%	23%	25%	24%	29	33%	37%	24%	26%	28%	30%	
		100%b	-	100% d	-	100% f	-	85%	8%	6%	2%	4%	9%	9%	8%	12% l p q	8%	8%	14%	13%	
Watch free Video On-demand content available as part of your subscription through your TV service provider	315	315	-	315	-	315	-	259	29	17	9	13	24	36	26	33	24	15	47	41	
	13%	14%	-	20%	-	16%	-	13%	14%	12%	17%	13%	9%	18%	15%	16%	11%	8%	15%	14%	
		100%b	-	100% d	-	100% f	-	82%	9%	5%	3%	4%	8%	11% i q	8% q	11% i q	8%	5%	15% q	13%	
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	207	207	-	207	-	207	-	176	17	9	5	12	22	19	10	34	11	10	24	35	
	9%	10%	-	13%	-	11%	-	9%	8%	6%	8%	12%	8%	10%	6%	16%	5%	5%	7%	12%	
		100%b	-	100% d	-	100% f	-	85%	8%	4%	2%	6% q	10%	9%	5%	16% l n p q r	6%	5%	11%	17% p q	
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	413	413	-	413	-	413	-	335	42	23	12	20	40	33	41	21	38	25	59	58	
	17%	19%	-	26%	-	21%	-	17%	19%	17%	23%	20%	15%	17%	24%	10%	17%	13%	18%	19%	
		100%b	-	100% d	-	100% f	-	81%	10%	6%	3%	5% c	10%	8%	10% l o q	5%	9%	6%	14% o	14% c	
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	128	128	-	128	-	128	-	109	13	3	2	11	9	14	5	15	10	6	17	21	
	5%	6%	-	8%	-	7%	-	6%	6%	2%	4%	12%	4%	7%	3%	7%	5%	3%	5%	7%	
		100%b	-	100% d	-	100% f	-	85% i	10%	3%	2%	9% l n p q r	7%	11%	4%	12%	8%	5%	13%	17%	
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	315	315	-	315	-	315	-	264	26	14	12	13	30	24	22	33	20	22	36	64	
	13%	15%	-	20%	-	16%	-	13%	12%	10%	21%	13%	12%	12%	13%	16%	9%	11%	11%	21%	
		100%b	-	100% d	-	100% f	-	84%	8%	4%	4% g h i	4%	10%	8%	7%	10%	6%	7%	11%	20% l m n p q r	
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	229	229	-	229	-	229	-	193	18	9	10	8	22	16	11	18	21	21	25	49	
	10%	11%	-	14%	-	12%	-	10%	8%	6%	18%	9%	9%	8%	6%	9%	10%	10%	8%	16%	
		100%b	-	100% d	-	100% f	-	84%	8%	4%	4% g h i	4%	10%	7%	5%	8%	9%	9%	11%	21% l m n o r	

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 62
QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
None of these	49	49	-	27	23	38	11	35	6	7	1	3	5	7	3	1	3	4	6	4
	2%	2%	-	2%	3%	2%	3%	2%	3%	5%	2%	3%	2%	4%	2%	*	2%	2%	2%	1%
		100%	-	54%	46%	77%	23%	70%	13%	15%g	2%	6%	9%	14%	6%	2%	7%	9%	11%	7%
Don't know	17	17	-	6	10	10	7	15	1	*	*	1	3	2	-	3	1	3	1	1
	1%	1%	-	*	1%	1%	1%	1%	*	*	1%	1%	1%	1%	-	2%	*	2%	*	*
		100%	-	39%	61%c	60%	40%e	92%	3%	3%	2%	5%	17%	9%	-	21%	6%	21%	5%	7%
Net: ANY	1024	1024	-	1024	-	990	34	853	88	58	26	39	88	89	79	116	88	80	128	146
	43%	47%	-	64%	-	51%	8%	43%	40%	41%	47%	40%	34%	46%	47%	56%	41%	40%	40%	48%
		100%b	-	100%d	-	97%f	3%	83%	9%	6%	2%	4%	9%	9%h	8%h	11%klpq	9%	8%	13%	14%l
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	896	896	-	896	-	896	-	749	77	49	21	37	79	78	72	96	75	63	118	132
	38%	41%	-	56%	-	46%	-	38%	35%	35%	39%	37%	30%	40%	43%	46%	34%	31%	37%	44%
		100%b	-	100%d	-	100%f	-	84%	9%	5%	2%	4%	9%	9%	8%h	11%lpqr	8%	7%	13%	15%lq
Net: LIVE TV ONLY	128	128	-	128	-	94	34	104	11	9	4	2	9	11	7	19	13	17	11	14
	5%	6%	-	8%	-	5%	8%	5%	5%	7%	8%	2%	4%	6%	4%	9%	6%	9%	3%	5%
		100%b	-	100%d	-	73%	27%e	81%	8%	7%	3%	2%	7%	9%	5%	15%klr	10%	14%lr	8%	11%
All with no smart TV connected to a home broadband service	1294	1082	209	550	744	907	386	1069	123	75	28	55	167	98	88	87	125	112	187	150
	54%	50%	100%	34%	96%	47%	88%	54%	57%	53%	51%	56%	64%	50%	52%	42%	57%	56%	58%	50%
		84%	16%a	42%	58%c	70%	30%e	83%	9%	6%	2%	4%o	13%mnos	8%	7%	7%	10%o	9%o	14%o	12%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 62

QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?

MULTI CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Watch TV live at the time of broadcast	851 36%	152 36%	699 36%	420 42%	364 34%	102 49%	178 25%	623 44%	851 69%	-	851 78%	851 50%	-
		18%	82%	49% df	43% f	12% df	21%	73% df	100% i	-	100% hi	100% i	-
Watch TV or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	663 28%	101 24%	562 29%	333 33%	264 25%	83 40%	118 17%	506 36%	663 54%	-	663 61%	663 39%	-
		15%	85%	50% df	40% f	13% df	18%	76% df	100% i	-	100% hi	100% i	-
Watch free Video On- demand content available as part of your subscription through your TV service provider	315 13%	42 10%	273 14%	191 19%	98 9%	29 14%	26 4%	276 20%	315 26%	-	315 29%	315 78%	-
		13%	87%	61% df	31% f	9% f	8%	88% df	100% i	-	100% hi	100% i	-
Watch paid Video On- demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	207 9%	25 6%	182 9%	126 13%	64 6%	17 8%	23 3%	180 13%	207 17%	-	207 19%	207 12%	-
		12%	88% a	61% df	31% f	8% f	11%	87% df	100% i	-	100% i	100% i	-
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	413 17%	71 17%	342 17%	224 22%	147 14%	44 21%	63 9%	315 22%	413 34%	-	413 38%	413 24%	-
		17%	83%	54% df	36% f	11% df	15%	76% df	100% i	-	100% hi	100% i	-
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	128 5%	15 4%	113 6%	75 7%	44 4%	20 10%	13 2%	109 8%	128 10%	-	128 12%	128 7%	-
		12%	88%	58% df	35% f	16% df	10%	86% df	100% i	-	100% i	100% i	-
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	315 13%	42 10%	273 14%	161 16%	123 12%	40 20%	58 8%	235 17%	315 26%	-	315 29%	315 18%	-
		13%	87% a	51% df	39% f	13% df	18%	75% df	100% i	-	100% i	100% i	-
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	229 10%	22 5%	207 11%	119 12%	92 9%	31 15%	45 6%	172 12%	229 19%	-	229 21%	229 13%	-
		9%	91% a	52% df	40% f	13% df	19%	75% df	100% i	-	100% i	100% i	-

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 62
QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
None of these	49 2%	11 3%	39 2%	33 3%	18 2%	* *	11 2%	37 3%	49 4%	- -	49 5%	49 3%	- -
		22%	78%	66% def	36%	1%	22%	75%	100% l	-	100% l	100% l	-
Don't know	17 1%	5 1%	11 1%	10 1%	3 *	1 1%	1 *	13 1%	17 1%	- -	17 2%	17 1%	- -
		33%	67%	60%	21%	7%	8%	79%	100% l	-	100% l	100% l	-
Net: ANY	1024 43%	187 45%	837 43%	516 51%	412 39%	119 58%	199 28%	753 54%	1024 83%	- -	1024 94%	1024 60%	- -
		18%	82%	50% df	40% f	12% df	19%	74% df	100% l	-	100% hl	100% l	-
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	896 38%	156 37%	740 38%	457 45%	351 33%	107 52%	160 23%	671 48%	896 73%	- -	896 82%	896 52%	- -
		17%	83%	51% df	39% f	12% df	18%	75% df	100% l	-	100% hl	100% l	-
Net: LIVE TV ONLY	128 5%	32 8%	96 5%	59 6%	60 6%	12 6%	39 5%	82 6%	128 10%	- -	128 12%	128 7%	- -
		25% b	75%	46%	47%	9%	30%	64%	100% l	-	100% l	100% l	-
All with no smart TV connected to a home broadband service	1294 54%	216 52%	1077 55%	446 44%	629 59%	86 42%	500 70%	602 43%	138 11%	1085 100%	- -	619 36%	675 100%
		17%	83%	34%	49% ceg	7%	39% cdeg	47%	11% j	84% hj	-	48%	52% k

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

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Table 62

QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Watch TV live at the time of broadcast	851 36%	704 53% 83%	851 78% 100% mopqrstu	380 53% 45%	290 51% 34%	220 49% 26%	135 58% 16% qu	183 58% 21% qu	123 59% 14% qu	851 50% 100%	153 34% 18%	166 35% 19%	78 42% 9%	258 36% 30%	593 36% 70%
Watch TV or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	663 28%	555 42% 84%	663 61% 100% mopqrstu	309 43% 47%	238 42% 36%	194 43% 29%	117 50% 18% mpu	164 52% 25% mopqu	108 52% 16% mopu	663 39% 100%	130 29% 20%	151 32% 23% z	66 35% 10% z	213 30% 32%	450 27% 68%
Watch free Video On-demand content available as part of your subscription through your TV service provider	315 13%	282 21% 90%	315 29% 100% mqu	182 25% 58% mu	143 25% 46% u	106 23% 34% u	68 29% 22% mu	100 32% 32% mqu	56 27% 18% u	315 18% 100%	59 13% 19%	84 18% 27% z	43 23% 14% vyz	111 15% 35%	204 12% 65%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	207 9%	192 14% 93%	207 19% 100% mu	129 18% 62% u	112 20% 54% mu	82 18% 40% u	54 23% 26% mu	77 24% 37% mnou	43 21% 21% mu	207 12% 100%	54 12% 26% z	57 12% 27% z	37 20% 18% vwyz	81 11% 39% z	126 8% 61%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	413 17%	337 25% 82%	413 38% 100% mqtu	236 33% 57% mu	193 34% 47% mu	135 30% 33% u	78 33% 19% mu	134 42% 32% mopqrstu	58 28% 14%	413 24% 100%	74 16% 18%	97 21% 24%	47 25% 11% vz	131 18% 32%	282 17% 68%
Watch TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	128 5%	114 9% 89%	128 12% 100% mu	91 13% 72% mu	77 13% 60% mu	53 12% 41% u	45 19% 35% mnouqu	58 18% 45% mnouqu	31 15% 24% mu	128 7% 100%	42 9% 33% z	51 11% 40% z	30 16% 23% vyz	64 9% 50% z	64 4% 50%
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	315 13%	266 20% 84%	315 29% 100% mpu	183 25% 58% mu	130 23% 41% u	125 28% 40% mu	69 30% 22% mu	115 36% 36% mnopqu	68 33% 22% mpu	315 18% 100%	64 14% 20%	80 17% 25% z	39 21% 12% z	112 16% 35% z	203 12% 65%
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	229 10%	187 14% 82%	229 21% 100% mu	130 18% 57% mu	96 17% 42% mu	96 21% 42% mu	58 25% 25% mopu	90 28% 39% mnopqtu	42 20% 18% mu	229 13% 100%	43 10% 19%	50 11% 22%	28 15% 12% z	76 11% 33%	153 9% 67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 62
QA22: Could you please now think about the types of things you have used your Smart TV for on its own in the last 12 months?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
None of these	49	34	49	27	16	13	5	9	7	49	10	10	3	15	35
	2%	3% 68%	5% 100%mu	4% 55%	3% 33%	3% 27%	2% 9%	3% 19%	3% 14%	3% 100%	2% 20%	2% 20%	2% 6%	2% 30%	2% 70%
Don't know	17	12	17	8	4	5	4	5	1	17	1	2	-	3	13
	1%	1% 71%	2% 100%	1% 47%	1% 26%	1% 28%	2% 23%	2% 33%	1% 7%	1% 100%	* 7%	* 14%	- -	* 21%	1% 79%
Net: ANY	1024	844 63%	1024 94%	491 68%	379 67%	292 65%	172 73%	251 79%	155 74%	1024 60%	197 44%	233 50%	111 60%	334 47%	690 41%
	43%	82% 100% mopqrstu		48% mu 37% u		29% 17% mqu		24% mopqu 15% mqu		100% 11% vwyz	19% 23% z		33% z		67%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	896	745 896		446 62%	354 62%	266 59%	155 67%	231 73%	139 67%	896 52%	175 39%	206 44%	99 53%	296 41%	600 36%
	38%	56% 83%	82% 100% mopqrstu	62% 50% mu	62% 39% mu	59% 30% u	67% 17% mu	73% 26% mopqu	67% 15% mu	52% 100%	39% 19%	206 23% z	99 11% vvyz	296 33% z	600 67%
Net: LIVE TV ONLY	128	98	128	45	25	26	16	19	16	128	22	27	12	39	89
	5%	7% 77% p	12% 100% mopqrstu	6% 35%	4% 20%	6% 20%	7% 13%	6% 15%	8% 13%	7% 100% p	5% 17%	6% 21%	7% 10%	5% 30%	5% 70%
All with no smart TV connected to a home broadband service	1294	443	-	192	169	142	53	50	45	619	240	224	72	364	930
	54%	33% 34% norst	- -	27% 15% ns	30% 13% nst	31% 11% nrst	23% 4% n	16% 4% n	22% 3% n	36% 48% noprst	54% 19% x	48% 17%	39% 6%	51% 28% x	56% 72% wxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 63

QA20/QA21/QA22: Summary any on-line or on-demand viewing in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
ANY CONNECTED VIEWING	1980	1098	881	981	998	325	360	365	369	280	280	453	642	433	451	1095	884	709	1270	608	1372	1078	898
	83%	92%	74%	85%	82%	93%	92%	90%	91%	82%	58%	86%	87%	86%	74%	87%	79%	93%	78%	93%	79%	91%	75%
		55%	45%	50%	50%	16% gh	16% gh	16% gh	19% gh	14% h	14%	23% i	32% i	22% i	23%	55% n	45%	36% p	64%	31% r	69%	54% t	45%
HAVE CONNECTED DEVICES, BUT NO CONNECTED VIEWING	210	79	131	89	121	14	20	27	26	32	90	52	52	38	68	104	106	37	173	32	179	88	122
	9%	7%	11%	8%	10%	4%	5%	7%	6%	9%	19%	10%	7%	8%	11%	8%	9%	5%	11%	5%	10%	7%	10%
		38%	62%	42%	58%	7%	10%	13%	12%	15% cd	43% cdef	25%	25%	18%	32% j	49%	51%	18%	82% o	15%	85% q	42%	58% s
										g													
NO CONNECTED DEVICES	194	15	180	90	105	11	10	14	12	31	116	25	41	35	94	65	129	13	181	12	182	21	173
	8%	1%	15%	8%	9%	3%	3%	3%	3%	9%	24%	5%	6%	7%	15%	5%	12%	2%	11%	2%	11%	2%	14%
		7%	93%	46%	54%	6%	5%	7%	6%	16% cdef	60% cdef	13%	21%	18%	48% ijk	34%	66% mn	7%	93% o	6%	94% q	11%	89% s
										g													

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 63

QA20/QA21/QA22: Summary any on-line or on-demand viewing in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
ANY CONNECTED VIEWING	1980	1932	45	1607	372	1945	34	1648	169	115	47	84	208	171	141	165	176	160	267	276
	83%	89% 98%b	22% 2%	100% 81% d	48% 19%	100% 98% f	8% 2%	84% 83% h	78% 9%	81% 6%	86% 2%	86% 4%	79% 11%	87% 9%	83% 7%	80% 8%	81% 9%	80% 8%	83% 13%	92% 14% inopqr
HAVE CONNECTED DEVICES, BUT NO CONNECTED VIEWING	210	198	11	-	210	-	210	165	25	14	7	6	27	19	11	16	27	19	27	12
	9%	9% 94%	5% 5%	- 100% c	27% - 100% e	- - 100% e	48% - 100% e	8% 78% 12%	11% 12%	10% 6%	13% 3%	6% 3%	10% 13% s	10% 9% s	6% 5%	8% 8%	13% 13% s	9% 9% s	9% 13% s	4% 6%
NO CONNECTED DEVICES	194	42	152	-	194	-	194	158	23	12	1	7	27	6	18	26	14	21	27	13
	8%	2% 22%	73% 81% a	- 100% c	25% - 100% c	- - 100% e	44% - 100% e	8% 81% j	11% 12% j	9% 6% j	1% *	7% 4%	10% 14% ms	3% 3%	11% 9% ms	12% 13% ms	6% 7%	11% 11% ms	8% 14% m	4% 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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Table 63

QA20/QA21/QA22: Summary any on-line or on-demand viewing in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
ANY CONNECTED VIEWING	1980	350 83%	1629 83%	893 89%	839 79%	189 92%	505 71%	1272 90%	1193 97%	733 68%	1072 98%	1630 95%	350 52%
	83%	18%	82%	45%df	42%f	10%df	25%	64%df	60%l	37%	54%l	82%l	18%
HAVE CONNECTED DEVICES, BUT NO CONNECTED VIEWING	210	34 8%	177 9%	72 7%	95 9%	15 7%	81 11%	96 7%	27 2%	173 16%	18 2%	79 5%	131 19%
	9%	16%	84%	34%	45%	7%	38%cg	46%	13%	82%hj	9%	38%	62%k
NO CONNECTED DEVICES	194	36 9%	158 8%	38 4%	129 12%	2 1%	126 18%	38 3%	8 1%	178 16%	-	-	194 29%
	8%	19%	81%	20%	66%ceg	1%	65%cddeg	20%	4%j	92%hj	-	-	100%k

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

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Table 63

QA20/QA21/QA22: Summary any on-line or on-demand viewing in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
ANY CONNECTED VIEWING	1980	1270	1072	702	561	443	229	312	205	1630	371	412	166	614	1365
	83%	95%	98%	98%	99%	98%	98%	99%	99%	95%	83%	88%	89%	86%	82%
		64%	54% <i>mu</i>	35% <i>mu</i>	28% <i>mu</i>	22% <i>mu</i>	12%	16% <i>mu</i>	10% <i>mu</i>	82%	19%	21% <i>z</i>	8% <i>z</i>	31% <i>z</i>	69%
HAVE CONNECTED DEVICES, BUT NO CONNECTED VIEWING	210	62	18	16	7	8	5	4	3	79	25	24	6	38	172
	9%	5%	2%	2%	1%	2%	2%	1%	1%	5%	6%	5%	3%	5%	10%
		29% <i>nopqst</i>	9%	8%	4%	4%	2%	2%	1%	38% <i>nopqst</i>	12%	11%	3%	18%	82% <i>vwxyz</i>
NO CONNECTED DEVICES	194	-	-	-	-	-	-	-	-	-	51	34	14	64	130
	8%	-	-	-	-	-	-	-	-	-	11%	7%	8%	9%	8%
		-	-	-	-	-	-	-	-	-	26% <i>wz</i>	17%	7%	33%	67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 64

QA20/QA22 Summary table

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	TV live at the time of broadcast	TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	Net: Catch-up or free on-demand services	Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	Longer videos through websites such as YouTube or Facebook(i.e. longer than 10minutes)	Net: ODO
Unweighted base	2384	2384	2384	2384	2384	2384	2384	2384	2384	2384
Weighted base	2384	2384	2384	2384	2384	2384	2384	2384	2384	2384
Effective base	1956	1956	1956	1956	1956	1956	1956	1956	1956	1956
TV service(s)	1331 56%	1018 43%	573 24%	1111 47%	309 13%	583 24%	192 8%	400 17%	291 12%	1474 62%
Blu-ray player connected to a TV	860 36%	673 28%	323 14%	742 31%	212 9%	427 18%	135 6%	318 13%	235 10%	1225 51%
Digital Media Player	910 38%	754 32%	368 15%	835 35%	235 10%	517 22%	149 6%	362 15%	267 11%	1310 55%
Games console	874 37%	717 30%	341 14%	790 33%	220 9%	472 20%	150 6%	359 15%	261 11%	1267 53%
Desktop/ Laptop computer	1016 43%	931 39%	373 16%	1000 42%	237 10%	552 23%	159 7%	822 34%	586 25%	1671 70%
Tablet computer	903 38%	790 33%	357 15%	867 36%	229 10%	493 21%	153 6%	608 26%	410 17%	1452 61%
Smartphone	894 38%	735 31%	342 14%	809 34%	220 9%	481 20%	148 6%	766 32%	511 21%	1539 65%
Smart TV	851 36%	663 28%	315 13%	726 30%	207 9%	413 17%	128 5%	315 13%	229 10%	1207 51%
Net: Any	1560 65%	1370 57%	673 28%	1471 62%	356 15%	818 34%	248 10%	1111 47%	773 32%	1945 82%

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 65

QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services?
MULTI CODE

Base: All using catch-up or free on-demand services

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1515	912 60%	603 40%	732 48%	783 52%	223 15%	272 18%	277 18%	263 17%	236 16%	244 16%	414 27%	516 34%	300 20%	285 19%	930 61%	585 39%	546 36%	969 64%	476 31%	1039 69%	963 64%	551 36%
Weighted base	1471	864 59%	607 41%	705 48%	766 52%	229 16%	270 18%	264 18%	275 19%	212 14%	220 15%	372 25%	483 33%	322 22%	295 20%	855 58%	617 42%	541 37%	930 63%	463 31%	1009 69%	811 55%	659 45%
Effective base	1242	763	483	595	647	178	226	237	220	205	182	341	424	245	238	765	483	453	789	396	846	830	457
I missed the programme/ film when it was on TV and I use it to catch up	828 56%	502 58%	326 54%	385 55%	444 58%	121 53%	127 47%	133 50%	163 59%	137 64%	148 67%	205 55%	277 57%	173 54%	173 59%	482 56%	346 56%	274 51%	555 60%	225 49%	604 60%	429 53%	399 61%
I want to watch the programme/ film at a time that suits me	649 44%	399 46%	250 41%	308 44%	341 45%	99 43%	111 41%	116 44%	134 49%	91 43%	97 44%	166 45%	209 43%	134 42%	139 47%	376 44%	273 44%	236 44%	413 44%	199 43%	450 45%	355 44%	293 44%
I use it when there is nothing on 'normal' TV that I want to watch	442 30%	327 38%	115 19%	203 29%	239 31%	69 30%	79 29%	87 33%	80 29%	64 30%	64 29%	120 32%	148 31%	95 30%	78 27%	268 31%	174 28%	165 31%	277 30%	135 29%	307 30%	268 33%	174 26%
Just to pass some time/ relax	407 28%	276 32%	131 22%	203 29%	204 27%	86 37%	89 33%	77 29%	78 28%	45 21%	33 15%	81 22%	134 28%	95 29%	97 33%	215 33%	192 25%	150 28%	256 28%	121 26%	285 28%	231 28%	176 27%
There is a good choice of programmes/ films	309 21%	228 26%	81 13%	141 20%	168 22%	50 22%	65 24%	70 27%	54 20%	40 19%	29 13%	76 20%	102 21%	72 22%	60 20%	178 21%	132 21%	123 23%	187 20%	106 23%	204 20%	182 22%	127 19%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	276 19%	176 20%	100 17%	112 16%	164 21%	50 22%	56 21%	53 20%	48 17%	34 16%	34 12%	69 19%	83 17%	67 21%	56 19%	153 18%	123 20%	133 25%	143 15%	109 24%	167 17%	151 19%	125 19%
There are older programmes (such as classic TV shows) or films available that I want to watch	265 18%	203 23%	62 10%	150 21%	115 15%	45 20%	40 15%	56 21%	50 18%	38 18%	36 14%	73 20%	81 17%	59 18%	52 20%	154 18%	111 18%	87 16%	179 19%	72 15%	194 19%	152 19%	113 17%
The programme/ film was recommended to me by someone I know	264 18%	162 19%	103 17%	116 16%	149 19%	47 21%	45 17%	60 23%	52 19%	29 14%	31 14%	68 18%	93 19%	61 19%	42 14%	161 19%	103 17%	105 19%	159 17%	94 20%	171 17%	165 20%	99 15%
I want to watch programmes when I am away from home	231 16%	128 15%	103 17%	109 16%	122 16%	37 16%	48 18%	49 18%	39 14%	20 9%	20 9%	70 19%	80 17%	41 13%	40 14%	150 18%	81 13%	98 18%	133 14%	78 17%	153 15%	157 19%	74 11%
I thought I had recorded it	181 12%	140 16%	41 7%	79 11%	102 13%	23 10%	40 15%	37 14%	18 7%	29 14%	34 15%	44 12%	57 12%	50 16%	29 10%	101 12%	80 13%	72 13%	109 12%	64 14%	117 11%	99 12%	82 12%
It didn't record properly/ cut the end of the programme	152 10%	113 13%	39 6%	65 9%	87 11%	22 9%	25 9%	32 12%	24 9%	26 12%	23 10%	40 11%	50 10%	38 12%	24 8%	90 11%	61 10%	62 12%	89 10%	56 12%	96 10%	85 11%	66 10%
Other reasons	39 3%	11 1%	28 5%	20 3%	19 2%	9 4%	6 2%	5 2%	6 2%	8 4%	5 2%	10 3%	11 2%	10 3%	8 3%	21 2%	18 3%	16 3%	22 2%	14 3%	25 2%	16 2%	23 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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 65

QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services?
MULTI CODE

Base: All using catch-up or free on-demand services

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1515	1506 99%	9 1%	1515 100%	-	1515 100%	-	1038 69%	161 11%	162 11%	154 10%	59 4%	125 8%	106 7%	90 6%	118 8%	91 6%	98 6%	179 12%	172 11%
Weighted base	1471	1461 99%	10** 1%**	1471 100%	**	1471 100%	**	1229 84%	124 8%	83 6%	35 2%	69* 5%*	151 10%	128* 9%*	108* 7%*	133 9%	124* 8%*	127* 9%*	199 13%	190 13%
Effective base	1242	1235	7	1242	-	1242	-	954	152	147	116	55	114	97	84	109	84	89	166	161
I missed the programme/ film when it was on TV and I use it to catch up	828 56%	826 57%	3 27%	828 56%	-	828 56%	-	693 56%	73 59%	44 53%	18 53%	36 52%	80 53%	60 47%	73 67%	74 56%	72 58%	80 62%	122 62%	96 51%
I want to watch the programme/ film at a time that suits me	649 44%	645 44%	4 39%	649 44%	-	649 44%	-	540 44%	57 46%	36 44%	16 45%	25 36%	70 47%	60 47%	45 42%	51 38%	54 44%	48 37%	95 48%	91 48%
I use it when there is nothing on 'normal' TV that I want to watch	442 30%	439 30%	3 29%	442 30%	-	442 30%	-	362 29%	38 30%	29 35%	13 37%	25 37%	58 38%	24 19%	28 26%	38 28%	39 32%	32 25%	60 30%	58 31%
Just to pass some time/ relax	407 28%	404 28%	3 32%	407 28%	-	407 28%	-	328 27%	44 35%	19 22%	17 48%	21 31%	45 30%	33 25%	26 24%	28 21%	28 23%	31 25%	52 26%	62 32%
There is a good choice of programmes/ films	309 21%	306 21%	3 30%	309 21%	-	309 21%	-	254 21%	28 22%	16 19%	11 32%	18 26%	37 24%	26 20%	24 22%	24 18%	21 17%	17 13%	48 24%	39 21%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	276 19%	276 19%	-	276 19%	-	276 19%	-	240 87%h	13 10%	18 21%	6 16%	11 17%	33 22%	18 14%	19 18%	26 20%	33 26%	20 16%	46 23%	34 18%
There are older programmes (such as classic TV shows) or films available that I want to watch	265 18%	262 18%	3 30%	265 18%	-	265 18%	-	225 85%	25 9%	11 4%	4 2%	16 6%	33 12%	16 6%	17 6%	28 10%	19 7%	26 10%	38 14%	33 12%
The programme/ film was recommended to me by someone I know	264 18%	262 18%	3 26%	264 18%	-	264 18%	-	222 84%	20 8%	13 5%	9 26%	17 24%	31 20%	24 19%	19 18%	26 20%	24 19%	16 12%	27 14%	38 20%
I want to watch programmes when I am away from home	231 16%	230 16%	2 16%	231 16%	-	231 16%	-	190 15%	20 16%	12 14%	9 25%	9 13%	21 14%	20 15%	14 13%	19 15%	9 8%	17 13%	33 17%	47 25%
I thought I had recorded it	181 12%	180 12%	1 10%	181 12%	-	181 12%	-	150 83%	15 8%	12 7%	4 2%	11 6%	18 10%	24 18%	10 6%	21 12%	13 7%	15 8%	17 9%	22 12%
It didn't record properly/ cut the beginning/ cut the end of the programme	152 10%	152 10%	-	152 10%	-	152 10%	-	129 85%	11 8%	8 10%	3 8%	9 6%	10 7%	14 9%	8 5%	14 9%	12 8%	13 9%	24 16%	25 16%
Other reasons	39 3%	39 3%	-	39 3%	-	39 3%	-	33 86%	2 4%	4 5%	-	2 5%	5 12%	1 3%	5 13%	2 5%	2 5%	7 17%	3 8%	7 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
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 65

QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services?
MULTI CODE

Base: All using catch-up or free on-demand services

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1515	307 20%	1208 80%	749 49%	622 41%	168 11%	321 21%	1066 70%	1034 68%	462 30%	961 63%	1385 91%	130 9%
Weighted base	1471	262 18%	1209 82%	700 48%	602 41%	156 11%	315 21%	1031 70%	994 68%	455 31%	922 63%	1336 91%	135 9%
Effective base	1242	234	1009	608	511	131	264	873	860	366	798	1132	110
I missed the programme/ film when it was on TV and I use it to catch up	828 56%	145 55% 18%	683 57% 82%	374 53% 45%	370 61% 45% c	105 67% 13% c	178 56% 21%	584 57% 70%	568 57% 69%	250 55% 30%	519 56% 63%	753 56% 91%	76 56% 9%
I want to watch the programme/ film at a time that suits me	649 44%	108 41% 17%	541 45% 83%	323 46% 50%	279 42% 43%	65 42% 10%	142 45% 22%	456 44% 70%	441 44% 68%	199 44% 31%	400 43% 62%	592 44% 91%	57 42% 9%
I use it when there is nothing on 'normal' TV that I want to watch	442 30%	79 30% 18%	362 30% 82%	220 31% 50% f	184 31% 42%	57 37% 13% f	78 25% 18%	325 31% 73% f	291 29% 66%	144 32% 33%	261 28% 59%	410 31% 93%	32 24% 7%
Just to pass some time/ relax	407 28%	83 32% 21%	323 27% 79%	197 28% 49%	167 28% 41%	38 24% 9%	91 29% 22%	276 27% 68%	263 26% 65%	137 30% 34%	240 26% 59%	361 27% 89%	46 34% 11%
There is a good choice of programmes/ films	309 21%	59 23% 19%	250 21% 81%	156 22% 50%	126 21% 41%	34 22% 11%	61 19% 20%	222 22% 72%	209 21% 68%	95 21% 31%	186 20% 60%	275 21% 89%	34 25% 11%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	276 19%	54 21% 20%	222 18% 80%	154 22% 56% f	115 19% 42% f	42 27% 15% d	42 13% 15%	213 21% 77% f	186 19% 67%	89 20% 32%	175 19% 63%	266 20% 96% i	10 7% 4%
There are older programmes (such as classic TV shows) or films available that I want to watch	265 18%	48 18% 18%	217 18% 82%	113 16% 43%	117 19% 44%	45 29% 17% c	56 18% 21%	192 19% 72%	179 18% 67%	84 18% 32%	160 17% 60%	239 18% 90%	27 20% 10%
The programme/ film was recommended to me by someone I know	264 18%	49 19% 19%	215 18% 81%	133 19% 50%	91 15% 34%	37 24% 14% d	46 14% 17%	195 19% 74%	177 18% 67%	80 18% 30%	165 18% 62%	243 18% 92%	21 16% 8%
I want to watch programmes when I am away from home	231 16%	37 14% 16%	194 16% 84%	122 17% 53% f	90 15% 39%	38 24% 16% d	37 12% 16%	180 17% 78% f	168 17% 73%	61 13% 26%	154 17% 66%	222 17% 96% i	9 7% 4%
I thought I had recorded it	181 12%	39 15% 22%	142 12% 78%	106 15% 59% f	79 13% 44% f	27 17% 15% f	24 7% 13%	148 14% 82% f	124 12% 69%	56 12% 31%	117 13% 65%	165 12% 91%	15 11% 9%
It didn't record properly/ cut the end beginning/ cut the end of the programme	152 10%	37 14% 24% b	115 10% 76%	93 13% 61% f	70 12% 46%	23 15% 15% f	26 8% 17%	111 11% 74%	106 11% 70%	45 10% 30%	97 11% 64%	146 11% 96% i	6 4% 4%
Other reasons	39 3%	4 2% 10%	35 3% 90%	16 2% 42%	19 3% 48%	6 4% 15%	11 4% 29%	26 3% 68%	29 3% 74%	9 2% 24%	27 3% 69%	36 3% 93%	3 2% 7%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 65

QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services?
MULTI CODE

Base: All using catch-up or free on-demand services

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1515	1132 75%	961 63%	585 39%	537 35%	372 25%	207 14%	286 19%	177 12%	1385 91%	278 18%	334 22%	129 9%	472 31%	1043 69%
Weighted base	1471	1096 74%	922 63%	584 40%	502 34%	361 25%	201 14%	282 19%	177 12%	1336 91%	280 19%	328 22%	133 9%	470 32%	1001 68%
Effective base	1242	928	798	484	435	311	174	241	156	1132	233	278	114	397	845
I missed the programme/ film when it was on TV and I use it to catch up	828 56%	623 57%	519 56%	304 52%	262 52%	187 52%	99 49%	148 52%	84 47%	753 56%	165 59%	185 57%	74 55%	280 59%	549 55%
		75% t	63% t	37%	32%	23%	12%	18%	10%	91% t	20%	22%	9%	34%	66%
I want to watch the programme/ film at a time that suits me	649 44%	475 43%	400 43%	251 43%	234 47%	140 39%	91 45%	115 41%	82 46%	592 44%	124 44%	148 45%	50 38%	212 45%	438 44%
		73%	62%	39%	36% q	22%	14%	18%	13%	91%	19%	23%	8%	33%	67%
I use it when there is nothing on 'normal' TV that I want to watch	442 30%	336 31%	261 28%	193 33%	170 34%	120 33%	72 36%	97 34%	52 29%	410 31%	102 36%	130 40%	43 33%	173 37%	269 27%
		76%	59%	44%	39% n	27%	16% n	22%	12%	93%	23% z	29% z	10%	39% z	61%
Just to pass some time/ relax	407 28%	293 27%	240 26%	184 31%	162 32%	104 29%	66 33%	91 32%	45 25%	361 27%	84 30%	103 31%	31 23%	138 29%	269 27%
		72%	59%	45% n	40% mnu	25%	16%	22%	11%	89%	21%	25%	8%	34%	66%
There is a good choice of programmes/ films	309 21%	224 20%	186 20%	147 25%	130 26%	101 28%	51 25%	70 25%	38 22%	275 21%	67 24%	81 25%	34 26%	110 23%	200 20%
		73%	60%	47% mnu	42% mnu	33% mnu	16%	23%	12%	89%	22%	26%	11%	35%	65%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	276 19%	223 20%	175 19%	131 22%	111 22%	77 21%	50 25%	66 23%	40 22%	266 20%	64 23%	79 24%	32 24%	109 23%	167 17%
		81%	63%	47%	40%	28%	18%	24%	14%	96%	23% z	28% z	12%	39% z	61%
There are older programmes (such as classic TV shows) or films available that I want to watch	265 18%	206 19%	160 17%	111 19%	111 22%	70 19%	46 23%	61 22%	35 20%	239 18%	62 22%	94 29%	33 25%	115 24%	150 15%
		77%	60%	42%	42% n	26%	17%	23%	13%	90%	23% z	36% z	12% z	43% z	57%
The programme/ film was recommended to me by someone I know	264 18%	215 20%	165 18%	125 21%	95 19%	71 20%	48 24%	58 20%	41 23%	243 18%	56 20%	69 21%	22 17%	90 19%	174 17%
		81%	62%	47%	36%	27%	18%	22%	15%	92%	21%	26%	8%	34%	66%
I want to watch programmes when I am away from home	231 16%	191 17%	154 17%	112 19%	102 20%	60 17%	56 28%	70 25%	40 23%	222 17%	37 13%	51 15%	26 20%	70 15%	161 16%
		83%	66%	48%	44%	26%	24% mnpq	30% mnqu	17%	96%	16%	22%	11%	30%	70%
I thought I had recorded it	181 12%	147 13%	117 13%	83 14%	77 15%	56 15%	43 21%	57 20%	26 15%	165 12%	45 16%	51 15%	26 20%	70 15%	111 11%
		81%	65%	46%	43%	31%	24% mnou	31% mnou	14%	91%	25% z	28%	15% z	39%	61%
It didn't record properly/ cut the beginning/ cut the end of the programme	152 10%	130 12%	97 11%	68 12%	51 10%	34 9%	30 15%	33 12%	29 16%	146 11%	35 13%	46 14%	19 14%	62 13%	90 9%
		86%	64%	45%	34%	22%	20%	22%	19% nq	96%	23%	30% z	12%	41% z	59%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 65

Absolutes/col percents/row percents 4 Mar 2019

QA23: You said that you use broadcaster catch-up and/or free video on-demand services. What would you say are the reasons that you use these broadcaster catch-up and on-demand TV services?
MULTI CODE

Base: All using catch-up or free on-demand services

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1471	1096 74%	922 63%	584 40%	502 34%	361 25%	201 14%	282 19%	177 12%	1336 91%	280 19%	328 22%	133 9%	470 32%	1001 68%
Other reasons	39 3%	31 79%	27 69%	14 37%	14 36%	6 16%	4 11%	8 22%	2 5%	36 93%	10 25%	8 20%	2 6%	12 30%	27 70%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 66

QA24: And what would you say is the main reason? SINGLE CODE

Base: All using catch-up or free on-demand services

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1515	912 60%	603 40%	732 48%	783 52%	223 15%	272 18%	277 18%	263 17%	236 16%	244 16%	414 27%	516 34%	300 20%	285 19%	930 61%	585 39%	546 36%	969 64%	476 31%	1039 69%	963 64%	551 36%
Weighted base	1471	864 59%	607 41%	705 48%	766 52%	229 16%	270 18%	264 18%	275 19%	212 14%	220 15%	372 25%	483 33%	322 22%	295 20%	855 58%	617 42%	541 37%	930 63%	463 31%	1009 69%	811 55%	659 45%
Effective base	1242	763	483	595	647	178	226	237	220	205	182	341	424	245	238	765	483	453	789	396	846	830	457
I missed the programme/ film when it was on TV and I use it to catch up	474 32%	259 30%	216 36%	224 32%	251 33%	72 31%	66 24%	74 28%	85 31%	84 40%	94 43%	118 32%	155 32%	102 32%	100 34%	272 32%	202 33%	154 29%	320 34%	130 28%	344 34%	241 30%	233 35%
I want to watch the programme/ film at a time that suits me	344 23%	191 22%	154 25%	160 23%	184 24%	51 22%	60 22%	59 22%	78 28%	46 22%	51 13%	96 26%	110 23%	69 21%	70 24%	206 24%	139 40%	122 36%	222 24%	104 30%	240 24%	190 55%	154 23%
Just to pass some time/ relax	127 9%	91 11%	36 6%	71 10%	57 7%	28 12%	31 11%	26 10%	19 7%	15 7%	8 4%	28 22%	46 36%	23 18%	31 24%	74 58%	54 42%	52 41%	76 59%	39 30%	89 70%	73 58%	54 42%
I use it when there is nothing on 'normal' TV that I want to watch	126 9%	88 10%	38 6%	61 9%	65 9%	15 7%	26 10%	19 7%	27 10%	18 9%	20 15%	30 24%	44 35%	28 22%	24 19%	74 59%	52 41%	43 34%	83 66%	39 31%	87 69%	71 56%	55 44%
There is a good choice of programmes/ films	68 5%	50 6%	18 3%	27 4%	41 5%	11 5%	21 8%	20 8%	9 3%	6 3%	1 1%	17 5%	23 5%	19 6%	9 3%	40 5%	28 5%	39 7%	29 3%	35 8%	33 3%	44 5%	24 4%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	66 4%	35 4%	31 5%	25 4%	41 5%	8 3%	14 5%	14 5%	13 5%	7 3%	10 4%	14 4%	20 4%	13 4%	19 6%	34 4%	32 5%	28 5%	37 4%	25 5%	41 4%	29 4%	36 6%
I want to watch programmes when I am away from home	52 4%	24 3%	29 5%	21 3%	32 4%	8 4%	14 5%	8 3%	11 4%	6 3%	5 2%	16 4%	21 3%	11 2%	5 2%	36 4%	16 3%	26 5%	27 3%	22 5%	31 3%	37 5%	15 2%
There are older programmes (such as classic TV shows) or films available that I want to watch	46 3%	28 3%	18 3%	29 4%	16 2%	12 5%	7 2%	7 3%	6 2%	5 2%	10 2%	9 19%	10 22%	15 5%	12 26%	19 42%	27 58%	14 30%	32 70%	11 24%	34 76%	25 55%	21 45%
The programme/ film was recommended to me by someone I know	46 3%	25 3%	20 3%	24 3%	22 3%	9 20%	11 23%	15 33%	3 7%	5 10%	2 5%	18 39%	15 34%	9 19%	4 8%	33 73%	12 27%	19 42%	26 58%	19 42%	26 58%	35 76%	10 22%
I thought I had recorded it	39 3%	32 4%	7 1%	17 2%	21 3%	5 13%	8 21%	7 18%	8 20%	6 15%	5 14%	8 22%	14 35%	11 29%	5 14%	22 57%	16 43%	16 42%	22 58%	15 38%	24 62%	23 59%	16 41%
It didn't record properly/ cut the end of the programme	22 2%	18 2%	4 1%	11 2%	11 1%	2 8%	5 22%	4 18%	4 16%	6 28%	2 8%	5 23%	11 47%	7 30%	-	16 70%	7 30%	9 39%	14 61%	8 35%	14 65%	14 64%	8 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

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Table 66

QA24: And what would you say is the main reason?
SINGLE CODE

Base: All using catch-up or free on-demand services

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1471	864 59%	607 41%	705 48%	766 52%	229 16%	270 18%	264 18%	275 19%	212 14%	220 15%	372 25%	483 33%	322 22%	295 20%	855 58%	617 42%	541 37%	930 63%	463 31%	1009 69%	811 55%	659 45%
Other	30 2%	6	24	15	14	7	5	3	5	5	5	8	5	10	6	14	16	11	18	9	20	13	17
		1% 20%	4% 80%	2% 51%	2% 49%	3% 25%	2% 17%	1% 9%	2% 17%	2% 15%	2% 16%	2% 28%	1% 17%	3% 35%	2% 19%	2% 46%	3% 54%	2% 38%	2% 62%	2% 31%	2% 69%	2% 44%	3% 56%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 66

QA24: And what would you say is the main reason? SINGLE CODE

Base: All using catch-up or free on-demand services

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1515	1506 99%	9 1%	1515 100%	-	1515 100%	-	1038 69%	161 11%	162 11%	154 10%	59 4%	125 8%	106 7%	90 6%	118 8%	91 6%	98 6%	179 12%	172 11%
Weighted base	1471	1461 99%	10** 1%**	1471 100%	**	1471 100%	**	1229 84%	124 8%	83 6%	35 2%	69* 5%*	151 10%	128* 9%*	108* 7%*	133 9%	124* 8%*	127* 9%*	199 13%	190 13%
Effective base	1242	1235	7	1242	-	1242	-	954	152	147	116	55	114	97	84	109	84	89	166	161
I missed the programme/ film when it was on TV and I use it to catch up	474 32% 100%	472 32% 100%	2 19% *	474 32% 100%	-	474 32% 100%	-	401 33% 85%	37 30% 8%	28 34% 6%	8 22% 2%	19 28% 4%	41 27% 9%	32 25% 7%	48 45% 10% lmrs	41 31% 9%	57 46% 12% klmor	48 37% 10%	62 31% 13%	53 28% 11%
I want to watch the programme/ film at a time that suits me	344 23% 99%	342 23% 99%	2 22% 1%	344 23% 100%	-	344 23% 100%	-	288 23% 83%	35 28% 10%	13 16% 4%	9 26% 3%	11 16% 3%	34 22% 10%	44 35% 13% klp	24 22% 7%	23 17% 7%	20 16% 6%	32 25% 9%	51 26% 15%	48 25% 14%
Just to pass some time/ relax	127 9%	125 9% 98%	2 19% 2%	127 9% 100%	-	127 9% 100%	-	105 9% 83%	13 11% 11%	6 7% 4%	3 9% 2%	9 13% 7%	14 9% 11%	12 9% 9%	13 12% 10%	8 6% 7%	7 5% 5%	10 8% 8%	17 9% 13%	15 8% 12%
I use it when there is nothing on 'normal' TV that I want to watch	126 9%	124 8% 98%	2 20% 2%	126 9% 100%	-	126 9% 100%	-	96 8% 76%	14 11% 2%	12 14% 9%	5 14% 4%	8 11% 6%	16 11% 13%	9 7% 5%	7 6% 5%	14 11% 11%	9 8% 7%	6 5% 5%	16 8% 13%	11 6% 9%
There is a good choice of programmes/ films	68 5%	68 5% 100%	- - -	68 5% 100%	-	68 5% 100%	-	57 5% 83%	6 5% 9%	3 4% 4%	3 8% 4%	5 7% 7%	4 2% 5%	4 3% 5%	4 4% 6%	8 6% 12%	6 5% 9%	3 2% 4%	10 5% 15%	14 7% 20%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	66 4%	66 5% 100%	- - -	66 4% 100%	-	66 4% 100%	-	60 5% 91%	2 2% 3%	2 3% 4%	1 3% 2%	3 5% 5%	12 8% 18%	3 2% 5%	4 4% 6%	8 6% 12%	5 4% 7%	5 4% 8%	14 7% 22%	6 3% 9%
I want to watch programmes when I am away from home	52 4%	51 4% 98%	1 10% 2%	52 4% 100%	-	52 4% 100%	-	45 4% 86%	2 2% 4%	3 4% 6%	2 6% 4%	- - -	6 4% 12%	5 4% 10%	- - -	9 7% 17% knp	- - -	2 2% 4%	5 2% 9%	17 9% 33% knpqr
There are older programmes (such as classic TV shows) or films available that I want to watch	46 3%	45 3% 98%	1 10% 2%	46 3% 100%	-	46 3% 100%	-	39 3% 86%	5 4% 10%	1 1% 3%	1 2% 2%	4 5% 8%	6 4% 13%	3 3% 7%	2 2% 4%	4 3% 8%	1 1% 2%	6 5% 13%	10 5% 21%	4 2% 8%
The programme/ film was recommended to me by someone I know	46 3%	46 3% 100%	- - -	46 3% 100%	-	46 3% 100%	-	39 3% 86%	2 1% 4%	3 4% 7%	2 5% 4%	2 3% 5%	4 9% 9%	5 4% 11%	1 2% 2%	7 5% 15%	6 5% 14%	1 1% 2%	4 2% 9%	8 4% 18%
I thought I had recorded it	39 3%	39 3% 100%	- - -	39 3% 100%	-	39 3% 100%	-	30 2% 78%	4 4% 11%	3 4% 8%	1 2% 2%	5 7% 13% nr	4 3% 11%	4 3% 11%	1 1% 3%	3 2% 7%	3 2% 7%	5 4% 12%	1 1% 3%	4 2% 10%
It didn't record properly/ cut the end of the programme	22 2%	22 2% 100%	- - -	22 2% 100%	-	22 2% 100%	-	19 2% 83%	2 2% 10%	1 1% 5%	* 1% 2%	1 1% 4%	2 1% 9%	2 1% 8%	- - -	3 2% 12%	5 4% 20%	2 1% 8%	2 1% 9%	3 1% 12%

Proportions/Mean: Columns Tested (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 66

QA24: And what would you say is the main reason?
SINGLE CODE

Base: All using catch-up or free on-demand services

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	1471	1461 99%	10** 1%**	1471 100%	..** ..**	1471 100%	..** ..**	1229 84%	124 8%	83 6%	35 2%	69* 5%*	151 10%	128* 9%*	108* 7%*	133 9%	124* 8%*	127* 9%*	199 13%	190 13%
Other	30 2%	30 2%	- -	30 2%	- -	30 2%	- -	25 2%	2 1%	3 4%	- -	1 1%	5 3%	- -	2 2%	2 1%	2 1%	7 5%	2 1%	5 2%
		100%	-	100%	-	100%	-	83%	5%	11%	-	3%	15%	-	8%	6%	6%	23% mr	6%	16%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 66

QA24: And what would you say is the main reason? SINGLE CODE

Base: All using catch-up or free on-demand services

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1515	307	1208	749	622	168	321	1066	1034	462	961	1385	130
		20%	80%	49%	41%	11%	21%	70%	68%	30%	63%	91%	9%
Weighted base	1471	262	1209	700	602	156	315	1031	994	455	922	1336	135
		18%	82%	48%	41%	11%	21%	70%	68%	31%	63%	91%	9%
Effective base	1242	234	1009	608	511	131	264	873	860	366	798	1132	110
I missed the programme/ film when it was on TV and I use it to catch up	474 32%	78 30% 17%	396 33% 83%	204 29% 43%	215 36% 45% c	57 37% 12%	109 34% 23%	331 32% 70%	322 32% 68%	147 32% 31%	300 33% 63%	422 32% 89%	52 39% 11%
I want to watch the programme/ film at a time that suits me	344 23%	55 21% 16%	290 24% 84%	163 23% 47% e	144 24% 42% e	23 15% 7%	82 26% 24% e	225 22% 65%	229 23% 66%	109 24% 32%	209 23% 61%	316 24% 92%	28 21% 8%
Just to pass some time/ relax	127 9%	28 11% 22%	99 8% 78%	61 9% 48% e	50 8% 39% e	4 2% 3%	31 10% 24% e	83 8% 65% e	85 9% 67%	39 9% 31%	80 9% 63%	106 8% 83%	22 16% 17% k
I use it when there is nothing on 'normal' TV that I want to watch	126 9%	19 7% 15%	107 9% 85%	57 8% 45%	48 8% 38%	19 12% 15%	23 7% 18%	91 9% 72%	77 8% 61%	45 10% 36%	71 8% 57%	118 9% 94%	8 6% 6%
There is a good choice of programmes/ films	68 5%	7 3% 11%	61 5% 89%	42 6% 61% d	17 3% 26%	9 6% 13%	11 4% 17%	52 5% 76%	52 5% 76%	16 3% 23%	47 5% 69%	61 5% 90%	7 5% 10%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	66 4%	20 8% 31% b	45 4% 69%	39 6% 60%	23 4% 35%	7 4% 11%	10 3% 15%	49 5% 75%	45 5% 69%	19 4% 29%	43 5% 65%	62 5% 95%	3 3% 5%
I want to watch programmes when I am away from home	52 4%	7 3% 14%	45 4% 86%	28 4% 53%	16 3% 31%	5 3% 9%	9 3% 18%	43 4% 82%	38 4% 72%	14 3% 28%	32 3% 61%	50 4% 96%	2 2% 4%
There are older programmes (such as classic TV shows) or films available that I want to watch	46 3%	8 3% 18%	37 3% 82%	13 2% 28%	22 4% 49% c	11 7% 23% cg	12 4% 26%	33 3% 73%	28 3% 62%	17 4% 38%	24 3% 52%	41 3% 89%	5 4% 11%
The programme/ film was recommended to me by someone I know	46 3%	15 6% 32% b	31 3% 68%	27 4% 60%	12 2% 27%	7 5% 16%	6 2% 13%	32 3% 70%	33 3% 73%	12 3% 27%	33 4% 73%	45 3% 99%	* * 1%
I thought I had recorded it	39 3%	9 4% 24%	29 2% 76%	22 3% 57% f	17 3% 43%	5 3% 14%	3 1% 7%	36 3% 93% f	23 2% 61%	15 3% 39%	22 2% 58%	37 3% 95%	2 1% 5%
It didn't record properly/ cut the beginning/ cut the end of the programme	22 2%	8 3% 36% b	14 1% 64%	15 2% 65%	12 2% 52%	4 3% 19%	3 1% 16%	15 1% 66%	16 2% 71%	7 1% 29%	16 2% 70%	20 2% 91%	2 2% 9%
Other	30 2%	3 1% 11%	26 2% 89%	14 2% 46%	12 2% 42%	3 2% 10%	9 3% 31%	20 2% 66%	22 2% 75%	7 1% 22%	21 2% 71%	28 2% 93%	2 2% 7%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 66

**QA24: And what would you say is the main reason?
SINGLE CODE**

Base: All using catch-up or free on-demand services

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1515	1132 75%	961 63%	585 39%	537 35%	372 25%	207 14%	286 19%	177 12%	1385 91%	278 18%	334 22%	129 9%	472 31%	1043 69%
Weighted base	1471	1096 74%	922 63%	584 40%	502 34%	361 25%	201 14%	282 19%	177 12%	1336 91%	280 19%	328 22%	133 9%	470 32%	1001 68%
Effective base	1242	928	798	484	435	311	174	241	156	1132	233	278	114	397	845
I missed the programme/ film when it was on TV and I use it to catch up	474 32%	355 32%	300 33%	157 27%	123 25%	105 29%	41 20%	67 24%	41 23%	422 32%	99 35%	88 27%	40 30%	153 33%	321 32%
		75%oprst	63%oprst	33%	26%	22%r	9%	14%	9%	89%prst	21%w	18%	8%	32%	68%
I want to watch the programme/ film at a time that suits me	344 23%	250 23%	209 23%	131 22%	115 23%	68 19%	49 24%	59 21%	44 25%	316 24%	53 19%	74 23%	24 18%	108 23%	236 24%
		73%	61%	38%	34%	20%	14%	17%	13%	92%	16%	22%	7%	31%	69%
Just to pass some time/ relax	127 9%	87 8%	80 9%	61 11%	53 11%	41 11%	23 12%	37 13%	17 10%	106 8%	22 8%	26 8%	5 4%	34 7%	94 9%
		68%	63%	48%	42%	32%	18%	29%mmu	14%	83%	17%	21%	4%	26%	74%x
I use it when there is nothing on 'normal' TV that I want to watch	126 9%	93 9%	71 8%	52 9%	48 10%	30 8%	21 10%	25 9%	13 7%	118 9%	34 12%	38 12%	10 8%	47 10%	79 8%
		74%	57%	42%	38%	23%	16%	20%	10%	94%	27%z	30%	8%	37%	63%
There is a good choice of programmes/ films	68 5%	49 4%	47 5%	42 7%	29 6%	30 8%	12 6%	19 7%	15 9%	61 5%	16 6%	19 6%	12 9%	23 5%	45 5%
		72%	69%	61%mu	42%	44%mmu	17%	28%	22%mu	90%	23%	28%	17%z	33%	67%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	66 4%	48 4%	43 5%	27 5%	23 5%	14 4%	9 4%	13 5%	12 7%	62 5%	13 5%	19 6%	6 4%	26 5%	40 4%
		73%	65%	40%	35%	21%	14%	20%	18%	95%	20%	29%	9%	39%	61%
I want to watch programmes when I am away from home	52 4%	47 4%	32 3%	20 3%	21 4%	13 4%	7 4%	8 3%	12 7%	50 4%	5 2%	13 4%	12 9%	15 3%	37 4%
		91%	61%	38%	41%	25%	14%	15%	23%	96%	10%	25%	22%vyz	29%	71%
There are older programmes (such as classic TV shows) or films available that I want to watch	46 3%	35 3%	24 3%	18 3%	20 4%	10 3%	8 4%	13 5%	4 2%	41 3%	11 4%	17 5%	9 7%	20 4%	26 3%
		76%	52%	40%	44%	23%	18%	29%	9%	89%	23%	37%z	21%z	43%	57%
The programme/ film was recommended to me by someone I know	46 3%	43 4%	33 4%	25 4%	21 4%	19 5%	12 6%	11 4%	9 5%	45 3%	10 4%	10 3%	6 4%	13 3%	32 3%
		94%	73%	55%	46%	42%	27%	25%	20%	99%	22%	22%	13%	29%	71%
I thought I had recorded it	39 3%	28 3%	22 2%	20 3%	18 4%	15 4%	8 4%	14 5%	2 1%	37 5%	7 3%	13 4%	8 6%	17 4%	22 2%
		73%	58%	51%	47%	39%	22%	36%t	5%	95%	18%	35%	20%z	43%	57%
It didn't record properly/ cut the beginning/ cut the end of the programme	22 2%	17 2%	16 2%	12 2%	10 2%	6 2%	4 2%	5 2%	3 2%	20 2%	4 1%	4 1%	1 1%	6 1%	16 2%
		78%	70%	53%	46%	25%	18%	20%	16%	91%	19%	18%	5%	28%	72%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 66

QA24: And what would you say is the main reason?
SINGLE CODE

Base: All using catch-up or free on-demand services

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through								Harm and offence on TV (seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1471	1096 74%	922 63%	584 40%	502 34%	361 25%	201 14%	282 19%	177 12%	1336 91%	280 19%	328 22%	133 9%	470 32%	1001 68%
Other	30 2%	22 75%	21 71%	11 36%	12 42%	4 13%	3 11%	6 19%	1 3%	28 93%	4 15%	3 12%	1 4%	7 22%	23 78%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 67

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

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Improved	477 21%	284 24% 59%	194 17% 41%	222 20% 46%	256 22% 54%	91 27% 19%^{fgh}	88 24% 18%^{gh}	113 29% 24%^{fgh}	77 19% 16%^h	49 15% 10%	59 12% 12%	125 24% 26%ⁱ	153 22% 32%^j	115 23% 24%^k	85 14% 18%	278 23% 58%ⁿ	199 18% 49%^p	235 31% 51%	242 15% 51%	212 33% 45%^r	265 16% 55%	298 26% 62%^t	179 16% 38%
Got worse	532 23%	252 22% 47%	279 24% 53%	271 24% 51%	261 22% 49%	63 19% 12%	56 15% 11%	72 18% 13%	85 21% 16%	98 29% 19%^{cdef}	157 33% 30%^{cdef}	123 24% 23%	142 20% 27%	109 22% 20%	158 26% 30%^j	265 22% 50%	266 24% 50%	122 16% 23%	409 26% 77%^o	96 15% 18%	436 26% 82%^q	233 20% 44%	296 26% 56%^s
Stayed about the same	1242 54%	594 51% 48%	647 56% 52%	614 54% 49%	627 53% 51%	166 50% 13%	205 56% 17%	201 51% 16%	226 57% 18%	183 54% 15%	260 54% 21%	256 50% 21%	390 55% 31%	253 51% 20%	342 57% 28%^l	646 53% 52%	595 55% 48%	370 49% 30%	871 56% 70%^o	315 49% 25%	926 55% 75%^q	604 52% 49%	638 55% 51%
Don't know	62 3%	31 3% 50%	31 3% 50%	24 2% 38%	38 3% 62%	12 3% 19%^h	18 5% 30%^{eh}	8 2% 13%	11 3% 18%^h	9 3% 14%	4 1% 6%	13 2% 20%	19 3% 31%	20 4% 32%	11 2% 17%	32 3% 51%	30 3% 49%	22 3% 35%	40 3% 65%	19 3% 30%	43 3% 70%	25 2% 40%	37 3% 60%

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

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Table 67

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

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Improved	477 21%	457 22%	21 10%	395 25%	82 11%	433 23%	45 11%	407 21%	33 16%	28 21%	9 17%	22 23%	47 18%	37 19%	39 24%	37 18%	33 16%	23 12%	65 21%	105 36%
		96%b	4%	83% d	17%	91% f	9%	85%	7%	6%	2%	5% q	10%	8%	8% q	8%	7%	5%	14% q	22% klmnopqr
Got worse	532 23%	470 22%	61 31%	327 21%	204 28%	406 21%	126 30%	432 23%	50 24%	39 28%	11 21%	19 20%	60 23%	40 21%	44 27%	59 29%	42 20%	61 31%	60 20%	46 16%
		88%	11% a	62%	38% c	76%	24% e	81%	9%	7%	2%	4%	11% s	8%	8% s	11% rs	8%	11% prs	11%	9%
Stayed about the same	1242 54%	1127 53%	114 57%	828 52%	414 57%	1004 53%	238 56%	1024 53%	120 58%	65 48%	33 60%	51 54%	148 58%	104 55%	75 46%	103 51%	135 63%	106 54%	170 56%	131 45%
		91%	9%	67%	33%	81%	19%	82%	10% i	5%	3% l	4%	12% ns	8% s	6%	8%	11% nos	9%	14% s	11%
Don't know	62 3%	58 3%	3 2%	35 2%	27 4%	50 3%	12 3%	51 3%	5 2%	5 3%	1 2%	2 3%	3 1%	8 4%	5 3%	3 2%	3 1%	7 3%	9 3%	11 4%
		93%	5%	57%	43%	80%	20%	83%	8%	8%	2%	4%	5%	13%	9%	5%	5%	11%	14%	18%

Proportions/Mean: Columns Tested (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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Table 67

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

SINGLE CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Improved	477	96	381	255	171	45	89	361	331	147	305	421	57
	21%	23%	20%	25%	16%	22%	13%	26%	27%	14%	28%	25%	9%
		20%	80%	53%df	36%	9%df	19%	76%df	69%df	31%	64%df	88%df	12%
Got worse	532	103	429	202	271	56	191	277	253	278	224	365	167
	23%	25%	23%	20%	26%	27%	27%	20%	21%	26%	21%	21%	28%
		19%	81%	38%	51%cg	11%cg	36%cg	52%	48%	52%hj	42%	69%	31%k
Stayed about the same	1242	202	1040	530	588	100	407	739	616	626	538	877	365
	54%	49%	55%	53%	55%	48%	57%	53%	50%	58%	49%	51%	60%
		16%	84%a	43%	47%	8%	33%e	60%	50%	50%hj	43%	71%	29%k
Don't know	62	14	48	18	31	5	25	28	28	34	23	47	15
	3%	3%	3%	2%	3%	3%	4%	2%	2%	3%	2%	3%	3%
		23%	77%	28%	50%	9%	40%c	45%	46%	54%	37%	75%	25%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 67

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

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Improved	477	354	305	216	165	156	79	109	98	421	80	125	71	160	317
	21%	27% 74%	28% 64%	30% 45%u	29% 35%	34% 33%mn	34% 17%mu	47% 23%mn	25% 20%mnopqrsu	88%	18% 17%	27% 26%vz	38% 15%vwyz	22% 34%	20% 66%
Got worse	532	266	224	139	122	98	43	58	33	365	167	151	49	236	296
	23%	20% 50%	21% 42%	19% 26%	21% 23%	22% 18%	19% 8%	18% 11%	16% 6%	21% 69%	37% 31%xz	32% 28%z	27% 9%z	33% 44%z	19% 56%
Stayed about the same	1242	682	538	347	267	192	110	143	73	877	198	188	61	312	929
	54%	51% 55%qt	49% 43%qt	48% 28%t	47% 22%t	43% 15%	47% 9%t	45% 11%t	35% 6%	51% 71%qt	44% 16%x	40% 15%	33% 5%	44% 25%x	58% 75%vwxyz
Don't know	62	30	23	16	15	5	2	6	5	47	3	6	4	8	54
	3%	2% 48%	2% 37%	2% 26%	3% 24%	1% 9%	1% 3%	2% 10%	2% 8%	3% 75%	1% 4%	1% 10%	2% 7%	1% 14%	3% 86%vwy

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 68

QB2: In what ways do you think that television programmes have improved over the past year?
Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. PROBE FULLY: What else?
MULTI CODE

Base: Those with any TV sets who feel that television programmes have improved over the past year

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	489	310 63%	179 37%	232 47%	257 53%	88 18%	94 19%	122 25%	70 14%	56 11%	59 12%	139 28%	160 33%	110 22%	80 16%	299 61%	190 39%	240 49%	249 51%	219 45%	270 55%	343 70%	146 30%
Weighted base	477	284 59%	194 41%	222 46%	256 54%	91* 19%*	88* 18%*	113 24%	77* 16%*	49* 10%*	59* 12%*	125 26%	153 32%	115* 24%*	85* 18%*	278 58%	199 42%	235 49%	242 51%	212 45%	265 55%	298 62%	179 38%
Effective base	411	261	152	193	218	72	79	110	59	49	45	119	133	93	68	251	161	208	203	191	220	303	123
Improved quality	266 56%	178 63% 67%	88 46% 33%	141 63% 53% b	125 49% 47%	48 53% 18%	47 53% 18%	75 66% 28% h	47 62% 18%	25 50% 9%	25 42% 9%	68 54% 26%	91 59% 34%	57 50% 22%	49 58% 19%	159 57% 60%	107 54% 40%	140 59% 53%	126 52% 47%	125 59% 47%	141 53% 53%	184 62% 69% t	82 46% 31%
Wider range/ type of programmes	255 53%	169 60% 66%	86 44% 34%	109 49% 43%	145 57% 57%	46 50% 18%	40 46% 16%	70 62% 28% dg	43 42% 17%	21 59% 8%	35 14% 14%	71 57% 28%	80 52% 31%	54 47% 21%	51 60% 20%	150 54% 59%	104 52% 41%	121 51% 47%	134 55% 53%	110 52% 43%	145 55% 57%	163 55% 64%	91 51% 36%
More/ better dramas	242 51%	153 54% 63%	89 46% 37%	111 50% 46%	131 51% 54%	32 35% 13%	42 48% 17%	64 56% 26% c	39 51% 16%	30 61% 13% c	35 60% 15% c	72 58% 28%	67 44% 24%	59 52% 24%	43 51% 18%	140 50% 58%	102 51% 42%	120 51% 49%	122 50% 51%	112 53% 46%	130 49% 54%	148 50% 61%	94 52% 39%
More interesting/ entertaining	223 47%	147 52% 66%	76 39% 34%	96 43% 43%	127 50% 57%	43 47% 19%	47 53% 21%	50 44% 22%	36 48% 16%	17 35% 8%	30 51% 13%	57 45% 25%	65 43% 29%	53 46% 24%	48 56% 21%	122 44% 55%	101 51% 45%	107 45% 48%	116 48% 52%	95 45% 43%	128 48% 57%	128 43% 57%	95 53% 43%
More/ better films	112 23%	80 28% 71%	33 17% 29%	57 26% 51%	55 21% 49%	24 26% 21% h	24 27% 22% h	33 29% 30% h	18 23% 16% h	9 17% 8%	5 8% 4%	34 27% 30%	34 22% 31%	24 21% 22%	20 23% 18%	68 24% 61%	44 22% 39%	65 27% 58%	47 20% 42%	59 28% 53%	53 20% 47%	74 25% 66%	38 21% 34%
More up to date	72 15%	59 21% 83%	13 6% 17%	31 14% 44%	40 16% 56%	13 14% 18%	13 15% 19%	16 14% 22%	9 12% 12%	7 14% 10%	14 23% 19%	20 16% 27%	15 10% 21%	17 15% 24%	20 23% 27% h	35 13% 49%	37 18% 51%	30 13% 42%	42 17% 58%	26 12% 36%	46 17% 64%	40 14% 56%	31 17% 44%
Better actors	60 13%	49 17% 82%	11 6% 18%	35 16% 58%	25 10% 42%	11 12% 18%	16 18% 26%	18 16% 29%	6 8% 10%	4 9% 7%	5 9% 9%	19 15% 32%	13 9% 22%	15 13% 25%	12 15% 21%	33 12% 54%	28 14% 46%	33 14% 54%	27 11% 46%	29 13% 48%	32 12% 52%	40 14% 67%	20 11% 33%
More content aimed at specific groups (children, young people, ethnic minorities etc.)	56 12%	45 16% 80%	11 6% 20%	23 11% 42%	33 13% 58%	11 12% 20%	11 12% 19%	21 19% 38% fg	6 8% 10%	3 5% 5%	5 8% 8%	14 12% 26%	17 11% 30%	13 11% 23%	11 14% 20%	31 11% 56%	24 12% 44%	31 13% 56%	24 10% 44%	29 13% 51%	27 10% 49%	35 12% 63%	21 12% 37%
Other ways	13 3%	1 * 8%	12 6% 92%	10 4% 75%	3 1% 25%	- - -	2 2% 12%	- - -	4 5% 32% e	7 15% 56% ccdeh	- - -	2 2% 15%	3 2% 19%	4 4% 34%	4 5% 31%	4 2% 34%	8 4% 66%	2 1% 18%	11 4% 82% o	1 * 8%	12 4% 92% q	7 2% 56%	6 3% 44%
Don't know	4 1%	4 2% 100%	- - -	1 * 20%	4 1% 80%	4 5% 100% e	- - -	- - -	- - -	- - -	- - -	- - -	2 2% 55%	1 1% 25%	1 1% 20%	2 1% 55%	2 1% 45%	3 1% 59%	2 1% 41%	1 1% 25%	3 1% 75%	2 1% 66%	2 1% 34%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 68

QB2: In what ways do you think that television programmes have improved over the past year?
Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. PROBE FULLY: What else?
MULTI CODE

Base: Those with any TV sets who feel that television programmes have improved over the past year

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	489	474 97%	15 3%	406 83%	83 17%	447 91%	42 9%	353 72%	42 9%	53 11%	41 8%	17 3%	40 8%	32 7%	32 7%	31 6%	26 5%	17 3%	58 12%	100 20%
Weighted base	477	457 96%	21** 4%**	395 83%	82* 17%*	433 91%	45* 9%*	407 85%	33* 7%*	28* 6%*	9* 2%*	22** 5%**	47* 10%*	37** 8%**	39** 8%**	37** 8%**	33** 7%**	23** 5%**	65* 14%*	105* 22%*
Effective base	411	400	13	342	69	377	34	326	40	48	39	16	37	30	30	29	24	15	54	94
Improved quality	266 56%	258 57%	8 37%	231 58%	35 42%	252 58%	14 32%	232 57%	18 53%	12 42%	4 46%	10 46%	31 66%	19 53%	20 52%	25 66%	14 45%	15 60%	32 49%	67 64%
		97%	3%	87% d	13%	95% f	5%	87%	7%	4%	2%	4%	12%	7%	8%	9%	6%	5%	12%	25%
Wider range/ type of programmes	255 53%	245 54%	10 48%	211 53%	44 53%	234 54%	21 47%	213 52%	18 56%	17 60%	7 73%	7 31%	23 50%	17 46%	18 45%	26 70%	17 51%	6 26%	42 64%	57 55%
		96%	4%	83%	17%	92%	8%	84%	7%	7%	3% e	3%	9%	7%	7%	10%	7%	2%	16%	23%
More/ better dramas	242 51%	234 51%	7 36%	202 51%	40 49%	226 52%	16 35%	206 50%	17 51%	16 56%	4 39%	7 33%	27 57%	15 42%	17 44%	15 40%	19 56%	9 39%	40 61%	57 55%
		97%	3%	83%	17%	94%	6%	85%	7%	6%	1%	3%	11%	6%	7%	6%	8%	4%	16%	24%
More interesting/ entertaining	223 47%	209 46%	14 68%	184 47%	39 47%	201 47%	22 48%	188 46%	13 40%	17 61%	5 56%	10 48%	14 30%	18 48%	20 51%	16 44%	20 60%	6 27%	32 49%	51 49%
		94%	6%	83%	17%	90%	10%	84%	6%	8% g	2%	5%	6%	8%	9%	7%	9%	3%	14%	23% h
More/ better films	112 23%	111 24%	1 4%	98 25%	14 17%	106 25%	6 13%	93 23%	9 28%	9 31%	1 10%	1 6%	6 12%	10 26%	9 22%	7 20%	12 37%	7 30%	8 13%	33 32%
		99%	1%	88%	12%	95%	5%	83%	8%	8% j	1%	1%	5%	9%	8%	7%	11%	6%	7%	30% l
More up to date	72 15%	72 16%	- -	59 15%	13 16%	66 15%	6 13%	62 15%	3 9%	5 18%	2 22%	6 28%	10 21%	2 6%	11 27%	9 25%	5 14%	1 4%	5 8%	13 12%
		100%	-	82%	18%	92%	8%	86%	4%	7%	3%	8%	14%	3%	15%	13%	6%	1%	8%	18%
Better actors	60 13%	59 13%	1 6%	55 14%	6 7%	59 14%	1 3%	54 13%	3 10%	3 10%	* 5%	2 9%	5 11%	3 8%	6 16%	9 24%	2 7%	- -	5 8%	21 20%
		98%	2%	91%	9%	98%	2%	89%	5%	4%	1%	3%	8%	5%	10%	15%	4%	- -	9% -	35%
More content aimed at specific groups (children, young people, ethnic minorities etc.)	56 12%	56 12%	- -	51 13%	5 7%	53 12%	3 6%	49 12%	4 11%	3 11%	* 4%	6 27%	4 9%	3 8%	6 15%	4 9%	2 7%	1 4%	6 9%	17 17%
		100%	-	90%	10%	95%	5%	87%	6%	6%	1%	10%	7%	5%	11%	6%	4%	2%	10%	31%
Other ways	13 3%	13 3%	- -	13 3%	* -	9 2%	4 9%	12 3%	1 3%	- -	* 3%	- -	- -	- -	1 3%	2 4%	1 3%	3 13%	3 5%	1 1%
		100%	-	98%	2%	68%	32% ke	90%	8%	-	2%	-	-	-	10%	12%	7%	23%	26%	11%
Don't know	4 1%	4 1%	- -	2 *	3 3%	2 *	3 6%	4 1%	- -	- -	- -	- -	2 3%	1 3%	- -	- -	- -	- -	- -	2 45%
		100%	-	41%	59% c	41%	59% e	100%	-	-	-	-	34%	21%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (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 68

Absolutes/col percents/row percents 4 Mar 2019

QB2: In what ways do you think that television programmes have improved over the past year?
Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. PROBE FULLY: What else?
MULTI CODE

Base: Those with any TV sets who feel that television programmes have improved over the past year

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	489	102	387	273	178	52	84	376	342	147	318	436	53
		21%	79%	56%	36%	11%	17%	77%	70%	30%	65%	89%	11%
Weighted base	477	96*	381	255	171	45*	89*	361	331	147	305	421	57*
		20%*	80%	53%	36%	9%*	19%*	76%	69%	31%	64%	88%	12%*
Effective base	411	80	331	230	147	44	72	314	292	120	271	367	45
Improved quality	266	48	218	147	95	34	45	206	189	77	177	245	20
	56%	50%	57%	58%	55%	76%	50%	57%	57%	53%	58%	58%	36%
		18%	82%	55%	36%	13%cdfg	17%	78%	71%	29%	66%	92%l	8%
Wider range/ type of programmes	255	48	207	125	103	25	48	190	178	76	162	223	31
	53%	50%	54%	49%	60%	55%	54%	53%	54%	52%	53%	53%	55%
		19%	81%	49%	40% c	10%	19%	75%	70%	30%	63%	88%	12%
More/ better dramas	242	45	197	118	87	25	49	177	169	73	157	211	31
	51%	47%	52%	46%	51%	56%	55%	49%	51%	50%	51%	50%	55%
		19%	81%	49%	36%	10%	20%	73%	70%	30%	65%	87%	13%
More interesting/ entertaining	223	38	185	117	82	24	39	172	148	75	134	197	26
	47%	40%	48%	46%	48%	52%	44%	48%	45%	51%	44%	47%	45%
		17%	83%	53%	37%	11%	18%	77%	66%	34%	60%	88%	12%
More/ better films	112	16	97	64	49	20	17	84	84	28	81	108	4
	23%	16%	25%	25%	28%	44%	20%	23%	25%	19%	27%	26%	7%
		14%	86%	57%	43%	17% c fg	16%	75%	75%	25%	73%	96% l	4%
More up to date	72	12	60	30	27	14	12	54	54	17	46	66	5
	15%	13%	16%	12%	16%	30%	14%	15%	16%	12%	15%	16%	9%
		17%	83%	41%	38%	19% cdfg	17%	75%	76%	24%	65%	93%	7%
Better actors	60	9	51	29	19	15	8	49	45	15	42	55	5
	13%	9%	13%	11%	11%	34%	9%	14%	13%	11%	14%	13%	10%
		15%	85%	49%	32%	25% cdfg	13%	82%	74%	26%	70%	91%	9%
More content aimed at specific groups (children, young people, ethnic minorities etc.)	56	14	42	28	23	8	9	39	42	14	41	53	3
	12%	14%	11%	11%	13%	18%	11%	11%	13%	9%	14%	13%	5%
		24%	76%	50%	40%	14%	17%	69%	75%	25%	74%	95%	5%
Other ways	13	2	11	4	3	4	2	11	10	2	10	13	*
	3%	2%	3%	2%	2%	10%	2%	3%	3%	2%	3%	3%	1%
		12%	88%	35%	24%	35% cdfg	12%	85%	81%	19%	81%	98%	2%
Don't know	4	1	3	2	2	-	1	2	4	-	4	4	-
	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	-
		25%	75%	45%	46%	-	21%	54%	100%	-	100%	100%	-

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 68

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

Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. PROBE FULLY: What else?

MULTI CODE

Base: Those with any TV sets who feel that television programmes have improved over the past year

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	489	369 75%	318 65%	228 47%	176 36%	160 33%	83 17%	121 25%	99 20%	436 89%	84 17%	130 27%	71 15%	167 34%	322 66%
Weighted base	477	354 74%	305 64%	216 45%	165 35%	156 33%	79* 17%*	109 23%	98* 20%*	421 88%	80* 17%*	125 26%	71* 15%*	160 34%	317 66%
Effective base	411	311	271	193	146	136	71	101	89	367	71	110	63	141	270
Improved quality	266 56%	215 61% 81%	177 58% 66%	138 64% 52%	110 67% 41%	92 59% 35%	53 68% 20%	73 67% 28%	67 69% 25%	245 58% 92%	56 70% 21% z	78 62% 29%	45 63% 17%	100 63% 38% z	166 52% 62%
Wider range/ type of programmes	255 53%	189 53% 74%	162 53% 63%	121 56% 47%	92 56% 36%	87 55% 34%	44 55% 17%	56 52% 22%	62 53% 24%	223 88%	43 54% 17%	68 54% 27%	31 43% 12%	83 52% 33%	171 54% 67%
More/ better dramas	242 51%	183 52% 76%	157 51% 65%	99 46% 41%	81 49% 33%	78 50% 32%	44 56% 18%	51 47% 21%	53 54% 22%	211 50% 87%	37 46% 15%	60 48% 25%	32 44% 13%	81 51% 34%	161 51% 66%
More interesting/ entertaining	223 47%	165 47% 74%	134 44% 60%	97 45% 44%	77 47% 35%	65 42% 29%	36 46% 16%	50 46% 23%	44 45% 20%	197 47% 88%	37 46% 17%	63 51% 28%	35 49% 16%	78 48% 35%	145 46% 65%
More/ better films	112 23%	87 24% 77%	81 27% 73%	58 27% 51%	54 33% 48%	44 28% 40%	27 35% 24%	28 26% 25%	33 34% 29%	108 26% 96%	19 24% 17%	41 33% 36% z	21 30% 19%	46 29% 41%	66 21% 59%
More up to date	72 15%	52 15% 73%	46 15% 65%	34 16% 47%	29 18% 40%	30 19% 42%	13 16% 18%	17 15% 24%	15 16% 20%	66 16% 93%	11 14% 15%	23 19% 33%	6 8% 8%	27 17% 38%	44 14% 62%
Better actors	60 13%	50 14% 82%	42 14% 70%	32 15% 54%	31 19% 52%	30 19% 50%	13 16% 21%	19 17% 31%	17 18% 28%	55 13% 91%	15 19% 25%	21 17% 35%	14 19% 23%	25 15% 41%	36 11% 59%
More content aimed at specific groups (children, young people, ethnic minorities etc.)	56 12%	41 12% 74%	41 14% 74%	29 14% 52%	22 13% 39%	25 16% 44%	14 18% 25%	17 15% 30%	14 14% 25%	53 13% 95%	13 16% 23%	23 19% 41% z	10 13% 17%	28 18% 50% z	28 9% 50%
Other ways	13 3%	8 2% 59%	10 3% 81%	4 2% 30%	4 2% 29%	3 2% 22%	1 2% 11%	2 2% 19%	2 2% 14%	13 3% 98%	- - -	1 1% 8%	1 2% 11%	3 2% 20%	10 3% 80%
Don't know	4 1%	4 1% 100%	4 1% 100%	1 1% 25%	1 1% 21%	2 2% 55%	3 3% 59%	3 3% 75%	1 1% 20%	4 1% 100%	- - -	- - -	- - -	- - -	4 1% 100%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 69

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

Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?

MULTI CODE

Base: Those with any TV sets who feel that television programmes have got worse over the past year

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	540	269 50%	271 50%	268 50%	272 50%	69 13%	57 11%	77 14%	77 14%	107 20%	153 28%	133 25%	154 29%	98 18%	155 29%	287 53%	253 47%	124 23%	416 77%	103 19%	437 81%	276 51%	262 49%
Weighted base	532	252 47%	279 53%	271 51%	261 49%	63* 12%*	56* 11%*	72* 13%*	85* 16%*	98* 19%*	157 30%	123 23%	142 27%	109* 20%*	158 30%	265 50%	266 50%	122 23%	409 77%	96* 18%*	436 82%	233 44%	296 56%
Effective base	436	227	212	215	221	52	49	65	65	93	116	104	124	81	129	228	209	100	336	83	354	239	210
More repeats	311 59%	152 60%	159 57%	152 56%	159 61%	23 36%	33 59%	39 55%	54 64%	64 65%	98 62%	69 56%	85 59%	59 54%	99 63%	153 58%	158 59%	69 56%	243 59%	57 60%	254 58%	132 57%	177 60%
		49%	51%	49%	51%	7%	11% c	13% c	17% c	20% c	32% c	22%	27%	19%	32%	49%	51%	22%	78%	18%	82%	42%	57%
General lack of quality	253 48%	151 60%	102 37%	141 52%	111 43%	31 49%	31 55%	34 47%	45 53%	53 53%	60 38%	63 51%	67 47%	54 50%	69 44%	130 49%	123 46%	55 45%	197 48%	43 44%	210 48%	126 54%	127 43%
		60%	40%	56% b	44%	12%	12%	13%	18%	21% h	24%	25%	26%	21%	27%	51%	49%	22%	78%	17%	83%	50% t	50%
Too many reality shows	251 47%	164 65%	88 31%	127 47%	124 48%	23 37%	29 51%	29 41%	50 59%	53 54%	67 43%	62 50%	69 49%	55 51%	65 41%	131 49%	121 45%	48 39%	204 50%	38 40%	213 49%	115 50%	134 45%
		65%	35%	51%	49%	9%	11%	12%	20% ceh	21% c	27%	25%	28%	22%	26%	52%	48%	19%	81%	15%	85%	46%	53%
Lack of variety	250 47%	148 59%	102 36%	116 43%	134 51%	25 40%	34 61%	42 58%	44 51%	63 42%	82 40%	61 49%	72 51%	48 44%	69 44%	133 50%	117 44%	64 52%	186 45%	51 53%	198 46%	125 54%	122 41%
		59%	41%	46%	54%	10%	14% cgh	17% gh	17%	25%	24%	24%	29%	19%	28%	53%	47%	26%	74%	21%	79%	50% t	49%
More bad language	110 21%	65 26%	44 16%	57 21%	53 20%	7 11%	9 17%	10 13%	20 24%	21 21%	43 28%	34 28%	30 21%	27 25%	19 12%	63 24%	46 17%	16 13%	94 23%	12 12%	98 22%	40 17%	68 23%
		60%	40%	52%	46%	6%	9%	9%	16%	19%	40% ce	31% l	27%	25% l	17%	58%	42%	14%	66% c	11%	89% cd	36%	62%
More violence	95 18%	49 19%	46 16%	38 14%	57 22%	4 6%	10 18%	7 10%	18 21%	19 19%	37 23%	21 17%	24 17%	23 21%	26 17%	45 19%	49 19%	16 13%	78 19%	12 13%	83 19%	35 15%	57 19%
		52%	48%	40%	60% a	4%	11%	8%	19% c	20% c	39% ce	22%	26%	25%	28%	48%	52%	17%	83%	13%	87%	37%	61%
More sex/ content with sexual connotations/ sexually explicit content	76 14%	53 21%	23 8%	29 11%	46 18%	12 18%	8 15%	7 10%	14 17%	9 9%	26 16%	24 19%	18 13%	14 12%	20 13%	42 16%	34 13%	20 17%	55 13%	14 14%	62 14%	28 12%	46 15%
		70%	30%	39%	61% a	15%	11%	9%	19%	12%	34%	31%	24%	18%	27%	55%	45%	27%	73%	18%	82%	37%	60%
More antisocial behaviour	65 12%	47 19%	18 6%	35 13%	30 11%	5 8%	10 18%	5 7%	10 12%	18 18%	16 10%	14 12%	18 13%	16 15%	16 10%	33 12%	32 12%	11 9%	53 13%	9 9%	56 13%	28 12%	35 12%
		73%	27%	54%	46%	8%	15%	8%	15%	27%	25%	22%	28%	25%	24%	51%	49%	17%	83%	14%	86%	43%	54%
More nakedness/ naked bodies/ body parts	37 7%	32 13%	4 2%	14 5%	23 9%	8 12%	6 12%	5 7%	10 12%	4 4%	4 2%	8 6%	14 10%	8 8%	7 4%	22 8%	15 6%	16 13%	21 5%	12 13%	25 6%	18 8%	17 6%
		88%	12%	38%	62%	21% h	18% h	13%	28% gh	10%	11%	20%	39%	22%	18%	59%	41%	43% p	57%	33% lr	67%	50%	45%
Invasion of privacy/ not respecting people's privacy	32 6%	23 9%	10 4%	15 5%	18 7%	3 4%	5 9%	2 2%	6 8%	9 9%	8 5%	4 3%	13 9%	5 5%	10 6%	17 6%	16 6%	6 5%	26 6%	4 4%	29 7%	12 5%	20 7%
		70%	30%	46%	54%	8%	15%	5%	20%	26%	25%	12%	40%	17%	31%	52%	48%	20%	80%	12%	88%	38%	62%
Religion – Discriminatory treatment or portrayal of people based on religion	21 4%	18 7%	3 1%	11 4%	10 4%	8 12%	6 11%	1 1%	2 3%	3 3%	1 3%	4 21%	8 5%	6 6%	3 2%	12 5%	9 3%	7 6%	14 3%	3 3%	18 4%	7 3%	12 4%
		86%	14%	52%	48%	37% efgh	30% eh	4%	11%	14%	3%	21%	37%	29%	13%	58%	42%	34%	66%	14%	86%	33%	58%
Age – Discriminatory treatment or portrayal of people based on age	18 3%	13 5%	5 2%	9 4%	9 3%	2 4%	3 6%	-	4 5%	3 3%	6 4%	6 5%	5 3%	6 5%	2 1%	11 4%	8 3%	9 7%	9 2%	6 7%	12 3%	3 1%	13 5%
		72%	28%	52%	48%	13%	19% e	-	22%	15%	31%	34%	25%	30%	11%	59%	41%	48% q	52%	35%	65%	17%	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
* small base

Prepared by BDRC Continental
Fieldwork: February – December 2018
BDRC/Job number (23179)

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 69

Absolutes/col percents/row percents 4 Mar 2019

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

Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?

MULTI CODE

Base: Those with any TV sets who feel that television programmes have got worse over the past year

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	532	252 47%	279 53%	271 51%	261 49%	63* 12%*	56* 11%*	72* 13%*	85* 16%*	98* 19%*	157 30%	123 23%	142 27%	109* 20%*	158 30%	265 50%	266 50%	122 23%	409 77%	96* 18%*	436 82%	233 44%	296 56%
Race – Discriminatory treatment or portrayal of people based on race	16 3%	12 5%	4 2%	8 3%	8 3%	5 7%	5 8%	- -	5 6%	2 2%	1 *	3 2%	8 6%	3 3%	2 1%	11 4%	6 2%	7 6%	9 2%	4 4%	13 3%	8 3%	7 2%
		74%	26%	48%	52%	25% eh	28% eh	-	29% h	10%	4%	16%	49%	21%	13%	66%	34%	43%	57%	22%	78%	47%	42%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	14 3%	11 4%	3 1%	9 3%	5 2%	2 3%	4 6%	1 2%	1 1%	3 3%	4 3%	4 3%	6 4%	4 3%	1 1%	10 4%	5 2%	3 2%	11 3%	* *	14 3%	6 3%	8 3%
		79%	21%	63%	37%	12%	25%	8%	5%	19%	31%	28%	40%	25%	6%	68%	32%	20%	80%	3%	97%	43%	57%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	14 3%	7 3%	7 2%	7 3%	7 3%	1 1%	3 6%	1 2%	1 1%	4 4%	4 2%	2 1%	6 4%	3 2%	4 2%	8 3%	6 2%	3 2%	11 3%	* *	13 3%	3 1%	11 4%
		51%	49%	52%	48%	7%	25%	8%	6%	27%	27%	12%	42%	19%	26%	55%	45%	21%	79%	3%	97%	21%	79%
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	10 2%	8 3%	2 1%	5 2%	5 2%	3 4%	3 6%	- -	1 1%	3 3%	1 *	2 1%	4 3%	4 3%	1 1%	6 2%	5 2%	3 2%	7 2%	* *	10 2%	3 1%	6 2%
		82%	18%	46%	54%	26%	34% eh	-	7%	27%	7%	16%	39%	35%	9%	56%	44%	28%	72%	4%	96%	26%	56%
Disability – Discriminatory treatment or portrayal of people based on disability	6 1%	3 1%	3 1%	3 1%	3 1%	* 4%	3 5%	- -	1 1%	2 2%	1 *	2 1%	3 2%	1 1%	* *	5 2%	1 *	2 2%	4 1%	* *	6 1%	1 *	5 2%
		51%	49%	51%	49%	4%	44% h	-	12%	28%	12%	28%	56%	12%	4%	84%	16%	33%	67%	7%	93%	12%	88%
Other ways	51 10%	14 6%	36 13%	37 14%	14 5%	3 4%	7 13%	7 10%	7 8%	9 9%	18 11%	11 9%	12 8%	10 9%	18 11%	23 9%	28 11%	14 12%	37 9%	11 11%	40 9%	18 8%	31 11%
		28%	72%	73% b	27%	5%	14%	14%	14%	18%	35%	22%	23%	20%	35%	45%	55%	28%	72%	21%	79%	36%	62%
Don't know	3 1%	3 1%	-	-	3 1%	-	3 5%	-	-	-	-	-	-	2 2%	1 *	-	3 1%	2 2%	1 *	2 2%	1 *	2 1%	1 *
		100%	-	-	100%	-	100% gh	-	-	-	-	-	-	73%	27%	-	100%	68%	32%	68% hr	32%	68%	32%

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

* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 69

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

Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?

MULTI CODE

Base: Those with any TV sets who feel that television programmes have got worse over the past year

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	540	489 91%	50 9%	350 65%	190 35%	426 79%	114 21%	357 66%	64 12%	69 13%	50 9%	16 3%	48 9%	32 6%	35 6%	52 10%	32 6%	45 8%	53 10%	44 8%
Weighted base	532	470 88%	61* 11%*	327 62%	204 38%	406 76%	126* 24%*	432 81%	50* 9%*	39* 7%*	11* 2%*	19** 4%**	60* 11%*	40** 8%**	44* 8%*	59* 11%*	42** 8%**	61* 11%*	60* 11%*	46* 9%*
Effective base	436	395	42	284	154	347	91	321	60	63	47	15	42	29	32	47	29	41	48	41
More repeats	311 59%	279 90%	32 10%	192 62%	119 38%	234 75%	77 25%	248 80%	29 9%	27 9%	7 2%	14 4%	32 10%	28 6%	26 8%	39 7%	23 66%	45 73%	38 63%	24 52%
General lack of quality	253 48%	234 50% 93%b	18 30% 7%	168 51% 66%	85 42% 34%	212 52% 84% 16%	41 32% 16%	203 47% 80%	26 53% 10%	16 41% 6%	8 67% 3% 9%	9 45% 3%	24 40% 10%	22 54% 9%	19 44% 8%	24 41% 10%	24 57% 9%	28 46% 11%	26 42% 10%	27 60% 11%
Too many reality shows	251 47%	239 51% 95%b	12 20% 5%	162 50% 65%	89 44% 35%	214 53% 85% 15%	37 30% 15%	205 48% 82%	27 53% 11%	15 40% 6%	4 35% 2%	9 45% 3%	31 52% 13% d	13 32% 5%	22 50% 9%	26 44% 10%	28 67% 11%	18 30% 7%	32 52% 13% q	26 57% 10% q
Lack of variety	250 47%	221 47% 88%	28 46% 11%	160 49% 64%	89 44% 36%	195 48% 78%	55 43% 22%	199 46% 80%	24 48% 9%	20 51% 8%	7 64% 3% g	12 61% 5%	21 36% 9%	17 41% 7%	17 38% 13%	32 54% 7%	21 49% 8%	30 49% 12%	21 35% 9%	29 62% 11% l
More bad language	110 21%	104 22% 94%	6 10% 6%	62 19% 56%	48 23% 44%	84 21% 76%	26 20% 24%	96 22% 88% h	5 11% 5%	7 19% 7%	1 6% 1%	4 21% 4%	9 16% 9% o	8 14% 5%	2 19% 8% o	8 3% 2%	9 21% 8%	19 31% 17% o	24 40% 22% l	15 33% 14% o
More violence	95 18%	82 17% 86%	12 20% 13%	47 14% 50%	48 23% 50% c	69 17% 73%	26 20% 27%	78 18% 63% j	7 14% 8%	9 22% 9% j	1 5% 1%	3 17% 4%	12 20% 12%	4 11% 5%	5 11% 5%	5 9% 6%	10 24% 11%	12 20% 13%	19 31% 20% n	8 17% 8% o
More sex/ content with sexual connotations/ sexually explicit content	76 14%	68 14% 89%	7 12% 9%	43 13% 57%	32 16% 43%	58 14% 77%	17 14% 23%	68 16% 90% h	1 3% 2%	4 12% 6% h	2 16% 2% h	4 20% 5%	12 20% 16%	5 12% 6%	7 16% 9%	5 9% 7%	5 12% 6%	10 16% 13%	11 17% 14%	10 22% 13%
More antisocial behaviour	65 12%	57 12% 88%	7 11% 10%	40 12% 62%	24 12% 38%	53 13% 81%	12 10% 19%	54 12% 83%	5 11% 8%	5 13% 8%	1 7% 1%	3 16% 5%	5 8% 8%	4 10% 6%	3 6% 4%	3 6% 5%	10 24% 15%	9 14% 13%	9 14% 13%	9 19% 13%
More nakedness/ naked bodies/ body parts	37 7%	35 7% 96%	1 1% 2%	25 8% 69%	12 6% 31%	33 8% 90%	4 3% 10%	32 7% 87%	1 3% 4%	3 9% 9%	* 1% *	2 12% 6%	3 5% 8%	3 7% 8%	- - -	4 7% 11%	4 9% 10%	2 3% 5%	6 9% 15%	9 20% 25% l
Invasion of privacy/ not respecting people's privacy	32 6%	30 6% 92%	2 3% 6%	17 5% 52%	16 8% 48%	23 6% 71%	9 7% 29%	29 7% 90%	2 3% 5%	2 5% 5%	- - -	3 14% 9%	2 3% 6%	6 15% 18%	2 5% 6%	3 5% 8%	- - -	7 12% 22%	6 9% 17%	1 2% 3%
Religion – Discriminatory treatment or portrayal of people based on religion	21 4%	19 4% 90%	1 2% 5%	12 4% 58%	9 4% 42%	18 5% 89%	2 2% 11%	16 4% 78%	2 4% 8%	2 6% 11%	* 4% 2%	1 7% 6%	3 4% 13%	2 4% 8%	1 2% 5%	3 4% 12%	- - -	2 3% 8%	2 3% 7%	4 8% 18%
Age – Discriminatory treatment or portrayal of people based on age	18 3%	17 4% 91%	1 1% 4%	6 2% 33%	12 6% 67% c	13 3% 69%	6 4% 31%	15 3% 82%	- - -	3 9% 18% h	- - -	2 12% 13%	4 7% 22%	2 4% 9%	- - -	3 4% 14%	- - -	- - -	2 3% 11%	2 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
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 69

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

Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?

MULTI CODE

Base: Those with any TV sets who feel that television programmes have got worse over the past year

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	532	470 88%	61* 11%**	327 62%	204 38%	406 76%	126* 24%**	432 81%	50* 9%**	39* 7%**	11* 2%**	19** 4%**	60* 11%**	40** 8%**	44* 8%**	59* 11%**	42** 8%**	61* 11%**	60* 11%**	46* 9%**
Race – Discriminatory treatment or portrayal of people based on race	16 3%	14 3%	1 2%	8 2%	9 4%	14 3%	2 2%	13 3%	2 4%	2 5%	-	1 7%	1 2%	2 4%	-	2 3%	-	3 5%	1 2%	3 6%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	14 3%	12 3%	1 2%	6 2%	9 4%	12 3%	2 2%	11 2%	2 4%	2 5%	-	3 17%	1 2%	2 4%	1 2%	-	4 9%	-	-	-
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	14 3%	11 2%	2 3%	7 2%	7 4%	9 2%	4 3%	11 3%	1 2%	2 5%	*	2 13%	1 2%	5 12%	-	-	-	2 3%	1 1%	-
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	10 2%	9 2%	-	4 1%	6 3%	8 2%	2 2%	8 2%	-	2 5%	-	1 7%	1 2%	2 4%	1 2%	-	-	2 3%	-	2 4%
Disability – Discriminatory treatment or portrayal of people based on disability	6 1%	5 1%	1 2%	2 1%	4 2%	5 1%	1 1%	3 1%	1 2%	2 5%	*	1 7%	-	2 4%	-	-	-	-	-	-
Other ways	51 10%	46 10%	5 8%	30 9%	20 10%	36 9%	15 12%	38 9%	6 12%	5 14%	1 7%	1 6%	4 7%	4 10%	3 6%	5 9%	3 8%	13 22%	4 7%	1 2%
Don't know	3 1%	3 1%	-	2 1%	1 *	3 1%	-	1 *	2 3%	-	-	-	-	-	-	-	-	-	1 2%	-
		100%	-	73%	27%	100%	-	41%	59%g	-	-	-	-	-	-	-	-	-	41%	-

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 69

Absolutes/col percents/row percents 4 Mar 2019

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

Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?

MULTI CODE

Base: Those with any TV sets who feel that television programmes have got worse over the past year

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	540	119	421	219	272	54	189	287	272	268	239	389	151
		22%	78%	41%	50%	10%	35%	53%	50%	50%	44%	72%	28%
Weighted base	532	103*	429	202	271	56*	191	277	253	278	224	365	167
		19%*	81%	38%	51%	11%*	36%	52%	48%	52%	42%	69%	31%
Effective base	436	92	345	177	224	39	153	234	226	213	196	313	125
More repeats	311	54	257	113	163	36	115	161	144	167	128	208	103
	59%	53%	60%	56%	60%	65%	60%	58%	57%	60%	57%	57%	62%
		17%	83%	36%	52%	12%	37%	52%	46%	54%	41%	67%	33%
General lack of quality	253	50	203	103	138	23	92	129	126	126	109	179	73
	48%	48%	47%	51%	51%	40%	48%	46%	50%	45%	49%	49%	44%
		20%	80%	41%	55%	9%	36%	51%	50%	50%	43%	71%	29%
Too many reality shows	251	47	204	94	142	29	89	132	117	134	99	181	71
	47%	46%	48%	47%	52%	51%	47%	48%	46%	48%	44%	50%	42%
		19%	81%	37%	56%	11%	36%	52%	47%	53%	39%	72%	28%
Lack of variety	250	53	197	91	125	27	87	130	125	125	110	175	75
	47%	51%	46%	45%	46%	48%	46%	47%	49%	45%	49%	48%	45%
		21%	79%	37%	50%	11%	35%	52%	50%	50%	44%	70%	30%
More bad language	110	16	94	39	61	14	40	51	45	64	44	73	37
	21%	15%	22%	19%	23%	25%	21%	18%	18%	23%	20%	20%	22%
		14%	86%	36%	56%	13%	37%	47%	41%	59%	40%	66%	34%
More violence	95	17	78	34	53	9	40	38	31	64	28	54	41
	18%	16%	18%	17%	19%	15%	21%	14%	12%	23%	13%	15%	25%
		18%	82%	36%	56%	9%	43%	40%	32%	68% h	30%	57%	43% k
More sex/ content with sexual connotations/ sexually explicit content	76	17	58	29	37	9	23	38	30	46	29	49	27
	14%	17%	14%	14%	14%	16%	12%	14%	12%	17%	13%	13%	16%
		23%	77%	38%	49%	12%	30%	50%	39%	61%	39%	64%	36%
More antisocial behaviour	65	12	53	21	37	6	25	28	27	38	25	43	22
	12%	12%	12%	10%	14%	11%	13%	10%	11%	13%	11%	12%	13%
		19%	81%	32%	57%	9%	39%	43%	42%	58%	39%	66%	34%
More nakedness/ naked bodies/ body parts	37	5	32	17	15	4	7	20	22	14	22	27	10
	7%	5%	7%	8%	5%	7%	4%	7%	9%	5%	10%	7%	6%
		14%	86%	45%	40%	11%	20%	54%	61%	39%	59%	74%	26%
Invasion of privacy/ not respecting people's privacy	32	5	28	12	12	1	10	16	18	14	15	21	11
	6%	5%	6%	6%	5%	2%	5%	6%	7%	5%	7%	6%	7%
		15%	85%	37%	38%	3%	30%	50%	57%	43%	47%	65%	35%
Religion – Discriminatory treatment or portrayal of people based on religion	21	5	16	12	5	1	3	12	11	9	9	16	5
	4%	4%	4%	6%	2%	2%	2%	4%	4%	3%	4%	4%	3%
		22%	78%	56% d	24%	4%	14%	56%	55%	45%	45%	76%	24%
Age – Discriminatory treatment or portrayal of people based on age	18	3	16	11	5	-	5	6	6	12	5	8	10
	3%	3%	4%	5%	2%	-	2%	2%	2%	4%	2%	2%	6%
		15%	85%	60% d	26%	-	26%	32%	32%	68%	29%	43%	57% k

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 69
QB3: In what ways do you think that television programmes have got worse over the past year?
Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?
MULTI CODE

Base: Those with any TV sets who feel that television programmes have got worse over the past year

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	532	103* 19%*	429 81%	202 38%	271 51%	56* 11%*	191 36%	277 52%	253 48%	278 52%	224 42%	365 69%	167 31%
Race – Discriminatory treatment or portrayal of people based on race	16 3%	2 12%	14 88%	7 46% d	1 8%	- -	1 8%	10 60% d	8 47%	9 53%	7 41%	10 64%	6 36%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	14 3%	4 26%	10 74%	5 38%	6 41%	- -	4 29%	7 48%	6 40%	9 60%	5 32%	6 39%	9 61% k
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	14 3%	6 42% b	8 58%	4 33%	3 22%	3 21%	2 17%	5 37%	7 48%	7 52%	7 48%	7 49%	7 51%
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	10 2%	3 30%	7 70%	5 53%	1 14%	- -	* 4%	5 53%	4 44%	6 56%	4 44%	6 62%	4 38%
Disability – Discriminatory treatment or portrayal of people based on disability	6 1%	2 37%	4 63%	5 81% d	* 7%	* 4%	* 7%	4 67%	3 46%	3 54%	2 28%	2 32%	4 68%
Other ways	51 10%	8 8%	43 10%	22 11%	25 9%	10 18%	13 7%	27 10%	25 10%	26 9%	21 9%	37 10%	14 8%
		16% 37%	84% 63%	43% 81% d	49% 7%	20% f	26% 7%	54% 67%	49% 46%	51% 54%	41% 28%	72% 32%	28% 68%
Don't know	3 1%	1 41%	2 59%	3 100%	- -	- -	- -	2 59%	2 73%	1 27%	2 73%	3 100%	- -

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 69
QB3: In what ways do you think that television programmes have got worse over the past year?
Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?
MULTI CODE

Base: Those with any TV sets who feel that television programmes have got worse over the past year

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	540	280 52%	239 44%	142 26%	137 25%	105 19%	46 9%	58 11%	33 6%	389 72%	155 29%	148 27%	49 9%	226 42%	314 58%
Weighted base	532	266 50%	224 42%	139 26%	122 23%	98* 18%*	43* 8%*	58* 11%*	33** 6%**	365 69%	167 31%	151 28%	49* 9%*	236 44%	296 56%
Effective base	436	228	196	117	115	87	39	46	29	313	128	121	41	187	250
More repeats	311 59%	151 57%	128 57%	68 49%	64 52%	49 50%	25 58%	29 49%	18 54%	208 57%	88 53%	86 57%	21 42%	125 53%	186 63%
General lack of quality	253 48%	151 48%	128 41%	68 22%	64 20%	49 16%	25 8%	29 9%	18 6%	208 67%	88 28%	86 28%	21 7%	125 40%	186 60%xy
		131 49%	109 49%	73 52%	60 49%	54 55%	24 54%	26 45%	22 68%	179 49%	85 51%	83 55%	22 44%	127 54%	126 43%
Too many reality shows	251 47%	132 50%	99 44%	65 47%	64 52%	51 52%	17 38%	17 29%	16 50%	181 50%	87 52%	77 51%	18 36%	119 51%	132 45%
		52% s	39%	26% s	25% s	20% s	7%	7%	6%	72% s	34%	31%	7%	47%	53%
Lack of variety	250 47%	126 47%	110 49%	76 54%	65 53%	50 51%	23 53%	28 48%	15 45%	175 48%	72 43%	63 42%	19 38%	105 44%	145 49%
		50%	44%	30%	26%	20%	9%	11%	6%	70%	29%	25%	8%	42%	58%
More bad language	110 21%	44 16%	44 20%	15 11%	20 16%	22 23%	5 13%	10 18%	6 18%	73 20%	63 38%	51 34%	14 29%	79 34%	30 10%
		40%	40% o	14%	18%	20% o	5%	9%	5%	66% o	58% z	47% z	13% z	72% z	28%
More violence	95 18%	35 13%	28 13%	7 5%	12 10%	14 14%	3 8%	4 8%	4 11%	54 15%	51 31%	38 25%	10 21%	63 27%	32 11%
		37% o	30% o	8%	12%	14% o	3%	5%	4%	57% o	54% z	41% z	11%	67% z	33%
More sex/ content with sexual connotations/ sexually explicit content	76 14%	32 12%	29 13%	18 13%	17 14%	18 19%	4 10%	13 23%	2 8%	49 13%	43 26%	32 21%	13 27%	56 24%	20 7%
		42%	39%	23%	23%	24%	6%	18%	3%	64%	58% z	43% z	17% z	74% z	26%
More antisocial behaviour	65 12%	26 10%	25 11%	12 9%	12 10%	16 17%	3 8%	6 9%	4 13%	43 12%	40 24%	27 18%	9 18%	46 20%	19 6%
		40%	39%	18%	18%	25%	5%	9%	7%	66%	62% z	42% z	14% z	71% z	29%
More nakedness/ naked bodies/ body parts	37 7%	16 6%	22 10%	12 8%	11 9%	11 11%	- -	7 12%	3 9%	27 7%	23 14%	22 15%	7 13%	26 11%	11 4%
		44%	59% r	32%	31% r	30% r	- -	20% r	8%	74%	64% z	60% z	18% z	71% z	29%
Invasion of privacy/ not respecting people's privacy	32 6%	12 4%	15 7%	6 4%	6 5%	8 8%	- -	2 4%	2 5%	21 6%	19 11%	15 10%	4 9%	23 10%	10 3%
		36%	47%	19%	19%	24%	- -	7%	5%	65%	58% z	46% z	14%	70% z	30%
Religion – Discriminatory treatment or portrayal of people based on religion	21 4%	10 4%	9 4%	7 5%	8 6%	8 8%	3 7%	4 7%	3 9%	16 4%	11 7%	11 8%	5 11%	12 5%	8 3%
		47%	45%	33%	37%	40%	16%	21%	15%	76%	54%	55% z	25% z	60%	40%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
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Table 69
QB3: In what ways do you think that television programmes have got worse over the past year?
Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. What else?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who feel that television programmes have got worse over the past year

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	532	266 50%	224 42%	139 26%	122 23%	98* 18%*	43* 8%*	58* 11%*	33** 6%**	365 69%	167 31%	151 28%	49* 9%*	236 44%	296 56%
Age – Discriminatory treatment or portrayal of people based on age	18 3%	5 2% 27%	5 2% 29%	2 1% 8%	3 2% 15%	6 7% 35% mou	1 3% 7%	1 2% 7%	1 4% 7%	8 2% 43%	12 7% 66% z	8 5% 42%	3 6% 17%	13 5% 69%	6 2% 31%
Race – Discriminatory treatment or portrayal of people based on race	16 3%	5 2% 31%	7 3% 41%	3 2% 17%	3 2% 18%	8 8% 48% mou	1 3% 8%	1 2% 8%	3 9% 18%	10 3% 64%	9 6% 57%	8 5% 51%	5 9% 28% z	9 4% 57%	7 2% 43%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	14 3%	4 2% 31%	5 2% 32%	1 1% 6%	3 3% 24%	2 2% 15%	2 5% 16%	3 6% 24% o	2 7% 17%	6 2% 39%	8 5% 59% z	7 5% 50% z	4 7% 26% z	11 5% 75% z	4 1% 25%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	14 3%	6 2% 45%	7 3% 46%	1 1% 5%	3 3% 23%	1 1% 9%	3 3% 9%	4 4% 18%	2 7% 18%	7 2% 49%	9 6% 68% z	9 6% 64% z	2 3% 12%	10 4% 73%	4 1% 27%
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	10 2%	4 2% 39%	4 2% 44%	2 1% 17%	4 3% 39%	5 5% 48%	2 5% 22%	2 4% 22%	3 9% 29%	6 2% 62%	5 3% 54%	5 4% 54%	3 5% 25%	5 2% 54%	5 2% 46%
Disability – Discriminatory treatment or portrayal of people based on disability	6 1%	1 * 21%	2 1% 28%	- - -	2 1% 25%	1 1% 21%	1 3% 21%	1 2% 21%	1 4% 21%	2 1% 32%	4 2% 63%	3 2% 45%	3 5% 44% z	4 2% 63%	2 1% 37%
Other ways	51 10%	26 10% 52%	21 9% 41%	12 9% 24%	8 7% 16%	9 9% 17%	4 9% 8%	4 7% 8%	4 12% 8%	37 10% 72%	22 13% 44%	19 13% 38%	9 19% 19% z	28 12% 56%	22 8% 44%
Don't know	3 1%	1 * 32%	2 1% 73%	2 1% 68%	2 1% 59%	1 1% 27%	- - -	2 3% 73% m	- - -	3 1% 100%	- - -	- - -	- - -	- - -	3 1% 100%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 70

QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
	ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
724	405	320	340	385	134	169	146	109	96	71	157	232	183	151	390	335	302	423	261	464	410	313
31%	35% 56%	28% 44%	30% 47%	33% 53%	40% 18% <i>fgh</i>	46% 23% <i>efgh</i>	37% 20% <i>fgh</i>	27% 15% <i>h</i>	28% 13% <i>h</i>	15% 10%	30% 22%	33% 32% <i>i</i>	37% 25% <i>il</i>	25% 21%	32% 54%	31% 46%	40% 42% <i>p</i>	27% 58%	41% 36% <i>r</i>	28% 64%	35% 57% <i>t</i>	27% 43%
1588	757	831	791	797	198	199	249	290	244	409	360	473	313	443	832	756	448	1140	381	1207	749	838
69%	65% 48%	72% 52%	70% 50%	67% 50%	60% 12%	54% 13%	63% 16% <i>d</i>	73% 18% <i>cde</i>	72% 15% <i>cde</i>	85% 26% <i>cdef</i>	70% 23% <i>k</i>	67% 30%	63% 20%	75% 28% <i>jk</i>	68% 52%	69% 48%	60% 28%	73% 72% <i>o</i>	59% 24%	72% 76% <i>q</i>	65% 47%	73% 53% <i>s</i>
9																						

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 70

Absolutes/col percents/row percents 4 Mar 2019

QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Yes	724 31%	690 33%	32 16%	561 35%	163 22%	659 35%	66 16%	606 32%	69 33%	37 27%	13 24%	32 34%	66 25%	57 30%	62 38%	70 34%	75 36%	49 25%	72 24%	124 42%
		95%b	4%	77%cd	23%	91%f	9%	84%j	10%j	5%	2%	4%	9%	8%	8%lqr	10%r	10%lr	7%	10%	17%lmqr
No	1588 69%	1421 67%	166 84%	1024 65%	564 78%	1233 65%	355 84%	1309 68%	138 67%	99 73%	42 76%	63 66%	192 75%	132 70%	102 62%	133 66%	137 64%	148 75%	232 76%	170 58%
		89%	10%a	64%	36%c	78%	22%e	82%	9%	6%	3%gh	4%	12%nps	8%e	6%	8%	9%	9%ns	15%nops	11%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 70

Absolutes/col percents/row percents 4 Mar 2019

QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Yes	724	128	597	352	311	76	166	502	448	277	401	606	118
	31%	31%	31%	35%	29%	37%	23%	36%	36%	26%	37%	35%	20%
	18%	82%		49% df	43% f	10% f	23%	69% df	62% l	38%	55% l	84% l	16%
No	1588	287	1301	652	751	131	546	904	780	808	689	1103	485
	69%	69%	69%	65%	71%	63%	77%	64%	64%	74%	63%	65%	80%
	18%	82%		41%	47% cg	8%	34% cdeg	57%	49%	51% hj	43%	69%	31% k

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 70

Absolutes/col percents/row percents 4 Mar 2019

QC1: (SHOW SCREEN) Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break?

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Yes	724 31%	492 37% 68%	401 37% 55%	307 43% 42% <i>mnu</i>	234 41% 32% <i>u</i>	198 44% 27% <i>mnu</i>	99 42% 14%	139 44% 19% <i>mnu</i>	100 48% 14% <i>mnu</i>	606 35% 84%	132 30% 18%	179 38% 25% <i>vz</i>	88 47% 12% <i>vyz</i>	235 33% 32%	490 31% 68%
No	1588 69%	841 63% 53% <i>oqst</i>	689 63% 43% <i>oqst</i>	410 57% 26%	335 59% 21%	254 56% 16%	134 58% 8%	177 56% 11%	107 52% 7%	1103 65% 69% <i>opqst</i>	315 70% 20% <i>wx</i>	291 62% 18%	99 53% 6%	482 67% 30% <i>x</i>	1106 69% 70% <i>wx</i>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 71

QC1a: Do you know what this symbol is used for?
SINGLE CODE

Base: All who have ever noticed the product placement symbol

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	717	418 58%	299 42%	335 47%	382 53%	124 17%	170 24%	149 21%	94 13%	104 15%	76 11%	168 23%	242 34%	169 24%	138 19%	410 57%	307 43%	290 40%	427 60%	257 36%	460 64%	470 66%	245 34%
Weighted base	724	405 56%	320 44%	340 47%	385 53%	134 18%	169 23%	146 20%	109* 15%*	96* 13%*	71* 10%*	157 22%	232 32%	183 25%	151 21%	390 54%	335 46%	302 42%	423 58%	261 36%	464 64%	410 57%	313 43%
Effective base	604	350	255	280	324	101	143	134	80	92	59	143	205	141	119	347	260	249	354	223	381	416	212
Product placement company has paid for product to be featured in the programme	299 41%	213 53%	86 27%	136 40%	162 42%	34 26%	82 49%	70 48%	44 40%	42 44%	27 37%	75 48%	109 47%	67 36%	49 32%	183 47%	115 34%	123 41%	176 42%	115 44%	184 40%	179 44%	118 38%
		71%	29%	46%	54%	11%	28% c	23% c	15% c	14% c	9%	25% i	36% i	22%	16%	61% n	39%	41%	59%	39%	61%	60%	40%
Protected content/ it can't be copied or shared	84 12%	46 11%	39 12%	42 12%	43 11%	18 13%	20 12%	24 16%	13 12%	7 8%	2 3%	21 13%	23 10%	29 16%	12 8%	43 11%	41 12%	50 16%	35 8%	45 17%	39 8%	65 16%	19 6%
		54%	46%	49%	51%	21% h	23%	28% h	16%	9%	3%	24%	27%	34%	14%	51%	49%	59% p	41%	54% r	46%	77% t	23%
Previously shown/ it's a repeat	36 5%	26 6%	9 3%	20 6%	15 4%	13 10%	5 3%	8 5%	2 2%	4 4%	3 4%	15 9%	9 4%	6 4%	5 3%	24 6%	12 3%	18 6%	18 4%	13 5%	23 5%	26 6%	10 3%
		74%	26%	57%	43%	37% d	15%	22%	7%	10%	9%	41% j	26%	18%	14%	68%	32%	51%	49%	36%	64%	73%	27%
Other response	52 7%	7 2%	45 14%	23 7%	29 8%	8 6%	8 5%	9 6%	14 13%	4 4%	8 11%	7 5%	12 5%	16 9%	17 11%	19 5%	33 10%	20 6%	33 8%	15 6%	37 8%	20 5%	32 10%
		14%	86%	44%	56%	16%	16%	17%	28% d	8%	15%	14%	22%	31%	33% j	37%	63% m	38%	62%	29%	71%	38%	62% s
Don't know	254 35%	113 28%	141 44%	119 35%	135 35%	60 45%	53 32%	35 24%	35 32%	39 41%	31 44%	40 25%	80 34%	65 36%	69 45%	120 31%	134 40%	92 30%	162 38%	72 28%	181 39%	120 29%	133 43%
		44%	56%	47%	53%	23% d	21%	14%	14%	15% e	12% e	16%	32%	26%	27% i	47%	53% m	36%	64% o	28%	72% q	47%	53% 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

* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 71

QC1a: Do you know what this symbol is used for?
SINGLE CODE

Base: All who have ever noticed the product placement symbol

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	717	686 96%	29 4%	561 78%	156 22%	653 91%	64 9%	507 71%	86 12%	67 9%	57 8%	28 4%	57 8%	48 7%	48 7%	59 8%	54 8%	34 5%	64 9%	115 16%
Weighted base	724	690 95%	32** 4%**	561 77%	163 23%	659 91%	66* 9%*	606 84%	69* 10%*	37* 5%*	13* 2%*	32** 4%**	66* 9%*	57* 8%*	62* 8%*	70* 10%*	75* 10%*	49* 7%*	72* 10%*	124 17%
Effective base	604	578	25	469	135	550	54	468	81	60	53	26	52	44	45	54	50	32	60	109
Product placement company has paid for product to be featured in the programme	299 41%	291 42%	6 19%	241 43%	57 35%	281 43%	18 27%	251 41%	29 41%	15 39%	4 34%	12 38%	31 47%	17 29%	19 31%	26 37%	34 45%	20 42%	26 36%	67 54%
		98%	2%	81%	19%	94% f	6%	84%	10%	5%	1%	4%	10%	6%	6%	9%	11%	7%	9%	22% mmnor
Protected content/ it can't be copied or shared	84 12%	82 12%	2 6%	70 12%	15 9%	81 12%	4 6%	73 12%	5 7%	5 13%	2 17%	3 10%	7 11%	9 17%	3 4%	7 10%	6 8%	1 2%	10 15%	26 21%
		98%	2%	83%	17%	96%	4%	86%	5%	6%	3% h	4%	8%	11% q	3%	9%	7%	1%	12%	30% npq
Previously shown/ it's a repeat	36 5%	33 5%	3 8%	27 5%	8 5%	31 5%	5 8%	31 5%	3 4%	1 2%	2 13%	-	5 7%	3 6%	1 2%	1 2%	5 7%	2 4%	3 4%	10 8%
		93%	7%	77%	23%	86%	14%	86%	7%	2%	5% gpi	-	13%	9%	4%	3%	15%	5%	8%	28%
Other response	52 7%	51 7%	1 3%	40 7%	13 8%	44 7%	8 12%	39 6%	9 13%	3 9%	1 6%	2 5%	-	8 15%	7 11%	4 5%	8 11%	2 5%	7 10%	1 1%
		98%	2%	76%	24%	85%	15%	75%	17% q	6%	1%	3%	-	16% ls	13% ls	7%	16% ls	4%	13% ls	2%
Don't know	254 35%	232 34%	21 65%	183 33%	70 43%	222 34%	31 48%	212 35%	24 35%	13 36%	4 30%	15 47%	23 35%	19 34%	32 52%	32 45%	22 29%	23 48%	26 36%	20 16%
		91%	8%	72%	28% c	88%	12% e	84%	10%	5%	2%	6%	9% s	8% s	13% ps	13% s	9%	9% s	10% s	8%

Proportions/Mean: Columns Tested (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 71

QC1a: Do you know what this symbol is used for?
SINGLE CODE

Base: All who have ever noticed the product placement symbol

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	717	142 20%	575 80%	362 50%	301 42%	83 12%	151 21%	509 71%	458 64%	259 36%	412 57%	607 85%	110 15%
Weighted base	724	128 18%	597 82%	352 49%	311 43%	76* 10%*	166 23%	502 69%	448 62%	277 38%	401 55%	606 84%	118* 16%*
Effective base	604	113	491	308	254	65	128	430	386	219	345	508	96
Product placement company has paid for product to be featured in the programme	299 41%	59 46% 20%	240 40% 80%	154 44% 52%	144 46% 48%	31 41% 10%	70 42% 24%	209 42% 70%	195 43% 65%	104 38% 35%	176 44% 59%	255 42% 85%	43 37% 15%
Protected content/ it can't be copied or shared	84 12%	15 12% 18%	69 12% 82%	55 16% 66% df	26 8% 30%	8 11% 10%	10 6% 12%	69 14% 82% df	54 12% 65%	30 11% 35%	50 13% 60%	78 13% 93% l	6 5% 7%
Previously shown/ it's a repeat	36 5%	5 4% 13%	31 5% 87%	16 5% 45%	17 5% 46%	5 7% 15%	8 5% 21%	23 5% 64%	23 5% 65%	13 5% 35%	21 5% 59%	28 5% 80%	7 6% 20%
Other response	52 7%	9 7% 18%	43 7% 82%	29 8% 56%	14 5% 27%	4 5% 8%	10 6% 20%	37 7% 71%	26 6% 50%	26 9% 50%	24 6% 45%	41 7% 80%	11 9% 20%
Don't know	254 35%	39 31% 16%	214 36% 84%	98 28% 39%	110 35% 44% c	28 37% 11%	67 41% 27% c	164 33% 65%	150 33% 59%	104 38% 41%	130 32% 51%	203 33% 80%	51 43% 20%

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

* small base

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Table 71

QC1a: Do you know what this symbol is used for?
SINGLE CODE

Base: All who have ever noticed the product placement symbol

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	717	494 69%	412 57%	300 42%	243 34%	201 28%	102 14%	142 20%	101 14%	607 85%	130 18%	183 26%	87 12%	237 33%	480 67%
Weighted base	724	492 68%	401 55%	307 42%	234 32%	198 27%	99* 14%*	139 19%	100* 14%*	606 84%	132 18%	179 25%	88* 12%*	235 32%	490 68%
Effective base	604	415	345	254	202	173	87	118	90	508	111	152	76	200	404
Product placement company has paid for product to be featured in the programme	299 41%	209 42%	176 44%	138 45%	109 47%	78 39%	45 46%	61 44%	43 43%	255 42%	58 44%	80 45%	40 46%	101 43%	198 40%
		70%	59%	46%	37%	26%	15%	20%	14%	85%	19%	27%	13%	34%	66%
Protected content/ it can't be copied or shared	84 12%	69 14%	50 13%	38 12%	25 11%	30 15%	18 18%	23 17%	26 26%	78 13%	17 20%	30 17%	18 20%	34 14%	51 10%
		82%	60%	45%	30%	35%	21%	28%	31% mnopqu	93%	20%	36% z	21% z	40%	60%
Previously shown/ it's a repeat	36 5%	27 6%	21 5%	20 6%	14 6%	16 8%	6 6%	7 5%	8 8%	28 5%	8 6%	16 9%	9 11%	18 8%	17 4%
		77%	59%	55%	38%	44%	17%	19%	21%	80%	22%	45% z	26% z	52% z	48%
Other response	52 7%	31 6%	24 6%	17 5%	11 5%	8 4%	5 5%	4 3%	3 3%	41 7%	4 3%	13 7%	6 7%	15 6%	37 8%
		60%	45%	32%	22%	16%	9%	8%	5%	80%	8%	24%	12%	29%	71%
Don't know	254 35%	155 32%	130 32%	95 31%	75 32%	66 33%	25 25%	44 32%	21 21%	203 33%	45 34%	39 22%	14 16%	67 28%	187 38%
		61% t	51% t	37%	30% t	26% t	10%	17%	8%	80% t	18% wx	16%	6%	26% x	74% wxy

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

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Table 72

QC2: (SHOW SCREEN) Which of the following, if any, are you aware of on television?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Trailers or promotions for particular TV programmes	1669 72%	815 70%	854 74%	818 72%	851 72%	226 68%	249 68%	266 67%	307 77%	274 81%	347 72%	387 75%	524 74%	352 71%	406 68%	911 75%	758 69%	501 67%	1168 75%	425 66%	1244 74%	822 71%	846 74%
Programme sponsorship announcements	1368 59%	664 57%	704 61%	696 62%	672 57%	187 56%	217 59%	233 59%	255 64%	229 67%	247 52%	317 61%	445 63%	288 58%	318 54%	762 62%	606 56%	439 59%	929 59%	371 58%	997 60%	737 64%	630 55%
Trailers or promotions for particular TV channels	1300 56%	579 50%	721 63%	646 57%	654 55%	181 54%	196 53%	234 59%	226 57%	210 62%	253 53%	298 58%	415 59%	273 55%	314 53%	713 58%	587 54%	417 56%	882 56%	356 55%	944 57%	665 57%	634 55%
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	962 42%	506 44%	457 40%	492 44%	470 40%	140 42%	174 47%	184 47%	189 47%	149 44%	127 26%	242 47%	313 44%	195 39%	212 36%	555 45%	408 37%	333 44%	629 40%	276 43%	687 41%	527 46%	435 38%
Trailers or promotions for websites or other online services provided by TV channels	864 37%	338 29%	527 46%	445 39%	419 35%	141 43%	154 42%	180 46%	153 38%	122 36%	115 24%	211 41%	295 42%	166 33%	192 32%	506 41%	358 33%	322 43%	542 35%	268 42%	596 36%	485 42%	379 33%
None of these	261 11%	98 8%	163 14%	134 12%	127 11%	37 11%	38 10%	40 10%	36 9%	22 6%	88 18%	48 9%	66 9%	63 13%	84 14%	114 9%	147 13%	84 11%	177 11%	70 11%	191 11%	107 9%	154 13%
Don't know	112 5%	76 7%	37 3%	46 4%	66 6%	18 5%	27 7%	22 6%	15 4%	13 4%	18 4%	13 2%	36 5%	24 5%	39 7%	49 4%	63 6%	45 6%	67 4%	35 5%	77 5%	60 5%	50 4%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 72

QC2: (SHOW SCREEN) Which of the following, if any, are you aware of on television?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
1669	1546	122	1210	458	1419	250	1397	138	106	28	63	186	156	110	160	145	138	229	210
72%	73%	62%	76%	63%	75%	59%	73%	66%	78%	51%	66%	72%	83%	67%	79%	68%	70%	75%	71%
	93% b	7%	73% d	27%	85% f	15%	84% hj	8% j	6% h	2%	4%	11%	9% klnpqrs	7%	10% knp	9%	8%	14%	13%
1368	1279	87	1016	352	1192	176	1154	111	84	18	59	161	97	95	142	126	100	181	194
59%	61%	44%	64%	48%	63%	42%	60%	54%	62%	34%	62%	62%	51%	58%	70%	59%	51%	60%	66%
	93% b	6%	74% d	26%	87% f	13%	84% hj	8% j	6% j	1%	4%	12% mq	7%	7%	10% mnpqr	9%	7%	13%	14% mq
1300	1202	98	945	355	1114	186	1096	103	80	20	49	156	107	94	139	110	101	173	166
56%	57%	49%	60%	49%	59%	44%	57%	50%	59%	38%	52%	60%	57%	57%	69%	52%	51%	57%	57%
	92%	8%	73% d	27%	86% f	14%	84% hj	8% j	6% h	2%	4%	12%	8%	7%	11% kmpqrs	8%	8%	13%	13%
962	920	41	753	209	866	96	815	78	55	14	41	101	96	63	98	85	91	108	132
42%	44%	21%	48%	29%	46%	23%	43%	37%	40%	26%	44%	39%	51%	39%	48%	40%	46%	35%	45%
	96% b	4%	78% d	22%	90% f	10%	85% j	8% j	6% j	2%	4%	11%	10% lr	7%	10% r	9%	9% r	11%	14% r
864	813	50	662	202	769	95	753	57	40	14	35	98	71	64	124	79	55	94	134
37%	39%	25%	42%	28%	41%	23%	39%	27%	30%	26%	37%	38%	37%	39%	61%	37%	28%	31%	46%
	94% b	6%	77% d	23%	89% f	11%	87% hij	7%	5%	2%	4%	11%	8%	7%	14% klnmpqrs	9%	6%	11%	15% qrs
261	205	54	119	142	155	106	200	32	11	18	12	24	10	25	12	34	27	36	19
11%	10%	27%	7%	20%	8%	25%	10%	16%	8%	32%	13%	9%	5%	15%	6%	16%	14%	12%	6%
	79%	21% a	45%	55% c	59%	41% e	77%	12% gjl	4%	7% ghl	5%	9%	4%	10% mos	5%	13% mos	10% mos	14% mos	7%
112	102	10	62	50	83	29	89	14	6	3	5	13	8	4	12	12	14	9	12
5%	5%	5%	4%	7%	4%	7%	5%	7%	4%	5%	5%	5%	4%	3%	6%	6%	7%	3%	4%
	91%	9%	55%	45% c	74%	26% e	79%	13%	5%	3%	4%	11%	7%	4%	11%	11%	13% r	8%	11%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 72

QC2: (SHOW SCREEN) Which of the following, if any, are you aware of on television?

MULTI CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Trailers or promotions for particular TV programmes	1669 72%	286 69% 17%	1383 73% 83%	696 69% 42%	788 74% 47% c	168 81% 10% cd fg	512 72% 31%	1042 74% 62% c	906 74% 54%	763 70% 46%	803 74% 48%	1264 74% 76% l	405 67% 24%
Programme sponsorship announcements	1368 59%	222 53% 16%	1146 60% 84% a	574 57% 42%	652 61% 48%	136 66% 10% c	415 58% 30%	869 62% 64% c	756 62% 55% l	612 56% 45%	679 62% 50% l	1058 62% 77% l	311 51% 23%
Trailers or promotions for particular TV channels	1300 56%	204 49% 16%	1096 58% 84% a	550 55% 42%	610 57% 47%	136 66% 10% cd l	402 56% 31%	823 59% 63%	711 58% 55%	588 54% 45%	633 58% 49%	992 58% 76% l	308 51% 24%
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	962 42%	156 38% 16%	806 42% 84%	418 42% 43%	456 43% 47%	98 47% 10% f	271 38% 28%	624 44% 65% f	558 45% 58% l	405 37% 42%	502 46% 52% l	773 45% 80% l	189 31% 20%
Trailers or promotions for websites or other online services provided by TV channels	864 37%	122 29% 14%	742 39% 86% a	363 36% 42%	392 37% 45%	102 50% 12% cd fg	250 35% 29%	566 40% 65% f	504 41% 58% l	360 33% 42%	457 42% 53% l	689 40% 80% l	175 29% 20%
None of these	261 11%	60 15% 23% b	200 11% 77%	107 11% 41% e	127 12% 49% eg	10 5% 4%	107 15% 41% ceg	118 8% 45%	106 9% 41%	155 14% 59% h j	93 8% 36%	150 9% 57%	111 18% 43% k
Don't know	112 5%	14 3% 13%	98 5% 87%	56 6% 50%	46 4% 41%	5 3% 5%	29 4% 26%	66 5% 59%	54 4% 48%	59 5% 52%	44 4% 39%	75 4% 67%	37 6% 33%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 72

QC2: (SHOW SCREEN) Which of the following, if any, are you aware of on television?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Trailers or promotions for particular TV programmes	1669 72%	991 74% 59% lt	803 74% 48%	524 73% 31%	416 73% 25%	318 70% 19%	172 73% 10%	217 69% 13%	139 67% 8%	1264 74% 76% lt	346 77% 21% wxz	332 71% 20%	123 66% 7%	531 74% 32%	1138 71% 68%
Programme sponsorship announcements	1368 59%	834 63% 61%	679 62% 50%	436 61% 32%	361 63% 26%	278 62% 20%	144 62% 11%	194 61% 14%	134 64% 10%	1058 62% 77%	286 64% 21% z	275 58% 20%	107 58% 8%	443 62% 32%	925 58% 68%
Trailers or promotions for particular TV channels	1300 56%	794 60% 61%	633 58% 49%	406 57% 31%	349 61% 27% d	244 54% 19%	143 61% 11%	191 60% 15%	114 55% 9%	992 58% 76%	271 61% 21%	261 56% 20%	111 59% 9%	424 59% 33%	876 55% 67%
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	962 42%	595 45% 62%	502 46% 52%	350 49% 36%	293 52% 30% mngqu	201 45% 21%	100 43% 10%	158 50% 16%	93 45% 10%	773 45% 80%	180 40% 19%	182 39% 19%	72 39% 7%	279 39% 29%	684 43% 71%
Trailers or promotions for websites or other online services provided by TV channels	864 37%	557 42% 65%	457 42% 53%	319 45% 37%	275 48% 32% mnu	192 43% 22%	106 45% 12%	147 46% 17%	95 45% 11%	689 40% 80%	176 39% 20%	162 34% 19%	74 40% 9%	267 37% 31%	597 37% 69%
None of these	261 11%	110 8% 42%	93 8% 36%	53 7% 20%	36 6% 14%	30 7% 11%	13 6% 5%	18 6% 7%	15 7% 6%	150 9% 57%	36 8% 14%	40 8% 15%	13 7% 5%	58 8% 22%	203 13% 78% vwxy
Don't know	112 5%	52 4% 47%	44 4% 39%	30 4% 27%	19 3% 17%	30 7% 27% mnp	13 5% 11%	17 5% 15%	11 5% 10%	75 4% 67%	15 3% 13%	17 4% 15%	3 2% 3%	25 4% 22%	87 5% 78%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 73

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

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
No	1737	855	882	840	896	277	277	317	296	227	343	371	541	381	443	912	824	591	1146	508	1228	897	836
	75%	74%	77%	74%	76%	83%	75%	80%	74%	67%	71%	72%	77%	77%	75%	75%	76%	79%	73%	79%	74%	77%	73%
		49%	51%	48%	52%	16%dfgh	16%g	18%gh	17%g	13%	20%	21%	31%	22%	26%	53%	47%	34%p	66%	29%r	71%	52%t	48%
Yes	576	307	269	291	286	55	91	78	103	113	137	146	164	115	151	309	267	159	417	134	442	261	315
	25%	26%	23%	26%	24%	17%	25%	20%	26%	33%	29%	28%	23%	23%	25%	25%	24%	21%	27%	21%	26%	23%	27%
		53%	47%	50%	50%	10%	16%k	13%	18%c	20%kdef	24%ce	25%	28%	20%	26%	54%	46%	28%	72%o	23%	77%q	45%	55%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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 73

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

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
No	1737	1577	156	1163	573	1406	331	1437	162	92	46	70	205	140	121	156	169	138	219	219
	75%	75%	79%	73%	79%	74%	79%	75%	78%	68%	85%	74%	79%	74%	74%	77%	79%	70%	72%	75%
		91%	9%	67%	33% ^c	81%	19%	83% ⁱ	9% ⁱ	5%	3% ^{gi}	4%	12%	8%	7%	9%	10%	8%	13%	13%
Yes	576	534	42	422	154	486	90	478	46	44	8	25	53	49	43	47	44	59	84	74
	25%	25%	21%	27%	21%	26%	21%	25%	22%	32%	15%	26%	21%	26%	26%	23%	21%	30%	28%	25%
		93%	7%	73% ^d	27%	84%	16%	83% ^j	8%	8% ^{ghj}	1%	4%	9%	9%	7%	8%	8%	10%	15%	13%

Proportions/Mean: Columns Tested (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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Table 73

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

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
No	1737	315	1421	769	782	143	535	1061	909	827	806	1274	462
	75%	76%	75%	77%	74%	69%	75%	75%	74%	76%	74%	75%	77%
		18%	82%	44% e	45%	8%	31%	61%	52%	48%	46%	73%	27%
Yes	576	100	476	235	280	64	177	344	319	258	284	435	141
	25%	24%	25%	23%	26%	31%	25%	25%	26%	24%	26%	25%	23%
		17%	83%	41%	49%	11% c	31%	60%	55%	45%	49%	75%	25%

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

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Table 73

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

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
No	1737	1009	806	545	426	327	171	235	161	1274	251	292	98	432	1304
	75%	76%	74%	76%	75%	72%	73%	75%	77%	75%	56%	62%	53%	60%	82%
		58%	46%	31%	25%	19%	10%	14%	9%	73%	14%	17% x	6%	25%	75% vwxy
Yes	576	324	284	172	143	124	63	81	47	435	197	178	88	284	292
	25%	24%	26%	24%	25%	28%	27%	25%	23%	25%	44%	38%	47%	40%	18%
		56%	49%	30%	25%	22%	11%	14%	8%	75%	34% z	31% z	15% wz	49% z	51%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 74

QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'
MULTI CODE

Base: All with concerns

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	579	320 55%	259 45%	288 50%	291 50%	59 10%	91 16%	80 14%	91 16%	118 20%	140 24%	159 27%	177 31%	99 17%	144 25%	336 58%	243 42%	156 27%	423 73%	134 23%	445 77%	299 52%	280 48%
Weighted base	576	307 53%	269 47%	291 50%	286 50%	55* 10%*	91* 16%*	78* 13%*	103* 18%*	113 20%	137 24%	146 25%	164 28%	115* 20%*	151 26%	309 54%	267 46%	159 28%	417 72%	134 23%	442 77%	261 45%	315 55%
Effective base	480	267	214	235	246	45	77	69	79	105	109	127	149	83	125	276	207	129	352	111	369	263	230
Too many advertising breaks	292 51%	188 61% 64%	104 39% 36%	158 55% 54%	134 47% 46%	25 45% 9%	34 38% 12%	33 43% 11%	55 54% 19% d	58 51% 20%	87 64% 30% cde	83 57% 28%	82 50% 28%	56 48% 19%	72 47% 25%	165 53% 56%	128 48% 44%	67 42% 23%	226 54% 77% o	52 39% 18%	241 54% 82% q	115 44% 39%	177 56% 61% s
Advertising breaks go on for too long	225 39%	167 54% 74%	58 22% 26%	119 41% 53%	106 37% 47%	23 43% 10%	24 26% 11%	27 35% 12%	39 38% 17%	47 41% 21% d	65 29% 29% d	57 39% 25%	72 44% 32%	48 41% 21%	49 32% 22%	129 42% 57%	96 36% 43%	46 29% 20%	179 43% 80% o	34 25% 15%	191 43% 85% q	87 33% 39%	138 44% 61% s
Gambling advertising	225 39%	167 54% 74%	58 21% 26%	115 39% 51%	110 39% 49%	17 32% 8%	31 34% 14%	37 48% 16%	39 38% 17%	51 45% 23%	49 36% 22%	71 49% 31% k	65 33% 29%	38 40% 17%	51 34% 23%	136 44% 60% n	89 33% 77%	56 35% 25%	169 40% 75%	47 40% 21%	178 54% 79%	101 38% 45%	124 39% 55%
Payday Loans/ credit advertising	219 38%	166 54% 76%	53 20% 24%	117 40% 53%	102 36% 47%	19 35% 9%	31 34% 14%	33 42% 15%	48 47% 22% h	45 40% 21%	42 31% 19%	65 45% 30% l	76 47% 35% l	41 35% 19%	36 24% 17%	142 46% 65% n	70 29% 35%	54 34% 25%	165 39% 75%	46 35% 21%	172 39% 79%	108 41% 50%	110 35% 50%
Junk food advertising	173 30%	127 41% 73%	46 17% 27%	86 30% 50%	87 31% 50%	18 32% 10%	25 28% 15%	22 28% 13%	37 36% 21%	34 30% 20%	37 27% 21%	53 36% 30%	53 32% 31%	28 24% 16%	40 26% 23%	106 34% 61% n	68 25% 39%	47 30% 27%	126 30% 73%	41 31% 24%	132 30% 76%	76 29% 44%	97 31% 56%
Irritating/ annoying sponsorship messages	170 29%	144 47% 85%	26 10% 15%	96 33% 56%	74 26% 44%	12 21% 7%	27 30% 16%	25 32% 15%	34 33% 20%	31 28% 18%	41 30% 24%	42 29% 25%	55 33% 32% l	42 37% 25% l	31 21% 18%	97 31% 57%	73 27% 43%	43 27% 25%	127 30% 75%	37 28% 22%	133 30% 78%	81 31% 48%	89 28% 52%
Adverts are noisier/ louder than the programmes	150 26%	119 39% 80%	30 11% 20%	89 31% 60% u	60 21% 40%	16 29% 11%	15 17% 10%	18 23% 12%	26 25% 17%	32 29% 21%	42 31% 28% d	40 28% 27%	49 30% 32%	28 24% 19%	33 22% 22%	89 29% 59%	61 23% 41%	35 22% 24%	114 27% 76%	30 22% 20%	120 27% 80%	64 24% 43%	86 27% 57%
Encourages children to pester parents	131 23%	98 32% 74%	34 13% 26%	71 24% 54%	61 21% 46%	10 18% 7%	23 26% 18%	21 27% 16%	22 21% 16%	22 20% 17%	34 25% 26%	34 24% 26%	42 26% 32%	23 20% 17%	32 21% 24%	77 25% 58%	55 20% 42%	44 28% 33%	87 21% 67%	42 31% 32% nr	89 20% 68%	61 23% 46%	70 22% 54%
Inappropriate advertising in children's programming/ before the watershed	120 21%	93 30% 78%	26 10% 22%	59 20% 50%	60 21% 50%	13 23% 11%	22 24% 18%	22 28% 18%	19 18% 16%	20 18% 17%	25 18% 21%	35 24% 29%	40 25% 34% k	16 14% 13%	29 19% 24%	75 24% 63% n	44 17% 37%	35 22% 29%	85 20% 71%	30 23% 25%	89 20% 75%	59 23% 49%	61 19% 51%
Alcohol advertising	90 16%	78 25% 86%	13 5% 14%	43 15% 48%	47 17% 52%	14 26% 16% l	12 14% 13%	12 15% 13%	18 11% 13%	22 16% 20%	22 16% 24%	22 15% 24%	27 17% 30%	13 11% 14%	28 19% 31%	49 16% 55%	41 15% 45%	25 16% 28%	65 16% 72%	18 13% 19%	73 16% 81%	35 13% 38%	56 18% 62%
Antisocial behaviour in adverts	58 10%	50 16% 85%	9 3% 15%	35 12% 59%	24 8% 41%	6 12% 11%	6 7% 11%	8 10% 14%	5 5% 9%	12 11% 21%	20 15% 35% l	14 10% 24%	20 12% 35%	9 8% 16%	15 10% 25%	34 11% 59%	24 9% 41%	13 8% 23%	45 11% 77%	20 7% 83%	48 11% 77%	21 8% 36%	37 12% 64%
Poor quality/ poor production standards	55 9%	42 14% 77%	12 5% 23%	28 10% 52%	26 9% 48%	8 14% 14%	9 10% 17%	7 9% 13%	11 11% 21%	8 7% 15%	11 8% 20%	11 8% 21%	16 10% 30%	15 13% 28%	12 8% 22%	28 9% 51%	27 10% 49%	13 8% 25%	41 10% 75%	12 9% 21%	43 10% 79%	30 12% 55%	25 8% 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
 * small base

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Absolutes/col percents/row percents 4 Mar 2019

Table 74

QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'
MULTI CODE

Base: All with concerns

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	576	307 53%	269 47%	291 50%	286 50%	55* 10%*	91* 16%*	78* 13%*	103* 18%*	113 20%	137 24%	146 25%	164 28%	115* 20%*	151 26%	309 54%	267 46%	159 28%	417 72%	134 23%	442 77%	261 45%	315 55%
Other concerns	89	31	58	55	35	6	13	6	17	19	28	18	22	22	28	40	50	19	70	12	77	35	55
	16%	10%	22%	19%	12%	11%	14%	8%	17%	17%	21%	12%	13%	19%	19%	13%	19%	12%	17%	9%	17%	13%	17%
		35%	65%	61% b	39%	7%	14%	7%	19%	21%	32% e	20%	25%	24%	31%	44%	56%	21%	79%	14%	86% q	39%	61%
Don't know	29	9	20	5	23	1	10	7	2	4	3	3	6	4	15	9	19	13	15	13	15	13	16
	5%	3%	7%	2%	8%	2%	11%	10%	2%	4%	3%	2%	4%	4%	10%	3%	7%	8%	4%	10%	3%	5%	5%
		32%	68%	19%	81% a	5%	36% gh	26% fh	7%	14%	12%	11%	22%	16%	51% l	33%	67% m	47% p	53%	47% r	53%	45%	55%
Net: Any concerns	548	298	249	285	262	54	80	70	101	109	133	142	157	111	137	300	248	145	402	120	427	249	299
	95%	97%	93%	98%	92%	98%	89%	90%	98%	96%	97%	98%	96%	96%	90%	97%	93%	92%	96%	90%	97%	95%	95%
		54%	46%	52% b	48%	10%	15%	13%	18% de	20% d	24% de	26% l	29%	20%	25%	55% n	45%	27%	73% o	22%	78% q	45%	55%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 74

QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'
MULTI CODE

Base: All with concerns

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)		Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
579	540 93%	39 7%		422 73%	157 27%	494 85%	85 15%	402 69%	55 9%	85 15%	37 6%	21 4%	45 8%	40 7%	33 6%	42 7%	32 6%	46 8%	75 13%	68 12%
576	534 93%	42* 7%*		422 73%	154 27%	486 84%	90* 16%*	478 83%	46* 8%*	44* 8%*	8* 1%*	25** 4%**	53* 9%*	49* 9%*	43** 7%**	47* 8%*	44** 8%**	59* 10%*	84* 15%*	74* 13%*
480	449	32		354	126	414	67	366	52	78	35	20	41	37	29	39	29	40	69	63
292	268	24		214	78	249	44	237	27	22	5	14	26	23	26	24	23	24	46	29
51%	50% 92%	57% 8%		51% 73%	51% 27%	51% 85%	49% 15%	50% 81%	60% 9%	51% 8%	63% 2%	55% 5%	50% 9%	47% 8%	62% 9%	52% 8%	53% 8%	42% 8%	55% 16%	40% 10%
225	214	11		175	50	202	23	180	24	16	4	16	20	19	14	13	12	14	39	32
39%	40% 95%	26% 5%		41% 78%	33% 22%	42% 90%f	26% 10%	38% 80%	53% 11%g	37% 7%	48% 2%	65% 7%	37% 9%	39% 9%	33% 6%	29% 6%	28% 5%	24% 6%	46% 17%q	43% 14%
225	216	9		178	47	200	25	188	20	13	4	11	23	13	17	13	19	25	38	29
39%	40% 96%b	20% 4%		42% 79%q	31% 21%	41% 89%f	28% 11%	28% 84%	30% 9%	46% 6%	4% 2%	44% 5%	42% 10%	27% 6%	39% 7%	28% 6%	44% 9%	43% 11%	44% 17%	40% 13%
219	214	5		178	41	205	14	177	23	15	4	12	25	17	15	10	17	21	31	29
38%	40% 98%b	12% 2%		42% 81%q	27% 19%	42% 94%f	15% 6%	37% 81%	50% 10%	35% 7%	43% 2%	49% 6%	46% 11%q	35% 8%	35% 7%	21% 5%	39% 8%	36% 10%	36% 14%	39% 13%
173	168	6		146	28	155	18	144	15	11	3	8	18	11	10	11	12	23	26	25
30%	31% 97%b	13% 3%		35% 84%q	18% 16%	32% 89%	21% 11%	30% 83%	33% 9%	24% 6%	36% 2%	32% 5%	34% 10%	22% 6%	24% 6%	24% 6%	28% 7%	39% 13%	31% 15%	33% 14%
170	165	4		141	29	161	9	141	17	10	3	8	15	9	11	14	13	11	26	32
29%	31% 97%b	10% 3%		33% 83%q	19% 17%	33% 95%f	10% 5%	29% 83%	36% 10%	22% 6%	35% 2%	33% 5%	29% 9%	19% 5%	25% 6%	30% 8%	31% 8%	18% 6%	31% 16%	44% 19%nc
150	144	6		123	27	137	13	124	15	9	2	11	19	11	3	13	6	13	27	22
26%	27% 96%	4% 4%		29% 82%q	18% 18%	28% 91%f	14% 9%	26% 83%	32% 10%	20% 6%	2% 1%	46% 8%	35% 13%	23% 7%	7% 2%	27% 8%	14% 4%	22% 9%	32% 18%	29% 14%
131	126	5		108	23	119	12	106	17	5	3	11	16	5	13	10	9	15	8	19
23%	24% 96%	12% 4%		26% 83%q	15% 17%	25% 91%f	13% 9%	22% 81%l	38% 13%gi	12% 4%	32% 2%l	43% 8%	31% 12%mr	10% 4%	32% 10%	22% 8%	21% 7%	25% 11%r	9% 6%	25% 14%r
120	118	2		97	22	112	8	94	14	9	2	5	14	10	4	5	9	11	16	19
21%	22% 98%b	5% 2%		23% 81%q	14% 19%	23% 94%f	9% 6%	20% 79%	31% 12%	21% 8%	27% 2%	19% 4%	25% 11%	20% 8%	10% 4%	12% 5%	22% 8%	19% 10%	19% 14%	26% 16%
90	90	*		75	15	85	5	78	8	4	1	5	9	6	4	5	6	10	18	15
16%	17% 100%b	1% *		18% 83%q	10% 17%	17% 94%f	6% 6%	16% 86%	17% 9%	9% 4%	12% 1%	18% 5%	17% 10%	12% 7%	8% 4%	11% 6%	13% 6%	17% 11%	21% 20%	21% 17%
58	57	1		44	14	52	6	48	5	5	1	3	8	7	1	2	6	4	9	9
10%	11% 98%	2% 2%		11% 76%	9% 24%	11% 90%	6% 10%	10% 83%	10% 8%	11% 8%	6% 1%	10% 4%	15% 13%	14% 12%	3% 2%	4% 4%	14% 11%	7% 7%	10% 15%	12% 15%
55	53	1		47	8	50	5	44	7	3	*	2	6	3	5	3	3	5	9	7
9%	10% 97%	4% 3%		11% 86%q	5% 14%	10% 91%	5% 9%	9% 80%	16% 13%	7% 6%	6% 1%	9% 4%	11% 10%	7% 6%	11% 9%	7% 6%	6% 5%	9% 10%	11% 17%	10% 13%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 74

QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'
MULTI CODE

Base: All with concerns

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	576	534 93%	42* 7%*	422 73%	154 27%	486 84%	90* 16%*	478 83%	46* 8%*	44* 8%*	8* 1%*	25** 4%**	53* 9%*	49* 9%*	43** 7%**	47* 8%*	44** 8%**	59* 10%*	84* 15%*	74* 13%*
Other concerns	89 16%	86 16%	4 9%	54 13%	36 23%	69 14%	20 23%	76 16%	8 17%	5 12%	1 8%	6 22%	5 10%	8 17%	7 11%	5 14%	6 14%	22 38%	13 16%	2 3%
		96%	4%	60%	40%<i>c</i>	77%	23%	85%	9%	6%	1%	6%	6%	9%<i>s</i>	8%	6%	7%	25%<i>lmors</i>	15%<i>s</i>	2%
Don't know	29 5%	29 5%	-	23 5%	6 4%	26 5%	3 3%	20 4%	4 9%	4 9%	* 4%	1 6%	-	2 4%	-	2 3%	4 8%	1 2%	5 6%	6 8%
		100%	-	79%	21%	90%	10%	71%	15%	14%	1%	5%	-	6%	-	5%	13%	4%	17%	20%
Net: Any concerns	548 95%	505 95%	42 100%	399 95%	148 96%	461 95%	87 97%	458 96%	42 91%	40 91%	8 96%	23 94%	53 100%	47 96%	43 100%	45 97%	40 92%	57 98%	80 94%	68 92%
		92%	8%	73%	27%	84%	16%	84%	8%	7%	1%	4%	10%	9%	8%	8%	7%	10%	15%	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
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 74

QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'
MULTI CODE

Base: All with concerns

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	579	121 21%	458 79%	250 43%	279 48%	61 11%	172 30%	348 60%	321 55%	258 45%	286 49%	441 76%	138 24%
Weighted base	576	100* 17%*	476 83%	235 41%	280 49%	64* 11%*	177 31%	344 60%	319 55%	258 45%	284 49%	435 75%	141 25%
Effective base	480	94	388	208	234	47	144	287	271	210	243	366	115
Too many advertising breaks	292 51%	48 48% 16%	244 51% 84%	114 48% 39%	160 57% 55%g	29 46% 10%	99 56% 34%	161 47% 55%	163 51% 56%	129 50% 44%	145 51% 49%	216 50% 74%	76 54% 26%
Advertising breaks go on for too long	225 39%	46 46% 20%	179 38% 80%	91 39% 41%	119 42% 53%	24 38% 11%	66 37% 29%	127 37% 57%	130 41% 58%	95 37% 42%	116 41% 52%	172 40% 77%	53 37% 23%
Gambling advertising	225 39%	43 44% 19%	181 38% 81%	90 38% 40%	108 39% 48%	25 39% 11%	59 34% 26%	142 41% 63%	129 40% 57%	96 37% 43%	115 40% 51%	179 41% 80%	46 32% 20%
Payday Loans/ credit advertising	219 38%	37 37% 17%	182 38% 83%	84 36% 39%	105 37% 48%	21 33% 10%	59 34% 27%	140 41% 64%	129 40% 59%	90 35% 41%	110 39% 50%	175 40% 80%	44 31% 20%
Junk food advertising	173 30%	30 30% 17%	144 30% 83%	63 27% 37%	89 32% 51%	24 38% 14%	48 27% 28%	112 33% 65%	103 32% 59%	70 27% 41%	87 31% 50%	141 33% 82%l	32 22% 18%
Irritating/ annoying sponsorship messages	170 29%	32 32% 19%	138 29% 81%	65 28% 38%	88 32% 52%	20 31% 12%	44 25% 26%	108 31% 64%	106 33% 62%	64 25% 38%	93 33% 55%	138 32% 81%	32 23% 19%
Adverts are noisier/ louder than the programmes	150 26%	32 32% 21%	118 25% 79%	58 25% 39%	87 31% 58%	18 27% 12%	43 25% 29%	89 26% 59%	91 29% 61%	59 23% 39%	81 29% 54%	119 27% 80%	30 21% 20%
Encourages children to pester parents	131 23%	29 29% 22%	102 21% 78%	51 22% 39%	73 26% 55%	15 23% 11%	37 21% 28%	77 22% 59%	85 27% 65%l	46 18% 35%	74 26% 56%l	109 25% 83%l	22 16% 17%
Inappropriate advertising in children's programming/ before the watershed	120 21%	29 29% 24%b	91 19% 76%	45 19% 38%	66 23% 55%	10 16% 8%	42 24% 35%	63 18% 52%	78 25% 65%l	41 16% 35%	68 24% 57%l	95 22% 79%	25 18% 21%
Alcohol advertising	90 16%	20 20% 23%	70 15% 77%	37 16% 41%	49 17% 54%	12 19% 13%	28 16% 31%	55 16% 61%	55 17% 61%	35 14% 39%	51 18% 56%	73 17% 81%	17 12% 19%
Antisocial behaviour in adverts	58 10%	14 14% 25%	44 9% 75%	19 8% 33%	32 11% 54%	6 10% 11%	18 10% 31%	32 9% 54%	36 11% 61%	23 9% 39%	30 11% 52%	43 10% 74%	15 11% 26%
Poor quality/ poor production standards	55 9%	9 9% 17%	45 9% 83%	23 10% 41%	33 12% 61%	4 7% 8%	17 9% 31%	29 8% 53%	36 11% 66%	19 7% 34%	32 11% 58%	45 10% 82%	10 7% 18%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 74

QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'
MULTI CODE

Base: All with concerns

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	576	100* 17%*	476 83%	235 41%	280 49%	64* 11%*	177 31%	344 60%	319 55%	258 45%	284 49%	435 75%	141 25%
Other concerns	89	18	72	35	44	18	28	54	39	50	35	66	23
	16%	18%	15%	15%	16%	28%	16%	16%	12%	20%	12%	15%	16%
		20%	80%	39%	50%	20% cg	32%	61%	44%	56% hj	39%	74%	26%
Don't know	29	6	22	15	7	6	3	23	21	8	21	26	2
	5%	6%	5%	6%	3%	9%	2%	7%	7%	3%	7%	6%	2%
		22%	78%	52% f	26%	19% df	11%	79% df	74%	26%	74% l	91%	9%
Net: Any concerns	548	94	454	220	273	58	174	322	298	250	263	409	139
	95%	94%	95%	94%	97%	91%	98%	93%	93%	97%	93%	94%	98%
		17%	83%	40%	50% eg	11%	32% ceg	59%	54%	46% j	48%	75%	25%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 74

QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'
MULTI CODE

Base: All with concerns

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total															
579	333 58%	286 49%	166 29%	154 27%	128 22%	66 11%	81 14%	49 8%	441 76%	198 34%	185 32%	86 15%	291 50%	288 50%	
576	324 56%	284 49%	172 30%	143 25%	124 22%	63* 11%*	81* 14%*	47* 8%*	435 75%	197 34%	178 31%	88* 15%*	284 49%	292 51%	
480	276	243	141	127	110	56	67	43	366	164	155	74	243	238	
292	162	145	82	64	66	28	39	26	216	121	95	46	157	135	
51%	50%	51%	47%	45%	53%	45%	48%	54%	50%	62%	53%	52%	55%	46%	
	56%	49%	28%	22%	22%	10%	13%	9%	74%	42% z	33%	16%	54%	46%	
225	133	116	56	52	61	21	31	17	172	92	73	33	123	102	
39%	41%	41%	33%	36%	49%	34%	38%	37%	40%	47%	41%	37%	43%	35%	
	59%	52%	25%	23%	27% o	9%	14%	8%	77%	41% z	32%	14%	55%	45%	
225	137	115	64	66	53	33	40	24	179	76	71	29	115	110	
39%	42%	40%	37%	46%	43%	53%	50%	52%	41%	38%	40%	33%	40%	38%	
	61%	51%	29%	29%	24%	15% o	18%	11%	80%	34%	32%	13%	51%	49%	
219	128	110	66	60	56	30	39	24	175	89	84	39	128	91	
38%	40%	39%	38%	42%	45%	48%	48%	51%	40%	45%	47%	44%	45%	31%	
	59%	50%	30%	27%	25%	14%	18%	11%	80%	40% z	38% z	18% z	58% z	42%	
173	107	87	53	53	40	27	30	20	141	65	70	30	99	74	
30%	33%	31%	31%	37%	32%	44%	37%	41%	33%	33%	39%	34%	35%	26%	
	62%	50%	31%	30%	23%	16%	17%	11%	82%	38%	40% z	17%	57% z	43%	
170	109	93	58	44	47	24	31	21	138	64	60	23	90	80	
29%	34%	33%	33%	31%	38%	38%	39%	43%	32%	33%	34%	26%	32%	27%	
	64%	55%	34%	26%	28%	14%	18%	12%	81%	38%	36%	13%	53%	47%	
150	89	81	46	39	41	21	22	16	119	63	60	26	87	63	
26%	28%	29%	27%	33%	27%	33%	27%	33%	27%	32%	34%	29%	30%	22%	
	60%	54%	31%	26%	27%	14%	15%	10%	80%	42% z	40% z	17%	58% z	42%	
131	79	74	39	39	29	20	29	13	109	57	57	23	76	55	
23%	24%	26%	23%	27%	24%	31%	36%	27%	25%	29%	32%	27%	27%	19%	
	60%	56%	30%	30%	22%	15%	22% o	10%	83%	43% z	43% z	18%	58% z	42%	
120	68	68	41	39	35	23	29	13	95	62	61	35	84	35	
21%	21%	24%	24%	27%	28%	36%	37%	28%	22%	31%	34%	40%	30%	12%	
	57%	57%	34%	33%	30%	19% mu	25% mn	11%	79%	52% z	51% z	29% z	70% z	30%	
90	54	51	27	31	24	13	18	9	73	36	41	16	49	41	
16%	17%	18%	16%	22%	19%	20%	23%	20%	17%	18%	23%	18%	17%	14%	
	59%	56%	30%	34%	26%	14%	20%	10%	81%	39%	46% z	18%	54%	46%	
58	30	30	15	15	14	7	13	8	43	37	29	9	42	16	
10%	9%	11%	9%	10%	12%	11%	16%	16%	10%	19%	17%	10%	15%	6%	
	52%	52%	26%	25%	25%	12%	22%	13%	74%	64% z	50% z	15%	72% z	28%	
55	30	32	14	18	16	4	14	9	45	23	24	6	33	22	
9%	9%	11%	8%	13%	13%	6%	17%	19%	10%	12%	14%	7%	12%	7%	
	54%	58%	25%	33%	30%	7%	25% o	16% o	82%	42%	45% z	11%	60%	40%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

Prepared by BDRC Continental
Fieldwork: February – December 2018
BDRC/Job number (23179)

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Absolutes/col percents/row percents 4 Mar 2019

Table 74

QC3: What do you have concerns about? Any other concerns? IF 'Too much advertising' – PROBE FOR 'Too many advertising breaks' AND 'Advertising breaks go on for too long'
MULTI CODE

Base: All with concerns

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	576	324 56%	284 49%	172 30%	143 25%	124 22%	63* 11%*	81* 14%*	47* 8%*	435 75%	197 34%	178 31%	88* 15%*	284 49%	292 51%
Other concerns	89	43	35	19	16	17	8	10	3	66	29	23	14	43	46
	16%	13% 48%	12% 39%	11% 21%	11% 18%	14% 20%	12% 9%	12% 11%	6% 3%	15% 74%	15% 33%	13% 26%	16% 16%	15% 48%	16% 52%
Don't know	29	20	21	13	7	3	3	2	5	26	6	2	-	7	22
	5%	6% 70%	7% 74% ^q	8% 47%	5% 23%	2% 9%	5% 12%	2% 7%	12% 19% ^q	6% 91%	3% 21%	1% 8%	-	2% 24%	7% 76% ^{wxy}
Net: Any concerns	548	304 94%	263 93%	159 92%	136 95%	122 98%	60 95%	79 98%	42 88%	409 94%	191 97%	176 99%	88 100%	278 98%	270 93%
	95%	55%	48%	29%	25%	22% ^{nt}	11%	14%	8%	75%	35%	32% ^z	16% ^z	51% ^z	49%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 75

QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned
MULTI CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Adverts for payday Loans/ credit	774 33%	528 45%	246 21%	359 32%	415 35%	76 23%	92 25%	125 35%	138 45%	154 39%	188 40%	207 34%	237 30%	151 30%	179 30%	444 30%	330 30%	212 28%	562 36%	184 29%	590 35%	364 31%	410 36%
		68%	32%	46%	54%	10%	12%	16% c	18% cd	20% cdef	24% cde	27% jk	31%	19%	23%	57% n	43%	27%	73% o	24%	76% q	47%	53%
Adverts for gambling/ bookmakers/ gambling websites	750 32%	512 44%	238 21%	362 32%	388 33%	78 24%	82 22%	126 34%	136 41%	188 39%	196 38%	234 33%	145 29%	175 29%	430 35%	320 29%	201 27%	548 35%	175 27%	575 34%	346 34%	403 35%	35%
		68%	32%	48%	52%	10%	11%	17% cd	18% cd	18% cde	25% cde	26% kl	31%	19%	23%	57% n	43%	27%	73% o	23%	77% q	46%	54% s
Adverts for junk food/ unhealthy food / food high in sugar/ fat/ salt	468 20%	329 28%	139 12%	218 19%	250 21%	59 18%	49 13%	79 20%	89 22%	70 21%	123 26%	138 27%	125 18%	97 21%	109 18%	262 21%	206 20%	149 32%	319 68%	127 27%	341 73%	217 46%	251 54%
		70%	30%	47%	53%	13%	10%	17% d	19% d	15% d	26% cd	29% jk	27%	21%	23%	56%	44%	32%	68%	27%	73%	46%	54%
Adverts offering compensation in no win no fee deals	452 20%	328 28%	123 11%	238 21%	213 18%	32 10%	54 15%	69 19%	77 27%	93 26%	126 27%	138 27%	122 17%	87 18%	105 18%	259 21%	192 18%	120 16%	332 21%	110 17%	342 20%	213 18%	239 21%
		73%	27%	53%	47%	7%	12%	15% c	17% c	21% cdef	28% cdef	31% jk	27%	19%	23%	57% n	43%	27%	73% o	24%	76%	47%	53%
Adverts for e-cigarettes/ vaping	408 18%	309 27%	99 9%	209 18%	199 17%	45 14%	53 14%	81 21%	66 17%	65 19%	98 20%	116 22%	125 18%	92 19%	75 13%	241 20%	167 15%	122 16%	286 18%	104 26%	304 70%	197 48%	211 52%
		76%	24%	51%	49%	11%	13%	20% cd	16%	16%	24% cd	28% kl	31% kl	23% kl	18%	59% n	41%	30%	70%	26%	74%	48%	52%
Adverts for credit cards	341 15%	245 21%	97 8%	167 15%	175 15%	37 11%	39 11%	66 17%	57 14%	55 16%	88 18%	90 17%	103 15%	69 14%	79 13%	194 16%	148 14%	104 14%	237 15%	93 14%	249 15%	163 14%	178 15%
		72%	28%	49%	51%	11%	11%	19% cd	14%	16%	26% cd	26%	30%	20%	23%	57%	43%	14%	69%	27%	73%	48%	52%
Adverts for alcohol	319 14%	234 20%	85 7%	147 13%	173 15%	46 14%	44 14%	67 17%	47 12%	34 10%	81 17%	79 25%	93 29%	71 22%	76 24%	172 54%	147 46%	116 36%	203 64%	98 31%	221 69%	164 52%	155 48%
		73%	27%	46%	54%	14%	14%	21% g	15%	11%	25% g	25%	29%	22%	24%	54%	46%	36%	64%	31%	69%	52%	48%
Adverts for charities/ refugee appeals	307 13%	211 18%	96 8%	162 14%	145 12%	22 7%	41 11%	51 13%	60 15%	53 16%	79 17%	69 22%	84 27%	64 21%	90 29%	152 50%	154 50%	76 25%	231 75% o	71 23%	235 14%	147 13%	158 14%
		69%	31%	53%	47%	7%	13%	17% c	20% c	17% c	26% c	22%	27%	21%	29%	50%	50%	10%	15%	11%	77%	48%	52%
Adverts for children's toys	179 8%	102 9%	77 7%	89 8%	90 8%	22 7%	26 7%	35 9%	28 7%	24 7%	44 9%	46 9%	53 7%	39 8%	42 7%	99 8%	80 7%	75 10%	104 7%	64 10%	115 7%	77 7%	102 9%
		57%	43%	50%	50%	12%	14%	20%	16%	13%	24%	26%	29%	22%	23%	55%	45%	42% p	58%	36% r	64%	43%	57%
Adverts for public health campaigns	87 4%	56 5%	31 3%	48 4%	39 3%	10 3%	18 5%	21 5%	16 4%	10 3%	12 3%	24 5%	26 4%	16 3%	21 3%	50 4%	37 3%	33 4%	55 3%	31 5%	56 3%	53 5%	34 3%
		65%	35%	55%	45%	12%	21%	24% h	18%	11%	14%	28%	30%	18%	24%	58%	42%	37%	63%	36%	64%	61%	39%
None of these	1059 46%	355 31%	704 61%	535 47%	524 44%	170 51%	185 50%	176 45%	186 47%	133 39%	209 44%	195 38%	317 45%	236 48%	311 52%	512 42%	547 50%	352 33%	707 67%	294 28%	765 72%	529 50%	529 50%
		34%	66%	51%	49%	16% kg	17% kg	17%	18%	13%	20%	18%	30% l	22% l	29% l	48%	52% m	33%	67%	28%	72%	50%	50%
Don't know	55 2%	36 3%	19 2%	19 2%	35 3%	10 3%	13 3%	11 3%	12 3%	3 1%	6 1%	7 1%	14 2%	17 4%	16 3%	22 2%	33 3%	23 3%	32 2%	21 3%	33 2%	32 3%	22 2%
		66%	34%	35%	65%	18% kg	23% g	20%	23% g	5%	11%	13%	26%	32%	28%	40%	60%	42%	58%	39%	61%	59%	41%

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

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Table 75

Absolutes/col percents/row percents 4 Mar 2019

QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned
MULTI CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Net: Any concerns	1200 52%	771 66%	429 37%	577 51%	623 53%	152 46%	170 46%	208 53%	201 50%	204 60%	265 55%	315 61%	374 53%	243 49%	268 45%	689 56%	511 47%	375 50%	824 53%	327 51%	873 52%	598 52%	599 52%
		64%	36%	48%	52%	13%	14%	17%	17%	17%cdf	22%cd	26%jkl	31%l	20%	22%	57%an	43%	31%	69%	27%	73%	50%	50%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 75

**QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned
MULTI CODE****Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%	
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%	
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247	
Adverts for payday Loans/ credit	774 33%	742 35%	32 16%	606 38%	168 23%	679 36%	94 22%	628 33%	75 36%	55 40%	16 29%	37 39%	89 35%	61 32%	65 40%	52 25%	72 34%	75 38%	112 37%	66 22%	
		96%b	4%	78% d	22%	88% f	12%	81%	10%	7% g	2%	5% os	12% s	8% s	8% os	7%	9% s	10% os	14% os	8%	
Adverts for gambling/ bookmakers/ gambling websites	750 32%	718 34%	31 16%	586 37%	164 23%	664 35%	86 20%	626 33%	61 30%	49 36%	14 25%	37 40%	83 32%	50 26%	67 41%	49 24%	65 31%	90 46%	113 37%	72 25%	
		96% b	4%	78% d	22%	89% f	11%	84%	8%	6% j	2%	5% mos	11%	7%	9% mos	7%	9%	12% lmos	15% mos	10%	
Adverts for junk food/ unhealthy food / food high in sugar/ fat/ salt	468 20%	457 22%	11 5%	378 24%	90 12%	428 23%	40 9%	393 21%	35 17%	31 23%	9 16%	24 26%	55 21%	33 17%	51 31%	25 12%	39 18%	51 26%	66 22%	49 17%	
		98% b	2%	81% d	19%	92% f	8%	84%	7%	7%	2%	5% o	12% o	7%	11% mops	5%	8%	11% os	14% o	11%	
Adverts offering compensation in no win no fee deals	452 20%	438 21%	14 7%	355 22%	97 13%	397 21%	55 12%	369 82%	43 10%	31 7%	8 2%	19 4%	43 9%	39 9%	38 8%	26 6%	40 9%	43 10%	75 17%	45 10%	
		97% b	3%	79% d	21%	88% f	12%	82%	10%	7%	2%	4%	9%	9%	8% o	6%	9%	10% o	17% los	10%	
Adverts for e-cigarettes/ vaping	408 18%	397 19%	11 6%	328 21%	80 11%	370 20%	39 9%	337 18%	39 19%	24 18%	8 14%	19 20%	36 14%	26 14%	36 22%	25 12%	41 19%	47 24%	61 20%	46 16%	
		97% b	3%	80% d	20%	91% f	9%	83%	10%	6%	2%	5%	9%	6%	9% o	6%	10%	12% lmos	15% o	11%	
Adverts for credit cards	341 15%	333 16%	8 4%	264 17%	78 11%	299 16%	42 10%	276 14%	36 17%	23 17%	6 11%	15 16%	38 15%	23 12%	34 21%	23 11%	24 11%	28 14%	56 18%	34 12%	
		98% b	2%	77% d	23%	88% f	12%	81%	11%	7%	2%	4%	11%	7%	10% ops	7%	7%	8%	16% s	10%	
Adverts for alcohol	319 14%	313 15%	7 3%	250 16%	70 10%	293 15%	26 6%	261 14%	29 14%	23 17%	6 12%	19 20%	37 14%	23 12%	24 15%	15 7%	24 11%	33 17%	46 15%	41 14%	
		98% b	2%	78% d	22%	92% f	8%	82%	9%	7%	2%	6% o	11% o	7%	8% o	5%	7%	10% o	14% o	13% o	
Adverts for charities/ refugee appeals	307 13%	291 14%	16 8%	215 14%	92 13%	260 14%	47 11%	249 81%	25 8%	26 9% gh	6 3%	10 3%	27 9%	27 9%	26 9%	25 8%	20 7%	34 11%	49 16%	30 10%	
		95%	5%	70%	30%	85%	15%	81%	8%	9% gh	2%	3%	9%	9%	9%	8%	7%	11% s	16% s	10%	
Adverts for children's toys	179 8%	172 8%	7 3%	143 9%	36 5%	162 9%	17 4%	141 7%	19 9%	16 12%	3 5%	10 11%	22 8%	14 8%	16 10%	13 7%	13 6%	22 11%	17 5%	14 5%	
		96% b	4%	80% d	20%	91% f	9%	79%	11%	9% g	2%	6%	12%	8%	9%	7%	8%	12% s	9%	8%	
Adverts for public health campaigns	87 4%	83 4%	4 2%	69 4%	18 2%	78 4%	9 2%	73 4%	8 4%	4 3%	2 3%	4 4%	8 3%	10 5%	10 6%	6 3%	7 3%	8 4%	10 3%	10 3%	
		95%	5%	79%	21%	90%	10%	84%	10%	5%	2%	5%	10%	11%	12%	7%	8%	9%	12%	11%	
None of these	1059 46%	918 43%	137 6%	644 41%	414 57%	809 43%	250 59%	874 46%	94 45%	59 43%	32 59%	40 43%	113 44%	82 44%	72 44%	108 53%	100 47%	68 35%	134 44%	157 53%	
		87%	13% a	61%	39% c	76%	24% e	83%	9%	6%	3% gh	4%	11%	8%	7%	10% q	9% q	6%	13%	15% lor	
Don't know	55 2%	55 3%	- 2%	35 2%	20 3%	44 2%	11 3%	42 77%	8 14%	3 5%	2 4%	2 4%	8 15% s	6 11%	2 4%	9 17% rs	5 10%	3 6%	2 4%	2 4%	
		100%	-	64%	36%	80%	20%	77%	14%	5%	4%	4%	15% s	11%	4%	17% rs	10%	6%	4%	4%	
Net: Any concerns	1200 52%	1139 54%	61 5%	906 57%	293 40%	1040 55%	160 38%	999 52%	107 51%	74 54%	20 37%	52 55%	137 53%	100 53%	89 54%	85 42%	107 50%	125 64%	168 55%	135 46%	
		95% b	5%	76% d	24%	87% f	13%	83% j	9% j	6% j	2%	4%	11% o	8%	7% o	7%	9%	10% ops	14% os	11%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j - k/l/m/n/o/p/q/r/s
* small basePrepared by BDRC Continental
Fieldwork: February – December 2018
BDRC/Job number (23179)

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 75

**QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned
MULTI CODE****Base: All with any working TV set in the home**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Adverts for payday Loans/ credit	774 33%	160 39%	614 32%	306 30%	399 38%	91 44%	232 33%	475 34%	428 35%	346 32%	375 34%	604 35%	170 28%
		21% b	79%	40%	52% c	12% c/d/g	30%	61%	55%	45%	48%	78% i	22%
Adverts for gambling/ bookmakers/ gambling websites	750 32%	164 39%	586 31%	301 30%	381 36%	84 41%	214 30%	474 34%	424 35%	326 30%	370 34%	582 34%	168 28%
		22% b	78%	40%	51% c/f	11% c/f	29%	63%	57% i	43%	49%	78% i	22%
Adverts for junk food/ unhealthy food / food high in sugar/ fat/ salt	468 20%	106 26%	361 19%	192 19%	235 22%	63 31%	126 18%	301 21%	284 23%	184 17%	247 23%	381 22%	87 14%
		23% b	77%	41%	50% f	14% c/d/g	27%	64%	61% i	39%	53% i	81% i	19%
Adverts offering compensation in no win no fee deals	452 20%	96 23%	355 19%	188 19%	223 21%	54 26%	118 17%	287 20%	264 22%	187 17%	233 21%	360 21%	92 15%
		21%	79%	42%	49% f	12% c/f	26%	64%	59% i	41%	52% i	80% i	20%
Adverts for e- cigarettes/ vaping	408 18%	85 20%	323 17%	159 16%	206 19%	47 23%	117 16%	250 21%	253 21%	155 14%	223 20%	327 19%	82 14%
		21%	79%	39%	51% c	12% c	29%	61%	62% i	38%	55% i	80% i	20%
Adverts for credit cards	341 15%	74 18%	268 14%	142 14%	180 17%	38 19%	103 14%	201 14%	207 17%	134 12%	182 17%	269 16%	73 12%
		22%	78%	41%	53%	11%	30%	59%	61% i	39%	53% i	79%	21%
Adverts for alcohol	319 14%	77 18%	243 13%	139 14%	148 14%	39 19%	85 12%	201 14%	202 16%	117 11%	179 16%	258 15%	61 10%
		24% b	76%	44%	46%	12% f	27%	63%	63% i	37%	56% i	81% i	19%
Adverts for charities/ refugee appeals	307 13%	55 13%	252 13%	145 14%	156 15%	37 18%	88 12%	182 13%	161 13%	146 13%	145 13%	228 13%	79 13%
		18%	82%	47%	51%	12%	29%	59%	53%	47%	47%	74%	26%
Adverts for children's toys	179 8%	31 7%	148 8%	81 8%	80 8%	22 11%	45 6%	109 8%	121 10%	58 5%	108 10%	150 9%	29 5%
		17%	83%	45%	45%	12%	25%	61%	68% i	32%	60% i	84% i	16%
Adverts for public health campaigns	87 4%	19 5%	68 4%	47 5%	42 4%	13 7%	21 3%	51 4%	52 4%	35 3%	50 5%	70 4%	17 3%
		22%	78%	54%	48%	15% f	24%	59%	60%	40%	57%	80%	20%
None of these	1059 46%	162 39%	897 47%	462 46%	464 44%	72 35%	354 50%	623 44%	521 42%	538 50%	461 42%	732 43%	327 54%
		15%	85% a	44% e	44% e	7%	33% d/g	59% e	49%	51% h	44%	69%	31% k
Don't know	55 2%	15 4%	40 2%	28 3%	21 2%	4 2%	14 2%	32 2%	31 2%	24 2%	29 3%	45 3%	10 2%
		27%	73%	51%	38%	7%	25%	58%	56%	44%	53%	82%	18%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 75

Absolutes/col percents/row percents 4 Mar 2019

QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned
MULTI CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Net: Any concerns	1200 52%	239 58%	961 51%	514 51%	577 54%	131 63%	345 48%	751 53%	677 55%	523 48%	600 55%	932 55%	267 44%
		20%b	80%	43%	48%f	11%cdfg	29%	63%	56%h	44%	50%j	78%k	22%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 75

**QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned
MULTI CODE****Base: All with any working TV set in the home**

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
Total	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%	
2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%	
1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312	
774	464	375	228	224	159	91	118	66	604	223	230	84	341	433	
33%	35%	34%	32%	39%	35%	39%	37%	32%	35%	50%	49%	45%	48%	27%	
	60%	48%	29%	29% o	20%	12%	15%	8%	78%	29% z	30% z	11% z	44% z	56%	
750	447	370	220	214	154	84	107	61	582	219	224	82	330	420	
32%	34%	34%	31%	38%	34%	36%	34%	29%	34%	49%	48%	44%	46%	26%	
	60%	49%	29%	29% ot	21%	11%	14%	8%	78%	29% z	30% z	11% z	44% z	56%	
468	294	247	146	137	96	64	82	41	381	139	149	59	221	247	
20%	22%	23%	20%	24%	21%	27%	26%	19%	22%	31%	32%	32%	31%	15%	
	63%	53%	31%	29%	21%	14% o	17%	9%	81%	30% z	32% z	13% z	47% z	53%	
452	280	233	130	134	108	51	67	44	360	139	142	47	214	237	
20%	21%	21%	18%	24%	22%	22%	21%	21%	21%	31%	30%	25%	30%	15%	
	62%	52%	29%	30% o	24% o	11%	15%	10%	80%	31% z	31% z	10% z	47% z	53%	
408	249	223	133	120	94	55	81	50	327	123	130	49	186	222	
18%	19%	20%	18%	21%	21%	24%	26%	24%	19%	27%	28%	26%	26%	14%	
	61%	55%	32%	29%	23%	14%	20% mou	12%	80%	30% z	32% z	12% z	46% z	54%	
341	203	182	108	109	83	47	66	38	269	106	109	44	161	181	
15%	15%	17%	15%	19%	18%	20%	21%	18%	16%	24%	23%	24%	22%	11%	
	59%	53%	32%	32% m	24%	14%	19% mou	11%	79%	31% z	32% z	13% z	47% z	53%	
319	195	179	119	104	75	46	67	40	258	101	124	56	160	159	
14%	15%	16%	17%	18%	17%	20%	21%	19%	15%	23%	26%	30%	22%	10%	
	61%	56%	37%	33%	23%	14%	21% mu	13%	81%	32% z	39% z	17% z	50% z	50%	
307	177	145	86	82	72	28	40	31	228	106	95	36	145	162	
13%	13%	13%	12%	14%	16%	12%	13%	15%	13%	24%	20%	19%	20%	10%	
	58%	47%	28%	27%	24%	9%	13%	10%	74%	35% z	31% z	12% z	47% z	53%	
179	116	108	74	65	44	33	37	17	150	62	73	38	97	81	
8%	9%	10%	10%	11%	10%	14%	12%	8%	9%	14%	16%	20%	14%	5%	
	65%	60%	41%	37%	25%	18% mu	21%	10%	84%	35% z	41% z	21% yz	54% z	46%	
87	59	50	40	36	32	20	21	17	70	34	34	23	49	38	
4%	4%	5%	6%	6%	7%	9%	7%	8%	4%	8%	7%	13%	7%	2%	
	67%	57%	46%	41% u	36% mu	23% mn	24%	20% mn	80%	39% z	39% z	27% wyz	56% z	44%	
1059	569	461	301	210	170	82	112	96	732	109	103	30	181	878	
46%	43%	42%	42%	37%	38%	35%	35%	46%	43%	24%	22%	16%	25%	55%	
	54% prs	44% ps	28%	20%	16%	8%	11%	9% prs	69% prs	10% x	10%	3%	17% x	83% vwxyz	
55	34	29	21	10	11	6	10	4	45	7	4	1	10	45	
2%	3%	3%	3%	2%	3%	3%	3%	2%	3%	2%	1%	*	1%	3%	
	62%	53%	39%	19%	21%	11%	18%	7%	82%	14%	8%	2%	17%	83% wy	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 75

Absolutes/col percents/row percents 4 Mar 2019

QC4: (SHOW SCREEN) And which, if any, of these types of advertising on television do you have any concerns about? Please include any you may have already mentioned
MULTI CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Net: Any concerns	1200 52%	730 55% 61%	600 55% 50%	395 55% 33%	349 61% 29% <i>mnotu</i>	270 60% 23%	146 62% 12% <i>mtu</i>	195 62% 16% <i>mu</i>	109 52% 9%	932 55% 78%	331 74% 28% <i>z</i>	363 77% 30% <i>z</i>	156 84% 13% <i>vyz</i>	526 73% 44% <i>z</i>	673 42% 56%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 76

QC9: (SHOW SCREEN) Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221	1100	1116	1205	318	370	412	376	370	475	559	739	448	575	1298	1023	757	1564	664	1657	1356	962
		53%	47%	48%	52%	14%	16%	18%	16%	16%	20%	24%	32%	19%	25%	56%	44%	33%	67%	29%	71%	58%	41%
Weighted base	2313	1162	1151	1131	1182	332	368	394	399	340	480	517	705	496	595	1222	1091	750	1563	642	1671	1159	1151
		50%	50%	49%	51%	14%	16%	17%	17%	15%	21%	22%	30%	21%	26%	53%	47%	32%	68%	28%	72%	50%	50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
There could be quite a few more advertising breaks in an hour before it bothered me	89	59	30	43	46	21	28	16	13	3	7	26	27	20	16	53	36	49	40	49	40	62	27
	4%	5%	3%	4%	4%	6%	8%	4%	3%	1%	2%	5%	4%	4%	3%	4%	3%	7%	3%	8%	2%	5%	2%
		66%	34%	48%	52%	24% gh	31% gh	18% gh	15%	4%	8%	29%	30%	22%	18%	60%	40%	55% p	45%	55% r	45%	69% t	31%
A small increase in the number of advertising breaks would not bother me	150	108	41	65	85	43	37	32	17	8	13	34	49	36	30	84	66	67	83	59	91	89	61
	6%	9%	4%	6%	7%	13%	10%	8%	4%	2%	3%	7%	7%	7%	5%	7%	6%	9%	5%	9%	5%	8%	5%
		72%	28%	43%	57%	29% efgh	25% fgh	21% fgh	11%	5%	9%	23%	33%	24%	20%	56%	44%	45% p	55%	39% r	61%	59% t	41%
The present number of advertising breaks doesn't bother me, but I would not want any more	849	397	452	427	422	124	128	163	143	134	157	179	293	164	213	471	377	282	567	246	603	468	381
	37%	34%	39%	38%	36%	37%	35%	41%	36%	40%	33%	35%	42%	33%	36%	39%	35%	36%	36%	38%	36%	40%	33%
		47%	53%	50%	50%	15%	15%	19% h	17%	16%	18%	21%	34% ik	19%	25%	56%	44%	33%	67%	29%	71%	55% t	45%
There are already more advertising breaks in an hour than I am really happy with	1089	510	579	533	556	124	131	158	204	181	292	254	302	242	291	556	533	297	792	244	846	474	614
	47%	44%	50%	47%	47%	37%	36%	40%	51%	53%	61%	49%	43%	49%	49%	46%	49%	40%	51%	38%	51%	41%	53%
		47%	53%	49%	51%	11%	12%	14%	19% cde	17% cde	27% cdef	23% j	28%	22%	27% j	51%	49%	27%	73% o	22%	78% q	44%	56% s
Don't know	136	87	49	63	73	20	44	26	22	14	10	24	34	34	45	57	79	55	81	45	91	66	68
	6%	8%	4%	6%	6%	6%	12%	7%	6%	4%	2%	5%	5%	7%	7%	5%	7%	7%	5%	7%	5%	6%	6%
		64%	36%	46%	54%	15% h	32% cefg	19% h	16% h	10%	7%	17%	25%	25%	33%	42%	58% m	40%	60%	33%	67%	49%	50%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 76

QC9: (SHOW SCREEN) Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5?
SINGLE CODE

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
There could be quite a few more advertising breaks in an hour before it bothered me	89 4%	87 4%	2 1%	69 4%	20 3%	73 4%	16 4%	71 4%	8 4%	2 1%	8 15%	2 2%	13 5%	2 1%	4 3%	11 6%	7 3%	2 1%	8 3%	21 7%
A small increase in the number of advertising breaks would not bother me	150 6%	142 7%	8 4%	122 8%	27 4%	136 7%	14 3%	128 7%	9 5%	6 4%	6 12%	10 11%	16 6%	17 9%	17 11%	9 4%	18 8%	1 1%	16 5%	24 8%
The present number of advertising breaks doesn't bother me, but I would not want any more	849 37%	773 37%	76 38%	567 36%	282 39%	698 37%	151 36%	715 37%	73 35%	45 33%	15 27%	34 36%	118 46%	61 32%	55 34%	62 31%	78 37%	63 32%	108 35%	136 46%
There are already more advertising breaks in an hour than I am really happy with	1089 47%	985 47%	101 51%	742 47%	347 48%	885 47%	205 49%	889 46%	101 49%	78 57%	21 39%	38 40%	98 38%	98 52%	81 49%	108 53%	102 48%	111 56%	157 52%	97 33%
Don't know	136 6%	124 6%	12 6%	85 5%	51 7%	101 5%	36 8%	112 6%	16 8%	5 3%	4 7%	10 11%	13 5%	11 6%	7 4%	12 6%	9 4%	20 10%	15 5%	15 5%
		91%	9%	62%	38%	74%	26% ^{ef}	82%	12%	3%	3%	7%	9%	8%	5%	9%	6%	15% ^{ap}	11%	11%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 76

QC9: (SHOW SCREEN) Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469	1852	1052	1054	213	688	1432	1269	1052	1131	1764	557
		20%	80%	45%	45%	9%	30%	62%	55%	45%	49%	76%	24%
Weighted base	2313	415	1898	1004	1062	206	712	1406	1228	1085	1090	1709	604
		18%	82%	43%	46%	9%	31%	61%	53%	47%	47%	74%	26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
There could be quite a few more advertising breaks in an hour before it bothered me	89 4%	17 4%	72 4%	53 5%	27 3%	12 6%	16 2%	65 5%	60 5%	29 3%	58 5%	78 5%	11 2%
		19%	81%	60%df	30%	13%df	18%	73%df	68%l	32%	65%l	87%l	13%
A small increase in the number of advertising breaks would not bother me	150 6%	37 9%	113 6%	85 8%	50 5%	19 9%	31 4%	99 7%	94 8%	55 5%	91 8%	134 8%	16 3%
		25%b	75%	57%df	34%	13%df	21%	66%df	63%l	37%	61%l	89%l	11%
The present number of advertising breaks doesn't bother me, but I would not want any more	849 37%	125 30%	723 38%	350 41%	406 48%	66 8%	278 33%	523 62%	431 51%	418 49%	380 45%	601 35%	247 41%
		15%	85%a									71%	29%k
There are already more advertising breaks in an hour than I am really happy with	1089 47%	207 50%	882 46%	460 46%	517 49%	102 49%	339 48%	650 46%	567 46%	523 48%	492 45%	788 46%	302 50%
		19%	81%	42%	47%	9%	31%	60%	52%	48%	45%	72%	28%
Don't know	136 6%	29 7%	107 6%	56 6%	62 6%	7 3%	48 7%	68 5%	76 6%	60 6%	68 6%	109 6%	27 5%
		21%	79%	41%	46%	5%	35%	50%	56%	44%	50%	80%	20%

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

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Table 76

Absolutes/col percents/row percents 4 Mar 2019

QC9: (SHOW SCREEN) Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
There could be quite a few more advertising breaks in an hour before it bothered me	89 4%	72 5% 80%	58 5% 65%	53 7% 59%u	38 7% 43%	37 8% 41%mn	23 10% 25%mn	28 9% 31%mn	17 8% 19%u	78 5% 87%	21 5% 23%	35 8% 40%z	24 13% 27%vwyz	37 5% 42%z	52 3% 58%
A small increase in the number of advertising breaks would not bother me	150 6%	111 8% 74%	91 8% 61%	74 10% 50%	71 12% 47%mn	47 10% 31%	25 11% 17%	38 12% 25%u	21 10% 14%	134 8% 89%	30 7% 20%	56 12% 38%vz	26 14% 17%vz	64 9% 43%z	86 5% 57%
The present number of advertising breaks doesn't bother me, but I would not want any more	849 37%	454 34% 53%	380 35% 45%	263 37% 31%	190 33% 22%	147 33% 17%	87 37% 10%	114 36% 13%	83 40% 10%	601 35% 71%	130 29% 15%	127 27% 15%	46 25% 5%	214 30% 25%	635 40% 75%vwyz
There are already more advertising breaks in an hour than I am really happy with	1089 47%	608 46% 56%orst	492 45% 45%orst	282 39% 26%	243 43% 22%	185 41% 17%	84 36% 8%	116 37% 11%	77 37% 7%	788 46% 72%orst	255 57% 23%xz	236 50% 22%z	84 45% 8%	380 53% 35%z	709 44% 65%
Don't know	136 6%	88 7% 64%	68 6% 50%	46 6% 34%	27 5% 20%	36 8% 26%	15 6% 11%	21 7% 15%	11 5% 8%	109 6% 80%	12 3% 9%	15 3% 11%	6 3% 4%	22 3% 16%	114 7% 84%vwyz

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 77

QC10: (SHOW SCREEN) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels?

IF NECESSARY – ‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5.

So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV.

SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
There could be quite a few more advertising breaks in an hour before it bothered me	69 3%	45 4%	23 2%	36 3%	32 3%	13 4%	21 6%	15 4%	12 3%	3 1%	4 1%	19 4%	28 4%	13 3%	9 2%	46 4%	23 2%	33 4%	36 2%	33 5%	36 2%	51 4%	18 2%
		66%	34%	53%	47%	18% <i>gh</i>	31% <i>gh</i>	22% <i>gh</i>	18% <i>h</i>	4%	6%	27% <i>l</i>	40% <i>l</i>	19%	14%	67% <i>n</i>	33%	48% <i>p</i>	52%	48% <i>r</i>	52%	74% <i>t</i>	26%
A small increase in the number of advertising breaks would not bother me	142 6%	103 9%	39 3%	59 5%	84 7%	37 11%	37 10%	31 8%	16 4%	11 3%	11 2%	39 7%	40 6%	30 6%	33 6%	79 6%	63 6%	73 10%	69 4%	63 10%	79 5%	93 8%	49 4%
		73%	27%	41%	59%	26% <i>fgh</i>	26% <i>fgh</i>	22% <i>fgh</i>	11%	7%	8%	27%	28%	21%	23%	56%	44%	51% <i>p</i>	49%	45% <i>r</i>	55%	66% <i>t</i>	34%
The present number of advertising breaks doesn't bother me, but I would not want any more	850 37%	398 34%	452 39%	440 39%	410 35%	137 41%	150 41%	147 37%	136 34%	122 36%	158 33%	175 34%	280 40%	181 36%	214 36%	455 37%	395 36%	275 37%	575 37%	240 37%	610 37%	468 40%	382 33%
		47%	53%	52%	48%	16% <i>h</i>	18% <i>h</i>	17%	16%	14%	19%	21%	33%	21%	25%	54%	46%	32%	68%	28%	72%	55% <i>t</i>	45%
There are already more advertising breaks in an hour than I am really happy with	1104 48%	526 45%	578 50%	536 47%	569 48%	122 37%	131 36%	166 42%	217 54%	187 55%	281 59%	260 50%	312 44%	244 49%	287 48%	573 47%	532 49%	319 42%	786 50%	265 41%	840 50%	489 42%	614 53%
		48%	52%	48%	52%	11%	12%	15%	20% <i>cde</i>	17% <i>cde</i>	25% <i>cde</i>	24% <i>j</i>	28%	22%	26%	52%	48%	29%	71% <i>o</i>	24%	76% <i>o</i>	44%	56% <i>s</i>
Don't know	147 6%	89 8%	58 5%	60 5%	87 7%	23 7%	28 8%	35 9%	18 4%	18 5%	25 5%	24 5%	45 6%	29 6%	50 8%	69 6%	79 7%	50 7%	97 6%	41 6%	106 6%	57 5%	88 8%
		61%	39%	41%	59%	16%	19%	24% <i>f</i>	12%	12%	17%	16%	30%	19%	34% <i>l</i>	47%	53%	34%	66%	28%	72%	39%	60% <i>s</i>

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

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Table 77

QC10: (SHOW SCREEN) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels?
IF NECESSARY – ‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5.
So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV.
SINGLE CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%	
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%	
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247	
There could be quite a few more advertising breaks in an hour before it bothered me	69 3%	67 3%	1 *	53 3%	16 2%	60 3%	9 2%	53 3%	8 4%	1 1%	7 13%	5 5%	6 2%	5 2%	2 1%	8 4%	2 1%	2 1%	4 1%	20 7%	
		97%	1%	77%	23%	87%	13%	77%	12% l	1%	10% ghi	7% r	8%	7%	3%	12%	3%	3%	5%	29% lnpqr	
A small increase in the number of advertising breaks would not bother me	142 6%	135 6%	7 4%	115 7%	28 4%	124 7%	19 4%	120 6%	10 5%	6 4%	6 11%	8 8%	17 7%	14 8%	14 9%	12 6%	16 7%	2 1%	9 3%	27 9%	
		95%	5%	81% d	19%	87%	13%	84%	7%	4%	4%	6% qr	12% q	10% qr	10% qr	9% q	11% q	2%	7%	19% qr	
The present number of advertising breaks doesn't bother me, but I would not want any more	850 37%	773 37%	77 39%	562 35%	288 40%	699 37%	151 36%	715 37%	73 35%	46 34%	15 27%	28 30%	123 48%	64 34%	58 35%	65 32%	77 36%	63 32%	106 35%	132 45%	
		91%	9%	66%	34%	82%	18%	84% j	9%	5%	2%	3%	14% klnmnpqr	8%	7%	8%	9%	7%	12%	16% kmoqr	
There are already more advertising breaks in an hour than I am really happy with	1104 48%	1008 48%	95 48%	765 48%	340 47%	898 47%	206 49%	899 47%	103 50%	79 58%	23 42%	43 45%	93 36%	94 50%	82 50%	110 54%	112 53%	103 53%	164 54%	98 33%	
		91%	9%	69%	31%	81%	19%	81%	9%	7% gj	2%	4%	8%	9% ls	7% ls	10% ls	10% ls	9% ls	15% ls	9%	
Don't know	147 6%	128 6%	19 10%	91 6%	56 8%	111 6%	36 9%	127 7%	13 6%	4 3%	4 7%	11 12%	20 8%	13 7%	7 4%	8 4%	6 3%	26 13%	21 7%	17 6%	
		87%	13%	62%	38%	76%	24%	86% l	9%	2%	2% l	7% op	13% p	9%	5%	5%	4%	17% noprs	14%	12%	

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 77

QC10: (SHOW SCREEN) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels?
IF NECESSARY – ‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5.
So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV.
SINGLE CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
There could be quite a few more advertising breaks in an hour before it bothered me	69 3%	12 3%	57 3%	38 4%	28 3%	14 7%	13 2%	47 3%	46 4%	23 2%	43 4%	60 4%	9 1%
		18%	82%	56% f	41%	21% dfg	19%	68%	67% l	33%	62% l	87% l	13%
A small increase in the number of advertising breaks would not bother me	142 6%	35 8%	108 6%	84 8%	45 4%	17 8%	28 4%	99 7%	87 7%	55 5%	84 8%	127 7%	15 2%
		24%	76%	59% df	32%	12% df	20%	69% df	61%	39%	59% l	89% l	11%
The present number of advertising breaks doesn't bother me, but I would not want any more	850 37%	137 33%	713 38%	353 35%	411 39%	73 36%	282 40%	517 37%	434 35%	416 38%	382 35%	601 35%	249 41%
		16%	84%	42%	48%	9%	33%	61%	51%	49%	45%	71%	29% k
There are already more advertising breaks in an hour than I am really happy with	1104 48%	203 49%	901 47%	480 48%	503 47%	91 44%	330 46%	678 48%	589 48%	516 48%	519 48%	817 48%	288 48%
		18%	82%	43%	46%	8%	30%	61%	53%	47%	47%	74%	26%
Don't know	147 6%	28 7%	119 6%	48 5%	75 7%	10 5%	59 8%	65 5%	73 6%	74 7%	63 6%	105 6%	43 7%
		19%	81%	32%	51% cg	7%	40% cg	44%	49%	51%	43%	71%	29%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 77

QC10: (SHOW SCREEN) And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels?
IF NECESSARY – ‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5.
So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV.
SINGLE CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
There could be quite a few more advertising breaks in an hour before it bothered me	69 3%	54 4%	43 4%	34 5%	26 5%	27 6%	20 9%	26 8%	16 8%	60 4%	13 3%	23 5%	19 10%	30 4%	39 2%
		76%	62%	50%	38%	39%u	29%mnopu	38%mnopu	23%mnu	87%	18%	33%z	27%vwyz	44%z	56%
A small increase in the number of advertising breaks would not bother me	142 6%	108 8%	84 8%	75 10%	68 12%	55 12%	26 11%	30 10%	23 11%	127 7%	28 6%	58 12%	29 15%	62 9%	80 5%
		76%	59%	53%u	48%mnv	39%mnv	18%	21%	16%	89%	20%	41%vz	20%vyz	44%z	56%
The present number of advertising breaks doesn't bother me, but I would not want any more	850 37%	462 35%	382 35%	267 37%	200 35%	149 33%	87 37%	120 38%	81 39%	601 35%	134 30%	130 28%	53 28%	217 30%	632 40%
		54%	45%	31%	24%	17%	10%	14%	10%	71%	16%	15%	6%	26%	74%vwxyz
There are already more advertising breaks in an hour than I am really happy with	1104 48%	631 47%	519 48%	311 43%	249 44%	190 42%	86 37%	118 37%	79 38%	817 48%	251 56%	232 49%	75 40%	369 52%	735 46%
		57%rst	47%rst	28%	23%	17%	8%	11%	7%	74%qrst	23%xz	21%	7%	33%xz	67%
Don't know	147 6%	77 6%	63 6%	31 4%	26 5%	30 7%	15 6%	22 7%	9 4%	105 6%	22 5%	26 6%	11 6%	38 5%	109 7%
		52%	43%	21%	18%	21%	10%	15%	6%	71%	15%	18%	7%	26%	74%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 78

QC11: (SHOW SCREEN) Please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221	1100	1116	1205	318	370	412	376	370	475	559	739	448	575	1298	1023	757	1564	664	1657	1356	962
		53%	47%	48%	52%	14%	16%	18%	16%	16%	20%	24%	32%	19%	25%	56%	44%	33%	67%	29%	71%	58%	41%
Weighted base	2313	1162	1151	1131	1182	332	368	394	399	340	480	517	705	496	595	1222	1091	750	1563	642	1671	1159	1151
		50%	50%	49%	51%	14%	16%	17%	17%	15%	21%	22%	30%	21%	26%	53%	47%	32%	68%	28%	72%	50%	50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
There could be quite a few more minutes of advertising in an hour before it bothered me	70	46	24	34	36	19	20	15	10	2	5	22	19	18	11	41	29	35	35	34	36	52	18
	3%	4%	2%	3%	3%	6%	5%	4%	2%	1%	1%	4%	3%	4%	2%	3%	3%	5%	2%	5%	2%	5%	2%
		66%	34%	49%	51%	27% fgh	28% gh	22% gh	14%	3%	7%	32% i	27%	26%	15%	58%	42%	50% p	50%	49% r	51%	75% t	25%
A small increase in the number of minutes of advertising would not bother me	145	108	37	71	74	34	43	25	21	10	12	36	43	36	29	80	65	69	75	63	82	94	51
	6%	9%	3%	6%	6%	10%	12%	6%	5%	3%	3%	7%	6%	7%	5%	7%	6%	9%	5%	10%	5%	8%	4%
		75%	25%	49%	51%	23% fgh	29% efgh	18% gh	14%	7%	8%	25%	30%	25%	20%	55%	45%	48% p	52%	43% r	57%	65% t	35%
The present amount of advertising doesn't bother me, but I would not want any more	848	397	450	435	413	131	134	160	139	125	158	184	284	166	214	468	380	277	571	241	607	468	380
	37%	34%	39%	38%	35%	40%	36%	41%	35%	37%	33%	36%	40%	33%	36%	38%	35%	37%	37%	38%	36%	40%	33%
		47%	53%	51%	49%	16%	16%	19% h	16%	15%	19%	22%	33% k	20%	25%	55%	45%	33%	67%	28%	72%	65% t	45%
There are already more minutes of advertising in an hour than I am really happy with	1130	533	597	541	590	126	141	163	214	190	297	256	320	251	303	576	554	319	811	265	866	488	641
	49%	46%	52%	48%	50%	38%	38%	41%	54%	56%	62%	50%	45%	51%	51%	47%	51%	43%	52%	41%	52%	42%	56%
		47%	53%	48%	52%	11%	12%	14%	19% cde	17% ccde	26% ccde	23%	28%	22%	27%	51%	49%	28%	72% o	23%	77% qd	43%	57% s
Don't know	120	77	43	50	70	22	31	30	15	13	8	18	39	25	38	57	63	50	70	39	80	56	62
	5%	7%	4%	4%	6%	7%	8%	8%	4%	4%	2%	3%	6%	5%	6%	5%	6%	7%	4%	6%	5%	5%	5%
		64%	36%	41%	59%	19% h	26% fgh	25% fgh	13%	11%	7%	15%	33%	21%	31% i	48%	52%	42% p	58%	33%	67%	47%	52%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 78

Absolutes/col percents/row percents 4 Mar 2019

QC11: (SHOW SCREEN) Please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5?
SINGLE CODE

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
There could be quite a few more minutes of advertising in an hour before it bothered me	70 3%	69 3%	1 *	56 4%	14 2%	63 3%	7 2%	54 3%	9 4%	1 1%	6 12%	4 4%	4 2%	4 2%	4 3%	9 4%	3 1%	- 1%	4 1%	22 8%
		99%	1%	80%	20%	90%	10%	77%	12% l	2%	9% ghi	6% c	6%	5%	6%	12% q	4%	-	5%	32% lmpq
A small increase in the number of minutes of advertising would not bother me	145 6%	136 6%	8 4%	117 7%	28 4%	128 7%	17 4%	127 7%	8 4%	4 3%	6 10%	6 7%	20 8%	15 8%	12 7%	13 7%	15 7%	6 3%	10 3%	29 10%
		94%	5%	81% d	19%	88%	12%	88%	6%	3%	4% hi	4%	14% r	10% r	8%	9%	11%	4%	7%	20% qr
The present amount of advertising doesn't bother me, but I would not want any more	848 37%	775 37%	73 37%	562 35%	286 39%	701 37%	147 35%	710 37%	74 35%	50 37%	14 25%	29 31%	123 48%	63 33%	60 36%	64 32%	79 37%	61 31%	107 35%	124 42%
		91%	9%	66%	34%	83%	17%	84% j	9% j	6% j	2%	3%	15% kmoqr	7%	7%	8%	9%	7%	13%	15% od
There are already more minutes of advertising in an hour than I am really happy with	1130 49%	1025 49%	103 52%	780 49%	350 48%	911 48%	219 52%	920 48%	110 53%	75 55%	25 46%	44 46%	100 39%	98 52%	79 48%	106 52%	109 51%	114 58%	169 56%	101 35%
		91%	9%	69%	31%	81%	19%	81%	10%	7% g	2%	4%	9%	9% ls	7% s	9% ls	10% ls	10% ls	15% ls	9%
Don't know	120 5%	106 5%	14 7%	71 4%	49 7%	89 5%	31 7%	104 5%	7 4%	5 3%	4 7%	11 12%	11 4%	10 5%	8 5%	11 6%	6 3%	15 8%	14 5%	17 6%
		88%	12%	59%	41% c	74%	26%	87%	6%	4%	3%	9% lpr	9%	8%	7%	9%	5%	13%	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
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 78

QC11: (SHOW SCREEN) Please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
There could be quite a few more minutes of advertising in an hour before it bothered me	70 3%	14 3%	56 3%	40 4%	25 2%	16 8%	16 2%	49 3%	48 4%	22 2%	47 4%	60 3%	10 2%
		21%	79%	58% d	36%	23% cdfg	22%	69%	69% l	31%	67% l	85%	15%
A small increase in the number of minutes of advertising would not bother me	145 6%	30 7%	114 6%	81 8%	53 5%	16 8%	29 4%	102 7%	88 7%	56 5%	83 8%	126 7%	19 3%
		21%	79%	56% df	37%	11%	20%	70% df	61%	39%	58% l	87% l	13%
The present amount of advertising doesn't bother me, but I would not want any more	848 37%	134 32%	713 38%	360 36%	407 38%	65 32%	281 40%	514 37%	433 35%	415 38%	381 35%	606 35%	241 40%
		16%	84%	42%	48%	8%	33%	61%	51%	49%	45%	72%	28%
There are already more minutes of advertising in an hour than I am really happy with	1130 49%	208 50%	923 49%	476 47%	526 49%	105 51%	346 49%	683 49%	593 48%	538 50%	520 48%	823 48%	307 51%
		18%	82%	42%	46%	9%	31%	60%	52%	46%	46%	73%	27%
Don't know	120 5%	28 7%	91 5%	47 5%	51 5%	4 2%	39 6%	58 4%	66 5%	54 5%	60 5%	94 6%	26 4%
		24%	76%	39%	43%	3%	33%	49%	55%	45%	50%	79%	21%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Page 378

Absolutes/col percents/row percents 4 Mar 2019

Table 78

QC11: (SHOW SCREEN) Please think about the amount of advertising in terms of the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
There could be quite a few more minutes of advertising in an hour before it bothered me	70 3%	53 4%	47 4%	39 5%	30 5%	30 7%	15 6%	27 8%	13 6%	60 3%	16 4%	30 6%	21 11%	32 5%	38 2%
		76%	67%	55%u	42%	42%mu	22%u	38%mnmu	18%	85%	22%	42%z	29%vyz	46%z	54%
A small increase in the number of minutes of advertising would not bother me	145 6%	108 8%	83 8%	78 11%	65 11%	49 11%	24 10%	32 10%	19 9%	126 7%	29 7%	50 11%	29 15%	58 8%	86 5%
		75%	58%	54%nu	45%mnmu	34%u	17%	22%	13%	87%	20%	35%vz	20%vyz	40%z	60%
The present amount of advertising doesn't bother me, but I would not want any more	848 37%	460 35%	381 35%	263 37%	189 33%	151 34%	92 39%	112 35%	89 43%	606 35%	125 28%	131 28%	54 29%	215 30%	633 40%
		54%	45%	31%	22%	18%	11%	13%	11%mnppqu	72%	15%	16%	6%	25%	75%vwxy
There are already more minutes of advertising in an hour than I am really happy with	1130 49%	636 48%	520 48%	301 42%	256 45%	190 42%	89 38%	127 40%	76 37%	823 48%	269 60%	246 52%	79 43%	392 55%	738 46%
		56%orst	46%orst	27%	23%t	17%	8%	11%	7%	73%oqrst	24%wxz	22%xz	7%	35%xz	65%
Don't know	120 5%	75 6%	60 5%	37 5%	29 5%	32 7%	14 6%	19 6%	11 5%	94 6%	9 2%	13 3%	3 2%	19 3%	101 6%
		62%	50%	31%	24%	26%	11%	15%	9%	79%	7%	11%	3%	16%	84%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 79

QC12: (SHOW SCREEN) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels? IF NECESSARY – ‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV.

SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221	1100	1116	1205	318	370	412	376	370	475	559	739	448	575	1298	1023	757	1564	664	1657	1356	962
		53%	47%	48%	52%	14%	16%	18%	16%	16%	20%	24%	32%	19%	25%	56%	44%	33%	67%	29%	71%	58%	41%
Weighted base	2313	1162	1151	1131	1182	332	368	394	399	340	480	517	705	496	595	1222	1091	750	1563	642	1671	1159	1151
		50%	50%	49%	51%	14%	16%	17%	17%	15%	21%	22%	30%	21%	26%	53%	47%	32%	68%	28%	72%	50%	50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
There could be quite a few more minutes of advertising in an hour before it bothered me	62	41	21	35	27	11	22	19	6	2	3	22	23	9	9	44	17	31	31	31	31	48	14
	3%	4%	2%	3%	2%	3%	6%	5%	1%	1%	1%	4%	3%	2%	1%	4%	2%	4%	2%	5%	2%	4%	1%
		67%	33%	56%	44%	17% gh	35% gh	31% fgh	9%	3%	5%	35% kl	37%	14%	14%	72% n	28%	50% p	50%	50% r	50%	77% t	23%
A small increase in the number of minutes of advertising would not bother me	145	107	38	65	80	41	37	22	21	12	12	39	44	32	29	84	61	76	69	65	80	97	48
	6%	9%	3%	6%	7%	12%	10%	6%	5%	3%	2%	8%	6%	6%	5%	7%	6%	10%	4%	10%	5%	8%	4%
		74%	26%	45%	55%	28% efgh	26% efgh	15% h	15% h	8%	8%	27%	31%	22%	20%	58%	42%	52% p	48%	45% r	55%	67% t	33%
The present amount of advertising doesn't bother me, but I would not want any more	833	385	447	433	400	132	143	152	138	117	151	173	275	169	216	448	385	274	558	241	592	456	376
	36%	33%	39%	38%	34%	40%	39%	39%	34%	34%	31%	34%	39%	34%	36%	37%	35%	37%	36%	38%	35%	39%	33%
		46%	54%	52% b	48%	16% h	17% h	18% h	17%	14%	18%	21%	33%	20%	26%	54%	46%	33%	67%	29%	71%	55% t	45%
There are already more minutes of advertising in an hour than I am really happy with	1128	542	586	544	584	125	142	173	214	193	280	264	314	258	293	578	550	324	804	270	858	503	624
	49%	47%	51%	48%	49%	38%	39%	44%	54%	57%	58%	51%	45%	52%	49%	47%	50%	43%	51%	42%	51%	43%	54%
		48%	52%	48%	52%	11%	13%	15%	19% cde	17% cde	25% cde	23% i	28%	23% i	26%	51%	49%	29%	71% o	24%	76% q	45%	55% s
Don't know	145	86	59	55	90	23	24	28	20	16	33	19	49	29	48	68	77	45	100	35	110	55	88
	6%	7%	5%	5%	8%	7%	7%	7%	5%	5%	7%	4%	7%	6%	8%	6%	7%	6%	6%	5%	7%	5%	8%
		59%	41%	38%	62% a	16%	17%	19%	14%	11%	23%	13%	34% il	20%	33% il	47%	53%	31%	69%	24%	76%	38%	61% s

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 79

Absolutes/col percents/row percents 4 Mar 2019

QC12: (SHOW SCREEN) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels? IF NECESSARY – ‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV. SINGLE CODE

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
There could be quite a few more minutes of advertising in an hour before it bothered me	62 3%	60 3%	2 1%	48 3%	14 2%	54 3%	8 2%	50 3%	4 2%	1 1%	7 12%	5 5%	2 1%	5 3%	1 1%	7 3%	3 2%	1 *	3 1%	24 8%
		97%	3%	78%	22%	87%	13%	81%	7%	2%	11%ghi	7%lnqr	3%	8%	1%	11%	5%	2%	5%	38%lmnpqr
A small increase in the number of minutes of advertising would not bother me	145 6%	135 6%	10 5%	119 7%	26 4%	128 7%	17 4%	124 6%	11 5%	3 2%	6 11%	8 8%	18 7%	16 9%	14 9%	13 6%	10 5%	4 2%	12 4%	29 10%
		93%	7%	82%cd	18%	88%	12%	86%ai	8%	2%	4%ghi	5%q	12%q	11%q	10%q	9%	7%	3%	9%	20%qr
The present amount of advertising doesn't bother me, but I would not want any more	833 36%	764 36%	67 34%	551 35%	281 39%	690 36%	142 34%	692 36%	78 37%	50 37%	14 25%	26 28%	123 48%	58 31%	61 37%	62 30%	75 35%	68 34%	100 33%	120 41%
		92%	8%	66%	34%	83%	17%	83%j	9%j	6%j	2%	3%	15%kmopqr	7%	7%	7%	9%	8%	12%	14%kmo
There are already more minutes of advertising in an hour than I am really happy with	1128 49%	1025 49%	101 51%	785 50%	343 47%	921 49%	208 49%	924 48%	103 50%	77 57%	24 45%	45 47%	96 37%	99 52%	78 48%	110 54%	118 56%	104 53%	169 56%	104 35%
		91%	9%	70%	30%	82%	18%	82%	9%	7%gj	2%	4%	9%	9%ls	7%ss	10%ls	11%ls	9%ls	15%ls	9%
Don't know	145 6%	127 6%	18 9%	82 5%	63 9%	100 5%	46 11%	125 7%	12 6%	5 3%	4 7%	12 12%	19 7%	11 6%	10 6%	12 6%	6 3%	20 10%	20 6%	17 6%
		87%	13%	57%	43%cd	69%	31%e	86%	8%	3%	3%	8%p	13%	7%	7%	8%	4%	14%p	14%	11%

Proportions/Mean: Columns Tested (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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Table 79

QC12: (SHOW SCREEN) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels?
IF NECESSARY – ‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV.
SINGLE CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469	1852	1052	1054	213	688	1432	1269	1052	1131	1764	557
		20%	80%	45%	45%	9%	30%	62%	55%	45%	49%	76%	24%
Weighted base	2313	415	1898	1004	1062	206	712	1406	1228	1085	1090	1709	604
		18%	82%	43%	46%	9%	31%	61%	53%	47%	47%	74%	26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
There could be quite a few more minutes of advertising in an hour before it bothered me	62 3%	11 3%	51 3%	37 4%	19 2%	12 6%	10 1%	46 3%	41 3%	21 2%	40 4%	53 3%	9 1%
		17%	83%	59%df	30%	19%df	16%	74%df	67%	33%	64%l	86%	14%
A small increase in the number of minutes of advertising would not bother me	145 6%	34 8%	110 6%	79 8%	56 5%	15 7%	34 5%	98 7%	90 7%	55 5%	85 8%	125 7%	19 3%
		24%	76%	55%df	39%	11%	23%	67%	62%l	38%	59%l	87%l	13%
The present amount of advertising doesn't bother me, but I would not want any more	833 36%	127 31%	705 37%	355 43%	394 47%	78 9%	268 32%	515 62%	429 52%	404 48%	377 45%	606 35%	227 38%
		15%	85%a									73%	27%
There are already more minutes of advertising in an hour than I am really happy with	1128 49%	216 52%	912 48%	492 44%	519 46%	88 8%	340 30%	683 61%	593 48%	535 49%	523 48%	825 48%	303 50%
		19%	81%						53%	47%	46%	73%	27%
Don't know	145 6%	27 6%	118 6%	41 4%	74 7%	13 6%	60 8%	64 5%	75 6%	71 7%	66 6%	100 6%	46 8%
		18%	82%	28%	51%cg	9%	41%cg	44%	51%	49%	45%	69%	31%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 79

QC12: (SHOW SCREEN) And which of these statements best describes how you feel about the total number of minutes of advertising within an hour of programmes on the other commercial channels?
IF NECESSARY – ‘Other commercial channels’ are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky 1, The Discovery Channel, MTV.
SINGLE CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
There could be quite a few more minutes of advertising in an hour before it bothered me	62 3%	50 4% 81%	40 4% 64%	33 5% 54%	25 4% 40%	23 5% 37%	17 7% 27% mnu	21 7% 33% mnu	15 7% 25% mnu	53 3% 86%	9 2% 15%	22 5% 36% vz	18 9% 28% vwyz	26 4% 42%	36 2% 58%
A small increase in the number of minutes of advertising would not bother me	145 6%	106 8% 73%	85 8% 59%	75 10% 52% u	71 12% 49% mnu	57 13% 40% mnu	25 11% 17%	34 11% 24%	25 12% 17% u	125 7% 87%	34 8% 23%	52 11% 36% x	30 16% 21% vyz	61 9% 42% x	84 5% 58%
The present amount of advertising doesn't bother me, but I would not want any more	833 36%	467 35% 56%	377 35% 45%	268 37% 32%	193 34% 23%	151 33% 18%	84 36% 10%	110 35% 13%	84 40% 10%	606 35% 73%	126 28% 15%	132 28% 16%	53 29% 6%	220 31% 26%	613 38% 74% vwxyz
There are already more minutes of advertising in an hour than I am really happy with	1128 49%	637 48% 56% qrst	523 48% 46% qrst	312 44% 28%	246 43% 22%	189 42% 17%	94 40% 8%	129 41% 11%	74 35% 7%	825 48% 73% qrst	258 58% 23% wxyz	237 50% 21%	80 43% 7%	373 52% 33% x	755 47% 67%
Don't know	145 6%	73 5% 50%	66 6% 45%	29 4% 20%	33 6% 23%	31 7% 21%	14 6% 10%	22 7% 15%	10 5% 7%	100 6% 69%	21 5% 14%	26 6% 18%	6 3% 4%	36 5% 25%	109 7% 75%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 80

QD1: As far as you know, are TV programmes regulated?
IF NECESSARY – Are there rules or guidelines about what can and can't be shown?
SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Yes	1937	970	967	965	972	243	298	336	347	312	401	455	611	390	481	1067	870	611	1326	536	1401	986	951
	81%	81%	81%	83%	79%	69%	76%	83%	85%	91%	82%	86%	83%	77%	78%	84%	78%	80%	82%	82%	81%	83%	80%
		50%	50%	50%	50%	13%	15%	17% ^{cd}	18% ^{cd}	16% ^{cdef}	21% ^{cd}	24% ^{kl}	32% ^{kl}	20%	25%	55% ⁿ	45%	32%	68%	28%	72%	51%	49%
No	145	66	79	75	70	38	38	24	9	11	25	23	44	37	40	68	77	55	90	41	104	68	74
	6%	6%	7%	6%	6%	11%	10%	6%	2%	3%	5%	4%	6%	7%	7%	5%	7%	7%	6%	6%	6%	6%	6%
		46%	54%	52%	48%	26% ^{efgh}	26% ^{fgh}	17% ^f	6%	8%	17%	16%	31%	26%	28%	47%	53%	38%	62%	28%	72%	47%	51%
Don't know	302	156	146	120	182	69	55	45	52	20	61	51	79	79	93	130	172	94	209	74	228	133	170
	13%	13%	12%	10%	15%	20%	14%	11%	13%	6%	12%	10%	11%	16%	15%	10%	15%	12%	13%	11%	13%	11%	14%
	13%	52%	48%	40%	60% ^a	23% ^{efgh}	18% ^g	15% ^g	17% ^g	7%	20% ^g	17%	26%	28% ^{ij}	31% ^{ij}	43%	57% ^m	31%	69%	25%	75%	44%	56% ^s

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

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Table 80

QD1: As far as you know, are TV programmes regulated?
IF NECESSARY – Are there rules or guidelines about what can and can't be shown?
SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Yes	1937	1802	135	1366	571	1618	319	1607	179	106	45	84	197	155	146	172	170	171	262	251
	81%	83%	65%	85%	73%	83%	73%	82%	82%	75%	82%	85%	75%	79%	86%	83%	79%	85%	81%	84%
		93% b	7%	71% d	29%	84% f	16%	83% i	9%	5%	2%	4%	10%	8%	8% l	9%	9%	9% l	14%	13% l
No	145	117	26	73	71	97	48	120	13	10	1	6	18	19	5	16	14	10	15	18
	6%	5%	13%	5%	9%	5%	11%	6%	6%	7%	3%	6%	7%	10%	3%	8%	6%	5%	5%	6%
		81%	18% e	51%	49% c	67%	33% e	83%	9%	7%	1%	4%	12%	13% nr	3%	11%	10%	7%	10%	12%
Don't know	302	253	47	167	135	231	72	244	25	25	9	9	47	21	19	19	33	20	46	32
	13%	12%	22%	10%	17%	12%	16%	12%	12%	17%	16%	9%	18%	11%	11%	9%	15%	10%	14%	11%
		84%	15% e	55%	45% c	76%	24% e	81%	8%	8% g	3%	3%	16% oqs	7%	6%	6%	11%	7%	15%	10%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 80

QD1: As far as you know, are TV programmes regulated?
IF NECESSARY – Are there rules or guidelines about what can and can't be shown?
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Yes	1937	335	1602	802	900	196	585	1171	1043	844	924	1427	510
	81%	80%	82%	80%	85%	95%	82%	83%	85%	78%	85%	83%	76%
		17%	83%	41%	46% c	10% cdfg	30%	60% c	54% i	44%	48% l	74% l	26%
No	145	30	115	82	48	3	37	78	62	78	53	96	49
	6%	7%	6%	8%	4%	2%	5%	6%	5%	7%	5%	6%	7%
		21%	79%	57% defg	33%	2%	25% e	54% e	43%	54% j	37%	66%	34%
Don't know	302	55	247	120	115	7	91	156	124	163	113	187	116
	13%	13%	13%	12%	11%	3%	13%	11%	10%	15%	10%	11%	17%
		18%	82%	40% e	38% e	2%	30% e	52% e	41%	54% hj	37%	62%	38% k

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

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Table 80

QD1: As far as you know, are TV programmes regulated?
IF NECESSARY – Are there rules or guidelines about what can and can't be shown?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Yes	1937 81%	1129 85%	924 85%	598 83%	486 86%	364 81%	195 83%	262 83%	177 85%	1427 83%	374 84%	382 81%	162 87%	590 82%	1347 81%
		58%	48%	31%	25%	19%	10%	14%	9%	74%	19%	20%	8%	30%	70%
No	145 6%	78 6%	53 5%	40 6%	25 4%	30 7%	21 9%	21 7%	13 6%	96 6%	18 4%	34 7%	13 7%	42 6%	103 6%
		54%	37%	27%	17%	21%	15%np	15%	9%	66%	13%	23%	9%	29%	71%
Don't know	302 13%	125 9%	113 10%	80 11%	58 10%	57 13%	18 8%	33 11%	18 9%	187 11%	55 12%	54 12%	12 6%	85 12%	218 13%
		41%	37%	27%	19%	19%	6%	11%	6%	62%	18%xx	18%	4%	28%xx	72%xx

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 81

QD2: Who do you think is responsible for regulating TV programmes?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that TV programmes are regulated or don't know if they are regulated

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2250	1189 53%	1061 47%	1072 48%	1178 52%	300 13%	357 16%	396 18%	377 17%	362 16%	458 20%	544 24%	726 32%	427 19%	553 25%	1270 56%	980 44%	715 32%	1535 68%	633 28%	1617 72%	1311 58%	938 42%
Weighted base	2239	1126 50%	1113 50%	1085 48%	1154 52%	312 14%	353 16%	381 17%	399 18%	332 15%	462 21%	506 23%	690 31%	469 21%	573 26%	1197 53%	1042 47%	705 31%	1535 69%	611 27%	1629 73%	1119 50%	1120 50%
Effective base	1842	992	858	872	971	242	295	343	315	314	345	442	598	347	462	1040	808	595	1248	528	1316	1134	776
Ofcom/ Office of Communications	669 30%	283 25%	386 35%	363 33%	306 27%	52 17%	112 32%	141 37%	122 31%	113 34%	129 28%	198 39%	224 33%	114 24%	133 23%	423 35%	247 24%	220 31%	450 29%	201 33%	468 29%	375 33%	295 26%
		42%	58%	54% b	46%	8%	17% c	21% ch	18% c	17% c	19% c	30% kl	34% kl	17%	20%	63% n	37%	33%	67%	30%	70%	56% t	44%
BSC/ Broadcasting Standards Commission	246 11%	213 19%	32 3%	113 10%	132 11%	14 4%	22 6%	32 9%	65 16%	47 14%	66 14%	53 10%	75 11%	57 12%	61 11%	127 11%	118 11%	55 8%	191 12%	47 8%	199 12%	115 10%	131 12%
		87%	13%	46%	54%	6%	9%	13% c	26% cde	19% cde	27% cde	22%	30%	23%	25%	52%	48%	22%	78% o	19%	81% q	47%	53%
ASA/ Advertising Standards Authority	164 7%	131 12%	33 3%	78 7%	87 7%	13 4%	19 5%	35 9%	35 9%	27 8%	35 8%	42 8%	49 7%	40 8%	34 6%	90 8%	74 7%	50 7%	114 7%	48 8%	116 7%	100 9%	64 6%
		80%	20%	47%	53%	8%	11%	21% c	22% c	17% c	21%	25%	30%	24%	21%	55%	45%	31%	69%	29%	71%	61% t	39%
BBC	112 5%	60 5%	52 5%	51 5%	61 5%	30 10%	35 10%	22 6%	9 2%	6 2%	10 2%	29 6%	33 5%	22 5%	28 5%	62 5%	50 5%	63 9%	49 3%	54 9%	58 4%	67 6%	45 4%
		53%	47%	46%	54%	27% fgh	31% fgh	20% fgh	17% h	8%	5%	26%	30%	19%	25%	56%	44%	57% p	43%	48% r	52%	60%	40%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	99 4%	26 2%	73 7%	54 5%	45 4%	18 6%	11 3%	13 3%	13 4%	16 5%	24 5%	16 3%	30 4%	20 4%	32 6%	47 4%	52 5%	28 4%	72 5%	72 5%	75 5%	44 4%	55 5%
		27%	73%	55%	45%	18%	12%	13%	17%	16%	24%	17%	31%	20%	33%	47%	53%	28%	72%	24%	76%	45%	55%
TV channels themselves	91 4%	38 3%	53 5%	36 3%	55 5%	27 9%	17 5%	10 3%	11 3%	12 4%	15 3%	16 3%	26 4%	23 5%	27 5%	42 4%	49 5%	32 5%	60 4%	24 4%	67 4%	37 3%	55 5%
		42%	58%	40%	60%	30% efgh	18%	11%	12%	13%	16%	17%	29%	25%	29%	46%	54%	35%	65%	26%	74%	40%	60%
ITC/ Independent Television Commission	82 4%	72 6%	9 1%	46 4%	36 3%	4 1%	4 1%	22 6%	20 5%	21 6%	10 2%	15 3%	26 4%	21 4%	20 3%	41 3%	41 4%	23 3%	59 4%	19 3%	63 4%	43 4%	39 3%
		89%	11%	56%	44%	5%	5%	27% cdh	25% cdh	25% cdh	13%	19%	32%	26%	24%	50%	50%	28%	72%	23%	77%	52%	48%
BBFC/ British Board of Film Classification	40 2%	34 3%	6 1%	26 2%	15 1%	8 3%	10 3%	6 2%	8 2%	3 1%	5 1%	14 3%	12 2%	4 1%	10 2%	26 2%	14 1%	15 2%	25 2%	15 2%	25 2%	25 2%	15 1%
		84%	16%	64%	36%	20%	24%	15%	20%	9%	12%	34%	30%	10%	26%	64%	36%	38%	62%	38%	62%	62%	38%
MediaWatch/ National Viewers and Listeners Association	18 1%	13 1%	5 *	13 *	4 *	5 2%	4 1%	1 *	1 *	2 1%	4 1%	3 1%	8 1%	4 1%	3 1%	11 1%	7 1%	4 1%	13 1%	4 1%	13 1%	9 1%	9 1%
		71%	29%	75% b	25%	30%	23%	5%	5%	13%	24%	16%	46%	21%	16%	62%	38%	25%	75%	25%	75%	49%	51%
ATVOD/ Authority for Television on Demand	6 *	3 *	3 *	2 *	4 *	3 1%	1 *	- *	1 *	- *	1 *	- *	4 1%	1 *	1 *	4 *	2 *	3 *	3 *	2 *	4 *	4 *	2 *
		48%	52%	34%	66%	48%	17%	-	15%	-	20%	-	71%	14%	15%	71%	29%	48%	52%	29%	71%	66%	34%
Other response	38 2%	4 *	34 3%	15 1%	23 2%	6 2%	5 1%	5 1%	5 1%	5 2%	12 3%	7 1%	13 2%	7 1%	11 2%	20 2%	18 2%	10 1%	28 2%	8 1%	31 2%	13 1%	25 2%
		10%	90%	40%	60%	16%	13%	14%	13%	14%	30%	18%	34%	18%	29%	53%	47%	27%	73%	20%	80%	34%	66%
Don't know	674 30%	248 22%	425 38%	287 26%	387 33%	132 42%	114 32%	94 25%	104 26%	80 24%	150 32%	114 22%	190 27%	157 34%	213 37%	303 25%	370 36%	202 29%	472 31%	164 27%	510 31%	288 26%	386 34%
		37%	63%	43%	57% a	20% defg	17% eg	14%	15%	12%	22% eg	17%	28%	23% ij	32% ij	45%	55% m	30%	70%	24%	76%	43%	57% s

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 81

QD2: Who do you think is responsible for regulating TV programmes? **SINGLE CODE (FIRST MENTION)**

Base: Those who believe that TV programmes are regulated or don't know if they are regulated

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
2250	2105 94%	143 6%	1583 70%	667 30%	1882 84%	368 16%	1537 68%	249 11%	241 11%	223 10%	79 4%	202 9%	147 7%	128 6%	162 7%	149 7%	148 7%	266 12%	256 11%
2239	2055 92%	182 8%	1534 68%	706 32%	1849 83%	391 17%	1851 83%	204 9%	130 6%	53 2%	92* 4%*	244 11%	176 8%	165 7%	191 9%	203 9%	191 9%	307 14%	283 13%
1842	1726	121	1297	548	1552	294	1402	232	218	150	73	185	134	116	148	137	134	243	239
669	642	26	498	171	589	80	552	63	44	11	24	64	48	37	36	65	63	98	116
30%	31%	15%	32%	24%	32%	21%	30%	31%	33%	20%	26%	26%	27%	23%	19%	32%	33%	32%	41%
	96%b	4%	74%d	26%	88%f	12%	82%j	9%j	7%j	2%	4%	10%	7%	6%	5%	10%o	9%o	15%o	17%klmnor
246	236	10	185	61	220	26	192	33	17	4	12	27	17	17	10	30	21	34	24
11%	11%	6%	12%	9%	12%	7%	10%	16%	13%	8%	13%	11%	10%	10%	5%	15%	11%	11%	9%
	96%b	4%	75%d	25%	89%f	11%	78%	13%g	7%	2%	5%e	11%	7%	7%	4%	12%e	9%	14%e	10%
164	160	5	120	44	138	26	130	20	12	2	11	23	14	10	14	16	6	24	13
7%	8%	3%	8%	6%	7%	7%	7%	10%	9%	4%	12%	10%	8%	6%	7%	8%	3%	8%	4%
	97%b	3%	73%	27%	84%	16%	79%	12%j	7%	1%	7%qs	14%qs	9%	6%	8%	10%	4%	14%	8%
112	94	18	76	36	90	22	97	13	-	2	3	17	11	6	9	6	9	17	19
5%	5%	10%	5%	5%	5%	6%	5%	6%	-	4%	3%	7%	6%	4%	5%	3%	5%	5%	7%
	84%	16%a	68%	32%	80%	20%	86%i	12%i	-	2%i	3%	15%	10%	6%	8%	6%	8%	15%	17%
99	81	18	60	40	76	23	82	9	7	1	2	14	7	6	4	14	14	5	17
4%	4%	10%	4%	6%	4%	6%	4%	5%	5%	2%	2%	6%	4%	4%	2%	7%	7%	2%	6%
	82%	18%a	60%	40%	77%	23%	83%	9%	7%	1%	2%	14%r	7%	6%	4%	14%or	14%or	5%	17%r
91	84	7	54	37	69	22	82	3	7	-	3	25	8	14	6	4	-	14	9
4%	4%	4%	4%	5%	4%	6%	4%	1%	5%	-	3%	10%	4%	9%	3%	2%	-	4%	3%
	92%	8%	60%	40%	76%	24%	90%h	3%	7%h	-	3%q	27%opqrs	9%q	16%opqs	6%q	5%	-	15%q	10%q
82	81	1	67	15	76	6	71	7	3	1	3	5	11	6	9	9	6	10	11
4%	4%	1%	4%	2%	4%	2%	4%	3%	2%	2%	3%	2%	6%	4%	5%	5%	3%	3%	4%
	98%	2%	82%d	18%	93%l	7%	87%	8%	3%	2%	4%	6%	14%l	8%	11%	11%	8%	13%	13%
40	39	1	35	5	37	3	34	4	1	1	3	4	3	-	5	3	6	5	4
2%	2%	*	2%	1%	2%	1%	2%	2%	1%	2%	3%	2%	2%	-	3%	1%	3%	2%	1%
	98%	2%	87%d	13%	93%	7%	85%	10%	3%	2%	7%	11%	9%	-	13%	7%	16%h	12%	10%
18	17	1	9	9	13	5	15	2	*	1	2	1	2	2	3	-	3	-	5
1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	*	1%	1%	-	-	2%	-	2%
	94%	6%	51%	49%	72%	28%	86%	9%	2%	3%	10%r	5%	13%	11%	-	-	19%r	-	27%r
6	6	-	5	1	5	1	3	2	1	-	-	1	-	-	-	-	-	1	1
*	-	-	*	*	*	*	*	1%	1%	-	-	*	-	-	-	-	-	*	*
	100%	-	80%	20%	80%	20%	51%	35%g	14%	-	-	17%	-	-	-	-	-	19%	15%
38	33	5	22	16	27	11	35	2	1	*	-	-	2	10	-	5	7	11	-
2%	2%	3%	1%	2%	1%	3%	2%	1%	1%	1%	-	-	1%	6%	-	3%	3%	3%	-
	86%	14%	58%	42%	70%	30%	91%	4%	4%	1%	-	-	6%	27%klmos	-	14%ls	17%los	28%los	-
674	583	90	402	271	509	164	558	48	38	30	31	64	52	55	99	50	54	89	64
30%	28%	49%	26%	38%	28%	42%	30%	23%	29%	56%	33%	26%	30%	34%	52%	25%	29%	29%	23%
	87%	13%a	60%	40%c	76%	24%e	83%h	7%	6%	4%gh	5%	9%	8%	8%rs	15%klmnpqrs	7%	8%	13%	10%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 81

QD2: Who do you think is responsible for regulating TV programmes? **SINGLE CODE (FIRST MENTION)**

Base: Those who believe that TV programmes are regulated or don't know if they are regulated

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2250	445 20%	1805 80%	975 43%	1011 45%	209 9%	655 29%	1356 60%	1207 54%	985 44%	1078 48%	1672 74%	578 26%
Weighted base	2239	390 17%	1849 83%	922 41%	1015 45%	203 9%	675 30%	1327 59%	1167 52%	1007 45%	1037 46%	1613 72%	626 28%
Effective base	1842	335	1508	794	828	162	536	1112	1004	792	895	1363	483
Ofcom/ Office of Communications	669 30%	116 30%	553 30%	291 32%	309 30%	61 30%	204 30%	406 31%	368 32%	289 29%	328 32%	529 33%	140 22%
		17%	83%	43%	46%	9%	31%	61%	55%	43%	49%	79% l	21%
BSC/ Broadcasting Standards Commission	246 11%	54 14%	192 10%	92 10%	122 12%	33 16%	69 10%	149 11%	129 11%	108 11%	116 11%	174 11%	71 11%
		22%	78%	37%	50%	14% cf	28%	61%	52%	44%	47%	71%	29%
ASA/ Advertising Standards Authority	164 7%	40 10%	125 7%	63 7%	83 8%	16 8%	48 7%	104 8%	84 7%	77 8%	77 7%	121 8%	43 7%
		24% b	76%	38%	50%	10%	29%	63%	51%	47%	47%	74%	26%
BBC	112 5%	24 6%	88 5%	54 6%	41 4%	11 5%	29 4%	74 6%	67 6%	44 4%	63 6%	81 5%	31 5%
		22%	78%	48%	37%	10%	26%	66%	60%	39%	56%	72%	28%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	99 4%	15 4%	85 5%	43 5%	37 4%	13 6%	29 4%	62 5%	44 4%	52 5%	37 4%	60 4%	39 6%
		15%	85%	44%	38%	13%	29%	62%	44%	53%	37%	60%	40% k
TV channels themselves	91 4%	18 5%	73 4%	44 5%	40 4%	5 3%	29 4%	52 4%	46 4%	45 4%	38 4%	54 3%	38 6%
		20%	80%	48%	44%	6%	32%	57%	50%	49%	42%	59%	41% k
ITC/ Independent Television Commission	82 4%	15 4%	67 4%	31 3%	47 5%	15 7%	22 3%	54 4%	60 5%	21 2%	56 5%	73 5%	9 1%
		18%	82%	38%	57%	18% cf	27%	66%	73% l	25%	68% l	89% l	11%
BBFC/ British Board of Film Classification	40 2%	11 3%	29 2%	24 3%	12 1%	3 2%	4 1%	29 2%	30 3%	8 1%	30 3%	31 2%	9 1%
		27%	73%	59% df	30%	8%	9%	72% f	76% l	19%	74% l	77%	23%
MediaWatch/ National Viewers and Listeners Association	18 1%	1 *	16 1%	9 1%	8 1%	1 *	6 1%	9 1%	11 1%	7 1%	11 1%	15 1%	3 *
		7%	93%	52%	43%	6%	36%	50%	60%	40%	60%	84%	16%
ATVOD/ Authority for Television on Demand	6 *	- *	6 *	3 *	2 *	1 *	1 *	5 *	3 *	3 *	3 *	5 *	1 *
		-	100%	48%	35%	14%	20%	80%	51%	49%	51%	80%	20%
Other response	38 2%	8 2%	30 2%	15 2%	23 2%	5 2%	15 2%	17 1%	14 1%	23 2%	13 1%	25 2%	13 2%
		21%	79%	39%	60%	12%	39%	45%	36%	60%	33%	65%	35%
Don't know	674 30%	88 23%	586 32%	254 28%	290 29%	39 19%	219 32%	366 28%	312 27%	330 33%	265 26%	446 28%	228 36%
		13%	87% a	36% e	43% e	6%	33% eg	54% e	46%	49% hj	39%	66%	34% k

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 81

QD2: Who do you think is responsible for regulating TV programmes?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that TV programmes are regulated or don't know if they are regulated

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total	2250	1298	1078	689	588	436	218	300	197	1672	417	438	169	667	1583
		58%	48%	31%	26%	19%	10%	13%	9%	74%	19%	19%	8%	30%	70%
2239	1254	1037	678	544	421	213	295	195	1613	429	436	174	675	1564	
		56%	46%	30%	24%	19%	9%	13%	9%	72%	19%	19%	8%	30%	70%
1842	1060	895	568	472	366	186	250	173	1363	345	363	147	555	1287	
669	427	328	193	175	121	68	86	73	529	128	119	39	189	480	
30%	34%	32%	29%	32%	29%	32%	29%	38%	33%	30%	27%	22%	28%	31%	
	64%o	49%	29%	26%	18%	10%	13%	11%ou	79%	19%	18%	6%	28%	72%x	
246	132	116	61	56	40	22	34	18	174	63	61	17	89	157	
11%	11%	11%	9%	10%	9%	10%	11%	9%	11%	15%	14%	10%	13%	10%	
	54%	47%	25%	23%	16%	9%	14%	7%	71%	26%z	25%z	7%	36%z	64%	
164	94	77	50	46	41	17	27	19	121	35	43	17	60	104	
7%	8%	7%	7%	8%	10%	8%	9%	10%	8%	8%	10%	10%	9%	7%	
	57%	47%	31%	28%	25%	10%	16%	12%	74%	21%	26%z	10%	37%	63%	
112	69	63	56	41	35	14	25	15	81	29	42	30	49	63	
5%	5%	6%	8%	8%	8%	7%	9%	8%	5%	7%	10%	17%	7%	4%	
	61%	56%	50%mu	37%u	32%mu	13%	23%u	14%	72%	26%z	37%z	27%vwyz	44%z	56%	
99	46	37	25	12	21	3	6	5	60	19	19	12	33	66	
4%	4%	4%	4%	2%	5%	2%	2%	3%	4%	4%	4%	7%	5%	4%	
	46%	37%	25%	12%	21%p	3%	7%	5%	60%	19%	19%	12%	34%	66%	
91	40	38	23	14	18	7	8	4	54	10	12	12	24	67	
4%	3%	4%	3%	3%	4%	3%	3%	2%	3%	2%	3%	7%	4%	4%	
	44%	42%	25%	15%	20%	7%	9%	5%	59%	11%	14%	13%vw	26%	74%	
82	63	56	39	32	18	11	21	9	73	23	24	11	38	44	
4%	5%	5%	6%	6%	4%	5%	7%	5%	5%	5%	5%	6%	6%	3%	
	77%	68%	48%	39%	22%	14%	25%	11%	89%	28%z	29%z	13%z	46%z	54%	
40	28	30	22	19	15	9	15	8	31	8	13	7	17	23	
2%	2%	3%	3%	3%	4%	4%	5%	4%	2%	2%	3%	4%	3%	1%	
	70%	74%	55%	46%	38%	22%	36%mu	20%	77%	19%	33%z	16%z	43%	57%	
18	12	11	10	5	6	4	3	2	15	5	5	4	6	12	
1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	
	67%	60%	54%	25%	32%	24%	17%	12%	84%	28%	26%	21%	34%	66%	
6	4	3	1	2	1	-	3	-	5	-	1	1	1	5	
*	*	*	*	*	*	-	1%	-	*	-	*	1%	*	*	
	61%	51%	15%	31%	17%	-	51%	-	80%	-	15%	15%	15%	85%	
38	16	13	10	8	4	5	5	3	25	12	14	4	16	23	
2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	3%	3%	2%	2%	1%	
	41%	33%	27%	21%	10%	13%	12%	7%	65%	33%	36%z	11%	41%	59%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 81

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

SINGLE CODE (FIRST MENTION)

Base: Those who believe that TV programmes are regulated or don't know if they are regulated

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2239	1254 56%	1037 46%	678 30%	544 24%	421 19%	213 9%	295 13%	195 9%	1613 72%	429 19%	436 19%	174 8%	675 30%	1564 70%
Don't know	674 30%	324	265	187	136	101	52	62	37	446	97	83	22	153	521
		26%	26%	28%	25%	24%	24%	21%	19%	28%	23%	19%	12%	23%	33%
		48%	39%	28%t	20%	15%	8%	9%	6%	66%st	14%x	12%	3%	23%x	77%vwxy

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 82

QD2: Who do you think is responsible for regulating TV programmes?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that TV programmes are regulated

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1960	1026	934	961	999	235	298	351	333	339	404	495	647	359	459	1142	818	621	1339	556	1404	1154	805
		52%	48%	49%	51%	12%	15%	18%	17%	17%	21%	25%	33%	18%	23%	58%	42%	32%	68%	28%	72%	59%	41%
Weighted base	1937	970	967	965	972	243	298	336	347	312	401	455	611	390	481	1067	870	611	1326	536	1401	986	951
		50%	50%	50%	50%	13%	15%	17%	18%	16%	21%	24%	32%	20%	25%	55%	45%	32%	68%	28%	72%	51%	49%
Effective base	1611	857	760	784	828	190	248	305	276	295	308	404	533	295	386	937	680	518	1094	464	1148	1000	667
Ofcom/ Office of Communications	644	268	377	353	291	50	105	138	116	110	126	195	218	110	121	413	232	208	436	193	452	361	283
	33%	28%	39%	37%	30%	21%	35%	41%	33%	35%	31%	43%	36%	28%	25%	39%	27%	34%	33%	36%	32%	37%	30%
		42%	58%	55% b	45%	8%	16% c	21% ch	18% c	17% c	20% c	30% ijkl	34% kl	17%	19%	64% n	36%	32%	68%	30%	70%	56% l	44%
BSC/ Broadcasting Standards Commission	231	200	31	111	120	12	21	27	61	47	63	48	71	56	56	120	112	53	179	45	186	110	122
	12%	21%	3%	12%	12%	5%	7%	8%	17%	15%	16%	11%	12%	14%	12%	11%	13%	9%	13%	8%	13%	11%	13%
		86%	14%	48%	52%	5%	9%	12%	26% cde	20% cde	27% cde	21%	31%	24%	24%	52%	48%	23%	77% o	19%	81% q	47%	53%
ASA/ Advertising Standards Authority	142	114	29	68	74	11	17	31	32	27	23	37	44	31	31	81	62	49	93	47	96	92	51
	7%	12%	3%	7%	8%	5%	6%	9%	9%	9%	6%	8%	7%	8%	6%	8%	7%	8%	7%	9%	7%	9%	5%
		80%	20%	48%	52%	8%	12%	22% c	23%	19%	16%	26%	31%	22%	21%	57%	43%	34%	66%	33%	67%	65% l	35%
BBC	86	46	39	39	47	20	27	18	9	5	6	21	22	18	25	43	43	48	38	43	43	55	30
	4%	5%	4%	4%	5%	8%	9%	6%	3%	2%	2%	5%	4%	5%	5%	4%	5%	8%	3%	8%	3%	6%	3%
		54%	46%	45%	55%	23% efgh	32% efgh	22% gh	10%	6%	7%	25%	25%	21%	29%	50%	50%	56% p	44%	50% r	50%	65% st	35%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	80	19	61	47	32	14	9	11	11	16	18	12	24	14	29	36	44	25	54	22	58	33	47
	4%	2%	6%	5%	3%	6%	3%	3%	3%	5%	4%	3%	4%	4%	6%	3%	5%	4%	4%	4%	4%	3%	5%
		24%	76%	59%	41%	18%	12%	14%	14%	20%	22%	15%	30%	18%	37% i	45%	55%	32%	68%	28%	72%	41%	59%
TV channels themselves	79	31	48	30	49	22	16	9	10	10	13	13	23	20	22	36	43	24	55	20	59	32	47
	4%	3%	5%	3%	5%	9%	5%	3%	3%	3%	3%	3%	4%	5%	5%	3%	5%	4%	4%	4%	4%	3%	5%
		39%	61%	38%	62% a	28% efgh	20%	11%	12%	13%	16%	16%	30%	26%	28%	46%	54%	30%	70%	26%	74%	41%	59%
ITC/ Independent Television Commission	78	68	9	45	33	4	3	22	18	21	10	15	24	19	19	39	38	22	56	18	60	42	36
	4%	7%	1%	5%	3%	2%	1%	7%	5%	7%	2%	3%	4%	5%	4%	4%	4%	4%	4%	3%	4%	4%	4%
		88%	12%	57%	43%	5%	3%	28% cdh	24% cd	27% cdh	12%	20%	31%	24%	25%	51%	49%	28%	72%	23%	77%	53%	46%
BBFC/ British Board of Film Classification	37	31	6	24	13	7	10	5	7	3	5	11	11	4	10	22	14	14	23	14	23	23	14
	2%	3%	1%	2%	1%	3%	3%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	1%
		85%	15%	64%	36%	18%	26%	14%	19%	9%	14%	31%	30%	11%	28%	61%	39%	38%	62%	38%	62%	62%	38%
MediaWatch/ National Viewers and Listeners Association	17	13	4	12	4	5	3	1	1	2	4	3	8	4	2	11	6	3	13	3	13	8	9
	1%	1%	*	1%	*	2%	1%	*	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
		75%	25%	74%	26%	32% ef	18%	6%	6%	13%	25%	17%	49%	23%	11%	66%	34%	20%	80%	20%	80%	46%	54%
ATVOD/ Authority for Television on Demand	6	3	3	2	4	3	1	-	1	-	1	-	4	1	1	4	2	3	3	2	4	4	2
	*	*	*	*	*	1%	*	-	*	-	*	-	1%	*	*	*	*	*	*	*	*	*	*
		48%	52%	34%	66%	48%	17%	-	15%	-	20%	-	71%	14%	15%	71%	29%	48%	52%	29%	71%	66%	34%
Other response	38	4	34	15	23	6	5	5	5	5	12	7	13	7	11	20	18	10	28	8	31	13	25
	2%	*	4%	2%	2%	3%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	3%
		10%	90%	40%	60%	16%	13%	14%	13%	14%	30%	18%	34%	18%	29%	53%	47%	27%	73%	20%	80%	34%	66%
Don't know	499	174	326	218	281	89	81	68	76	64	121	93	148	105	153	241	258	151	348	122	377	214	285
	26%	18%	34%	23%	29%	37%	27%	20%	22%	21%	30%	20%	24%	27%	32%	23%	30%	25%	26%	23%	27%	22%	30%
		35%	65%	44%	56% a	18% defg	16%	14%	15%	13%	24% efg	19%	30%	21% i	31% ij	48%	52% am	30%	70%	24%	76%	43%	57% s

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 82

QD2: Who do you think is responsible for regulating TV programmes?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that TV programmes are regulated

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1960	1850 94%	110 6%	1413 72%	547 28%	1659 85%	301 15%	1350 69%	219 11%	199 10%	192 10%	72 4%	167 9%	132 7%	115 6%	146 7%	127 6%	133 7%	230 12%	228 12%
1937	1802 93%	135* 7%*	1366 71%	571 29%	1618 84%	319 16%	1607 83%	179 9%	106 5%	45 2%	84* 4%*	197 10%	155 8%	146 8%	172 9%	170 9%	171 9%	262 14%	251 13%
1611	1523	93	1164	450	1370	243	1233	204	180	139	66	154	121	104	134	117	120	210	213
644	620	24	483	161	567	77	535	58	40	11	24	61	48	33	35	63	62	96	113
33%	34%	18%	35%	28%	35%	24%	33%	32%	38%	24%	28%	31%	31%	23%	21%	37%	36%	37%	45%
	96%b	4%	75%d	25%	88%f	12%	83%j	9%	6%j	2%	4%	9%	7%	5%	5%	10%no	10%no	15%no	18%klmno
231	221	10	177	54	209	22	180	31	16	4	12	25	17	15	9	28	20	31	23
12%	12%	7%	13%	9%	13%	7%	11%	17%	15%	10%	14%	13%	11%	10%	5%	16%	12%	12%	9%
	96%	4%	77%d	23%	90%f	10%	78%	13%e	7%	2%	5%o	11%e	7%	6%	4%	12%o	9%	14%e	10%
142	138	5	107	36	123	19	112	18	10	2	11	19	8	6	14	15	6	21	13
7%	8%	3%	8%	6%	8%	6%	7%	10%	10%	4%	13%	10%	5%	4%	8%	9%	4%	8%	5%
	97%	3%	75%	25%	87%	13%	79%	13%	7%	1%	7%nqs	13%e	6%	4%	10%	10%	4%	14%	9%
86	75	10	59	27	69	17	75	9	-	2	3	14	8	6	9	5	8	11	11
4%	4%	8%	4%	5%	4%	5%	5%	5%	-	4%	3%	7%	5%	4%	5%	3%	5%	4%	5%
	88%	12%	68%	32%	80%	20%	88%l	10%l	-	2%l	3%	17%	9%	7%	10%	5%	9%	13%	13%
80	66	14	49	31	62	18	66	8	5	1	2	11	6	6	4	8	11	4	15
4%	4%	10%	4%	5%	4%	6%	4%	5%	5%	2%	2%	6%	4%	4%	2%	4%	6%	2%	6%
	82%	18%a	61%	39%	78%	22%	82%	11%	6%	1%	2%	14%r	7%	8%	5%	9%	14%r	5%	19%r
79	74	5	49	30	60	19	73	2	4	-	3	21	7	14	5	4	-	13	6
4%	4%	4%	4%	5%	4%	6%	5%	1%	4%	-	3%	11%	4%	10%	3%	2%	-	5%	3%
	93%	7%	62%	38%	76%	24%	92%h	3%	5%j	-	3%q	26%opqrs	9%q	18%opqs	6%	5%	-	16%q	8%
78	76	1	63	15	72	6	67	7	3	1	3	5	11	6	7	9	6	9	10
4%	4%	1%	5%	3%	4%	2%	4%	4%	3%	2%	4%	2%	7%	4%	4%	5%	4%	4%	4%
	98%	2%	81%	19%	92%	8%	87%	8%	3%	1%	4%	6%	14%	8%	9%	12%	8%	12%	13%
37	37	-	33	4	35	2	32	3	1	1	3	4	3	-	5	3	5	4	4
2%	2%	-	2%	1%	2%	1%	2%	2%	1%	2%	3%	2%	2%	-	3%	2%	3%	1%	2%
	100%	-	89%d	11%	95%	5%	86%	9%	3%	2%	7%	12%	9%	-	15%	8%	14%	10%	11%
17	16	1	9	8	12	5	14	2	*	1	2	1	2	2	-	-	3	-	4
1%	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	2%	*	1%	1%	-	-	2%	-	2%
	94%	6%	55%	45%	70%	30%	85%	9%	2%	3%	10%r	6%	14%	12%	-	-	20%r	-	23%
6	6	-	5	1	5	1	3	2	1	-	-	1	-	-	-	-	-	1	1
*	*	-	*	*	*	*	*	1%	1%	-	-	-	-	-	-	-	-	*	*
	100%	-	80%	20%	80%	20%	51%	35%g	14%	-	-	17%	-	-	-	-	-	19%	15%
38	33	5	22	16	27	11	35	2	1	*	-	-	2	10	-	5	7	11	-
2%	2%	4%	2%	3%	2%	4%	2%	1%	1%	1%	-	-	1%	7%	-	3%	4%	4%	-
	86%	14%	58%	42%	70%	30%	91%	4%	4%	1%	-	-	6%	27%klmos	-	14%los	17%los	28%los	-
499	441	59	311	188	378	121	415	37	24	23	23	35	43	46	84	31	42	61	50
26%	24%	43%	23%	33%	23%	38%	26%	21%	23%	51%	27%	18%	27%	32%	49%	18%	24%	23%	20%
	88%	12%a	62%	38%c	76%	24%e	83%	7%	5%	5%ghi	5%	7%	9%	9%lps	17%klmnopqrs	6%	8%	12%	10%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 82

**QD2: Who do you think is responsible for regulating TV programmes?
SINGLE CODE (FIRST MENTION)****Base: Those who believe that TV programmes are regulated**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1960	382 19%	1578 81%	852 43%	903 46%	200 10%	573 29%	1202 61%	1078 55%	837 43%	961 49%	1480 76%	480 24%
Weighted base	1937	335 17%	1602 83%	802 41%	900 46%	196 10%	585 30%	1171 60%	1043 54%	844 44%	924 48%	1427 74%	510 26%
Effective base	1611	290	1322	699	740	157	469	993	898	676	800	1211	402
Ofcom/ Office of Communications	644 33%	112 34% 17%	532 33% 83%	279 35% 43%	299 33% 46%	60 31% 9%	199 34% 31%	390 33% 61%	352 34% 55%	280 33% 43%	315 34% 49%	510 36% 79% l	134 26% 21%
BSC/ Broadcasting Standards Commission	231 12%	48 14% 21%	183 11% 79%	88 11% 38%	118 13% 51%	33 17% 14% c	65 11% 28%	141 12% 61%	122 12% 53%	101 12% 44%	109 12% 47%	167 12% 72%	65 13% 28%
ASA/ Advertising Standards Authority	142 7%	35 10% 25% b	107 7% 75%	58 7% 40%	73 8% 52%	15 8% 11%	41 7% 29%	90 8% 63%	79 8% 56%	60 7% 42%	73 8% 51%	104 7% 73%	38 7% 27%
BBC	86 4%	19 6% 22%	67 4% 78%	40 5% 46%	33 4% 39%	11 6% 13%	23 4% 27%	60 5% 71%	50 5% 58%	36 4% 42%	47 5% 55%	62 4% 72%	24 5% 28%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	80 4%	10 3% 12%	70 4% 88%	34 4% 43%	33 4% 41%	13 7% 16%	24 4% 30%	54 5% 68%	36 3% 46%	42 5% 53%	30 3% 37%	51 4% 63%	29 6% 37%
TV channels themselves	79 4%	15 4% 19%	64 4% 81%	38 5% 48%	33 4% 42%	5 3% 7%	24 4% 30%	46 4% 58%	41 4% 52%	38 4% 47%	33 4% 42%	47 3% 60%	32 6% 40% k
ITC/ Independent Television Commission	78 4%	15 4% 19%	63 4% 81%	30 4% 39%	43 5% 55%	15 8% 19% cf	19 3% 25%	53 5% 69%	56 5% 72% l	20 2% 26%	52 6% 67% l	69 5% 88% l	9 2% 12%
BBFC/ British Board of Film Classification	37 2%	8 2% 22%	29 2% 78%	22 3% 61% df	11 1% 30%	3 2% 9%	4 1% 10%	27 2% 75% f	28 3% 76% l	7 1% 20%	27 3% 75% l	29 2% 78%	8 2% 22%
MediaWatch/ National Viewers and Listeners Association	17 1%	1 * 8%	15 1% 92%	8 1% 49%	8 1% 45%	1 1% 6%	6 1% 38%	9 1% 53%	11 1% 64%	6 1% 36%	11 1% 64%	14 1% 83%	3 1% 17%
ATVOD/ Authority for Television on Demand	6 *	- * -	6 * 100%	3 * 48%	2 * 35%	1 * 14%	1 * 20%	5 * 80%	3 * 51%	3 * 49%	3 * 51%	5 * 80%	1 * 20%
Other response	38 2%	8 2% 21%	30 2% 79%	15 2% 39%	23 3% 60%	5 2% 12%	15 3% 39%	17 1% 45%	14 1% 36%	23 3% 60% h	13 1% 33%	25 2% 65%	13 3% 35%
Don't know	499 26%	64 19% 13%	435 27% 87% a	187 23% 38%	224 25% 45% e	34 17% 7%	164 28% 33% e	278 24% 56%	251 24% 50%	229 27% 46%	211 23% 42%	346 24% 69%	154 30% 31% k

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 82

QD2: Who do you think is responsible for regulating TV programmes?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that TV programmes are regulated

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Total	1170 60%	961 49%	607 31%	529 27%	382 19%	200 10%	266 14%	180 9%	1480 76%	365 19%	388 20%	158 8%	588 30%	1372 70%
1937	1129 58%	924 48%	598 31%	486 25%	364 19%	195 10%	262 14%	177 9%	1427 74%	374 19%	382 20%	162 8%	590 30%	1347 70%
1611	961	800	499	425	320	170	221	158	1211	304	323	137	492	1119
644	415	315	182	171	116	66	81	72	510	120	115	37	181	464
33%	37%	34%	30%	35%	32%	34%	31%	41%	36%	32%	30%	23%	31%	34%
	64% o	49%	28%	27%	18%	10%	13%	11% o	79% o	19%	18%	6%	28%	72% x
231	126	109	58	55	38	20	32	17	167	60	57	14	85	147
12%	11%	12%	10%	11%	10%	10%	12%	10%	12%	16%	15%	9%	14%	11%
	55%	47%	25%	24%	16%	9%	14%	7%	72%	26% z	25% z	6%	37%	63%
142	82	73	47	41	37	16	25	17	104	28	38	17	51	91
7%	7%	8%	8%	8%	10%	8%	10%	10%	7%	8%	10%	11%	9%	7%
	57%	51%	33%	29%	26%	11%	18%	12%	73%	20%	27% z	12%	36%	64%
86	53	47	45	33	28	12	21	12	62	25	36	28	40	46
4%	5%	5%	8%	7%	8%	6%	8%	7%	4%	7%	10%	17%	7%	3%
	62%	55%	53% mu	38% u	33% mu	14%	24% u	14%	72%	29% z	42% z	32% vwyz	47% z	53%
80	40	30	20	7	15	3	6	3	51	14	14	11	28	52
4%	4%	3%	3%	2%	4%	2%	2%	2%	4%	4%	4%	7%	5%	4%
	50% p	37%	26%	9%	19% p	4%	7%	4%	63% p	17%	18%	14%	35%	65%
79	36	33	20	9	15	5	5	4	47	7	7	11	17	62
4%	3%	4%	3%	2%	4%	2%	2%	2%	3%	2%	2%	7%	3%	5%
	45%	42%	25%	12%	19%	6%	7%	5%	60%	8%	9%	14% vwyz	22%	78% vw
78	60	52	36	32	18	11	20	8	69	21	24	11	36	42
4%	5%	6%	6%	7%	5%	6%	7%	5%	5%	6%	6%	7%	6%	3%
	77%	67%	46%	41%	23%	14%	25%	11%	88%	27% z	31% z	14% z	46% z	54%
37	27	27	21	17	14	8	15	8	29	6	13	7	16	21
2%	2%	3%	4%	4%	4%	4%	6%	5%	2%	2%	3%	4%	3%	2%
	74%	75%	57%	47%	38%	21%	40% mu	22% u	78%	18%	36% z	18% z	43%	57%
17	12	11	10	5	5	4	2	2	14	5	5	4	6	11
1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%
	71%	64%	57%	27%	27%	25%	12%	13%	83%	30%	28%	22%	36%	64%
6	4	3	1	2	1	-	3	-	5	-	1	1	1	5
*	*	*	*	*	*	-	1%	-	*	-	*	1%	*	*
	61%	51%	15%	31%	17%	-	51%	-	80%	-	15%	15%	15%	85%
38	16	13	10	8	4	5	5	3	25	12	14	4	16	23
2%	1%	1%	2%	2%	1%	3%	2%	2%	2%	3%	4%	3%	3%	2%
	41%	33%	27%	21%	10%	13%	12%	7%	65%	33%	36% z	11%	41%	59%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 82

QD2: Who do you think is responsible for regulating TV programmes?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that TV programmes are regulated

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1937	1129 58%	924 48%	598 31%	486 25%	364 19%	195 10%	262 14%	177 9%	1427 74%	374 19%	382 20%	162 8%	590 30%	1347 70%
Don't know	499 26%	259	211	147	108	74	44	49	30	346	76	57	18	114	385
		23%	23%	25%	22%	20%	23%	19%	17%	24%	20%	15%	11%	19%	29%
		52%	42%	30%t	22%	15%	9%	10%	6%	69%t	15%x	11%	4%	23% x	77%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 83

QD3(1): (SHOW SCREEN) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Too much	136 6%	104 9%	32 7%	81 7%	55 4%	38 11%	36 9%	20 5%	20 5%	16 5%	6 1%	28 5%	46 6%	28 5%	35 6%	74 6%	62 6%	47 6%	89 5%	42 6%	94 5%	82 7%	54 5%
		77%	23%	60% ^b	40%	28% ^e ^f ^g ^h	27% ^e ^f ^g ^h	15% ^h	15% ^h	12% ^h	4%	20%	34%	20%	26%	54%	46%	35%	65%	31%	69%	60% ^t	40%
Too little	373 16%	230 19%	143 12%	175 15%	198 16%	33 10%	54 14%	65 16%	51 13%	69 20%	101 21%	106 20%	114 16%	67 13%	86 14%	220 17%	153 14%	113 15%	261 16%	103 16%	270 16%	166 14%	207 17%
		62%	38%	47%	53%	9%	14%	17% ^c	14%	18% ^c ^d ^f	27% ^c ^d ^f	28% ^k	31%	18%	23%	59% ⁿ	41%	30%	70%	28%	72%	45%	55% ^s
About the right amount	1466 61%	655 55%	810 68%	736 63%	730 60%	202 14%	231 16%	255 17%	266 18%	206 14%	306 21%	309 21%	460 31%	322 22%	375 26%	769 52%	697 48%	489 33%	977 67%	411 28%	1055 72%	758 52% ^t	708 48%
Don't know	409 17%	202 17%	207 17%	167 14%	241 20%	77 22%	70 18%	65 16%	70 17%	52 15%	75 15%	87 16%	115 16%	89 18%	118 19%	202 16%	207 18%	111 15%	298 18%	95 15%	314 18%	181 15%	225 19%
		49%	51%	41%	59% ^a	19% ^g ^h	17%	16%	17%	13%	18%	21%	28%	22%	29%	49%	51%	27%	73% ^o	23%	77%	44%	55% ^u

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

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Table 83

QD3(1): (SHOW SCREEN) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253	
Too much	136 6%	131 6%	5 2%	114 7%	22 3%	127 7%	9 2%	114 6%	10 5%	9 6%	3 5%	11 12%	16 6%	13 7%	7 4%	9 4%	12 5%	8 4%	19 6%	19 6%	
		96%	4%	84% ^d	16%	93% ^f	7%	84%	8%	6%	2%	8% ^{oq}	12%	10%	6%	7%	9%	6%	14%	14%	
Too little	373 16%	337 16%	36 17%	250 16%	123 16%	298 15%	75 17%	306 16%	35 16%	27 19%	6 11%	15 15%	42 16%	28 14%	30 18%	28 14%	23 10%	36 18%	54 17%	50 17%	
		90%	10%	67%	33%	80%	20%	82%	9%	7% ^j	2%	4%	11%	7%	8%	8%	6%	10%	14%	13%	
About the right amount	1466 61%	1346 62%	118 56%	1012 63%	453 58%	1205 62%	261 60%	1214 62%	135 62%	77 55%	40 73%	42 43%	178 68%	104 53%	105 62%	139 67%	146 67%	122 61%	187 58%	190 63%	
		92%	8%	69%	31%	82%	18%	83% ^{li}	9%	5%	3% ^{ghi}	3%	12% ^{kmi}	7%	7% ^k	10% ^{km}	10% ^{km}	8% ^k	13% ^k	13% ^k	
Don't know	409 17%	358 16%	50 24%	230 14%	179 23%	316 16%	93 21%	338 17%	37 17%	28 20%	6 10%	29 30%	26 10%	51 26%	26 15%	31 15%	37 17%	35 17%	62 19%	41 14%	
		88%	12% ^a	56%	44% ^c	77%	23% ^e	83% ^j	9%	7% ⁱ	1%	7% ^{inopqr}	6%	12% ^{lnos}	6%	8%	9%	9% ^l	15% ^l	10%	

Proportions/Mean: Columns Tested (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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Table 83

QD3(1): (SHOW SCREEN) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Too much	136 6%	30 7% 22%	106 5% 78%	68 7% 50% f	54 5% 40%	11 6% 8%	28 4% 20%	90 6% 56% f	94 8% 69% i	36 3% 26%	90 8% 66% i	119 7% 87% i	17 3% 13%
Too little	373 16%	85 20% 23% b	288 15% 77%	157 16% 42%	194 18% 52% g	37 18% 10%	131 18% 35% g	206 15% 55%	205 17% 55%	167 15% 45%	183 17% 49%	265 15% 71%	109 16% 29%
About the right amount	1466 61%	233 56% 16%	1233 63% 84% a	633 63% 43%	632 60% 43%	137 66% 9%	426 60% 29%	908 65% 62% d	759 62% 52%	680 63% 46%	666 61% 45%	1061 62% 72%	404 60% 28%
Don't know	409 17%	72 17% 17%	337 17% 83%	147 15% 36%	182 17% 44% e	21 10% 5%	127 18% 31% e	201 14% 49%	171 14% 42%	203 19% 50% h	152 14% 37%	264 15% 65%	145 21% 35% k

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

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Table 83

QD3(1): (SHOW SCREEN) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Too much	136 6%	98 7% 72%	90 8% 66%	77 11% 56% mu	59 10% 43% mu	46 10% 34% u	20 8% 14%	29 9% 21%	26 12% 19% mu	119 7% 87%	28 6% 21%	49 10% 36% vz	22 12% 16% vz	56 8% 41% z	80 5% 59%
Too little	373 16%	198 15% 53%	183 17% 49%	114 16% 30%	92 16% 25%	82 18% 22% t	33 14% 9%	47 15% 13%	23 11% 6%	265 15% 71%	193 43% 52% wyz	165 35% 44% z	76 41% 20% z	261 36% 70% z	113 7% 30%
About the right amount	1466 61%	857 64% 58% q	666 61% 45%	438 61% 30%	337 59% 23%	255 57% 17%	158 68% 11% pdq	197 62% 13%	140 67% 10% q	1061 62% 72% q	166 37% 11%	191 41% 13%	73 39% 5%	301 42% 21%	1164 70% 79% vwxy
Don't know	409 17%	179 13% 44%	152 14% 37%	90 13% 22%	81 14% 20%	68 15% 17%	23 10% 6%	44 14% 11%	19 9% 5%	264 15% 65% rt	61 14% 15%	65 14% 16%	16 9% 4%	99 14% 24%	310 19% 76% vwxy

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 84

QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Too much	167 7%	122 10%	46 4%	113 10%	55 4%	40 11%	31 8%	27 7%	28 7%	22 6%	19 4%	38 7%	58 8%	37 7%	35 6%	96 8%	72 6%	54 7%	113 7%	48 7%	119 7%	107 9%	61 5%
		73%	27%	67%b	33%	24%egh	19%h	16%	17%	13%	11%	23%	34%	22%	21%	57%	43%	32%	68%	29%	71%	64%t	36%
Too little	295 12%	189 16%	106 9%	161 14%	134 11%	26 7%	46 12%	51 13%	41 10%	58 17%	73 15%	81 15%	84 11%	58 11%	73 12%	164 13%	131 12%	93 12%	202 12%	84 13%	211 12%	141 12%	154 13%
		64%	36%	54%	46%	9%	16%	17%c	14%	20%cf	25%cf	27%	28%	20%	25%	56%	44%	32%	68%	29%	71%	48%	52%
About the right amount	1518 64%	689 58%	829 70%	725 63%	793 65%	206 59%	249 64%	263 65%	267 65%	216 63%	317 65%	337 64%	463 63%	325 64%	394 64%	800 63%	718 64%	507 67%	1011 62%	429 66%	1089 63%	764 64%	754 63%
		45%	55%	48%	52%	14%	16%	17%	18%	14%	21%	22%	31%	21%	26%	53%	47%	33%	67%	28%	72%	50%	50%
Don't know	404 17%	192 16%	211 18%	161 14%	242 20%	78 22%	64 16%	64 16%	72 18%	47 14%	78 16%	74 14%	131 18%	87 17%	112 18%	205 16%	199 18%	106 14%	298 18%	90 14%	313 18%	176 15%	225 19%
		48%	52%	40%	60%a	19%egh	16%	16%	18%	12%	19%	18%	32%	21%	28%	51%	49%	26%	74%o	22%	78%q	44%	56%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

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Absolutes/col percents/row percents 4 Mar 2019

Table 84

QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television?
SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Too much	167 7%	160 7%	8 4%	135 8%	32 4%	154 8%	14 3%	139 7%	16 7%	9 6%	3 6%	13 14%	13 5%	14 7%	14 8%	11 5%	15 7%	12 6%	20 6%	27 9%
		95%	5%	81% _d	19%	92% _f	8%	83%	10%	5%	2%	8% _{lor}	7%	8%	8%	7%	9%	7%	12%	16%
Too little	295 12%	264 12%	30 14%	200 12%	95 12%	244 13%	51 12%	236 12%	34 16%	21 15%	3 6%	15 16%	31 12%	24 13%	19 11%	24 11%	15 7%	32 16%	41 13%	34 11%
		89%	10%	68%	32%	83%	17%	80% _j	12% _j	7% _j	1%	5% _p	11%	8%	7%	8%	5%	11% _p	14%	11%
About the right amount	1518 64%	1395 64%	122 58%	1055 66%	463 60%	1237 64%	282 64%	1256 64%	134 62%	86 61%	42 77%	43 44%	188 72%	103 53%	108 64%	141 68%	148 68%	118 59%	202 63%	204 68%
		92%	8%	70% _c	30%	81%	19%	83%	9%	6%	3% _{ghi}	3%	12% _{kmq}	7%	7% _k	9% _{km}	10% _{km}	8% _k	13% _k	13% _{km}
Don't know	404 17%	354 16%	49 23%	217 13%	187 24%	311 16%	92 21%	341 17%	33 15%	24 17%	6 11%	26 26%	30 12%	54 28%	28 17%	32 15%	39 18%	38 19%	59 18%	35 12%
		88%	12% _a	54%	46% _c	77%	23% _e	84% _j	8%	6%	1%	6% _{los}	7%	13% _{lnoprs}	7%	8%	10%	9% _s	15% _{ls}	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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Absolutes/col percents/row percents 4 Mar 2019

Table 84

QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television?
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Too much	167 7%	31 7%	137 7%	76 8%	70 7%	15 7%	41 6%	110 8%	111 9%	51 5%	102 9%	149 9%	18 3%
		18%	82%	45%	42%	9%	25%	66%	66% ^h	31%	61% ⁱ	89% ⁱ	11%
Too little	295 12%	71 17%	224 11%	131 13%	150 14%	27 13%	92 13%	167 12%	156 13%	139 13%	137 13%	213 12%	82 12%
		24% ^b	76%	44%	51%	9%	31%	57%	53%	47%	46%	72%	28%
About the right amount	1518 64%	252 60%	1266 64%	650 65%	663 62%	145 71%	443 62%	938 67%	796 65%	696 64%	709 65%	1094 64%	424 63%
		17%	83%	43%	44%	10% ^d	29%	62% ^d	52%	46%	47%	72%	28%
Don't know	404 17%	67 16%	337 17%	147 15%	180 17%	19 9%	135 19%	190 14%	165 13%	199 18%	143 13%	253 15%	151 22%
		17%	83%	37%	44% ^{ceg}	5%	34% ^{ceg}	47%	41%	49% ^{hj}	35%	63%	37% ^k

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

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Table 84

QD3(2): (SHOW SCREEN) And what about the amount of regulation for BBC television? SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Too much	167 7%	122 9%	102 9%	88 12%	58 10%	64 14%	21 9%	34 11%	26 12%	149 9%	34 8%	52 11%	25 13%	67 9%	100 6%
		73%	61%	53% mu	35%	38% mnu	12%	20%	15%	89%	20%	31% z	15% vz	40% z	60%
Too little	295 12%	163 12%	137 13%	83 12%	69 12%	66 15%	33 14%	32 10%	28 13%	213 12%	150 34%	126 27%	55 30%	195 27%	100 6%
		55%	46%	28%	23%	22%	11%	11%	9%	72%	51% wyz	43% z	19% z	66% z	34%
About the right amount	1518 64%	873 66%	709 65%	461 64%	361 63%	272 60%	163 70%	209 66%	143 69%	1094 64%	202 45%	235 50%	85 46%	359 50%	1159 70%
		58%	47%	30%	24%	18%	11% q	14%	9% q	72%	13%	16%	6%	24%	76% vwxy
Don't know	404 17%	174 13%	143 13%	85 12%	81 14%	50 11%	16 7%	42 13%	11 5%	253 15%	61 14%	56 12%	21 11%	96 13%	308 18%
		43% rt	35% rt	21% rt	20% rt	12% t	4%	10% rt	3%	63% rt	15%	14%	5%	24%	76% vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 85

QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Too much	108 5%	77 6%	31 3%	73 6%	35 3%	25 7%	25 6%	15 4%	17 4%	15 4%	10 2%	25 5%	40 5%	18 4%	25 4%	65 5%	43 4%	36 5%	72 4%	33 5%	75 4%	59 5%	49 4%
		71%	29%	68% ^b	32%	23% ^{ceh}	23% ^h	14%	16%	14%	9%	23%	37%	17%	23%	60%	40%	33%	67%	30%	70%	55%	45%
Too little	384 16%	219 18%	165 14%	184 16%	199 16%	39 11%	56 14%	59 15%	56 14%	72 21%	102 21%	113 21%	120 16%	62 12%	89 14%	233 18%	151 13%	112 15%	271 17%	98 15%	286 16%	176 15%	208 17%
		57%	43%	48%	52%	10%	15%	15%	15%	19% ^{cdef}	26% ^{cdef}	30% ^{jk}	31%	16%	23%	61% ⁿ	39%	29%	71%	26%	74%	46%	54%
About the right amount	1471 62%	684 57%	787 66%	735 63%	736 60%	203 58%	249 64%	264 65%	260 64%	205 60%	290 60%	309 58%	438 60%	338 67%	385 63%	747 59%	724 65%	502 66%	969 60%	430 66%	1041 60%	778 65%	693 58%
		46%	54%	50%	50%	14%	17%	18%	18%	14%	20%	21%	30%	23% ^{ij}	26%	51%	49% ^m	34% ^p	66%	29% ^r	71%	53% ^t	47%
Don't know	421 18%	213 18%	209 18%	167 14%	254 21%	83 24%	61 16%	68 17%	74 18%	52 15%	84 17%	83 16%	137 19%	88 17%	114 19%	219 17%	202 18%	109 26%	312 74% ^o	91 22%	330 78% ^q	175 41%	244 58% ^s
		50%	50%	40%	60% ^a	20% ^{deg}	14%	16%	18%	12%	20%	20%	32%	21%	27%	52%	48%	26%	74% ^o	22%	78% ^q	41%	58% ^s

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 85

QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television?
SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Too much	108 5%	101 5%	7 4%	82 5%	26 3%	98 5%	10 2%	87 4%	9 4%	10 7%	2 4%	9 10%	10 4%	13 7%	6 3%	5 2%	8 4%	6 3%	12 4%	17 6%
		93%	7%	76%	24%	91% <i>f</i>	9%	81%	8%	9%	2%	9% <i>loqr</i>	9%	12%	5%	4%	8%	6%	11%	16%
Too little	384 16%	348 16%	35 17%	266 17%	118 15%	312 16%	71 16%	321 16%	37 17%	23 16%	4 7%	20 21%	39 15%	30 15%	26 15%	28 14%	24 11%	41 21%	62 19%	51 17%
		91%	9%	69%	31%	81%	19%	84% <i>j</i>	10% <i>j</i>	6% <i>j</i>	1%	5%	10%	8%	7%	7%	6%	11% <i>p</i>	16% <i>p</i>	13%
About the right amount	1471 62%	1356 62%	114 55%	1030 64%	441 57%	1210 62%	261 59%	1211 61%	138 64%	82 58%	41 75%	41 42%	176 67%	100 51%	111 66%	138 66%	147 68%	116 58%	189 59%	192 64%
		92%	8%	70% <i>d</i>	30%	82%	18%	82%	9%	6%	3% <i>ghl</i>	3%	12% <i>km</i>	7%	8% <i>km</i>	9% <i>km</i>	10% <i>km</i>	8% <i>k</i>	13% <i>k</i>	13% <i>km</i>
Don't know	421 18%	368 17%	53 25%	230 14%	191 25%	325 17%	97 22%	353 18%	33 15%	27 19%	8 15%	27 28%	37 14%	53 27%	26 15%	37 18%	37 17%	37 18%	59 18%	40 13%
		87%	12% <i>a</i>	55%	45% <i>c</i>	77%	23% <i>e</i>	84%	8%	6%	2%	6% <i>ins</i>	9%	13% <i>lnprs</i>	6%	9%	9%	9%	14%	10%

Proportions/Mean: Columns Tested (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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Table 85

QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Too much	108 5%	25 6% 24%	83 4% 76%	46 5% 42%	51 5% 47%	7 3% 6%	31 4% 29%	63 4% 59%	69 6% 64% li	35 3% 32%	65 6% 60% li	93 5% 86% li	15 2% 14%
Too little	384 16%	81 19% 21%	302 15% 79%	161 16% 42%	197 19% 51%	44 21% 11%	125 18% 32%	219 16% 57%	204 17% 53%	176 16% 46%	177 16% 46%	274 16% 71%	110 16% 29%
About the right amount	1471 62%	240 57% 16%	1231 63% 84% a	643 64% 44% df	628 59% 43%	133 64% 9%	419 59% 28%	924 66% 63% df	779 63% 53%	667 61% 45%	693 64% 47%	1076 63% 73%	395 59% 27%
Don't know	421 18%	74 18% 17%	348 18% 83%	155 15% 37%	187 18% 44% eg	23 11% 5%	137 19% 32% eg	199 14% 47%	176 14% 42%	207 19% 49% hj	155 14% 37%	267 16% 63%	154 23% 37% k

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

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Table 85

QD3(3): (SHOW SCREEN) And what about the amount of regulation for ITV1 or Channel 4 or Channel Five television?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Too much	108 5%	77 6%	65 6%	56 8%	40 7%	44 10%	15 6%	20 6%	21 10%	93 5%	30 7%	39 8%	16 9%	49 7%	59 4%
		71%	60%	51%u	37%	41%mn	14%	19%	20%mn	86%	28%z	36%z	15%z	45%z	55%
Too little	384 16%	197 15%	177 16%	113 16%	96 17%	85 19%	42 18%	47 15%	29 14%	274 16%	181 40%	161 34%	69 37%	246 34%	138 8%
		51%	46%	30%	25%	22%	11%	12%	8%	71%	47%z	42%z	18%z	64%z	36%
About the right amount	1471 62%	873 66%	693 64%	461 64%	352 62%	268 59%	157 67%	205 65%	144 69%	1076 63%	167 37%	203 43%	78 42%	310 43%	1161 70%
		59%q	47%	31%	24%	18%	11%	14%	10%q	73%	11%	14%	5%	21%	79%vwxy
Don't know	421 18%	185 14%	155 14%	88 12%	82 14%	54 12%	20 9%	44 14%	14 7%	267 16%	70 16%	67 14%	23 12%	112 16%	309 19%
		44%rt	37%rt	21%t	19%rt	13%t	5%	10%t	3%	63%ort	17%	16%	6%	27%	73%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 86

QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels?
SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Too much	109 5%	75 6% 68%	35 3% 32%	73 6% 67%b	36 3% 33%	24 7% 22%h	25 6% 23%h	15 4% 13%	19 5% 17%	17 5% 15%h	10 2% 9%	26 5% 24%	35 5% 32%	22 4% 20%	26 4% 23%	62 5% 56%	48 4% 44%	39 5% 35%	71 4% 65%	34 5% 32%	75 4% 68%	64 5% 59%	45 4% 41%
Too little	375 16%	211 18% 56%	164 14% 44%	190 16% 51%	185 15% 49%	30 9% 8%	53 14% 14%	64 16% 17%c	59 15% 16%c	74 22% 20%cdef	94 19% 25%cd	112 21% 30%kl	122 17% 33%k	56 11% 15%	84 14% 23%	234 19% 62%n	141 13% 38%	112 15% 30%	263 16% 70%	102 16% 27%	273 16% 73%	171 14% 46%	204 17% 54%
About the right amount	1398 59%	636 53% 46%	762 64% 54%	700 60% 50%	698 57% 50%	206 59% 15%	242 62% 17%h	254 63% 18%gh	247 61% 18%	190 55% 14%	259 53% 19%	293 55% 21%	404 55% 29%	326 64% 23%ij	374 61% 27%j	697 55% 50%	701 63% 50%lm	491 65% 35%p	907 56% 65%	417 64% 30%r	981 57% 70%	747 63% 53%t	650 54% 46%
Don't know	502 21%	270 23% 54%	232 19% 46%	197 17% 39%	305 25% 61%a	90 26% 18%deg	70 18% 14%	73 18% 14%	82 20% 16%	63 18% 12%	123 25% 29%deg	98 18% 20%	174 24% 35%l	101 20% 20%	129 21% 26%	271 21% 54%	230 21% 46%	117 15% 23%	385 24% 77%o	99 15% 20%	403 23% 80%q	205 17% 41%	295 25% 59%a

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

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Table 86

QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Too much	109 5%	102 5%	7 4%	84 5%	25 3%	98 5%	11 2%	86 4%	10 5%	10 7%	2 5%	7 7%	12 4%	10 5%	6 3%	6 3%	7 3%	9 4%	13 4%	16 5%
		93%	7%	77% ^d	23%	90% ^f	10%	79%	9%	9% ^g	2%	7%	11%	9%	5%	5%	7%	8%	12%	15%
Too little	375 16%	338 16%	37 18%	252 16%	122 16%	301 15%	73 17%	314 16%	34 15%	24 17%	4 7%	15 15%	34 13%	32 16%	25 15%	29 14%	23 10%	40 20%	66 20%	51 17%
		90%	10%	67%	33%	80%	20%	84% ^j	9% ^j	6% ^j	1%	4%	9%	8%	7%	8%	6%	11% ^p	18% ^{lp}	14%
About the right amount	1398 59%	1292 59%	104 50%	985 51%	413 53%	1159 60%	239 54%	1143 58%	136 63%	80 57%	39 72%	42 43%	169 64%	94 48%	106 63%	129 62%	145 67%	103 52%	174 54%	181 60%
		92% ^b	7%	70% ^c	30%	83%	17%	82%	10%	6%	3% ^h	3%	12% ^{kmqr}	7%	8% ^{km}	9% ^{km}	10% ^{kmqr}	7%	12%	13% ^{kn}
Don't know	502 21%	441 20%	60 29%	285 18%	216 28%	386 20%	116 26%	428 22%	37 17%	27 19%	10 17%	34 34%	47 18%	59 30%	33 19%	44 21%	42 19%	48 24%	69 21%	52 17%
		88%	12% ^a	57%	43% ^c	77%	23% ^e	85%	7%	5%	2%	7% ^{inoprs}	9%	12% ^{lnprs}	7%	9%	8%	10%	14%	10%

Proportions/Mean: Columns Tested (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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Table 86

QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Too much	109 5%	24 6% 22%	85 4% 78%	47 5% 43%	50 5% 45%	6 3% 6%	30 4% 27%	67 5% 62%	75 6% 68% hi	31 3% 28%	69 6% 63% li	94 5% 86% li	16 2% 14%
Too little	375 16%	75 18% 20%	300 15% 80%	149 15% 40%	187 18% 50%	43 21% 11%	126 18% 34%	211 15% 56%	201 16% 54%	171 16% 46%	177 16% 47%	265 15% 71%	110 16% 29%
About the right amount	1398 59%	235 56% 17%	1163 59% 83%	633 63% 45% df	584 55% 42%	122 59% 9%	384 54% 27%	889 63% 54% df	747 61% 53%	625 58% 45%	660 61% 47%	1030 60% 74% li	368 55% 26%
Don't know	502 21%	86 21% 17%	415 21% 83%	175 17% 35%	241 23% 48% cg	35 17% 7%	172 24% 34% ceg	238 17% 48%	205 17% 41%	257 24% 51% hj	183 17% 37%	321 19% 64%	181 27% 36% k

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

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Table 86

QD3(4): (SHOW SCREEN) And what about the amount of regulation for all other TV channels?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Too much	109 5%	78 6%	69 6%	62 9%	43 7%	45 10%	16 7%	26 8%	23 11%	94 5%	26 6%	37 8%	14 8%	47 7%	63 4%
		72%	63%	56% mu	39%	41% mnu	14%	23%	21% mnu	86%	24%	34% z	13% z	43% z	57%
Too little	375 16%	191 14%	177 16%	98 14%	85 15%	76 17%	38 16%	38 12%	27 13%	265 15%	185 41%	155 33%	74 40%	242 34%	133 8%
		51%	47%	26%	23%	20%	10%	10%	7%	71%	49% wyz	41% z	20% z	65% z	35%
About the right amount	1398 59%	838 63%	660 61%	454 63%	344 60%	260 58%	155 66%	199 63%	136 65%	1030 60%	147 33%	193 41%	71 38%	285 40%	1113 67%
		60%	47%	32%	25%	19%	11% q	14%	10%	74%	11%	14% v	5%	20% v	80% vwxy
Don't know	502 21%	225 17%	183 17%	105 15%	98 17%	70 16%	25 11%	53 17%	22 11%	321 19%	89 20%	85 18%	27 15%	143 20%	359 22%
		45% rt	37% rt	21%	19% rt	14%	5%	11%	4%	64% ort	18%	17%	5%	29%	71% x

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

Table 87

QD3: SUMMARY (SHOW SCREEN) Now thinking about television programmes as a whole, do you think the amount of regulation is too much, too little, or about the right amount?

And what about the amount of regulation for ...?

SINGLE CODE

Base: All respondents

	Television programmes as a whole	BBC television	ITV1 or Channel 4 or Channel Five television	All other TV channels
Unweighted base	2384	2384	2384	2384
Weighted base	2384	2384	2384	2384
Effective base	1956	1956	1956	1956
Too much	136 6%	167 7%	108 5%	109 5%
Too little	373 16%	295 12%	384 16%	375 16%
About the right amount	1466 61%	1518 64%	1471 62%	1398 59%
Don't know	409 17%	404 17%	421 18%	502 21%

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Absolutes/col percents/row percents 4 Mar 2019

Table 88

QD4a: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown.

Why do you think there are these rules or guidelines?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect?

SINGLE CODE – FIRST MENTION (F2F ONLY)

Base: All respondents (F2F only)

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1134	-	1134	557	577	166	184	195	167	184	238	258	334	215	327	592	542	378	756	328	806	633	500
		-	100%	49%	51%	15%	16%	17%	15%	16%	21%	23%	29%	19%	29%	52%	48%	33%	67%	29%	71%	56%	44%
Weighted base	1192	-*	1192	609	583	183	195	194	180	173	267	247	345	250	349	592	600	392	800	333	859	558	633
		-	100%	51%	49%	15%	16%	16%	15%	14%	22%	21%	29%	21%	29%	50%	50%	33%	67%	28%	72%	47%	53%
Effective base	919	-	919	452	469	133	155	167	137	159	179	206	273	174	269	479	442	312	607	272	648	541	413
Protect children/ young people	600	-	600	289	311	83	103	84	89	101	140	113	171	129	187	284	316	191	409	158	442	264	336
	50%	-	50%	48%	53%	46%	53%	43%	50%	58%	52%	46%	50%	51%	54%	48%	53%	49%	51%	47%	51%	47%	53%
		-	100%	48%	52%	14%	17%	14%	15%	17%	23%	19%	29%	21%	31%	47%	53%	32%	68%	26%	74%	44%	56%
Protect everybody/ the public/ viewers/ the audience	236	-	236	125	111	31	30	41	50	23	61	58	64	46	68	122	114	68	168	58	178	114	121
	20%	-	20%	21%	19%	17%	15%	21%	27%	13%	23%	24%	19%	18%	19%	21%	19%	17%	21%	17%	21%	20%	19%
		-	100%	53%	47%	13%	13%	18%	21%	10%	26%	25%	27%	20%	29%	52%	48%	29%	71%	25%	75%	48%	51%
To maintain standards of decency/ broadcasting standards	57	-	57	38	19	11	11	11	6	9	9	18	16	14	9	34	23	18	39	16	41	32	25
	5%	-	5%	6%	3%	6%	6%	6%	3%	5%	3%	7%	5%	5%	3%	6%	4%	5%	5%	5%	5%	6%	4%
		-	100%	66% b	34%	20%	19%	20%	10%	16%	16%	32% i	28%	24%	16%	60%	40%	32%	68%	28%	72%	56%	44%
Provides restrictions on swearing/ bad language	56	-	56	31	25	12	12	9	5	9	8	11	15	11	18	26	29	22	34	19	37	25	31
	5%	-	5%	5%	4%	7%	6%	5%	3%	5%	3%	5%	4%	4%	5%	4%	5%	6%	4%	6%	4%	4%	5%
		-	100%	55%	45%	22%	22%	17%	9%	16%	15%	21%	27%	20%	33%	47%	53%	39%	61%	34%	66%	44%	56%
Provides restrictions on sexual content/ nakedness	43	-	43	20	23	4	4	14	3	7	12	8	16	9	10	25	19	18	25	18	26	26	18
	4%	-	4%	3%	4%	2%	2%	7%	2%	4%	4%	3%	5%	3%	3%	4%	3%	5%	3%	5%	3%	5%	3%
		-	100%	46%	54%	9%	9%	31% df	7%	17%	27%	19%	37%	20%	23%	57%	43%	43%	57%	40%	60%	59%	41%
Provides restrictions on violence/ antisocial behaviour	43	-	43	23	20	17	2	8	4	5	7	6	17	13	7	23	20	15	28	10	33	22	22
	4%	-	4%	4%	3%	9%	1%	4%	2%	3%	3%	2%	5%	5%	2%	4%	3%	4%	4%	3%	4%	4%	3%
		-	100%	54%	46%	39% dfgh	5%	19%	10%	11%	16%	14%	40%	31%	16%	54%	46%	35%	65%	24%	76%	50%	50%
Provides restrictions on offensive content	41	-	41	18	24	7	9	4	7	7	8	10	14	8	9	25	16	13	28	13	28	23	18
	3%	-	3%	3%	4%	4%	5%	2%	4%	4%	3%	4%	4%	3%	2%	4%	3%	3%	4%	4%	3%	4%	3%
		-	100%	43%	57%	16%	23%	10%	16%	17%	18%	25%	35%	19%	21%	60%	40%	32%	68%	31%	69%	57%	43%
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	33	-	33	17	16	3	6	10	5	6	4	8	11	3	11	19	14	18	15	15	18	17	17
	3%	-	3%	3%	3%	2%	3%	5%	3%	3%	1%	3%	3%	1%	3%	3%	2%	5%	2%	5%	2%	3%	3%
		-	100%	51%	49%	9%	18%	31% h	14%	17%	12%	25%	33%	10%	32%	58%	42%	55% op	45%	45% qr	55%	50%	50%
Timing of programmes/ the watershed	24	-	24	13	10	5	5	3	6	3	2	5	7	7	5	12	12	10	13	10	13	16	8
	2%	-	2%	2%	2%	3%	3%	1%	3%	2%	1%	2%	2%	3%	1%	2%	2%	3%	2%	3%	2%	3%	1%
		-	100%	57%	43%	22%	22%	11%	25%	13%	7%	20%	30%	30%	20%	50%	50%	44%	56%	44%	56%	68%	32%
Other reason	26	-	26	18	9	*	5	5	4	2	10	6	8	4	9	14	12	8	18	7	19	8	19
	2%	-	2%	3%	1%	2%	2%	2%	2%	1%	4%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	1%	3%
		-	100%	67%	33%	2%	18%	18%	16%	7%	39% c	22%	31%	14%	33%	53%	47%	32%	68%	27%	73%	30%	70%
Don't know	32	-	32	18	15	9	8	4	2	1	7	3	5	7	17	8	24	9	23	9	23	11	21
	3%	-	3%	3%	2%	5%	4%	2%	1%	*	3%	1%	1%	3%	5%	1%	4%	2%	3%	3%	3%	2%	3%
		-	100%	55%	45%	29% g	26% g	13%	7%	2%	23%	10%	15%	21%	54% ij	25%	75% m	28%	72%	28%	72%	35%	65%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 88

QD4a: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown.

Why do you think there are these rules or guidelines?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect?

SINGLE CODE – FIRST MENTION (F2F ONLY)

Base: All respondents (F2F only)

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	1134	992 87%	141 12%	667 59%	467 41%	842 74%	292 26%	770 68%	118 10%	124 11%	122 11%	36 3%	101 9%	78 7%	75 7%	78 7%	72 6%	74 7%	128 11%	128 11%	
Weighted base	1192	1008 85%	183 15%	673 56%	519 44%	869 73%	323 27%	990 83%	102 9%	70 6%	30* 2%*	43* 4%*	129* 11%*	105* 9%*	103* 9%*	102* 9%*	104* 9%*	102* 9%*	159 13%	144 12%	
Effective base	919	803	120	536	384	687	234	702	110	112	77	33	93	72	68	71	66	67	117	119	
Protect children/ young people	600 50%	511 51% 85%	89 49% 15%	375 55% 62% d	225 43% 38%	441 51% 73%	159 49% 27%	501 51% 84% j	53 52% 9% j	35 50% 6%	11 36% 2%	31 5% lprs	59 46% 10% s	62 59% 10% rs	62 67% 10% rs	77 75% 13% lmprs	52 50% 9% rs	62 60% 10% rs	56 35% 9%	40 28% 7%	
Protect everybody/ the public/ viewers/ the audience	236 20%	194 19% 82%	42 23% 18%	121 18% 51%	115 22% 49%	164 19% 69%	72 22% 31%	188 19% 80%	20 19% 8%	21 30% 9% g	7 23% 3%	5 12% 2%	25 20% 11%	31 30% 13% ors	23 23% 10% o	10 10% 4%	28 27% 12% o	19 19% 8%	23 15% 10%	23 16% 10%	
To maintain standards of decency/ broadcasting standards	57 5%	53 5% 93%	4 2% 7%	29 4% 51%	28 5% 49%	38 4% 66%	19 6% 34%	43 4% 76%	4 4% 7%	6 9% 11% g	3 11% 6% gh	13 10% 4% mnq	- - 23% mnnoq	- - -	- 1% 2%	6 6% 10% m	- - -	- 6% 18% mnq	10 6% 18% mnq	10 7% 18% mnq	
Provides restrictions on swearing/ bad language	56 5%	47 5% 84%	8 4% 14%	31 5% 55%	25 5% 45%	46 5% 82%	10 3% 18%	51 5% 91%	3 3% 6%	1 1% 2%	* 2% 1%	2 5% 4% o	5 4% 9%	1 1% 2%	3 3% 6%	- - -	2 2% 4%	1 1% 2%	22 14% 39% lmnop q	14 10% 26% mnq	
Provides restrictions on sexual content/ nakedness	43 4%	37 4% 86%	6 3% 14%	25 4% 59%	18 3% 41%	37 4% 84%	7 2% 16%	41 4% 94% i	2 2% 4%	- - -	1 3% 2% i	- 1% 2%	1 1% 2%	- 1% 2%	1 2% 5%	2 2% 3%	1 1% 3%	- - -	12 8% 28% lmnq	24 16% 64% klmnopqr	
Provides restrictions on violence/ antisocial behaviour	43 4%	35 3% 80%	9 5% 20%	21 3% 48%	22 4% 52%	32 4% 74%	11 4% 26%	40 4% 93%	1 1% 1%	1 5% 2%	1 3% h	2 4% 4%	6 4% 13%	1 1% 2%	- - -	3 3% 7%	5 5% 11%	1 1% 2%	13 8% 31% mnq	9 7% 22% n	
Provides restrictions on offensive content	41 3%	30 3% 72%	11 6% 28%	17 2% 40%	25 5% 60%	27 3% 66%	14 4% 34%	32 3% 77%	6 6% 14% i	* 1% 1%	3 10% 8% qi	- - -	2 2% 5%	- 3% 8%	3 - -	- 3% 7%	3 2% 6%	3 2% 6%	13 8% 32% lmo	8 5% 19% mo	
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	33 3%	31 3% 94%	2 1% 6%	16 2% 47%	18 3% 53%	29 3% 87%	4 1% 13%	26 3% 77%	4 4% 13%	1 2% 3%	2 7% 7% gi	- - -	3 2% 8%	2 2% 5%	1 1% 3%	3 3% 10%	3 2% 8%	3 3% 8%	- - -	12 8% 35% nr	
Timing of programmes/ the watershed	24 2%	20 2% 86%	3 2% 14%	8 1% 34%	16 3% 66%	16 2% 68%	8 2% 32%	20 2% 83%	1 1% 6%	2 4% 10%	* 1% 1%	- - -	14 11% 60% mnopqr s	- 1% -	1 1% 5%	- - -	1 1% 5%	- - -	3 2% 11%	1 1% 3%	
Other reason	26 2%	26 3% 100%	- - -	19 3% 70%	8 2% 30%	21 2% 78%	6 2% 22%	22 2% 84%	3 3% 13%	1 1% 4%	- - -	- - -	- - 7%	2 2% 7%	8 7% 28% ls	2 2% 8%	1 1% 5%	5 5% 19% ls	4 3% 17%	- - -	
Don't know	32 3%	23 2% 72%	9 5% 28%	12 2% 38%	20 4% 62%	19 2% 60%	13 4% 40%	26 3% 82%	5 5% 16%	* 1% 2%	* 1% 1%	- - -	1 1% 2%	6 9% 19% n	- - -	3 3% 9%	2 2% 6%	9 9% 28% lnrs	3 2% 8%	3 2% 10%	

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 88

QD4a: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown.**Why do you think there are these rules or guidelines?****IF NECESSARY: Who do you think these rules and guidelines are aiming to protect?****SINGLE CODE – FIRST MENTION (F2F ONLY)****Base: All respondents (F2F only)**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1134	169 15%	965 85%	472 42%	472 42%	74 7%	379 33%	639 56%	526 46%	574 51%	464 41%	749 66%	385 34%
Weighted base	1192	155 13%	1037 87%	477 40%	497 42%	82* 7%*	399 33%	663 56%	530 44%	621 52%	466 39%	754 63%	438 37%
Effective base	919	121	798	382	381	57	303	521	429	461	377	599	322
Protect children/ young people	600 50%	81 52% 13%	519 50% 87%	242 51% 40%	253 51% 42%	37 46% 6%	201 50% 33%	336 51% 56%	292 55% 49% <i>l</i>	285 46% 48%	262 56% 44% <i>l</i>	405 54% 68% <i>l</i>	195 44% 32%
Protect everybody/ the public/ viewers/ the audience	236 20%	31 20% 13%	205 20% 87%	88 18% 37%	110 22% 47%	22 27% 10%	89 22% 38%	120 18% 51%	93 18% 40%	135 22% 57%	83 18% 35%	135 18% 57%	101 23% 43%
To maintain standards of decency/ broadcasting standards	57 5%	8 5% 13%	49 5% 87%	32 7% 57% <i>d</i>	16 3% 29%	3 4% 6%	14 4% 25%	33 5% 57%	23 4% 40%	32 5% 56%	20 4% 34%	37 5% 64%	20 5% 36%
Provides restrictions on swearing/ bad language	56 5%	2 1% 3%	54 5% 97%	24 5% 43%	16 3% 29%	5 6% 9%	15 4% 27%	39 6% 70%	24 5% 43%	32 5% 57%	18 4% 32%	31 4% 56%	25 6% 44%
Provides restrictions on sexual content/ nakedness	43 4%	6 4% 13%	38 4% 87%	19 4% 45%	12 2% 27%	6 7% 13% <i>f</i>	7 2% 15%	33 5% 76% <i>df</i>	19 4% 44%	23 4% 52%	19 4% 44%	36 5% 82% <i>l</i>	8 2% 18%
Provides restrictions on violence/ antisocial behaviour	43 4%	5 3% 12%	38 4% 88%	19 4% 43%	19 4% 44%	3 4% 7%	15 4% 34%	24 4% 55%	17 3% 40%	24 4% 56%	16 3% 37%	25 3% 57%	19 4% 43%
Provides restrictions on offensive content	41 3%	6 4% 15%	35 3% 85%	11 2% 26%	21 4% 52%	1 2% 4%	20 5% 48%	18 3% 43%	16 3% 39%	22 4% 55%	10 2% 25%	17 2% 42%	24 5% 68% <i>k</i>
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	33 3%	5 3% 15%	28 3% 85%	16 3% 50%	8 2% 25%	* * 1%	5 1% 16%	20 3% 60%	14 3% 43%	17 3% 52%	12 3% 37%	23 3% 71%	10 2% 29%
Timing of programmes/ the watershed	24 2%	1 1% 5%	22 2% 95%	9 2% 39%	14 3% 57%	- - -	12 3% 51%	11 2% 49%	8 1% 33%	16 3% 67%	5 1% 22%	7 1% 29%	17 4% 71% <i>k</i>
Other reason	26 2%	3 2% 12%	23 2% 88%	8 2% 29%	13 3% 48%	3 3% 10%	6 2% 23%	16 2% 62%	11 2% 40%	16 3% 60%	11 2% 40%	22 3% 82%	5 1% 18%
Don't know	32 3%	8 5% 24%	24 2% 76%	9 2% 28%	16 3% 49%	1 1% 2%	16 4% 49%	13 2% 41%	13 2% 40%	18 3% 57%	11 2% 34%	17 2% 53%	15 3% 47%

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

* small base

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Absolutes/col percents/row percents 4 Mar 2019

Table 88

QD4a: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown.

Why do you think there are these rules or guidelines?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect?

SINGLE CODE – FIRST MENTION (F2F ONLY)

Base: All respondents (F2F only)

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	1134	576 51%	464 41%	250 22%	198 17%	119 10%	84 7%	97 9%	73 6%	749 66%	177 16%	150 13%	67 6%	269 24%	865 76%
	1192	584 49%	466 39%	267 22%	197 17%	129* 11%*	92* 8%*	110* 9%*	78* 7%*	754 63%	200 17%	159 13%	78* 7%*	295 25%	897 75%
	919	463	377	202	155	99	70	80	66	599	149	124	57	226	693
	600	304	262	168	121	76	61	66	35	405	104	89	44	159	441
	50%	52% 51%	56% 44%	63% 28%mtu	61% 20%t	59% 13%	67% 10%mtu	60% 11%	44% 6%	54% 68%	52% 17%	56% 15%	56% 7%	54% 26%	49% 74%
	236	107	83	40	34	23	10	19	11	135	45	31	21	62	174
	20%	18% 46%	18% 35%	15% 17%	17% 14%	18% 10%	11% 4%	18% 8%	14% 5%	18% 57%	23% 19%	19% 13%	26% 9%	21% 26%	19% 74%
	57	31	20	14	10	6	4	4	1	37	3	1	3	7	50
	5%	5% 55%	4% 34%	5% 25%	5% 17%	5% 11%	5% 8%	4% 8%	1% 2%	5% 64%	1% 5%	1% 2%	4% 6%	2% 12%	6% 88%vw
	56	26	18	7	5	1	2	5	6	31	9	15	6	21	35
	5%	5% 47%	4% 32%	2% 12%	3% 10%	1% 2%	3% 4%	5% 9%	8% 11%oq	4% 56%	4% 16%	9% 26%z	8% 11%	7% 37%	4% 63%
	43	32	19	5	3	6	3	3	11	36	3	1	-	4	40
	4%	5% 73%op	4% 44%	2% 11%	1% 7%	5% 14%	3% 7%	3% 7%	14% 25%mnopqrsu	5% 82%	2% 7%	* 2%	- -	1% 9%	4% 91%wy
	43	18	16	7	7	3	4	2	6	25	10	6	1	11	32
	4%	3% 41%	3% 37%	3% 17%	3% 16%	2% 7%	4% 8%	1% 4%	8% 15%ms	3% 57%	5% 23%	3% 13%	1% 2%	4% 26%	4% 74%
	41	15	10	7	2	4	*	1	1	17	6	8	-	9	32
	3%	2% 35%	2% 25%	3% 17%	1% 4%	3% 10%	3% 1%	* 1%	1% 2%	2% 42%	3% 15%	5% 19%	- -	3% 22%	4% 78%
	33	14	12	6	7	3	3	3	6	23	5	2	-	5	28
	3%	2% 43%	3% 37%	2% 18%	3% 20%	2% 8%	3% 8%	3% 10%	7% 18%mmc	3% 71%	3% 16%	1% 5%	- -	2% 16%	3% 84%
	24	6	5	2	4	-	-	2	-	7	1	1	1	2	22
	2%	1% 25%	1% 22%	1% 9%	2% 18%	- -	- -	2% 8%	- -	1% 29%	1% 4%	* 3%	1% 3%	1% 7%	2% 93%
	26	17	11	5	4	4	2	4	-	22	12	6	-	12	14
	2%	3% 65%	2% 40%	2% 18%	2% 16%	3% 15%	2% 7%	3% 13%	- -	3% 82%	6% 47%z	4% 22%	- -	4% 47%z	2% 53%
	32	14	11	5	1	2	2	2	1	17	1	2	3	4	28
	3%	2% 42%	2% 34%	2% 16%	1% 3%	2% 8%	2% 6%	2% 6%	1% 3%	2% 53%	1% 4%	1% 5%	3% 8%	1% 12%	3% 88%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

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Absolutes/col percents/row percents 4 Mar 2019

Table 89

QD4a/QD4b: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown.

Why do you think there are these rules or guidelines?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect?

MULTI CODE – ALL MENTIONS

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Protect children/ young people	1799 75%	930 78% 52%	869 73% 48%	844 73% 47%	955 78% 53% a	243 69% 14%	272 70% 15%	289 71% 16%	328 80% 18% cde	275 80% 15% cde	392 81% 22% cde	390 74% 22%	555 76% 31%	371 73% 21%	483 79% 27%	945 75% 53%	855 76% 47%	551 73% 31%	1248 77% 69% o	472 73% 26%	1327 77% 74%	863 73% 48%	937 78% 52% s
Protect everybody/ the public/ viewers/ the audience	1129 47%	585 49% 52%	544 46% 48%	563 49% 50%	566 46% 50%	131 37% 12%	174 44% 15%	199 49% 18% c	218 53% 19% cd	174 51% 15% c	234 48% 21% c	283 53% 25% kl	342 47% 30%	228 45% 20%	276 45% 24%	625 49% 55%	504 45% 45%	341 45% 30%	787 48% 70%	291 45% 26%	838 48% 74%	580 49% 51%	548 46% 49%
Provides restrictions on sexual content/ nakedness	1027 43%	722 61% 70%	305 26% 30%	490 42% 48%	537 44% 52%	120 34% 12%	150 38% 15%	188 46% 18% c	189 46% 18% c	163 48% 16% c	216 44% 21% c	245 46% 24% kl	336 46% 33% kl	208 41% 20%	237 39% 23%	581 46% 57% n	446 40% 43%	306 40% 30%	721 44% 70%	267 41% 26%	760 44% 74%	522 44% 51%	505 42% 49%
Provides restrictions on swearing/ bad language	1004 42%	674 57% 67%	330 28% 33%	479 41% 48%	526 43% 52%	145 41% 14%	164 42% 16%	178 44% 18%	179 44% 18%	147 39% 15%	191 39% 19%	230 43% 23%	325 44% 32%	206 41% 21%	244 40% 24%	554 44% 55%	450 40% 45%	331 44% 33%	673 41% 67%	292 45% 29%	712 41% 71%	518 44% 52%	486 41% 48%
Provides restrictions on violence/ antisocial behaviour	997 42%	644 54% 65%	352 30% 35%	493 43% 50%	503 41% 50%	135 39% 14%	134 34% 13%	182 45% 18% d	179 44% 18% d	161 47% 16% c	205 42% 21% d	232 44% 23%	332 45% 33% kl	196 39% 20%	237 39% 24%	564 45% 57% n	433 39% 43%	312 41% 31%	685 42% 69%	272 42% 27%	725 42% 73%	516 43% 52%	481 40% 48%
Provides restrictions on offensive content	983 41%	697 59% 71%	286 24% 29%	478 41% 49%	505 41% 51%	136 39% 14%	142 36% 14%	175 43% 18%	187 46% 19% d	150 44% 15%	193 40% 20%	237 45% 24% kl	335 46% 34% kl	191 38% 19%	220 36% 22%	572 45% 58% n	411 37% 42%	318 42% 32%	666 41% 68%	274 42% 28%	709 41% 72%	522 44% 53% kl	461 39% 47%
Timing of programmes/ the watershed	924 39%	711 60% 77%	213 18% 23%	443 38% 48%	481 39% 52%	98 28% 11%	118 30% 13%	149 37% 16% c	200 49% 22% cde	156 45% 17% cde	203 42% 22% cd	222 42% 24% k	297 40% 32%	178 35% 19%	227 37% 25%	519 41% 56% n	405 36% 44%	252 33% 27%	672 41% 73% o	220 34% 24%	704 41% 76% o	447 38% 48%	476 40% 52%
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	837 35%	569 48% 68%	268 22% 32%	414 36% 50%	423 35% 50%	114 32% 14%	116 30% 14%	165 41% 20% cd	151 37% 18% d	117 34% 14%	174 36% 21%	199 38% 24%	270 37% 32%	170 34% 20%	197 32% 24%	470 37% 56% n	367 33% 44%	277 36% 33%	560 34% 67%	239 37% 29%	598 34% 71%	447 38% 53% kl	389 33% 47%
To maintain standards of decency/ broadcasting standards	815 34%	576 48% 71%	238 20% 29%	407 35% 50%	408 33% 50%	91 26% 11%	100 26% 12%	145 36% 18% cd	162 40% 20% cd	130 38% 16% c	187 38% 23% cd	193 37% 24%	260 35% 32%	160 32% 20%	201 33% 25%	454 36% 56%	361 32% 44%	213 28% 26%	602 37% 74% o	189 29% 23%	625 36% 77% o	402 34% 49%	411 34% 50%
Other reason – TYPE IN	99 4%	9 1% 9%	89 8% 91%	50 4% 50%	49 4% 50%	13 4% 14%	16 4% 17%	14 3% 14%	13 3% 13%	17 5% 17%	25 5% 26%	21 4% 21%	22 3% 23%	23 5% 24%	32 3% 33%	43 3% 44%	56 5% 56%	29 4% 30%	69 4% 70%	26 4% 27%	72 4% 73%	35 3% 36%	63 5% 64% s
Don't know	89 4%	89 7% 100%	- - -	41 4% 46%	48 4% 54%	13 4% 15%	23 6% 26% fh	21 5% 24% fh	8 2% 9%	14 4% 16%	9 2% 10%	17 3% 19%	30 4% 34%	24 5% 27%	17 3% 20%	47 4% 53%	42 4% 47%	31 4% 35%	57 4% 65%	26 4% 29%	63 4% 71%	51 4% 57%	36 3% 40%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 89

QD4a/QD4b: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown.

Why do you think there are these rules or guidelines?

IF NECESSARY: Who do you think these rules and guidelines are aiming to protect?

MULTI CODE – ALL MENTIONS

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253	
Protect children/ young people	1799 75%	1651 76% 92%	147 70% 8%	1246 78% 69% d	553 71% 31%	1491 77% 83% f	308 70% 17%	1462 74% 81%	177 82% 10% g	114 81% 6% g	46 84% 3% g	76 77% 4%	193 73% 11%	153 78% 9% rs	123 72% 7%	171 82% 10% lnrs	163 75% 9%	158 79% 9% rs	221 69% 12%	206 69% 11%	
Protect everybody/ the public/ viewers/ the audience	1129 47%	1045 48% 93%	83 40% 7%	773 48% 68%	356 46% 32%	940 48% 83%	188 43% 17%	925 47% 82%	103 48% 9%	76 54% 7%	25 45% 2%	42 43% 4%	119 45% 11%	103 53% 9% n	67 40% 6%	109 53% 10% n	104 48% 9%	90 45% 8%	142 44% 13%	149 50% 13%	
Provides restrictions on sexual content/ nakedness	1027 43%	982 45% 96% b	43 21% 4%	740 46% 72% d	287 37% 28%	888 46% 86% f	139 32% 14%	837 42% 82%	96 44% 9%	61 43% 6%	33 60% 3% ghi	45 47% 4% no	100 38% 10%	78 40% 8%	53 31% 5%	67 32% 6%	96 44% 9% no	77 39% 8%	151 47% 15% no	170 57% 17% lmnopqr	
Provides restrictions on swearing/ bad language	1004 42%	948 44% 94% b	53 25% 5%	710 44% 71% d	295 38% 29%	862 44% 86% f	142 32% 14%	821 42% 82%	98 45% 10%	57 41% 6%	28 51% 3% gi	40 41% 4% o	111 42% 11% no	66 34% 7%	49 29% 5%	57 28% 6%	83 38% 8% o	71 36% 7%	170 53% 17% lmnop	175 58% 17% klmnopq	
Provides restrictions on violence/ antisocial behaviour	997 42%	945 43% 95% b	51 25% 5%	716 45% 72% d	280 36% 28%	847 44% 85% f	149 34% 15%	820 42% 82%	89 41% 9%	58 41% 6%	29 54% 3% ghi	45 46% 5% mo	115 44% 12% mo	60 31% 6%	62 36% 6%	66 32% 7%	84 39% 8%	76 38% 8%	156 48% 16% mnop	156 52% 16% mnopq	
Provides restrictions on offensive content	983 41%	928 43% 94% b	53 25% 5%	703 44% 72% d	280 36% 28%	854 44% 87% f	130 30% 13%	787 40% 80%	103 48% 11% g	65 46% 7%	28 51% 3% g	37 37% 4%	106 40% 11% o	63 32% 6%	52 31% 5%	61 29% 6%	95 44% 10% mno	73 36% 7%	155 48% 16% mnop	147 49% 15% mnopq	
Timing of programmes/ the watershed	924 39%	891 41% 96% b	32 15% 3%	675 42% 73% d	249 32% 27%	800 41% 87% f	124 28% 13%	733 37% 79%	96 44% 10% g	69 49% 8% g	25 46% 3% g	35 36% 4%	104 40% 11% o	71 36% 8%	52 31% 6%	56 27% 6%	93 43% 10% no	72 36% 8%	135 42% 15% no	115 38% 12% o	
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	837 35%	793 37% 95% b	43 20% 5%	601 37% 72% d	236 30% 28%	722 37% 86% f	115 26% 14%	664 34% 79%	85 39% 10%	66 47% 8% g	23 42% 3% g	34 35% 4%	87 33% 10%	56 29% 7%	51 30% 6%	69 33% 8%	64 29% 8%	75 37% 9%	102 32% 12%	126 42% 15% mnp	
To maintain standards of decency/ broadcasting standards	815 34%	778 36% 96% b	35 17% 4%	581 36% 71% d	233 30% 29%	703 36% 86% f	112 25% 14%	645 33% 79%	81 37% 10%	66 47% 8% gh	23 41% 3% g	36 37% 4% noq	121 46% 15% mnoprs	53 27% 7%	40 24% 5%	49 24% 6%	81 38% 10% noq	47 23% 6%	110 34% 14% noq	107 36% 13% noq	
Other reason – TYPE IN	99 4%	97 4% 99% b	1 5% 1%	73 5% 74% d	26 3% 26%	82 4% 84% f	16 4% 16%	90 5% 91% j	6 3% 6%	3 2% 3%	- 2% -	4 4% 4% l	1 * 1%	5 3% 5%	20 12% 20% lmoprs	6 3% 6%	6 3% 7%	24 12% 24% klmnop	17 5% 18% l	7 2% 7%	
Don't know	89 4%	85 4% 96%	3 2% 4%	52 3% 59%	37 5% 41%	64 3% 73%	24 6% 27%	79 4% 89% ai	6 3% 7%	2 1% 2%	2 4% 2%	6 6% 7%	13 5% 15%	5 3% 6%	2 1% 2%	7 4% 8%	8 4% 9%	17 9% 20% mnrs	7 2% 8%	12 4% 14%	

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 89
QD4a/QD4b: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown.
Why do you think there are these rules or guidelines?
IF NECESSARY: Who do you think these rules and guidelines are aiming to protect?
MULTI CODE – ALL MENTIONS

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Protect children/ young people	1799 75%	314 17%	1485 76%	727 40%	837 79%	166 80%	552 78%	1054 59%	927 76%	815 75%	816 75%	1292 76%	507 75%
Protect everybody/ the public/ viewers/ the audience	1129 47%	186 44%	942 48%	477 47%	542 51%	104 50%	349 49%	667 47%	581 47%	516 48%	519 48%	812 47%	317 47%
Provides restrictions on sexual content/ nakedness	1027 43%	191 45%	836 43%	405 40%	480 45%	118 57%	292 41%	627 45%	544 44%	450 41%	482 44%	766 45%	261 39%
Provides restrictions on swearing/ bad language	1004 42%	172 41%	833 42%	411 41%	464 44%	105 51%	283 40%	622 44%	534 43%	443 41%	462 42%	731 43%	273 41%
Provides restrictions on violence/ antisocial behaviour	997 42%	174 41%	823 42%	403 40%	473 45%	110 53%	297 42%	591 42%	523 43%	445 41%	463 42%	725 42%	271 40%
Provides restrictions on offensive content	983 41%	174 41%	809 41%	390 39%	464 44%	102 49%	279 39%	614 44%	518 42%	436 40%	454 42%	722 42%	262 39%
Timing of programmes/ the watershed	924 39%	174 41%	750 38%	362 36%	461 43%	100 49%	282 40%	556 40%	484 39%	424 39%	415 38%	677 40%	247 37%
Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)	837 35%	163 39%	674 34%	343 34%	398 37%	94 46%	240 34%	501 36%	450 37%	364 34%	396 36%	625 37%	212 31%
To maintain standards of decency/ broadcasting standards	815 34%	141 34%	674 34%	303 30%	399 38%	95 46%	255 36%	475 34%	410 33%	379 35%	349 32%	584 34%	231 34%
Other reason – TYPE IN	99 4%	7 2%	92 5%	38 4%	37 4%	12 6%	23 3%	61 4%	57 5%	38 4%	54 5%	77 5%	21 3%
Don't know	89 4%	19 5%	69 4%	42 4%	39 4%	3 2%	28 4%	41 3%	49 4%	35 3%	46 4%	71 4%	18 3%
		22%	78%	47%	44%	4%	31%	47%	56%	39%	52%	80%	20%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 89
QD4a/QD4b: TV programmes on all TV channels are supposed to follow rules or guidelines about what can and can't be shown.
Why do you think there are these rules or guidelines?
IF NECESSARY: Who do you think these rules and guidelines are aiming to protect?
MULTI CODE – ALL MENTIONS

Base: All respondents

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Total														
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
1799 75%	984 74% 55%	816 75% 45%	531 74% 30%	436 77% 24%q	316 70% 18%	169 72% 9%	223 71% 12%	146 70% 8%	1292 76% 72%q	343 77% 19% x	339 72% 19%	120 64% 7%	538 75% 30% x	1262 76% 70% x
1129 47%	632 47% 56%	519 48% 46%	331 46% 29%	281 49% 25%	212 47% 19%	123 53% 11%	146 46% 13%	107 51% 9%	812 47% 72%	247 55% 22%wz	218 46% 19%	86 46% 8%	355 50% 31%	773 46% 69%
1027 43%	600 45% 58%	482 44% 47%	300 42% 29%	265 47% 26%	207 46% 20%	117 50% 11%os	127 40% 12%	104 50% 10%os	766 45% 75%	207 46% 20%	231 49% 22%xz	71 38% 7%	335 47% 33%z	692 42% 67%
1004 42%	556 42% 55%	462 42% 46%	324 45% 32%	259 45% 26%	194 43% 19%	103 44% 10%	139 44% 14%	96 46% 10%	731 43% 73%	207 46% 21%z	248 53% 25%z	83 44% 8%	344 48% 34%z	660 40% 66%
997 42%	560 42% 56%	463 42% 46%	279 39% 28%	254 45% 25%	194 43% 20%	98 42% 10%	129 41% 13%	97 47% 10%	725 42% 73%	214 48% 21%z	229 49% 23%xz	73 39% 7%	334 47% 33%z	663 40% 67%
983 41%	558 42% 57%	454 43% 46%	311 43% 32%	255 45% 26%	199 44% 20%	101 43% 10%	129 41% 13%	93 45% 9%	722 42% 73%	196 44% 20% x	217 46% 22% xz	62 33% 6%	311 43% 32% x	672 40% 68%
924 39%	512 38% 55%	415 38% 45%	265 37% 29%	229 40% 25%	181 40% 20%	87 37% 9%	111 35% 12%	79 38% 9%	677 40% 73%	198 44% 21% xz	210 45% 23% xz	53 29% 6%	312 43% 34% xz	612 37% 66% x
837 35%	473 36% 57%	396 36% 47%	249 35% 30%	226 40% 27%	195 43% 23% mnou	95 41% 11%	123 39% 15%	78 38% 9%	625 37% 75%	198 44% 24% z	210 45% 25% z	73 39% 9%	299 42% 36% z	537 32% 64%
815 34%	429 32% 53% l	349 32% 43%	223 31% 27%	190 33% 23% l	155 34% 19% l	74 32% 9%	95 30% 12%	52 25% 6%	584 34% 72% l	163 36% 20% x	170 36% 21% x	49 26% 6%	251 35% 31% x	564 34% 69%
99 4%	58 4% 59%	54 5% 55% o	21 3% 21%	24 4% 24%	15 3% 15%	7 3% 7%	10 3% 10%	4 2% 4%	77 5% 78%	29 6% 29% z	23 5% 23%	8 4% 8%	38 5% 38%	61 4% 62%
89 4%	53 4% 60%	46 4% 52%	33 5% 38%	21 4% 24%	30 7% 33% mu	11 5% 12%	18 6% 20%	14 7% 16%	71 4% 80%	6 1% 6%	6 1% 7%	1 1% 1%	12 2% 13%	77 5% 87% vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 90

Absolutes/col percents/row percents 4 Mar 2019

QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Mainly parents	839 36%	424 36%	415 36%	395 35%	444 38%	127 38%	110 30%	129 33%	134 33%	136 40%	203 42%	183 35%	260 37%	187 38%	208 35%	443 36%	396 36%	256 34%	583 37%	211 33%	628 38%	391 34%	447 39%
	7%	51%	49%	47%	53%	15% d	13%	15%	16%	16% d	24% def	22%	31%	22%	25%	53%	47%	30%	70%	25%	75% q	47%	53% s
Mainly broadcasters	155 7%	92 8%	63 6%	90 8%	65 6%	41 12%	30 8%	26 7%	23 6%	15 4%	20 4%	44 9%	55 8%	22 5%	33 6%	100 8%	55 5%	64 9%	91 6%	53 8%	103 6%	93 8%	62 5%
		59%	41%	58% b	42%	25% efgh	20% h	17%	15%	10%	13%	29% k	36% k	14%	21%	64% n	36%	41% p	59%	34%	66%	60% t	40%
Both equally	1272 55%	611 53%	661 57%	626 55%	646 55%	157 47%	209 57%	229 58%	237 59%	186 55%	253 53%	283 55%	378 54%	270 54%	340 57%	661 54%	611 56%	413 55%	859 55%	364 57%	908 54%	646 56%	626 54%
		48%	52%	49%	51%	12%	16% c	18% c	19% c	15%	20%	22%	30%	21%	27%	52%	48%	32%	68%	29%	71%	51%	49%
Don't know	47 2%	36 3%	11 1%	20 2%	27 2%	8 2%	18 5%	10 2%	6 2%	3 1%	3 1%	7 1%	11 2%	16 3%	13 2%	18 1%	29 3%	17 2%	30 2%	15 2%	32 2%	29 2%	16 1%
		76%	24%	43%	57%	16%	38% fgh	20% h	13%	6%	6%	15%	24%	34%	27%	39%	61%	37%	63%	33%	67%	62%	35%

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

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Table 90

Absolutes/col percents/row percents 4 Mar 2019

QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes?
SINGLE CODE

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Mainly parents	839 36%	748 35%	90 45%	559 35%	280 38%	662 35%	177 42%	695 36%	83 40%	49 36%	12 22%	35 37%	120 47%	76 40%	49 30%	107 53%	64 30%	68 34%	90 30%	85 29%
		89%	11%a	67%	33%	79%	21%e	83%j	10%j	6%j	1%	4%	14%npqrs	9%rs	6%	13%kmnpqr s	8%	8%	11%	10%
Mainly broadcasters	155 7%	144 7%	9 5%	114 7%	41 6%	130 7%	25 6%	136 7%	9 5%	7 5%	3 6%	1 1%	21 8%	9 5%	13 8%	18 9%	12 6%	11 5%	21 7%	30 10%
		93%	6%	73%	27%	84%	16%	87%	6%	4%	2%	1%	13%k	6%	8%k	12%k	8%	7%	14%k	19%k
Both equally	1272 55%	1176 56%	96 49%	896 57%	376 52%	1067 56%	204 49%	1045 55%	110 53%	78 57%	38 70%	54 57%	113 44%	100 53%	101 62%	74 37%	131 62%	112 57%	189 62%	171 58%
		92%	8%	70%	30%	84%l	16%	82%	9%	6%	3%ghi	4%e	9%	8%o	8%lo	6%	10%lo	9%lo	15%lo	13%lo
Don't know	47 2%	44 2%	3 2%	16 1%	31 4%	33 2%	14 3%	39 2%	5 2%	2 1%	1 2%	5 5%	4 2%	4 2%	-	3 2%	5 3%	6 3%	4 1%	7 3%
		94%	6%	35%	65%c	69%	31%	84%	10%	4%	2%	11%nr	9%	9%	-	7%	12%	13%	9%	16%

Proportions/Mean: Columns Tested (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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Table 90

Absolutes/col percents/row percents 4 Mar 2019

QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Mainly parents	839	154	685	352	406	51	279	496	450	389	392	597	242
	36%	37%	36%	35%	38%	25%	39%	35%	37%	36%	36%	35%	40%
		18%	82%	42% e	48% e	6%	33% e	59% e	54%	46%	47%	71%	29% k
Mainly broadcasters	155	36	119	81	48	8	33	103	97	58	88	123	32
	7%	9%	6%	8%	5%	4%	5%	7%	8%	5%	8%	7%	5%
		23%	77%	52% df	31%	5%	21%	66% df	63% i	37%	57% i	79%	21%
Both equally	1272	217	1054	548	586	144	384	790	662	610	595	951	320
	55%	52%	56%	55%	55%	70%	54%	56%	54%	56%	55%	56%	53%
		17%	83%	43%	46%	11% cdfg	30%	62%	52%	48%	47%	75%	25%
Don't know	47	8	39	24	23	3	16	17	19	28	16	38	9
	2%	2%	2%	2%	2%	1%	2%	1%	2%	3%	1%	2%	2%
		16%	84%	51% g	48%	6%	34%	36%	41%	59%	34%	81%	19%

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

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Table 90

Absolutes/col percents/row percents 4 Mar 2019

QE1: (SHOW SCREEN) Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Mainly parents	839	469	392	246	195	144	65	93	61	597	142	141	52	230	609
	36%	35%	36%	34%	34%	32%	28%	30%	29%	35%	32%	30%	28%	32%	38%
		56% <i>r</i>	47% <i>r</i>	29%	23%	17%	8%	11%	7%	71% <i>r</i>	17%	17%	6%	27%	73% <i>vwxy</i>
Mainly broadcasters	155	105	88	58	51	44	22	34	23	123	37	46	34	65	90
	7%	8%	8%	8%	9%	10%	10%	11%	11%	7%	8%	10%	18%	9%	6%
		68%	57%	37%	33%	28%	14%	22%	15%	79%	24%	30% <i>z</i>	22% <i>vwyz</i>	42% <i>z</i>	58%
Both equally	1272	734	595	395	309	250	143	182	119	951	267	279	101	418	854
	55%	55%	55%	55%	54%	55%	61%	58%	57%	56%	60%	59%	54%	58%	54%
		58%	47%	31%	24%	20%	11%	14%	9%	75%	21% <i>z</i>	22% <i>z</i>	8%	33%	67%
Don't know	47	24	16	19	14	14	3	7	5	38	1	4	-	4	43
	2%	2%	1%	3%	2%	3%	1%	2%	2%	2%	*	1%	-	1%	3%
		51%	34%	40%	29%	29%	6%	15%	10%	81%	3%	8%	-	8%	92% <i>vwxy</i>

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 91

**QE2: Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening.
Before today, were you aware of this?**
SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Yes	2027 88%	1021 88%	1006 87%	991 88%	1036 88%	252 76%	307 84%	340 86%	370 93%	323 95%	435 91%	463 90%	625 89%	419 84%	521 88%	1088 89%	940 86%	632 84%	1396 89%	547 85%	1480 89%	996 86%	1030 90%
		50%	50%	49%	51%	12%	15% c	17% c	18% cde	16% cdeh	21% cd	23% k	31%	21%	26%	54%	46%	31%	69% o	27%	73% q	49%	51% s
No	185 8%	72 6%	114 10%	97 9%	88 7%	56 17%	35 10%	37 9%	20 5%	6 2%	31 6%	41 8%	57 8%	38 8%	49 8%	98 8%	88 8%	80 11%	106 7%	61 10%	124 7%	110 9%	76 7%
		39%	61%	52%	48%	30% defg	19% fg	20% fg	11% g	3%	16% g	22%	31%	21%	27%	53%	47%	43% p	57%	33%	67%	59% t	41%
Don't know	100 4%	69 6%	31 3%	42 4%	58 5%	24 7%	25 7%	18 5%	9 2%	11 3%	14 3%	13 2%	24 3%	39 8%	25 4%	37 3%	64 6%	39 5%	62 4%	34 5%	66 4%	53 5%	45 4%
		69%	31%	42%	58%	24% fgh	25% fgh	18%	9%	10%	14%	13%	24%	39% ijl	25%	36%	64% m	38%	62%	34%	66%	53%	45%

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

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Table 91

QE2: Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening.

Before today, were you aware of this?

SINGLE CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Yes	2027 88%	1868 89%	159 8%	1424 90%	603 83%	1687 89%	340 81%	1683 88%	186 90%	121 89%	37 69%	86 91%	228 88%	169 89%	155 95%	182 90%	174 82%	176 90%	271 89%	240 82%
		92% b		70% d		83% f		83% j	9% j	6% j		4%	11%	8%	8% ps	9% ps	9%	9% e	13% ps	12%
No	185 8%	156 7%	26 13%	111 7%	75 10%	134 7%	51 12%	149 8%	12 6%	9 7%	15 27%	3 3%	15 6%	12 7%	5 3%	11 5%	31 15%	10 5%	26 9%	36 12%
		84%	14% a	60%	40% c	72%	25% e	80%	7%	5%	5% ghi	1%	8%	7%	3%	6%	17% klmnoq	6%	14% n	19% klnoq
Don't know	100 4%	87 4%	13 7%	51 3%	49 7%	70 4%	30 7%	83 4%	9 4%	6 4%	3 5%	6 6%	15 6%	8 4%	3 2%	10 5%	7 3%	10 5%	7 2%	17 6%
		87%	13%	51%	49% c	70%	30% e	83%	9%	6%	3%	6%	15%	8%	3%	10%	7%	10%	7%	17% 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/row percents 4 Mar 2019

Table 91

QE2: Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening.

Before today, were you aware of this?

SINGLE CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Yes	2027	371	1657	859	959	193	634	1245	1082	945	962	1510	518
	88%	89%	87%	86%	90%	93%	89%	89%	88%	87%	88%	88%	86%
		18%	82%	42%	47% c	9% c	31%	61% c	53%	47%	47%	74%	26%
No	185	28	157	93	69	11	50	111	101	85	90	127	58
	8%	7%	8%	9%	7%	5%	7%	8%	8%	8%	8%	7%	10%
		15%	85%	50% d	37%	6%	27%	60%	54%	46%	48%	69%	31%
Don't know	100	17	84	52	34	3	28	50	45	55	39	72	28
	4%	4%	4%	5%	3%	1%	4%	4%	4%	5%	4%	4%	5%
		16%	84%	52% de	34%	3%	28%	49%	45%	55%	39%	72%	28%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 91

QE2: Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening.

Before today, were you aware of this?

SINGLE CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through								Harm and offence on TV (seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Yes	2027 88%	1176 88%	962 88%	621 87%	513 90%	381 84%	207 89%	259 82%	180 87%	1510 88%	419 94%	416 89%	169 91%	651 91%	1377 86%
		58%qs	47%rs	31%	25%qs	19%	10%rs	13%	9%	74%qs	21%wz	21%	8%	32%z	68%
No	185 8%	102 8%	90 8%	61 9%	39 7%	42 9%	21 9%	37 12%	16 7%	127 7%	20 4%	37 8%	16 8%	47 7%	139 9%
		55%	48%	33%	21%	22%	11%	20%mpu	8%	69%	11%	20%	8%	25%	75%v
Don't know	100 4%	54 4%	39 4%	35 5%	16 3%	29 6%	6 2%	20 6%	12 6%	72 4%	9 2%	17 4%	2 1%	20 3%	81 5%
		54%	39%	35%	16%	29%npri	6%	20%npri	12%	72%	9%	17%	2%	20%	80%vxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 92

QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Any time given before 6pm	16 1%	14 1%	3 *	3 *	14 1%	3 1%	5 1%	3 1%	1 *	3 1%	1 5%	4 1%	3 *	3 1%	7 1%	7 1%	9 1%	8 1%	8 1%	7 1%	9 1%	5 *	11 1%
6pm	21 1%	14 1%	8 36%	8 37%	14 63%	8 37%	3 12%	4 19%	3 13%	- -	4 20%	4 20%	3 14%	7 31%	7 35%	7 34%	9 66%	8 41%	13 59%	7 35%	14 65%	13 59%	9 41%
6.30pm	17 1%	16 1%	1 *	8 1%	9 1%	7 2%	6 2%	3 1%	- *	1 *	- -	6 1%	7 1%	3 1%	1 *	13 1%	4 *	10 1%	7 *	9 1%	8 *	12 1%	5 *
7pm	60 3%	41 4%	19 2%	18 2%	42 32%	15 30%	17 70%a	11 25%g	7 28%fg	2 18%g	9 11%	13 21%	14 23%	21 36%	12 20%	26 44%	33 56%	25 42%	35 58%	24 40%	36 60%	37 63%	22 37%
7.30pm	24 1%	17 1%	7 1%	14 1%	10 1%	9 3%	6 37%gh	5 24%gh	5 19%h	- 20%h	- -	3 13%	8 35%	8 31%	5 21%	11 47%	13 53%	14 59%	10 1%	13 2%	11 1%	18 2%	7 1%
8pm	104 4%	63 5%	41 4%	40 4%	64 5%	13 4%	22 6%	19 5%	18 5%	8 2%	24 5%	26 5%	28 4%	23 5%	26 4%	54 4%	49 5%	47 6%	57 4%	43 7%	61 4%	60 5%	43 4%
8.30pm	26 1%	14 1%	13 1%	15 1%	12 1%	2 1%	6 2%	8 2%	2 *	3 1%	6 1%	7 1%	10 1%	5 1%	4 1%	17 1%	9 1%	13 2%	13 1%	12 2%	14 1%	17 2%	9 1%
9pm	1748 76%	860 74%	887 77%	861 76%	887 75%	203 12%	239 14%	278 16%c	335 19%cd	309 18%cd	383 22%cd	392 22%	549 31%k	354 20%	452 26%	941 54%	806 46%	512 29%	1236 71%o	434 25%	1314 75%q	846 48%	901 52%u
9.30pm	36 2%	19 2%	18 2%	24 2%	13 1%	11 3%	9 2%	9 2%	2 *	2 1%	5 1%	12 34%	9 26%	7 18%	8 23%	22 59%	15 41%	16 44%	20 56%	13 35%	24 65%	18 50%	18 50%
10pm	87 4%	24 2%	62 5%	53 5%	34 3%	23 7%	24 7%	10 3%	8 2%	3 1%	18 4%	15 3%	29 4%	27 6%	15 3%	44 51%	42 49%	28 33%	58 67%	24 28%	62 72%	50 57%	37 43%
10.30pm	6 *	6 1%	- *	5 *	1 *	- *	1 *	3 1%	3 *	1 *	1 *	3 *	1 *	- *	2 *	4 *	2 *	3 *	3 *	3 *	3 *	5 *	1 *
11pm	17 1%	8 1%	8 1%	5 31%	11 69%	2 13%	4 22%	3 43%gh	3 17%	- -	1 6%	4 23%	3 16%	4 22%	7 39%	7 39%	10 61%	8 47%	9 53%	7 41%	10 59%	9 51%	8 49%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 92

Absolutes/col percents/row percents 4 Mar 2019

QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Any time given after 11pm	13 1%	7 1%	5 *	3 *	9 1%	4 1%	4 1%	3 1%	1 *	- -	- -	3 1%	5 1%	3 1%	1 *	8 1%	4 *	5 1%	7 *	4 1%	9 1%	7 1%	5 *
		56%	44%	27%	73%	33% ^h	33% ^h	25%	10%	-	-	25%	40%	26%	10%	65%	35%	40%	60%	29%	71%	60%	40%
There isn't a time	2 *	2 *	-	-	2 *	-	-	1 *	-	1 *	-	1 *	1 *	-	-	2 *	-	1 *	1 *	1 *	1 *	1 *	1 *
		100%	-	-	100%	-	-	42%	-	58%	-	58%	42%	-	-	100%	-	42%	58%	42%	58%	42%	58%
Other response	5 *	3 *	1 *	2 *	2 *	1 *	2 *	1 *	-	-	1 *	1 *	2 *	1 *	1 *	2 *	2 *	2 *	2 *	1 *	4 *	2 *	2 *
		70%	30%	48%	52%	30%	33%	18%	-	-	18%	18%	33%	30%	18%	51%	49%	52%	48%	18%	82%	49%	51%
Don't know	131 6%	54 5%	77 7%	73 6%	59 5%	31 9%	21 6%	29 7%	14 4%	8 2%	28 6%	21 4%	34 5%	30 6%	46 8%	56 5%	76 7%	48 6%	83 5%	41 6%	90 5%	59 5%	71 6%
		41%	59%	55%	45%	24% ^{fg}	16% ^g	22% ^{fg}	11%	6%	21% ^g	16%	26%	23%	35% ^{kl}	42%	50% ^{lm}	37%	63%	31%	69%	45%	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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 92

QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels?
SINGLE CODE

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Any time given before 6pm	16 1%	16 1%	-	11 1%	5 1%	13 1%	4 1%	16 1%	1 *	-	-	1 1%	1 *	1 1%	3 2%	2 1%	3 1%	-	1 *	3 1%
		100%	-	69%	31%	79%	21%	96%	4%	-	-	7%	7%	6%	21%	15%	16%	-	5%	20%
6pm	21 1%	20 1%	2 1%	15 1%	7 1%	18 1%	4 1%	18 1%	2 1%	2 1%	-	1 1%	7 3%	-	1 1%	2 1%	-	1 1%	2 1%	2 1%
		91%	9%	68%	32%	82%	18%	82%	9%	9%	-	5%	34%mp	-	5%	11%	-	6%	12%	9%
6.30pm	17 1%	17 1%	-	15 1%	2 *	17 1%	-	16 1%	-	1 *	1%	-	-	1 1%	1 1%	2 1%	2 1%	4 2%	1 *	5 2%
		100%	-	90%	10%	100%	-	95%	-	3%	2%	-	-	9%	6%	11%	12%	23%	7%	27%
7pm	60 3%	53 2%	6 3%	45 3%	14 2%	52 3%	8 2%	54 3%	3 1%	2 2%	*	5 5%	4 1%	4 2%	7 4%	6 3%	4 2%	8 4%	5 2%	12 4%
		88%	10%	76%	24%	87%	13%	90%	5%	4%	*	9%	6%	6%	11%	10%	7%	13%	9%	20%
7.30pm	24 1%	24 1%	-	19 1%	5 1%	21 1%	3 1%	19 1%	4 2%	*	*	3 3%	1 *	-	3 2%	2 1%	3 1%	2 1%	3 1%	2 1%
		100%	-	78%	22%	87%	13%	80%	18%	1%	1%	11%nm	4%	-	11%	8%	12%	10%	14%	10%
8pm	104 4%	92 4%	11 6%	67 4%	37 5%	83 4%	21 5%	93 5%	6 3%	4 3%	1 2%	6 6%	21 8%	8 4%	9 6%	5 3%	11 5%	6 3%	13 4%	14 5%
		89%	11%	64%	36%	80%	20%	90%	6%	4%	1%	6%	21%o	7%	9%	5%	10%	6%	12%	13%
8.30pm	26 1%	24 1%	2 1%	20 1%	6 1%	21 1%	5 1%	23 1%	1 *	1 1%	1 2%	1 1%	4 1%	-	1 1%	4 2%	-	1 1%	5 2%	7 3%
		91%	9%	78%	22%	81%	19%	88%	3%	5%	4%	4%	14%	-	4%	16%	-	5%	18%	28%p
9pm	1748 76%	1621 77%	126 64%	1229 78%	518 71%	1441 76%	307 73%	1439 75%	164 79%	106 78%	39 71%	63 67%	198 77%	149 79%	130 80%	154 76%	164 77%	155 79%	230 76%	196 67%
		93%b	7%	70%d	30%	82%	18%	82%	9%	6%	2%	4%	11%a	9%a	7%ka	9%	9%a	9%a	13%a	11%
9.30pm	36 2%	29 1%	6 3%	16 1%	21 3%	30 2%	7 2%	29 2%	4 2%	2 2%	1 1%	2 2%	2 1%	4 2%	-	6 3%	4 2%	1 1%	1 *	9 3%
		79%	17%	44%	56%c	81%	19%	80%	12%	6%	2%	6%	6%	10%	-	17%r	10%	3%	3%	25%nr
10pm	87 4%	70 3%	17 8%	50 3%	37 5%	71 4%	16 4%	72 4%	12 6%	1 1%	1 2%	2 2%	6 2%	6 3%	7 4%	4 2%	11 5%	1 1%	15 5%	21 7%
		81%	19%a	57%	43%c	82%	18%	83%i	14%i	1%	2%	2%	2%	7%	8%q	5%	13%q	1%	17%q	24%loq
10.30pm	6 *	6 *	-	5 *	1 *	6 *	-	6 *	-	-	-	-	-	1 1%	-	1 1%	1 *	-	-	2 1%
		100%	-	84%	16%	100%	-	100%	-	-	-	-	-	18%	-	23%	17%	-	-	42%
11pm	17 1%	15 1%	1 1%	12 1%	5 1%	13 1%	3 1%	14 1%	1 1%	1 1%	*	1 6%	-	2 1%	1 9%	1 7%	1 6%	1 6%	3 18%	4 22%
		92%	8%	70%	30%	80%	20%	84%	8%	5%	3%	6%	-	11%	9%	7%	6%	6%	16%	22%
Any time given after 11pm	13 1%	13 1%	-	12 1%	* *	12 1%	* *	11 1%	1 *	-	-	1 1%	1 *	-	-	2 1%	2 1%	1 1%	-	3 1%
		100%	-	98%d	2%	98%	2%	90%	6%	-	4%	10%	7%	-	-	18%	19%	9%	-	27%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Page 433

Absolutes/col percents/row percents 4 Mar 2019

Table 92

QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels?
SINGLE CODE

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
There isn't a time	2	1 *	1 1%	1 *	1 *	1 *	1 *	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *
	*	42%	58% e	42%	58%	42%	58%	100%	-	-	-	-	-	-	-	-	-	58%	-	42%
Other response	5	5 *	-	1 *	4 1%	5 *	-	5 *	- -	- -	- -	1 1%	1 1%	2 1%	- -	- -	- -	- -	1 *	-
	*	100%	-	18%	82% c	100%	-	100%	-	-	-	18%	30%	33%	-	-	-	-	18%	-
Don't know	131	105 5%	26 13%	68 4%	63 9%	89 5%	42 10%	97 5%	9 4%	16 12%	10 18%	8 8%	12 5%	12 7%	-	10 5%	7 3%	13 7%	24 8%	12 4%
	6%	80%	20% e	52%	48% c	68%	32% e	74%	7%	12% gh	8% gh	6% n	9% n	10% n	-	7% n	5%	10% n	18% n	9% n

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 92

QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Any time given before 6pm	16 1%	3 1%	13 1%	9 1%	7 1%	- -	5 1%	10 1%	12 1%	5 30%	11 65%	13 80%	3 1%
6pm	21 1%	7 2%	15 1%	9 1%	9 1%	- -	8 1%	11 1%	13 1%	8 1%	13 1%	17 1%	5 1%
		32%	68%	41%	41%	-	36%	53%	61%	39%	61%	77%	23%
6.30pm	17 1%	5 1%	12 1%	13 1%	5 1%	1 1%	2 1%	12 1%	16 1%	1 1%	15 1%	17 1%	- -
		32%	68%	78% f	31%	6%	11%	74%	93% f	7%	90% f	100% f	-
7pm	60 3%	11 3%	49 3%	28 3%	19 2%	6 3%	12 2%	42 3%	37 3%	22 2%	30 3%	46 3%	13 2%
		19%	81%	47%	33%	11%	20%	70%	62%	38%	50%	78%	22%
7.30pm	24 1%	7 2%	18 1%	14 1%	8 1%	1 1%	5 1%	13 1%	18 1%	6 1%	18 2%	22 1%	2 1%
		27%	73%	58%	32%	5%	22%	54%	75%	25%	75% f	91%	9%
8pm	104 4%	24 6%	80 4%	51 5%	42 4%	9 4%	29 4%	64 5%	54 4%	50 5%	41 4%	73 4%	31 5%
		23%	77%	49%	41%	8%	28%	61%	52%	48%	40%	70%	30%
8.30pm	26 1%	7 2%	19 1%	15 2%	12 1%	6 3%	2 1%	24 2%	16 1%	10 1%	16 1%	20 1%	6 1%
		27%	73%	58% f	47%	25% f	8%	90% f	62%	38%	60%	78%	22%
9pm	1748 76%	302 73%	1446 76%	729 73%	832 78%	167 81%	550 77%	1075 76%	912 74%	836 77%	817 75%	1300 76%	447 74%
		17%	83%	42%	48% c	10% c	31% c	61% c	52%	48%	47%	74%	26%
9.30pm	36 2%	4 1%	32 2%	22 2%	19 2%	1 *	12 2%	18 1%	19 2%	18 2%	14 1%	24 1%	13 2%
		11%	89%	60%	53%	2%	32%	49%	51%	49%	39%	65%	35%
10pm	87 4%	13 3%	74 4%	39 4%	31 3%	6 3%	26 4%	48 3%	46 4%	40 4%	37 3%	56 3%	30 5%
		15%	85%	46%	36%	7%	30%	56%	53%	47%	42%	65%	35%
10.30pm	6 *	- *	6 *	1 *	3 *	1 1%	1 *	3 *	3 *	3 *	3 *	5 *	1 *
		-	100%	17%	58%	18%	23%	44%	44%	56%	44%	84%	16%
11pm	17 1%	2 1%	14 1%	2 *	6 1%	1 1%	6 1%	8 1%	12 1%	4 *	12 1%	13 1%	3 1%
		13%	87%	13%	36%	7%	36%	51%	74%	26%	74%	79%	21%
Any time given after 11pm	13 1%	2 *	11 1%	6 1%	5 1%	2 1%	3 *	6 *	5 *	7 1%	5 *	10 1%	2 *
		13%	87%	52%	43%	16%	25%	52%	41%	59%	41%	83%	17%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 92

QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
There isn't a time	2 *	1 *	1 *	1 *	2 *	- *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
		58%	42%	42%	100%	-	58%	42%	42%	58%	42%	42%	58%
Other response	5 *	2 *	3 *	2 *	2 *	- *	2 *	1 *	2 *	2 *	2 *	3 *	2 *
		33%	67%	51%	49%	-	49%	18%	48%	52%	48%	67%	33%
Don't know	131 6%	26 6%	106 6%	61 6%	57 5%	4 2%	47 7%	69 5%	62 5%	69 6%	56 5%	87 5%	44 7%
		19%	81%	46% ^e	44%	3%	36% ^e	52%	48%	52%	42%	67%	33%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 92

Absolutes/col percents/row percents 4 Mar 2019

QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
	16	11	11	6	4	6	3	4	-	13	3	6	3	6	10
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%
		68%	65%	36%	24%	39%	19%	26%	-	80%	21%	39%	21%	39%	61%
	21	14	13	13	9	9	4	8	3	17	6	12	10	16	6
	1%	1%	1%	2%	2%	2%	2%	3%	1%	1%	1%	3%	5%	2%	*
		65%	61%	60%	40%	40%	18%	39% mn	14%	77%	28% z	57% z	45% vxyz	73% z	27%
	17	15	15	15	9	6	6	6	4	17	8	11	7	13	3
	1%	1%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	4%	2%	*
		90%	90%	89% u	50%	37%	34%	35%	26%	100%	47% z	65% z	41% z	79% z	21%
	60	40	30	27	20	15	7	15	3	46	5	21	9	24	35
	3%	3%	3%	4%	4%	3%	3%	5%	1%	3%	1%	4%	5%	3%	2%
		68%	50%	46%	34%	25%	12%	26% l	4%	78%	9%	35% vz	15% v	41% v	59%
	24	16	18	16	13	9	3	7	2	22	8	11	6	12	12
	1%	1%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%	3%	2%	1%
		65%	75%	66%	55%	35%	14%	28%	9%	91%	35%	44% z	25% z	48%	52%
	104	58	41	41	31	31	18	30	7	73	27	32	15	46	58
	4%	4%	4%	6%	6%	7%	7%	10%	3%	4%	6%	7%	8%	6%	4%
		56%	40%	39%	30%	30%	17%	29% mnnoptu	7%	70%	26%	31% z	14% z	44% z	56%
	26	20	16	12	16	9	10	5	7	20	7	11	5	12	14
	1%	2%	1%	2%	3%	2%	4%	2%	3%	1%	2%	2%	3%	2%	1%
		77%	60%	45%	62% u	35%	38% mnou	20%	27% u	78%	26%	43% z	21% z	47%	53%
	1748	1009	817	497	393	303	151	200	157	1300	341	306	102	513	1235
	76%	76%	75%	69%	69%	67%	65%	63%	76%	76%	76%	65%	55%	72%	77%
		58% lopqrs	47% lopqrs	28%	22%	17%	9%	11%	9% qrs	74% opqrs	19% wx	18% x	6%	29% wx	71% wxyz
	36	22	14	15	15	11	9	9	7	24	9	10	8	13	24
	2%	2%	1%	2%	3%	3%	4%	3%	3%	1%	2%	2%	4%	2%	1%
		59%	39%	42%	42%	31%	25% mn	24%	19% nu	65%	24%	28%	22% z	35%	65%
	87	39	37	30	15	17	9	16	4	56	10	23	9	26	61
	4%	3%	3%	4%	3%	4%	4%	5%	2%	3%	2%	5%	5%	4%	4%
		46%	42%	34%	17%	19%	10%	18%	5%	65%	11%	26% lv	11%	30%	70%
	6	4	3	3	3	1	-	1	1	5	3	1	1	4	2
	*	*	*	*	1%	*	-	*	*	*	1%	*	1%	1%	*
		67%	44%	44%	50%	9%	-	17%	17%	84%	56% z	25%	16%	65%	35%
	17	12	12	8	7	4	2	2	-	13	4	7	5	9	8
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	3%	1%	*
		72%	74%	45%	39%	24%	10%	12%	-	79%	24%	44% z	33% z	53%	47%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 92

QE3: (UNPROMPTED) Do you know after what time in the evening programmes that are not suitable for children may be shown on TV channels?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Any time given after 11pm	13 1%	3 *	5 *	4 1%	2 *	5 1%	1 *	- -	2 1%	10 1%	2 *	1 *	- -	3 *	10 1%
		27%	41%	31%	17%	43% m	7%	-	14%	83%	12%	9%	-	21%	79%
There isn't a time	2 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	2 *
		42%	42%	42%	42%	42%	42%	-	-	42%	-	-	-	-	100%
Other response	5 *	1 *	2 *	- -	1 *	2 1%	- -	- -	- -	3 *	2 1%	2 *	2 1%	2 *	2 *
		18%	48%	-	18%	49%	-	-	-	67%	52%	33%	33%	52%	48%
Don't know	131 6%	66 5%	56 5%	31 4%	30 5%	22 5%	11 5%	12 4%	10 5%	87 5%	13 3%	14 3%	4 2%	18 3%	113 7%
		50%	42%	24%	23%	17%	8%	9%	7%	67%	10%	11%	3%	14%	86% vwxyz

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 93

QE4: (SHOW SCREEN) Programmes that are not suitable for children may be shown on TV channels after 9pm – usually known as the 9 o'clock watershed.

Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children?

IF NECESSARY – By children we mean under the age of 16

SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221	1100	1116	1205	318	370	412	376	370	475	559	739	448	575	1298	1023	757	1564	664	1657	1356	962
		53%	47%	48%	52%	14%	16%	18%	16%	16%	20%	24%	32%	19%	25%	56%	44%	33%	67%	29%	71%	58%	41%
Weighted base	2313	1162	1151	1131	1182	332	368	394	399	340	480	517	705	496	595	1222	1091	750	1563	642	1671	1159	1151
		50%	50%	49%	51%	14%	16%	17%	17%	15%	21%	22%	30%	21%	26%	53%	47%	32%	68%	28%	72%	50%	50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Much earlier than 9pm	112	87	25	38	73	16	28	15	24	12	16	26	34	26	25	60	51	51	61	45	67	67	44
	5%	7%	2%	3%	6%	5%	8%	4%	6%	4%	3%	5%	5%	5%	4%	5%	5%	7%	4%	7%	4%	6%	4%
		77%	23%	34%	66%a	15%	25%egh	13%	21%	11%	14%	24%	30%	23%	23%	54%	46%	46%p	54%	40%r	60%	60%t	40%
A bit earlier than 9pm	292	183	110	133	159	54	42	54	35	48	58	71	90	71	61	161	132	96	197	82	210	157	135
	13%	16%	10%	12%	13%	16%	11%	14%	9%	14%	12%	14%	13%	14%	10%	13%	12%	13%	13%	13%	13%	14%	12%
		63%	37%	46%	54%	19%a	14%	19%a	12%	17%a	20%	24%	31%	24%	21%	55%	45%	33%	67%	28%	72%	54%	46%
About 9pm	1423	612	811	689	734	196	230	245	265	201	287	295	426	317	384	721	702	466	957	399	1024	707	715
	62%	53%	70%	61%	62%	59%	63%	62%	66%	59%	60%	57%	60%	64%	65%	59%	64%	62%	61%	62%	61%	61%	62%
		43%	57%	48%	52%	14%	16%	17%	19%	14%	20%	21%	30%	22%l	27%l	51%	49%m	33%	67%	28%	72%	50%	50%
A bit later than 9pm	266	145	121	146	120	44	31	44	35	48	64	71	84	41	70	155	111	77	189	65	201	130	136
	12%	12%	11%	13%	10%	13%	8%	11%	9%	14%	13%	14%	12%	8%	12%	13%	10%	10%	12%	10%	12%	11%	12%
		54%	46%	55%	45%	16%	12%	17%	13%	18%df	24%a	27%k	32%	15%	26%	58%	42%	29%	71%	25%	75%	49%	51%
Much later than 9pm	115	74	41	58	58	10	19	17	24	14	31	32	35	18	31	67	49	32	83	28	88	50	65
	5%	6%	4%	5%	5%	3%	5%	4%	6%	4%	7%	6%	5%	4%	5%	5%	4%	4%	5%	4%	5%	4%	6%
		64%	36%	50%	50%	9%	16%	15%	21%	12%	27%c	28%	30%	15%	27%	58%	42%	28%	72%	24%	76%	44%	56%
Don't know	104	62	42	66	38	11	18	20	16	16	23	22	36	24	23	58	47	28	76	23	81	47	55
	5%	5%	4%	6%	3%	3%	5%	5%	4%	5%	5%	4%	5%	5%	4%	5%	4%	4%	5%	4%	5%	4%	5%
		59%	41%	63%b	37%	11%	17%	19%	16%	15%	23%	21%	35%	23%	22%	55%	45%	27%	73%	22%	78%	45%	53%
Net: Later than 9pm	382	219	163	204	178	54	50	61	59	62	95	103	119	58	101	222	159	109	272	93	288	181	201
	16%	19%	14%	18%	15%	16%	13%	16%	15%	18%	20%	20%	17%	12%	17%	18%	15%	15%	17%	15%	17%	16%	17%
		57%	43%	53%	47%	14%	13%	16%	16%	16%	25%d	27%k	31%k	15%	26%k	58%n	42%	29%	71%	24%	76%	47%	53%
Net: Earlier than 9pm	404	269	135	172	232	71	70	69	59	61	74	97	124	97	86	221	183	147	257	127	277	225	180
	17%	23%	12%	15%	20%	21%	19%	17%	15%	18%	15%	19%	18%	19%	14%	18%	17%	20%	16%	20%	17%	19%	16%
		67%	33%	43%	57%a	18%a	17%	17%	15%	15%	18%	24%	31%	24%	21%	55%	45%	36%	64%	32%	68%	56%l	44%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 93

QE4: (SHOW SCREEN) Programmes that are not suitable for children may be shown on TV channels after 9pm – usually known as the 9 o'clock watershed.

Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children?

IF NECESSARY – By children we mean under the age of 16

SINGLE CODE

Base: All with any working TV set in the home

		HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Much earlier than 9pm	112 5%	104 5% 93%	7 3% 6%	84 5% 75%	28 4% 25%	98 5% 88%	14 3% 12%	95 5% 85%	9 4% 8%	6 4% 5%	1 3% 1%	4 5% 4%	11 4% 10%	7 3% 6%	4 3% 4%	15 8% 14%	10 5% 9%	9 4% 8%	13 4% 12%	21 7% 19%
A bit earlier than 9pm	292 13%	274 13% 94%	18 9% 6%	210 13% 72%	83 11% 28%	249 13% 85%	44 10% 15%	253 13% 87% j	18 9% 6%	18 13% 6%	4 7% 1%	12 13% 4%	50 19% 17% opqr	31 16% 11%	28 17% 10%	19 10% 7%	20 9% 7%	20 10% 7%	36 12% 12%	37 13% 13%
About 9pm	1423 62%	1289 61% 91%	132 67% 9%	967 61% 68%	456 63% 32%	1152 61% 81%	271 64% 19%	1172 61% 82%	131 63% 9%	81 59% 6%	40 73% 3% ghi	56 59% 4%	155 60% 11%	121 64% 9%	104 63% 7%	128 63% 9%	140 66% 10% s	117 59% 8%	188 62% 13%	163 56% 11%
A bit later than 9pm	266 12%	248 12% 93%	18 9% 7%	191 12% 72%	75 10% 28%	224 12% 84%	42 10% 16%	216 11% 81%	22 11% 8%	23 17% 9% ghi	5 9% 2%	13 13% 5%	20 8% 8%	13 7% 5%	16 10% 6%	22 11% 8%	26 12% 10%	31 16% 12% lm	34 11% 13%	41 14% 16% lm
Much later than 9pm	115 5%	108 5% 94%	7 4% 6%	75 5% 65%	40 6% 35%	92 5% 80%	23 6% 20%	94 5% 82%	15 7% 13% l	4 3% 3%	3 6% 3%	1 1% 1%	11 4% 10%	7 4% 6%	8 5% 7%	10 5% 9%	9 4% 8%	13 7% 11%	18 6% 15%	17 6% 15%
Don't know	104 5%	88 4% 84%	16 8% 16% a	59 4% 56%	46 6% 44% c	77 4% 74%	27 6% 26%	84 4% 81%	13 6% 12%	5 4% 5%	2 3% 1%	8 9% 8% n	11 4% 10%	10 6% 10%	4 2% 4%	8 4% 8%	7 3% 7%	7 4% 7%	15 5% 14%	14 5% 13%
Net: Later than 9pm	382 16%	356 17% 93%	25 13% 7%	266 17% 70%	115 16% 30%	316 17% 83%	65 15% 17%	310 16% 81%	37 18% 10%	27 20% 7%	8 15% 2%	14 15% 4%	32 12% 8%	20 11% 5%	24 15% 6%	31 16% 8%	35 17% 9%	44 22% 12% lm	52 17% 14%	58 20% 15% lm
Net: Earlier than 9pm	404 17%	378 18% 93%	24 12% 6%	294 19% 73%	111 15% 27%	347 18% 86% f	57 14% 14%	348 18% 86% j	28 13% 7%	23 17% 6% j	5 9% 1%	16 17% 4%	61 24% 15% pq	37 20% 9%	32 20% 8%	35 17% 9%	30 14% 7%	28 14% 7%	49 16% 12%	59 20% 15%

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

* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 93

QE4: (SHOW SCREEN) Programmes that are not suitable for children may be shown on TV channels after 9pm – usually known as the 9 o'clock watershed.
Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children?
IF NECESSARY – By children we mean under the age of 16
SINGLE CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Much earlier than 9pm	112 5%	28 7%	84 4%	56 6%	48 5%	10 5%	29 4%	66 5%	75 6%	37 3%	65 6%	89 5%	23 4%
A bit earlier than 9pm	292 13%	60 14%	233 12%	119 12%	120 11%	35 17%	76 11%	197 14%	162 13%	131 12%	141 13%	221 13%	72 12%
About 9pm	1423 62%	243 59%	1180 62%	629 63%	663 62%	114 56%	444 62%	867 62%	756 62%	667 61%	673 62%	1047 61%	375 62%
A bit later than 9pm	266 12%	51 12%	215 11%	108 11%	129 12%	29 14%	91 13%	156 11%	134 11%	132 12%	119 11%	201 12%	65 11%
Much later than 9pm	115 5%	13 3%	103 5%	49 5%	55 5%	11 5%	38 5%	65 5%	54 4%	62 6%	47 4%	81 5%	34 6%
Don't know	104 5%	20 5%	84 4%	44 4%	46 4%	8 4%	34 5%	55 4%	48 4%	56 5%	44 4%	70 4%	35 6%
Net: Later than 9pm	382 16%	64 15%	317 17%	156 16%	185 17%	39 19%	129 18%	222 16%	187 15%	194 18%	167 15%	282 17%	99 16%
Net: Earlier than 9pm	404 17%	88 21%	317 17%	175 17%	168 16%	44 21%	105 15%	262 19%	236 19%	168 15%	206 19%	310 18%	94 16%
		22%b	78%	43%	42%	11% <i>f</i>	26%	65% <i>f</i>	59% <i>i</i>	41%	51%	77%	23%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 93

Absolutes/col percents/row percents 4 Mar 2019

QE4: (SHOW SCREEN) Programmes that are not suitable for children may be shown on TV channels after 9pm – usually known as the 9 o'clock watershed.
Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children?
IF NECESSARY – By children we mean under the age of 16
SINGLE CODE

Base: All with any working TV set in the home

Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
112	76	65	48	44	40	19	30	18	89	39	52	23	64	47
5%	6%	6%	7%	8%	9%	8%	10%	9%	5%	9%	11%	12%	9%	3%
	68%	58%	43%	40%u	36%mn	17%	27%mn	16%	80%	35%z	46%z	20%z	58%z	42%
292	183	141	96	90	79	35	47	23	221	63	96	38	123	169
13%	14%	13%	13%	16%	18%	15%	15%	11%	13%	14%	20%	20%	17%	11%
	63%	48%	33%	31%	27%nt	12%	16%	8%	76%	21%	33%vz	13%z	42%z	58%
1423	816	673	452	323	230	126	173	121	1047	224	208	88	358	1065
62%	61%	62%	63%	57%	51%	54%	55%	58%	61%	50%	44%	47%	50%	67%
	57%q	47%qrs	32%pqrs	23%	16%	9%	12%	9%	74%qrs	16%	15%	6%	25%	75%wxyz
266	158	119	72	67	52	30	33	24	201	69	62	24	99	167
12%	12%	11%	10%	12%	12%	13%	10%	12%	12%	15%	13%	13%	14%	10%
	60%	45%	27%	25%	20%	11%	12%	9%	76%	16%z	23%	9%	37%z	63%
115	50	47	26	25	26	13	20	10	81	37	44	12	54	61
5%	4%	4%	4%	4%	6%	6%	6%	5%	5%	8%	9%	7%	8%	4%
	44%	41%	23%	22%	22%	11%	17%	8%	70%	32%z	38%z	11%	47%z	53%
104	49	44	24	20	24	11	13	12	70	15	8	1	18	87
5%	4%	4%	3%	4%	5%	5%	4%	6%	4%	3%	2%	1%	2%	5%
	47%	43%	23%	19%	23%	11%	12%	12%	67%	14%	8%	1%	17%	83%wxyz
382	209	167	99	92	78	43	53	34	282	107	107	37	154	228
16%	16%	15%	14%	16%	17%	18%	17%	16%	17%	24%	23%	20%	21%	14%
	55%	44%	26%	24%	20%	11%	14%	9%	74%	20%z	28%z	10%	40%z	60%
404	258	206	144	134	120	54	78	41	310	102	147	61	188	216
17%	19%	19%	20%	24%	26%	23%	25%	20%	18%	23%	31%	33%	26%	14%
	64%	51%	36%	33%nu	30%mnou	13%	19%nu	10%	77%	25%z	36%vz	15%vz	46%z	54%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 94

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

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Yes	448 19%	248 21%	200 17%	207 18%	241 20%	37 11%	50 14%	70 18%	68 17%	82 24%	139 29%	122 24%	141 20%	89 18%	96 16%	262 21%	185 17%	120 16%	327 21%	107 17%	341 20%	193 17%	254 22%
		55%	45%	46%	54%	8%	11%	16% c	15% c	18% cdef	31% cdef	27% i	31%	20%	21%	59% n	41%	27%	73% o	24%	76%	43%	57% s
No	1735 75%	816 70%	918 80%	880 78%	855 72%	270 81%	294 80%	299 76%	312 78%	236 69%	324 68%	368 71%	519 74%	377 76%	470 79%	887 73%	847 78%	585 78%	1149 74%	496 77%	1238 74%	896 77%	836 73%
		47%	53%	51% b	49%	16% gh	17% gh	17% h	18% gh	14%	19%	21%	30%	22%	27% l	51%	49% m	34% p	66%	29%	71%	52% t	48%
Don't know	131 6%	98 8%	33 3%	44 4%	86 7%	25 7%	24 6%	25 6%	18 5%	22 7%	17 3%	27 5%	46 6%	30 6%	28 5%	72 6%	58 5%	44 6%	86 6%	39 6%	91 5%	70 6%	60 5%
		75%	25%	34%	66% a	19% h	18%	19%	14%	17%	13%	20%	35%	23%	22%	55%	45%	34%	66%	30%	70%	54%	46%

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

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Table 94

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

SINGLE CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Yes	448	390 87%	57 13%a	307 69%	141 31%	363 81%	84 19%	376 84%	41 9%	24 5%	7 2%	17 4%	46 10%	32 7%	26 6%	46 10%	33 7%	44 10%	78 17%lmnpa	53 12%
No	1735	1596 75%	135 6%	1189 68%	546 39%	1420 75%	315 18%	1432 75%	156 9%	102 6%	44 3%	69 4%	198 11%	148 9%	131 8%r	149 73%	171 80%	138 70%	211 69%	218 74%
Don't know	131	125 6%	6 3%	90 6%	41 6%	109 6%	22 5%	106 6%	11 5%	10 7%	3 6%	9 10%	14 5%	9 5%	6 4%	8 4%	9 4%	14 7%	14 5%	22 8%
		96%	4%	69%	31%	84%	16%	81%	8%	8%	2%	7%	11%	7%	5%	6%	7%	11%	11%	17%

Proportions/Mean: Columns Tested (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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Table 94

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

SINGLE CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Yes	448 19%	87 21%	361 19%	167 17%	247 23%	53 26%	164 23%	237 17%	233 19%	215 20%	208 19%	308 18%	140 23%
		19%	81%	37%	55%cg	12%cg	37%cg	53%	52%	48%	46%	69%	31%k
No	1735 75%	306 74%	1429 75%	782 78%	752 71%	144 70%	513 72%	1096 78%	928 76%	807 74%	818 75%	1300 76%	435 72%
		18%	82%	45%def	43%	8%	30%	63%def	53%	47%	47%	75%	25%
Don't know	131 6%	23 6%	108 6%	55 5%	63 6%	9 4%	36 5%	72 5%	67 5%	63 6%	64 6%	102 6%	28 5%
		18%	82%	42%	48%	7%	27%	55%	52%	48%	49%	78%	22%

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

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Table 94

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

SINGLE CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Yes	448 19%	222 17% 50%	208 19% 46%	123 17% 28%	115 20% 26%	98 22% 22% m	56 24% 13% mou	59 19% 13%	44 21% 10%	308 18% 69%	448 100% wxyz	242 52% 54% z	93 50% 21% z	448 62% 100% wxz	- - -
No	1735 75%	1036 78% 60% qr	818 75% 47%	556 77% 32% qr	420 74% 24%	323 72% 19%	165 70% 9%	241 76% 14%	159 76% 9%	1300 76% 75%	- - -	202 43% 12% vy	92 49% 5% vy	244 34% 14% v	1491 93% 86% vwxy
Don't know	131 6%	74 6% 57%	64 6% 49%	39 5% 30%	34 6% 26%	31 7% 24% t	13 6% 10%	15 5% 12%	5 3% 4%	102 6% 78%	- - -	25 5% 19% vx	2 1% 1%	26 4% 20% v	105 7% 80% vxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 95

QF2: What kind of things offended you? What else? **MULTI CODE**

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	433	256 59%	177 41%	194 45%	239 55%	37 9%	50 12%	70 16%	67 15%	84 19%	125 29%	119 27%	144 33%	79 18%	91 21%	263 61%	170 39%	122 28%	311 72%	109 25%	324 75%	220 51%	213 49%
Weighted base	448	248 55%	200 45%	207 46%	241 54%	37* 8%*	50* 11%*	70* 16%*	68* 15%*	82* 18%*	139* 31%*	122* 27%*	141 31%	89* 20%*	96* 21%*	262 59%	185 41%	120 27%	327 73%	107* 24%*	341 76%	193 43%	254 57%
Effective base	359	212	149	159	201	31	45	61	54	76	96	98	117	66	78	215	144	105	256	94	267	196	176
Bad language	195 44%	113 46%	82 41%	88 42%	108 45%	11 29%	16 32%	27 38%	25 37%	37 46%	79 57%	63 51%	49 35%	42 47%	42 44%	111 42%	84 45%	43 36%	152 46%	40 37%	156 46%	65 34%	131 51%
		58%	42%	45%	55%	6%	8%	14%	13%	19%	40% cdef	32% j	25%	22%	21%	57%	43%	22%	78%	20%	80%	33%	67% s
Violence (in general)	172 38%	105 42%	67 34%	58 34%	114 47%	11 30%	17 33%	25 36%	23 34%	35 43%	61 44%	43 35%	54 39%	36 40%	39 41%	98 37%	74 40%	38 32%	134 41%	32 30%	140 41%	65 34%	107 42%
		61%	39%	34%	66% a	7%	10%	15%	13%	20%	35%	25%	32%	21%	23%	57%	43%	22%	78%	18%	82%	38%	62%
Sex/ sexually explicit content	143 32%	91 37%	52 26%	46 32%	97 40%	8 21%	19 37%	26 33%	23 34%	21 25%	46 33%	36 30%	45 32%	29 33%	32 34%	82 31%	62 33%	45 31%	99 69%	40 28%	104 72%	62 43%	81 57%
Antisocial behaviour	95 21%	69 28%	26 13%	43 21%	52 22%	4 11%	13 27%	14 20%	14 20%	14 17%	36 26%	25 21%	36 26%	17 19%	17 18%	62 23%	34 18%	22 19%	73 22%	21 20%	74 22%	41 21%	55 21%
		72%	28%	46%	54%	4%	14%	15%	15%	15%	37%	26%	38%	17%	18%	65%	35%	24%	76%	22%	78%	43%	57%
Nakedness/ naked bodies/ body parts	82 18%	67 27%	15 8%	22 11%	60 25%	5 15%	15 29%	20 28%	14 20%	8 10%	21 15%	22 18%	27 20%	18 21%	15 19%	49 19%	33 18%	38 31%	45 14%	34 32%	49 14%	44 23%	38 15%
		81%	19%	27%	73% a	7%	18% gh	24% gh	17%	10%	25%	26%	33%	22%	18%	60%	40%	46% p	54%	41% r	59%	54%	46%
Invasion of privacy/ not respecting people's privacy	63 14%	54 22%	9 4%	27 13%	36 15%	5 12%	7 14%	10 15%	13 19%	11 13%	17 13%	20 17%	27 32%	7 19%	10 15%	47 18%	16 9%	14 11%	49 15%	10 9%	53 16%	31 16%	32 13%
		86%	14%	43%	57%	7%	11%	16%	20%	17%	28%	32%	42% k	11%	15%	74% n	26%	22%	78%	15%	85%	49%	51%
Race – Discriminatory treatment or portrayal of people based on race	62 14%	43 17%	19 10%	33 16%	29 12%	13 35%	10 20%	14 19%	12 18%	6 7%	8 5%	15 13%	26 19%	9 10%	11 12%	42 16%	20 11%	19 16%	43 13%	12 11%	50 15%	37 19%	25 10%
		69%	31%	53%	47%	21% gh	16% gh	22% gh	20% h	9%	12%	25%	43%	15%	18%	67%	33%	31%	69%	19%	81%	60% i	40%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	57 13%	39 16%	17 9%	32 16%	24 10%	10 27%	10 20%	12 17%	7 10%	4 5%	13 12%	21 17%	15 10%	12 13%	9 10%	35 13%	21 11%	21 18%	35 11%	13 12%	44 13%	26 13%	31 12%
		70%	30%	57%	43%	18% fgh	18% g	21% g	12%	7%	24%	37%	26%	21%	16%	63%	37%	38%	62%	23%	77%	45%	55%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	56 13%	34 14%	22 11%	25 12%	32 13%	7 19%	12 23%	8 12%	7 10%	5 6%	17 12%	12 10%	20 14%	11 12%	13 14%	32 12%	24 13%	17 31%	39 69%	13 23%	43 77%	25 44%	32 56%
		60%	40%	44%	56%	13% g	21% g	15%	12%	9%	31%	22%	35%	19%	24%	57%	43%	31%	69%	23%	77%	44%	56%
Religion – Discriminatory treatment or portrayal of people based on religion	45 10%	40 16%	4 2%	19 9%	26 11%	9 25%	7 13%	12 17%	5 7%	4 5%	8 5%	12 10%	18 13%	9 10%	6 6%	30 12%	14 8%	20 17%	24 7%	12 11%	33 10%	24 12%	21 8%
		90%	10%	42%	58%	21% fgh	15%	28% gh	11%	8%	17%	28%	40%	20%	12%	68%	32%	45% p	55%	27%	73%	53%	47%
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	35 8%	26 11%	9 4%	16 8%	19 8%	5 12%	10 20%	9 12%	5 7%	* 1%	6 4%	9 26%	10 30%	10 28%	6 16%	19 56%	15 44%	22 64% p	12 36%	19 55% r	16 45%	17 49%	18 51%
		75%	25%	46%	54%	13% g	29% gh	25% g	14%	1%	18%	26%	30%	28%	16%	56%	44%	64% p	36%	55% r	45%	49%	51%

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

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Table 95

QF2: What kind of things offended you? What else?**MULTI CODE**

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	448	248 55%	200 45%	207 46%	241 54%	37* 8%*	50* 11%*	70* 16%*	68* 15%*	82* 18%*	139* 31%*	122* 27%*	141 31%	89* 20%*	96* 21%*	262 59%	185 41%	120 27%	327 73%	107* 24%*	341 76%	193 43%	254 57%
Disability – Discriminatory treatment or portrayal of people based on disability	27 6%	21 9%	6 3%	8 4%	19 8%	7 19% dgh	2 3%	5 8%	7 11%	2 3%	3 2%	7 6%	7 5%	8 9%	6 6%	14 5%	14 7%	12 10%	15 5%	7 7%	20 6%	8 4%	19 7%
Age – Discriminatory treatment or portrayal of people based on age	26 6%	21 9%	5 2%	11 5%	15 6%	4 11%	5 9%	4 5%	5 7%	4 5%	5 4%	4 4%	8 6%	5 5%	9 9%	13 5%	13 7%	10 8%	16 5%	8 7%	18 5%	11 6%	14 6%
Other things	84 19%	32 13%	52 26%	55 26%	29 12%	8 22%	7 13%	13 19%	8 12%	22 27%	25 18%	17 14%	27 20%	13 15%	25 27%	45 17%	39 21%	17 14%	67 20%	14 13%	70 21%	30 15%	54 21%
Don't know	6 1%	1 *	5 3%	3 2%	3 1%	- -	1 2%	1 1%	2 3%	- -	2 1%	2 1%	2 1%	- -	2 2%	4 1%	2 1%	3 3%	3 1%	3 3%	3 1%	4 2%	2 1%
NET: Discrimination	164 37%	112 45%	52 26%	77 37%	86 36%	23 14% gh	28 17% gh	30 19% gh	28 17% gh	19 11%	36 22%	47 29%	52 32%	31 19%	34 21%	99 60%	65 40%	56 34% p	108 66%	45 28%	119 72%	86 53% t	77 47%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 95

QF2: What kind of things offended you? What else?
MULTI CODE**Base: Those with any TV sets who have found something on television to be offensive in the last 12 months**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	433	386 89%	47 11%	302 70%	131 30%	362 84%	71 16%	314 73%	47 11%	43 10%	29 7%	14 3%	37 9%	24 6%	23 5%	37 9%	24 6%	35 8%	69 16%	51 12%
Weighted base	448	390 87%	57* 13%*	307 69%	141 31%	363 81%	84* 19%*	376 84%	41* 9%*	24* 5%*	7** 2%**	17** 4%**	46* 10%*	32** 7%**	26** 6%**	46* 10%*	33** 7%**	44* 10%*	78* 17%*	53* 12%*
Effective base	359	321	40	253	107	304	58	282	43	39	15	13	32	22	21	33	21	31	62	48
Bad language	195	170	25	133	62	156	40	172	12	8	3	7	14	15	10	18	14	27	42	25
	44%	44% 87%	44% 13%	43% 68%	44% 32%	43% 80%	47% 20%	46% 88%h	28% 6%	35% 4%	45% 2%	43% 4%	31% 7%	47% 8%	37% 5%	38% 9%	42% 7%	60% 14%l	54% 22%l	48% 13%
Violence (in general)	172	152	20	122	50	139	33	146	12	11	3	6	15	12	7	11	14	17	40	25
	38%	39% 88%	35% 12%	40% 71%	35% 29%	38% 81%	40% 19%	39% 85%	47% 7%	45% 6%	2% 2%	39% 4%	32% 8%	37% 7%	25% 4%	24% 6%	42% 8%	37% 10%	50% 23%o	47% 15%o
Sex/ sexually explicit content	143	128	15	106	37	123	20	121	7	11	3	7	11	6	7	17	8	17	30	18
	32%	33% 90%	26% 10%	34% 74%	27% 26%	34% 86%	24% 14%	32% 85%	47% 5%	48% 8%h	4% 2%	44% 5%	23% 8%	20% 5%	25% 5%	37% 12%	24% 5%	37% 12%	39% 21%	34% 13%
Antisocial behaviour	95	84	11	71	24	80	16	81	6	7	2	5	12	5	6	3	9	8	23	11
	21%	22% 89%	19% 11%	23% 75%	17% 25%	22% 84%	18% 16%	21% 85%	14% 6%	28% 7%	30% 2%	29% 5%	25% 12%o	16% 5%	22% 6%	7% 3%	26% 9%	18% 8%	30% 24%o	20% 11%
Nakedness/ naked bodies/ body parts	82	74	8	57	25	72	10	71	4	6	1	3	6	7	5	3	6	7	20	14
	18%	19% 90%	14% 10%	19% 69%	18% 31%	20% 88%	12% 12%	19% 87%	10% 5%	24% 7%	15% 1%	19% 4%	13% 7%	23% 9%	19% 6%	7% 4%	20% 8%	16% 9%	25% 24%o	26% 17%o
Invasion of privacy/ not respecting people's privacy	63	60	3	53	10	60	3	56	2	2	3	2	3	6	-	5	11	4	14	11
	14%	15% 95%	6% 5%	17% 84%d	7% 16%	16% 95%f	4% 5%	15% 89%	9% 4%	9% 3%	38% 4%	11% 3%	6% 4%	20% 10%	-	10% 7%	34% 18%	10% 7%	18% 22%	21% 17%
Race – Discriminatory treatment or portrayal of people based on race	62	58	4	41	21	55	8	54	6	1	1	3	5	7	1	4	6	-	14	13
	14%	15% 94%	7% 6%	14% 67%	15% 33%	15% 88%	9% 12%	14% 87%l	15% 10%	2% 1%	19% 2%	21% 6%	10% 7%	23% 12%	3% 1%	9% 7%	18% 9%	-	18% 23%q	25% 22%q
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	57	51	5	41	16	50	7	51	2	2	1	3	5	6	1	3	3	7	13	11
	13%	13% 91%	9% 9%	13% 72%	11% 28%	14% 88%	8% 12%	14% 90%	6% 4%	10% 4%	9% 1%	17% 5%	10% 8%	19% 11%	4% 2%	6% 5%	8% 5%	17% 13%	16% 23%	21% 19%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	56	50	6	38	19	45	11	50	3	3	2	3	6	7	3	4	1	1	15	10
	13%	13% 89%	11% 11%	12% 67%	13% 33%	12% 80%	13% 20%	13% 88%	6% 5%	11% 5%	21% 3%	15% 4%	13% 10%	22% 13%	10% 5%	8% 7%	4% 2%	1% 2%	19% 27%q	19% 18%q
Religion – Discriminatory treatment or portrayal of people based on religion	45	43	1	33	11	41	4	41	2	-	2	1	4	6	1	8	2	2	7	9
	10%	11% 97%	2% 3%	11% 74%	8% 26%	11% 92%	4% 8%	11% 91%l	6% 5%	-	23% 4%	7% 3%	9% 9%	19% 13%	4% 2%	17% 17%	7% 5%	5% 5%	9% 16%	17% 20%
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	35	32	2	22	13	28	7	30	2	2	1	2	5	6	-	3	2	1	4	7
	8%	8% 94%	4% 6%	7% 64%	9% 36%	8% 81%	8% 19%	8% 85%	5% 6%	10% 7%	8% 2%	13% 6%	10% 13%	16% 17%	-	6% 9%	7% 6%	2% 3%	5% 12%	13% 20%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 95

QF2: What kind of things offended you? What else? **MULTI CODE**

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	448	390 87%	57* 13%*	307 69%	141 31%	363 81%	84* 19%*	376 84%	41* 9%*	24* 5%*	7** 2%**	17** 4%**	46* 10%*	32** 7%**	26** 6%**	46* 10%*	33** 7%**	44* 10%*	78* 17%*	53* 12%*
Disability – Discriminatory treatment or portrayal of people based on disability	27 6%	26 7%	1 2%	19 6%	8 6%	24 7%	3 3%	23 6%	3 7%	1 3%	1 11%	- -	2 5%	5 16%	- -	- -	1 4%	4 8%	8 10%	2 5%
Age – Discriminatory treatment or portrayal of people based on age	26 6%	23 6%	3 4%	21 7%	5 4%	24 7%	2 2%	23 6%	3 7%	* 2%	* 3%	1 6%	2 5%	5 16%	- -	2 4%	1 3%	- -	8 11%	3 6%
Other things	84 19%	72 19%	11 19%	52 17%	32 23%	61 17%	23 27%	68 18%	9 22%	5 22%	1 19%	- -	11 25%	11 34%	11 41%	2 5%	9 29%	10 23%	7 9%	6 12%
Don't know	6 1%	5 1%	1 2%	4 1%	2 2%	4 1%	1 1%	4 1%	1 2%	1 3%	- -	- -	- -	1 3%	- -	- -	- -	1 3%	2 3%	- -
NET: Discrimination	164 37%	146 37%	18 31%	114 37%	49 35%	141 39%	23 27%	140 37%	14 34%	7 29%	3 40%	10 62%	18 39%	12 36%	5 21%	15 32%	8 25%	10 22%	35 45%	27 52%
		89%	11%	70%	30%	86%	14%	86%	8%	4%	2%	6%	11%	7%	3%	9%	5%	6%	21% q	17% d

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 95

QF2: What kind of things offended you? What else?
MULTI CODE**Base: Those with any TV sets who have found something on television to be offensive in the last 12 months**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	433	93	340	176	232	48	148	236	231	202	206	309	124
		21%	79%	41%	54%	11%	34%	55%	53%	47%	48%	71%	29%
Weighted base	448	87*	361	167	247	53*	164	237	233	215	208	308	140
		19%*	81%	37%	55%	12%*	37%	53%	52%	48%	46%	69%	31%
Effective base	359	70	290	150	192	39	122	199	199	162	178	257	103
Bad language	195	46	149	65	120	26	81	94	97	99	85	127	68
	44%	53%	41%	39%	48%	48%	50%	39%	42%	46%	41%	41%	49%
		24%	76%	33%	61%	13%	41%	48%	49%	51%	44%	65%	35%
Violence (in general)	172	31	141	64	96	21	63	94	89	84	74	110	62
	38%	36%	39%	38%	39%	39%	39%	40%	38%	39%	36%	36%	44%
		18%	82%	37%	56%	12%	37%	55%	51%	49%	43%	64%	36%
Sex/ sexually explicit content	143	32	111	57	82	15	49	82	82	61	78	108	35
	32%	37%	31%	34%	33%	28%	30%	35%	35%	28%	37%	35%	25%
		22%	78%	40%	57%	11%	34%	58%	57%	43%	54%	76%	24%
Antisocial behaviour	95	25	70	42	47	12	33	51	51	44	42	65	30
	21%	29%	20%	25%	19%	23%	20%	21%	22%	21%	20%	21%	21%
		26%	74%	44%	50%	13%	34%	53%	54%	46%	44%	69%	31%
Nakedness/ naked bodies/ body parts	82	22	60	39	42	9	25	48	47	36	43	59	23
	18%	25%	17%	23%	17%	17%	15%	20%	20%	17%	21%	19%	16%
		27%	73%	47%	51%	11%	30%	59%	57%	43%	52%	72%	28%
Invasion of privacy/ not respecting people's privacy	63	16	47	34	36	10	19	33	36	27	30	45	18
	14%	18%	13%	20%	15%	18%	11%	14%	15%	13%	14%	15%	13%
		25%	75%	53%	57%	15%	30%	52%	57%	43%	47%	71%	29%
Race – Discriminatory treatment or portrayal of people based on race	62	9	53	30	21	7	14	38	34	28	28	41	21
	14%	10%	15%	18%	8%	14%	9%	16%	15%	13%	14%	13%	15%
		14%	86%	47%df	33%	12%	23%	61%df	55%	45%	45%	66%	34%
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	57	9	47	34	26	8	13	34	32	25	30	42	15
	13%	11%	13%	20%	11%	15%	8%	15%	14%	12%	14%	14%	10%
		17%	83%	60%df	46%	14%	22%	61%	56%	44%	52%	74%	26%
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	56	10	47	27	27	9	15	26	31	25	29	41	15
	13%	11%	13%	16%	11%	17%	9%	11%	13%	12%	14%	13%	11%
		17%	83%	49%	49%	16%	27%	46%	56%	44%	51%	73%	27%
Religion – Discriminatory treatment or portrayal of people based on religion	45	10	35	25	21	6	9	28	28	16	25	38	6
	10%	11%	10%	15%	8%	11%	6%	12%	12%	8%	12%	12%	5%
		22%	78%	57%df	46%	13%	21%	62%	63%	37%	55%	86%df	14%
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	35	5	29	20	14	6	6	25	18	17	15	25	10
	8%	6%	8%	12%	6%	11%	4%	11%	8%	8%	7%	8%	7%
		15%	85%	58%df	41%	18%	18%	72%df	51%	49%	42%	73%	27%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l
* small basePrepared by BDRC Continental
Fieldwork: February – December 2018
BDRC/Job number (23179)

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Absolutes/col percents/row percents 4 Mar 2019

Table 95

QF2: What kind of things offended you? What else? **MULTI CODE**

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	448	87* 19%*	361 81%	167 37%	247 55%	53* 12%*	164 37%	237 53%	233 52%	215 48%	208 46%	308 69%	140 31%
Disability – Discriminatory treatment or portrayal of people based on disability	27 6%	3 3% 10%	24 7% 90%	17 10% 62%df	9 4% 33%	2 3% 7%	6 4% 22%	15 6% 56%	16 7% 59%	11 5% 41%	14 7% 52%	22 7% 82%	5 3% 18%
Age – Discriminatory treatment or portrayal of people based on age	26 6%	6 7% 23%	20 6% 77%	14 8% 53%	12 5% 48%	6 11% 22%	9 5% 34%	12 5% 46%	13 6% 51%	13 6% 49%	13 6% 50%	17 6% 67%	9 6% 33%
Other things	84 19%	14 16% 16%	70 19% 84%	26 15% 31%	47 19% 56%	8 15% 10%	33 20% 40%	40 17% 48%	37 16% 45%	46 22% 55%	34 16% 41%	58 19% 69%	26 19% 31%
Don't know	6 1%	1 1% 11%	5 1% 89%	2 1% 31%	2 1% 30%	2 4% 40%	1 1% 18%	4 2% 65%	3 1% 54%	3 1% 46%	3 1% 54%	5 2% 82%	1 1% 18%
NET: Discrimination	164 37%	31 35% 19%	133 37% 81%	76 45% 46%df	78 31% 48%	20 37% 12%	49 30% 30%	88 37% 54%	90 39% 55%	74 34% 45%	79 38% 48%	112 36% 68%	52 37% 32%

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

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Table 95

QF2: What kind of things offended you? What else? MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
433	226 52%	206 48%	122 28%	113 26%	103 24%	57 13%	62 14%	42 10%	309 71%	433 100%	233 54%	91 21%	433 100%	-
448	222 50%	208 46%	123 28%	115* 26%*	98* 22%*	56* 13%*	59* 13%*	44* 10%*	308 69%	448 100%	242 54%	93* 21%*	448 100%	-**
359	187	178	106	95	88	49	51	37	257	359	193	79	359	-
195	81	85	45	35	34	27	17	19	127	195	120	45	195	-
44%	37% 42%	41% 44%	36% 23%	31% 18%	35% 17%	48% 14%p	29% 9%	44% 10%	41% 65%	44% 100%	49% 61%	48% 23%	44% 100%	-
172	73	74	42	45	31	22	19	11	110	172	110	34	172	-
38%	33% 43%	36% 43%	34% 24%	39% 26%	32% 18%	39% 13%	32% 11%	26% 6%	36% 64%	38% 100%	46% 64%	37% 20%	38% 100%	-
143	76	78	48	45	28	25	22	13	108	143	89	34	143	-
32%	34% 53%	37% 54%	39% 33%	39% 32%	29% 20%	44% 17%	37% 15%	31% 9%	35% 76%	32% 100%	37% 62%	37% 24%	32% 100%	-
95	44	42	27	26	27	8	12	9	65	95	63	23	95	-
21%	20% 46%	20% 44%	22% 28%	23% 28%	28% 29%	14% 8%	20% 12%	20% 9%	21% 69%	21% 100%	26% 66%	24% 24%	21% 100%	-
82	42	43	29	26	22	16	20	11	59	82	54	28	82	-
18%	19% 51%	21% 52%	24% 36%	22% 31%	22% 27%	28% 19%	34% 25% 25% mnu	19% 13%	19% 72%	18% 100%	22% 65%	30% 34% vy	18% 100%	-
63	32	30	18	19	15	10	10	6	45	63	32	14	63	-
14%	15% 51%	14% 47%	14% 28%	16% 29%	15% 24%	17% 15%	17% 16%	14% 10%	15% 71%	14% 100%	13% 50%	15% 22%	14% 100%	-
62	30	28	21	15	18	6	6	4	41	62	41	15	62	-
14%	14% 49%	14% 45%	17% 34%	13% 24%	19% 29%	10% 9%	10% 10%	9% 6%	13% 66%	14% 100%	17% 65%	17% 25%	14% 100%	-
57	34	30	20	18	19	11	9	10	42	57	32	14	57	-
13%	15% 60%	14% 52%	16% 36%	16% 32%	20% 34%	19% 19%	16% 16%	22% 17%	14% 74%	13% 100%	13% 57%	15% 24%	13% 100%	-
56	35	29	20	19	17	9	8	10	41	56	39	15	56	-
13%	16% 62%	14% 51%	16% 35%	16% 33%	17% 30%	17% 17%	14% 15%	23% 18%	13% 73%	13% 100%	16% 69%	17% 27%	13% 100%	-
45	27	25	21	18	19	10	9	7	38	45	26	17	45	-
10%	12% 60%	12% 55%	17% 46%	16% 41%	19% 43%	18% 22%	15% 20%	15% 15%	12% 86%	10% 100%	11% 58%	18% 38% vy	10% 100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Table 95

QF2: What kind of things offended you? What else? MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	448	222 50%	208 46%	123 28%	115* 26%*	98* 22%*	56* 13%*	59* 13%*	44* 10%*	308 69%	448 100%	242 54%	93* 21%*	448 100%	-** -**
Beliefs other than religion –	35	19	15	15	9	13	8	7	4	25	35	20	12	35	-
Discriminatory treatment or portrayal of people based on beliefs other than religion	8%	9% 55%	7% 42%	12% 44%	8% 25%	13% 38%	15% 24%	13% 22%	10% 13%	8% 73%	8% 100%	8% 58%	12% 33%	8% 100%	- -
Disability –	27	18	14	11	4	8	3	3	-	22	27	14	7	27	-
Discriminatory treatment or portrayal of people based on disability	6%	8% 65%	7% 52%	9% 42%	4% 16%	8% 28%	6% 11%	5% 11%	- -	7% 82%	6% 100%	6% 53%	7% 24%	6% 100%	- -
Age – Discriminatory treatment or portrayal of people based on age	26	14	13	9	8	6	6	5	3	17	26	17	12	26	-
	6%	6% 53%	6% 50%	7% 34%	7% 30%	6% 24%	11% 25%	8% 18%	8% 13%	6% 67%	6% 100%	7% 66%	13% 47% vy	6% 100%	- -
Other things	84	39	34	19	21	16	5	10	6	58	84	39	12	84	-
	19%	18% 47%	16% 41%	15% 23%	18% 25%	16% 19%	9% 6%	17% 12%	13% 7%	19% 69%	19% 100%	16% 47%	13% 14%	19% 100%	- -
Don't know	6	3	3	-	1	-	-	-	1	5	6	1	-	6	-
	1%	2% 61%	1% 54%	- -	1% 17%	- -	- -	- -	2% 19%	2% 82%	1% 100%	- 14%	- -	1% 100%	- -
NET: Discrimination	164	87	79	57	47	47	28	27	20	112	164	101	47	164	-
	37%	39% 53%	38% 48%	46% 35%	41% 29%	48% 29%	50% 17%	45% 16%	46% 12%	36% 68%	37% 100%	42% 62%	51% 29% vy	37% 100%	- -

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 96

QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you?
MULTI CODE

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	433	256 59%	177 41%	194 45%	239 55%	37 9%	50 12%	70 16%	67 15%	84 19%	125 29%	119 27%	144 33%	79 18%	91 21%	263 61%	170 39%	122 28%	311 72%	109 25%	324 75%	220 51%	213 49%
Weighted base	448	248 55%	200 45%	207 46%	241 54%	37* 8%*	50* 11%*	70* 16%*	68* 15%*	82* 18%*	139* 31%*	122* 27%*	141 31%	89* 20%*	96* 21%*	262 59%	185 41%	120 27%	327 73%	107* 24%*	341 76%	193 43%	254 57%
Effective base	359	212	149	159	201	31	45	61	54	76	96	98	117	66	78	215	144	105	256	94	267	196	176
Drama	148 33%	95 38% 64%	53 26% 36%	60 29% 40%	88 37% 60%	10 28% 7%	14 28% 10%	20 28% 14%	17 25% 12%	30 37% 21%	55 40% 38%	35 29% 24%	48 34% 33%	33 37% 22%	31 32% 21%	84 32% 57%	64 34% 43%	25 21% 17%	122 37% 83% o	23 21% 15%	125 37% 85% q	56 29% 38%	91 36% 62%
Reality programme	136 30%	69 28% 51%	66 33% 49%	61 30% 45%	74 31% 55%	8 22% 6%	15 30% 11%	20 28% 15%	25 37% 19%	30 36% 22%	37 27% 28%	41 34% 30%	39 28% 29%	26 29% 19%	29 30% 21%	80 31% 59%	55 30% 41%	28 23% 21%	107 33% 79%	24 23% 18%	111 33% 82%	53 28% 39%	82 32% 61%
Soap	110 25%	54 22% 49%	57 28% 51%	50 24% 46%	60 25% 54%	3 7% 3%	17 34% 16% cd	16 22% 14%	15 21% 13%	14 17% 13%	46 33% 41% cd	24 20% 22%	35 25% 31%	26 29% 23%	26 27% 23%	59 23% 53%	51 28% 47%	33 27% 30%	78 24% 70%	30 23% 28%	80 23% 72%	38 19% 34%	73 29% 66% s
Film	84 19%	63 25% 75%	21 11% 25%	36 18% 43%	48 20% 57%	4 11% 5%	14 28% 17%	14 20% 17%	13 19% 15%	12 15% 14%	27 19% 32%	21 17% 25%	23 16% 27%	23 26% 28%	17 18% 20%	44 17% 52%	40 22% 48%	24 20% 29%	60 18% 71%	20 19% 24%	64 19% 76%	36 19% 43%	48 19% 57%
Documentary	73 16%	49 20% 66%	25 12% 34%	36 17% 49%	37 15% 51%	8 23% 12%	19 37% 25% efgh	12 18% 17%	7 10% 10%	13 16% 17%	14 10% 19%	22 18% 30%	30 21% 41%	11 12% 14%	11 11% 15%	52 20% 71% n	21 12% 29%	28 24% 39% p	45 14% 61%	22 21% 31%	51 15% 69%	40 21% 55% t	33 13% 45%
News programme	73 16%	50 20% 69%	23 11% 31%	46 22% 64% b	27 11% 36%	9 23% 12% h	11 22% 15% h	14 20% 19% h	12 17% 16%	17 21% 23% h	11 8% 15%	18 15% 24%	29 20% 39%	16 18% 22%	11 11% 14%	46 18% 64%	27 14% 36%	23 19% 31%	50 15% 69%	18 17% 25%	55 16% 75%	39 20% 53%	34 13% 47%
General entertainment	65 14%	36 14% 56%	29 14% 44%	31 15% 48%	34 14% 52%	7 19% 11%	12 23% 18%	11 15% 17%	9 13% 14%	9 11% 14%	16 12% 25%	14 12% 22%	19 13% 29%	12 13% 19%	20 13% 30%	33 17% 51%	31 17% 49%	19 16% 30%	46 14% 70%	14 13% 22%	51 15% 78%	27 14% 41%	38 15% 59%
Comedy	64 14%	49 20% 76%	15 8% 24%	29 14% 45%	35 15% 55%	10 27% 16% cd	10 20% 16%	7 9% 10%	7 11% 11%	7 9% 11%	23 16% 36%	15 12% 24%	22 16% 34%	14 15% 21%	14 14% 58%	37 15% 42%	27 15% 42%	20 16% 31%	45 14% 69%	16 15% 24%	49 14% 76%	23 12% 36%	41 16% 64%
Current affairs	61 14%	48 20% 80%	12 6% 20%	38 18% 63% b	23 9% 37%	5 13% 8%	12 24% 20% h	16 23% 27% h	8 11% 13%	13 16% 22% h	6 5% 11%	13 10% 21%	25 18% 41% l	16 18% 26%	7 8% 12%	38 14% 62%	23 13% 38%	22 19% 37%	38 12% 63%	18 17% 30%	43 13% 70%	37 19% 60% t	24 9% 40%
Music video (on music channel or general channels)	35 8%	26 11% 75%	9 4% 25%	15 7% 43%	20 8% 57%	4 11% 12% h	8 16% 23% gh	9 13% 26% gh	8 12% 23% h	3 4% 9%	3 2% 7%	11 9% 32%	9 6% 25%	8 9% 24%	7 7% 20%	20 7% 56%	15 8% 44%	25 21% 72% p	10 3% 28%	22 20% 63% r	13 4% 37%	18 9% 52%	17 7% 48%
Talent show	25 6%	19 8% 76%	6 3% 24%	14 7% 59%	10 4% 41%	1 4% 6%	5 10% 21%	2 3% 8%	3 4% 10%	7 8% 28%	7 5% 28%	8 7% 34%	6 4% 25%	6 7% 25%	4 4% 16%	15 6% 59%	10 5% 41%	10 9% 42%	14 4% 58%	9 8% 36%	16 5% 64%	11 6% 45%	14 5% 55%
Game/ quiz show	23 5%	16 6% 70%	7 3% 30%	10 5% 45%	13 5% 55%	4 10% 17% h	2 4% 8%	6 8% 24%	5 7% 21%	4 5% 17%	3 2% 12%	9 7% 40%	10 7% 43%	1 2% 6%	2 3% 11%	19 7% 83% n	4 2% 17%	13 11% 59% p	9 3% 41%	13 13% 59% r	9 3% 41%	10 5% 42%	13 5% 58%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 96

Absolutes/col percents/row percents 4 Mar 2019

QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you?
MULTI CODE

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	448	248 55%	200 45%	207 46%	241 54%	37* 8%*	50* 11%*	70* 16%*	68* 15%*	82* 18%*	139* 31%*	122* 27%*	141 31%	89* 20%*	96* 21%*	262 59%	185 41%	120 27%	327 73%	107* 24%*	341 76%	193 43%	254 57%
Religious programming	13 3%	8 3%	5 2%	11 5%	2 1%	1 3%	3 6%	5 6%	1 1%	1 1%	2 2%	3 2%	6 4%	2 3%	2 2%	9 3%	5 2%	7 6%	6 2%	7 7%	6 2%	9 5%	4 2%
		63%	37%	82% ^b	18%	8%	25%	34%	7%	8%	18%	21%	44%	18%	17%	65%	35%	54% ^p	46%	54% ^r	46%	66%	34%
Sports programme	13 3%	12 5%	1 1%	8 4%	5 2%	-	7 14%	2 3%	*	1 1%	3 2%	4 3%	5 3%	4 4%	-	9 3%	4 2%	9 7%	4 1%	7 7%	5 2%	8 4%	4 2%
		92%	8%	63%	37%	-	55% ^{cefg} h	15%	1%	8%	21%	33%	39%	28%	-	72%	28%	71% ^p	29%	59% ^r	41%	67%	33%
Children's programme	6 1%	5 2%	1 1%	2 1%	4 2%	* 1%	4 9%	2 3%	-	-	-	2 1%	3 2%	1 1%	1 1%	4 2%	2 1%	6 5%	* 5%	5 4%	2 1%	5 3%	2 1%
		82%	18%	38%	62%	5%	67% ^{igh}	29%	-	-	-	28%	40%	15%	18%	67%	33%	95% ^p	5%	71% ^r	29%	76%	24%
Other types of programme	30 7%	13 5%	17 8%	13 6%	17 7%	3 7%	1 3%	6 8%	7 11%	6 7%	7 5%	10 8%	4 3%	7 7%	10 10%	14 5%	16 9%	7 6%	23 7%	7 7%	23 7%	12 6%	18 7%
		44%	56%	44%	56%	8%	5%	19%	24%	20%	23%	32%	14%	22%	32% ^q	45%	55%	24%	76%	24%	76%	41%	59%
Don't know	24 5%	16 6%	9 4%	5 3%	19 8%	2 5%	1 2%	5 7%	4 6%	4 5%	8 6%	11 9%	6 4%	2 2%	5 6%	17 6%	7 4%	6 5%	18 5%	5 5%	19 5%	11 6%	13 5%
		65%	35%	22%	78% ^a	8%	4%	20%	16%	18%	35%	47%	24%	7%	22%	71%	29%	25%	75%	23%	77%	44%	56%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 96

QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you?
MULTI CODE

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	433	386 89%	47 11%	302 70%	131 30%	362 84%	71 16%	314 73%	47 11%	43 10%	29 7%	14 3%	37 9%	24 6%	23 5%	37 9%	24 6%	35 8%	69 16%	51 12%
Weighted base	448	390 87%	57* 13%*	307 69%	141 31%	363 81%	84* 19%*	376 84%	41* 9%*	24* 5%*	7** 2%*	17** 4%*	46* 10%*	32** 7%*	26** 6%*	46* 10%*	33** 7%*	44* 10%*	78* 17%*	53* 12%*
Effective base	359	321	40	253	107	304	58	282	43	39	15	13	32	22	21	33	21	31	62	48
Drama	148 33%	131 34% 89%	16 28% 11%	108 35% 73%	39 28% 27%	123 34% 84%	24 29% 16%	129 34% 84%	9 23% 6%	6 25% 4%	3 45% 2%	9 56% 6%	10 21% 7%	10 30% 6%	10 38% 7%	13 28% 9%	9 27% 6%	18 41% 12%	31 40% 21%	19 36% 13%
Reality programme	136 30%	121 31% 90%	14 25% 10%	95 31% 70%	41 29% 30%	114 31% 84%	21 25% 16%	116 31% 86%	11 27% 8%	6 24% 4%	2 33% 2%	10 61% 7%	5 11% 4%	8 25% 6%	4 14% 3%	15 33% 11% i	4 12% 3%	15 34% 11% i	33 42% 24% i	22 42% 17% i
Soap	110 25%	92 24% 83%	18 32% 17%	75 24% 68%	36 25% 32%	86 24% 78%	25 29% 22%	93 25% 84%	6 16% 6%	8 35% 7% h	3 37% 2%	1 7% 1%	14 31% 13%	12 36% 11%	7 27% 7%	10 22% 9%	11 35% 10%	11 26% 10%	19 24% 17%	8 14% 7%
Film	84 19%	79 20% 95%	4 8% 5%	63 20% 75%	21 15% 25%	75 21% 89%	9 11% 11%	73 19% 87%	6 15% 7%	4 18% 5%	1 12% 1%	6 38% 8%	5 10% 6%	8 26% 10%	6 24% 7%	4 9% 5%	- - -	15 34% 18% o	14 18% 17%	14 26% 16%
Documentary	73 16%	65 17% 89%	8 14% 11%	48 16% 65%	25 18% 35%	62 17% 85%	11 13% 15%	65 17% 89%	5 12% 6%	2 8% 3%	2 24% 2%	2 14% 3%	4 8% 5%	7 20% 9%	3 10% 4%	6 13% 8%	8 26% 11%	9 20% 12%	12 16% 17%	14 27% 19% i
News programme	73 16%	69 18% 95%	4 7% 5%	45 15% 62%	27 20% 38%	64 18% 87%	9 11% 13%	64 17% 88%	5 12% 7%	2 9% 3%	2 24% 2%	6 39% 9%	10 21% 13%	7 23% 10%	6 24% 9%	4 9% 6%	8 23% 10%	5 12% 7%	6 8% 8%	11 21% 15%
General entertainment	65 14%	55 14% 85%	10 17% 15%	42 14% 65%	23 16% 35%	54 15% 83%	11 13% 17%	56 15% 87%	4 10% 7%	3 14% 5%	1 10% 1%	6 39% 10%	6 12% 9% c	2 5% 2%	2 9% 4%	- - -	6 19% 10%	7 15% 10% o	15 20% 24% o	12 22% 18% o
Comedy	64 14%	57 15% 89%	7 12% 11%	47 15% 73%	17 12% 27%	54 15% 83%	11 13% 17%	58 15% 90%	2 6% 4%	4 15% 6%	* 4% *	5 33% 8%	8 17% 13%	6 19% 9%	1 5% 2%	5 10% 7%	5 15% 8%	9 19% 13%	10 12% 15%	9 17% 14%
Current affairs	61 14%	60 15% 98% b	1 2% 2%	41 13% 68%	20 14% 32%	58 16% 95% f	3 4% 5%	51 14% 84%	6 14% 9%	3 11% 4%	1 20% 2%	5 31% 8%	6 13% 10%	6 19% 10%	3 11% 5%	2 4% 3%	2 6% 3%	6 13% 9%	9 12% 15%	12 23% 20% c
Music video (on music channel or general channels)	35 8%	34 9% 98%	1 1% 2%	28 9% 79%	7 5% 21%	34 9% 98% f	1 1% 2%	33 9% 94% h	- 6% 4%	2 5% 1%	* 5% 1%	4 25% 12%	- - -	2 5% 5%	- - -	4 10% 13%	6 19% 18%	- - -	4 6% 12%	12 23% 34% lqr
Talent show	25 6%	24 6% 97%	1 1% 3%	20 7% 81%	5 3% 19%	23 6% 94%	2 2% 6%	20 5% 82%	2 4% 7%	1 5% 5%	2 23% 7%	4 22% 15%	3 5% 10%	2 5% 6%	1 5% 6%	1 2% 4%	1 3% 4%	2 5% 9%	6 8% 24%	1 2% 3%
Game/ quiz show	23 5%	23 6% 100%	- - -	19 6% 84%	4 3% 16%	21 6% 92%	2 2% 8%	22 6% 98%	1 1% 2%	- - -	- 7% -	2 15% 11%	1 2% 5%	2 6% 8%	1 5% 6%	3 6% 13%	2 6% 9%	- - -	6 7% 25%	5 9% 21%
Religious programming	13 3%	13 3% 100%	- - -	12 4% 93%	1 1% 7%	13 4% 100%	- - -	12 3% 89%	1 2% 7%	- - -	1 7% 4%	2 10% 13%	2 4% 15%	- - -	1 4% 8%	2 4% 14%	- - -	2 5% 17%	- - -	3 5% 22%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 96

QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you?
MULTI CODE

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	448	390 87%	57* 13%*	307 69%	141 31%	363 81%	84* 19%*	376 84%	41* 9%*	24* 5%*	7** 2%**	17** 4%**	46* 10%*	32** 7%**	26** 6%**	46* 10%*	33** 7%**	44* 10%*	78* 17%*	53* 12%*
Sports programme	13	13	-	11	2	13	-	12	-	*	*	1	1	2	1	-	-	2	3	2
	3%	3%	-	4%	1%	3%	-	3%	-	2%	2%	7%	2%	5%	4%	-	-	5%	4%	4%
	100%	100%	-	86%	14%	100%	-	95%	-	3%	1%	10%	8%	12%	8%	-	-	17%	25%	15%
Children's programme	6	6	-	3	3	4	2	5	1	-	*	-	-	2	-	2	-	1	-	1
	1%	2%	-	1%	2%	1%	3%	1%	2%	-	4%	-	-	5%	-	4%	-	3%	-	2%
	100%	100%	-	53%	47%	67%	33%	85%	10%	-	5%	-	-	24%	-	30%	-	18%	-	13%
Other types of programme	30	25	4	17	13	20	10	22	5	3	*	1	5	1	6	1	-	3	2	2
	7%	7%	8%	6%	9%	6%	12%	6%	13%	11%	5%	7%	11%	3%	23%	2%	-	8%	2%	4%
	85%	85%	15%	57%	43%	67%	33%	72%	18%	9%	1%	4%	16%	3%	20%	4%	-	11%	5%	8%
Don't know	24	19	5	18	6	21	3	17	4	2	1	-	2	3	-	3	3	-	6	1
	5%	5%	9%	6%	4%	6%	3%	5%	10%	9%	11%	-	5%	9%	-	6%	8%	-	7%	2%
	78%	78%	22%	76%	24%	88%	12%	71%	17%	9%	3%	-	9%	12%	-	11%	11%	-	24%	4%

Proportions/Mean: Columns Tested (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 96

QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	433	93 21%	340 79%	176 41%	232 54%	48 11%	148 34%	236 55%	231 53%	202 47%	206 48%	309 71%	124 29%
Weighted base	448	87* 19%*	361 81%	167 37%	247 55%	53* 12%*	164 37%	237 53%	233 52%	215 48%	208 46%	308 69%	140 31%
Effective base	359	70	290	150	192	39	122	199	199	162	178	257	103
Drama	148 33%	34 39% 23%	114 31% 77%	53 32% 36%	90 36% 61%	21 39% 14%	62 38% 42%	68 29% 46%	79 34% 53%	69 32% 47%	70 34% 47%	101 33% 68%	47 34% 32%
Reality programme	136 30%	28 33% 21%	107 30% 79%	50 30% 37%	77 31% 57%	16 29% 11%	44 27% 33%	75 32% 56%	69 30% 51%	67 31% 49%	65 31% 48%	95 31% 70%	40 29% 30%
Soap	110 25%	28 32% 25%	82 23% 75%	42 25% 38%	71 29% 64%	10 19% 9%	48 29% 43%	49 21% 44%	54 23% 49%	57 26% 51%	47 22% 42%	72 23% 65%	38 27% 35%
Film	84 19%	14 16% 16%	70 19% 84%	32 19% 38%	45 18% 53%	16 30% 19%	26 16% 31%	48 20% 57%	52 22% 62%	32 15% 38%	49 24% 58% l	66 22% 79%	18 13% 21%
Documentary	73 16%	13 15% 18%	60 17% 82%	36 22% 50%	37 15% 50%	8 16% 12%	24 14% 32%	43 18% 58%	43 18% 58%	31 14% 42%	37 18% 51%	51 16% 69%	23 16% 31%
News programme	73 16%	13 15% 18%	60 17% 82%	36 21% 49% df	33 13% 45%	6 11% 8%	19 11% 25%	45 19% 62%	43 19% 59%	30 14% 41%	40 19% 54%	54 18% 75%	19 13% 25%
General entertainment	65 14%	9 11% 14%	55 15% 86%	24 15% 38%	33 13% 51%	8 14% 12%	22 13% 34%	33 14% 51%	33 14% 52%	31 15% 48%	30 14% 46%	42 14% 65%	22 16% 35%
Comedy	64 14%	13 15% 20%	51 14% 80%	27 16% 41%	35 14% 54%	9 17% 14%	23 14% 36%	33 14% 51%	35 15% 55%	29 14% 45%	32 15% 45%	51 17% 80%	13 9% 20%
Current affairs	61 14%	16 18% 26%	45 12% 74%	30 18% 50% f	28 11% 46%	6 12% 10%	16 9% 26%	38 16% 63%	37 16% 62%	23 11% 38%	34 17% 57%	46 15% 76%	14 10% 24%
Music video (on music channel or general channels)	35 8%	7 9% 21%	27 8% 79%	19 12% 55% df	10 4% 28%	6 11% 17%	7 4% 20%	24 10% 69% d	25 11% 72% l	10 4% 28%	22 11% 63% l	30 10% 86% l	5 4% 14%
Talent show	25 6%	8 9% 33%	17 5% 67%	15 9% 59% f	12 5% 48%	3 6% 13%	4 3% 17%	14 6% 56%	17 7% 69%	8 4% 31%	16 8% 66%	21 7% 86%	4 3% 14%
Game/ quiz show	23 5%	6 7% 27%	17 5% 73%	11 7% 48%	9 4% 39%	1 1% 2%	6 4% 26%	13 6% 58%	17 7% 76% l	5 3% 24%	16 8% 70% l	22 7% 95% l	1 1% 5%

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

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Table 96

Absolutes/col percents/row percents 4 Mar 2019

QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you?
MULTI CODE

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	448	87* 19%*	361 81%	167 37%	247 55%	53* 12%*	164 37%	237 53%	233 52%	215 48%	208 46%	308 69%	140 31%
Religious programming	13 3%	3 3%	11 3%	6 3%	8 3%	4 8% 31% ^f	2 1%	11 5%	10 4%	3 2%	10 5%	13 4%	- -
		20%	80%	44%	61%		14%	83%	75%	25%	75%	100% ^l	-
Sports programme	13 3%	5 6%	8 2%	9 6%	7 3%	2 4%	2 1%	9 4%	11 5%	2 1%	11 5%	11 4%	2 1%
		39%	61%	73%	57%	15%	19%	69%	88% ^l	12%	86% ^l	88%	12%
Children's programme	6 1%	3 3%	4 1%	4 3%	2 1%	2 4%	1 1%	4 2%	5 2%	2 1%	5 2%	5 2%	2 1%
		39%	61%	67%	30%	37%	15%	60%	71%	29%	71%	76%	24%
Other types of programme	30 7%	4 5%	25 7%	7 4%	20 8%	1 3%	15 9%	11 4%	12 5%	18 8%	11 6%	20 6%	10 7%
		15%	85%	25%	66%	5%	50%	35%	41%	59%	38%	66%	34%
Don't know	24 5%	8 10%	16 4%	10 6%	11 4%	5 9%	9 6%	13 6%	11 5%	13 6%	8 4%	14 5%	10 7%
		34%	66%	40%	45%	19%	38%	55%	45%	55%	34%	59%	41%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 96

Absolutes/col percents/row percents 4 Mar 2019

QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you?
MULTI CODE

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Total														
433	226 52%	206 48%	122 28%	113 26%	103 24%	57 13%	62 14%	42 10%	309 71%	433	233	91	433	-
448	222	208	123	115*	98*	56*	59*	44*	308	448	242	93*	448	**
	50%	46%	28%	26%*	22%*	13%*	13%*	10%*	69%	100%	54%	21%*	100%	**
359	187	178	106	95	88	49	51	37	257	359	193	79	359	-
148	68	70	38	37	32	18	18	12	101	148	94	30	148	-
33%	31%	34%	31%	32%	33%	31%	30%	28%	33%	33%	39%	32%	33%	-
	46%	47%	26%	25%	22%	12%	12%	8%	68%	100%	64%	20%	100%	-
136	64	65	36	34	22	17	16	15	95	136	72	21	136	-
30%	29%	31%	29%	29%	23%	30%	27%	35%	31%	30%	30%	23%	30%	-
	47%	48%	26%	25%	16%	12%	12%	11%	70%	100%	53%	16%	100%	-
110	47	47	33	33	18	14	17	11	72	110	75	27	110	-
25%	21%	22%	27%	29%	18%	24%	29%	24%	23%	25%	31%	29%	25%	-
	42%	42%	30%	30%	16%	12%	15%	10%	65%	100%	68%	25%	100%	-
84	43	49	30	30	26	17	18	9	66	84	57	22	84	-
19%	20%	24%	25%	26%	26%	29%	30%	20%	22%	19%	23%	24%	19%	-
	52%	58%	36%	36%	31%	20%	21%	10%	79%	100%	68%	26%	100%	-
73	38	37	25	15	25	13	11	10	51	73	47	22	73	-
16%	17%	18%	20%	13%	26%	24%	18%	23%	16%	16%	20%	23%	16%	-
	51%	51%	33%	21%	34%p	18%	15%	14%	69%	100%	65%	29%	100%	-
73	46	40	24	29	22	14	12	14	54	73	42	25	73	-
16%	21%	19%	19%	25%	23%	26%	20%	31%	18%	16%	17%	27%	16%	-
	63%	54%	33%	40%	30%	20%	16%	19%	75%	100%	58%	34%vy	100%	-
65	25	30	23	12	13	8	12	6	42	65	44	18	65	-
14%	11%	14%	19%	11%	13%	14%	19%	14%	14%	14%	18%	20%	14%	-
	38%	46%	36%	19%	20%	12%	18%	10%	65%	100%	67%	28%	100%	-
64	36	32	20	19	20	9	10	4	51	64	40	18	64	-
14%	16%	15%	16%	16%	21%	16%	17%	9%	17%	14%	17%	20%	14%	-
	56%	50%	30%	29%	32%	14%	16%	6%	80%	100%	63%	28%	100%	-
61	37	34	21	22	22	13	14	11	46	61	40	17	61	-
14%	17%	17%	17%	20%	23%	24%	23%	25%	15%	14%	16%	19%	14%	-
	60%	57%	34%	37%	36%	22%	23%	18%	76%	100%	66%	29%	100%	-
35	20	22	20	17	11	14	14	11	30	35	26	19	35	-
8%	9%	11%	16%	14%	12%	24%	24%	26%	10%	8%	11%	21%	8%	-
	57%	63%	56%	48%	33%	39%mnv	41%mnv	33%mnqu	86%	100%	74%	55%vwy	100%	-
25	15	16	7	8	6	5	4	5	21	25	21	12	25	-
6%	7%	8%	6%	7%	6%	9%	7%	12%	7%	6%	8%	13%	6%	-
	60%	66%	28%	34%	24%	21%	17%	21%	86%	100%	83%	48%vy	100%	-
23	16	16	10	10	9	4	7	4	22	23	16	10	23	-
5%	7%	8%	8%	8%	9%	8%	12%	10%	7%	5%	7%	11%	5%	-
	69%	70%	45%	43%	38%	20%	31%	20%	95%	100%	71%	44%	100%	-

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 96

QF3: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was that offended you?
MULTI CODE

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	448	222 50%	208 46%	123 28%	115* 26%*	98* 22%*	56* 13%*	59* 13%*	44* 10%*	308 69%	448 100%	242 54%	93* 21%*	448 100%	-- --
Religious programming	13	13	10	9	8	6	5	3	4	13	13	11	6	13	-
	3%	6% 97%	5% 75%	7% 67%	7% 65%	6% 44%	9% 37%	5% 22%	9% 29%	4% 100%	3% 100%	5% 84%	7% 48%	3% 100%	- -
Sports programme	13	9	11	6	7	5	6	3	3	11	13	11	9	13	-
	3%	4% 69%	5% 86%	5% 51%	7% 59%	5% 38%	11% 50% mu	5% 23%	8% 27%	4% 88%	3% 100%	5% 91%	10% 73% vy	3% 100%	- -
Children's programme	6	3	5	2	2	2	2	2	2	5	6	5	4	6	-
	1%	1% 42%	2% 71%	1% 28%	2% 32%	2% 28%	3% 28%	3% 28%	4% 28%	2% 76%	1% 100%	2% 82%	4% 62%	1% 100%	- -
Other types of programme	30	13	11	7	7	5	2	5	-	20	30	14	10	30	-
	7%	6% 43%	6% 38%	6% 24%	6% 22%	5% 18%	4% 7%	9% 17%	- -	6% 66%	7% 100%	6% 46%	11% 35%	7% 100%	- -
Don't know	24	11	8	2	3	3	*	1	2	14	24	7	1	24	-
	5%	5% 47%	4% 34%	1% 8%	2% 11%	3% 11%	* 1%	1% 3%	5% 8%	5% 59%	5% 100%	3% 29%	2% 6%	5% 100%	- -

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Table 97

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

MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	433	256 59%	177 41%	194 45%	239 55%	37 9%	50 12%	70 16%	67 15%	84 19%	125 29%	119 27%	144 33%	79 18%	91 21%	263 61%	170 39%	122 28%	311 72%	109 25%	324 75%	220 51%	213 49%
Weighted base	448	248 55%	200 45%	207 46%	241 54%	37* 8%*	50* 11%*	70* 16%*	68* 15%*	82* 18%*	139* 31%*	122* 27%*	141 31%	89* 20%*	96* 21%*	262 59%	185 41%	120 27%	327 73%	107* 24%*	341 76%	193 43%	254 57%
Effective base	359	212	149	159	201	31	45	61	54	76	96	98	117	66	78	215	144	105	256	94	267	196	176
Switched over	214 48%	127 51% 59%	87 43% 41%	91 44% 42%	123 51% 58%	17 45% 8%	19 38% 9%	31 44% 15%	38 56% 18%	43 53% 20%	65 47% 30%	46 38% 22%	67 47% 31%	46 51% 21%	55 58% 26% 4i	113 43% 53%	101 55% 47% 47%m	56 47% 26%	158 48% 74%	52 48% 24%	162 48% 76%	81 42% 38%	133 52% 62% 4s
Switched off	116 26%	69 28% 59%	48 24% 41%	56 27% 48%	60 25% 52%	9 23% 7%	17 34% 15%	18 25% 15%	15 22% 13%	16 20% 14%	42 30% 36%	35 29% 30%	39 28% 33%	23 25% 19%	20 21% 17%	74 28% 64%	42 23% 36%	34 28% 29%	82 25% 71%	29 27% 25%	87 26% 75%	53 28% 46%	63 25% 54%
Continued watching/ did nothing	104 23%	54 22% 53%	49 25% 47%	52 25% 50%	52 22% 50%	11 30% 11%	11 22% 11%	18 26% 18%	15 22% 14%	20 24% 19%	28 20% 27%	31 26% 30%	37 26% 36%	19 21% 19%	16 17% 15%	68 26% 66%	35 19% 34%	25 21% 24%	78 24% 76%	22 21% 21%	81 24% 79%	44 23% 43%	59 23% 57%
Discussed it with other people	96 21%	67 27% 70%	29 14% 30%	35 17% 37%	61 25% 63%	14 39% 15% 15%gh	18 36% 19% 19%gh	16 23% 17%	14 21% 15%	13 16% 13%	20 15% 21%	31 25% 32%	31 22% 33%	14 16% 15%	14 21% 21%	62 24% 64%	34 18% 36%	32 27% 34%	64 20% 66%	28 26% 29%	68 20% 71%	52 27% 54% 4t	44 17% 46%
Complained to the broadcaster (via letter/ phone/ email/ online)	25 6%	22 9% 87%	3 2% 13%	13 6% 51%	12 5% 49%	1 4% 6%	10 20% 40% cfgh	9 13% 35% gh	3 4% 10%	1 2% 6%	1 3% 3%	12 10% 46%	8 5% 30%	4 4% 14%	3 7% 10%	19 7% 76%	6 3% 24%	15 13% 61% p	10 3% 39%	15 14% 61% r	10 3% 39%	19 10% 75% t	6 2% 25%
Complained to the regulator (via letter/ phone/ email/ online)	9 2%	9 4% 95%	* * 5%	2 1% 23%	7 3% 77%	1 4% 16% h	4 9% 48% fgh	3 4% 32% h	- 1% -	* - 5%	- - -	4 3% 45%	3 2% 29%	2 3% 27%	- - -	7 3% 73%	2 1% 27%	8 6% 82% p	2 1% 18%	8 7% 82% r	2 * 18%	7 4% 80% t	2 1% 20%
Other	16 4%	5 2% 31%	11 6% 69%	7 3% 43%	9 4% 57%	- - -	1 3% 9%	6 9% 38%	2 3% 12%	3 3% 17%	4 3% 24%	4 4% 28%	2 2% 14%	6 7% 38%	3 3% 20%	7 3% 42%	9 5% 58%	5 4% 34%	11 3% 66%	5 5% 34%	11 3% 66%	5 3% 33%	11 4% 67%
Don't know	6 1%	2 1% 33%	4 2% 67%	5 2% 76%	2 1% 24%	1 3% 16%	1 2% 18%	1 2% 17%	- - -	1 2% 21%	2 1% 28%	1 1% 21%	2 1% 24%	1 1% 16%	3 3% 39%	3 1% 44%	4 2% 56%	1 1% 18%	5 2% 82%	1 1% 18%	5 2% 82%	4 2% 58%	3 1% 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

* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 97

QF4: How did you react when you were offended by what you saw on television? In other words, which, if any, of these things did you do? What else?**MULTI CODE****Base: Those with any TV sets who have found something on television to be offensive in the last 12 months**

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
	433	386 89%	47 11%	302 70%	131 30%	362 84%	71 16%	314 73%	47 11%	43 10%	29 7%	14 3%	37 9%	24 6%	23 5%	37 9%	24 6%	35 8%	69 16%	51 12%
	448	390 87%	57* 13%*	307 69%	141 31%	363 81%	84* 19%*	376 84%	41* 9%*	24* 5%*	7** 2%**	17** 4%**	46* 10%*	32** 7%**	26** 6%**	46* 10%*	33** 7%**	44* 10%*	78* 17%*	53* 12%*
	359	321	40	253	107	304	58	282	43	39	15	13	32	22	21	33	21	31	62	48
	214	188	26	147	67	166	48	181	18	12	3	9	20	18	7	30	15	18	36	28
	48%	48% 88%	45% 12%	48% 69%	48% 31%	46% 78%	57% 22%	48% 85%	45% 8%	51% 6%	38% 1%	55% 4%	43% 9%	56% 8%	26% 3%	65% 14%	47% 7%	40% 8%	46% 17%	53% 13%
	116	105	11	83	33	97	20	95	11	9	1	3	12	6	5	12	11	12	18	15
	26%	27% 90%	20% 10%	27% 71%	24% 29%	27% 83%	24% 17%	25% 82%	27% 9%	27% 8%	20% 1%	19% 3%	26% 10%	20% 6%	20% 5%	27% 11%	34% 9%	27% 10%	28% 16%	28% 13%
	104	90	14	69	34	92	11	92	7	2	2	7	7	10	7	3	9	11	26	10
	23%	23% 87%	24% 13%	23% 67%	24% 33%	25% 89%	14% 11%	24% 59% 	18% 7%	10% 2%	27% 2%	42% 7%	16% 7%	33% 10%	27% 7%	7% 3%	28% 9%	26% 11% 	33% 25% 	20% 10%
	96	92	4	73	23	89	7	80	8	4	4	2	14	5	10	3	3	8	16	17
	21%	23% 95% ab	8% 5%	24% 76%	16% 24%	25% 93% af	8% 7%	21% 83%	21% 9%	15% 4%	58% 4%	13% 2%	31% 15% o	17% 6%	40% 11%	7% 3%	10% 3%	17% 8%	21% 17%	33% 18% o
	25	24	1	23	2	23	3	23	2	*	*	2	3	1	4	2	3	1	3	4
	6%	6% 96%	2% 4%	7% 90% d	2% 10%	6% 90%	3% 10%	6% 90%	4% 7%	2% 2%	5% 2%	13% 8%	6% 10%	4% 6%	14% 15%	4% 7%	10% 13%	2% 3%	4% 13%	7% 15%
	9	9	-	9	-	9	-	9	-	*	*	2	-	1	-	-	-	1	1	3
	2%	2% 100%	- -	3% 100%	- -	3% 100%	- -	2% 93%	- -	2% 5%	3% 2%	15% 27%	- -	4% 16%	- -	- -	- -	2% 11%	1% 10%	5% 30%
	16	12	4	11	5	11	5	14	1	1	-	2	-	1	1	-	2	3	5	-
	4%	3% 77%	6% 23%	3% 66%	4% 34%	3% 71%	5% 29%	4% 86%	3% 8%	4% 6%	- -	10% 10%	- -	5% 9%	4% 7%	- -	6% 12%	6% 17%	6% 30%	- -
	6	5	1	3	4	2	4	5	2	-	-	-	-	1	-	-	-	2	-	1
	1%	1% 79%	2% 21%	1% 40%	3% 60%	1% 33%	5% 67% ae	1% 72%	4% 28%	- -	- -	- -	- -	4% 21%	- -	- -	- -	5% 35%	- -	2% 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
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 97

Absolutes/col percents/row percents 4 Mar 2019

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

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	433	93	340	176	232	48	148	236	231	202	206	309	124
		21%	79%	41%	54%	11%	34%	55%	53%	47%	48%	71%	29%
Weighted base	448	87*	361	167	247	53*	164	237	233	215	208	308	140
		19%*	81%	37%	55%	12%*	37%	53%	52%	48%	46%	69%	31%
Effective base	359	70	290	150	192	39	122	199	199	162	178	257	103
Switched over	214	39	175	85	118	25	81	109	108	106	96	150	64
	48%	45%	48%	51%	48%	46%	49%	46%	46%	49%	46%	49%	46%
		18%	82%	40%	55%	12%	38%	51%	50%	50%	45%	70%	30%
Switched off	116	22	94	40	67	14	44	60	66	50	62	88	28
	26%	26%	26%	24%	27%	27%	27%	25%	28%	24%	30%	29%	20%
		19%	81%	34%	57%	12%	38%	51%	57%	43%	53%	76%	24%
Continued watching/ did nothing	104	22	82	36	60	18	37	56	52	52	49	67	37
	23%	25%	23%	21%	24%	33%	23%	24%	22%	24%	24%	22%	26%
		21%	79%	34%	58%	17%	36%	54%	50%	50%	48%	65%	35%
Discussed it with other people	96	20	76	43	49	14	27	57	56	40	48	70	26
	21%	23%	21%	26%	20%	26%	16%	24%	24%	19%	23%	23%	18%
		21%	79%	44%	51%	15%	28%	59%	58%	42%	50%	73%	27%
Complained to the broadcaster (via letter/ phone/ email/ online)	25	4	21	15	12	3	5	18	20	6	20	21	4
	6%	5%	6%	9%	5%	5%	3%	7%	8%	3%	9%	7%	3%
		16%	84%	60% f	49%	11%	20%	70%	77% l	23%	77% l	85%	15%
Complained to the regulator (via letter/ phone/ email/ online)	9	3	7	9	4	3	*	6	9	*	9	9	*
	2%	3%	2%	5%	2%	5%	*	2%	4%	*	4%	3%	*
		29%	71%	95% f	42%	32% f	5%	64%	98% l	2%	98% l	98%	2%
Other	16	2	14	7	7	2	7	8	6	10	5	11	5
	4%	2%	4%	4%	3%	3%	4%	4%	3%	5%	3%	4%	3%
		12%	88%	42%	46%	11%	41%	52%	38%	62%	34%	71%	29%
Don't know	6	2	5	4	-	2	-	5	4	3	4	5	1
	1%	2%	1%	3%	-	4%	-	2%	2%	1%	2%	2%	1%
		28%	72%	66% d	-	35% df	-	72% d	58%	42%	58%	79%	21%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 97

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

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Devices connected TV through								Harm and offence on TV (seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	433	226 52%	206 48%	122 28%	113 26%	103 24%	57 13%	62 14%	42 10%	309 71%	433 100%	233 54%	91 21%	433 100%	-
	448	222 50%	208 46%	123 28%	115* 26%*	98* 22%*	56* 13%*	59* 13%*	44* 10%*	308 69%	448 100%	242 54%	93* 21%*	448 100%	-**
	359	187	178	106	95	88	49	51	37	257	359	193	79	359	-
	214	108	96	60	56	46	30	28	21	150	214	116	41	214	-
	48%	49%	46%	49%	49%	47%	53%	47%	49%	49%	48%	48%	44%	48%	-
		51%	45%	28%	26%	22%	14%	13%	10%	70%	100%	54%	19%	100%	-
	116	65	62	35	37	34	17	17	14	88	116	64	25	116	-
	26%	29%	30%	28%	32%	35%	30%	28%	32%	29%	26%	26%	27%	26%	-
		56%	53%	30%	32%	29%	14%	14%	12%	76%	100%	55%	22%	100%	-
	104	51	49	26	23	25	10	11	7	67	104	55	18	104	-
	23%	23%	24%	21%	20%	25%	18%	19%	16%	22%	23%	23%	20%	23%	-
		49%	48%	25%	22%	24%	10%	11%	7%	65%	100%	53%	18%	100%	-
	96	50	48	36	26	23	12	13	8	70	96	67	29	96	-
	21%	23%	23%	29%	23%	24%	22%	22%	19%	23%	21%	28%	31%	21%	-
		52%	50%	38%	27%	24%	13%	13%	8%	73%	100%	70%	30%	100%	-
	25	18	20	16	15	11	9	9	9	21	25	23	15	25	-
	6%	8%	9%	13%	13%	11%	16%	16%	21%	7%	6%	10%	17%	6%	-
		72%	77%	64%	59%	42%	36%u	37%u	37%mn	85%	100%	92%	61%vy	100%	-
	9	9	9	9	6	5	6	3	3	9	9	9	9	9	-
	2%	4%	4%	7%	6%	5%	11%	5%	7%	3%	2%	4%	9%	2%	-
		93%	98%	93%	69%	56%	67%u	29%	34%	98%	100%	100%	93%vy	100%	-
	16	10	5	3	4	1	1	1	3	11	16	9	6	16	-
	4%	4%	3%	2%	3%	2%	1%	1%	6%	4%	4%	4%	7%	4%	-
		61%	34%	19%	24%	9%	3%	5%	18%	71%	100%	59%	39%	100%	-
	6	4	4	3	1	2	-	2	1	5	6	2	1	6	-
	1%	2%	2%	2%	1%	2%	-	3%	2%	2%	1%	1%	1%	1%	-
		61%	58%	40%	17%	24%	-	24%	16%	79%	100%	37%	21%	100%	-

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Table 98

QF5: (SHOW SCREEN) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	433	256 59%	177 41%	194 45%	239 55%	37 9%	50 12%	70 16%	67 15%	84 19%	125 29%	119 27%	144 33%	79 18%	91 21%	263 61%	170 39%	122 28%	311 72%	109 25%	324 75%	220 51%	213 49%
Weighted base	448	248 55%	200 45%	207 46%	241 54%	37* 8%*	50* 11%*	70* 16%*	68* 15%*	82* 18%*	139* 31%*	122* 27%*	141 31%	89* 20%*	96* 21%*	262 59%	185 41%	120 27%	327 73%	107* 24%*	341 76%	193 43%	254 57%
Effective base	359	212	149	159	201	31	45	61	54	76	96	98	117	66	78	215	144	105	256	94	267	196	176
The things which have personally offended me should not have been shown	145 32%	88 36%	57 28%	72 35%	73 30%	14 36%	23 46%	22 31%	22 32%	26 32%	38 27%	43 36%	41 29%	30 34%	30 31%	85 32%	60 33%	42 35%	103 31%	33 31%	112 33%	67 35%	78 31%
		61%	39%	50%	50%	9%	16%h	15%	15%	18%	26%	30%	29%	21%	21%	58%	42%	29%	71%	23%	77%	46%	54%
Even though I was offended, I accept that others should be allowed to see these things	137 31%	70 28%	67 33%	74 36%	63 26%	13 34%	11 22%	23 33%	19 27%	27 33%	45 32%	38 31%	47 33%	21 23%	31 32%	85 32%	52 28%	33 28%	103 32%	32 30%	105 31%	63 33%	73 29%
		51%	49%	54%	46%	9%	8%	17%	14%	20%	33%	28%	34%	15%	23%	62%	38%	24%	76%	23%	77%	46%	54%
I think that such things should only be shown when viewers are likely to expect them – for example after a clear warning	140 31%	77 31%	62 31%	51 25%	89 37%	8 21%	13 25%	23 32%	23 34%	26 32%	47 34%	38 32%	42 30%	31 35%	29 30%	80 31%	59 32%	37 31%	102 31%	36 33%	104 31%	51 27%	89 35%
		55%	45%	37%	63%a	6%	9%	16%	16%	19%	34%	28%	30%	22%	20%	57%	43%	27%	73%	26%	74%	37%	63%
Don't know	26 6%	12 5%	14 7%	10 5%	16 7%	3 8%	3 7%	3 4%	5 7%	3 4%	9 6%	2 2%	11 7%	7 8%	6 7%	13 5%	14 7%	8 6%	19 6%	6 6%	20 6%	12 6%	14 6%
		47%	53%	39%	61%	12%	13%	10%	19%	13%	34%	8%	40%	27%	24%	49%	51%	29%	71%	22%	78%	46%	54%

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

* small base

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Absolutes/col percents/row percents 4 Mar 2019

Table 98

QF5: (SHOW SCREEN) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months?
SINGLE CODE

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	433	386 89%	47 11%	302 70%	131 30%	362 84%	71 16%	314 73%	47 11%	43 10%	29 7%	14 3%	37 9%	24 6%	23 5%	37 9%	24 6%	35 8%	69 16%	51 12%
Weighted base	448	390 87%	57* 13%*	307 69%	141 31%	363 81%	84* 19%*	376 84%	41* 9%*	24* 5%*	7** 2%**	17** 4%**	46* 10%*	32** 7%**	26** 6%**	46* 10%*	33** 7%**	44* 10%*	78* 17%*	53* 12%*
Effective base	359	321	40	253	107	304	58	282	43	39	15	13	32	22	21	33	21	31	62	48
The things which have personally offended me should not have been shown	145 32%	123 32%	22 38%	91 30%	54 39%	117 32%	28 33%	123 33%	13 32%	8 32%	1 20%	2 15%	14 31%	7 23%	6 22%	20 43%	11 35%	6 14%	33 43%	22 42%
		85%	15%	63%	37%	81%	19%	85%	9%	5%	1%	2%	10%	5%	4%	14% q	8%	4%	23% q	15% q
Even though I was offended, I accept that others should be allowed to see these things	137 31%	118 30%	19 32%	94 31%	43 30%	109 30%	28 33%	118 31%	12 30%	4 18%	3 37%	4 23%	10 22%	18 56%	11 43%	16 34%	10 31%	12 27%	24 30%	12 23%
		86%	14%	69%	31%	80%	20%	86%	9%	3%	2%	3%	7%	13%	8%	12%	7%	9%	17%	9%
I think that such things should only be shown when viewers are likely to expect them – for example after a clear warning	140 31%	126 32%	13 23%	109 36%	31 22%	120 33%	20 24%	116 31%	11 27%	10 43%	3 35%	10 62%	14 30%	7 22%	8 30%	9 20%	11 34%	24 54%	20 26%	13 24%
		90%	10%	78% d	22%	86%	14%	83%	8%	7%	2%	7%	10%	5%	6%	6%	8%	17% ors	15%	9%
Don't know	26 6%	23 6%	3 6%	13 4%	13 9%	18 5%	8 10%	19 5%	5 11%	2 7%	1 8%	- -	8 17%	- -	1 5%	1 3%	- -	2 5%	1 1%	6 11%
		87%	13%	51%	49%	68%	32%	74%	18%	7%	2%	- 30% r	- -	- 5%	5%	5%	- -	8%	3%	22% r

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 98

QF5: (SHOW SCREEN) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	433	93 21%	340 79%	176 41%	232 54%	48 11%	148 34%	236 55%	231 53%	202 47%	206 48%	309 71%	124 29%
Weighted base	448	87* 19%*	361 81%	167 37%	247 55%	53* 12%*	164 37%	237 53%	233 52%	215 48%	208 46%	308 69%	140 31%
Effective base	359	70	290	150	192	39	122	199	199	162	178	257	103
The things which have personally offended me should not have been shown	145 32%	27 32% 19%	118 33% 81%	60 36% 42%	80 32% 55%	14 27% 10%	55 34% 38%	76 32% 52%	67 29% 46%	78 36% 54%	58 28% 40%	89 29% 61%	56 40% 39% k
Even though I was offended, I accept that others should be allowed to see these things	137 31%	27 32% 20%	109 30% 80%	57 34% 42%	70 28% 51%	17 32% 13%	48 30% 35%	73 31% 54%	73 31% 53%	64 30% 47%	65 31% 48%	94 30% 69%	43 31% 31%
I think that such things should only be shown when viewers are likely to expect them – for example after a clear warning	140 31%	28 32% 20%	112 31% 80%	42 25% 30%	82 33% 58%	19 35% 14%	48 29% 34%	77 33% 55%	82 35% 58%	58 27% 42%	75 36% 54%	107 35% 77% l	32 23% 23%
Don't know	26 6%	4 5% 16%	22 6% 84%	7 4% 27%	17 7% 63%	3 5% 10%	12 8% 47%	11 5% 42%	12 5% 44%	15 7% 56%	9 4% 35%	18 6% 67%	9 6% 33%

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

* small base

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Table 98

QF5: (SHOW SCREEN) Which one of these statements best describes your attitude towards things which have offended you on TV in the last 12 months?
SINGLE CODE

Base: Those with any TV sets who have found something on television to be offensive in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	433	226 52%	206 48%	122 28%	113 26%	103 24%	57 13%	62 14%	42 10%	309 71%	433 100%	233 54%	91 21%	433 100%	-
Weighted base	448	222 50%	208 46%	123 28%	115* 26%*	98* 22%*	56* 13%*	59* 13%*	44* 10%*	308 69%	448 100%	242 54%	93* 21%*	448 100%	-**
Effective base	359	187	178	106	95	88	49	51	37	257	359	193	79	359	-
The things which have personally offended me should not have been shown	145 32%	61 28% 42%	58 28% 40%	40 32% 27%	44 39% 31%	31 32% 21%	17 30% 12%	18 30% 12%	13 31% 9%	89 29% 61%	145 32% 100%	82 34% 57%	32 35% 22%	145 32% 100%	- - -
Even though I was offended, I accept that others should be allowed to see these things	137 31%	77 34% 56%	65 31% 48%	40 32% 29%	35 30% 26%	35 36% 25%	23 42% 17%	22 38% 16%	16 38% 12%	94 30% 69%	137 31% 100%	62 26% 45%	28 30% 21%	137 31% 100%	- - -
I think that such things should only be shown when viewers are likely to expect them – for example after a clear warning	140 31%	74 33% 53%	75 36% 54%	36 29% 26%	33 29% 24%	27 28% 19%	16 28% 11%	18 30% 13%	12 27% 8%	107 35% 77%	140 31% 100%	88 36% 63%	30 32% 21%	140 31% 100%	- - -
Don't know	26 6%	10 4% 37%	9 4% 35%	8 6% 29%	3 2% 10%	5 5% 19%	* 1% 7%	2 3% 7%	2 5% 8%	18 6% 67%	26 6% 100%	10 4% 38%	3 3% 11%	26 6% 100%	- - -

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Table 99
QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Too much	540 23%	292 25%	248 22%	218 19%	322 27%	44 13%	61 17%	82 21%	87 22%	88 26%	177 37%	138 27%	152 22%	109 22%	140 24%	290 24%	249 23%	142 19%	397 25%	127 20%	413 25%	216 19%	323 28%
		54%	46%	40%	60% a	8%	11%	15% c	16% c	16% cd	33% cdef	26% j	28%	20%	26%	54%	46%	26%	74% o	23%	77% q	40%	60% s
Too little	110 5%	86 7%	24 2%	85 8%	25 2%	17 5%	17 5%	22 6%	19 5%	20 6%	15 3%	29 6%	35 5%	24 5%	22 4%	64 5%	46 4%	38 5%	72 5%	35 5%	75 4%	70 6%	40 3%
		78%	22%	77% b	23%	15%	16%	20%	17%	18%	14%	26%	32%	22%	20%	58%	42%	34%	66%	32%	68%	64% t	36%
An acceptable amount	1473 64%	703 61%	770 67%	754 67%	719 61%	227 69%	253 69%	267 68%	268 67%	209 62%	249 52%	313 61%	461 65%	327 66%	373 63%	773 63%	700 64%	502 67%	972 62%	428 67%	1046 63%	787 68%	683 59%
		48%	52%	51% b	49%	15% h	17% h	18% h	18% h	14% h	17%	21%	31%	22%	25%	52%	48%	34% p	66%	29%	71%	53% u	46%
Don't know	190 8%	81 7%	109 9%	73 6%	116 10%	44 13%	36 10%	24 6%	25 6%	23 7%	38 8%	37 7%	57 8%	36 7%	60 10%	94 8%	96 9%	68 9%	122 8%	53 8%	137 8%	85 7%	104 9%
		43%	57%	39%	61% a	23% efgh	19%	12%	13%	12%	20%	19%	30%	19%	32%	50%	50%	36%	64%	28%	72%	45%	55%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 99
QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television?
SINGLE CODE

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Too much	540 23%	479 23%	59 30%	346 22%	193 27%	410 22%	129 31%	445 23%	48 23%	32 23%	15 28%	16 17%	51 20%	51 27%	32 20%	43 21%	41 19%	45 23%	99 33%	66 23%
		89%	11%	64%	36% c	76%	24% e	82%	9%	6%	3%	3%	10%	10%	6%	8%	8%	8%	18% klnopqs	12%
Too little	110 5%	100 5%	10 5%	88 6%	22 3%	99 5%	11 3%	93 5%	7 3%	6 5%	4 7%	5 5%	10 4%	8 4%	12 8%	10 5%	8 4%	12 6%	13 4%	15 5%
		91%	9%	80% d	20%	85%	10%	85%	6%	6%	3%	5%	9%	8%	11%	9%	7%	11%	12%	14%
An acceptable amount	1473 64%	1368 65%	106 53%	1049 66%	424 58%	1244 66%	229 55%	1221 64%	137 66%	83 61%	33 60%	57 60%	179 69%	118 62%	97 59%	137 67%	144 68%	127 65%	171 56%	191 65%
		93% b	7%	71% d	29%	84% f	16%	83%	9%	6%	2%	4%	12% r	8%	7%	9% r	10% r	9%	12%	13% r
Don't know	190 8%	164 8%	23 12%	102 6%	88 12%	139 7%	51 12%	155 8%	17 8%	15 11%	3 5%	16 17%	18 7%	11 6%	22 14%	13 6%	20 10%	13 7%	21 7%	21 7%
		86%	12%	54%	46% c	73%	27% e	82%	9%	8%	1%	9% lmoqrs	9%	6%	12% lmors	7%	11%	7%	11%	11%

Proportions/Mean: Columns Tested (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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Table 99
QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Too much	540 23%	113 27% 21%	427 22% 79%	219 22% 41%	264 25% 49%	59 29% 11%	171 24% 32%	316 22% 59%	258 21% 48%	281 26% 52% ^h	231 21% 43%	364 21% 67%	176 29% 33% ^k
Too little	110 5%	27 7% 25%	83 4% 75%	60 6% 55%	53 5% 49%	9 4% 8%	27 4% 25%	70 5% 64%	77 6% 70% ⁱ	33 3% 30%	68 6% 62% ⁱ	94 6% 85% ⁱ	16 3% 15%
An acceptable amount	1473 64%	245 59% 17%	1229 65% 83% ^a	650 65% 44%	673 63% 46%	119 58% 8%	461 65% 31%	907 65% 62%	806 66% 55%	668 62% 45%	718 66% 49%	1122 66% 76% ⁱ	351 58% 24%
Don't know	190 8%	30 7% 16%	160 8% 84%	75 7% 39%	72 7% 38%	19 9% 10%	52 7% 27%	112 8% 59%	87 7% 46%	103 9% 54% ^j	74 7% 39%	129 8% 68%	61 10% 32%

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

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Table 99
QF6(1): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Sex on television?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Too much	540 23%	281 21%	231 21%	139 19%	113 20%	97 21%	41 18%	66 21%	38 18%	364 21%	240 54%	203 43%	74 40%	316 44%	224 14%
		52%	43%	26%	21%	18%	8%	12%	7%	67%	44%wxyz	38%z	14%z	58%z	42%
Too little	110 5%	77 6%	68 6%	49 7%	40 7%	32 7%	13 6%	21 7%	19 9%	94 6%	21 5%	39 8%	18 10%	46 6%	64 4%
		70%	62%	45%	37%	29%	12%	19%	17%u	85%	19%	36%vz	16%vz	42%z	58%
An acceptable amount	1473 64%	884 66%	718 66%	494 69%	366 64%	287 64%	165 71%	208 66%	145 70%	1122 66%	164 37%	195 41%	78 42%	304 42%	1169 73%
		60%	49%	34%	25%	19%	11%	14%	10%	76%	11%	13%	5%	21%	79%vwxy
Don't know	190 8%	90 7%	74 7%	36 5%	50 9%	36 8%	14 6%	21 7%	5 2%	129 8%	23 5%	33 7%	17 9%	51 7%	139 9%
		47%t	39%t	19%	26%ot	19%t	7%	11%t	3%	68%ot	12%	17%	9%	27%	73%v

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 100
QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Too much	788 34%	422 36%	366 32%	326 29%	462 39%	67 20%	77 21%	119 30%	119 30%	144 42%	262 55%	194 38%	229 32%	153 31%	212 36%	423 35%	365 33%	179 24%	608 39%	161 25%	627 38%	313 27%	475 41%
		54%	46%	41%	59% a	9%	10%	15% cd	15% cd	18% cdef	33% cdef	25% k	29%	19%	27%	54%	46%	23%	77% o	20%	80% q	40%	60% s
Too little	63 3%	46 4%	17 1%	40 4%	23 2%	9 3%	16 4%	11 3%	6 2%	10 3%	10 2%	14 3%	17 2%	17 3%	15 2%	31 3%	32 3%	22 3%	41 3%	22 3%	41 2%	41 4%	22 2%
		73%	27%	64% b	36%	15%	26% i	18%	10%	16%	15%	22%	27%	27%	23%	49%	51%	35%	65%	35%	65%	65% t	35%
An acceptable amount	1319 57%	622 54%	698 61%	709 63%	611 52%	219 66%	249 68%	241 61%	255 64%	173 51%	182 38%	275 53%	417 59%	301 61%	326 55%	692 57%	627 58%	489 65%	830 53%	414 64%	906 54%	738 64%	579 50%
		47%	53%	54% b	46%	17% gh	19% gh	18% gh	19% gh	13% h	14%	21%	32% i	23% i	25%	52%	48%	37% p	63%	31% r	69%	56% t	44%
Don't know	143 6%	72 6%	70 6%	56 5%	86 7%	36 11%	25 7%	23 6%	19 5%	13 4%	26 5%	34 7%	42 6%	25 5%	41 7%	76 6%	66 6%	60 8%	83 5%	45 7%	97 6%	68 47%	75 53%
		51%	49%	39%	61% a	26% efgh	18%	16%	13%	9%	18%	24%	30%	18%	29%	54%	46%	42% p	58%	32%	68%	47%	53%

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

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Table 100
QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Too much	788 34%	702 33%	85 43%	524 33%	264 36%	614 32%	174 41%	655 34%	68 33%	47 35%	17 32%	31 33%	93 36%	68 36%	67 41%	60 30%	59 28%	79 40%	120 40%	78 27%
		89%	11%a	66%	34%	78%	22%e	83%	9%	6%	2%	4%	12%a	9%	8%ps	8%	7%	10%ps	15%ops	10%
Too little	63 3%	54 3%	8 4%	46 3%	17 2%	53 3%	10 2%	54 3%	4 2%	5 3%	1 2%	8 9%	9 3%	4 2%	1 1%	6 3%	3 1%	7 3%	6 2%	10 4%
		86%	12%	72%	28%	84%	16%	85%	6%	7%	2%	13%mnopr	14%	6%	2%	9%	5%	11%	9%	16%
An acceptable amount	1319 57%	1225 58%	95 48%	938 59%	382 53%	1119 59%	201 48%	1088 57%	126 60%	73 54%	33 60%	43 46%	146 57%	108 57%	87 53%	127 62%	132 62%	104 53%	156 51%	185 63%
		95%b	7%	71%a	29%	85%a	15%	82%	10%	6%	2%	3%	11%	8%	7%	10%kr	10%kr	8%	12%	14%kr
Don't know	143 6%	130 6%	11 6%	79 5%	64 9%	107 6%	35 8%	118 6%	11 5%	11 8%	3 6%	12 12%	10 4%	9 5%	9 6%	10 5%	18 9%	7 4%	21 7%	20 7%
		91%	8%	55%	45%a	75%	25%	83%	8%	7%	2%	8%lmoq	7%	7%	7%	7%	13%	5%	15%	14%

Proportions/Mean: Columns Tested (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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Table 100
QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Too much	788 34%	159 38% 20%	628 33% 80%	299 30% 38%	409 38% 52%cg	91 44% 12%cg	274 39% 35%cg	440 31% 56%	381 31% 48%	406 37% 52%hj	338 31% 43%	539 32% 68%	249 41% 32%k
Too little	63 3%	13 3% 20%	50 3% 80%	32 3% 50%	24 2% 39%	8 4% 12%	16 2% 25%	40 3% 64%	42 3% 67%l	21 2% 33%	37 3% 59%	51 3% 81%	12 2% 19%
An acceptable amount	1319 57%	219 53% 17%	1100 58% 83%	617 61% 47%def	574 54% 44%e	91 44% 7%	381 54% 29%e	840 60% 54%def	735 60% 56%l	585 54% 44%	656 60% 50%l	1016 59% 77%l	303 50% 23%
Don't know	143 6%	23 6% 16%	119 6% 84%	56 6% 39%	55 5% 39%	16 8% 11%	41 6% 29%	86 6% 60%	70 6% 49%	73 7% 51%	59 5% 41%	103 6% 72%	40 7% 28%

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

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Table 100
QF6(2): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Violence on television?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Too much	788 34%	414 31%	338 31%	181 25%	175 31%	142 31%	75 32%	96 30%	49 24%	539 32%	314 70%	280 60%	104 56%	438 61%	350 22%
		53% ot	43% ot	23%	22% o	18% o	10%	12%	6%	68% ot	40% wxyz	35% z	13% z	56% z	44%
Too little	63 3%	39 3%	37 3%	34 5%	19 3%	20 5%	9 4%	16 5%	13 6%	51 3%	13 3%	24 5%	12 6%	25 3%	38 2%
		62%	59%	53%	30%	33%	14%	25%	20% mu	81%	21%	38% z	19% z	39%	61%
An acceptable amount	1319 57%	809 61%	656 60%	473 66%	339 60%	258 57%	138 59%	189 60%	139 67%	1016 59%	109 24%	148 31%	62 33%	229 32%	1091 68%
		61%	50%	36% mnpqu	26%	20%	10%	14%	11% qu	77%	8%	11% v	5% v	17% v	83% vwxy
Don't know	143 6%	71 5%	59 5%	30 4%	36 6%	31 7%	12 5%	16 5%	7 3%	103 6%	11 3%	19 4%	9 5%	25 4%	117 7%
		50%	41%	21%	25%	22%	9%	11%	5%	72%	8%	13%	6%	18%	82% vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 101
QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Too much	752 33%	400 34%	352 31%	358 32%	394 33%	62 19%	74 20%	95 24%	117 29%	144 42%	259 54%	198 38%	213 30%	147 30%	194 33%	411 34%	341 31%	173 23%	579 37%	149 23%	603 36%	294 25%	458 40%
		53%	47%	48%	52%	8%	10%	13%	16% ^{cd}	19% ^{cd}	35% ^{cd}	26% ^{jk}	28%	20%	26%	55%	45%	23%	77% ^o	20%	80% ^q	39%	61% ^s
Too little	82 4%	67 6%	15 1%	50 4%	32 3%	19 6%	23 6%	12 3%	7 2%	13 4%	8 2%	20 4%	28 4%	20 4%	13 2%	48 4%	34 3%	31 4%	51 3%	29 5%	53 3%	51 4%	31 3%
		82%	18%	61% ^b	39%	23% ^{fh}	28% ^{fh}	14%	9%	16%	10%	25%	34%	25%	16%	59%	41%	38%	62%	36%	64%	62% ^l	37%
An acceptable amount	1338 58%	628 54%	711 62%	669 59%	669 57%	218 66%	243 66%	263 67%	258 65%	171 50%	186 39%	272 53%	421 60%	302 61%	343 58%	693 57%	645 59%	483 64%	855 55%	415 65%	923 55%	749 65%	587 51%
		47%	53%	50%	50%	16% ^{gh}	18% ^{gh}	20% ^{gh}	19% ^{gh}	13% ^h	14%	20%	31% ⁱ	23% ⁱ	26%	52%	48%	36% ^p	64%	31% ^r	69%	56% ^t	44%
Don't know	141 6%	67 6%	74 6%	54 5%	87 7%	33 10%	28 8%	25 6%	16 4%	12 4%	26 6%	27 5%	43 6%	27 5%	45 8%	69 6%	72 7%	62 8%	79 5%	49 8%	91 5%	65 6%	76 7%
		47%	53%	39%	61% ^a	24% ^{fgh}	20% ^g	17%	11%	9%	19%	19%	30%	19%	32%	49%	51%	44% ^p	56%	35%	65%	46%	54%

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

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Table 101
QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Too much	752 33%	671 32% 89%	78 40% 10%	490 31% 65%	262 36% 35% c	577 30% 77%	175 42% 23% e	632 33% 84% j	68 33% 9%	38 28% 5%	14 25% 2%	32 34% 4% p	92 36% 12% p	61 32% 8% p	60 36% 8% p	59 29% 8%	44 21% 6%	74 38% 10% p	125 41% 17% ops	86 29% 11%
Too little	82 4%	76 4% 93%	6 3% 7%	64 4% 79%	17 2% 21%	73 4% 89%	9 2% 11%	66 3% 81%	7 3% 9%	6 5% 8%	2 4% 2%	8 9% 10% npr	8 3% 10%	5 3% 6%	3 2% 4%	10 5% 12%	4 2% 5%	8 4% 10%	4 1% 5%	15 5% 19% r
An acceptable amount	1338 58%	1234 58% 92%	104 53% 8%	951 60% 71% d	387 53% 29%	1136 60% 85% f	202 48% 15%	1101 58% 82%	122 59% 9%	80 59% 6%	35 65% 3%	46 49% 3%	145 56% 11%	111 59% 8%	92 56% 7%	125 62% 9% r	147 69% 11% klnqrs	105 53% 8%	156 51% 12%	174 59% 13%
Don't know	141 6%	130 6% 92%	10 5% 7%	80 5% 57%	61 8% 43% c	106 6% 76%	34 8% 24%	115 6% 82%	10 5% 7%	12 9% 8%	4 7% 3%	8 9% 6%	13 5% 9%	12 7% 9%	9 5% 6%	9 4% 6%	17 8% 12%	10 5% 7%	19 6% 13%	18 6% 13%

Proportions/Mean: Columns Tested (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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Table 101
QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Too much	752 33%	150 36% 20%	602 32% 80%	280 28% 37%	390 37% 52%cg	93 45% 12%cdfg	261 37% 35%cg	423 30% 56%	363 30% 48%	388 36% 52%hj	315 29% 42%	508 30% 68%	244 40% 32%k
Too little	82 4%	17 4% 21%	65 3% 79%	46 5% 57%f	36 3% 44%	11 5% 14%	17 2% 21%	55 4% 67%	53 4% 65%	29 3% 35%	50 5% 61%l	69 4% 84%l	13 2% 16%
An acceptable amount	1338 58%	225 54% 17%	1113 59% 83%	624 62% 47%def	584 55% 44%e	89 43% 7%	395 55% 30%e	840 60% 63%de	744 61% 56%l	594 55% 44%	665 61% 50%l	1027 60% 77%l	312 52% 23%
Don't know	141 6%	23 6% 16%	118 6% 84%	54 5% 38%	52 5% 37%	12 6% 9%	39 5% 28%	88 6% 62%	67 5% 48%	74 7% 52%	60 6% 43%	106 6% 75%	35 6% 25%

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

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Table 101
QF6(3): (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of Swearing on television?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Too much	752 33%	383 29% 51%	315 29% 42%	176 24% 23%	160 28% 21%	124 27% 16%	69 30% 9%	86 27% 11%	47 22% 6%	508 30% 68%ot	290 65% 39%wxyz	252 54% 34%z	100 54% 13%z	406 57% 54%z	346 22% 46%
Too little	82 4%	61 5% 74%	50 5% 61%	43 6% 53%	31 5% 38%	35 8% 43%mmu	10 4% 12%	17 5% 21%	16 8% 20%u	69 4% 84%	19 4% 23%	30 6% 37%z	14 8% 17%z	31 4% 38%	51 3% 62%
An acceptable amount	1338 58%	812 61% 61%	665 61% 50%	464 65% 35%q	337 59% 25%	260 58% 19%	144 62% 11%	195 62% 15%	138 66% 10%q	1027 60% 77%	126 28% 9%	168 36% 13%v	67 36% 5%	253 35% 19%v	1085 68% 81%vwxy
Don't know	141 6%	77 6% 55%	60 6% 43%	35 5% 25%	41 7% 29%	33 7% 23%	10 4% 7%	18 6% 12%	7 4% 5%	106 6% 75%	12 3% 9%	19 4% 14%	6 3% 4%	27 4% 19%	114 7% 81%vwxy

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 102
QF6: SUMMARY (SHOW SCREEN) Do you think, in general, that there is too much, too little, or an acceptable amount of ... on television?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All with any working TV set in the home

	Sex	Violence	Swearing
Unweighted base	2321	2321	2321
Weighted base	2313	2313	2313
Effective base	1901	1901	1901
Too much	540 23%	788 34%	752 33%
Too little	110 5%	63 3%	82 4%
About the right amount	1473 64%	1319 57%	1338 58%
Don't know	190 8%	143 6%	141 6%

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Absolutes/col percents/row percents 4 Mar 2019

Table 103

QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television.

IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion?
SINGLE CODE.

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Sexually explicit programmes should be freely available on any channel after 9 PM	776 34%	366 31%	410 36%	419 37%	357 30%	124 37%	137 37%	120 30%	157 39%	102 30%	136 28%	173 33%	235 33%	170 34%	199 33%	407 33%	369 34%	247 33%	528 34%	204 32%	571 34%	397 34%	378 33%
		47%	53%	54% ^b	46%	16% ^h	18% ^h	15%	20% ^{egh}	13%	18%	22%	30%	22%	26%	52%	48%	32%	68%	26%	74%	51%	49%
Sexually explicit programmes should be allowed on free-to-air/TV, but only accessible in the adult section of the TV planner (EPG) after 10 pm	483 21%	291 25%	192 17%	232 21%	251 21%	66 20%	66 18%	86 22%	87 22%	78 23%	100 21%	123 24%	150 21%	97 20%	113 19%	273 22%	210 19%	153 20%	330 21%	138 22%	345 21%	240 21%	243 21%
		60%	40%	48%	52%	14%	14%	18%	18%	16%	21%	26%	31%	20%	23%	56%	44%	32%	68%	29%	71%	50%	50%
Sexually explicit programmes should be allowed but only on paid-for/subscription channels with access restricted to those aged over 18 (e.g. via a PIN).	421 18%	197 17%	224 19%	207 18%	214 18%	43 13%	57 16%	77 20%	73 18%	71 21%	98 21%	86 17%	130 18%	97 20%	107 18%	216 18%	204 19%	132 18%	288 18%	121 19%	300 18%	218 19%	203 18%
		47%	53%	49%	51%	10%	14%	18% ^c	17%	17% ^{ac}	23% ^c	21%	31%	23%	25%	51%	49%	31%	69%	29%	71%	52%	48%
Sexually explicit programmes should never be shown on television	255 11%	118 10%	137 12%	95 8%	160 14%	30 9%	28 8%	51 13%	34 9%	39 11%	73 15%	64 12%	80 11%	41 8%	70 12%	144 12%	110 10%	78 10%	177 11%	65 10%	190 11%	116 10%	139 12%
		46%	54%	37%	63% ^a	12%	11%	20% ^d	13%	15%	29% ^{cd}	25% ^k	31%	16%	27%	57%	43%	31%	69%	26%	74%	46%	54%
None	113 5%	50 4%	63 6%	60 5%	54 5%	18 5%	35 10%	17 4%	12 3%	8 2%	23 5%	22 4%	34 5%	22 4%	35 6%	56 5%	57 5%	49 7%	64 4%	42 7%	71 4%	63 5%	50 4%
		44%	56%	53%	47%	16%	31% ^{efgh}	15%	10%	7%	21%	19%	30%	20%	31%	50%	50%	43% ^p	57%	37% ^r	63%	55%	45%
Don't know/no opinion	265 11%	140 12%	125 11%	118 10%	147 12%	51 15%	44 12%	44 11%	36 9%	42 12%	49 10%	48 9%	77 11%	70 14%	71 12%	125 10%	140 13%	91 12%	175 11%	72 11%	194 12%	126 11%	138 12%
		53%	47%	45%	55%	19% ⁱ	17%	17%	13%	16%	19%	18%	29%	26% ^l	27%	47%	53%	34%	66%	27%	73%	47%	52%

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

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Table 103

Absolutes/col percents/row percents 4 Mar 2019

QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television.
IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion?
SINGLE CODE.

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%	
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%	
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247	
Sexually explicit programmes should be freely available on any channel after 9 PM	776 34%	711 34%	62 31%	550 35%	225 31%	656 35%	120 29%	666 35%	63 30%	37 27%	10 18%	24 3%	80 10%	97 51%	49 30%	80 40%	109 51%	59 30%	82 27%	87 29%	
		92%	8%	71%	29%	85% f	15%	86% h	8% j	5% j	1%	3%	10%	12% k lnoqr s	6%	10% k rs s	14% k lnoqr s	8%	27%	11%	
Sexually explicit programmes should be allowed on free-to-air/TV, but only accessible in the adult section of the TV planner (EPG) after 10 pm	483 21%	460 22%	23 11%	368 23%	116 16%	430 23%	53 13%	390 81%	47 23%	37 27%	9 17%	27 29%	61 24%	28 15%	34 21%	46 23%	37 17%	36 18%	63 21%	58 20%	
		95% b	5%	76% d	24%	89% f	11%	81%	10%	8% g h ij	2%	6% m	13% m	6%	7%	10%	8%	7%	13%	12%	
Sexually explicit programmes should be allowed but only on paid-for/subscription channels with access restricted to those aged over 18 (e.g. via a PIN).	421 18%	383 18%	36 9%	293 18%	127 17%	338 18%	82 20%	331 79%	43 21%	34 25%	13 24%	12 13%	43 17%	18 10%	39 24%	34 17%	23 11%	42 21%	66 22%	54 18%	
		91%		70%	30%	80%	20%	79%	10%	8% g h ij	3% g	3%	10%	4%	9% mp	6%	5%	10% mp q	16% mp q	13% mp q	
Sexually explicit programmes should never be shown on television	255 11%	217 10%	38 19%	149 9%	106 15%	191 10%	64 15%	213 84%	19 9%	12 9%	11 20%	9 10%	21 8%	22 11%	13 8%	9 5%	15 7%	20 10%	60 20%	43 15%	
		85%	15% a	59%	41% c	75%	25% e	84%	7%	5%	4% gh i	4%	8%	9% c	5%	4%	6%	8%	23% lmnop q	17% lop q	
None	113 5%	99 5%	14 7%	66 4%	47 6%	80 4%	34 8%	93 5%	12 6%	6 4%	3 5%	7 6%	11 4%	5 3%	10 6%	9 4%	7 3%	15 8%	11 4%	19 6%	
		87%	13%	59%	41% c	70%	30% e	82%	11%	5%	2%	6%	10%	4%	9%	8%	6%	13%	10%	17%	
Don't know/no opinion	265 11%	241 11%	25 9%	159 10%	107 15%	197 10%	68 16%	222 12%	24 12%	10 7%	9 16%	15 16%	42 16%	20 10%	19 11%	25 12%	22 10%	25 13%	22 7%	34 11%	
		91%		60%	40% c	74%	26% e	84%	9%	4%	3% i	6% r	16% r	7%	7%	9%	8%	9%	8%	13%	

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 103

QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television.

IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion?
SINGLE CODE.

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Sexually explicit programmes should be freely available on any channel after 9 PM	776 34%	141 34% 18%	634 33% 82%	355 35% 46%	353 33% 46%	66 32% 9%	228 32% 29%	485 35% 63%	407 33% 53%	368 34% 47%	366 34% 47%	587 34% 76%	188 31% 24%
Sexually explicit programmes should be allowed on free-to-air/ TV, but only accessible in the adult section of the TV planner (EPG) after 10 pm	483 21%	84 20% 17%	399 21% 83%	194 19% 40%	241 23% 50%	55 27% 11% c	155 22% 32%	295 21% 61%	290 24% 60% i	193 18% 40%	257 24% 53% j	385 23% 80% j	98 16% 20%
Sexually explicit programmes should be allowed but only on paid-for/subscription channels with access restricted to those aged over 18 (e.g. via a PIN).	421 18%	85 21% 20%	335 18% 80%	194 19% 46%	173 16% 41%	44 21% 11%	116 16% 28%	270 19% 64%	227 18% 54%	194 18% 46%	201 18% 48%	316 18% 75%	105 17% 25%
Sexually explicit programmes should never be shown on television	255 11%	42 10% 16%	213 11% 84%	96 10% 38%	129 12% 51%	22 10% 8%	90 13% 35%	136 10% 53%	114 9% 45%	140 13% 55% h,j	95 9% 37%	154 9% 60%	101 17% 40% k
None	113 5%	26 6% 23%	87 5% 77%	59 6% 52% e	45 4% 40%	4 2% 4%	32 4% 28%	72 5% 63%	60 5% 53%	53 5% 47%	55 5% 48%	88 5% 78%	25 4% 22%
Don't know/no opinion	265 11%	36 9% 13%	230 12% 87%	105 10% 39%	121 11% 46%	15 7% 6%	92 13% 35%	148 11% 56%	129 10% 49%	136 13% 51%	116 11% 44%	179 10% 67%	87 14% 33% k

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

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Table 103

Absolutes/col percents/row percents 4 Mar 2019

QF7a: (SHOW SCREEN) Please read these statements regarding the availability of sexually explicit programmes on television.

IF NECESSARY – By sexually explicit programming we mean programmes and TV channels that are dedicated to sexually explicit material, but this does not include hardcore pornography, or just sex scenes in a drama for example. Can you please tell me which one of these statements best represents your opinion?
SINGLE CODE.

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Sexually explicit programmes should be freely available on any channel after 9 PM	776 34%	477 36% 62%	366 34% 47%	253 35% 33%	200 35% 26%	143 32% 18%	80 34% 10%	102 32% 13%	83 40% 11%	587 34% 76%	107 24% 14%	114 24% 15%	47 25% 6%	184 26% 24%	592 37% 76%vwxy
Sexually explicit programmes should be allowed on free-to-air/ TV, but only accessible in the adult section of the TV planner (EPG) after 10 pm	483 21%	297 22% 61%	257 24% 53%	160 22% 33%	148 26% 31%	103 23% 21%	64 28% 13%t	76 24% 16%	39 19% 8%	385 23% 80%	101 23% 21%	120 26% 25%z	43 23% 9%	169 24% 35%z	314 20% 65%
Sexually explicit programmes should be allowed but only on paid-for/subscription channels with access restricted to those aged over 18 (e.g. via a PIN).	421 18%	247 19% 59%	201 18% 48%	134 19% 32%	103 18% 25%	78 17% 19%	36 15% 9%	62 20% 15%	32 15% 8%	316 18% 75%	111 25% 26%z	107 23% 25%z	43 23% 10%z	163 23% 39%z	258 16% 61%
Sexually explicit programmes should never be shown on television	255 11%	107 8% 42%	95 9% 37%	61 9% 24%	49 9% 19%	40 9% 16%	16 7% 6%	25 8% 10%	14 7% 6%	154 9% 60%	86 19% 34%z	90 19% 35%z	36 19% 14%z	133 19% 52%z	122 8% 48%
None	113 5%	70 5% 62%	55 5% 48%	33 5% 30%	25 4% 22%	36 8% 31%nopu	18 8% 16%	21 7% 18%	13 6% 11%	88 5% 78%	16 4% 14%	14 3% 12%	12 6% 10%	28 4% 25%	86 5% 75%
Don't know/no opinion	265 11%	134 10% 50%	116 11% 44%	77 11% 29%	43 8% 16%	51 11% 19%	20 9% 8%	29 9% 11%	27 13% 10%p	179 10% 67%	26 6% 10%	24 5% 9%	6 3% 2%	40 6% 15%	225 14% 85%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 104

QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television.
Can you please tell me which one of these statements best represents your opinion.
SINGLE CODE.

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Particularly violent programmes should be freely available on any channel after 9pm	1052 45%	513 44% 49%	539 47% 51%	558 49% 53%b	493 42% 47%	189 57% 18%deg	171 46% 16%h	183 46% 17%h	206 52% 20%gh	141 41% 13%h	162 15%	224 21%	320 30%	222 21%	286 27%	544 52%	508 48%	357 34%	695 66%	295 28%	757 72%	534 51%	517 49%
Particularly violent programmes should be allowed but only on paid-for subscription channels with restricted access to those aged over 18	422 18%	211 18% 50%	211 18% 50%	185 16% 44%	237 20% 56%a	56 17% 13%	66 18% 16%	67 17% 16%	79 20% 19%	65 19% 15%	89 21%	97 19% 23%	129 18% 31%	101 20% 24%	94 16% 22%	226 19% 54%	196 18% 46%	139 19% 33%	283 18% 67%	125 19% 30%	297 18% 70%	217 19% 52%	205 18% 48%
Particularly violent programmes should never be shown on television	479 21%	249 21% 52%	231 20% 48%	199 18% 42%	280 24% 58%a	31 9% 6%	53 14% 11%	83 21% 17%cd	67 17% 14%e	85 25% 18%cdf	159 33% 35%cdf	119 23% 25%	150 21% 31%	89 18% 19%	122 20% 25%	269 22% 56%	210 19% 44%	124 17% 26%	355 23% 74%e	111 17% 23%	368 22% 77%g	220 19% 46%	259 23% 54%
None	125 5%	57 5% 45%	68 6% 55%	75 7% 60%b	50 4% 40%	13 4% 11%	38 10% 30%cefg	17 4% 14%	12 3% 9%	14 4% 11%	31 6% 25%h	32 6% 25%	37 5% 30%	25 5% 20%	31 5% 25%	69 6% 55%	56 5% 45%	43 6% 34%	82 5% 66%	40 6% 32%	84 5% 68%	69 6% 55%	56 5% 45%
Don't know/no opinion	235 10%	132 11% 56%	103 9% 44%	113 10% 48%	122 10% 52%	43 13% 18%h	41 11% 17%	44 11% 19%	34 9% 15%	35 10% 15%	39 8% 16%	45 9% 19%	69 10% 30%	60 12% 25%	61 10% 26%	114 9% 49%	121 11% 51%	87 12% 37%	148 9% 63%	71 11% 30%	164 10% 70%	119 10% 51%	114 10% 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

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Absolutes/col percents/row percents 4 Mar 2019

Table 104
QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television.
Can you please tell me which one of these statements best represents your opinion.
SINGLE CODE.

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	Ni (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%	
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%	
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247	
Particularly violent programmes should be freely available on any channel after 9pm	1052 45%	973 46% 93%	78 39% 7%	777 49% 74% ^d	275 38% 26%	913 48% 87% ^f	138 33% 13%	875 46% 83% ^j	98 47% 9% ^j	63 46% 6% ^j	16 29% 2%	39 41% 4%	125 49% 12% ^s	95 50% 9% ^s	84 51% 8% ^{rs}	118 58% 11% ^{kqrs}	111 52% 11% ^{qrs}	78 40% 7%	122 40% 12%	103 35% 10%	
Particularly violent programmes should be allowed but only on paid-for subscription channels with restricted access to those aged over 18	422 18%	383 18% 91%	38 19% 9%	291 18% 69%	131 18% 31%	339 18% 80%	83 20% 20%	343 18% 81%	33 16% 8%	35 26% 8% ^{gh}	10 19% 2%	15 16% 4%	50 19% 12%	38 20% 9%	27 16% 6%	25 12% 6%	32 15% 8%	34 17% 8%	58 19% 14%	64 22% 15% ^o	
Particularly violent programmes should never be shown on television	479 21%	431 20% 90%	48 24% 10%	299 19% 62% 38% ^c	180 25% 38% ^c	372 20% 78% 22% ^e	107 26% 22% ^e	393 21% 82%	44 21% 9%	24 18% 5%	18 33% 4% ^{ghi}	22 23% 5% ^l	28 11% 6%	35 19% 7% ^l	22 13% 5%	29 14% 6%	37 17% 8%	43 22% 9% ^l	91 30% 19% ^{lmnop}	85 29% 18% ^{lmnop}	
None	125 5%	108 5% 86%	16 8% 13%	69 4% 56% 44% ^c	55 8% 33% ^e	84 4% 67%	41 10% 33% ^e	103 5% 82%	13 6% 11%	6 4% 5%	3 5% 2%	7 8% 6%	13 5% 10%	6 3% 5% 12% ^{mr}	15 9% 12% ^{mr}	10 5% 8%	9 4% 7%	18 9% 14% ^{mr}	10 3% 8%	14 5% 12%	
Don't know/no opinion	235 10%	217 10% 92%	18 9% 8%	149 9% 63%	86 12% 37%	184 10% 78%	51 12% 22%	201 10% 85% ^l	19 9% 8%	8 6% 3%	7 13% 3% ^l	12 12% 5%	41 16% 18% ^{mrs}	16 8% 7%	15 9% 6%	21 10% 9%	23 11% 10%	24 12% 10%	23 7% 10%	27 9% 11%	

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 104
QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television.
Can you please tell me which one of these statements best represents your opinion.
SINGLE CODE.

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Particularly violent programmes should be freely available on any channel after 9pm	1052 45%	186 45%	866 46%	473 47%	478 45%	86 42%	318 45%	649 46%	585 48%	467 43%	534 49%	836 49%	216 36%
		18%	82%	45%	45%	8%	30%	62%	56% i	44%	51% i	79% i	21%
Particularly violent programmes should be allowed but only on paid-for subscription channels with restricted access to those aged over 18	422 18%	75 18%	347 18%	189 19%	183 17%	56 27%	111 16%	279 20%	215 18%	206 19%	191 18%	305 18%	117 19%
		18%	82%	45%	43%	13% cdfg	26%	66% t	51%	49%	45%	72%	28%
Particularly violent programmes should never be shown on television	479 21%	84 20%	395 21%	178 18%	238 22%	41 20%	168 24%	266 19%	238 19%	241 22%	196 18%	310 18%	169 28%
		18%	82%	37%	50% c	9%	35% cg	56%	50%	50% j	41%	65%	35% k
None	125 5%	33 8%	91 5%	58 6%	56 5%	8 4%	43 6%	70 5%	66 5%	59 5%	55 5%	89 5%	35 6%
		27% b	73%	47%	45%	7%	35%	56%	53%	47%	44%	72%	28%
Don't know/no opinion	235 10%	37 9%	198 10%	106 11%	106 10%	15 7%	71 10%	141 10%	124 10%	111 10%	114 10%	169 10%	66 11%
		16%	84%	45%	45%	6%	30%	60%	53%	47%	49%	72%	28%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 104
QF7b: (SHOW SCREEN) I'm now going to show you some statements regarding the availability of violent programmes on television.
Can you please tell me which one of these statements best represents your opinion.
SINGLE CODE.

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Particularly violent programmes should be freely available on any channel after 9pm	1052 45%	661	534	372	296	213	102	148	100	836	146	157	74	257	794
		50%	49%	52%	52%	47%	43%	47%	48%	49%	33%	33%	40%	36%	50%
		63%	51%	35% r	28% r	20%	10%	14%	10%	79%	14%	15%	7%	24%	76% vwx
Particularly violent programmes should be allowed but only on paid-for subscription channels with restricted access to those aged over 18	422 18%	249	191	119	111	76	47	62	36	305	111	112	38	167	255
		19%	18%	17%	19%	17%	20%	19%	18%	18%	25%	24%	21%	23%	16%
		59%	45%	28%	26%	18%	11%	15%	9%	72%	26% z	27% z	9%	40% z	60%
Particularly violent programmes should never be shown on television	479 21%	227	196	110	95	75	47	48	33	310	150	150	50	213	267
		17%	18%	15%	17%	17%	20%	15%	16%	18%	34%	32%	27%	30%	17%
		47%	41%	23%	20%	16%	10%	10%	7%	65%	31% z	31% z	10% z	44% z	56%
None	125 5%	67	55	43	21	36	20	27	14	89	14	18	10	29	96
		5%	5%	6%	4%	8%	8%	9%	7%	5%	3%	4%	6%	4%	6%
		53%	44%	34%	17%	29% mnpu	16% p	22% mnpu	11%	72%	12%	14%	8%	23%	77% v
Don't know/no opinion	235 10%	128	114	74	46	51	19	32	25	169	26	33	14	51	184
		10%	10%	10%	8%	11%	8%	10%	12%	10%	6%	7%	8%	7%	12%
		55%	49%	32%	20%	22%	8%	13%	11%	72%	11%	14%	6%	22%	78% vwx

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 105

**QF8: There are rules and guidelines in place to ensure people are protected from harmful or damaging content on television.
Have you seen anything on television in the last 12 months that you thought was harmful or damaging either to yourself, other adults, or children?**
MULTI CODE

Base: All with any working TV set in the home

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Yes – for myself	147 6%	97 8%	50 4%	70 6%	77 7%	26 8%	24 6%	25 6%	24 6%	20 6%	28 6%	32 6%	52 7%	31 6%	31 5%	84 7%	62 6%	52 7%	95 6%	47 7%	99 6%	84 7%	62 5%
		66%	34%	47%	53%	18%	16%	17%	16%	14%	19%	22%	36%	21%	21%	57%	43%	35%	65%	32%	68%	57%	43%
Yes – for other adults	154 7%	106 9%	48 4%	75 7%	79 7%	25 7%	25 7%	25 6%	23 6%	18 5%	38 8%	45 9%	45 6%	33 7%	31 5%	91 7%	63 6%	52 7%	102 6%	44 7%	109 7%	90 8%	63 6%
		69%	31%	49%	51%	16%	16%	16%	15%	12%	25%	29% kl	30%	21%	20%	59%	41%	34%	66%	29%	71%	59% l	41%
Yes – for children	331 14%	202 17%	129 11%	150 13%	181 15%	41 12%	45 12%	54 14%	52 13%	49 14%	90 19%	81 16%	126 18%	52 10%	73 12%	207 17%	124 11%	103 14%	228 15%	88 14%	243 15%	156 13%	175 15%
		61%	39%	45%	55%	12%	14%	16%	16%	15%	27% cdl	24% k	38% kl	16%	22%	62% n	38%	31%	69%	27%	73%	47%	53%
No	1596 69%	671 58%	925 80%	801 71%	795 67%	223 67%	262 71%	269 68%	296 74%	237 70%	309 64%	334 65%	461 65%	360 73%	442 74%	795 65%	802 73%	523 70%	1073 69%	446 69%	1150 69%	813 70%	782 68%
		42%	58%	50%	50%	14%	16%	17%	19% h	15%	19%	21%	29%	23% lj	28% lj	50%	50% m	33%	67%	28%	72%	51%	49%
Don't know	246 11%	180 16%	66 6%	106 9%	141 12%	37 11%	38 10%	44 11%	30 8%	39 12%	58 12%	61 12%	85 25%	52 10%	49 8%	145 12%	101 9%	66 9%	181 12%	54 8%	193 12%	102 9%	143 12%
		73%	27%	43%	57%	15%	15%	18%	12%	16%	24% l	25%	34% li	21%	20%	59%	41%	27%	73%	22%	78% ld	41%	58% s
Net of "Yes"	470 20%	311 27%	159 14%	224 20%	246 21%	72 22%	68 18%	82 21%	73 18%	64 19%	112 23%	122 24%	160 23%	84 17%	104 17%	282 23%	188 17%	161 21%	309 20%	143 22%	327 20%	244 21%	226 20%
		66%	34%	48%	52%	15%	14%	17%	15%	14%	24%	26% kl	34% kl	18%	22%	60% n	40%	34%	66%	30%	70%	52%	48%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 105

QF8: There are rules and guidelines in place to ensure people are protected from harmful or damaging content on television.**Have you seen anything on television in the last 12 months that you thought was harmful or damaging either to yourself, other adults, or children?****MULTI CODE****Base: All with any working TV set in the home**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%	
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%	
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247	
Yes – for myself	147	130 6%	17 8%	110 7%	36 5%	124 7%	22 5%	121 6%	15 7%	8 6%	3 5%	12 12%	20 8%	11 6%	6 3%	7 3%	10 5%	7 3%	30 10%	19 6%	
	6%	89%	11%	75%	25%	85%	15%	82%	10%	6%	2%	8% nopq	14%	7%	4%	5%	7%	5%	21% noq	13%	
Yes – for other adults	154	140 7%	12 6%	116 7%	38 5%	138 7%	16 4%	126 7%	14 7%	11 8%	4 7%	8 8%	15 6%	11 6%	12 8%	8 4%	5 3%	8 4%	32 10%	27 9%	
	7%	91%	8%	75%	25%	90% i	10%	82%	9%	7%	2%	5%	10%	7%	8%	5%	3%	5%	21% opq	17% op	
Yes – for children	331	310 15%	21 10%	246 16%	85 12%	280 15%	51 12%	277 14%	25 12%	24 17%	6 11%	16 17%	33 13%	21 11%	25 16%	22 11%	28 13%	32 16%	63 21%	37 13%	
	14%	94%	6%	74% d	26%	84%	16%	84%	7%	7%	2%	5%	10%	6%	8%	7%	8%	10%	19% lmos	11%	
No	1596	1443 68%	151 7%	1059 67%	537 74%	1284 68%	313 74%	1320 69%	151 73%	85 63%	40 74%	51 54%	180 70%	131 69%	120 73%	151 75%	165 77%	123 63%	189 62%	209 71%	
	69%	90%	9%	66%	34% cc	80%	20% ee	83%	9% ii	5%	3% ii	3%	11% kk	8% kk	8% kkrr	9% kkqr	10% kkqr	8%	12%	13% kkrr	
Don't know	246	234 11%	13 6%	171 11%	76 10%	206 11%	40 10%	200 10%	19 9%	21 16%	6 11%	16 17%	28 11%	22 12%	9 5%	19 10%	14 6%	34 17%	32 11%	26 9%	
	11%	95%	5%	69%	31%	84%	16%	81%	8%	9% gh	2%	7% np	11%	9%	4%	8%	6%	14% nps	13%	11%	
Net of "Yes"	470	434 21%	35 7%	356 22%	114 16%	402 21%	68 16%	395 21%	38 16%	29 21%	8 15%	28 29%	50 19%	35 19%	35 21%	32 16%	34 16%	40 20%	82 27%	59 20%	
	20%	92%	7%	76% d	24%	86% f	14%	84%	8%	6%	2%	6% op	11%	8%	7%	7%	7%	8%	17% op	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
* small base

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Table 105

Absolutes/col percents/row percents 4 Mar 2019

QF8: There are rules and guidelines in place to ensure people are protected from harmful or damaging content on television.

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

MULTI CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Yes – for myself	147 6%	28 7%	119 6%	75 7%	62 6%	14 7%	36 5%	91 6%	89 7%	57 5%	80 7%	112 7%	35 6%
		19%	81%	51%	43%	10%	25%	62%	61%	39%	54%	76%	24%
Yes – for other adults	154 7%	36 9%	118 6%	76 8%	75 7%	19 9%	46 6%	88 6%	95 8%	59 5%	79 7%	110 6%	44 7%
		23%	77%	49%	49%	12%	30%	58%	62% l	38%	51%	71%	29%
Yes – for children	331 14%	70 17%	261 14%	121 12%	156 15%	43 21%	101 14%	207 15%	188 15%	143 13%	161 15%	246 14%	85 14%
		21%	79%	37%	47%	13% cd fg	31%	63%	57%	43%	49%	74%	26%
No	1596 69%	259 62%	1338 70%	711 71%	712 67%	130 63%	497 70%	976 69%	812 66%	784 72%	721 66%	1167 68%	429 71%
		16%	84% a	45%	45%	8%	31%	61%	51%	49% h j	45%	73%	27%
Don't know	246 11%	54 13%	192 10%	99 10%	137 13%	18 9%	84 12%	130 9%	132 11%	115 11%	123 11%	185 11%	62 10%
		22%	78%	40%	56% cd g	8%	34%	53%	54%	46%	50%	75%	25%
Net of "Yes"	470 20%	102 25%	368 19%	193 41%	213 45%	57 12% cd fg	132 28%	299 64%	284 60% l	186 40%	245 52% l	357 76%	112 24%
		22% b	78%	41%	45%	12% cd fg	28%	64%	60% l	40%	52% l	76%	24%

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

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Table 105

Absolutes/col percents/row percents 4 Mar 2019

QF8: There are rules and guidelines in place to ensure people are protected from harmful or damaging content on television.

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

MULTI CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Yes – for myself	147 6%	84 6%	80 7%	58 8%	57 10%	54 12%	25 11%	27 9%	24 11%	112 7%	97 22%	147 31%	56 30%	147 20%	-
		57%	54%	40%	39% mu	37% mnu	17% mu	19%	16% mu	76%	66% z	100% vyz	38% vyz	100% z	-
Yes – for other adults	154 7%	76 6%	79 7%	54 7%	44 8%	51 11%	28 12%	29 9%	18 9%	110 6%	97 22%	154 33%	49 26%	154 21%	-
		49%	51%	35%	28%	33% mnou	18% mnu	19% m	12%	71%	63% z	100% vyz	32% z	100% z	-
Yes – for children	331 14%	179 13%	161 15%	109 15%	92 16%	81 18%	40 17%	56 18%	33 16%	246 14%	165 37%	331 70%	67 36%	331 46%	-
		54%	49%	33%	28%	24% m	12%	17%	10%	74%	50% z	100% vxyz	20% z	100% vxyz	-
No	1596 69%	927 70%	721 66%	471 66%	365 64%	274 61%	140 60%	193 61%	140 67%	1167 68%	147 33%	-	48 26%	182 25%	1414 89%
		58% pqrs	45%	29%	23%	17%	9%	12%	9%	73% qrs	9% wy	-	3% w	11% w	89% vwxy
Don't know	246 11%	133 10%	123 11%	71 10%	55 10%	43 10%	22 9%	36 12%	15 7%	185 11%	58 13%	-	14 8%	65 9%	182 11%
		54%	50%	29%	22%	18%	9%	15%	6%	75%	24% w	-	6% w	26% w	74% w
Net of "Yes"	470 20%	272 20%	245 23%	176 25%	149 32%	134 30%	72 31%	87 27%	54 26%	357 21%	242 54%	470 100%	124 67%	470 66%	-
		58%	52%	38% m	32% mu	28% mnu	15% mnu	18% mu	11%	76%	52% z	100% vxyz	26% vz	100% vz	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 106

QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else?
MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	469	319	150	223	246	74	72	81	68	71	103	127	163	80	99	290	179	158	311	141	328	283	186
		68%	32%	48%	52%	16%	15%	17%	14%	15%	22%	27%	35%	17%	21%	62%	38%	34%	66%	30%	70%	60%	40%
Weighted base	470	311	159	224	246	72*	68*	82*	73*	64*	112*	122	160	84*	104*	282	188	161	309	143	327	244	226
		66%	34%	48%	52%	15%*	14%*	17%*	15%*	14%*	24%*	26%	34%	18%*	22%*	60%	40%	34%	66%	30%	70%	52%	48%
Effective base	390	267	124	183	207	61	62	71	60	64	78	107	134	65	85	240	150	139	251	125	266	251	155
Violence	220	140	80	94	126	16	28	37	40	27	72	55	76	41	48	131	89	71	149	65	155	108	112
	47%	45%	50%	42%	51%	23%	41%	46%	55%	42%	64%	45%	48%	49%	46%	47%	47%	44%	48%	46%	47%	44%	50%
		64%	36%	43%	57%	7%	13% c	17% c	18% c	12% c	33% cdegh	25%	35%	19%	22%	60%	40%	32%	68%	30%	70%	49%	51%
Sex/ sexually explicit content	180	127	53	81	99	22	21	33	32	25	47	53	57	32	38	110	70	64	116	55	125	78	102
	38%	41%	33%	36%	40%	30%	31%	41%	44%	39%	42%	43%	36%	38%	37%	39%	37%	40%	38%	39%	38%	32%	45%
		71%	29%	45%	55%	12%	12%	18%	18%	14%	26%	29%	32%	18%	21%	61%	39%	35%	65%	31%	69%	44%	56% c
Bad language	166	96	70	81	85	13	24	20	28	29	52	43	47	35	41	90	76	52	114	47	119	77	89
	35%	31%	44%	36%	34%	18%	36%	25%	38%	45%	46%	35%	30%	41%	40%	32%	40%	32%	37%	36%	37%	32%	39%
		58%	42%	49%	51%	8%	14% c	12%	17% c	18% ce	31% ce	26%	28%	21%	25%	54%	46%	31%	69%	28%	72%	47%	53%
Antisocial behaviour	120	85	34	62	58	15	15	15	18	18	38	33	40	24	22	74	46	36	84	34	86	63	56
	25%	27%	22%	28%	23%	21%	23%	19%	25%	28%	34%	27%	25%	29%	21%	26%	25%	22%	27%	24%	26%	26%	25%
		71%	29%	52%	48%	13%	13%	13%	15%	15%	32% c	28%	34%	20%	18%	61%	39%	30%	70%	28%	72%	53%	47%
Bullying	99	72	27	44	55	18	15	11	18	10	28	25	33	22	20	57	42	34	65	27	72	54	45
	21%	23%	17%	20%	22%	25%	22%	14%	24%	15%	25%	20%	20%	26%	19%	20%	22%	21%	21%	19%	22%	22%	20%
		73%	27%	45%	55%	18%	15%	11%	18%	10%	28%	25%	33%	22%	20%	58%	42%	34%	66%	27%	73%	54%	46%
Hate speech or other abusive treatment	89	74	16	48	42	20	16	6	16	14	18	27	29	16	18	56	33	25	65	19	71	47	43
	19%	24%	10%	21%	17%	28%	24%	7%	22%	22%	16%	22%	18%	19%	17%	20%	18%	15%	21%	13%	22%	19%	19%
		82%	18%	53%	47%	22% ce	18% e	7%	18% e	15% e	20%	30%	32%	17%	20%	63%	37%	28%	72%	21%	79% cd	52%	48%
Alcohol/ smoking/ substance misuse	87	71	17	53	34	13	15	19	9	9	22	26	31	17	14	57	31	30	58	26	62	55	32
	19%	23%	11%	24%	14%	19%	22%	24%	12%	14%	20%	21%	19%	20%	13%	20%	16%	19%	19%	18%	19%	23%	14%
		81%	19%	61% b	39%	15%	17%	22%	10%	10%	25%	30%	35%	19%	16%	65%	35%	34%	66%	30%	70%	63% t	37%
Portrayal of self-harm	64	56	8	35	29	12	12	5	11	5	19	18	26	11	9	44	20	25	39	23	41	38	26
	14%	18%	5%	16%	12%	17%	18%	6%	15%	7%	17%	15%	16%	12%	9%	16%	10%	16%	13%	16%	12%	16%	11%
		87%	13%	55%	45%	19%	19% e	8%	17%	7%	30%	28%	41%	16%	14%	69%	31%	39%	61%	36%	64%	60%	40%
Portrayal of suicide	58	43	14	29	29	15	9	4	8	5	16	12	25	8	12	38	20	17	41	13	44	30	28
	12%	14%	9%	13%	12%	21%	13%	5%	11%	8%	15%	10%	16%	10%	11%	13%	11%	10%	13%	9%	14%	12%	12%
		75%	25%	51%	49%	26% cegh	15%	7%	14%	9%	28%	22%	44%	14%	20%	66%	34%	29%	71%	23%	77%	52%	48%
Medical/ health advice/ recommendation	38	29	8	23	15	10	7	9	6	1	5	10	15	8	5	25	13	16	22	13	25	20	18
	8%	9%	5%	10%	6%	14%	10%	11%	8%	2%	4%	8%	9%	9%	5%	9%	7%	10%	7%	9%	8%	8%	8%
		78%	22%	60%	40%	27% gh	18%	23% g	16%	3%	13%	27%	39%	20%	13%	66%	34%	42%	58%	35%	65%	53%	47%
Occult/ paranormal	27	20	7	16	11	5	6	3	3	3	8	6	12	8	1	18	9	7	20	6	21	16	11
	6%	7%	4%	7%	5%	7%	8%	3%	4%	4%	7%	5%	8%	10%	1%	6%	5%	4%	7%	4%	6%	7%	5%
		75%	25%	58%	42%	18%	21%	10%	12%	11%	28%	22%	44% l	31% l	3%	66%	34%	26%	74%	22%	78%	61%	39%
Financial advice/ recommendation	19	14	4	8	11	4	9	3	-	1	3	10	5	2	2	16	3	12	7	11	8	16	3
	4%	5%	3%	3%	4%	5%	13%	3%	-	1%	2%	8%	3%	2%	2%	6%	2%	7%	2%	8%	2%	7%	1%
		77%	23%	41%	59%	21%	47% eifgh	15%	-	4%	15%	54% l	29%	8%	10%	82%	18%	62% p	38%	57% r	43%	84% tl	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
 * small base

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Table 106

Absolutes/col percents/row percents 4 Mar 2019

QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else?

MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	470	311 66%	159 34%	224 48%	246 52%	72* 15%*	68* 14%*	82* 17%*	73* 15%*	64* 14%*	112* 24%*	122 26%	160 34%	84* 18%*	104* 22%*	282 60%	188 40%	161 34%	309 66%	143 30%	327 70%	244 52%	226 48%
Other	60	32	28	34	26	8	4	10	11	14	12	12	23	8	16	35	25	15	45	12	48	30	30
	13%	10%	18%	15%	11%	11%	7%	13%	16%	21%	11%	10%	14%	10%	16%	12%	13%	9%	15%	9%	15%	12%	13%
Don't know	18	12	6	12	6	5	3	5	-	2	3	6	7	3	2	13	5	6	12	6	12	9	9
	4%	4%	4%	5%	3%	7%	5%	6%	-	4%	3%	5%	5%	4%	2%	5%	3%	4%	4%	4%	4%	4%	4%
		69%	31%	65%	35%	26% ¹	18%	28%	-	13%	16%	31%	41%	17%	12%	72%	28%	32%	68%	32%	68%	51%	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

* small base

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Table 106

Absolutes/col percents/row percents 4 Mar 2019

QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else?
MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
469	442 94%	26 6%	361 77%	108 23%	411 88%	58 12%	333 71%	49 10%	54 12%	33 7%	22 5%	39 8%	29 6%	32 7%	29 6%	26 6%	30 6%	70 15%	56 12%	
470	434 92%	35** 7%**	356 76%	114* 24%**	402 86%	68* 14%**	395 84%	38* 8%**	29* 6%**	8** 2%**	28** 6%**	50* 11%**	35** 8%**	35** 7%**	32** 7%**	34** 7%**	40** 8%**	82* 17%**	59* 12%**	
390	368	23	301	89	344	48	303	46	48	18	20	35	27	30	27	23	27	64	53	
220	200	20	168	52	189	31	180	20	15	5	19	25	17	13	16	16	14	37	23	
47%	46% 91%	59% 9%	47% 77%	45% 23%	47% 86%	46% 14%	46% 82%	54% 9%	51% 7%	56% 2%	69% 9%	51% 12%	47% 8%	37% 6%	50% 7%	46% 7%	36% 6%	45% 17%	39% 10%	
180	168	12	137	43	157	23	149	15	13	4	8	16	16	15	16	12	12	34	21	
38%	39% 93%	34% 7%	34% 76%	38% 24%	39% 87%	34% 13%	39% 83%	39% 8%	43% 7%	50% 2%	30% 5%	31% 9%	44% 9%	42% 8%	49% 9%	36% 7%	31% 7%	41% 19%	35% 12%	
166	151	15	121	45	134	32	135	16	12	4	7	10	9	8	12	12	11	44	23	
35%	35% 91%	43% 9%	34% 73%	40% 27%	33% 81%	48% 19%	34% 81%	42% 9%	40% 7%	44% 2%	25% 4%	21% 6%	25% 5%	23% 5%	36% 7%	34% 7%	27% 6%	54% 27%	39% 14%	
120	113	7	96	24	111	9	102	9	6	3	6	17	7	10	8	10	9	21	14	
25%	26% 95%	19% 5%	27% 80%	21% 20%	27% 92% f	14% 8%	26% 85%	24% 8%	19% 5%	40% 3%	21% 5%	35% 14%	18% 5%	30% 9%	24% 6%	28% 8%	23% 8%	26% 18%	25% 12%	
99	95	4	80	20	90	9	83	5	8	3	11	9	12	7	9	4	6	13	12	
21%	22% 95%	10% 4%	22% 80%	17% 20%	22% 91%	13% 9%	21% 83%	14% 5%	29% 8%	35% 3%	39% 11%	19% 10%	33% 12%	21% 7%	29% 9%	10% 4%	14% 6%	16% 13%	21% 12%	
89	87	3	70	19	83	6	69	7	9	4	11	3	4	8	3	5	5	13	16	
19%	20% 97%	8% 3%	20% 78%	17% 22%	21% 93% f	9% 7%	18% 78%	20% 8%	31% 10% g	43% 4%	40% 12%	6% 3%	13% 5%	23% 9%	10% 4%	16% 6%	12% 5%	16% 15%	27% 18% l	
87	84	2	71	17	80	7	71	7	7	2	5	7	5	7	11	2	8	15	12	
19%	19% 96%	5% 2%	20% 81%	15% 19%	20% 92%	10% 8%	18% 82%	17% 7%	24% 8%	29% 3%	17% 5%	15% 8%	19% 6%	13% 8%	34% 12%	18% 3%	20% 9%	17% 17%	14% 14%	
64	64	-	55	9	62	2	50	7	6	1	4	2	4	3	5	7	5	9	10	
14%	15% 100%	- -	15% 86%	8% 14%	15% 97% f	2% 3%	13% 78%	17% 10%	21% 10%	16% 2%	16% 7%	4% 3%	10% 6%	9% 5%	17% 9%	20% 11%	13% 8%	10% 13%	17% 16%	
58	58	-	48	10	54	4	46	6	5	1	3	7	3	5	3	2	6	5	10	
12%	13% 100%	- -	13% 83%	9% 17%	13% 93%	6% 7%	12% 79%	16% 10%	16% 8%	15% 2%	12% 6%	13% 12%	8% 5%	15% 9%	11% 6%	7% 4%	16% 11%	6% 9%	18% 18%	
38	37	-	31	7	35	3	30	4	4	*	3	5	2	1	4	-	2	7	4	
8%	8% 97%	- -	9% 82%	6% 18%	9% 93%	4% 7%	7% 78%	11% 11%	13% 10%	3% 1%	12% 9%	11% 14%	7% 6%	3% 3%	14% 11%	- -	6% 6%	8% 18%	7% 10%	
27	25	1	21	7	26	2	22	3	2	*	2	5	2	1	2	2	1	1	5	
6%	6% 92%	2% 3%	6% 76%	6% 24%	6% 94%	2% 6%	6% 80%	8% 12%	7% 7%	3% 1%	8% 8%	10% 19%	7% 9%	3% 3%	6% 7%	7% 8%	2% 3%	2% 5%	8% 18%	
19	18	1	14	5	17	2	13	2	2	2	2	-	1	1	1	2	-	1	5	
4%	4% 95%	3% 5%	4% 76%	4% 24%	4% 89%	3% 11%	3% 69%	6% 11%	6% 9%	25% 11%	8% 12%	- -	3% 5%	3% 6%	3% 5%	6% -	- -	1% 5%	8% 25%	
60	53	6	43	16	51	9	54	3	2	1	4	9	2	9	1	7	10	6	6	
13%	12% 89%	19% 11%	12% 73%	14% 27%	13% 85%	13% 15%	14% 90%	7% 5%	7% 3%	14% 2%	13% 6%	17% 14%	6% 4%	26% 15%	3% 2%	20% 12%	26% 18%	8% 11%	10% 10%	

Proportions/Mean: Columns Tested (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

Prepared by BDRG Continental
 Fieldwork: February – December 2018
 BDRG/Job number (23179)

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 106

QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else?
MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	470	434 92%	35** 7%**	356 76%	114* 24%*	402 86%	68* 14%*	395 84%	38* 8%*	29* 6%*	8** 2%**	28** 6%**	50* 11%*	35** 8%**	35** 7%**	32** 7%**	34** 7%**	40** 8%**	82* 17%*	59* 12%*
Don't know	18 4%	15	3	11	7	14	4	16	1	1	2	1	3	1	-	-	-	2	5	4
		3% 82%	9% 18%	3% 62%	6% 38%	3% 77%	6% 23%	4% 89%	2% 4%	4% 6%	2% 1%	5% 8%	6% 15%	3% 6%	- -	- -	- -	5% 11%	6% 26%	7% 23%

Proportions/Mean: Columns Tested (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 106

Absolutes/col percents/row percents 4 Mar 2019

QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else?
MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	469	114 24%	355 76%	200 43%	209 45%	56 12%	126 27%	301 64%	288 61%	181 39%	252 54%	370 79%	99 21%
Weighted base	470	102* 22%*	368 78%	193 41%	213 45%	57* 12%*	132 28%	299 64%	284 60%	186 40%	245 52%	357 76%	112* 24%*
Effective base	390	89	301	168	173	43	106	252	246	145	215	309	83
Violence	220 47%	45 44% 21%	175 47% 79%	85 44% 38%	105 49% 48%	27 46% 12%	67 51% 31%	136 46% 62%	129 45% 58%	91 49% 42%	111 45% 50%	167 47% 76%	53 47% 24%
Sex/ sexually explicit content	180 38%	43 42% 24%	137 37% 76%	75 39% 42%	77 36% 43%	27 47% 15%	48 36% 27%	114 38% 64%	107 38% 60%	73 39% 40%	93 38% 52%	137 38% 76%	43 38% 24%
Bad language	166 35%	26 25% 16%	140 38% 84% a	59 31% 36%	75 35% 45%	21 37% 13%	48 36% 29%	105 35% 63%	90 32% 55%	76 41% 45%	80 33% 48%	117 33% 71%	49 43% 29%
Antisocial behaviour	120 25%	26 26% 22%	94 25% 78%	44 23% 37%	65 30% 54%	21 37% 18%	34 26% 28%	79 26% 66%	69 24% 58%	51 27% 42%	58 24% 48%	95 27% 80%	24 22% 20%
Bullying	99 21%	26 26% 27%	73 20% 73%	41 21% 42%	43 20% 43%	14 24% 14%	22 16% 22%	72 24% 73%	57 20% 57%	42 23% 43%	47 19% 47%	79 22% 79%	21 18% 21%
Hate speech or other abusive treatment	89 19%	20 20% 23%	69 19% 77%	48 25% 53% dl	32 15% 35%	12 22% 14%	15 12% 17%	63 21% 70% f	55 19% 62%	34 18% 38%	50 20% 55%	75 21% 84%	14 12% 16%
Alcohol/ smoking/ substance misuse	87 19%	26 26% 30%	61 17% 70%	42 22% 48%	36 17% 42%	15 25% 17%	18 14% 20%	62 21% 71%	63 22% 72% l	24 13% 28%	57 23% 65% l	74 21% 84%	14 12% 16%
Portrayal of self-harm	64 14%	25 24% 39% b	39 11% 61%	26 13% 41%	31 14% 48%	9 16% 14%	19 15% 30%	39 13% 61%	43 15% 68%	21 11% 32%	41 17% 64%	56 16% 87% l	8 7% 13%
Portrayal of suicide	58 12%	19 19% 33% b	39 11% 67%	21 11% 36%	35 16% 61%	9 16% 16%	23 17% 39%	31 10% 54%	37 13% 63%	21 11% 37%	33 13% 57%	50 14% 86%	8 7% 14%
Medical/ health advice/ recommendation	38 8%	11 10% 28%	27 7% 72%	15 8% 41%	15 7% 40%	5 8% 12%	8 6% 21%	29 10% 75%	28 10% 74%	10 5% 26%	25 10% 66%	33 9% 87%	5 4% 13%
Occult/ paranormal	27 6%	5 5% 20%	22 6% 80%	9 4% 32%	12 6% 44%	5 8% 17%	8 6% 28%	17 6% 63%	20 7% 73%	7 4% 27%	16 7% 60%	19 5% 70%	8 7% 30%
Financial advice/ recommendation	19 4%	8 8% 42% b	11 3% 58%	12 6% 64%	5 3% 29%	4 7% 21%	2 2% 12%	16 5% 84%	12 4% 66%	6 3% 34%	12 5% 66%	17 5% 90%	2 2% 10%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 106

Absolutes/col percents/row percents 4 Mar 2019

QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else?

MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	470	102* 22%*	368 78%	193 41%	213 45%	57* 12%*	132 28%	299 64%	284 60%	186 40%	245 52%	357 76%	112* 24%*
Other	60 13%	8 8%	52 14%	20 10%	37 18%	6 11%	25 19%	32 11%	32 11%	28 15%	26 10%	43 12%	17 15%
		13%	87%	33%	62% ^{cg}	10%	42% ^{cg}	53%	54%	46%	43%	72%	28%
Don't know	18 4%	2 2%	16 4%	10 5%	6 3%	1 2%	4 3%	9 3%	10 4%	8 4%	8 3%	15 4%	3 3%
		9%	91%	54%	35%	7%	21%	50%	55%	45%	46%	82%	18%

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

* small base

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Absolutes/col percents/row percents 4 Mar 2019

Table 106

QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else?
MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	469	284 61%	252 54%	177 38%	158 34%	146 31%	79 17%	92 20%	56 12%	370 79%	233 50%	469 100%	126 27%	469 100%	-
	470	272 58%	245 52%	176 38%	149 32%	134 28%	72* 15%*	87* 18%*	54* 11%*	357 76%	242 52%	470 100%	124 26%	470 100%	-**
	390	237	215	153	135	122	67	76	48	309	193	390	108	390	-
	220	125	111	72	70	59	32	43	21	167	123	220	50	220	-
	47%	46%	45%	41%	47%	44%	45%	50%	39%	47%	51%	47%	41%	47%	-
		57%	50%	33%	32%	27%	15%	20%	10%	76%	56%	100%	23%	100%	-
	180	105	93	61	55	41	28	35	21	137	96	180	52	180	-
	38%	39%	38%	35%	37%	31%	39%	40%	39%	38%	40%	38%	42%	38%	-
		58%	52%	34%	30%	23%	16%	19%	12%	76%	53%	100%	29%	100%	-
	166	82	80	47	42	36	21	31	19	117	100	166	41	166	-
	35%	30%	33%	27%	28%	27%	29%	35%	36%	33%	41%	35%	33%	35%	-
		49%	48%	28%	25%	22%	13%	18%	12%	71%	60%	100%	25%	100%	-
	120	72	58	44	41	32	19	28	11	95	56	120	33	120	-
	25%	26%	24%	25%	27%	24%	27%	32%	21%	27%	23%	25%	27%	25%	-
		60%	48%	37%	34%	26%	16%	23%	9%	80%	47%	100%	28%	100%	-
	99	56	47	41	37	30	19	22	10	79	57	99	27	99	-
	21%	20%	19%	23%	25%	22%	26%	26%	19%	22%	23%	21%	21%	21%	-
		56%	47%	41%	37%	30%	19%	22%	10%	79%	57%	100%	27%	100%	-
	89	59	50	41	33	29	16	18	13	75	47	89	25	89	-
	19%	22%	20%	23%	22%	22%	22%	21%	25%	21%	20%	19%	20%	19%	-
		66%	55%	46%	36%	33%	18%	21%	15%	84%	53%	100%	28%	100%	-
	87	61	57	41	36	33	17	26	15	74	42	87	34	87	-
	19%	22%	23%	23%	24%	25%	23%	30%	15%	27%	17%	19%	27%	19%	-
		69%	65%	47%	41%	38%	19%	30%	17%	84%	48%	100%	39% y	100%	-
	64	45	41	33	29	21	17	16	11	56	30	64	21	64	-
	14%	17%	17%	18%	20%	15%	24%	19%	21%	16%	12%	14%	17%	14%	-
		71%	64%	51%	46%	32%	27%	25%	18%	87%	46%	100%	34%	100%	-
	58	36	33	26	19	23	12	14	9	50	26	58	19	58	-
	12%	13%	13%	15%	13%	17%	17%	16%	16%	14%	11%	12%	16%	12%	-
		62%	57%	44%	33%	39%	21%	24%	15%	86%	45%	100%	33%	100%	-
	38	31	25	23	18	15	9	7	6	33	19	38	14	38	-
	8%	11%	10%	13%	12%	11%	13%	9%	12%	9%	8%	8%	12%	8%	-
		81%	66%	59%	47%	39%	24%	20%	17%	87%	51%	100%	38%	100%	-
	27	16	16	11	10	6	4	7	3	19	8	27	11	27	-
	6%	6%	7%	6%	7%	5%	5%	8%	6%	5%	3%	6%	9%	6%	-
		60%	60%	39%	37%	24%	13%	26%	11%	70%	28%	100%	39% y	100%	-
	19	16	12	11	9	9	5	4	3	17	12	19	11	19	-
	4%	6%	5%	6%	6%	7%	7%	5%	6%	5%	5%	4%	9%	4%	-
		85%	66%	59%	48%	48%	27%	23%	17%	90%	63%	100%	58% wy	100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 106

QF9: Can you please tell me what it was that you saw that you thought was harmful or damaging? What else?

MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	470	272 58%	245 52%	176 38%	149 32%	134 28%	72* 15%*	87* 18%*	54* 11%*	357 76%	242 52%	470 100%	124 26%	470 100%	-** -**
Other	60	31	26	13	13	12	6	5	2	43	27	60	8	60	-
	13%	11%	10%	7%	9%	9%	9%	6%	3%	12%	11%	13%	7%	13%	-
		52%	43%	22%	21%	20%	11%	8%	3%	72%	46%	100%	14%	100%	-
Don't know	18	7	8	6	3	6	2	2	2	15	4	18	5	18	-
	4%	3%	3%	3%	2%	5%	3%	3%	3%	4%	2%	4%	4%	4%	-
		40%	46%	32%	18%	33%	14%	13%	9%	82%	24%	100%	25%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 107

QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
469	319 68%	150 32%	223 48%	246 52%	74 16%	72 15%	81 17%	68 14%	71 15%	103 22%	127 27%	163 35%	80 17%	99 21%	290 62%	179 38%	158 34%	311 66%	141 30%	328 70%	283 60%	186 40%
470	311 66%	159 34%	224 48%	246 52%	72* 15%*	68* 14%*	82* 17%*	73* 15%*	64* 14%*	112* 24%*	122 26%	160 34%	84* 18%*	104* 22%*	282 60%	188 40%	161 34%	309 66%	143 30%	327 70%	244 52%	226 48%
390	267	124	183	207	61	62	71	60	64	78	107	134	65	85	240	150	139	251	125	266	251	155
145 31%	112 36% 77%	33 21% 23%	63 28% 43%	82 33% 57%	23 33% 16%	16 24% 11%	20 24% 14%	18 25% 12%	24 38% 17%	43 38% 30%	37 30% 26%	54 34% 37%	29 34% 20%	25 24% 17%	91 32% 63%	53 28% 37%	44 27% 30%	101 33% 70%	38 26% 26%	107 33% 74%	69 28% 48%	75 33% 52%
125 27%	66 21% 53%	59 37% 47%	65 29% 53%	59 24% 47%	12 17% 10%	16 23% 12%	24 29% 19%	16 22% 13%	14 22% 11%	43 39% 35% ctg	33 27% 26%	46 29% 37%	18 21% 14%	28 27% 23%	79 28% 63%	46 24% 37%	43 27% 34%	82 26% 66%	35 25% 28%	89 27% 72%	58 24% 46%	67 30% 54%
103 22%	79 25% 77%	24 15% 23%	54 24% 53%	49 20% 47%	16 22% 15%	15 23% 15%	16 20% 16%	17 24% 17%	11 18% 11%	27 24% 26%	30 24% 29%	29 18% 28%	24 29% 24%	20 19% 20%	58 21% 57%	44 24% 43%	47 29% 46% p	56 18% 54%	43 30% 41% r	60 18% 59%	54 22% 53%	49 22% 47%
97 21%	56 18% 57%	42 26% 43%	54 20% 45%	54 22% 55%	13 19% 14%	17 25% 18%	16 20% 17%	13 17% 13%	25 22% 26%	28 23% 29%	29 18% 30%	29 29% 25% h	24 15% 16%	16 20% 16%	58 20% 59%	40 21% 41%	27 17% 28%	70 23% 72%	23 16% 24%	74 23% 76%	40 18% 41%	57 23% 59%
73 16%	51 16% 70%	22 14% 30%	30 13% 41%	43 17% 59%	14 20% 20%	13 19% 17%	20 24% 27% fh	6 9% 9%	9 15% 13%	10 9% 14%	15 12% 20%	32 20% 44%	12 15% 17%	14 13% 19%	47 17% 64%	26 14% 36%	31 20% 43%	42 13% 57%	24 17% 32%	49 15% 68%	42 17% 58%	31 14% 42%
59 13%	32 10% 54%	28 17% 46%	31 14% 52%	28 11% 48%	9 13% 15%	8 13% 14%	9 11% 15%	10 14% 17%	9 14% 15%	14 13% 24%	17 14% 29%	16 10% 27%	6 7% 9%	21 20% 35% h	33 12% 56%	26 14% 44%	16 10% 27%	43 14% 73%	12 8% 19%	48 15% 81%	27 11% 45%	33 14% 55%
57 12%	41 13% 72%	16 10% 28%	37 17% 65% h	20 8% 35%	8 11% 14%	12 18% 22%	12 15% 21%	9 13% 16%	7 11% 12%	9 8% 15%	14 12% 25%	12 7% 21%	12 15% 22%	19 18% 33% h	26 9% 46%	31 17% 54% m	22 14% 38%	35 11% 62%	22 15% 38%	35 11% 62%	38 16% 66% h	19 9% 34%
46 10%	37 12% 81%	9 6% 19%	23 10% 51%	23 9% 49%	9 12% 19% h	5 19% 28% fh	4 13% 22% h	5 7% 11%	4 8% 11%	4 3% 8%	14 11% 30%	14 9% 31%	8 10% 18%	10 9% 21%	28 10% 61%	18 10% 39%	21 13% 46%	25 8% 54%	20 14% 43%	26 8% 57%	30 12% 65%	16 7% 35%
44 9%	31 10% 70%	13 8% 30%	21 10% 49%	22 9% 51%	6 8% 13%	7 10% 15%	5 7% 12%	3 4% 7%	7 12% 17%	15 14% 35%	15 12% 33%	10 7% 24%	7 9% 17%	11 11% 26%	25 9% 57%	19 10% 43%	13 8% 30%	30 10% 70%	12 8% 27%	32 10% 73%	16 7% 37%	27 12% 63%
42 9%	35 11% 82%	7 5% 18%	18 8% 44%	24 10% 56%	6 9% 15% g	18 26% 42% cfgh	11 14% 26% gh	5 6% 11%	* 1% 1%	2 2% 5%	18 15% 43% h	12 8% 29%	9 10% 21%	3 3% 7%	31 11% 73%	11 6% 27%	26 16% 61% p	16 5% 39%	24 17% 58% r	18 5% 42%	30 12% 71% t	12 5% 29%
30 6%	24 8% 79%	6 4% 21%	12 5% 39%	18 7% 61%	7 10% 23%	6 9% 21%	6 7% 18%	2 3% 7%	3 4% 9%	6 6% 21%	12 10% 39%	6 4% 20%	5 6% 18%	7 7% 23%	18 6% 59%	12 7% 41%	12 7% 38%	19 6% 62%	10 7% 34%	20 6% 66%	15 6% 48%	16 7% 52%
19 4%	16 5% 83%	3 2% 17%	5 2% 27%	14 6% 73%	3 4% 14%	6 9% 32% fh	7 9% 38% fh	- 2% -	1 2% 7%	2 2% 10%	8 7% 42%	6 4% 30%	2 2% 11%	3 3% 17%	14 5% 72%	5 3% 28%	13 8% 67% p	6 2% 33%	12 8% 62% r	7 2% 38%	12 5% 62%	7 3% 38%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 107

QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	470	311 66%	159 34%	224 48%	246 52%	72* 15%*	68* 14%*	82* 17%*	73* 15%*	64* 14%*	112* 24%*	122 26%	160 34%	84* 18%*	104* 22%*	282 60%	188 40%	161 34%	309 66%	143 30%	327 70%	244 52%	226 48%
Sports programme	15 3%	15 5%	* *	5 2%	11 4%	4 5%	6 8%	3 3%	- -	1 2%	2 2%	5 4%	4 3%	3 3%	4 4%	9 3%	7 4%	8 5%	7 2%	8 6%	7 2%	9 3%	7 3%
		97%	3%	31%	69%	25%	37%<i>f</i>	17%	-	7%	14%	30%	27%	18%	25%	57%	43%	55%	45%	52%	48%	56%	44%
Game/ quiz show	14 3%	12 4%	2 1%	5 2%	9 4%	1 2%	3 5%	3 4%	1 1%	2 4%	3 3%	6 5%	2 1%	2 3%	3 3%	8 3%	6 3%	9 6%	5 2%	8 6%	6 2%	8 3%	6 3%
		85%	15%	38%	62%	10%	22%	23%	6%	17%	22%	44%	15%	17%	24%	58%	42%	65%<i>p</i>	35%	59%<i>r</i>	41%	59%	41%
Religious programming	14 3%	9 3%	4 3%	6 3%	7 3%	1 2%	6 8%	3 3%	2 2%	1 2%	1 1%	7 6%	3 2%	- -	3 3%	10 4%	3 2%	11 7%	3 1%	9 7%	4 1%	10 4%	4 2%
		69%	31%	48%	52%	11%	42%<i>h</i>	20%	13%	8%	6%	51%<i>k</i>	24%	-	25%	75%	25%	79%<i>p</i>	21%	69%<i>r</i>	31%	71%	29%
Other	18 4%	11 4%	7 4%	6 3%	12 5%	4 6%	3 4%	2 3%	3 3%	5 8%	2 1%	5 4%	5 3%	3 3%	4 4%	10 4%	7 4%	6 4%	12 4%	5 3%	13 4%	7 3%	11 5%
		63%	37%	35%	65%	22%	15%	12%	14%	27%	9%	30%	29%	16%	25%	59%	41%	35%	65%	26%	74%	39%	61%
Don't know	24 5%	21 7%	4 2%	10 4%	14 6%	5 6%	1 1%	2 3%	6 8%	3 4%	8 7%	9 8%	8 5%	3 3%	4 4%	18 6%	7 4%	7 4%	17 6%	6 4%	18 6%	10 4%	14 6%
		85%	15%	41%	59%	19%	3%	10%	24%	11%	33%	39%	34%	11%	16%	73%	27%	29%	71%	23%	77%	41%	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

* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 107

QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)
469	442 94%	26 6%	361 77%	108 23%	411 88%	58 12%	333 71%	49 10%	54 12%	33 7%	22 5%	39 8%	29 6%	32 7%	29 6%	26 6%	30 6%	70 15%	56 12%
470	434 92%	35** 7%**	356 76%	114* 24%**	402 86%	68* 14%**	395 84%	38* 8%**	29* 6%**	8** 2%**	28** 6%**	50* 11%**	35** 8%**	35** 7%**	32** 7%**	34** 7%**	40** 8%**	82* 17%**	59* 12%**
390	368	23	301	89	344	48	303	46	48	18	20	35	27	30	27	23	27	64	53
145	138	7	114	30	127	18	118	14	10	3	10	9	10	10	9	13	15	22	21
31%	32%	20%	32%	27%	31%	27%	30%	37%	34%	37%	35%	19%	28%	28%	27%	37%	37%	27%	36%
	95%	5%	79%	21%	87%	13%	81%	10%	7%	2%	7%	6%	7%	7%	6%	9%	10%	15%	14%
125	111	13	88	37	103	22	100	12	11	2	8	11	12	11	13	8	10	17	9
27%	26%	38%	25%	32%	26%	33%	25%	31%	38%	28%	29%	22%	34%	31%	42%	25%	25%	21%	16%
	89%	11%	70%	30%	82%	18%	80%	9%	9%	2%	6%	9%	10%	9%	11%	7%	8%	14%	7%
103	98	5	88	15	95	7	86	6	9	2	8	10	8	4	10	12	7	14	15
22%	22%	16%	25% d	13%	24%	11%	22%	16%	29%	26%	28%	20%	23%	11%	30%	34%	17%	17%	25%
	95%	5%		15%	93% f	7%	84%	6%	8%	2%	8%	10%	8%	4%	9%	11%	7%	14%	14%
97	89	7	72	25	83	14	82	7	6	2	9	7	3	5	4	6	10	23	15
21%	20%	21%	20%	22%	21%	21%	21%	18%	20%	28%	31%	13%	8%	15%	13%	19%	26%	28%	26%
	91%	8%	74%	26%	86%	14%	84%	7%	6%	2%	9%	7%	3%	5%	4%	7%	11%	23%	16%
73	68	4	55	18	68	5	65	6	1	1	5	3	6	7	4	7	5	17	11
16%	16%	12%	15%	16%	17%	8%	17%	16%	5%	7%	20%	5%	18%	19%	13%	21%	14%	20%	19%
	93%	5%	75%	25%	93%	7%	89% d	8%	2%	1%	7%	4%	9%	9%	6%	10%	7%	23% d	15%
59	48	10	37	23	44	16	48	7	4	1	7	9	1	2	2	3	2	12	10
13%	11%	29%	10%	20%	11%	23%	12%	19%	12%	11%	24%	17%	3%	5%	7%	9%	6%	15%	17%
	81%	17%	62%	38% c	74%	26% e	80%	12%	6%	2%	11%	15%	2%	3%	4%	5%	4%	20%	16%
57	52	4	44	14	50	7	49	8	*	*	8	7	4	3	1	4	4	8	9
12%	12%	12%	12%	12%	12%	10%	12%	20%	1%	1%	30%	15%	12%	10%	2%	12%	10%	10%	15%
	90%	7%	76%	24%	88%	12%	86% d	13% d	1%	*	14%	13%	8%	6%	1%	7%	7%	14%	16%
46	44	2	36	10	45	1	40	3	2	1	4	3	3	4	3	3	3	8	10
10%	10%	6%	10%	8%	11%	1%	10%	8%	7%	11%	14%	6%	9%	11%	9%	10%	6%	9%	17%
	96%	4%	79%	21%	98% f	2%	87%	7%	5%	2%	9%	6%	7%	8%	6%	7%	6%	16%	22%
44	38	6	32	11	34	10	34	5	3	2	4	9	6	2	-	2	-	6	5
9%	9%	17%	9%	10%	8%	15%	9%	12%	10%	24%	14%	17%	17%	6%	-	6%	-	8%	8%
	87%	13%	74%	26%	77%	23%	78%	11%	7%	5%	9%	20%	14%	5%	-	4%	-	15%	11%
42	41	-	38	4	41	1	40	-	2	1	2	5	4	5	5	3	1	4	11
9%	9%	-	11%	4%	10%	1%	10%	-	6%	7%	6%	10%	10%	15%	17%	9%	3%	5%	18%
	97%	-	89%	11%	98% f	2%	95% d	-	4%	1%	4%	11%	9%	12%	13%	7%	3%	10%	25% r
30	28	3	25	5	25	5	26	1	1	2	6	4	3	-	-	1	2	4	7
6%	6%	8%	7%	5%	6%	8%	7%	3%	3%	21%	23%	8%	8%	-	-	3%	4%	4%	12%
	91%	9%	83%	17%	83%	17%	87%	4%	3%	6%	21%	13%	10%	-	-	4%	6%	12%	23%
19	19	-	13	5	17	2	17	-	2	1	1	3	2	-	2	3	-	3	2
4%	4%	-	4%	5%	4%	3%	4%	-	6%	8%	3%	7%	7%	-	6%	9%	-	4%	3%
	100%	-	71%	29%	89%	11%	88%	-	9%	3%	5%	18%	12%	-	10%	16%	-	17%	9%
15	15	-	14	1	14	1	14	-	1	1	2	1	4	-	1	1	-	1	4
3%	4%	-	4%	1%	4%	2%	3%	-	3%	9%	9%	2%	11%	-	3%	3%	-	1%	6%
	100%	-	91%	9%	93%	7%	89%	-	6%	5%	16%	5%	25%	-	6%	6%	-	7%	25%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 107

QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	470	434 92%	35** 7%**	356 76%	114* 24%*	402 86%	68* 14%*	395 84%	38* 8%*	29* 6%*	8** 2%**	28** 6%**	50* 11%*	35** 8%**	35** 7%**	32** 7%**	34** 7%**	40** 8%**	82* 17%*	59* 12%*
Game/ quiz show	14 3%	14 3%	-	12 3%	2 2%	13 3%	1 2%	13 3%	1 2%	-	*	3 11%	-	1 4%	-	1 4%	1 3%	-	2 3%	4 7%
	3%	100%	-	85%	15%	91%	9%	92%	6%	-	2%	23%	-	9%	-	10%	7%	-	15%	29%
Religious programming	14 3%	14 3%	-	11 3%	2 2%	13 3%	* 1%	11 3%	1 2%	2 6%	-	1 3%	2 4%	2 5%	-	1 3%	-	-	1 1%	5 8%
	3%	100%	-	84%	16%	97%	3%	82%	5%	13%	-	6%	15%	13%	-	7%	-	-	7%	35%
Other	18 4%	18 4%	-	13 4%	5 4%	17 4%	1 2%	17 4%	1 2%	* 1%	-	-	-	2 4%	2 6%	-	-	4 9%	6 7%	3 6%
	4%	100%	-	73%	27%	94%	6%	93%	5%	2%	-	-	-	9%	12%	-	-	20%	32%	20%
Don't know	24 5%	24 6%	-	18 5%	6 5%	23 6%	1 2%	18 5%	2 6%	3 10%	1 7%	-	2 4%	-	-	-	3 9%	2 4%	7 9%	4 7%
	5%	100%	-	76%	24%	95%	5%	75%	9%	13%	3%	-	8%	-	-	-	13%	7%	30%	17%

Proportions/Mean: Columns Tested (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 107

QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	469	114 24%	355 76%	200 43%	209 45%	56 12%	126 27%	301 64%	288 61%	181 39%	252 54%	370 79%	99 21%
Weighted base	470	102* 22%*	368 78%	193 41%	213 45%	57* 12%*	132 28%	299 64%	284 60%	186 40%	245 52%	357 76%	112* 24%*
Effective base	390	89	301	168	173	43	106	252	246	145	215	309	83
Drama	145 31%	38 37% 26%	107 29% 74%	62 32% 43%	68 32% 47%	20 35% 14%	38 29% 26%	95 32% 66%	91 32% 63%	54 29% 37%	81 33% 56%	113 32% 78%	31 28% 22%
Soap	125 27%	32 31% 25%	93 25% 75%	45 23% 36%	62 29% 50%	14 24% 11%	43 32% 34%	75 25% 60%	68 24% 54%	57 31% 46%	57 23% 46%	87 24% 70%	38 34% 30%
Film	103 22%	24 23% 23%	79 21% 77%	47 25% 46%	42 20% 41%	14 25% 14%	20 15% 19%	71 24% 69%	71 25% 69%	31 17% 31%	64 26% 62% <i>l</i>	87 24% 85% <i>l</i>	16 14% 15%
Reality programme	97 21%	20 19% 20%	78 21% 80%	41 21% 42%	49 23% 50%	11 19% 11%	29 22% 30%	62 21% 63%	52 18% 54%	45 24% 46%	47 19% 49%	73 20% 74%	25 22% 26%
Documentary	73 16%	10 10% 14%	63 17% 86%	33 17% 46%	32 15% 44%	8 14% 11%	19 14% 26%	47 16% 65%	47 17% 65%	26 14% 35%	39 16% 54%	62 17% 85%	11 10% 15%
General entertainment	59 13%	10 9% 16%	50 14% 84%	27 14% 46%	26 12% 43%	7 13% 12%	15 11% 25%	39 13% 66%	41 14% 69%	18 10% 31%	36 15% 61%	39 11% 67%	20 18% 33%
News programme	57 12%	12 12% 21%	45 12% 79%	31 16% 55% <i>f</i>	22 10% 38%	8 14% 14%	9 7% 16%	40 14% 71%	44 15% 77% <i>l</i>	13 7% 23%	37 15% 65% <i>l</i>	48 13% 84%	9 8% 16%
Current affairs	46 10%	8 8% 18%	37 10% 82%	23 12% 50%	18 9% 40%	6 11% 13%	9 7% 20%	35 12% 76%	35 12% 75%	11 6% 25%	30 12% 66%	40 11% 87%	6 5% 13%
Comedy	44 9%	13 13% 30%	31 8% 70%	18 9% 41%	16 7% 36%	9 16% 21%	10 8% 24%	26 9% 60%	28 10% 65%	15 8% 35%	26 11% 61%	33 9% 76%	10 9% 24%
Music video (on music channel or general channels)	42 9%	10 10% 23%	32 9% 77%	22 11% 51%	20 9% 47%	8 14% 19%	7 5% 17%	32 11% 76%	35 12% 82% <i>l</i>	8 4% 18%	31 13% 73% <i>l</i>	39 11% 93% <i>l</i>	3 3% 7%
Talent show	30 6%	7 7% 23%	23 6% 77%	21 11% 70%	11 5% 37%	6 10% 18%	6 4% 19%	19 6% 62%	25 9% 83% <i>l</i>	5 3% 17%	25 10% 83% <i>l</i>	26 7% 85%	4 4% 15%
Children's programme	19 4%	3 3% 17%	16 4% 83%	12 6% 63%	6 3% 33%	5 8% 25%	4 3% 22%	12 4% 65%	11 4% 60%	8 4% 40%	10 4% 53%	16 5% 87%	2 2% 13%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 107

Absolutes/col percents/row percents 4 Mar 2019

QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	470	102* 22%*	368 78%	193 41%	213 45%	57* 12%*	132 28%	299 64%	284 60%	186 40%	245 52%	357 76%	112* 24%*
Sports programme	15 3%	2 2% 11%	14 4% 89%	12 6% 80% f	5 3% 36%	3 5% 20%	2 1% 11%	9 3% 60%	14 5% 91% i	1 1% 9%	13 5% 85% i	15 4% 100%	- - -
Game/ quiz show	14 3%	1 1% 9%	13 3% 91%	8 4% 59%	6 3% 40%	1 2% 7%	3 2% 22%	11 4% 78%	11 4% 76%	3 2% 24%	10 4% 69%	12 3% 85%	2 2% 15%
Religious programming	14 3%	1 1% 10%	12 3% 90%	9 5% 65%	3 2% 25%	3 5% 21%	2 1% 11%	12 4% 86%	11 4% 84%	2 1% 16%	11 5% 84%	12 3% 91%	1 1% 9%
Other	18 4%	4 4% 23%	14 4% 77%	4 2% 20%	7 3% 41%	3 4% 14%	6 5% 35%	8 3% 42%	9 3% 51%	9 5% 49%	8 3% 43%	13 4% 75%	4 4% 25%
Don't know	24 5%	6 6% 23%	19 5% 77%	10 5% 40%	14 6% 57%	2 4% 9%	8 6% 35%	14 5% 57%	13 5% 55%	11 6% 45%	11 4% 44%	15 4% 63%	9 8% 37%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 107

QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Devices connected TV through								Harm and offence on TV (seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	469	284 61%	252 54%	177 38%	158 34%	146 31%	79 17%	92 20%	56 12%	370 79%	233 50%	469 100%	126 27%	469 100%	-
Weighted base	470	272 58%	245 52%	176 38%	149 32%	134 28%	72* 15%*	87* 18%*	54* 11%*	357 76%	242 52%	470 100%	124 26%	470 100%	-**
Effective base	390	237	215	153	135	122	67	76	48	309	193	390	108	390	-
Drama	145	85	81	56	52	46	30	32	18	113	76	145	37	145	-
	31%	31%	33%	32%	35%	34%	42%	37%	34%	32%	31%	31%	30%	31%	-
		59%	56%	39%	36%	32%	21%	22%	12%	78%	53%	100%	26%	100%	-
Soap	125	63	57	44	35	26	12	22	14	87	75	125	36	125	-
	27%	23%	23%	25%	24%	19%	16%	26%	26%	24%	31%	27%	29%	27%	-
		50%	46%	35%	28%	21%	9%	18%	11%	70%	60%	100%	29%	100%	-
Film	103	70	64	48	44	38	28	30	20	87	48	103	34	103	-
	22%	26%	26%	27%	30%	28%	38% mu	34%	38% mu	24%	20%	22%	27%	22%	-
		68%	62%	46%	43%	37%	27% mu	29%	20% u	85%	47%	100%	33%	100%	-
Reality programme	97	50	47	33	38	25	12	23	13	73	62	97	23	97	-
	21%	18%	19%	19%	25%	19%	17%	27%	25%	20%	26%	21%	18%	21%	-
		51%	49%	34%	39%	26%	13%	24%	14%	74%	64%	100%	23%	100%	-
Documentary	73	46	39	33	22	27	14	13	11	62	41	73	21	73	-
	16%	17%	16%	19%	15%	20%	20%	15%	21%	17%	17%	16%	17%	16%	-
		63%	54%	45%	31%	37%	19%	17%	15%	85%	56%	100%	28%	100%	-
General entertainment	59	30	36	18	19	20	7	13	5	39	32	59	17	59	-
	13%	11%	15%	10%	13%	15%	9%	15%	9%	11%	13%	13%	14%	13%	-
		50%	61%	31%	33%	33%	11%	21%	8%	67%	54%	100%	29%	100%	-
News programme	57	41	37	31	24	21	14	14	12	48	36	57	24	57	-
	12%	15%	15%	17%	16%	16%	19%	16%	22%	13%	15%	12%	20%	12%	-
		72%	65%	53%	43%	37%	24%	24%	21%	84%	63%	100%	43% wy	100%	-
Current affairs	46	37	30	23	16	23	8	12	7	40	28	46	20	46	-
	10%	13%	12%	13%	11%	17%	11%	14%	13%	11%	12%	10%	16%	10%	-
		80%	66%	51%	35%	49%	16%	26%	16%	87%	61%	100%	43%	100%	-
Comedy	44	29	26	18	15	16	9	15	3	33	23	44	22	44	-
	9%	11%	11%	10%	10%	12%	12%	17%	5%	9%	9%	9%	18%	9%	-
		66%	61%	41%	34%	36%	20%	34% t	6%	76%	52%	100%	51% vwxy	100%	-
Music video (on music channel or general channels)	42	33	31	31	23	16	16	23	13	39	19	42	22	42	-
	9%	12%	13%	18%	16%	12%	22%	26%	24%	11%	8%	9%	18%	9%	-
		77%	73%	75% u	55%	38%	38% mu	54% mnqu	31% mnqu	93%	46%	100%	53% vwxy	100%	-
Talent show	30	24	25	18	16	13	7	8	6	26	17	30	16	30	-
	6%	9%	10%	10%	10%	9%	10%	9%	11%	7%	7%	6%	13%	6%	-
		79%	83%	61%	52%	42%	24%	25%	19%	85%	57%	100%	52% wy	100%	-
Children's programme	19	14	10	11	10	11	6	7	3	16	10	19	11	19	-
	4%	5%	4%	6%	7%	8%	8%	8%	5%	5%	4%	4%	9%	4%	-
		73%	53%	59%	53%	57%	29%	35%	15%	87%	53%	100%	59% wy	100%	-

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 107

QF10: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	470	272 58%	245 52%	176 38%	149 32%	134 28%	72* 15%*	87* 18%*	54* 11%*	357 76%	242 52%	470 100%	124 26%	470 100%	-- --
Sports programme	15 3%	13 5%	13 5%	12 7%	10 7%	9 7%	8 11%	3 4%	6 11%	15 4%	10 4%	15 3%	13 10%	15 3%	-
		82% 85%	85% 76%	64% 7%	61% 7%	50% 61%	20% 7%	40% 20%	100% 100%	66% 100%	100% 83% vwjy	100% 100%	-		
Game/ quiz show	14 3%	10 4%	10 4%	9 5%	7 5%	4 3%	5 7%	6 7%	4 7%	12 3%	7 3%	14 3%	10 8%	14 3%	-
		69% 69%	69% 61%	52% 29%	36% 44%	28% 85%	47% 100%	74% vwjy	100% 100%	-					
Religious programming	14 3%	10 4%	11 5%	12 7%	9 6%	10 7%	8 11%	6 7%	4 7%	12 3%	9 4%	14 3%	10 8%	14 3%	-
		73% 84%	86% 66%	72% 57% mu	43% 27%	91% 68%	100% 75% wy	100% 100%	-						
Other	18 4%	7 3%	8 3%	2 1%	8 5%	5 4%	1 2%	2 3%	1 2%	13 4%	12 5%	18 4%	6 5%	18 4%	-
		40% 43%	43% 9%	43% 43% o	30% 6%	12% 5%	75% 69%	100% 100%	33% 100%	-					
Don't know	24 5%	11 4%	11 4%	5 3%	2 1%	3 2%	2 2%	2 2%	1 2%	15 4%	8 3%	24 5%	2 2%	24 5%	-
		47% 44%	19% 7%	13% 7%	8% 4%	63% 35%	100% 100%	9% 100%	-						

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Table 108

QF11: (SHOW SCREEN) How did you react when you saw something you thought was harmful or damaging? In other words, which, if any, of these things did you do?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	469	319 68%	150 32%	223 48%	246 52%	74 16%	72 15%	81 17%	68 14%	71 15%	103 22%	127 27%	163 35%	80 17%	99 21%	290 62%	179 38%	158 34%	311 66%	141 30%	328 70%	283 60%	186 40%
Weighted base	470	311 66%	159 34%	224 48%	246 52%	72* 15%*	68* 14%*	82* 17%*	73* 15%*	64* 14%*	112* 24%*	122 26%	160 34%	84* 18%*	104* 22%*	282 60%	188 40%	161 34%	309 66%	143 30%	327 70%	244 52%	226 48%
Effective base	390	267	124	183	207	61	62	71	60	64	78	107	134	65	85	240	150	139	251	125	266	251	155
Switched over	198 42%	130 42%	68 42%	91 41%	107 43%	24 33%	28 42%	30 36%	38 52%	28 44%	50 45%	39 32%	74 46%	39 46%	46 44%	113 40%	85 45%	70 44%	128 41%	67 47%	132 40%	101 41%	97 43%
		66%	34%	46%	54%	12%	14%	15%	19% c	14%	25%	20%	37% l	20%	23%	57%	43%	35%	65%	34%	66%	51%	49%
Discussed it with other people	129 27%	93 30%	36 23%	57 25%	72 29%	22 30%	23 34%	29 36%	17 24%	11 18%	27 24%	41 34%	44 27%	17 20%	28 27%	85 30%	44 24%	47 29%	82 26%	37 26%	92 28%	79 32%	50 22%
		72%	28%	44%	56%	17%	18% g	23% g	13%	9%	21%	32%	34%	13%	21%	66%	34%	37%	63%	29%	71%	61% t	39%
Continued watching/ did nothing	112 24%	71 23%	42 26%	58 26%	54 22%	16 22%	20 29%	18 23%	18 25%	23 28%	23 20%	32 26%	39 25%	20 24%	22 21%	71 25%	42 22%	34 21%	78 25%	28 19%	85 26%	64 26%	48 21%
		63%	37%	52%	48%	14%	18%	16%	16%	16%	20%	28%	35%	18%	19%	63%	37%	31%	69%	25%	75%	57%	43%
Switched off	94 20%	64 21%	29 18%	41 19%	52 21%	13 19%	15 22%	20 25%	12 16%	11 18%	22 20%	32 26%	24 15%	25 30%	13 13%	56 20%	38 20%	40 25%	54 17%	37 26%	57 17%	46 19%	48 21%
		69%	31%	44%	56%	14%	16%	21%	13%	12%	23%	34% j	26%	27% l	14%	59%	41%	42%	58%	39%	61%	49%	51%
Complained to the broadcaster (via letter/ phone/ email/ online)	33 7%	31 10%	2 1%	17 8%	16 7%	7 9%	14 21%	5 6%	5 7%	1 1%	1 1%	15 12%	9 6%	6 7%	4 4%	23 8%	10 5%	20 13%	13 4%	18 12%	16 5%	27 11%	6 3%
		94%	6%	51%	49%	20% qgh	43% efgh	14%	15%	2%	4%	44%	27%	17%	13%	70%	30%	61% p	39%	53% r	47%	80% t	20%
Complained to the regulator (via letter/ phone/ email/ online)	27 6%	26 8%	* 2%	9 4%	18 7%	11 16%	8 11%	7 8%	1 1%	* 1%	- 1%	13 10%	4 3%	9 10%	1 1%	17 6%	10 5%	19 12%	8 3%	17 12%	9 3%	17 7%	9 4%
		98%	2%	34%	66%	42% efgh	28% efgh	25% gh	3%	2%	-	47% j	17%	33% l	3%	64%	36%	70% p	30%	65% r	35%	65%	35%
Other	7 2%	2 1%	5 3%	4 2%	3 1%	- -	- -	1 2%	2 3%	1 1%	4 3%	3 43%	1 16%	- -	3 40%	4 60%	3 40%	3 40%	4 60%	3 40%	4 60%	2 24%	6 76%
Don't know	14 3%	13 4%	1 *	8 4%	6 2%	3 5%	1 2%	1 2%	2 3%	1 2%	5 4%	3 3%	5 3%	2 3%	4 4%	8 3%	6 3%	3 2%	11 4%	3 2%	11 3%	7 3%	7 3%
		96%	4%	56%	44%	24%	7%	9%	14%	9%	35%	22%	35%	15%	27%	57%	43%	20%	80%	20%	80%	54%	46%

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

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Table 108

QF11: (SHOW SCREEN) How did you react when you saw something you thought was harmful or damaging? In other words, which, if any, of these things did you do?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
469	442 94%	26 6%	361 77%	108 23%	411 88%	58 12%	333 71%	49 10%	54 12%	33 7%	22 5%	39 8%	29 6%	32 7%	29 6%	26 6%	30 6%	70 15%	56 12%
470	434 92%	35** 7%**	356 76%	114* 24%**	402 86%	68* 14%*	395 84%	38* 8%*	29* 6%*	8** 2%**	28** 6%**	50* 11%*	35** 8%**	35** 7%**	32** 7%**	34** 7%**	40** 8%**	82* 17%*	59* 12%*
390	368	23	301	89	344	48	303	46	48	18	20	35	27	30	27	23	27	64	53
198	181	17	150	48	168	30	166	18	10	4	13	23	13	10	11	19	16	37	24
42%	42%	48%	42%	42%	42%	45%	42%	49%	33%	54%	47%	46%	37%	27%	36%	55%	41%	44%	41%
	92%	8%	76%	24%	85%	15%	84%	9%	5%	2%	7%	12%	7%	5%	6%	9%	8%	18%	12%
129	125	3	104	25	117	12	111	7	7	4	5	17	8	16	6	7	12	18	23
27%	29%	8%	29%	22%	29%	18%	28%	19%	24%	48%	17%	34%	23%	46%	19%	19%	29%	22%	39%
	97%	2%	80%	20%	91%	9%	86%	6%	5%	3%	4%	13%	6%	13%	5%	5%	9%	14%	18% r
112	100	11	80	32	96	16	93	12	6	1	7	11	8	7	10	7	11	18	14
24%	23%	33%	22%	28%	24%	24%	24%	32%	21%	16%	24%	22%	23%	19%	32%	20%	28%	21%	24%
	89%	10%	71%	29%	86%	14%	83%	11%	5%	1%	6%	10%	7%	6%	9%	6%	10%	16%	13%
94	87	6	73	20	81	12	81	4	7	1	5	5	9	4	6	4	8	22	16
20%	20%	18%	21%	18%	20%	18%	20%	12%	25%	17%	19%	11%	26%	11%	20%	13%	19%	27%	28%
	93%	7%	78%	22%	87%	13%	86%	5%	8%	1%	6%	6%	10%	4%	7%	5%	8%	24%	17%
33	32	-	29	4	31	3	29	3	1	*	4	6	1	2	3	3	-	3	7
7%	7%	-	8%	4%	8%	4%	7%	9%	3%	3%	14%	12%	4%	6%	10%	7%	-	4%	12%
	96%	-	88%	12%	92%	8%	87%	10%	2%	1%	11%	18%	4%	6%	9%	8%	-	10%	21%
27	27	-	26	1	27	-	24	1	1	*	2	2	2	1	-	2	1	4	9
6%	6%	-	7%	1%	7%	-	6%	2%	5%	4%	9%	4%	7%	3%	-	6%	2%	5%	16%
	100%	-	95% d	5%	100%	-	91%	3%	5%	1%	9%	7%	9%	4%	-	8%	4%	16%	35%
7	7	-	6	1	6	1	5	1	1	*	-	-	-	3	-	2	-	-	1
2%	2%	-	2%	1%	1%	2%	1%	1%	5%	3%	-	-	-	8%	-	6%	-	-	1%
	100%	-	79%	21%	79%	21%	71%	8%	18%	4%	-	-	-	36%	-	27%	-	-	7%
14	14	-	7	7	12	2	12	1	1	*	2	2	1	-	1	2	1	-	3
3%	3%	-	2%	6%	3%	3%	3%	4%	3%	2%	7%	3%	3%	-	2%	7%	3%	-	5%
	100%	-	48%	52% c	87%	13%	84%	10%	5%	1%	14%	11%	7%	-	5%	16%	8%	-	22%

Proportions/Mean: Columns Tested (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 108

QF11: (SHOW SCREEN) How did you react when you saw something you thought was harmful or damaging? In other words, which, if any, of these things did you do?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	469	114 24%	355 76%	200 43%	209 45%	56 12%	126 27%	301 64%	288 61%	181 39%	252 54%	370 79%	99 21%
Weighted base	470	102* 22%*	368 78%	193 41%	213 45%	57* 12%*	132 28%	299 64%	284 60%	186 40%	245 52%	357 76%	112* 24%*
Effective base	390	89	301	168	173	43	106	252	246	145	215	309	83
Switched over	198	40	158	67	93	27	64	121	115	83	103	151	47
	42%	40%	43%	34%	43%	46%	48%	40%	41%	44%	42%	42%	42%
		20%	80%	34%	47%	13%	32% c	61%	58%	42%	52%	76%	24%
Discussed it with other people	129	25	104	62	54	21	28	93	80	49	70	103	27
	27%	25%	28%	32%	25%	37%	22%	31%	28%	26%	28%	29%	24%
		19%	81%	48%	41%	16%	22%	72%	62%	38%	54%	79%	21%
Continued watching/ did nothing	112	27	85	49	61	17	32	70	68	44	61	83	30
	24%	27%	23%	25%	29%	29%	24%	23%	24%	24%	25%	23%	26%
		24%	76%	43%	54%	15%	29%	62%	61%	39%	54%	74%	26%
Switched off	94	15	78	47	42	8	23	63	58	35	51	68	26
	20%	15%	21%	24%	20%	13%	18%	21%	21%	19%	21%	19%	23%
		16%	84%	50%	44%	8%	25%	67%	62%	38%	55%	72%	28%
Complained to the broadcaster (via letter/ phone/ email/ online)	33	11	22	20	12	6	6	24	28	5	24	30	3
	7%	11%	6%	10%	6%	10%	5%	8%	10%	3%	10%	8%	3%
		32%	68%	60%	37%	18%	20%	71%	86% i	14%	73% i	91%	9%
Complained to the regulator (via letter/ phone/ email/ online)	27	5	22	23	9	5	1	21	24	3	24	27	-
	6%	5%	6%	12%	4%	9%	1%	7%	8%	2%	10%	7%	-
		18%	82%	88% dj	32%	18% f	5%	79% f	89% i	11%	89% i	100% i	-
Other	7	3	4	5	4	*	2	6	4	3	1	6	1
	2%	3%	1%	3%	2%	1%	1%	2%	1%	2%	*	2%	1%
		40%	60%	72%	58%	5%	23%	77%	56%	44%	9%	79%	21%
Don't know	14	2	11	7	5	1	5	7	8	6	4	11	3
	3%	2%	3%	4%	2%	2%	4%	2%	3%	3%	2%	3%	3%
		18%	82%	48%	33%	9%	33%	50%	55%	45%	30%	76%	24%

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

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Table 108

QF11: (SHOW SCREEN) How did you react when you saw something you thought was harmful or damaging? In other words, which, if any, of these things did you do?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have seen something on television they thought was harmful or damaging in the last 12 months

	Total	Devices connected TV through								Harm and offence on TV (seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	469	284 61%	252 54%	177 38%	158 34%	146 31%	79 17%	92 20%	56 12%	370 79%	233 50%	469 100%	126 27%	469 100%	-
Weighted base	470	272 58%	245 52%	176 38%	149 32%	134 28%	72* 15%*	87* 18%*	54* 11%*	357 76%	242 52%	470 100%	124 26%	470 100%	**
Effective base	390	237	215	153	135	122	67	76	48	309	193	390	108	390	-
Switched over	198	110	103	74	64	59	37	45	29	151	115	198	52	198	-
Discussed it with other people	42%	40%	42%	42%	43%	44%	51%	52%	54%	42%	47%	42%	42%	42%	-
		56%	52%	37%	32%	30%	19%	23%	15%	76%	58%	100%	26%	100%	-
Continued watching/ did nothing	129	76	70	60	42	44	27	33	14	103	68	129	38	129	-
Complained to the broadcaster (via letter/ phone/ email/ online)	27%	28%	28%	34%	28%	33%	37%	38%	26%	29%	28%	27%	31%	27%	-
		59%	54%	46%	33%	34%	21%	25%	11%	79%	53%	100%	30%	100%	-
Complained to the regulator (via letter/ phone/ email/ online)	112	68	61	37	33	34	16	22	12	83	57	112	22	112	-
Don't know	24%	25%	25%	21%	22%	25%	22%	26%	23%	23%	23%	24%	17%	24%	-
		60%	54%	33%	29%	30%	14%	20%	11%	74%	50%	100%	19%	100%	-
Switched off	94	55	51	35	36	27	17	13	14	68	56	94	33	94	-
Other	20%	20%	21%	20%	24%	20%	24%	15%	26%	19%	23%	20%	27%	20%	-
		58%	55%	37%	38%	29%	19%	14%	15%	72%	60%	100%	36%	100%	-
Complained to the broadcaster (via letter/ phone/ email/ online)	33	29	24	22	18	18	7	10	10	30	18	33	23	33	-
Don't know	7%	10%	10%	12%	12%	13%	10%	11%	19%	8%	7%	7%	19%	7%	-
		86%	73%	65%	54%	53%	21%	29%	31%u	91%	53%	100%	70%vwy	100%	-
Complained to the regulator (via letter/ phone/ email/ online)	27	24	24	22	17	19	10	7	6	27	15	27	17	27	-
Other	6%	9%	10%	12%	12%	14%	14%	9%	12%	7%	6%	6%	13%	6%	-
		91%	89%	81%	65%	71%u	38%	28%	24%	100%	55%	100%	62%vwy	100%	-
Switched over	7	5	1	*	-	1	1	-	2	6	3	7	2	7	-
Continued watching/ did nothing	2%	2%	*	*	-	*	1%	-	4%	2%	1%	2%	2%	2%	-
		68%	9%	4%	-	8%	8%	-	27%nop	79%	48%	100%	34%	100%	-
Complained to the broadcaster (via letter/ phone/ email/ online)	14	7	4	5	2	3	-	1	1	11	3	14	-	14	-
Don't know	3%	3%	2%	3%	1%	2%	-	1%	2%	3%	1%	3%	-	3%	-
		53%	30%	38%	14%	18%	-	7%	8%	76%	19%	100%	-	100%	-

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 109

QF12: As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. In the last 12 months, have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2321	1221 53%	1100 47%	1116 48%	1205 52%	318 14%	370 16%	412 18%	376 16%	370 16%	475 20%	559 24%	739 32%	448 19%	575 25%	1298 56%	1023 44%	757 33%	1564 67%	664 29%	1657 71%	1356 58%	962 41%
Weighted base	2313	1162 50%	1151 50%	1131 49%	1182 51%	332 14%	368 16%	394 17%	399 17%	340 15%	480 21%	517 22%	705 30%	496 21%	595 26%	1222 53%	1091 47%	750 32%	1563 68%	642 28%	1671 72%	1159 50%	1151 50%
Effective base	1901	1020	889	909	993	256	306	357	315	321	359	455	608	365	481	1064	844	633	1269	557	1346	1173	796
Yes	186 8%	108 9%	78 7%	92 8%	94 8%	27 8%	42 11%	37 9%	24 6%	30 9%	26 6%	60 12%	50 7%	38 8%	38 6%	110 9%	77 7%	78 10%	108 7%	73 11%	113 7%	109 9%	77 7%
		58%	42%	49%	51%	15%	22% ^{fh}	20% ^h	13%	16%	14%	32% ^{jl}	27%	20%	21%	59%	41%	42% ^p	58%	39% ^r	61%	59% ^t	41%
No	1885 81%	883 76%	1002 87%	937 83%	947 80%	261 78%	288 78%	317 80%	338 85%	274 81%	406 85%	417 81%	580 82%	393 79%	495 83%	996 82%	888 81%	592 79%	1293 83%	504 78%	1381 83%	933 80%	951 83%
		47%	53%	50%	50%	14%	15%	17%	18% ^d	15%	22% ^{cd}	22%	31%	21%	26%	53%	47%	31%	69% ^o	27%	73% ^q	49%	50%
Don't know	241 10%	171 15%	71 6%	101 9%	140 12%	44 13%	38 10%	40 10%	36 9%	47 11%	47 10%	40 8%	76 11%	65 13%	61 10%	116 9%	126 12%	79 11%	162 10%	65 10%	177 11%	117 10%	123 11%
		71%	29%	42%	58% ^a	18%	16%	17%	15%	15%	19%	17%	31%	27% ⁱ	25%	48%	52%	33%	67%	27%	73%	48%	51%

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

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Table 109

Absolutes/col percents/row percents 4 Mar 2019

QF12: As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. In the last 12 months, have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme?
SINGLE CODE

Base: All with any working TV set in the home

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2321	2162 93%	156 7%	1634 70%	687 30%	1927 83%	394 17%	1589 68%	254 11%	250 11%	228 10%	82 4%	213 9%	156 7%	128 6%	171 7%	156 7%	153 7%	264 11%	266 11%
Weighted base	2313	2111 91%	198 9%	1586 69%	727 31%	1892 82%	421 18%	1915 83%	208 9%	136 6%	55 2%	95* 4%*	258 11%	189 8%	164 7%	203 9%	213 9%	197 9%	304 13%	294 13%
Effective base	1901	1775	132	1341	564	1589	316	1449	237	226	154	76	195	143	116	156	143	138	241	247
Yes	186 8%	168 8%	17 8%	145 9%	41 6%	160 8%	26 6%	164 9%	11 5%	9 7%	2 3%	8 9%	36 14%	25 13%	13 8%	15 8%	9 4%	15 7%	22 7%	21 7%
		90%	9%	78% ^d	22%	86%	14%	88% ^j	6%	5%	1%	4%	19% ^{prs}	13% ^p	7%	8%	5%	8%	12%	11%
No	1885 81%	1712 81%	171 86%	1280 81%	605 83%	1542 81%	343 82%	1555 81%	176 84%	107 79%	47 87%	78 83%	198 77%	145 77%	143 87%	166 82%	188 89%	153 78%	251 83%	233 79%
		91%	9%	68%	32%	82%	18%	82%	9%	6%	3%	4%	10%	8%	8% ^{lm}	9%	10% ^{lmqs}	8%	13%	12%
Don't know	241 10%	231 11%	11 5%	160 10%	81 11%	190 10%	52 12%	196 10%	21 10%	19 14%	6 10%	8 8%	25 10%	19 10%	8 5%	21 11%	15 7%	29 15%	31 10%	39 13%
		96% ^b	4%	66%	34%	79%	21%	81%	9%	8%	2%	3%	10%	8%	3%	9%	6%	12% ^{npl}	13%	16% ⁿ

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 109

QF12: As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. In the last 12 months, have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2321	469 20%	1852 80%	1052 45%	1054 45%	213 9%	688 30%	1432 62%	1269 55%	1052 45%	1131 49%	1764 76%	557 24%
Weighted base	2313	415 18%	1898 82%	1004 43%	1062 46%	206 9%	712 31%	1406 61%	1228 53%	1085 47%	1090 47%	1709 74%	604 26%
Effective base	1901	355	1547	859	864	166	564	1177	1056	849	939	1442	463
Yes	186	47	140	87	85	20	47	127	126	60	114	145	42
	8%	11%	7%	9%	8%	10%	7%	9%	10%	6%	10%	8%	7%
		25% b	75%	47%	45%	11%	25%	68%	68% i	32%	61% j	78%	22%
No	1885	325	1560	809	876	169	601	1141	972	912	856	1378	507
	81%	78%	82%	81%	82%	82%	84%	81%	79%	84%	79%	81%	84%
		17%	83%	43%	46%	9%	32%	61%	52%	48% h	45%	73%	27%
Don't know	241	43	198	109	102	17	64	137	130	112	120	187	55
	10%	10%	10%	11%	10%	8%	9%	10%	11%	10%	11%	11%	9%
		18%	82%	45%	42%	7%	27%	57%	54%	46%	50%	77%	23%

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

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Table 109

Absolutes/col percents/row percents 4 Mar 2019

QF12: As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. In the last 12 months, have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme?
SINGLE CODE

Base: All with any working TV set in the home

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2321	1371 59%	1131 49%	723 31%	612 26%	462 20%	237 10%	320 14%	209 9%	1764 76%	433 19%	469 20%	181 8%	706 30%	1615 70%
Weighted base	2313	1332 58%	1090 47%	718 31%	569 25%	451 20%	234 10%	316 14%	208 9%	1709 74%	448 19%	470 20%	186 8%	717 31%	1596 69%
Effective base	1901	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1312
Yes	186 8%	118 9%	114 10%	90 13%	71 12%	66 15%	46 20%	50 16%	26 12%	145 8%	93 21%	124 26%	186 100%	186 26%	-
		64%	61%	48% mu	38% mu	35% mnu	25% mnoptu	27% mnu	14%	78%	50% z	67% z	100% vwyz	100% z	-
No	1885 81%	1077 81%	856 79%	560 78%	443 78%	327 72%	169 72%	239 76%	165 79%	1378 81%	291 65%	285 61%	-	442 62%	1443 90%
		57% qr	45% qr	30% q	24%	17%	9%	13%	9%	73% qr	15% x	15% x	-	23% x	77% vwxyz
Don't know	241 10%	137 10%	120 11%	68 9%	55 10%	59 13%	19 8%	27 9%	17 8%	187 11%	64 14%	61 13%	-	89 12%	153 10%
		57%	50%	28%	23%	24%	8%	11%	7%	77%	26% xz	25% x	-	37% x	63% x

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 110

QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	181	114 63%	67 37%	90 50%	91 50%	24 13%	43 24%	37 20%	23 13%	29 16%	25 14%	61 34%	53 29%	31 17%	36 20%	114 63%	67 37%	77 43%	104 57%	72 40%	109 60%	119 66%	62 34%
Weighted base	186	108 58%	78* 42%*	92* 49%*	94* 51%*	27** 15%**	42* 22%*	37* 20%*	24** 13%**	30** 16%**	26** 14%**	60* 32%*	50* 27%*	38** 20%**	38* 21%*	110 59%	77* 41%*	78* 42%*	108* 58%*	73* 39%*	113* 61%*	109 59%	77* 41%*
Effective base	157	103	57	80	78	21	38	33	21	27	19	56	44	27	32	100	59	69	89	65	93	110	53
Drama	43 23%	26 24% 60%	17 22% 40%	20 21% 45%	23 25% 55%	6 22% 14%	9 22% 21%	7 19% 16%	4 15% 8%	9 29% 20%	9 33% 20%	17 28% 39%	10 20% 23%	11 28% 25%	6 14% 13%	27 24% 62%	16 21% 38%	13 17% 31%	30 27% 69%	13 18% 30%	30 27% 70%	24 22% 55%	19 25% 45%
Film	41 22%	25 23% 60%	16 21% 40%	20 21% 48%	21 23% 52%	4 15% 10%	13 32% 32%	11 29% 26%	8 32% 19%	2 8% 6%	3 12% 7%	14 24% 34%	12 24% 28%	11 29% 27%	4 11% 11%	26 24% 63%	15 20% 37%	25 31% 55% p	17 15% 41%	24 33% 58% p	17 15% 42%	29 27% 71%	12 15% 29%
Soap	40 21%	17 16% 43%	22 29% 57%	15 16% 38%	25 26% 62%	6 24% 16%	5 12% 12%	7 18% 17%	6 25% 16%	9 28% 22%	7 26% 18%	12 21% 31%	8 16% 21%	11 28% 27%	8 22% 21%	21 19% 52%	19 25% 48%	18 22% 45%	22 20% 55%	16 24% 40%	24 19% 60%	20 19% 52%	19 25% 48%
Documentary	28 15%	23 22% 83%	5 6% 17%	16 17% 57%	12 13% 43%	1 4% 4%	13 32% 47%	5 14% 18%	3 14% 12%	3 9% 10%	3 11% 10%	11 19% 40%	6 12% 21%	3 9% 12%	7 19% 26%	17 16% 61%	11 14% 39%	16 20% 56%	13 12% 44%	16 21% 56%	13 11% 44%	19 18% 68%	9 12% 32%
Reality programme	27 14%	15 14% 56%	12 15% 44%	17 19% 65%	9 10% 35%	5 19% 19%	6 15% 24%	3 8% 11%	12 14% 12%	6 21% 24%	3 10% 10%	13 22% 48%	5 10% 19%	2 6% 8%	7 17% 25%	18 16% 67%	9 12% 33%	12 15% 44%	15 14% 56%	10 13% 36%	17 15% 64%	18 16% 67%	9 11% 33%
News programme	24 13%	16 15% 69%	7 9% 31%	15 16% 62%	9 10% 38%	5 17% 20%	7 16% 29%	5 13% 21%	3 14% 14%	3 11% 13%	1 3% 3%	7 12% 29%	3 7% 14%	4 9% 15%	10 26% 41% j	10 9% 44%	13 17% 56%	16 21% 68% p	8 7% 32%	16 22% 68% r	8 7% 32%	19 17% 79%	5 6% 21%
Talent show	23 13%	13 12% 56%	10 13% 44%	9 10% 38%	14 15% 62%	4 15% 17%	5 13% 22%	5 13% 21%	4 18% 19%	2 6% 8%	3 11% 12%	9 16% 40%	5 10% 22%	5 14% 23%	4 10% 16%	14 13% 62%	9 12% 38%	10 12% 42%	14 13% 58%	9 12% 38%	15 13% 62%	16 15% 69%	7 9% 31%
Current affairs	21 11%	17 16% 81%	4 5% 19%	12 13% 58%	9 9% 42%	2 8% 11%	8 19% 38%	4 10% 18%	1 5% 5%	4 14% 20%	2 7% 9%	8 13% 38%	3 6% 14%	4 11% 19%	6 16% 29%	11 10% 52%	10 13% 48%	12 15% 54%	10 9% 46%	12 16% 54%	10 9% 46%	15 14% 70%	6 8% 30%
Music video (on music channel or general channels)	20 11%	17 15% 84%	3 4% 16%	15 16% 75% b	5 5% 25%	10 13% 13%	16 35% 31%	17 17% 31%	13 13% 15%	3 3% 5%	1 - -	12 20% 61% i	3 7% 17%	3 7% 14%	2 5% 9%	15 14% 78%	4 6% 22%	15 19% 75% p	5 5% 25%	13 18% 67% r	6 6% 33%	18 16% 89% t	2 3% 11%
General entertainment	15 8%	11 10% 72%	4 5% 28%	12 13% 78% b	3 4% 22%	2 6% 11%	6 14% 36%	3 7% 17%	4 16% 26%	- - -	1 6% 10%	6 10% 38%	5 9% 29%	- 13% -	5 9% 33%	10 9% 67%	5 7% 33%	7 10% 48%	8 7% 52%	7 10% 48%	8 7% 52%	11 10% 69%	5 6% 31%
Religious programming	11 6%	11 10% 100%	- - -	7 8% 65%	4 4% 35%	1 4% 9%	7 18% 66%	2 5% 16%	- 8% -	- - -	1 3% 8%	7 11% 60% i	2 4% 18%	2 6% 22%	- - -	9 8% 78%	2 3% 22%	10 13% 92% p	1 1% 8%	10 14% 92% r	1 1% 8%	10 9% 92% t	1 1% 8%
Comedy	10 5%	10 9% 100%	- - -	8 9% 79%	2 2% 21%	- - -	6 15% 62%	3 8% 29%	- - -	- - -	1 3% 9%	4 6% 37%	1 2% 11%	4 9% 36%	2 4% 16%	5 4% 48%	5 7% 52%	5 7% 53%	5 7% 47%	5 7% 53%	5 4% 47%	8 7% 76%	2 3% 24%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 110

QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	186	108 58%	78* 42%*	92* 49%*	94* 51%*	27** 15%**	42* 22%*	37* 20%*	24** 13%**	30** 16%**	26** 14%**	60* 32%*	50* 27%*	38** 20%**	38* 21%*	110 59%	77* 41%*	78* 42%*	108* 58%*	73* 39%*	113* 61%*	109 59%	77* 41%*
Sports programme	10	10	-	3	7	-	5	4	-	-	1	6	2	1	1	8	2	8	2	8	2	9	1
	5%	9%	-	4%	7%	-	12%	10%	-	-	5%	10%	4%	3%	2%	7%	3%	10%	2%	11%	2%	8%	2%
		100%	-	34%	66%	-	51%	37%	-	-	12%	61%	19%	12%	8%	80%	20%	79%p	21%	79%r	21%	88%	12%
Children's programme	9	7	1	2	6	3	3	2	-	1	-	4	1	2	2	5	4	4	5	4	5	5	3
	5%	7%	2%	3%	7%	10%	7%	5%	-	5%	-	6%	2%	5%	6%	4%	5%	5%	5%	5%	4%	5%	4%
		83%	17%	28%	72%	30%	33%	21%	-	17%	-	42%	11%	20%	26%	53%	47%	43%	57%	43%	57%	63%	37%
Game/ quiz show	8	8	-	5	3	1	2	3	1	1	-	4	2	2	-	6	2	7	1	7	1	8	-
	4%	7%	-	5%	3%	4%	5%	7%	4%	3%	-	6%	4%	6%	-	5%	3%	9%	1%	9%	1%	7%	-
		100%	-	61%	39%	12%	29%	34%	11%	13%	-	48%	23%	29%	-	71%	29%	87%p	13%	87%r	13%	100%t	-
Other	6	2	4	2	4	-	3	-	1	2	1	2	3	1	1	4	2	2	4	-	6	2	5
	3%	2%	5%	2%	5%	-	6%	-	4%	7%	3%	3%	5%	2%	3%	4%	3%	3%	4%	-	6%	2%	6%
		38%	62%	30%	70%	-	42%	-	13%	32%	13%	26%	42%	13%	19%	68%	32%	38%	62%	-	100%	27%	73%
Don't know	8	7	1	5	3	-	2	4	-	-	1	2	2	2	1	4	4	4	5	4	5	6	2
	4%	6%	2%	6%	3%	-	6%	12%	-	-	5%	4%	4%	6%	4%	4%	5%	4%	4%	5%	4%	6%	3%
		83%	17%	65%	35%	-	31%	54%	-	-	15%	28%	26%	30%	17%	53%	47%	43%	57%	43%	57%	75%	25%

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

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 110

QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE**Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M**

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
181	167 92%	13 7%	141 78%	40 22%	159 88%	22 12%	142 78%	13 7%	18 10%	8 4%	8 4%	28 15%	20 11%	12 7%	15 8%	7 4%	13 7%	18 10%	21 12%
186	168 90%	17** 9%**	145 78%	41* 22%*	160 86%	26** 14%**	164 88%	11** 6%**	9** 5%**	2** 1%**	8** 4%**	36** 19%**	25** 13%**	13** 7%**	15** 8%**	9** 5%**	15** 8%**	22** 12%**	21** 11%**
157	145	12	125	33	139	19	132	12	17	7	8	25	19	12	15	6	12	16	20
43	42	1	33	10	40	3	39	2	2	*	2	6	2	4	4	3	6	7	5
23%	25% 97%	7% 3%	23% 78%	23% 22%	25% 93%	12% 7%	24% 90%	14% 4%	24% 5%	20% 1%	21% 4%	17% 14%	9% 5%	32% 10%	26% 9%	34% 7%	43% 15%	29% 15%	22% 11%
41	40	1	33	8	37	4	38	1	2	*	2	5	6	3	5	2	2	5	9
22%	24% 97%	6% 3%	23% 80%	20% 20%	23% 91%	15% 9%	23% 93%	6% 2%	20% 5%	21% 1%	25% 5%	14% 12%	24% 14%	19% 6%	32% 12%	23% 5%	14% 5%	23% 13%	41% 21%
40	34	5	28	12	32	8	33	2	4	*	2	7	7	3	3	2	1	2	5
21%	20% 86%	32% 14%	19% 70%	29% 30%	20% 80%	30% 20%	20% 84%	19% 5%	43% 10%	17% 1%	29% 6%	20% 18%	30% 19%	26% 9%	19% 7%	22% 5%	7% 3%	9% 5%	24% 13%
28	26	2	24	4	26	2	25	2	1	*	2	7	-	-	2	2	1	6	4
15%	16% 93%	11% 7%	17% 86%	10% 14%	16% 93%	7% 7%	15% 88%	21% 8%	8% 3%	22% 1%	28% 8%	21% 26%	- -	- -	13% 7%	23% 8%	8% 4%	27% 21%	18% 14%
27	27	-	22	5	24	2	25	1	1	1	3	5	1	-	2	1	2	5	5
14%	16% 100%	- -	15% 82%	12% 18%	15% 91%	9% 9%	15% 92%	5% 2%	12% 4%	34% 2%	35% 11%	14% 19%	5% 5%	- -	12% 7%	10% 3%	15% 8%	24% 20%	23% 19%
24	21	2	21	3	22	1	23	1	1	-	1	8	5	1	-	1	-	-	6
13%	13% 90%	14% 10%	14% 88%	7% 12%	14% 94%	5% 6%	14% 95%	6% 3%	6% 2%	- -	13% 5%	24% 35%	20% 21%	8% 5%	- -	11% 4%	- -	- -	28% 25%
23	20	3	19	5	20	3	21	-	2	*	1	4	2	1	1	1	1	6	4
13%	12% 86%	20% 14%	13% 80%	12% 20%	12% 86%	13% 14%	13% 91%	- 9%	18% 7%	20% 2%	15% 5%	11% 17%	9% 10%	8% 4%	7% 4%	12% 5%	7% 4%	26% 24%	19% 17%
21	19	2	16	5	19	2	19	1	1	*	1	3	-	2	-	2	1	3	7
11%	12% 91%	11% 9%	11% 77%	12% 23%	12% 89%	9% 11%	12% 91%	6% 3%	10% 4%	13% 1%	13% 5%	8% 14%	- -	15% 9%	- -	22% 9%	7% 5%	13% 13%	35% 35%
20	20	-	20	-	18	2	18	1	1	*	-	1	-	2	1	1	2	2	9
11%	12% 100%	- -	14% 100% d	- -	11% 91%	7% 9%	11% 90%	8% 5%	10% 5%	13% 1%	- -	3% 6%	- -	15% 10%	6% 5%	11% 5%	12% 9%	9% 10%	42% 45%
15	14	1	14	1	14	1	12	3	-	-	1	3	1	-	-	-	-	4	4
8%	8% 90%	9% 10%	10% 90%	4% 10%	9% 90%	6% 10%	7% 79%	29% 21%	- -	- -	11% 6%	8% 18%	4% 6%	- -	- -	- -	- -	17% 24%	18% 25%
11	11	-	11	-	11	-	11	-	-	-	1	3	-	-	1	-	-	2	4
6%	7% 100%	- -	8% 100%	- -	7% 100%	- -	7% 100%	- -	- -	- -	15% 11%	8% 27%	- -	- -	6% 8%	- -	- -	18% 20%	14% 34%
10	10	-	10	-	10	-	10	-	-	-	1	2	1	-	1	-	-	3	2
5%	6% 100%	- -	7% 100%	- -	6% 100%	- -	6% 100%	- -	- -	- -	15% 12%	6% 22%	4% 9%	- -	7% 11%	- -	- -	13% 28%	8% 18%
10	10	-	10	-	9	1	10	-	*	-	1	2	-	-	-	-	1	2	4
5%	6% 100%	- -	7% 100%	- -	6% 90%	4% 10%	6% 96%	- -	4% 4%	- -	15% 12%	5% 18%	- -	- -	- -	- -	7% 10%	8% 19%	17% 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; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 110

QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	186	168 90%	17** 9%**	145 78%	41* 22%**	160 86%	26** 14%**	164 88%	11** 6%**	9** 5%**	2** 1%**	8** 4%**	36** 19%**	25** 13%**	13** 7%**	15** 8%**	9** 5%**	15** 8%**	22** 12%**	21** 11%**
Children's programme	9 5%	9 5%	-	9 6%	-	7 5%	1 6%	9 5%	-	-	-	1 12%	-	-	-	-	1 11%	1 10%	1 4%	4 20%
		100%	-	100%	-	83%	17%	100%	-	-	-	11%	-	-	-	-	12%	17%	11%	50%
Game/ quiz show	8 4%	8 5%	-	8 5%	-	8 5%	-	7 4%	1 8%	-	-	1 15%	1 3%	-	1 8%	1 6%	-	-	-	3 13%
		100%	-	100%	-	100%	-	89%	11%	-	-	15%	13%	-	13%	12%	-	-	-	34%
Other	6 3%	4 2%	2 14%	2 1%	5 11%	5 3%	1 5%	4 3%	2 17%	-	-	2 25%	1 2%	2 6%	-	-	-	-	-	-
		64%	36%	27%	73% c	81%	19%	70%	30%	-	-	32%	13%	25%	-	-	-	-	-	-
Don't know	8 4%	7 4%	-	6 4%	2 4%	8 5%	1 2%	6 4%	2 14%	*	-	-	1 4%	1 5%	1 8%	2 15%	-	-	-	1 2%
		84%	-	78%	22%	94%	6%	78%	19%	2%	-	-	16%	14%	13%	29%	-	-	-	6%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 110

QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	181	48	133	88	84	20	44	123	124	57	112	145	36
		27%	73%	49%	46%	11%	24%	68%	69%	31%	62%	80%	20%
Weighted base	186	47*	140	87*	85*	20**	47*	127	126	60*	114*	145	42*
		25%*	75%	47%*	45%*	11%**	25%*	68%	68%	32%*	61%*	78%	22%*
Effective base	157	43	115	76	74	16	39	108	110	48	99	125	33
Drama	43	14	29	17	17	6	12	27	30	13	26	34	9
	23%	29%	21%	20%	20%	29%	25%	21%	24%	22%	23%	24%	21%
		32%	68%	41%	39%	14%	27%	64%	70%	30%	61%	80%	20%
Film	41	9	33	18	20	8	8	31	31	11	30	35	6
	22%	19%	23%	20%	24%	37%	16%	24%	24%	17%	26%	24%	15%
		21%	79%	43%	49%	18%	19%	75%	74%	26%	72%	84%	16%
Soap	40	11	29	18	15	7	10	27	23	16	21	30	9
	21%	23%	21%	20%	18%	36%	21%	21%	19%	27%	19%	21%	23%
		27%	73%	45%	39%	19%	25%	69%	59%	41%	54%	76%	24%
Documentary	28	5	23	15	11	2	5	22	22	6	21	26	2
	15%	12%	16%	17%	13%	10%	10%	17%	18%	10%	19%	18%	4%
		19%	81%	53%	38%	7%	17%	78%	79%	21%	75%	93%	7%
Reality programme	27	5	22	18	13	4	6	19	18	9	16	21	6
	14%	11%	15%	21%	15%	21%	14%	15%	14%	14%	14%	14%	14%
		20%	80%	69%	47%	16%	24%	72%	67%	33%	60%	77%	23%
News programme	24	6	18	16	8	2	4	20	17	7	17	20	3
	13%	12%	13%	19%	10%	10%	8%	16%	13%	11%	15%	14%	8%
		24%	76%	69%	35%	9%	17%	83%	71%	29%	71%	85%	15%
Talent show	23	1	22	12	14	1	9	12	17	7	14	15	8
	13%	2%	16%	14%	17%	3%	19%	9%	13%	11%	12%	10%	20%
		5%	95% a	53%	60%	3%	38%	51%	71%	29%	61%	64%	36%
Current affairs	21	7	15	12	10	2	5	16	15	6	15	18	3
	11%	14%	11%	13%	12%	10%	10%	13%	12%	10%	13%	12%	8%
		31%	69%	54%	47%	9%	22%	76%	72%	28%	72%	84%	16%
Music video (on music channel or general channels)	20	3	16	15	7	4	-	20	20	-	20	20	-
	11%	7%	12%	18%	8%	21%	-	15%	16%	-	17%	14%	-
		17%	83%	78% f	33%	21%	-	100% f	100% l	-	100% l	100% l	-
General entertainment	15	5	11	10	5	3	3	12	13	3	13	13	3
	8%	10%	8%	12%	6%	14%	7%	10%	10%	4%	11%	9%	6%
		30%	70%	67%	34%	19%	21%	79%	83%	17%	83%	83%	17%
Religious programming	11	3	8	9	3	4	-	10	10	1	10	11	-
	6%	7%	6%	11%	4%	19%	-	8%	8%	1%	9%	8%	-
		28%	72%	83% f	30%	35%	-	89%	92%	8%	92%	100%	-
Comedy	10	3	7	7	6	1	3	6	9	1	9	10	-
	5%	6%	5%	8%	7%	5%	6%	5%	7%	1%	8%	7%	-
		28%	72%	73%	60%	11%	27%	61%	91%	9%	91%	100%	-
Sports programme	10	1	9	8	4	2	2	8	9	1	9	10	-
	5%	2%	6%	10%	5%	10%	4%	6%	7%	2%	8%	7%	-
		9%	91%	83%	43%	20%	17%	83%	91%	9%	91%	100%	-

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

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

Prepared by BDRC Continental

Fieldwork: February – December 2018

BDRC/Job number (23179)

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Table 110

QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	186	47* 25%*	140 75%	87* 47%*	85* 45%*	20** 11%**	47* 25%*	127 68%	126 68%	60* 32%*	114* 61%*	145 78%	42* 22%*
Children's programme	9 5%	1 2% 9%	8 6% 91%	9 10% 100% f	3 3% 31%	2 12% 27%	- - -	9 7% 100%	8 6% 89%	1 2% 11%	8 7% 89%	9 6% 100%	- - -
Game/ quiz show	8 4%	2 4% 25%	6 4% 75%	7 8% 87%	2 3% 29%	1 5% 13%	- - -	8 6% 100%	8 6% 100%	- - -	7 6% 88%	8 5% 100%	- - -
Other	6 3%	3 6% 43%	4 3% 57%	3 3% 42%	4 4% 58%	1 4% 13%	3 6% 45%	2 2% 30%	2 2% 30%	4 7% 70% j	1 1% 13%	1 1% 13%	6 13% 87% k
Don't know	8 4%	2 5% 30%	6 4% 70%	2 2% 23%	3 4% 42%	- - -	- - -	7 6% 87%	6 5% 78%	2 3% 22%	5 4% 55%	6 4% 78%	2 4% 22%

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

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Table 110

QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M

	Total	Devices connected TV through								Harm and offence on TV (seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	181	116 64%	112 62%	86 48%	74 41%	70 39%	45 25%	50 28%	25 14%	145 80%	91 50%	126 70%	181 100%	181 100%	-
Weighted base	186	118 64%	114* 61%*	90* 48%*	71* 38%*	66* 35%*	46* 25%*	50* 27%*	26** 14%**	145 78%	93* 50%*	124 67%	186 100%	186 100%	-**
Effective base	157	101	99	77	66	61	41	43	22	125	79	108	157	157	-
Drama	43 23%	25 21% 58%	26 23% 61%	21 23% 48%	18 25% 42%	15 22% 34%	13 29% 31%	15 30% 35%	8 30% 18%	34 24% 80%	26 28% 61%	29 23% 67%	43 23% 100%	43 23% 100%	- - -
Film	41 22%	30 26% 74%	30 26% 72%	22 25% 54%	20 29% 49%	14 22% 35%	19 41% 46%qu	14 28% 34%	11 45% 28%	35 24% 84%	20 22% 49%	25 20% 61%	41 22% 100%	41 22% 100%	- - -
Soap	40 21%	25 21% 63%	21 19% 54%	15 17% 38%	12 17% 30%	10 15% 25%	8 17% 20%	11 21% 27%	7 26% 17%	30 21% 76%	20 21% 49%	27 22% 69%	40 21% 100%	40 21% 100%	- - -
Documentary	28 15%	23 19% 80%	21 19% 75%	20 23% 72%	18 25% 63%	15 23% 53%	9 20% 33%	10 20% 35%	9 34% 30%	26 18% 93%	15 16% 54%	21 17% 75%	28 15% 100%	28 15% 100%	- - -
Reality programme	27 14%	16 13% 60%	16 14% 60%	12 13% 45%	13 18% 47%	12 19% 46%	9 19% 33%	11 21% 40%	4 16% 15%	21 14% 77%	12 13% 45%	16 13% 59%	27 14% 100%	27 14% 100%	- - -
News programme	24 13%	20 16% 82%	17 15% 71%	16 17% 66%	14 20% 61%	15 23% 63%	6 13% 25%	8 17% 35%	6 23% 25%	20 14% 85%	13 14% 54%	18 14% 75%	24 13% 100%	24 13% 100%	- - -
Talent show	23 13%	13 11% 57%	14 12% 61%	13 14% 54%	9 13% 40%	6 10% 27%	6 14% 28%	7 13% 28%	5 18% 20%	15 10% 64%	11 11% 45%	14 11% 59%	23 13% 100%	23 13% 100%	- - -
Current affairs	21 11%	17 14% 80%	15 13% 72%	12 14% 57%	12 17% 58%	11 17% 54%	7 15% 33%	7 13% 31%	6 24% 29%	18 12% 84%	14 16% 68%	18 14% 83%	21 11% 100%	21 11% 100%	- - -
Music video (on music channel or general channels)	20 11%	19 16% 94%	20 17% 100%	17 19% 84%	16 22% 80%	12 18% 60%	13 29% 68%u	14 28% 71%u	8 32% 41%	20 14% 100%	10 11% 51%	16 13% 79%	20 11% 100%	20 11% 100%	- - -
General entertainment	15 8%	12 10% 76%	13 11% 83%	12 13% 76%	11 16% 72%	9 14% 59%	4 8% 25%	10 20% 66%u	3 11% 18%	13 9% 83%	10 10% 62%	13 10% 84%	15 8% 100%	15 8% 100%	- - -
Religious programming	11 6%	11 9% 100%	10 9% 92%	10 11% 92%	10 14% 92%	7 10% 61%	8 17% 72%	5 9% 42%	5 19% 45%	11 8% 100%	8 9% 73%	11 9% 100%	11 6% 100%	11 6% 100%	- - -
Comedy	10 5%	10 8% 100%	9 8% 91%	8 9% 80%	8 11% 80%	6 8% 55%	4 9% 42%	4 9% 44%	2 8% 21%	10 7% 100%	8 8% 78%	8 6% 80%	10 5% 100%	10 5% 100%	- - -

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Table 110

QF13: (SHOW SCREEN) Thinking about the programmes that you were watching at the time, looking at this list, can you say what type of programme or show it was?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: Those with any TV sets who have seen something on television where they were concerned about the welfare of children or young people taking part in the programme in the L12M

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	186	118 64%	114* 61%*	90* 48%*	71* 38%*	66* 35%*	46* 25%*	50* 27%*	26** 14%**	145 78%	93* 50%*	124 67%	186 100%	186 100%	-**
Sports programme	10 5%	8 7%	9 8%	8 9%	6 9%	6 9%	6 13%	6 11%	3 12%	10 7%	7 8%	9 7%	10 5%	10 5%	-
		82%	91%	78%	61%	57%	59%	57%	31%	100%	70%	90%	100%	100%	-
Children's programme	9 5%	7 6%	8 7%	7 8%	7 10%	6 10%	4 8%	4 8%	2 7%	9 6%	4 4%	7 6%	9 5%	9 5%	-
		83%	89%	83%	83%	72%	43%	43%	22%	100%	42%	83%	100%	100%	-
Game/ quiz show	8 4%	8 7%	7 6%	7 8%	6 8%	3 4%	5 11%	6 11%	3 12%	8 5%	5 5%	8 6%	8 4%	8 4%	-
		100%	88%	87%	72%	36%	63%	72%	38%	100%	63%	100%	100%	100%	-
Other	6 3%	-	1 1%	-	-	-	-	-	-	1 1%	6 6%	4 3%	6 3%	6 3%	-
		-	13%	-	-	-	-	-	-	13%	87%	64%	100%	100%	-
Don't know	8 4%	4 3%	5 4%	4 4%	3 5%	2 3%	2 5%	3 5%	-	6 4%	5 5%	8 7%	8 4%	8 4%	-
		48%	55%	45%	40%	22%	26%	31%	-	78%	56%	100%	100%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 111

QG1(1): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Any radio station in general
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status		
		Total	ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base		2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base		2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base		1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Every day	(365)	736 31%	316 26%	421 35%	378 33%	358 29%	87 25%	120 31%	126 31%	130 32%	117 34%	156 32%	184 35%	220 30%	182 36%	150 25%	404 32%	333 30%	246 32%	490 30%	221 34%	515 30%	422 70%	313 57%
Several times a week	(150)	472	277	196	258	215	57	79	95	78	74	89	124	157	93	99	281	192	161	311	141	331	268	205
		20%	23% 59%	16% 41%	22% 55%	18% 45%	16% 12%	20% 17%	23% 20%	19% 17%	22% 17%	18% 16%	19% 19%	23% 26%	21% 33%	18% 20%	16% 21%	22% 59%	17% 41%	19% 34%	19% 66%	23% 30%	17% 70%	43% 57%
At least once a month	(15)	162	118	44	64	98	30	30	30	35	19	19	35	55	38	35	90	72	57	105	50	112	84	78
		7%	10% 73%	4% 27%	6% 40%	8% 60%	8% 18%	7% 18%	9% 19%	5% 21%	4% 12%	4% 12%	4% 12%	7% 22%	7% 34%	7% 23%	6% 21%	7% 55%	6% 45%	8% 35%	6% 65%	8% 31%	6% 69%	7% 52%
Several times a year	(6)	71	60	11	25	46	17	13	19	6	5	11	18	20	19	15	38	33	23	49	19	53	31	40
		3%	5% 84%	1% 16%	2% 35%	4% 65%	5% 24%	3% 16%	5% 27%	1% 8%	1% 7%	2% 16%	2% 19%	3% 25%	3% 28%	4% 26%	2% 21%	3% 53%	3% 47%	3% 32%	3% 68%	3% 26%	3% 74%	3% 44%
Less often	(1)	189	140	49	85	104	35	29	32	43	22	28	44	62	29	54	106	84	56	133	50	139	91	99
Never	(0)	705	243	462	321	384	113	116	95	110	97	174	121	206	131	247	327	378	199	506	156	549	267	436
		30%	20% 34%	39% 66%	28% 46%	31% 54%	32% 16%	30% 14%	23% 14%	27% 16%	28% 14%	36% 14%	28% 25%	28% 17%	26% 29%	26% 19%	40% 35%	26% 46%	34% 54%	26% 28%	31% 72%	24% 22%	32% 75%	23% 38%
Don't know		48	38	9	29	19	11	5	8	6	10	9	4	16	15	14	20	28	18	30	15	33	24	23
		2%	3% 80%	1% 20%	2% 60%	2% 40%	3% 23%	1% 9%	2% 16%	1% 13%	3% 20%	2% 19%	2% 19%	1% 8%	2% 33%	2% 30%	2% 29%	3% 41%	3% 59%	2% 37%	2% 63%	2% 31%	2% 69%	2% 51%
Net: Ever listen		1631	911 68%	721 60%	810 70%	821 67%	226 65%	271 69%	303 75%	292 72%	303 69%	303 62%	405 76%	513 70%	360 71%	353 58%	918 73%	714 64%	543 72%	1088 67%	481 74%	1150 66%	896 75%	735 62%
			76% 56%	60% 44%	70% 50%	67% 50%	65% 14%	69% 17%	75% 19%	72% 18%	69% 15%	62% 19%	70% 29%	71% 31%	71% 22%	58% 22%	73% 56%	64% 44%	72% 35%	67% 29%	66% 71%	75% 55%	62% 45%	
Mean		146.68	137.78	155.36	157.26b	136.75	120.24	145.34	153.36c	149.17c	162.24c	148.04c	164.37i	145.60i	165.22i	117.28	153.53n	138.87	155.09	142.77	161.34r	141.19	168.25t	125.33
SD		158.28	151.33	164.38	158.04	157.93	153.22	157.87	155.84	159.52	159.53	160.82	157.95	156.41	162.71	152.93	157.27	159.14	158.36	158.14	158.88	157.75	158.87	154.78
SE		3.28	4.35	4.90	4.74	4.52	8.50	8.05	7.67	8.20	8.36	7.43	6.64	5.72	7.73	6.36	4.34	4.98	5.80	3.97	6.21	3.85	4.31	4.96

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 111

QG1(1): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Any radio station in general

IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.

SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253	
Every day	(365) 736 31%	676 31%	60 29%	512 32%	224 29%	595 31%	142 32%	605 31%	75 34%	49 34%	8 14%	27 28%	101 39%	62 32%	54 32%	66 32%	53 25%	59 29%	109 34%	72 24%	
		92%	8%	70%	30%	81%	19%	82% j	10% j	7% j	1%	4%	14% ps	8%	7%	9%	7%	8%	15% ps	10%	
Several times a week	(150) 472 20%	447 21%	25 12%	343 21%	130 17%	408 21%	65 15%	404 20%	35 16%	27 19%	7 13%	18 18%	56 21%	22 11%	29 17%	29 14%	58 27%	54 27%	67 21%	71 24%	
		95% b	5%	72% d	28%	86% f	14%	85% j	7%	6%	2%	4%	12% m	5%	6%	6%	12% mo	11% mo	14% m	15% mo	
At least once a month	(15) 162 7%	153 7%	8 4%	119 7%	42 5%	151 8%	11 2%	138 7%	13 6%	9 6%	2 4%	8 8%	22 9%	11 6%	4 2%	18 9%	14 6%	9 4%	19 6%	33 11%	
		95%	5%	74%	26%	94% f	6%	85%	8%	5%	1%	5% n	14% n	7%	2%	11% n	9%	5%	12%	20% nqr	
Several times a year	(6) 71 3%	69 3%	2 1%	57 4%	14 2%	67 3%	4 1%	59 3%	7 3%	4 3%	1 2%	3 4%	10 4%	2 1%	5 3%	4 2%	5 2%	7 4%	9 3%	15 5%	
		97%	3%	80% d	20%	94% f	6%	83%	9%	6%	1%	4%	13%	3%	7%	5%	7%	10%	13%	21% m	
Less often	(1) 189 8%	180 8%	9 4%	136 8%	53 7%	166 9%	23 5%	163 8%	11 5%	12 9%	4 7%	7 7%	28 11%	14 7%	12 7%	10 5%	20 9%	18 9%	19 6%	35 12%	
		95%	5%	72%	28%	88% f	12%	86%	6%	6%	2%	4%	15% o	7%	6%	5%	11%	9%	10%	19% or	
Never	(0) 705 30%	603 28%	99 47%	413 26%	292 38%	522 27%	183 42%	562 28%	73 34%	39 28%	32 58%	32 33%	43 17%	80 41%	63 37%	75 36%	61 28%	50 25%	91 28%	66 22%	
		86%	14% a	59%	41% c	74%	26% e	80%	10%	6%	4% ghi	5% is	6%	11% pqrs	9% lqs	11% lqs	9% l	7%	13% l	9%	
Don't know	48 2%	43 2%	5 11%	27 2%	21 3%	36 2%	12 3%	41 2%	4 2%	1 1%	1 2%	2 5%	2 5%	3 7%	3 5%	6 13%	5 11%	4 9%	7 14%	8 17%	
Net: Ever listen	1631 68%	1526 70%	105 50%	1167 73%	464 60%	1388 71%	244 56%	1369 69%	140 64%	100 71%	22 40%	63 4%	217 83%	112 57%	104 61%	127 61%	150 69%	146 73%	224 70%	226 75%	
		94% b	6%	72% d	28%	85% f	15%	84% j	9% j	6% j	1%	4%	13% kmmnopqr	7%	6%	8%	9% m	9% mno	14% m	14% mno	
Mean	146.68	148.78	127.12	152.20 d	135.15	147.23	144.23	147.16 j	153.80 j	157.00 j	74.29	134.15	175.94 mps	136.08	145.63	143.61	134.10	152.44	159.89 s	128.61	
SD	158.28	157.90	161.57	157.82	158.72	157.04	163.88	157.65	164.14	161.94	131.42	156.83	160.86	164.97	162.34	163.55	147.68	152.52	159.99	148.05	
SE	3.28	3.39	12.69	3.92	5.96	3.57	8.21	3.94	10.22	10.12	8.82	17.32	11.00	13.12	14.24	12.54	11.86	12.37	9.68	9.11	

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 111

QG1(1): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Any radio station in general
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Every day	(365) 736 31%	118 28% 16%	619 31% 84%	298 30% 40%	337 32% 46%	72 35% 10%	217 31% 30%	464 33% 63%	397 32% 54%	325 30% 44%	348 32% 47%	529 31% 72%	208 31% 28%
Several times a week	(150) 472 20%	82 20% 17%	390 20% 83%	220 22% 46%	223 21% 47%	52 25% 11%	143 20% 30%	289 21% 61%	257 21% 54%	200 18% 42%	232 21% 49%	355 21% 75%	117 17% 25%
At least once a month	(15) 162 7%	46 11% 28% ^b	116 6% 72%	70 7% 43%	79 7% 49%	13 6% 8%	42 6% 26%	92 7% 57%	77 6% 48%	77 7% 48%	70 6% 43%	126 7% 78%	36 5% 22%
Several times a year	(6) 71 3%	17 4% 23%	55 3% 77%	33 3% 46%	20 2% 27%	10 5% 14% ^{df}	13 2% 18%	47 3% 66% ^{cd}	37 3% 52%	32 3% 44%	33 3% 46%	56 3% 78%	16 2% 22%
Less often	(1) 189 8%	35 8% 19%	154 8% 81%	78 8% 41%	85 8% 45%	15 7% 8%	53 8% 28%	117 8% 62%	110 9% 58%	73 7% 39%	99 9% 52%	145 8% 76%	45 7% 24%
Never	(0) 705 30%	111 26% 16%	594 30% 84%	284 28% 40% ^e	298 28% 42% ^e	43 21% 6%	228 32% 32% ^{eg}	371 26% 53%	327 27% 46%	353 33% 50% ^{hj}	288 26% 41%	465 27% 66%	240 36% 34% ^k
Don't know	48 2%	11 3% 24%	36 2% 76%	22 2% 46%	21 2% 45%	2 1% 3%	15 2% 32%	25 2% 53%	22 2% 47%	25 2% 52%	20 2% 42%	34 2% 71%	14 2% 29%
Net: Ever listen	1631 68%	298 71% 18%	1333 68% 82%	698 70% 43%	743 70% 46%	162 79% 10% ^{cdl}	469 66% 29%	1010 72% 62% ^f	879 72% 64% ^{il}	707 65% 43%	782 72% 48% ^{il}	1210 71% 74% ^{il}	421 62% 26%
Mean	146.68	137.51	148.62	145.56	151.75	168.47	145.72	155.45	153.46	141.53	152.61	148.42	142.29
SD	158.28	155.32	158.87	155.84	158.13	156.77	158.05	159.33	158.65	158.37	158.11	157.57	160.12
SE	3.28	7.22	3.67	4.87	4.92	10.82	6.08	4.26	4.49	4.94	4.75	3.79	6.49

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 111

QG1(1): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Any radio station in general
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Every day	(365) 736 31%	424 58%q	348 47%q	236 32%q	175 31%	119 26%	77 33%	94 30%	72 35%	529 31%	147 33%	153 32%	65 35%	236 33%	500 30%
Several times a week	(150) 472 20%	290 61%	232 49%	156 33%	131 28%	112 24%	66 14% mnu	85 18% nu	44 9%	355 75%	91 19%	102 22%	42 9%	156 33%	316 67%
At least once a month	(15) 162 7%	98 61%	70 43%	57 35%	46 28%	48 11%	16 7%	24 8%	22 10%	126 7%	40 9%	42 9%	25 13%	58 8%	104 6%
Several times a year	(6) 71 3%	46 65%	33 46%	22 31%	18 26%	20 29%	7 10%	10 15%	9 13%	56 78%	16 25%	24 26%	5 15% yz	29 36%	43 64%
Less often	(1) 189 8%	115 9%	99 9%	63 9%	50 9%	41 9%	14 6%	24 7%	18 9%	145 8%	30 7%	45 9%	12 7%	54 8%	135 8%
Never	(0) 705 30%	339 48% t	288 41% rt	164 23%	137 19%	137 14%	45 6%	68 10%	38 5%	465 66% oqrt	119 17%	98 14%	36 5%	175 25%	530 75% wxy
Don't know	48 2%	20 42%	20 42%	20 42%	12 26%	14 29%	8 16%	10 22% m	5 11%	34 71%	5 10%	6 12%	1 2%	8 18%	39 82%
Net: Ever listen	1631 68%	973 60%	782 48%	534 33%	419 26%	341 21%	181 11%	238 15%	165 10% nu	1210 74%	324 20% z	366 22% z	149 9% z	533 33% z	1098 67%
Mean	146.68	152.55	152.61	158.47	151.34	139.64	170.06q	155.29	164.89	148.42	153.35	154.91	163.60	156.13	142.57
SD	158.28	157.47	158.11	158.22	155.78	150.14	152.66	151.97	159.35	157.57	159.13	157.70	157.99	158.10	158.23
SE	3.28	4.29	4.75	5.96	6.36	7.09	10.04	8.65	11.16	3.79	7.70	7.33	11.78	5.99	3.91

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 112

QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Every day	(365) 385 16%	165 14% 43%	220 18% 57%	202 17% 52%	183 15% 48%	30 8% 8%	46 12% 12%	53 13% 14%	71 17% 18% c	69 20% 18% cde	116 24% 30% cdef	128 24% 33% ijkl	117 16% 30% l	71 14% 18%	69 11% 18%	245 19% 64% n	140 13% 36%	112 15% 29%	273 17% 71%	101 16% 26%	283 18% 74%	205 17% 53%	179 15% 47%
Several times a week	(150) 431 18%	265 22% 62%	166 14% 38%	240 21% 56% b	190 16% 44%	62 18% 14% h	84 21% 19% h	91 22% 21% h	75 18% 17% h	61 18% 14% h	58 12% 14%	107 20% 25% i	151 21% 35% i	103 20% 24% i	70 11% 16%	258 20% 60% n	172 15% 40%	147 19% 34%	284 17% 66%	126 19% 29%	304 18% 71%	286 24% 66% t	145 12% 34%
At least once a month	(15) 217 9%	155 13% 72%	61 5% 28%	92 8% 42%	125 10% 58%	38 11% 18% gh	43 11% 20% gh	48 12% 22% gh	34 8% 16%	22 6% 15%	32 6% 15%	55 10% 25%	73 10% 34%	47 9% 21%	43 7% 20%	128 10% 59%	89 8% 41%	71 9% 33%	146 9% 67%	69 11% 32%	148 9% 68%	110 9% 51%	107 9% 49%
Several times a year	(6) 86 4%	63 5% 73%	24 2% 27%	30 3% 34%	57 5% 66% a	19 2% 22% h	14 4% 16%	21 5% 25% h	11 3% 13%	12 3% 13%	10 2% 11%	20 4% 24%	27 4% 32%	19 4% 22%	20 3% 23%	48 4% 55%	39 3% 45%	41 5% 48% p	45 3% 52%	38 6% 44% r	48 3% 56%	41 3% 47%	46 4% 53%
Less often	(1) 194 8%	125 10% 64%	69 6% 36%	95 8% 49%	99 8% 51%	31 9% 16%	30 8% 15%	37 9% 19%	39 10% 20%	24 7% 12%	33 7% 17%	35 7% 18%	58 8% 30%	44 9% 22%	58 9% 30%	93 7% 48%	102 9% 52%	64 8% 33%	130 8% 67%	57 9% 30%	137 8% 70%	99 8% 51%	95 8% 49%
Never	(0) 299 13%	129 11% 43%	170 14% 57%	142 12% 48%	156 13% 52%	40 11% 13%	51 13% 17%	49 12% 17%	60 15% 20%	49 14% 16%	49 10% 16%	54 10% 18%	82 11% 27%	74 15% 25%	89 15% 30% l	136 11% 45%	163 15% 55% m	101 13% 34%	197 12% 66%	84 13% 28%	214 12% 72%	143 12% 48%	155 13% 52%
Don't know	20 1%	8 1% 42%	11 1% 58%	9 1% 48%	10 1% 52%	6 2% 29%	2 1% 12%	3 1% 16%	2 * 9%	1 * 4%	6 1% 30%	6 1% 30%	6 1% 29%	4 1% 18%	5 1% 23%	11 1% 58%	8 1% 42%	6 1% 31%	14 1% 69%	5 1% 23%	15 1% 77%	12 1% 62%	8 1% 38%
Net: Ever listen	1313 55%	773 65% 59%	540 45% 41%	658 57% 50%	655 53% 50%	180 51% 14%	217 56% 17%	250 62% 19% ch	230 57% 18%	187 54% 14%	248 51% 19%	345 65% 26% ijkl	425 58% 32% l	283 56% 22% l	259 42% 20%	771 61% 59% n	542 48% 41%	435 57% 33%	878 54% 67%	392 60% 30% r	921 53% 70%	741 62% 56% t	572 48% 44%
Mean	129.70	114.04	149.63	139.01 b	120.51	94.52	112.82	112.53	129.77 c	147.47 c	174.13 c	159.83 j	131.17 i	118.33	104.74	143.78 n	111.62	119.79	134.66	120.28	133.66	135.56	122.76
SD	145.08	134.40	155.46	145.06	144.60	124.23	132.04	132.83	146.58	152.57	162.31	152.71	142.11	138.29	141.57	147.48	139.99	140.30	147.23	141.28	146.53	141.11	149.59
SE	3.62	4.37	6.07	5.15	5.08	8.57	8.10	7.68	8.97	9.46	9.37	7.39	6.24	7.79	7.67	4.79	5.47	6.13	4.48	6.50	4.36	4.47	6.09

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 112

QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Every day (365)	385 16%	348 16%	37 18%	268 17%	117 15%	308 16%	77 17%	332 17%	21 10%	28 20%	4 8%	9 9%	47 18%	40 21%	24 14%	44 21%	34 15%	39 20%	62 19%	33 11%
		90%	10%	70%	30%	80%	20%	86%hj	5%	7%h	1%	2%	12%ks	10%ks	6%	11%ks	9%	10%ks	16%ks	9%
Several times a week (150)	431 18%	410 19%	21 5%	322 20%	108 25%	378 19%	53 12%	371 19%	27 13%	26 19%	6 10%	23 24%	54 21%	29 15%	29 17%	34 16%	32 15%	48 24%	59 18%	62 21%
		95%b		75%d		83%f		86%h	6%	6%j	1%	5%	13%	7%	7%	8%	8%	11%mp	14%	14%
At least once a month (15)	217 9%	207 10%	10 5%	166 10%	51 23%	199 10%	17 4%	180 9%	21 10%	13 9%	3 5%	9 9%	23 9%	10 5%	6 4%	20 10%	26 12%	17 8%	25 8%	45 15%
		96%	4%	77%d		92%f	8%	83%	10%	6%	1%	4%	10%	4%	3%	9%	12%mn	8%	12%	21%lmnr
Several times a year (6)	86 4%	82 4%	5 2%	68 4%	19 2%	80 4%	7 1%	73 4%	8 4%	4 3%	1 2%	3 3%	13 5%	2 1%	8 5%	4 2%	7 3%	2 1%	11 4%	22 7%
		94%	6%	79%d	21%	92%fi	8%	85%	9%	5%	1%	4%	15%	3%	9%	5%	8%	3%	13%	26%moq
Less often (1)	194 8%	186 9%	8 4%	137 9%	58 7%	170 9%	24 6%	159 8%	19 9%	11 8%	5 9%	4 4%	35 13%	13 7%	13 8%	7 3%	21 10%	14 7%	23 7%	29 10%
		96%b	4%	70%	30%	87%	13%	82%	10%	6%	3%	2%	18%kmor	7%	7%	4%	11%o	7%	12%	15%o
Never (0)	299 13%	278 13%	20 9%	196 12%	103 13%	238 12%	60 14%	236 12%	43 20%	17 12%	2 4%	11 11%	44 17%	17 9%	24 14%	18 9%	30 14%	23 12%	41 13%	29 10%
		93%	7%	66%	34%	80%	20%	79%j	14%gj	6%j	1%	4%	15%mos	6%	8%	6%	10%	8%	14%	10%
Don't know	20 1%	15 1%	4 2%	11 1%	9 1%	14 1%	6 1%	17 1%	1 *	2 1%	1 1%	4 4%	1 *	1 *	-	-	-	2 1%	3 1%	5 2%
		78%	22%	54%	46%	70%	30%	84%	3%	9%	4%	20%lmnop	6%	4%	-	-	-	11%	17%	27%
Net: Ever listen	1313 55%	1233 57%	80 39%	961 60%	352 45%	1136 58%	178 40%	1116 57%	97 45%	81 58%	19 34%	49 50%	171 65%	94 48%	80 47%	109 53%	120 56%	121 60%	180 56%	192 64%
		94%b	6%	73%d	27%	86%fi	14%	85%hj	7%j	6%h	1%	4%	13%kmnor	7%	6%	8%	9%	9%mn	14%	15%kmno
Mean	129.70	127.19	168.81a	128.95	131.61	125.82	152.15e	133.22h	87.33	144.36h	115.58	117.79	118.85	172.81klps	127.32	169.01lp s	116.97	152.10s	144.50s	101.20
SD	145.08	143.63	161.39	143.32	149.60	142.50	157.65	145.52	130.76	150.59	142.62	125.59	143.04	156.30	144.89	153.96	145.42	145.06	150.55	127.78
SE	3.62	3.69	17.71	4.20	7.17	3.84	10.53	4.30	9.88	10.95	14.71	17.76	10.78	16.21	15.53	14.75	13.62	13.41	10.84	8.92

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 112

QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Every day	(365) 385 16%	67 16% 17%	318 16% 83%	140 14% 36%	194 18% 50% c	42 20% 11% c	130 18% 34% c	225 16% 59%	199 16% 52%	178 16% 46%	179 16% 46%	278 16% 72%	107 16% 28%
Several times a week	(150) 431 18%	75 18% 17%	355 18% 83%	190 19% 44%	208 20% 48%	53 26% 12% cd	118 17% 27%	277 20% 64%	249 20% 68% h	168 16% 39%	224 21% 52% i	326 19% 76%	104 15% 24%
At least once a month	(15) 217 9%	49 12% 22%	168 9% 78%	97 10% 45%	95 9% 44%	26 13% 12%	57 8% 26%	138 10% 63%	111 9% 51%	99 9% 46%	98 9% 45%	164 10% 76%	53 8% 24%
Several times a year	(6) 86 4%	15 3% 17%	72 4% 83%	37 4% 43%	36 3% 41%	8 4% 10%	21 3% 25%	56 4% 64%	47 4% 54%	38 4% 44%	42 4% 48%	70 4% 81%	16 2% 19%
Less often	(1) 194 8%	39 9% 20%	155 8% 80%	93 9% 48%	83 7% 43%	15 7% 8%	50 7% 26%	118 8% 61%	102 8% 53%	87 8% 45%	88 8% 45%	149 9% 76%	46 7% 24%
Never	(0) 299 13%	50 12% 17%	248 13% 83%	130 13% 43%	119 11% 40%	17 8% 6%	87 12% 29%	182 13% 61%	162 13% 54%	126 12% 42%	143 13% 48%	211 12% 71%	88 13% 29%
Don't know	20 1%	3 1% 16%	16 1% 84%	11 1% 57%	8 1% 38%	- - -	5 1% 27%	14 1% 72%	9 1% 46%	11 1% 54%	9 1% 46%	13 1% 66%	7 1% 34%
Net: Ever listen	1313 55%	244 58% 19%	1069 54% 81%	557 55% 42%	616 58% 47%	145 70% 11% cdftg	377 53% 29%	814 58% 62% f	707 58% 64% h	570 53% 43%	630 58% 48% i	987 58% 75% l	326 48% 25%
Mean	129.70	124.09	130.96	118.50	141.06 c	146.21 c	143.05 c	126.97	128.66	132.14	130.11	128.06	134.46
SD	145.08	143.90	145.37	139.29	147.19	143.21	151.04	142.71	142.71	148.67	142.91	143.81	148.77
SE	3.62	7.96	4.07	5.20	5.46	11.08	7.18	4.49	4.78	5.74	5.08	4.13	7.54

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 112

QG1(2): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC national radio stations
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

		Devices connected TV through									Harm and offence on TV (seen in the last 12 months)							
		Total	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)		
Unweighted base		2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%		
Weighted base		2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%		
Effective base		1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367		
Every day	(365)	385 16%	236 18%	179 46%	104 27%	87 23%	56 15%	37 12%	47 15%	35 17%	278 16%	92 20%	79 17%	36 19%	138 19%	247 15%		
			61%q								72%	24%z	20%	9%	36%z	64%		
Several times a week	(150)	431 18%	259 19%	224 21%	160 22%	121 21%	115 25%	77 33%	92 29%	52 25%	326 19%	81 18%	110 23%	52 26%	147 20%	284 17%		
			60%	52%	37%	28%	27%mu 18%mnopqu 21%mnopu			12%	76%	19%	26%z 12%vyz		34%	66%		
At least once a month	(15)	217 9%	131 10%	98 9%	76 11%	50 9%	51 11%	17 7%	22 7%	26 13%	164 10%	47 11%	51 11%	17 9%	71 10%	146 9%		
			60%	45%	35%	23%	23%	8%	10%	12%ss		76%	22%	23%	8%	67%		
Several times a year	(6)	86 4%	60 4%	42 4%	35 5%	36 6%	30 7%	12 5%	11 4%	9 4%	70 4%	12 3%	22 5%	5 2%	26 4%	60 4%		
			69%	48%	40%	42%nu 35%nu		14%	13%	10%	81%	14%	26%	5%	30%	70%		
Less often	(1)	194 8%	118 9%	88 8%	57 8%	46 8%	38 8%	11 5%	25 8%	26 13%	149 9%	40 9%	52 11%	13 7%	67 9%	128 8%		
			60%	45%	29%	23%	20%	6%	13%	14%nr		76%	21%	27%z		66%		
Never	(0)	299 13%	160 12%	143 13%	94 13%	73 13%	44 10%	25 11%	38 12%	15 7%	211 12%	47 11%	50 11%	23 12%	77 11%	221 13%		
			54%t 48%t		32%t 24%t	15%	8%	13%	5%	71%t		16%	17%	8%	26%	74%		
Don't know		20 1%	10 1%	9 1%	7 1%	5 1%	6 1%	2 1%	3 1%	2 1%	13 1%	4 1%	3 1%	4 2%	8 1%	12 1%		
			51%	46%	35%	27%	30%	8%	16%	10%	66%	22%	15%	20%	40%	60%		
Net: Ever listen		1313 55%	803 60%	630 58%	432 60%	341 60%	291 64%	155 62%	197 71%	149 58%	987 58%	272 61%	313 67%	123 66%	448 62%	865 52%		
			61%	48%	33%	22%nu 12%nu		15%	11%mnopsu		75%	21%z 24%z		9%z 34%z		66%		
Mean		129.70	132.11	130.11	120.65	123.30	115.78	141.03q		133.19	129.84	128.06	145.31z		127.21	146.65	139.99	124.73
SD		145.08	145.72	142.91	136.96	139.72	129.68	130.91	132.80	139.21	143.81	151.30	139.97	140.74	147.19	143.85		
SE		3.62	4.66	5.08	5.95	6.65	6.96	9.57	8.63	10.84	4.13	8.59	7.34	11.81	6.44	4.38		

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 113
QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Every day (365)	148 6%	74 6%	74 6%	93 8%	55 4%	18 5%	12 3%	21 5%	30 7%	29 9%	38 8%	44 8%	35 5%	33 7%	35 6%	79 6%	68 6%	48 6%	100 6%	42 6%	105 6%	82 7%	66 6%
		50%	50%	63% b	37%	12%	8%	14%	20% d	20% d	26% d	30% j	24%	23%	24%	54%	46%	32%	68%	29%	71%	55%	45%
Several times a week (150)	227 10%	136 11%	91 8%	129 11%	98 8%	34 10%	47 12%	40 10%	34 8%	25 7%	47 10%	67 13%	71 10%	50 10%	40 7%	138 11%	90 8%	79 10%	148 9%	70 11%	157 9%	140 12%	87 7%
		60%	40%	57% b	43%	15%	21% g	18%	15%	11%	21%	29% i	31%	22%	18%	60% n	40%	35%	65%	31%	69%	62% t	38%
At least once a month (15)	191 8%	135 11%	56 5%	102 9%	89 7%	24 7%	32 8%	43 11%	32 8%	26 8%	34 7%	54 10%	53 7%	50 10%	34 6%	107 8%	84 7%	61 8%	130 8%	57 9%	134 8%	111 9%	80 7%
		71%	29%	53%	47%	12%	17%	22%	17%	14%	18%	25% i	28%	26% i	18%	56%	44%	32%	68%	30%	70%	55% t	42%
Several times a year (6)	85 4%	61 5%	24 2%	33 3%	52 4%	14 4%	20 5%	20 5%	11 3%	9 3%	11 2%	29 5%	26 4%	17 3%	13 2%	55 4%	29 3%	31 4%	54 3%	31 5%	54 3%	55 5%	30 3%
		72%	28%	39%	61%	16%	23% h	24% h	14%	11%	12%	34% i	31%	20%	15%	66% n	34%	36%	64%	36%	64%	64% t	36%
Less often (1)	275 12%	198 17%	77 6%	129 11%	145 12%	40 11%	44 11%	52 13%	51 13%	40 12%	47 10%	58 11%	93 13%	48 10%	76 12%	151 12%	124 11%	85 11%	190 12%	74 11%	200 12%	146 12%	129 11%
		72%	28%	47%	53%	15%	16%	19%	19%	15%	17%	21%	34%	18%	27%	55%	45%	31%	69%	27%	73%	53%	47%
Never (0)	660 28%	290 24%	369 31%	303 26%	356 29%	90 26%	113 29%	115 28%	126 31%	102 30%	115 24%	138 26%	223 30%	152 30%	147 24%	361 29%	299 27%	221 29%	439 27%	191 29%	469 27%	338 29%	321 27%
		44%	56%	46%	54%	14%	17%	17%	19% h	16%	17%	21%	34% i	23% i	22%	55%	45%	33%	67%	29%	71%	51%	49%
Don't know	46 2%	16 1%	30 3%	21 2%	25 2%	8 2%	3 1%	11 3%	7 2%	5 1%	12 2%	15 3%	12 2%	11 2%	9 1%	27 2%	20 2%	19 2%	28 2%	15 2%	31 2%	25 2%	22 2%
		35%	65%	45%	55%	17%	7%	24%	16%	10%	26%	33%	25%	24%	18%	57%	43%	40%	60%	33%	67%	53%	47%
Net: Ever listen	925 39%	604 51%	321 27%	486 42%	439 36%	129 37%	155 40%	176 43%	159 39%	130 38%	177 36%	252 48%	278 38%	197 39%	198 32%	530 42%	395 35%	304 40%	621 38%	275 42%	651 38%	533 45%	392 33%
		65%	35%	53% b	47%	14%	17%	19%	17%	14%	19%	27% kl	30%	21% i	21%	57% n	43%	33%	67%	30%	70%	58% t	42%
Mean	57.80	55.79	60.40	69.74 b	45.96	54.66	45.04	49.58	58.34	64.31	74.35 de	69.66 j	48.76	58.65	56.69	57.90	57.68	58.09	57.66	58.10	57.67	60.75	54.27
SD	111.02	106.42	116.73	120.46	99.46	106.19	89.07	101.24	115.27	123.22	125.21	118.96	100.72	111.89	114.31	109.50	113.02	110.30	111.42	110.27	111.38	111.54	110.41
SE	2.79	3.47	4.62	4.31	3.52	7.35	5.47	5.92	7.11	7.70	7.30	5.80	4.44	6.39	6.23	3.58	4.45	4.87	3.41	5.12	3.34	3.55	4.53

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 113
QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Every day (365)	148 6%	131 6%	16 8%	102 6%	46 6%	111 6%	37 8%	127 6%	9 4%	8 6%	3 5%	2 2%	19 7%	10 5%	9 6%	21 10%	12 6%	19 10%	23 7%	11 4%
		89%	11%	69%	31%	75%	25%	86%	6%	5%	2%	1%	13%	7%	6%	14%ks	8%	13%ks	16%	8%
Several times a week (150)	227 10%	215 10%	12 6%	168 10%	60 8%	193 10%	34 8%	192 10%	18 8%	12 9%	5 9%	15 15%	31 12%	14 7%	15 9%	20 10%	28 13%	13 7%	24 7%	32 11%
		95%	5%	74%	26%	85%	15%	85%	8%	5%	2%	6%qr	13%	6%	7%	9%	12%	6%	10%	14%
At least once a month (15)	191 8%	180 8%	11 5%	150 9%	41 5%	173 9%	18 4%	170 9%	10 4%	9 6%	3 5%	6 6%	30 12%	12 6%	16 10%	17 8%	15 7%	15 7%	25 8%	34 11%
		94%	6%	79% d	21%	91% f	9%	89% h	5%	5%	1%	3%	16%	6%	9%	9%	8%	8%	13%	18%
Several times a year (6)	85 4%	84 4%	1 *	66 4%	19 2%	78 4%	7 2%	70 4%	8 4%	5 3%	1 2%	6 6%	12 5%	8 4%	4 3%	5 3%	6 3%	4 2%	6 2%	18 6%
		99% b	1%	78%	22%	92% f	8%	83%	10%	5%	1%	7% qr	14%	9%	5%	6%	7%	5%	8%	22% f
Less often (1)	275 12%	265 12%	10 5%	191 12%	84 11%	242 12%	32 7%	224 11%	27 12%	20 14%	4 8%	7 7%	49 19%	19 9%	20 12%	12 6%	26 12%	25 13%	32 10%	35 12%
		96% b	4%	69%	31%	88% f	12%	82%	10%	7%	2%	2%	18% kmors	7%	7%	4%	9%	9% o	12%	13% o
Never (0)	660 28%	610 28%	49 7%	462 29%	198 25%	553 28%	107 24%	543 28%	66 31%	45 32%	5 10%	24 24%	76 29%	43 22%	37 22%	49 23%	61 28%	64 32%	109 34%	80 27%
		92%		70%	30%	84%	16%	82% j	10% j	7% j	1%	4%	11%	6%	6%	7%	9%	10%	17% mnnc	12%
Don't know	46 2%	41 2%	5 2%	28 2%	18 2%	38 2%	8 2%	42 2%	1 1%	2 1%	1 2%	4 4%	- -	7 3%	1 1%	3 1%	3 1%	5 3%	5 2%	15 5%
		89%	11%	61%	39%	83%	17%	91%	2%	4%	2%	8% l	-	14% l	3%	6%	6%	11% l	11%	32% lnpr
Net: Ever listen	925 39%	875 40%	50 5%	676 42%	249 32%	797 41%	128 14%	784 40%	72 33%	53 38%	16 29%	36 4%	141 54%	62 32%	66 39%	75 36%	86 40%	77 38%	110 34%	131 44%
		95% b		73% d	27%	86% f		85% j	8%	6%	2%	4%	15% kmmnopqrs	7%	7%	8%	9%	8%	12%	14% mr
Mean	57.80	56.33	80.19	57.21	59.32	53.80	80.73 e	59.22	45.81	49.14	88.02 gh	51.75	55.89	58.32	58.55	89.08 lrs	60.09	66.32	56.53	45.40
SD	111.02	109.10	135.51	109.48	114.96	106.18	133.42	112.22	99.33	105.11	130.60	86.80	108.74	113.11	110.68	136.66	108.07	127.22	115.31	92.20
SE	2.79	2.82	14.97	3.23	5.56	2.88	8.93	3.35	7.53	7.65	13.47	12.28	8.17	11.99	11.93	13.21	10.21	11.91	8.32	6.60

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 113
QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Every day	(365) 148 6%	23 6%	124 6%	66 7%	71 7%	21 10%	38 5%	96 7%	78 6%	66 6%	70 6%	108 6%	39 6%
		16%	84%	45%	48%	15% f	26%	65%	53%	45%	48%	73%	27%
Several times a week	(150) 227 10%	33 8%	195 10%	116 12%	98 9%	31 15%	55 8%	157 11%	129 11%	95 9%	123 11%	168 10%	59 9%
		14%	86%	51% f	43%	14% df	24%	69% f	57%	42%	54%	74%	26%
At least once a month	(15) 191 8%	28 7%	163 8%	78 8%	99 9%	19 9%	58 8%	114 8%	112 9%	75 7%	97 9%	143 8%	48 7%
		15%	85%	41%	52%	10%	30%	60%	59%	39%	51%	75%	25%
Several times a year	(6) 85 4%	21 5%	63 3%	39 4%	41 4%	9 4%	25 4%	49 4%	53 4%	28 3%	45 4%	68 4%	17 2%
		25%	75%	46%	48%	10%	30%	58%	62% li	33%	54%	80%	20%
Less often	(1) 275 12%	64 15%	211 11%	114 11%	135 13%	35 17%	78 11%	163 12%	142 12%	125 12%	125 11%	205 12%	70 10%
		23% b	77%	42%	49%	13% cdg	28%	59%	52%	45%	46%	75%	25%
Never	(0) 660 28%	122 29%	538 27%	259 26%	280 26%	46 22%	203 29%	402 29%	345 28%	295 27%	306 28%	484 28%	175 26%
		18%	82%	39%	42%	7%	31%	61%	52%	45%	46%	73%	27%
Don't know	46 2%	7 2%	39 2%	25 2%	19 2%	1 1%	12 2%	28 2%	19 2%	24 2%	16 1%	34 2%	13 2%
		16%	84%	54%	42%	3%	27%	61%	40%	52%	34%	73%	27%
Net: Ever listen	925 39%	169 40%	756 39%	414 41%	444 42%	115 56%	253 36%	579 41%	515 42%	389 36%	461 42%	692 41%	233 34%
		18%	82%	45% f	48% f	12% cdg	27%	63% f	56% li	42%	50% li	75% li	25%
Mean	57.80	48.04	59.99	64.05	58.58	79.68 f	50.88	61.73	58.27	58.07	59.95	57.42	58.89
SD	111.02	104.37	112.38	113.70	112.57	125.92	106.32	113.15	110.29	112.45	110.73	110.59	112.39
SE	2.79	5.80	3.17	4.28	4.21	9.77	5.10	3.59	3.71	4.38	3.95	3.20	5.74

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 113
QG1(3): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - BBC local radio stations for your local area
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Every day (365)	148 6%	97 7%	70 6%	54 8%	47 8%	35 8%	15 6%	22 7%	13 6%	108 6%	38 8%	39 8%	22 12%	61 9%	87 5%
		65%	48%	37%	32%	23%	10%	15%	9%	73%	26% z	27% z	15% z	41% z	59%
Several times a week (150)	227 10%	143 11%	123 11%	86 12%	71 13%	64 14%	48 21%	59 19%	34 16%	168 10%	43 10%	73 15%	31 16%	90 13%	138 8%
		63%	54%	38%	31%	28% u	21% mnpqu	26% mnpou	15% mu	74%	19%	32% vz	13% vz	40% z	60%
At least once a month (15)	191 8%	117 9%	97 9%	68 9%	51 9%	60 13%	20 8%	36 11%	21 10%	143 8%	49 11%	61 13%	25 13%	78 11%	113 7%
		61%	51%	36%	26%	32% mnpu	10%	19%	11%	75%	26% z	32% z	13% z	41% z	59%
Several times a year (6)	85 4%	53 4%	45 4%	32 4%	29 5%	19 4%	8 3%	10 3%	8 4%	68 4%	13 3%	22 5%	16 9%	28 4%	56 3%
		63%	54%	38%	35%	23%	9%	12%	9%	80%	15%	26%	19% vyz	33%	67%
Less often (1)	275 12%	158 12%	125 11%	82 11%	71 13%	50 11%	23 10%	37 12%	24 11%	205 12%	70 16%	68 14%	13 7%	103 14%	171 10%
		58%	46%	30%	26%	18%	9%	13%	9%	75%	26% xz	25% xz	5%	38% xz	62%
Never (0)	660 28%	378 28%	306 28%	200 28%	146 26%	104 23%	61 26%	68 21%	51 25%	484 28%	104 23%	96 21%	40 21%	162 23%	497 30%
		57% qs	46% s	30% s	22%	16%	9%	10%	8%	73% qs	16%	15%	6%	25%	75% vwxy
Don't know	46 2%	28 2%	16 1%	11 2%	4 1%	8 2%	6 3%	7 2%	14 7%	34 2%	7 1%	6 1%	4 2%	11 1%	36 2%
		60%	34%	23%	10%	17%	13%	15%	31% mnpqrsu	73%	14%	14%	8%	23%	77%
Net: Ever listen	925 39%	568 43%	461 42%	323 45%	269 47%	229 51%	114 49%	163 52%	100 48%	692 41%	213 48%	263 56%	106 57%	360 50%	565 34%
		61%	50%	35%	29% u	25% mnou	12% u	18% mnou	11%	75%	23% z	28% vz	11% z	39% z	61%
Mean	57.80	62.27	59.95	64.94	69.42	70.12	74.63	75.13 <u></u>	67.53	57.42	66.97 z	73.46 z	89.85 z	71.18 z	51.22
SD	111.02	114.73	110.73	115.41	119.03	115.50	109.96	112.44	109.60	110.59	120.92	117.69	129.98	120.10	105.71
SE	2.79	3.70	3.95	5.02	5.66	6.21	8.13	7.33	8.83	3.20	6.90	6.20	10.91	5.28	3.25

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 114

QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status		
		Total	ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base		2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base		2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base		1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Every day	(365)	249 10%	118 10%	131 11%	140 12%	109 9%	33 10%	46 12%	55 14%	45 11%	18 5%	52 11%	65 12%	77 10%	64 13%	43 7%	142 11%	107 10%	96 13%	153 9%	89 14%	160 9%	156 13%	93 8%
			47%	53%	55%b	44%	13%	18%g	22%g	18%g	7%	21%g	26%l	31%l	26%l	17%	57%	43%	39%p	61%	36%r	64%	63%t	37%
Several times a week	(150)	361 15%	232 19%	129 11%	197 17%	164 13%	59 17%	75 19%	63 16%	66 16%	45 13%	53 11%	98 18%	109 15%	91 18%	63 10%	207 16%	154 14%	129 17%	232 14%	112 17%	249 14%	213 18%	147 12%
			64%	36%	55%b	45%	16%h	21%gh	18%	18%h	13%	15%	27%l	30%l	25%l	17%	57%	43%	36%	64%	31%	69%	59%t	41%
At least once a month	(15)	209 9%	146 12%	63 5%	90 8%	118 10%	28 8%	40 10%	46 11%	38 9%	30 9%	26 5%	45 9%	81 11%	44 9%	38 6%	127 10%	82 7%	82 11%	126 8%	75 12%	134 8%	122 10%	87 7%
			70%	30%	43%	57%	14%	19%h	22%h	18%h	14%	13%	22%	39%l	21%	18%	61%n	39%	39%p	61%	36%r	64%	58%t	42%
Several times a year	(6)	100 4%	76 6%	24 2%	43 4%	57 5%	13 4%	17 4%	30 7%	11 3%	15 5%	13 3%	26 5%	28 4%	22 4%	24 4%	54 4%	46 4%	36 5%	64 4%	34 5%	66 4%	63 5%	37 3%
			76%	24%	43%	57%	13%	17%	30%fh	11%	15%	13%	26%	28%	22%	24%	54%	46%	36%	64%	34%	66%	63%t	37%
Less often	(1)	213 9%	156 13%	57 5%	101 9%	112 9%	33 9%	29 7%	38 9%	38 9%	37 11%	37 8%	45 8%	67 9%	42 8%	58 10%	112 9%	101 9%	60 8%	153 9%	54 8%	159 9%	102 9%	111 9%
			73%	27%	48%	52%	16%	14%	18%	18%	17%	17%	21%	32%	20%	27%	53%	47%	28%	72%	25%	75%	48%	52%
Never	(0)	470 20%	164 14%	307 26%	227 20%	243 20%	50 14%	60 15%	68 17%	89 22%	89 24%	116 25%	118 22%	143 20%	91 18%	118 19%	262 21%	209 19%	129 17%	341 21%	111 17%	360 21%	225 19%	245 21%
			35%	65%	48%	52%	11%	13%	14%	19%cd	19%cde	25%cde	25%	30%	19%	25%	56%	44%	27%	73%o	24%	76%	48%	52%
Don't know		29 1%	19 2%	11 1%	11 1%	18 1%	9 3%	4 1%	3 1%	5 1%	2 1%	7 1%	7 1%	7 1%	6 1%	9 1%	14 1%	15 1%	11 1%	18 1%	6 1%	23 1%	15 1%	14 1%
			64%	36%	38%	62%	32%eg	14%	9%	16%	6%	24%	25%	23%	21%	31%	47%	53%	38%	62%	21%	79%	50%	50%
Net: Ever listen		1132 47%	728 61%	404 34%	572 49%	560 46%	167 48%	207 53%	232 57%	199 49%	146 43%	181 37%	279 53%	363 49%	263 52%	226 37%	642 51%	489 44%	403 53%	729 45%	364 56%	768 44%	656 55%	475 40%
			64%	36%	51%	49%	15%h	18%gh	21%cfgh	18%h	13%	16%	25%l	32%l	23%l	20%	57%n	43%	36%p	64%	32%r	68%	58%t	42%
Mean		93.02	90.52	96.16	103.11b	82.98	99.28g	107.83g	101.29g	94.14g	59.97	91.88g	98.85l	90.54	107.14l	75.41	94.19	91.51	105.16p	86.99	106.63r	87.29	103.56t	80.26
SD		131.08	123.95	139.54	135.32	125.99	129.72	133.37	137.52	131.67	106.05	137.17	132.84	130.01	136.37	123.20	131.25	130.92	136.27	128.05	137.63	127.85	135.51	124.39
SE		3.29	4.05	5.46	4.82	4.45	9.02	8.21	7.95	8.10	6.59	7.96	6.44	5.71	7.75	6.71	4.27	5.15	5.98	3.91	6.34	3.82	4.30	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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 114

QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations

IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.

SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Every day	(365) 249 10%	230 11% 92%	19 9% 8%	190 12% 76% d	59 8% 24%	210 11% 84%	39 9% 16%	218 11% 88% j	18 8% 7% j	11 8% 5% j	2 3% 1%	7 7% 3%	25 10% 10%	21 11% 9%	17 10% 7%	32 15% 13%	20 9% 8%	23 12% 9%	34 11% 14%	39 13% 16%
Several times a week	(150) 361 15%	347 16% 96% b	14 7% 4%	265 16% 73% d	96 12% 27%	319 16% 85% f	42 10% 12%	316 16% 88% h	23 10% 6%	17 12% 5%	5 10% 1%	18 18% 5%	49 19% 14% d	22 11% 6%	19 11% 5%	21 10% 6%	50 23% 14% mnoqr	24 12% 7%	45 14% 13%	67 22% 19% mnoqr
At least once a month	(15) 209 9%	199 9% 95%	10 5% 5%	158 10% 76% d	50 6% 24%	190 10% 91% f	18 4% 9%	184 9% 88% h	11 5% 5%	11 8% 5%	3 6% 1%	4 4% 2%	23 9% 11%	17 9% 8%	10 6% 5%	19 9% 9%	19 9% 9%	17 8% 8%	27 8% 13%	49 16% 24% kimnopqr
Several times a year	(6) 100 4%	96 4% 96%	4 2% 4%	78 5% 78% d	22 3% 22%	95 5% 95% f	5 1% 5%	82 4% 82%	12 5% 12%	6 4% 6%	1 2% 1%	5 5% 5%	13 5% 13%	2 2% 11% m	11 6% 2%	8 4% 8%	7 3% 7%	8 4% 8%	3 3% 8%	19 6% 19% m
Less often	(1) 213 9%	205 9% 96% b	8 4% 4%	146 9% 68%	67 9% 32%	189 10% 89% f	24 5% 11%	164 8% 77%	24 11% 11%	19 14% 9% d	6 11% 3%	5 5% 2%	34 13% 16% d	14 7% 7%	13 7% 6%	13 4% 3%	7 7% 7%	15 8% 8%	17 9% 13% o	30 10% 14% o
Never	(0) 470 20%	422 19% 90%	48 23% 10%	310 19% 66%	160 21% 34%	362 19% 77%	108 25% 23% e	381 19% 81% j	51 24% 11% j	34 24% 7% j	3 6% 1%	19 20% 4% s	72 27% 15% amos	30 16% 6% s	34 20% 7% s	37 18% 8% s	40 18% 8% s	52 26% 11% ms	79 25% 17% ms	18 6% 4%
Don't know	29 1%	27 1% 93%	2 1% 7%	19 1% 66%	10 1% 34%	23 1% 78%	6 1% 22%	24 1% 81%	1 1% 4%	3 2% 9%	2 3% 6% gh	5 5% 17% lnprs	1 * 4%	5 2% 16%	- - -	3 1% 9%	- 1% -	5 3% 18% p	2 1% 6%	3 1% 12%
Net: Ever listen	1132 47%	1077 50% 95% b	55 26% 5%	837 52% 74% d	294 38% 26%	1003 52% 89% f	129 29% 11%	964 49% 85% h	87 40% 8%	64 45% 6% j	17 31% 2%	39 40% 3%	144 55% 13% kmmnor	77 39% 7%	69 41% 6%	87 42% 8%	110 51% 10% m	89 44% 8%	143 45% 13%	205 68% 18% kimnopqr
Mean	93.02	93.29	89.94	97.80 d	80.97	93.81	88.52	96.96 h	74.36	70.19	69.52	90.90	78.93	106.37	89.93	121.44 i	99.90	87.93	88.80	113.00 i
SD	131.08	130.45	140.88	133.38	124.41	130.33	135.50	132.40	125.66	120.76	107.89	121.33	120.72	141.62	135.18	152.49	122.98	134.60	131.37	132.02
SE	3.29	3.36	15.37	3.92	5.99	3.52	9.09	3.92	9.53	8.81	11.37	17.33	9.10	14.93	14.49	14.74	11.52	12.61	9.43	9.18

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 114

QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Every day	(365) 249 10%	34 8%	215 11%	109 11%	118 11%	31 15%	66 9%	161 11%	146 12%	98 9%	132 12%	196 11%	53 8%
		14%	86%	44%	47%	12% f	27%	65%	59% i	39%	53% j	79% k	21%
Several times a week	(150) 361 15%	60 14%	301 15%	170 17%	160 15%	42 20%	95 13%	237 17%	218 18%	134 12%	194 18%	280 16%	80 12%
		17%	83%	47%	44%	12% f	26%	66%	60% i	37%	54% j	78% k	22%
At least once a month	(15) 209 9%	43 10%	166 8%	104 10%	94 9%	21 10%	51 7%	141 10%	118 10%	87 8%	108 10%	159 9%	50 7%
		20%	80%	50% f	45%	10%	25%	68%	57%	41%	52%	76%	24%
Several times a year	(6) 100 4%	21 5%	79 4%	45 4%	42 4%	12 6%	23 3%	60 4%	54 4%	40 4%	46 4%	82 5%	18 3%
		21%	79%	45%	42%	12%	23%	60%	54%	40%	46%	82% k	18%
Less often	(1) 213 9%	44 10%	169 9%	86 9%	95 9%	17 8%	65 9%	125 9%	113 9%	94 9%	100 9%	162 9%	51 8%
		21%	79%	40%	45%	8%	31%	59%	53%	44%	47%	76%	24%
Never	(0) 470 20%	92 22%	379 19%	167 17%	225 21%	39 8%	162 23%	263 19%	214 17%	242 22%	189 17%	313 18%	158 23%
		19%	81%	35%	48% c	8%	34% cg	56%	46%	51% hj	40%	66%	34% k
Don't know	29 1%	4 1%	25 1%	18 2%	8 1%	- -	5 1%	22 2%	15 1%	13 1%	14 1%	19 1%	10 2%
		15%	85%	61%	28%	-	18%	74%	53%	46%	47%	65%	35%
Net: Ever listen	1132 47%	202 48%	930 47%	514 51%	510 48%	123 60%	301 42%	725 27%	649 53%	452 42%	579 53%	879 51%	253 37%
		18%	82%	45% f	45% f	11% cdi	27%	64% f	67% i	40%	61% j	78% k	22%
Mean	93.02	76.11	96.82 a	98.68	93.72	110.76	85.14	98.27	102.27 i	83.01	103.05 j	97.96 k	78.72
SD	131.08	120.37	133.11	131.37	132.57	138.16	128.39	132.52	133.58	128.00	134.10	132.99	124.42
SE	3.29	6.68	3.74	4.93	4.93	10.69	6.13	4.19	4.49	4.96	4.79	3.83	6.35

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

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Table 114

QG1(4): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - National commercial radio stations
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Every day (365)	249 10%	160 12% 64%	132 12% 53%	95 13% 38%	83 15% 33%	52 11% 21%	26 11% 10%	44 14% 18%	28 14% 11%	196 11% 79%	48 11% 19%	52 11% 21%	27 15% 11%	80 11% 32%	169 10% 68%
Several times a week (150)	361 15%	232 17% 64%	194 18% 54%	146 20% 40%u	112 20% 31%	93 21% 26%u	64 27% 18%mnopu	78 25% 22%mn	42 20% 12%	280 16% 78%	66 15% 18%	91 19% 25%*	31 17% 9%	119 17% 33%	242 15% 67%
At least once a month (15)	209 9%	129 10% 62%	108 10% 52%	73 10% 35%	47 8% 23%	55 12% 27%	30 13% 14%	32 10% 15%	35 17% 17%mnopsu	159 9% 76%	42 9% 20%	60 13% 29%z	25 13% 12%z	73 10% 35%	136 8% 65%
Several times a year (6)	100 4%	68 5% 68%	46 4% 46%	32 5% 32%	35 6% 35%	28 6% 28%	14 6% 14%	15 5% 15%	15 7% 15%	82 5% 82%	20 4% 20%	32 7% 32%z	14 8% 14%z	41 6% 41%z	59 4% 59%
Less often (1)	213 9%	124 9% 58%	100 9% 47%	63 9% 30%	51 9% 24%	42 9% 20%	13 5% 6%	22 7% 10%	20 10% 10%	162 9% 76%	44 10% 21%	46 10% 22%	11 6% 5%	69 10% 33%	144 9% 67%
Never (0)	470 20%	243 18% 52%qst	189 17% 40%st	115 16% 25%	85 15% 18%	61 14% 13%	30 13% 6%	39 12% 8%	22 11% 5%	313 18% 66%qst	97 22% 21%	77 16% 16%	38 20% 8%	139 19% 30%	332 20% 70%
Don't know	29 1%	17 1% 58%	14 1% 47%	9 1% 29%	6 1% 20%	8 2% 29%	4 2% 15%	7 2% 24%	3 1% 10%	19 65%	7 2% 24%	8 2% 27%	3 2% 12%	12 2% 42%	17 1% 58%
Net: Ever listen	1132 47%	713 54% 63%	579 53% 51%	410 57% 36%u	328 58% 29%u	271 60% 24%mn	147 63% 13%mn	192 61% 17%mn	140 67% 12%mnopu	879 51% 78%	219 49% 19%	281 60% 25%vyz	108 58% 10%z	382 53% 34%z	750 45% 66%
Mean	93.02	100.09	103.05	110.16	116.09u	102.22	110.97	122.92mu	106.03	97.96	88.82	94.10	103.51	92.94	93.06
SD	131.08	133.48	134.10	135.11	139.11	129.38	124.45	134.21	133.79	132.99	130.44	127.38	138.73	130.40	131.46
SE	3.29	4.29	4.79	5.88	6.63	6.97	9.15	8.75	10.42	3.83	7.46	6.72	11.68	5.74	4.01

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 115

QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status		
		Total	ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base		2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base		2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base		1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Every day	(365)	232 10%	91 8%	141 12%	119 10%	113 9%	34 10%	43 11%	48 12%	49 12%	33 10%	24 5%	47 9%	60 8%	67 13%	57 9%	108 11%	125 9%	99 13%	133 8%	85 13%	147 8%	156 13%	75 6%
			39%	61%	51%	49%	15%h	19%h	21%h	21%h	14%h	10%	20%	26%	29%ij	25%	46%	54%	43%p	57%	37%r	63%	67%t	32%
Several times a week	(150)	330 14%	194 16%	137 11%	173 15%	157 13%	48 14%	69 18%	70 17%	57 14%	43 12%	43 9%	83 16%	106 14%	76 15%	65 11%	189 15%	141 13%	130 17%	200 12%	112 17%	218 13%	209 18%	121 10%
			59%	41%	53%	47%	15%h	21%h	21%h	17%h	13%	13%	25%l	32%	23%	20%	57%	43%	39%p	61%	34%r	66%	63%t	37%
At least once a month	(15)	189 8%	141 12%	48 4%	82 7%	108 9%	32 9%	33 8%	39 10%	37 9%	21 6%	28 6%	38 7%	69 9%	52 10%	31 5%	107 8%	83 7%	78 10%	111 7%	68 10%	121 7%	97 8%	92 8%
			74%	26%	43%	57%	17%	17%	21%h	19%	11%	15%	20%	36%l	27%l	16%	56%	44%	41%p	59%	36%r	64%	51%	49%
Several times a year	(6)	96 4%	70 6%	26 2%	51 4%	45 4%	19 6%	19 5%	17 4%	12 3%	11 3%	17 3%	33 6%	27 4%	17 3%	20 3%	59 5%	37 3%	29 4%	67 4%	26 4%	70 4%	52 4%	45 4%
			73%	27%	53%	47%	20%	20%	18%	12%	12%	18%	34%ij	28%	18%	21%	62%	38%	30%	70%	27%	73%	54%	46%
Less often	(1)	251 11%	180 15%	71 6%	125 11%	126 10%	35 10%	29 7%	49 12%	45 11%	47 13%	47 10%	57 11%	83 11%	46 9%	65 11%	140 11%	111 10%	70 9%	181 11%	64 10%	187 11%	132 11%	119 10%
			72%	28%	50%	50%	14%	12%	19%cd	18%	18%cd	19%	23%	33%	18%	26%	56%	44%	28%	72%	26%	74%	53%	47%
Never	(0)	488 20%	217 18%	271 23%	242 21%	246 20%	49 10%	73 15%	67 14%	87 18%cd	82 17%ce	130 27%cd	131 25%	157 21%	95 19%	106 17%	288 23%	201 18%	122 16%	367 23%	111 17%	378 22%	227 19%	262 22%
			44%	56%	50%	50%	10%	15%	14%	18%cd	17%ce	27%cd	27%kl	32%	19%	22%	59%kn	41%	25%	75%o	23%	77%q	46%	54%
Don't know		44 2%	18 2%	26 2%	18 2%	26 2%	7 2%	4 1%	12 3%	6 1%	1 *	14 3%	15 3%	12 2%	8 2%	9 1%	27 2%	17 2%	16 2%	28 2%	14 2%	30 2%	24 2%	21 2%
			41%	59%	41%	59%	17%g	9%	27%g	13%	2%	33%g	34%	28%	18%	21%	62%	38%	36%	64%	32%	68%	53%	47%
Net: Ever listen		1098 46%	675 57%	423 36%	550 47%	548 45%	170 48%	194 50%	223 55%	199 49%	153 45%	159 33%	259 49%	344 47%	258 51%	238 39%	603 48%	496 44%	405 53%	693 43%	356 55%	743 43%	646 54%	452 38%
			61%	39%	50%	50%	15%h	18%h	20%gh	18%h	14%h	14%	24%l	31%l	23%l	22%	55%	45%	37%p	63%	32%r	68%	59%t	41%
Mean		86.89	72.83	104.95	89.74	84.06	93.48h	100.77h	99.28h	94.57h	80.50h	54.25	78.50	78.03	104.82j	90.92	78.23	97.96m	108.10p	76.34	105.30r	79.23	103.34t	66.42
SD		129.04	115.02	143.16	130.09	128.01	131.56	132.21	133.34	135.51	128.48	106.98	122.06	121.36	139.40	134.90	121.60	137.27	137.56	123.31	136.75	124.96	136.26	116.20
SE		3.25	3.76	5.65	4.65	4.53	9.12	8.14	7.82	8.34	7.97	6.25	5.96	5.35	7.92	7.35	3.98	5.40	6.06	3.78	6.34	3.74	4.34	4.77

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 115

QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations

IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.

SINGLE CODE

Base: All respondents

		HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base		2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base		2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base		1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Every day	(365)	232	218	14	166	66	192	40	177	33	18	4	7	34	15	12	24	11	20	33	21
		10%	10%	7%	10%	8%	10%	9%	9%	15%	13%	7%	7%	13%	8%	7%	12%	5%	10%	10%	7%
			94%	6%	72%	28%	83%	17%	76%	14%g	8%	2%	3%	15%ps	6%	5%	10%p	5%	9%	14%	9%
Several times a week	(150)	330	318	13	232	98	289	42	286	27	15	3	20	39	23	22	27	36	18	49	52
		14%	15%	6%	14%	13%	15%	9%	14%	12%	11%	5%	20%	15%	12%	13%	13%	16%	9%	15%	17%
			96%b	4%	70%	30%	87%f	13%	87%j	8%j	5%	1%	6%q	12%	7%	7%	8%	11%	5%	15%	16%q
At least once a month	(15)	189	177	11	146	44	166	23	159	20	6	4	4	25	15	9	13	16	19	24	33
		8%	8%	5%	9%	6%	9%	5%	8%	9%	5%	7%	4%	10%	8%	5%	6%	7%	9%	8%	11%
			94%	6%	77%d	23%	88%f	12%	84%	11%l	3%	2%	2%	13%	8%	5%	7%	9%	10%	13%	18%k
Several times a year	(6)	96	93	3	80	16	89	7	84	5	5	2	4	15	7	10	6	7	9	7	19
		4%	4%	1%	5%	2%	5%	2%	4%	2%	4%	3%	4%	6%	4%	6%	3%	3%	4%	2%	6%
			97%	3%	83%d	17%	93%l	7%	87%	5%	6%	2%	4%	16%	7%	10%	6%	8%	9%	8%	20%r
Less often	(1)	251	242	8	180	71	220	31	208	21	18	4	8	40	15	16	14	24	19	34	38
		11%	11%	4%	11%	9%	11%	7%	11%	10%	13%	7%	8%	15%	8%	9%	7%	11%	9%	11%	13%
			97%b	3%	72%	28%	88%f	12%	83%	8%	7%	1%	3%	16%mo	6%	6%	5%	10%	8%	14%	15%o
Never	(0)	488	439	49	337	152	397	91	415	33	36	5	15	62	28	33	41	53	60	71	52
		20%	20%	24%	21%	20%	20%	21%	21%	15%	25%	9%	15%	24%	15%	20%	20%	24%	30%	22%	17%
			90%	10%	69%	31%	81%	19%	85%h	7%	7%h	1%	3%	13%m	6%	7%	8%	11%km	12%kmoss	14%	11%
Don't know		44	37	7	26	19	34	10	40	1	2	1	6	1	8	2	1	3	3	5	11
		2%	2%	3%	2%	2%	2%	2%	2%	1%	1%	2%	6%	*	4%	1%	*	1%	1%	2%	4%
			84%	16%	58%	42%	76%	24%	91%	3%	4%	3%	14%knopqr	3%	19%lo	4%	2%	6%	6%	11%	25%lo
Net: Ever listen		1098	1049	49	804	294	956	142	913	106	63	16	42	154	75	69	84	94	84	148	163
		46%	48%	23%	50%	38%	49%	32%	46%	49%	45%	29%	43%	59%	38%	41%	41%	44%	42%	46%	54%
			96%b	4%	73%d	27%	87%l	13%	83%j	10%j	6%j	1%	4%	14%kmnopqr	7%	6%	8%	9%	8%	13%	15%kmnopq
Mean		86.89	87.89	72.34	86.20	88.67	86.15	91.22	83.26	118.26g	90.77	91.52	96.28	87.77	88.14	79.33	103.96p	66.19	71.22	90.68	74.90
SD		129.04	129.09	128.54	128.86	129.65	127.73	136.64	125.36	149.17	140.33	141.91	119.70	133.19	128.23	122.74	140.01	106.44	127.42	130.45	113.59
SE		3.25	3.34	14.28	3.79	6.27	3.46	9.19	3.74	11.31	10.21	14.79	17.28	10.04	13.67	13.24	13.47	10.06	11.83	9.41	8.05

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 115

QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Every day	(365) 232 10%	29 7%	203 10%	107 11%	91 9%	27 13%	53 7%	161 11%	132 11%	97 9%	120 11%	176 10%	56 8%
		13%	87%	46%f	39%	12%f	23%	69%df	57%	42%	52%	76%	24%
Several times a week	(150) 330 14%	58 14%	272 14%	165 16%	133 13%	36 17%	78 11%	233 17%	186 15%	138 13%	172 16%	253 15%	78 11%
		18%	82%	50%df	40%	11%f	24%	71%df	56%	42%	52%	77%	23%
At least once a month	(15) 189 8%	42 10%	147 7%	78 8%	91 9%	22 10%	48 7%	120 9%	112 9%	72 7%	102 9%	150 9%	40 6%
		22%	78%	41%	48%	11%	26%	63%	59%l	38%	54%l	79%l	21%
Several times a year	(6) 96 4%	20 5%	77 4%	47 5%	44 4%	10 5%	24 3%	58 4%	61 5%	32 3%	50 5%	76 4%	20 3%
		20%	80%	49%	46%	10%	25%	61%	64%l	33%	52%	79%	21%
Less often	(1) 251 11%	48 11%	203 10%	101 10%	125 12%	26 12%	78 11%	147 10%	133 11%	111 10%	117 11%	195 11%	56 8%
		19%	81%	40%	50%	10%	31%	58%	53%	44%	47%	78%l	22%
Never	(0) 488 20%	95 23%	394 20%	179 18%	238 22%	41 20%	172 24%	266 19%	237 19%	235 22%	206 19%	333 19%	155 23%
		19%	81%	37%	49%e	8%	35%eg	54%	48%	48%	42%	68%	32%
Don't know	44 2%	6 1%	38 2%	21 2%	22 2%	1 *	15 2%	25 2%	18 1%	23 2%	15 1%	28 2%	16 2%
		14%	86%	47%	49%	2%	34%	56%	41%	53%	33%	63%	37%
Net: Ever listen	1098 46%	197 47%	902 46%	498 50%	483 46%	120 58%	282 40%	719 51%	624 51%	449 41%	562 52%	849 50%	249 37%
		18%	82%	45%f	44%f	11%cdf	26%	65%df	67%l	41%	61%l	77%l	23%
Mean	86.89	69.22	90.88a	96.33df	75.94	97.30f	70.64	97.41df	90.76	83.90	93.46	88.80	81.32
SD	129.04	114.61	131.79	131.37	123.16	134.55	120.49	132.79	130.61	128.06	131.38	129.57	127.49
SE	3.25	6.36	3.72	4.93	4.61	10.44	5.79	4.20	4.40	4.98	4.69	3.74	6.53

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

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Table 115

QG1(5): (SHOW SCREEN) How often, if at all do you listen to the following types of radio? - Local commercial radio stations
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Every day	(365) 232 10%	139 10%	120 11%	80 11%	57 10%	47 10%	19 8%	24 8%	12 6%	176 10%	34 8%	38 8%	23 12%	60 8%	172 10%
		60%t	52%t	34%t	25%	20%	8%	11%	5%	76%t	15%	16%	10%	26%	74%
Several times a week	(150) 330 14%	213 16%	172 16%	136 19%	106 19%	80 18%	64 27%	73 23%	46 22%	253 15%	61 14%	81 17%	33 18%	111 15%	219 13%
		65%	52%	41%u	32%u	24%	19%mnopqu	22%mn	14%mn	77%	19%	25%*	10%	34%	66%
At least once a month	(15) 189 8%	111 8%	102 9%	78 11%	62 11%	57 13%	27 11%	39 12%	27 13%	150 9%	38 8%	53 11%	26 14%	64 9%	125 7%
		59%	54%	41%	33%	30%mu	14%	21%n	14%	79%	20%	28%z	14%z	34%	66%
Several times a year	(6) 96 4%	67 5%	50 5%	36 5%	25 4%	22 5%	14 6%	15 5%	12 6%	76 4%	22 5%	30 6%	20 11%	38 5%	58 3%
		70%	52%	37%	26%	22%	14%	16%	13%	79%	23%	31%z	20%vvyz	40%	60%
Less often	(1) 251 11%	154 12%	117 11%	69 10%	59 10%	55 12%	18 8%	31 10%	24 12%	195 11%	50 11%	64 14%	14 7%	86 12%	165 10%
		61%	47%	27%	24%	22%	7%	12%	10%	78%	20%	25%xz	5%	34%	66%
Never	(0) 488 20%	267 20%	206 19%	123 17%	102 18%	74 16%	35 15%	49 16%	37 18%	333 19%	107 24%	90 19%	29 15%	156 22%	333 20%
		55%	42%	25%	21%	15%	7%	10%	8%	68%	22%*	18%	6%	32%	68%
Don't know	44 2%	22 2%	15 1%	13 2%	8 1%	6 1%	4 2%	5 2%	7 3%	28 2%	11 3%	10 2%	6 3%	18 2%	26 2%
		49%	33%	30%	18%	14%	10%	12%	16%n	63%	26%	22%	13%	40%	60%
Net: Ever listen	1098 46%	685 51%	562 52%	398 55%	309 54%	261 58%	142 61%	183 58%	121 58%	849 50%	205 46%	266 57%	115 62%	360 50%	739 44%
		62%	51%	36%u	28%	24%mn	13%mn	17%u	11%u	77%	19%	24%vyz	10%vyz	33%z	67%
Mean	86.89	89.31	93.46	97.74t	92.17	89.89	96.55	88.47	74.00	88.80	71.80	75.82	95.88	77.51	91.41v
SD	129.04	128.77	131.38	129.52	126.10	126.44	115.58	115.48	105.21	129.57	118.07	116.40	130.89	120.38	132.83
SE	3.25	4.15	4.69	5.65	6.03	6.79	8.50	7.52	8.32	3.74	6.77	6.15	11.06	5.31	4.07

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 116

QG1: (SHOW SCREEN) How often, if at all do you listen to the following types of radio?
IF NECESSARY: Including listening at home, at work, in the car, via a mobile phone, TV set or a computer.
SINGLE CODE

Base: All respondents

		Any radio station in general	BBC national radio stations	BBC local radio stations for your local area	National commercial radio stations	Local commercial radio stations
Unweighted base		2384	2384	2384	2384	2384
Weighted base		2384	2384	2384	2384	2384
Effective base		1956	1956	1956	1956	1956
Every day	(365)	736 31%	385 16%	148 6%	249 10%	232 10%
Several times a week	(150)	472 20%	431 18%	227 10%	361 15%	330 14%
At least once a month	(15)	162 7%	217 9%	191 8%	209 9%	189 8%
Several times a year	(6)	71 3%	86 4%	85 4%	100 4%	96 4%
Less often	(1)	189 8%	194 8%	275 12%	213 9%	251 11%
Never	(0)	705 30%	299 13%	660 28%	470 20%	488 20%
Don't know		48 2%	20 1%	46 2%	29 1%	44 2%
Net: Ever listen		1631 68%	1313 55%	925 39%	1132 47%	1098 46%
Mean		146.68	129.70	57.80	93.02	86.89
SD		158.28	145.08	111.02	131.08	129.04
SE		3.28	3.62	2.79	3.29	3.25

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Table 117

QG1: SUMMARY OF RADIO LISTENING

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
TOTAL																							
ANY RADIO STATION (any of codes 1-5 at row A)	1631 68%	911 76% 56%	721 60% 44%	810 70% 50%	821 67% 50%	226 65% 14%	271 69% 17%	303 75% 19%	292 72% 18%	237 69% 15%	303 62% 19%	405 76% 25% j	513 70% 31% i	360 71% 22% l	353 58% 22%	918 73% 58% n	714 44% 44%	543 72% 33% p	1088 67% 67%	481 74% 29% r	1150 66% 71%	896 75% 55% t	735 62% 45%
ANY NATIONAL RADIO STATIONS (any of codes 1-5 at rows B or D)	1368 57%	794 67% 58%	573 48% 42%	690 59% 50%	678 55% 50%	188 54% 14%	222 57% 16%	253 62% 18%	246 60% 18%	199 58% 15%	259 53% 19%	356 67% 26% j	443 60% 32% i	290 57% 21% l	278 45% 20%	799 63% 58% n	568 51% 42%	448 59% 33%	919 57% 67%	401 62% 29% r	967 56% 71%	763 64% 56% t	605 51% 44%
ANY LOCAL RADIO STATIONS (any of codes 1-5 at rows C or E)	1249 52%	745 62% 60%	504 42% 40%	630 54% 50%	618 51% 50%	182 52% 15%	212 54% 17% h	237 59% 19% g	220 54% 18% h	179 52% 14%	218 45% 17%	304 57% 24% i	387 53% 31% j	286 57% 23% l	271 44% 22%	691 55% 55% n	557 50% 45%	429 56% 34% p	820 50% 66%	378 58% 30% r	871 50% 70%	706 59% 57% t	542 45% 43%
NO NATIONAL NOR COMMERCIAL RADIO STATIONS (code 6 at row A)	705 30%	243 20% 34%	462 39% 66%	321 28% 46%	384 31% 54%	113 32% 16% e	116 30% 16%	95 23% 14%	110 27% 16%	97 28% 14%	174 36% 25% e	121 23% 17%	206 28% 29%	131 26% 19%	247 40% 35% j	327 26% 46% m	378 34% 54% m	199 28% 28%	506 31% 72% o	156 24% 22%	549 32% 78% d	267 23% 38%	436 36% 62% s
BBC RADIO																							
ANY BBC RADIO STATIONS (any of codes 1-5 at rows B OR C)	1368 57%	794 67% 58%	573 48% 42%	690 59% 50%	678 55% 50%	188 54% 14%	222 57% 16%	253 62% 18%	246 60% 18%	199 58% 15%	259 53% 19%	356 67% 26% j	443 60% 32% i	290 57% 21% l	278 45% 20%	799 63% 58% n	568 51% 42%	448 59% 33%	919 57% 67%	401 62% 29% r	967 56% 71%	763 64% 56% t	605 51% 44%
ANY BBC NATIONAL RADIO STATIONS (any of codes 1-5 at row B)	1313 55%	773 65% 59%	540 45% 41%	658 57% 50%	655 53% 50%	180 51% 14%	217 56% 17%	250 62% 19%	230 57% 18%	187 54% 14%	248 51% 19%	345 65% 26% j	425 58% 32% i	283 56% 22% l	259 42% 20%	771 61% 59% n	542 48% 41%	435 57% 33%	878 54% 67%	392 60% 30% r	921 53% 70%	741 62% 56% t	572 48% 44%
ANY BBC LOCAL RADIO STATIONS (any of codes 1-5 at row C)	925 39%	604 51% 65%	321 27% 35%	486 42% 53% a	439 36% 47%	129 37% 14%	155 40% 17%	176 43% 19%	159 39% 17%	130 38% 14%	177 36% 19%	252 48% 27% j	278 38% 30%	197 39% 21% l	198 32% 21%	530 42% 57% n	395 35% 43%	304 40% 33%	621 38% 67%	275 42% 30%	651 38% 70%	533 45% 58% t	392 33% 42%
NO BBC RADIO STATIONS (none of codes 1-5 at rows B AND C)	969 41%	359 30% 37%	609 51% 63%	442 38% 46%	527 43% 54% a	151 43% 16%	164 42% 17%	145 36% 15%	156 38% 16%	134 39% 14%	218 45% 23% e	170 32% 18%	276 38% 28%	201 40% 21% l	322 52% 33% j	445 35% 46% m	523 47% 54% m	293 39% 30%	675 42% 70%	236 36% 24%	733 42% 76% d	400 34% 41%	565 47% 58% s
COMMERCIAL RADIO																							
ANY COMMERCIAL RADIO STATIONS (any of codes 1-5 at rows D OR E)	1346 56%	801 67% 60%	544 46% 40%	666 57% 50%	680 56% 50%	201 57% 15% h	238 61% 18% g	267 66% 20% c	240 59% 18% h	182 53% 14% h	219 45% 16%	317 60% 24% i	432 59% 32% i	315 62% 23% l	281 46% 21%	750 59% 56% n	596 53% 44%	485 64% 38% p	861 53% 64%	428 66% 32% r	918 53% 68%	766 65% 57% t	579 49% 43%
ANY NATIONAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row D)	1132 47%	728 61% 64%	404 34% 36%	572 49% 51%	560 46% 49%	167 48% 15% h	207 53% 18% g	232 57% 21% c	199 49% 18% h	146 43% 13%	181 37% 16%	279 53% 25% i	363 49% 32% i	263 52% 23% l	226 37% 20%	642 51% 57% n	489 44% 43%	403 53% 36% p	729 45% 64%	364 56% 32% r	768 44% 68%	656 55% 58% t	475 40% 42%
ANY LOCAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row E)	1098 46%	675 57% 61%	423 36% 39%	550 47% 50%	548 45% 50%	170 48% 16% h	194 50% 18% h	223 55% 20% g	199 49% 18% h	153 45% 14% h	159 33% 14%	259 49% 24% i	344 47% 31% j	258 51% 23% l	238 39% 22%	603 48% 55%	496 44% 45%	405 53% 37% p	693 43% 63%	356 55% 32% r	743 43% 68%	646 54% 59% t	452 38% 41%

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

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Table 117

QG1: SUMMARY OF RADIO LISTENING

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
NO COMMERCIAL RADIO STATIONS (none of codes 1-5 at rows D AND E)	990 42%	352 30%	638 54%	465 40%	525 43%	139 40%	148 38%	131 32%	162 40%	152 44%	259 53%	208 39%	287 39%	176 35%	319 52%	495 39%	495 44%	257 34%	733 45%	209 32%	781 45%	397 33%	591 50%
		36%	64%	47%	53%	14%	15%	13%	16% ^e	15% ^e	25% ^{cd}	21%	29%	18%	32% ^{ijk}	50%	50% ^m	26%	74% ^o	21%	79% ^q	40%	60% ^s
Don't know	48 2%	38 3%	9 1%	29 2%	19 2%	11 3%	5 1%	8 2%	6 1%	10 3%	9 2%	4 1%	16 2%	15 3%	14 2%	20 2%	28 3%	18 2%	30 2%	15 2%	33 2%	24 2%	23 2%
		80%	20%	60%	40%	23%	9%	16%	13%	20%	19%	8%	33%	30% ⁱ	29%	41%	59%	37%	63%	31%	69%	51%	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

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Table 117

QG1: SUMMARY OF RADIO LISTENING

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
TOTAL																				
ANY RADIO STATION (any of codes 1-5 at row A)	1631 68%	1526 70%	105 50%	1167 73%	464 60%	1388 71%	244 56%	1369 69%	140 64%	100 71%	22 40%	63 64%	217 83%	112 57%	104 61%	127 61%	150 69%	146 73%	224 70%	226 75%
		94%b		72%d		85%f		84%j	9%j	6%j		4%	13%kmnopqr	7%	6%		9%lm	9%lmno	14%lm	14%lmno
ANY NATIONAL RADIO STATIONS (any of codes 1-5 at rows B or D)	1368 57%	1284 59%	84 40%	996 62%	371 48%	1179 61%	188 43%	1164 59%	101 47%	83 59%	20 36%	50 51%	183 70%	98 50%	87 51%	113 54%	125 58%	127 63%	187 58%	195 65%
		94%b		73%d		86%f		85%hj	7%j	6%hj		4%	13%kmnopqr	7%	6%		9%lm		14%	14%kmno
ANY LOCAL RADIO STATIONS (any of codes 1-5 at rows C or E)	1249 52%	1182 54%	65 31%	910 57%	339 44%	1075 55%	174 40%	1044 53%	112 52%	74 53%	18 33%	47 48%	177 67%	83 42%	80 47%	95 46%	108 50%	104 52%	174 54%	176 59%
		95%b		73%d		86%f		84%j	9%j	6%j		4%	14%kmnopqr	7%	6%		8%		14%lm	14%lmno
NO NATIONAL NOR COMMERCIAL RADIO STATIONS (code 6 at row A)	705 30%	603 28%	99 47%	413 26%	292 38%	522 27%	183 42%	562 28%	73 34%	39 28%	32 58%	32 33%	43 17%	80 41%	63 37%	75 36%	61 28%	50 25%	91 28%	66 22%
		86%	14%a	59%	41%e	74%	26%e	80%	10%	6%	4%ghi	5%ls	6%	11%lpqrs	9%lqs	11%lqs	9%l	7%	13%l	9%
BBC RADIO ANY BBC RADIO STATIONS (any of codes 1-5 at rows B OR C)	1368 57%	1284 59%	84 40%	996 62%	371 48%	1179 61%	188 43%	1164 59%	101 47%	83 59%	20 36%	50 51%	183 70%	98 50%	87 51%	113 54%	125 58%	127 63%	187 58%	195 65%
		94%b		73%d		86%f		85%hj	7%j	6%hj		4%	13%kmnopqr	7%	6%		9%lm		14%	14%kmno
ANY BBC NATIONAL RADIO STATIONS (any of codes 1-5 at row B)	1313 55%	1233 57%	80 39%	961 60%	352 45%	1136 58%	178 40%	1116 57%	97 45%	81 58%	19 34%	49 50%	171 65%	94 48%	80 47%	109 53%	120 56%	121 60%	180 56%	192 64%
		94%b		73%d		86%f		85%hj	7%j	6%hj		4%	13%kmnopqr	7%	6%		9%lm		14%	15%kmno
ANY BBC LOCAL RADIO STATIONS (any of codes 1-5 at row C)	925 39%	875 40%	50 24%	676 42%	249 32%	797 41%	128 29%	784 40%	72 33%	53 38%	16 29%	36 36%	141 54%	62 32%	66 39%	75 36%	86 40%	77 38%	110 34%	131 44%
		95%b		73%d		86%f		85%j	8%	6%	2%	4%	15%kmnopqr	7%	7%	8%	9%	8%	12%	14%mr
NO BBC RADIO STATIONS (none of codes 1-5 at rows B AND C)	969 41%	845 39%	120 58%	584 36%	385 49%	730 38%	238 54%	767 39%	112 51%	57 40%	34 61%	46 47%	77 29%	94 48%	80 47%	89 43%	86 40%	69 34%	128 40%	98 33%
		87%	12%a	60%	40%e	75%	25%e	79%	12%gi	6%	3%gh	5%ls	8%	10%lqs	8%lqs	9%ls	9%l	7%	13%l	10%
COMMERCIAL RADIO ANY COMMERCIAL RADIO STATIONS (any of codes 1-5 at rows D OR E)	1346 56%	1274 59%	71 34%	984 61%	362 47%	1170 60%	176 40%	1130 57%	118 54%	79 56%	19 34%	47 48%	177 67%	93 48%	89 53%	102 49%	122 56%	106 53%	183 57%	211 70%
		95%b		73%d		87%f		84%j	9%j	6%j		3%	13%kmnopqr	7%	7%	8%	9%	8%	14%	16%kmnopqr
ANY NATIONAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row D)	1132 47%	1077 50%	55 26%	837 52%	294 38%	1003 52%	129 29%	964 49%	87 40%	64 45%	17 31%	39 40%	144 55%	77 39%	69 41%	87 42%	110 51%	89 44%	143 45%	205 68%
		95%b		74%d		88%f		85%hj	8%	6%j	2%	3%	13%kmnopqr	7%	6%	8%	10%lm	8%	13%	18%kmnopqr

Proportions/Mean: Columns Tested (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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Table 117

QG1: SUMMARY OF RADIO LISTENING

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
ANY LOCAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row E)	1098 46%	1049 48% 96%b	49 23% 4%	804 50% 73% d	294 38% 27%	956 49% 87% f	142 32% 13%	913 46% 83% j	106 49% 10% j	63 45% 6% j	16 29% 1%	42 43% 4%	154 59% 14% k	75 38% 7%	69 41% 6%	84 41% 8%	94 44% 9%	84 42% 8%	148 46% 13%	163 54% 15% m
NO COMMERCIAL RADIO STATIONS (none of codes 1-5 at rows D AND E)	990 42%	855 39% 86%	133 64% 13% a	596 37% 60%	394 51% 40% c	740 38% 75%	251 57% 25% e	800 41% 81%	95 44% 10%	60 43% 6%	35 63% 4% g	48 50% 5% h	83 32% 8%	99 51% 10% l	77 46% 8% l	99 48% 10% l	89 41% 9% s	90 45% 9% s	132 41% 13% s	81 27% 8%
Don't know	48 2%	43 2% 89%	5 2% 11%	27 2% 56%	21 3% 44%	36 2% 76%	12 3% 24%	41 2% 86%	4 2% 9%	1 1% 3%	1 2% 3%	2 2% 5%	2 1% 5%	3 2% 7%	3 2% 5%	6 3% 13%	5 3% 11%	4 2% 9%	7 2% 14%	8 3% 17%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 117

QG1: SUMMARY OF RADIO LISTENING

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
TOTAL													
ANY RADIO STATION (any of codes 1-5 at row A)	1631	298	1333	698	743	162	469	1010	879	707	782	1210	421
	68%	71%	68%	70%	70%	79%	66%	72%	72%	65%	72%	71%	62%
		18%	82%	43%	46%	10%cdf	29%	62% f	54% i	43%	48% j	74% l	26%
ANY NATIONAL RADIO STATIONS (any of codes 1-5 at rows B or D)	1368	252	1116	587	647	148	394	846	736	597	655	1022	346
	57%	60%	57%	58%	61%	72%	55%	60%	60%	55%	60%	60%	51%
		18%	82%	43%	47% f	11%cdfg	29%	62%	54% i	44%	48% j	75% l	25%
ANY LOCAL RADIO STATIONS (any of codes 1-5 at rows C or E)	1249	232	1017	553	566	138	340	789	682	537	608	940	309
	52%	55%	52%	55%	53%	67%	48%	56%	56%	50%	56%	55%	46%
		19%	81%	44% f	45% f	11%cdfg	27%	53% f	55% i	43%	49% j	75% l	25%
NO NATIONAL NOR COMMERCIAL RADIO STATIONS (code 6 at row A)	705	111	594	284	298	43	228	371	327	353	288	465	240
	30%	26%	30%	28%	28%	21%	32%	26%	27%	33%	26%	27%	36%
		16%	84%	40% e	42% e	6%	32%eg	53%	46%	50% h	41%	66%	34% k
BBC RADIO													
ANY BBC RADIO STATIONS (any of codes 1-5 at rows B OR C)	1368	252	1116	587	647	148	394	846	736	597	655	1022	346
	57%	60%	57%	58%	61%	72%	55%	60%	60%	55%	60%	60%	51%
		18%	82%	43%	47% f	11%cdfg	29%	62%	54% i	44%	48% j	75% l	25%
ANY BBC NATIONAL RADIO STATIONS (any of codes 1-5 at row B)	1313	244	1069	557	616	145	377	814	707	570	630	987	326
	55%	58%	54%	55%	58%	70%	53%	58%	58%	53%	58%	58%	48%
		19%	81%	42%	47%	11%cdfg	29%	62% f	54% i	43%	48% j	75% l	25%
ANY BBC LOCAL RADIO STATIONS (any of codes 1-5 at row C)	925	169	756	414	444	115	253	579	515	389	461	692	233
	39%	40%	39%	41%	42%	56%	36%	41%	42%	36%	42%	41%	34%
		18%	82%	45% f	48% f	12%cdfg	27%	63% f	56% i	42%	50% j	75% l	25%
NO BBC RADIO STATIONS (none of codes 1-5 at rows B AND C)	969	157	812	396	394	57	302	535	470	463	415	653	315
	41%	37%	41%	39%	37%	28%	42%	38%	38%	43%	38%	38%	47%
		16%	84%	41% e	41% e	6%	31%de	55% e	49%	48% j	43%	67%	33% k
COMMERCIAL RADIO													
ANY COMMERCIAL RADIO STATIONS (any of codes 1-5 at rows D OR E)	1346	240	1106	599	601	143	363	859	759	550	677	1028	318
	56%	57%	56%	60%	57%	69%	51%	61%	62%	51%	62%	60%	47%
		18%	82%	44% f	45% f	11%cdfg	27%	64% df	56% i	41%	50% j	76% l	24%
ANY NATIONAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row D)	1132	202	930	514	510	123	301	725	649	452	579	879	253
	47%	48%	47%	51%	48%	60%	42%	52%	53%	42%	53%	51%	37%
		18%	82%	45% f	45% f	11%cdf	27%	64% f	57% i	40%	51% j	78% l	22%
ANY LOCAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row E)	1098	197	902	498	483	120	282	719	624	449	562	849	249
	46%	47%	46%	50%	46%	58%	40%	51%	51%	41%	52%	50%	37%
		18%	82%	46% f	44% f	11%cdf	26%	65% df	57% i	41%	51% j	77% l	23%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 117

QG1: SUMMARY OF RADIO LISTENING

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

Weighted base

NO COMMERCIAL RADIO
STATIONS (none of codes
1-5 at rows D AND E)

Don't know

Total	Location		Home TV service					Smart TV			Any connected TV	
	Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
	18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
990	168	822	383	440	62	333	521	447	510	393	647	343
42%	40%	42%	38%	41%	30%	47%	37%	36%	47%	36%	38%	51%
	17%	83%	39% e	44% eg	6%	34% cdeg	53%	45%	52% hj	40%	65%	35% k
48	11	36	22	21	2	15	25	22	25	20	34	14
2%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%
	24%	76%	46%	45%	3%	32%	53%	47%	52%	42%	71%	29%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 117

QG1: SUMMARY OF RADIO LISTENING

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
TOTAL															
ANY RADIO STATION (any of codes 1-5 at row A)	1631 68%	973 73% 60%	782 72% 48%	534 74% 33%	419 74% 26%	341 75% 21%	181 78% 11%u	238 75% 15%	165 80% 10%nu	1210 71% 74%	324 72% 20%z	366 78% 22%z	149 80% 9%z	533 74% 33%z	1098 66% 67%
ANY NATIONAL RADIO STATIONS (any of codes 1-5 at rows B or D)	1368 57%	829 62% 61%	655 60% 48%	448 62% 33%	356 63% 26%	300 67% 22%nu	157 67% 11%u	205 65% 15%	151 72% 11%mnopu	1022 60% 75%	285 64% 21%z	328 70% 24%z	130 70% 9%z	470 66% 34%z	898 54% 66%
ANY LOCAL RADIO STATIONS (any of codes 1-5 at rows C or E)	1249 52%	754 57% 60%	608 56% 49%	425 59% 34%	342 60% 27%	282 62% 23%mn	152 65% 12%mn	198 63% 16%nu	131 63% 11%u	940 55% 75%	259 58% 21%z	307 65% 25%vz	127 68% 10%vz	431 60% 35%z	818 49% 65%
NO NATIONAL NOR COMMERCIAL RADIO STATIONS (code 6 at row A)	705 30%	339 25% 48%t	288 26% 41%rt	164 23% 23%	137 24% 19%	97 21% 14%	45 19% 6%	68 21% 10%	38 18% 5%	465 27% 66%oqr	119 27% 17%	98 21% 14%	36 19% 5%	175 24% 25%	530 32% 75%wxy
BBC RADIO															
ANY BBC RADIO STATIONS (any of codes 1-5 at rows B OR C)	1368 57%	829 62% 61%	655 60% 48%	448 62% 33%	356 63% 26%	300 67% 22%nu	157 67% 11%u	205 65% 15%	151 72% 11%mnopu	1022 60% 75%	285 64% 21%z	328 70% 24%z	130 70% 9%z	470 66% 34%z	898 54% 66%
ANY BBC NATIONAL RADIO STATIONS (any of codes 1-5 at row B)	1313 55%	803 60% 61%	630 58% 48%	432 60% 33%	341 60% 26%	291 64% 22%nu	155 66% 12%nu	197 62% 15%	149 71% 11%mnopsu	987 58% 75%	272 61% 21%z	313 67% 24%z	123 66% 9%z	448 62% 34%z	865 52% 66%
ANY BBC LOCAL RADIO STATIONS (any of codes 1-5 at row C)	925 39%	568 43% 61%	461 42% 50%	323 45% 35%	269 47% 29%u	229 51% 25%mn	114 49% 12%u	163 52% 18%mn	100 48% 11%	692 41% 75%	213 48% 23%z	263 56% 28%vz	106 57% 11%z	360 50% 39%z	565 34% 61%
NO BBC RADIO STATIONS (none of codes 1-5 at rows B AND C)	969 41%	484 36% 50%qt	415 38% 43%qrt	250 35% 26%t	201 35% 21%t	137 30% 14%	69 29% 7%	101 32% 10%	52 25% 5%	653 38% 67%qrst	157 35% 16%	136 29% 14%	56 30% 6%	239 33% 25%	730 44% 75%vwxy
COMMERCIAL RADIO															
ANY COMMERCIAL RADIO STATIONS (any of codes 1-5 at rows D OR E)	1346 56%	827 62% 61%	677 62% 50%	469 65% 35%u	363 64% 27%	295 65% 22%	163 70% 12%mn	210 66% 16%	150 72% 11%mnpu	1028 60% 76%	260 58% 19%	318 68% 24%vz	128 69% 10%vz	442 62% 33%z	904 54% 67%
ANY NATIONAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row D)	1132 47%	713 54% 63%	579 53% 51%	410 57% 36%u	328 58% 29%u	271 60% 24%mn	147 63% 13%mn	192 61% 17%mn	140 67% 12%mnopu	879 51% 78%	219 49% 19%	281 60% 25%vyz	108 58% 10%z	382 53% 34%z	750 45% 66%
ANY LOCAL COMMERCIAL RADIO STATIONS (any of codes 1-5 at row E)	1098 46%	685 51% 62%	562 52% 51%	398 55% 36%u	309 54% 28%	261 58% 24%mn	142 61% 13%mn	183 58% 17%u	121 58% 11%u	849 50% 77%	205 46% 19%	266 57% 24%vyz	115 62% 10%vyz	360 50% 33%z	739 44% 67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 117

QG1: SUMMARY OF RADIO LISTENING

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
NO COMMERCIAL RADIO STATIONS (none of codes 1-5 at rows D AND E)	990 42%	485 36%	393 36%	228 32%	193 34%	142 31%	63 27%	96 30%	53 25%	647 38%	183 41%	146 31%	57 31%	267 37%	724 43%
		49% rt	40% rt	32% 23%	34% 20% t	31% 14%	27% 6%	30% 10%	25% 5%	38% 65% oqrst	41% 18% wx	31% 15%	31% 6%	37% 27%	43% 73% wxy
Don't know	48 2%	20 2%	20 2%	20 3%	12 2%	14 3%	8 3%	10 3%	5 2%	34 2%	5 1%	6 1%	1 *	8 1%	39 2%
		42%	42%	42%	26%	29%	16%	22% m	11%	71%	10%	12%	2%	18%	82%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 118

QG4: (SHOW SCREEN) SAY TO RESPONDENT: Advertising and sponsorship provide income for commercial radio stations. Without income from advertising and sponsorship, commercial radio stations may not exist. With this in mind, which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations?
SINGLE CODE

Base: All who ever listen to commercial radio

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1339	837	502	663	676	187	235	266	222	205	224	340	442	278	279	782	557	468	871	421	918	862	476
		63%	37%	50%	50%	14%	18%	20%	17%	15%	17%	25%	33%	21%	21%	58%	42%	35%	65%	31%	69%	64%	36%
Weighted base	1346	801	544	666	680	201	238	267	240	182	219	317	432	315	281	750	596	485	861	428	918	766	579
		60%	40%	50%	50%	15%	18%	20%	18%	14%	16%	24%	32%	23%	21%	56%	44%	36%	64%	32%	68%	57%	43%
Effective base	1131	703	431	559	572	154	198	241	193	182	171	284	375	236	241	658	475	404	727	365	766	769	400
It could go up quite a bit before it bothered me	66 5%	43 5%	23 4%	37 5%	29 4%	15 7%	14 6%	21 8%	6 3%	6 3%	4 2%	24 8%	13 3%	17 5%	11 4%	37 5%	28 5%	41 8%	25 3%	38 9%	27 3%	45 6%	21 4%
		65%	35%	56%	44%	22% fh	22% h	32% fgh	10%	8%	6%	36% j	20%	26%	17%	57%	43%	62% p	38%	58% r	42%	68%	32%
A little more would not bother me	162 12%	117 15%	45 8%	88 13%	74 11%	32 16%	35 15%	31 12%	18 29%	18 10%	18 8%	46 14%	53 12%	34 11%	30 11%	99 13%	63 11%	61 13%	101 12%	58 14%	104 11%	112 15%	49 8%
		72%	28%	54%	46%	19% h	21%	19%	18%	11%	11%	28%	33%	21%	18%	61%	39%	38%	62%	36%	64%	69% tl	30%
The present levels don't bother me, but I would not want any more	712 53%	377 47%	335 62%	342 51%	370 55%	101 50%	122 51%	128 48%	127 53%	105 58%	128 59%	157 50%	226 52%	175 55%	154 55%	383 51%	329 55%	247 51%	465 54%	216 51%	496 54%	397 52%	315 54%
		53%	47%	48%	52%	14%	17%	18%	18%	15% e	18% e	22%	32%	25%	22%	54%	46%	35%	65%	30%	70%	56%	44%
There is already more than I am really happy with	334 25%	217 27%	117 21%	162 24%	172 25%	42 21%	52 22%	67 25%	71 30%	43 23%	59 27%	80 25%	117 27%	76 24%	61 22%	196 26%	137 23%	114 23%	220 26%	94 22%	240 26%	177 23%	156 27%
		65%	35%	48%	52%	13%	16%	20%	21%	13%	18%	24%	35%	23%	18%	59%	41%	34%	66%	28%	72%	53%	47%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 118

QQ4: (SHOW SCREEN) SAY TO RESPONDENT: Advertising and sponsorship provide income for commercial radio stations. Without income from advertising and sponsorship, commercial radio stations may not exist. With this in mind, which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations?
SINGLE CODE

Base: All who ever listen to commercial radio

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1339	1281 96%	57 4%	996 74%	343 26%	1175 88%	164 12%	959 72%	149 11%	148 11%	83 6%	39 3%	145 11%	77 6%	75 6%	90 7%	91 7%	87 6%	159 12%	196 15%
Weighted base	1346	1274 95%	71* 5%*	984 73%	362 27%	1170 87%	176 13%	1130 84%	118 9%	79 6%	19* 1%*	47* 3%*	177 13%	93* 7%*	89* 7%*	102* 8%*	122* 9%*	106* 8%*	183 14%	211 16%
Effective base	1131	1085	48	841	291	998	135	881	139	133	78	36	132	70	69	83	84	80	147	184
It could go up quite a bit before it bothered me	66 5%	65 5%	1 2%	48 5%	18 5%	62 5%	4 2%	55 5%	6 5%	3 4%	2 9%	5 11%	4 3%	1 1%	2 2%	9 9%	2 2%	2 2%	3 2%	26 12%
		98%	2%	73%	27%	94%	6%	84%	9%	5%	2%	8%lmnpqr	7%	1%	3%	14%lmnpqr	3%	3%	5%	40%lmnpqr
A little more would not bother me	162 12%	153 12%	9 13%	130 13%	32 9%	146 13%	16 9%	139 12%	14 12%	6 8%	4 19%	7 14%	20 11%	15 16%	8 9%	12 12%	16 13%	4 4%	22 12%	35 16%
		94%	6%	80% d	20%	90%	10%	86%	9%	4%	2% i	4% q	12%	9% q	5%	7%	10% q	2%	13% q	22% q
The present levels don't bother me, but I would not want any more	712 53%	673 53%	39 55%	508 52%	204 57%	610 52%	102 58%	599 53%	62 53%	44 55%	7 40%	20 42%	100 56%	40 43%	60 67%	40 39%	79 65%	61 57%	95 52%	105 50%
		95%	5%	71%	29%	86%	14%	84% j	9%	6% j	1%	3%	14% o	6%	8% k mos	6%	11% k mos	9% o	13%	15%
There is already more than I am really happy with	334 25%	313 25%	20 28%	247 25%	87 24%	290 25%	44 25%	279 25%	28 24%	23 29%	4 22%	13 28%	37 21%	33 35%	18 21%	36 36%	19 16%	27 26%	53 29%	41 19%
		94%	6%	74%	26%	87%	13%	84%	8%	7%	1%	4%	11%	10% l ps	6%	11% l mps	6%	8%	16% ps	12%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 118

QG4: (SHOW SCREEN) SAY TO RESPONDENT: Advertising and sponsorship provide income for commercial radio stations. Without income from advertising and sponsorship, commercial radio stations may not exist. With this in mind, which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations?

SINGLE CODE

Base: All who ever listen to commercial radio

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1339	266 20%	1073 80%	624 47%	591 44%	149 11%	344 26%	873 65%	779 58%	529 40%	693 52%	1042 78%	297 22%
Weighted base	1346	240 18%	1106 82%	599 44%	601 45%	143 11%	363 27%	859 64%	759 56%	550 41%	677 50%	1028 76%	318 24%
Effective base	1131	211	921	524	501	121	294	733	662	444	590	878	254
It could go up quite a bit before it bothered me	66 5%	11 4%	55 5%	40 7%	18 3%	14 10%	7 2%	54 6%	40 5%	25 5%	39 6%	59 6%	7 2%
A little more would not bother me	162 12%	33 14%	129 12%	61%df 16%	27% 84%	21%df 76%	11% 13%	83%df 15%	60% 13%	38% 10%	59% 14%	90%l 82%	10% 18%
The present levels don't bother me, but I would not want any more	712 53%	117 49%	595 54%	317 53%	309 51%	72 51%	194 53%	447 52%	391 52%	301 55%	339 50%	518 50%	194 61%
There is already more than I am really happy with	334 25%	63 26%	271 25%	132 40%	167 50%e	30 9%	100 30%	209 62%	192 58%	134 40%	171 51%	258 77%	75 23%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 118

QG4: (SHOW SCREEN) SAY TO RESPONDENT: Advertising and sponsorship provide income for commercial radio stations. Without income from advertising and sponsorship, commercial radio stations may not exist. With this in mind, which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations?
SINGLE CODE

Base: All who ever listen to commercial radio

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1339	842 63%	693 52%	474 35%	390 29%	305 23%	170 13%	213 16%	152 11%	1042 78%	254 19%	323 24%	125 9%	443 33%	896 67%
Weighted base	1346	827 61%	677 50%	469 35%	363 27%	295 22%	163 12%	210 16%	150 11%	1028 76%	260 19%	318 24%	128 10%	442 33%	904 67%
Effective base	1131	710	590	398	321	261	147	179	136	878	212	270	108	371	760
It could go up quite a bit before it bothered me	66 5%	55	39	39	24	30	18	20	14	59	15	29	18	31	35
		7% 84%	6% 59%	8% 60%	7% 36%	10% 45%nu	11% 28%nu	9% 30%	9% 21%	6% 90%	6% 23%	9% 44%z	14% 27%vyz	7% 47%z	4% 53%
A little more would not bother me	162 12%	117	95	77	69	56	27	33	21	134	35	60	28	70	92
		14% 72%	19% 59%	16% 47%	19% 42%mu	17% 34%u	17% 17%	16% 20%	14% 13%	14% 82%	14% 22%	19% 37%z	22% 17%z	16% 43%z	10% 57%
The present levels don't bother me, but I would not want any more	712 53%	403	339	214	164	124	74	92	81	518	117	138	48	201	511
		49% 57%	50% 48%q	46% 30%	45% 23%	42% 17%	45% 10%	44% 13%	54% 11%q	50% 73%q	45% 16%	43% 19%	37% 7%	46% 28%	57% 72%vwxy
There is already more than I am really happy with	334 25%	210	171	115	91	71	41	55	28	258	78	81	29	119	215
		25% 63%	25% 51%	24% 34%	25% 27%	24% 21%	25% 12%	26% 17%	19% 8%	25% 77%	30% 23%	25% 24%	23% 9%	27% 36%	24% 64%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 119

QG8: In the last 12 months, have you personally heard anything on the radio you found offensive?

SINGLE CODE

Base: All who ever listen to radio

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1624	957 59%	667 41%	802 49%	822 51%	216 13%	269 17%	303 19%	270 17%	261 16%	305 19%	432 27%	526 32%	318 20%	348 21%	958 59%	666 41%	531 33%	1093 67%	479 29%	1145 71%	1015 63%	608 37%
Weighted base	1631	911 56%	721 44%	810 50%	821 50%	226 14%	271 17%	303 19%	292 18%	237 15%	303 19%	405 25%	513 31%	360 22%	353 22%	918 56%	714 44%	543 33%	1088 67%	481 29%	1150 71%	896 55%	735 45%
Effective base	1365	804	566	674	691	177	227	271	234	230	234	357	446	267	301	803	566	455	910	412	953	901	510
Yes	73 4%	48 5%	25 3%	48 6%	24 3%	9 4%	18 6%	19 6%	6 2%	12 5%	9 3%	28 7%	14 3%	17 5%	13 4%	42 5%	31 4%	42 8%	31 3%	38 8%	35 3%	50 6%	23 3%
		66%	34%	67% b	33%	13%	24% f	26% f	9%	16%	13%	39% j	19%	24%	18%	58%	42%	58% p	42%	52% r	48%	68% t	32%
No	1524 93%	831 91%	693 96%	745 92%	779 95%	213 94%	246 91%	275 91%	278 95%	224 94%	289 95%	365 90%	489 95%	336 93%	334 95%	854 93%	670 94%	484 89%	1041 96%	427 89%	1097 95%	826 92%	697 95%
		55%	45%	49%	51% a	14%	16%	18%	18%	15%	19%	24%	32% i	22%	22% l	56%	44%	32%	68% o	28%	72% q	54%	46% 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

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Table 119

QG8: In the last 12 months, have you personally heard anything on the radio you found offensive?

SINGLE CODE

Base: All who ever listen to radio

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1624	1538 95%	85 5%	1181 73%	443 27%	1396 86%	228 14%	1158 71%	176 11%	192 12%	98 6%	54 3%	177 11%	94 6%	87 5%	109 7%	114 7%	118 7%	195 12%	210 13%
Weighted base	1631	1526 94%	105* 6%*	1167 72%	464 28%	1388 85%	244 15%	1369 84%	140 9%	100 6%	22* 1%*	63* 4%*	217 13%	112* 7%*	104* 6%*	127* 8%*	150 9%	146 9%	224 14%	226 14%
Effective base	1365	1296	71	993	373	1182	186	1060	165	172	92	50	162	85	80	100	105	107	180	197
Yes	73 4%	71 5%	1 1%	58 5%	14 3%	66 5%	7 3%	66 5%	3 2%	3 3%	1 4%	3 5%	6 3%	8 7%	1 1%	5 4%	9 6%	9 6%	6 3%	20 9%
No	1524 93%	1423 93%	101 96%	1085 93%	439 95%	1291 93%	233 96%	1274 93%	133 95%	97 96%	21 94%	60 95%	204 94%	103 92%	103 99%	117 92%	137 91%	134 92%	216 97%	200 88%
		93%	7%	71%	29%	85%	15%	84%	9%	6%	1%	4%	13%	7%	7% mopqs	8%	9%	9%	14% s	13%

Proportions/Mean: Columns Tested (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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Table 119

QG8: In the last 12 months, have you personally heard anything on the radio you found offensive?

SINGLE CODE

Base: All who ever listen to radio

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1624	333 21%	1291 79%	730 45%	735 45%	167 10%	447 28%	1024 63%	902 56%	683 42%	801 49%	1229 76%	395 24%
Weighted base	1631	298 18%	1333 82%	698 43%	743 46%	162 10%	469 29%	1010 62%	879 54%	707 43%	782 48%	1210 74%	421 26%
Effective base	1365	264	1102	612	618	132	378	857	767	566	682	1030	336
Yes	73 4%	14 5%	58 4%	44 6%	25 3%	14 9%	8 2%	55 5%	47 5%	23 3%	44 6%	61 5%	12 3%
		20%	80%	60% df	34%	19% df	11%	76% t	64%	32%	61% l	84%	16%
No	1524 93%	276 93%	1248 94%	631 90%	707 95%	145 89%	456 97%	928 92%	816 93%	666 94%	723 92%	1125 93%	399 95%
		18%	82%	41%	46% ceg	10%	30% ceg	61%	54%	44%	47%	74%	26%

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

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Table 119

QG8: In the last 12 months, have you personally heard anything on the radio you found offensive?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All who ever listen to radio

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1624	988 61%	801 49%	538 33%	448 28%	354 22%	188 12%	240 15%	167 10%	1229 76%	313 19%	368 23%	145 9%	529 33%	1095 67%
Weighted base	1631	973 60%	782 48%	534 33%	419 26%	341 21%	181 11%	238 15%	165 10%	1210 74%	324 20%	366 22%	149 9%	533 33%	1098 67%
Effective base	1365	828	682	451	368	302	163	203	149	1030	260	308	126	444	921
Yes	73 4%	54 6%	44 6%	38 7%	28 7%	21 6%	21 12%	18 8%	17 10%	61 5%	43 13%	51 14%	41 27%	58 11%	15 1%
No	1524 93%	904 93%	723 92%	483 90%	379 90%	310 91%	158 87%	212 89%	143 87%	1125 93%	265 82%	300 82%	104 70%	453 85%	1071 98%
		59% rt	47% rt	32%	25%	20%	10%	14%	9%	74% rt	17% x	20% x	7%	30% x	70% vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 120

Q11:As far as you know, is the radio regulated in terms of what can be broadcast?
IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Yes	1340 56%	676 57%	664 56%	677 58%	663 54%	175 50%	208 53%	225 55%	245 60%	232 68%	255 52%	345 65%	434 59%	251 50%	311 51%	778 62%	562 50%	420 55%	919 57%	376 58%	964 56%	697 59%	643 54%
		50%	50%	50%	50%	13%	16%	17%	18% ^{ch}	17% ^{cdefh}	19%	26% ^{ijkl}	32% ^{kl}	19%	23%	58% ⁿ	42%	31%	69%	28%	72%	52% ^t	48%
No	416 17%	173 15%	243 20%	220 19%	197 16%	78 22%	94 24%	83 21%	59 15%	37 11%	64 13%	91 17%	121 16%	104 20%	100 16%	213 17%	204 18%	170 22%	246 15%	139 21%	278 16%	235 20%	179 15%
		42%	58%	53%	47%	19% ^{fgh}	23% ^{fgh}	20% ^{fgh}	14%	9%	15%	22%	29%	25%	24%	51%	49%	41% ^p	59%	33% ^r	67%	56% ^t	43%
Don't know	628 26%	342 29%	285 24%	264 23%	364 30%	97 28%	89 23%	97 24%	103 25%	74 22%	167 34%	94 18%	180 25%	152 30%	202 33%	274 22%	354 32%	169 22%	459 28%	137 21%	491 28%	255 21%	372 31%
		55%	45%	42%	58% ^a	15%	14%	15%	16%	12%	27% ^{defg}	15%	29% ^{il}	24% ^{il}	32% ^{il}	44%	56% ^{lm}	27%	73% ^o	22%	78% ^q	41%	59% ^s

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

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Table 120

Q11:As far as you know, is the radio regulated in terms of what can be broadcast?
IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Yes	1340	1260	80	980	360	1145	195	1112	111	87	30	49	105	127	104	107	113	126	204	176
	56%	58%	38%	61%	46%	59%	44%	56%	51%	62%	55%	50%	40%	65%	62%	52%	52%	63%	63%	58%
		94%b	6%	73% d	27%	85% f	15%	83%	8%	6% h	2%	4%	8%	10% klop	8% l	8% l	8% l	9% l	15% klop	13% l
No	416	365	49	241	176	315	101	350	37	21	9	16	68	31	15	48	40	15	48	68
	17%	17%	23%	15%	23%	16%	23%	18%	17%	15%	16%	16%	26%	16%	9%	23%	18%	8%	15%	23%
		88%	12% a	58%	42% c	76%	24% e	84%	9%	5%	2%	4%	16% mnqr	7% q	4%	12% nqr	10% nq	4%	12% q	16% nqr
Don't know	628	547	80	386	241	485	142	509	69	33	16	33	89	37	49	52	64	59	70	56
	26%	25%	38%	24%	31%	25%	32%	26%	32%	24%	29%	34%	34%	19%	29%	25%	29%	29%	22%	19%
		87%	13% a	62%	38% c	77%	23% e	81%	11% gi	5%	3%	5% mrs	14% mrs	6%	8% s	8%	10% ms	9% ms	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
 * small base

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Table 120

Q11:As far as you know, is the radio regulated in terms of what can be broadcast?
IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Yes	1340 56%	246 59%	1094 56%	543 54%	600 56%	138 67%	389 55%	814 58%	745 61%	554 51%	658 60%	1006 59%	334 49%
		18%	82%	41%	45%	10%cdfg	29%	61%	56%h	41%	49%j	75%l	25%
No	416 17%	70 17%	346 18%	203 20%	172 16%	26 13%	124 17%	244 17%	205 17%	203 19%	191 18%	286 17%	130 19%
		17%	83%	49%de	41%	6%	30%	59%	49%	49%	46%	69%	31%
Don't know	628 26%	104 25%	524 27%	259 26%	291 27%	42 20%	199 28%	347 25%	278 23%	327 30%	241 22%	417 24%	211 31%
		17%	83%	41%	46%	7%	32%e	55%	44%	52%hj	38%	66%	34%k

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

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Table 120

Q11:As far as you know, is the radio regulated in terms of what can be broadcast?
IF NECESSARY – By regulation we mean rules or guidelines about what can and can't be broadcast
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Yes	1340 56%	790 59%	658 60%	429 60%	339 60%	253 56%	142 61%	180 57%	118 59%	1006 59%	271 61%	290 62%	119 64%	423 59%	917 55%
		59%	49%	32%	25%	19%	13%	9%	75%	20%		22%z	9%z	32%	68%
No	416 17%	232 17%	191 18%	132 18%	105 18%	89 20%	48 20%	68 22%	53 25%	286 17%	42 9%	61 13%	34 18%	92 13%	324 19%
		56%	46%	32%	25%	21%	11%	16%	13%mnopu	69%	10%	15%	8%v	22%	78%vwv
Don't know	628 26%	310 23%	241 22%	158 22%	124 22%	110 24%	44 19%	67 21%	37 18%	417 24%	134 30%	119 25%	34 18%	201 28%	426 26%
		49%	38%	25%	20%	17%	7%	11%	6%	66%	21%x	19%	5%	32%x	68%x

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 121

Q12: Who do you think is responsible for regulating radio?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that radio programmes are regulated or don't know if they are regulated

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1974	1069 54%	905 46%	927 47%	1047 53%	258 13%	305 15%	332 17%	329 17%	333 17%	417 21%	472 24%	645 33%	367 19%	490 25%	1117 57%	857 43%	603 31%	1371 69%	533 27%	1441 73%	1121 57%	852 43%
Weighted base	1968	1019 52%	949 48%	940 48%	1027 52%	272 14%	297 15%	322 16%	348 18%	306 16%	422 21%	438 22%	614 31%	402 20%	513 26%	1052 53%	916 47%	589 30%	1378 70%	513 26%	1455 74%	952 48%	1015 52%
Effective base	1616	891 54%	731 46%	753 47%	864 53%	210 10%	250 15%	287 18%	274 16%	290 18%	316 20%	384 23%	532 31%	297 18%	410 25%	916 57%	705 43%	499 25%	1118 24%	442 26%	1175 24%	968 27%	706 21%
Ofcom/ Office of Communications	477 24%	204 43%	272 57%	280 59%	197 41%	28 6%	71 15%	96 20%	87 18%	85 18%	109 23%	135 28%	165 35%	83 17%	93 20%	300 63%	177 37%	144 25%	332 24%	132 26%	345 24%	262 28%	215 45%
BSC/ Broadcasting Standards Commission	184 9%	163 88%	21 12%	101 55%	84 45%	10 5%	15 8%	23 13%	41 22%	38 21%	57 31%	46 25%	58 32%	37 20%	43 23%	104 57%	80 43%	34 19%	150 81%	29 16%	155 84%	84 46%	100 54%
Radio Authority	107 5%	76 70%	32 30%	41 38%	66 62%	14 13%	15 14%	19 17%	23 21%	21 20%	16 15%	25 23%	31 29%	23 22%	28 26%	56 53%	51 47%	37 34%	71 66%	30 28%	78 72%	54 50%	53 50%
BBC	97 5%	35 36%	62 64%	56 57%	41 43%	21 22%	17 18%	12 13%	9 9%	13 14%	24 25%	29 29%	23 23%	16 16%	30 31%	51 53%	46 47%	32 33%	65 67%	28 28%	69 72%	37 38%	60 62%
Radio stations themselves	85 4%	45 53%	40 47%	28 33%	57 67%	27 32%	20 23%	8 10%	12 14%	9 11%	9 10%	8 10%	20 23%	29 34%	28 33%	57 53%	57 67%	30 36%	55 64%	25 29%	60 71%	47 55%	38 45%
ASA/ Advertising Standards Authority	74 4%	60 81%	14 19%	35 48%	39 52%	5 2%	4 1%	16 6%	14 21%	13 18%	22 30%	23 31%	23 30%	12 3%	17 23%	46 61%	29 39%	27 37%	47 63%	27 36%	47 64%	41 55%	33 45%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	55 3%	16 28%	39 72%	34 62%	21 38%	9 16%	6 11%	6 10%	7 13%	7 13%	20 36%	14 26%	13 24%	13 24%	14 26%	27 50%	27 50%	14 26%	40 74%	13 23%	42 77%	25 46%	29 54%
MediaWatch/ National Viewers and Listeners Association	36 2%	29 80%	7 20%	11 31%	25 69%	8 23%	5 13%	10 28%	6 16%	4 11%	3 9%	6 15%	11 31%	8 21%	12 33%	17 46%	20 54%	15 40%	22 60%	11 31%	25 69%	22 61%	14 39%
BBFC/ British Board of Film Classification	12 1%	9 73%	3 27%	4 32%	8 68%	3 26%	6 49%	1 8%	1 6%	* 8%	* 3%	5 40%	4 35%	3 22%	* 4%	9 74%	3 26%	8 70%	4 30%	8 70%	4 30%	8 71%	3 29%
ITC/ Independent Television Commission	10 1%	9 90%	1 10%	7 71%	3 29%	3 26%	3 30%	3 32%	1 12%	- -	- -	7 64%	1 10%	3 26%	- -	8 74%	3 26%	7 65%	4 35%	7 65%	4 35%	9 85%	2 15%
Other response – WRITE IN	11 1%	1 7%	11 93%	3 29%	8 71%	- -	3 22%	1 7%	1 10%	4 39%	2 21%	1 12%	4 37%	1 7%	5 45%	6 48%	6 52%	- -	11 100%	- -	11 100%	7 60%	5 40%
Don't know	819 42%	372 45%	446 55%	340 42%	479 58%	144 18%	132 16%	126 16%	148 18%	109 13%	159 19%	140 17%	260 32%	176 42%	243 47%	400 38%	418 46%	240 29%	578 71%	204 25%	615 75%	356 44%	462 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

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Absolutes/col percents/row percents 4 Mar 2019

Table 121

Q12: Who do you think is responsible for regulating radio?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that radio programmes are regulated or don't know if they are regulated

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1974	1845 93%	128 6%	1398 71%	576 29%	1652 84%	322 16%	1344 68%	221 11%	220 11%	189 10%	71 4%	160 8%	137 7%	120 6%	135 7%	130 7%	143 7%	237 12%	211 11%
Weighted base	1968	1807 92%	160 8%	1367 69%	601 31%	1630 83%	337 17%	1622 82%	180 9%	120 6%	46 2%	82* 4%*	194 10%	164 8%	154 8%	159 8%	177 9%	185 9%	274 14%	232 12%
Effective base	1616	1513	108	1147	470	1362	256	1223	206	199	123	66	145	126	109	124	119	129	216	197
Ofcom/ Office of Communications	477 24%	459 25%	18 1%	367 27%	110 18%	421 26%	56 17%	396 24%	38 21%	37 31%	6 12%	14 18%	39 20%	41 25%	29 19%	23 14%	44 25%	54 29%	69 25%	82 35%
		96% b	4%	77% d	23%	88% f	12%	83% j	8%	8% h	1%	3%	8%	9% c	6%	5%	9% o	11% o	14% o	17% k mop
BSC/ Broadcasting Standards Commission	184 9%	174 10%	10 6%	147 11%	37 6%	166 10%	18 5%	146 9%	23 13%	11 9%	4 8%	11 13%	17 9%	16 10%	13 8%	6 4%	25 14%	14 8%	28 10%	16 7%
		95%		80% d	20%	90% f	10%	79%	13%	6%	2%	6% o	9%	9% c	7%	3%	14% os	8%	15% o	8%
Radio Authority	107 5%	100 6%	8 5%	79 6%	28 5%	87 5%	21 6%	91 6%	12 7%	2 2%	2 4%	6 7%	11 5%	14 8%	1 1%	12 7%	9 5%	11 6%	15 6%	12 5%
		93%	7%	74%	26%	81%	19%	85% l	11% j		2%	6% n	10% n	13% n		1% n	8%	10% n	14% n	12% n
BBC	97 5%	79 4%	18 11%	59 4%	38 6%	66 4%	31 9%	80 5%	12 7%	1 1%	3 6%	- 4%	8 4%	14 8%	9 6%	6 4%	7 4%	9 5%	19 7%	9 4%
		82%	18% a	61%	39%	68%	32% e	83% l	13% l	2%	3% l	- 9%	9% n	14% k	9%	6%	7%	10%	20% k	9%
Radio stations themselves	85 4%	78 4%	7 4%	57 4%	28 5%	75 5%	10 3%	67 4%	11 6%	6 5%	* 1%	2% 3%	7% 3%	5% 3%	16% 10%	4% 3%	5% 3%	- -	22% 8%	7% 3%
		92%	8%	67%	33%	89%	11%	79%	13% j	7%	*	2% 8% q	3% q	3% q	19% l mopqs	5%	6%	- 25% o qs	9% q	
ASA/ Advertising Standards Authority	74 4%	70 4%	4 2%	54 4%	20 3%	62 4%	13 4%	62 4%	6 3%	5 4%	1 2%	5 6%	9 5%	4 2%	5 3%	9 5%	7 4%	5 3%	11 4%	7% 3%
		95%	5%	73%	27%	83%	17%	83%	8%	7%	2%	6%	13%	5%	7%	12%	10%	6%	15%	10%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	55 3%	43 2%	11 7%	31 2%	24 4%	43 3%	12 4%	48 3%	3 2%	3 3%	1 2%	4 5%	2 1%	2 1%	6 4%	3 2%	9 5%	8 4%	3 1%	10 4%
		79%	21% a	57%	43%	78%	22%	87%	5%	6%	2%	6% r	4%	3%	10%	6%	17% r	15%	6%	19% r
MediaWatch/ National Viewers and Listeners Association	36 2%	33 2%	3 2%	30 2%	7 1%	31 2%	5 1%	32 2%	1 3%	3 3%	1 1%	2 3%	5 3%	3 2%	2 1%	4 3%	1 1%	4 2%	6 2%	4 2%
		91%	9%	81%	19%	86%	14%	88%	2%	9% h	2%	6%	14%	9%	5%	12%	3%	11%	17%	10%
BBFC/ British Board of Film Classification	12 1%	12 1%	- -	11 1%	1 *	11 1%	1 *	9 1%	1 *	2 2%	- -	2 3%	- -	1 1%	- -	2 2%	1 1%	- -	- -	2 1%
		100%	-	90%	10%	90%	10%	77%	5%	18%	-	18% l r	-	12%	-	21%	10%	-	-	16%
ITC/ Independent Television Commission	10 1%	10 1%	- -	9 1%	1 *	9 1%	1 *	9 1%	2 1%	- -	* 2%	- -	- -	- -	1 1%	1 1%	- -	- -	1 *	5% 2%
		100%	-	90%	10%	90%	10%	83%	15%	-	2%	- -	- -	- -	10% 11%	11%	- -	- 10%	-	52%
Other response – WRITE IN	11 1%	11 1%	1 1%	10 1%	2 1%	11 1%	1 *	9 1%	1 *	1 1%	* 2%	- -	1 1%	- -	2 1%	- -	- -	5 2%	2 1%	-
		92%	8%	86%	14%	92%	8%	83%	7%	8%	2%	- 10%	-	-	18%	-	- 40% s	-	15%	-
Don't know	819 42%	737 41%	81 5%	513 38%	306 51%	649 40%	169 50%	672 41%	71 39%	47 39%	28 62%	35 43%	95 49%	64 39%	70 46%	90 56%	69 39%	75 40%	98 36%	77 33%
		90%	10% a	63%	37% c	79%	21% e	82%	9%	6%	3% gh	4%	12% rs	8%	9% s	11% mp qs	8%	9%	12%	9%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 121

Q12: Who do you think is responsible for regulating radio?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that radio programmes are regulated or don't know if they are regulated

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1974	398 20%	1576 80%	850 43%	892 45%	183 9%	571 29%	1183 60%	1057 54%	861 44%	935 47%	1469 74%	505 26%
Weighted base	1968	350 18%	1618 82%	802 41%	891 45%	180 9%	588 30%	1161 59%	1023 52%	881 45%	899 46%	1423 72%	545 28%
Effective base	1616	302	1315	690	729	143	467	969	879	691	776	1196	421
Ofcom/ Office of Communications	477 24%	81 23%	396 24%	207 26%	205 23%	50 28%	130 22%	308 26%	269 26%	199 23%	240 27%	382 27%	95 17%
		17%	83%	43%	43%	11%	27%	65%	56%	42%	50%	80% l	20%
BSC/ Broadcasting Standards Commission	184 9%	45 13%	139 9%	77 10%	101 11%	27 15%	47 8%	117 10%	105 10%	73 8%	98 11%	137 10%	47 9%
		25% b	75%	42%	55%	15% f	26%	64%	57%	40%	53%	74%	26%
Radio Authority	107 5%	18 5%	89 6%	44 5%	44 5%	9 5%	31 5%	65 6%	58 6%	45 5%	52 6%	77 5%	30 6%
		17%	83%	41%	41%	8%	29%	61%	54%	42%	49%	72%	28%
BBC	97 5%	17 5%	80 5%	43 5%	38 4%	6 3%	29 5%	52 4%	43 4%	51 6%	36 4%	60 4%	37 7%
		18%	82%	44%	40%	6%	30%	53%	45%	52%	37%	62%	38% k
Radio stations themselves	85 4%	16 4%	69 4%	47 6%	34 4%	8 4%	19 3%	51 4%	40 4%	44 5%	36 4%	62 4%	23 4%
		18%	82%	55% f	40%	9%	22%	59%	46%	51%	42%	73%	27%
ASA/ Advertising Standards Authority	74 4%	16 5%	58 4%	21 3%	41 5%	5 3%	23 4%	46 4%	42 4%	31 3%	34 4%	51 4%	23 4%
		21%	79%	28%	55% c	7%	31%	62%	57%	41%	45%	69%	31%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	55 3%	10 3%	45 3%	22 3%	21 2%	9 5%	15 3%	34 3%	27 3%	27 3%	22 2%	31 2%	23 4%
		18%	82%	40%	39%	17%	27%	62%	49%	50%	40%	57%	43% k
MediaWatch/ National Viewers and Listeners Association	36 2%	8 2%	29 2%	15 2%	19 2%	5 3%	11 2%	24 2%	26 3%	9 1%	23 3%	30 2%	6 1%
		21%	79%	41%	53%	13%	31%	66%	72% l	26%	63% l	83%	17%
BBFC/ British Board of Film Classification	12 1%	4 1%	8 1%	11 1%	1 *	1 1%	- -	9 1%	11 1%	1 *	11 1%	11 1%	1 *
		31%	69%	96% df	10%	8%	-	73%	94% l	6%	89% l	89%	11%
ITC/ Independent Television Commission	10 1%	4 1%	6 *	5 1%	2 *	- *	2 *	7 1%	9 1%	1 *	9 1%	9 1%	1 *
		41%	59%	49%	22%	-	21%	65%	88% l	12%	88% l	90%	10%
Other response – WRITE IN	11 1%	- -	11 1%	5 1%	7 1%	2 1%	4 1%	6 1%	6 1%	5 1%	6 1%	10 1%	2 *
		-	100%	43%	65%	22%	36%	57%	53%	47%	53%	85%	15%
Don't know	819 42%	131 37%	688 43%	306 37%	376 42%	58 7%	276 47%	443 38%	387 38%	395 45%	333 37%	563 40%	256 47%
		16%	84%	37%	46% e	7%	34% ceg	54%	47%	48% hj	41%	69%	31% k

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 121

Q12: Who do you think is responsible for regulating radio?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that radio programmes are regulated or don't know if they are regulated

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1974	1133 57%	935 47%	589 30%	501 25%	369 19%	191 10%	255 13%	159 8%	1469 74%	395 20%	399 20%	148 7%	610 31%	1364 69%
Weighted base	1968	1100 56%	899 46%	586 30%	464 24%	362 18%	186 9%	248 13%	155 8%	1423 72%	405 21%	409 21%	153 8%	624 32%	1343 68%
Effective base	1616	926	776	486	402	308	162	212	139	1196	328	333	129	510	1106
Ofcom/ Office of Communications	477	312	240	132	126	94	52	65	50	382	101	97	30	150	327
	24%	28%	27%	23%	27%	26%	28%	26%	32%	27%	25%	24%	20%	24%	24%
		65%o	50%	28%	26%	20%	11%	14%	10%o	80%	21%	20%	6%	31%	69%
BSC/ Broadcasting Standards Commission	184	110	98	49	42	34	16	26	14	137	56	55	16	79	105
	9%	10%	11%	8%	9%	9%	8%	10%	9%	10%	14%	13%	11%	13%	8%
		60%	53%	27%	23%	19%	8%	14%	8%	74%	30%z	30%z	9%	43%z	57%
Radio Authority	107	55	52	35	29	13	13	9	8	77	22	20	10	35	73
	5%	5%	6%	6%	6%	4%	7%	3%	5%	5%	5%	5%	7%	6%	5%
		52%	49%	33%	27%	12%	12%	8%	7%	72%	20%	19%	9%	32%	68%
BBC	97	50	36	33	16	29	7	12	10	60	25	35	26	41	57
	5%	5%	4%	6%	4%	8%	4%	5%	6%	4%	6%	8%	17%	6%	4%
		52%	37%	34%	17%	29%mnpu	7%	12%	10%	62%	26%	36%z	26%vwyz	42%z	58%
Radio stations themselves	85	47	36	39	24	16	7	11	1	62	17	14	6	25	60
	4%	4%	4%	7%	5%	4%	4%	4%	1%	4%	4%	3%	4%	4%	4%
		55%	42%	46%mntu	28%t	19%	8%	13%	2%	73%t	20%	16%	7%	30%	70%
ASA/ Advertising Standards Authority	74	43	34	18	16	18	8	11	10	51	20	24	8	36	39
	4%	4%	4%	3%	4%	5%	4%	4%	7%	4%	5%	6%	5%	6%	3%
		58%	45%	25%	22%	24%	11%	14%	14%	69%	27%	32%z	11%	48%z	52%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	55	25	22	15	8	11	3	5	5	31	9	15	2	15	39
	3%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	4%	2%	2%	3%
		46%	40%	27%	14%	20%	5%	9%	9%	57%	16%	27%	4%	28%	72%
MediaWatch/ National Viewers and Listeners Association	36	21	23	19	14	12	8	13	7	30	9	13	8	18	19
	2%	2%	3%	3%	3%	3%	5%	5%	4%	2%	2%	3%	5%	3%	1%
		58%	63%	52%	37%	34%	23%cm	35%mu	19%	83%	24%	36%z	23%z	49%z	51%
BBFC/ British Board of Film Classification	12	10	11	9	7	5	3	3	2	11	7	9	6	9	3
	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	4%	1%	*
		82%	89%	77%	59%	41%	26%	24%	16%	89%	57%z	73%z	52%z	73%z	27%
ITC/ Independent Television Commission	10	9	9	5	6	4	2	4	2	9	3	8	5	8	2
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	3%	1%	*
		90%	88%	50%	54%	37%	17%	43%	19%	90%	25%	73%z	48%vz	80%z	20%
Other response – WRITE IN	11	4	6	-	3	1	1	1	1	10	5	7	-	8	3
	1%	*	1%	-	1%	*	*	*	1%	1%	1%	2%	-	1%	*
		35%	53%	-	24%	10%	8%	7%	7%	85%	44%z	60%z	-	71%z	29%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 121

Q12: Who do you think is responsible for regulating radio?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that radio programmes are regulated or don't know if they are regulated

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1968	1100 56%	899 46%	586 30%	464 24%	362 18%	186 9%	248 13%	155 8%	1423 72%	405 21%	409 21%	153 8%	624 32%	1343 68%
Don't know	819 42%	414	333	231	173	126	68	89	46	563	133	115	36	202	617
		38%	37%	39%	37%	35%	36%	36%	30%	40%	33%	28%	23%	32%	46%
		51%	41%	28%t	21%	15%	8%	11%	6%	69%t	16%t	14%	4%	25%t	75%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 122

Q12: Who do you think is responsible for regulating radio?
SINGLE CODE (FIRST MENTION)**Base: Those who believe that radio programmes are regulated**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1360	707 52%	653 48%	678 50%	682 50%	167 12%	215 16%	233 17%	233 17%	251 18%	261 19%	364 27%	464 34%	236 17%	296 22%	828 61%	532 39%	423 31%	937 69%	383 28%	977 72%	816 60%	544 40%
Weighted base	1340	676 50%	664 50%	677 50%	663 50%	175 13%	208 16%	225 17%	245 18%	232 17%	255 19%	345 26%	434 32%	251 19%	311 23%	778 58%	562 42%	420 31%	919 69%	376 28%	964 72%	697 52%	643 48%
Effective base	1124	595	532	558	566	138	178	203	195	219	198	300	386	195	247	685	442	355	769	321	803	706	454
Ofcom/ Office of Communications	426 32%	171 25%	255 38%	248 37%	178 27%	25 14%	67 32%	89 40%	78 32%	80 34%	87 34%	128 37%	145 33%	78 31%	75 24%	273 35%	153 27%	135 32%	291 32%	123 33%	303 31%	241 35%	185 29%
		40%	60%	58% b	42%	6%	16% c	21% c	18% c	19% c	20% c	30% i	34% i	18%	17%	64% n	36%	32%	32%	29%	71%	56% t	44%
BSC/ Broadcasting Standards Commission	150 11%	130 19%	19 3%	88 13%	62 9%	8 5%	14 7%	20 9%	35 14%	34 15%	38 15%	39 11%	48 11%	28 11%	34 11%	87 11%	63 11%	27 6%	123 13%	24 6%	126 13%	70 10%	80 12%
		87%	13%	59%	41%	5%	9%	14%	24% cd	23% cd	25% cd	26%	32%	19%	23%	58%	42%	18%	82% e	16%	84% d	47%	53%
BBC	79 6%	29 4%	50 8%	46 7%	32 5%	15 9%	16 8%	11 5%	8 3%	11 5%	17 7%	28 8%	19 4%	10 4%	22 7%	47 6%	32 6%	26 6%	52 6%	23 6%	55 6%	32 5%	47 7%
		36%	64%	59%	41%	19% f	20%	14%	11%	14%	22%	36% j	24%	12%	29%	59%	41%	33%	67%	30%	70%	41%	59%
Radio Authority	78 6%	54 8%	25 4%	31 5%	47 7%	11 6%	12 6%	13 6%	17 7%	15 7%	11 4%	18 5%	25 6%	16 6%	19 6%	43 6%	35 6%	26 6%	52 6%	22 6%	57 6%	37 5%	41 6%
		68%	32%	40%	60%	14%	15%	16%	22%	20%	13%	23%	32%	20%	25%	55%	45%	34%	66%	28%	72%	48%	52%
ASA/ Advertising Standards Authority	58 4%	46 7%	12 2%	27 4%	31 5%	5 3%	4 2%	10 5%	11 5%	10 4%	18 7%	21 6%	18 4%	9 4%	10 3%	39 5%	19 3%	22 5%	36 4%	21 6%	37 4%	33 5%	25 4%
		79%	21%	47%	53%	9%	7%	18%	19%	16%	30% d	37%	31%	16%	16%	68%	32%	37%	63%	36%	64%	57%	43%
Radio stations themselves	50 4%	25 4%	26 4%	20 3%	30 5%	18 11%	11 5%	4 2%	7 3%	9 4%	1 2%	5 10%	15 30%	16 4%	14 4%	20 4%	30 5%	20 5%	30 3%	17 4%	34 3%	33 5%	17 3%
		49%	51%	40%	60%	36% efgh	22% h	9%	15% h	17% h	2%	2%	3%	32% i	28% i	41%	59% m	40%	60%	33%	67%	66%	34%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	43 3%	10 2%	33 5%	27 4%	17 3%	5 11%	5 12%	5 11%	7 16%	7 17%	14 32%	12 28%	9 21%	10 22%	13 29%	21 48%	22 52%	13 30%	30 70%	11 26%	32 74%	22 51%	21 49%
MediaWatch/ National Viewers and Listeners Association	30 2%	24 4%	6 1%	9 1%	21 3%	7 4%	4 2%	7 3%	5 2%	4 2%	3 1%	6 2%	8 27%	5 18%	11 37%	13 45%	16 55%	11 38%	18 62%	9 31%	21 69%	16 53%	14 47%
BBFC/ British Board of Film Classification	11 1%	9 1%	3 *	8 *	3 1%	3 2%	6 3%	1 *	- *	1 *	* *	5 1%	4 1%	2 1%	* *	9 1%	2 *	8 2%	3 *	8 2%	3 *	8 1%	3 1%
		77%	23%	27%	73%	27%	52% th	8%	-	9%	3%	42%	37%	17%	4%	79%	21%	75% p	25%	75% r	25%	70%	30%
ITC/ Independent Television Commission	10 1%	9 1%	1 *	7 1%	3 *	3 2%	3 2%	3 1%	1 1%	- -	- -	7 2%	1 *	3 1%	- -	8 1%	3 2%	7 65% p	4 35%	7 65% r	4 35%	9 85%	2 15%
		90%	10%	71%	29%	26%	30%	32%	12%	-	-	64% j	10%	26%	-	74%	26%	65% p	35%	65% r	35%	85%	15%
Other response – WRITE IN	11 1%	1 *	10 2%	3 *	8 1%	- -	2 1%	1 *	1 *	4 2%	2 1%	1 12%	4 35%	1 7%	5 46%	5 47%	6 53%	- -	11 100% o	- -	11 100%	7 61%	4 39%
Don't know	393 29%	169 25%	224 34%	167 25%	226 34%	75 43%	64 31%	60 27%	74 30%	57 25%	64 25%	74 22%	138 32%	73 29%	108 35%	212 27%	181 32%	125 30%	268 29%	110 29%	283 29%	189 48%	204 52%
		43%	57%	42%	58% a	19% defg	16%	15%	19%	14%	16%	19%	35% i	19%	27% i	54%	46%	32%	68%	28%	72%	48%	52%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 122

Q12: Who do you think is responsible for regulating radio?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that radio programmes are regulated

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1360	1294 95%	66 5%	1011 74%	349 26%	1171 86%	189 14%	933 69%	139 10%	162 12%	126 9%	42 3%	89 7%	105 8%	84 6%	91 7%	86 6%	99 7%	177 13%	160 12%
Weighted base	1340	1260 94%	80* 6%*	980 73%	360 27%	1145 85%	195 15%	1112 83%	111 8%	87 6%	30* 2%*	49* 4%*	105* 8%*	127* 10%*	104* 8%*	107* 8%*	113* 8%*	126* 9%*	204 15%	176 13%
Effective base	1124	1070	56	836	289	975	151	858	130	148	83	39	83	97	77	83	81	89	162	150
Ofcom/ Office of Communications	426 32%	414 97% b	12 3%	332 78% d	94 22%	383 90% f	43 10%	356 83% j	32 8%	33 6% j	5 1%	13 3%	33 8%	37 9%	25 6%	23 5%	38 9%	44 10%	64 15%	80 19% kmmnnr
BSC/ Broadcasting Standards Commission	150 11%	141 94%	9 6%	126 84% d	24 16%	138 92% f	12 8%	117 78%	18 12% g	11 7%	3 2%	8 16%	12 5%	13 10%	11 7%	6 4%	18 12% o	9 7%	26 13%	15 8%
BBC	79 6%	68 86%	11 14% a	52 67%	26 33%	56 71%	23 29% e	68 87% i	8 10% j	1 1%	2 2% j	- -	5 6%	10 13%	8 10%	6 7%	6 5%	9 7%	19 12%	6 24%
Radio Authority	78 6%	75 95%	4 5%	57 73%	21 27%	65 83%	13 17%	68 87%	7 8%	2 3%	1 1%	3 7%	8 7%	10 8%	- -	9 9%	7 6%	8 6%	13 6%	10 6%
ASA/ Advertising Standards Authority	58 4%	54 94%	4 6%	45 77%	13 23%	50 85%	8 15%	47 81%	5 8%	5 8%	1 2%	4 7%	8 13%	3 5%	4 7%	7 13%	6 11%	2 3%	4 13%	3 10%
Radio stations themselves	50 4%	49 96%	2 4%	34 67%	16 33%	45 89%	6 11%	40 79%	6 12%	4 8%	* *	1 2%	4 8%	4 7%	10 20% opqs	1 2%	1 3%	- -	17 35% opqs	1 2%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	43 3%	36 83%	7 17% a	26 60%	17 40%	36 83%	7 17%	40 92%	2 5%	1 3%	* 1%	4 7%	2 5%	2 4%	5 11%	2 5%	6 14%	6 15%	3 7%	9 22%
MediaWatch/ National Viewers and Listeners Association	30 2%	27 89%	3 11%	24 82%	5 18%	26 87%	4 13%	27 89%	- -	3 9% h	1 2% h	2 7%	5 17% p	3 11%	2 6%	3 11%	- -	3 10%	4 14%	4 13%
BBFC/ British Board of Film Classification	11 1%	11 100%	- -	11 96%	* 4%	11 96%	* 4%	9 82%	1 6%	1 12%	- -	2 19% qr	- -	1 13%	- -	2 22%	1 11%	- -	- -	2 17%
ITC/ Independent Television Commission	10 1%	10 100%	- -	9 90%	1 10%	9 90%	1 10%	9 83%	2 15%	- -	* 2%	- -	- -	- -	1 10%	1 11%	- -	- -	1 10%	5 52%
Other response – WRITE IN	11 1%	10 92%	1 8%	9 85%	2 15%	10 92%	1 8%	9 85%	1 7%	1 8%	- -	- -	1 10%	- -	2 19%	- -	- -	5 41% s	2 15%	- -
Don't know	393 29%	366 93%	27 7%	254 65%	139 35% c	317 81%	76 19% e	322 82%	30 8%	25 6%	17 4% ghi	12 3%	27 7%	45 11% rs	37 9% rs	46 12% lprs	29 7%	41 10%	47 12%	37 9%

Proportions/Mean: Columns Tested (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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Table 122

Q12: Who do you think is responsible for regulating radio?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that radio programmes are regulated

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1360	274 20%	1086 80%	584 43%	601 44%	148 11%	378 28%	843 62%	769 57%	554 41%	683 50%	1047 77%	313 23%
Weighted base	1340	246 18%	1094 82%	543 41%	600 45%	138 10%	389 29%	814 61%	745 56%	554 41%	658 49%	1006 75%	334 25%
Effective base	1124	209	915	481	497	115	312	697	646	447	572	858	267
Ofcom/ Office of Communications	426 32%	73 30% 17%	353 32% 83%	178 33% 42%	182 30% 43%	42 30% 10%	119 30% 28%	278 34% 65%	243 33% 57%	175 32% 41%	217 33% 51%	346 34% 81% l	80 24% 19%
BSC/ Broadcasting Standards Commission	150 11%	31 13% 21%	118 11% 79%	67 12% 44%	81 14% 54%	24 18% 16% f	35 9% 23%	97 12% 65%	91 12% 61%	53 10% 36%	87 13% 58%	116 12% 78%	33 10% 22%
BBC	79 6%	14 6% 18%	65 6% 82%	35 6% 45%	31 5% 39%	6 4% 7%	23 6% 30%	43 5% 54%	38 5% 49%	38 7% 49%	34 5% 43%	53 5% 67%	26 8% 33%
Radio Authority	78 6%	13 5% 17%	65 6% 83%	35 6% 45%	27 5% 34%	9 6% 11%	19 5% 25%	50 6% 64%	45 6% 58%	30 5% 38%	39 6% 50%	57 6% 73%	21 6% 27%
ASA/ Advertising Standards Authority	58 4%	10 4% 17%	48 4% 83%	16 3% 28%	33 6% 57%	4 3% 7%	19 5% 33%	35 4% 60%	36 5% 62%	21 4% 36%	27 4% 47%	39 4% 66%	20 6% 34%
Radio stations themselves	50 4%	14 6% 28%	37 3% 72%	26 5% 51%	16 3% 31%	4 3% 8%	11 3% 22%	30 4% 59%	25 3% 49%	24 4% 47%	23 3% 45%	39 4% 77%	12 3% 23%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	43 3%	7 3% 15%	37 3% 85%	15 3% 35%	18 3% 42%	7 5% 17%	13 3% 30%	28 3% 65%	22 3% 50%	21 4% 49%	16 3% 38%	25 2% 58%	18 6% 42% k
MediaWatch/ National Viewers and Listeners Association	30 2%	8 3% 26%	22 2% 74%	13 2% 43%	16 3% 54%	4 3% 12%	9 2% 31%	19 2% 65%	22 3% 75%	7 1% 23%	19 3% 64%	25 2% 84%	5 1% 16%
BBFC/ British Board of Film Classification	11 1%	4 1% 33%	7 1% 67%	11 2% 96% df	1 * 11%	1 1% 8%	- - 71%	8 1% 71%	11 1% 100% l	- - -	11 2% 95% l	11 1% 95%	1 * 5%
ITC/ Independent Television Commission	10 1%	4 2% 41%	6 1% 59%	5 1% 49%	2 * 22%	- - -	2 1% 21%	7 1% 65%	9 1% 88%	1 * 12%	9 1% 88% l	9 1% 90%	1 * 10%
Other response – WRITE IN	11 1%	- - -	11 1% 100%	5 1% 44%	7 1% 64%	2 2% 22%	4 1% 34%	6 1% 58%	6 1% 52%	5 1% 48%	6 1% 52%	9 1% 84%	2 1% 16%
Don't know	393 29%	68 28% 17%	325 30% 83%	137 25% 35%	186 31% 47% c	35 25% 9%	135 35% 34% cg	213 26% 54%	196 26% 50%	178 32% 45% hj	170 26% 43%	278 28% 71%	115 35% 29% k

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 122

Q12: Who do you think is responsible for regulating radio?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that radio programmes are regulated

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1360	820 60%	683 50%	427 31%	376 28%	265 19%	150 11%	191 14%	119 9%	1047 77%	264 19%	286 21%	116 9%	417 31%	943 69%
Weighted base	1340	790 59%	658 49%	429 32%	339 25%	253 19%	142 11%	180 13%	118 9%	1006 75%	271 20%	290 22%	119 9%	423 32%	917 68%
Effective base	1124	675	572	358	305	222	127	161	104	858	223	242	105	354	770
Ofcom/ Office of Communications	426 32%	286 36% 67% o	217 33% 51%	123 29% 29%	117 34% 27%	83 33% 20%	48 34% 11%	56 31% 13%	46 39% 11% o	346 34% 81%	83 31% 20%	78 27% 18%	26 22% 6%	126 30% 29%	301 33% 71% x
BSC/ Broadcasting Standards Commission	150 11%	93 12% 62%	87 13% 58%	45 10% 30%	34 10% 23%	31 12% 21%	15 10% 10%	24 13% 16%	14 12% 9%	116 12% 78%	47 17% 31% z	44 15% 29% z	15 13% 10%	64 15% 43% z	86 9% 57%
BBC	79 6%	44 6% 56%	34 5% 43%	32 8% 41%	16 5% 21%	24 10% 31% mnpu	7 5% 9%	11 6% 14%	10 8% 12%	53 5% 67%	22 8% 28%	28 10% 35% z	24 20% 31% vwyz	34 8% 43% z	45 5% 57%
Radio Authority	78 6%	43 5% 55%	39 6% 50%	27 6% 34%	22 6% 27%	7 3% 9%	10 7% 13%	5 3% 7%	6 5% 8%	57 6% 73%	15 5% 19%	13 5% 17%	7 6% 9%	23 5% 29%	56 6% 71%
ASA/ Advertising Standards Authority	58 4%	33 4% 57%	27 4% 47%	15 3% 25%	13 4% 22%	13 5% 22%	5 4% 9%	11 6% 18%	7 6% 11%	39 4% 66%	15 6% 27%	19 7% 33% z	8 7% 14%	28 7% 49% z	30 3% 51%
Radio stations themselves	50 4%	27 3% 53%	23 3% 45%	28 7% 57% mnpqtu	10 3% 20%	7 3% 14%	6 4% 11% t	8 4% 15% t	- - -	39 4% 77% t	5 2% 10%	6 2% 11%	4 3% 7%	11 2% 21%	40 4% 79%
The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)	43 3%	20 3% 46%	16 3% 38%	9 2% 22%	4 1% 10%	8 3% 18%	3 2% 7%	5 3% 11%	1 1% 3%	25 2% 58%	6 2% 14%	11 4% 25%	2 2% 5%	11 3% 25%	32 4% 75%
MediaWatch/ National Viewers and Listeners Association	30 2%	18 2% 60%	19 3% 64%	17 4% 56%	14 4% 46%	10 4% 34%	8 6% 28% mu	12 6% 39% mnu	5 4% 15%	25 2% 84%	8 3% 26%	11 4% 37% z	8 7% 28% z	15 4% 50% z	15 2% 50%
BBFC/ British Board of Film Classification	11 1%	10 1% 88%	11 2% 95%	9 2% 82%	7 2% 63%	5 2% 44%	3 2% 28%	3 2% 25%	2 2% 17%	11 1% 95%	7 2% 61% z	9 3% 77% z	6 5% 55% z	9 2% 77% z	3 * 23%
ITC/ Independent Television Commission	10 1%	9 1% 90%	9 1% 88%	5 1% 50%	6 2% 54%	4 2% 37%	2 1% 17%	4 2% 43%	2 2% 19%	9 1% 90%	3 1% 25%	8 3% 73% z	5 4% 48% vz	8 2% 80% z	2 * 20%
Other response – WRITE IN	11 1%	4 1% 36%	6 1% 52%	- - -	3 1% 25%	1 * 10%	1 1% 8%	1 * 7%	1 1% 8%	9 1% 84%	5 2% 45% z	7 2% 61% z	- - -	8 2% 73% z	3 * 27%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 122

Q12: Who do you think is responsible for regulating radio?
SINGLE CODE (FIRST MENTION)

Base: Those who believe that radio programmes are regulated

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1340	790 59%	658 49%	429 32%	339 25%	253 19%	142 11%	180 13%	118 9%	1006 75%	271 20%	290 22%	119 9%	423 32%	917 68%
Don't know	393 29%	202	170	118	95	60	35	41	25	278	56	57	13	88	305
		26%	26%	28%	28%	24%	24%	23%	21%	28%	21%	20%	11%	21%	33%
		52%	43%	30%	24%	15%	9%	10%	6%	71%	14% x	15% x	3%	22% x	78% vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 123

Q13: (SHOW SCREEN) Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Too much	53 2%	37 3%	15 1%	34 3%	18 2%	10 3%	16 4%	20 2%	9 2%	6 2%	1 *	17 3%	17 2%	13 3%	6 1%	34 3%	19 2%	21 3%	31 2%	18 3%	35 2%	43 2%	10 1%
		71%	29%	65%b	35%	18%h	31%h	19%h	18%h	12%h	3%	31%i	33%	25%	11%	64%	36%	41%	59%	34%	66%	82%t	18%
Too little	79 3%	53 4%	26 2%	50 4%	29 2%	17 5%	22 6%	14 3%	9 2%	9 3%	9 2%	28 5%	18 2%	14 3%	19 3%	47 4%	33 3%	33 4%	46 3%	31 5%	48 3%	55 5%	24 2%
		67%	33%	63%b	37%	21%h	27%h	18%	11%	11%	12%	36%j	23%	18%	24%	59%	41%	41%	59%	40%r	60%	70%t	30%
About the right amount	1558 65%	742 62%	816 68%	765 66%	793 65%	210 60%	245 63%	278 69%	271 66%	238 69%	317 65%	359 68%	481 65%	348 69%	370 60%	840 66%	718 64%	524 69%	1034 64%	459 70%	1099 63%	803 68%	754 63%
		48%	52%	49%	51%	14%	16%	18%c	17%	15%c	20%	23%i	31%	22%i	24%	54%	46%	34%p	66%	29%r	71%	52%t	48%
Don't know	694 29%	359 30%	335 28%	310 27%	384 31%	114 32%	108 28%	103 26%	119 29%	91 26%	159 33%	126 24%	219 30%	131 26%	219 36%	344 27%	350 31%	181 24%	513 32%	144 22%	550 32%	286 24%	406 34%
		52%	48%	45%	55%a	16%	16%	15%	17%	13%	23%e	18%	32%i	19%	32%j	50%	50%	26%	74%o	21%	79%q	41%	58%u

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

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Table 123

Q13: (SHOW SCREEN) Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Too much	53 2%	53 2%	-	48 3%	5 1%	50 3%	2 *	40 2%	7 3%	4 3%	1 2%	4 4%	6 2%	2 1%	1 1%	3 2%	5 2%	4 2%	9 3%	6 2%
		100%	-	91% d	9%	96% f	4%	77%	14%	7%	2%	8%	11%	4%	2%	6%	9%	8%	17%	12%
Too little	79 3%	75 3%	4 2%	59 4%	20 3%	66 3%	13 3%	69 3%	7 3%	3 2%	1 2%	3 3%	4 1%	7 4%	3 2%	13 6%	6 3%	10 5%	4 1%	19 6%
		95%	5%	75%	25%	83%	17%	87%	9%	3%	1%	4%	5%	9%	4%	16% lr	8%	13% r	5%	24% lr
About the right amount	1558 65%	1439 66%	119 5%	1088 68%	470 61%	1282 66%	276 63%	1273 65%	141 65%	105 75%	39 71%	49 50%	168 64%	135 69%	109 64%	125 60%	139 64%	142 71%	207 64%	200 66%
		92% b	8%	70% d	30%	82%	18%	82%	9%	7% gh	2%	3%	11% k	9% k	7%	8%	9% k	9% k	13% k	13% k
Don't know	694 29%	606 28%	85 4%	412 26%	282 36%	547 28%	147 34%	589 30%	61 28%	29 21%	14 26%	41 42%	84 32%	52 26%	57 34%	66 32%	67 31%	44 22%	102 32%	75 25%
		87%	12% a	59%	41% c	79%	21% e	85% i	9%	4%	2%	6% mqs	12% q	7%	8% q	10%	10%	6%	15% q	11%

Proportions/Mean: Columns Tested (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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Table 123

Q13: (SHOW SCREEN) Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Too much	53 2%	9 2%	43 2%	30 3%	23 2%	7 3%	12 2%	37 3%	37 3%	14 1%	36 3%	48 3%	4 1%
		18%	82%	57%	44%	14%	23%	71%	71% li	26%	68% li	92% li	8%
Too little	79 3%	18 4%	61 3%	40 4%	23 2%	8 4%	13 2%	57 4%	49 4%	28 3%	47 4%	66 4%	13 2%
		23%	77%	51% df	29%	10%	16%	71% df	62%	36%	59%	83% li	17%
About the right amount	1558 65%	296 71%	1262 64%	675 67%	683 64%	141 68%	453 64%	955 68%	821 67%	701 65%	727 67%	1132 66%	426 63%
		19% b	81%	43%	44%	9%	29%	61%	53%	45%	47%	73%	27%
Don't know	694 29%	96 23%	598 30%	259 26%	333 31%	51 25%	233 33%	357 25%	321 26%	342 32%	281 26%	463 27%	231 34%
		14%	86% a	37%	48% cg	7%	34% ceg	51%	46%	49% hj	40%	67%	33% k

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

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Table 123

Q13: (SHOW SCREEN) Now thinking about radio as a whole, do you think the amount of regulation is too much, too little, or about the right amount?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Too much	53 2%	39 3%	36 3%	29 4%	21 4%	18 4%	10 4%	15 5%	7 3%	48 3%	14 3%	19 4%	14 8%	23 3%	30 2%
		75%	68%	55%	40%	35%	19%	28%	13%	92%	27%	36% z	27% vyz	43%	57%
Too little	79 3%	57 4%	47 4%	44 6%	29 5%	28 6%	11 5%	17 5%	10 5%	66 4%	26 6%	45 9%	25 14%	49 7%	31 2%
		72%	59%	55% tu	37%	36% u	14%	21%	12%	83%	32% z	56% z	32% vyz	61% z	39%
About the right amount	1558 65%	899 67%	727 67%	492 69%	360 63%	301 67%	165 71%	211 67%	154 74%	1132 66%	258 58%	298 64%	116 62%	442 62%	1116 67%
		58%	47%	32%	23%	19%	11%	14%	10% pu	73%	17%	19%	7%	28%	72% wy
Don't know	694 29%	337 25%	281 26%	154 21%	158 28%	104 23%	47 20%	73 23%	38 18%	463 27%	150 34%	108 23%	31 17%	204 28%	491 29%
		48% t	40% t	22%	23% ort	15%	7%	11%	5%	67% ort	22% wx	16%	4%	29% x	71% wx

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 124

QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Strongly agree (+2)	181 8%	113 9%	68 6%	107 9%	74 6%	29 8%	39 10%	37 9%	26 6%	27 8%	22 5%	53 10%	37 5%	43 8%	48 7%	90 8%	91 8%	83 11%	98 6%	78 12%	103 6%	108 9%	71 6%
		62%	38%	59% b	41%	16%	22% h	21% h	14%	15%	12%	29% j	21%	24% j	27%	50%	50%	46% p	54%	43% r	57%	60% t	39%
Slightly agree (+1)	394 17%	209 18%	186 16%	226 19%	168 14%	62 18%	77 20%	85 21%	60 15%	49 14%	62 13%	100 19%	136 19%	76 15%	82 13%	237 19%	158 14%	148 19%	247 15%	130 20%	264 15%	239 20%	156 13%
		53%	47%	57% b	43%	16%	19% h	21% fgh	15%	12%	16%	25% i	35% i	19%	21%	60% n	40%	37% p	63%	35% r	67%	61% t	39%
Neither agree nor disagree (0)	442 19%	251 21%	191 16%	231 18%	207 19%	76 22%	73 19%	87 22%	74 18%	53 15%	80 16%	79 15%	151 20%	101 20%	112 18%	229 18%	213 19%	157 21%	286 18%	135 21%	307 18%	235 20%	207 17%
		57%	43%	48%	52%	17% g	16%	20% g	17%	12%	18%	18%	34% i	23%	25%	52%	48%	35%	65%	31%	69%	53%	47%
Slightly disagree (-1)	433 18%	214 18%	219 18%	183 16%	250 20%	67 19%	60 15%	60 15%	74 18%	78 23%	94 19%	95 18%	135 18%	100 20%	103 17%	231 18%	202 18%	126 17%	306 19%	103 16%	330 19%	204 17%	229 19%
		49%	51%	42%	56% a	15%	14%	14%	17%	18% de	22%	22%	31%	23%	24%	53%	47%	29%	71%	24%	76%	47%	53%
Strongly disagree (-2)	692 29%	252 21%	440 37%	309 27%	383 31%	75 21%	96 25%	85 21%	135 33%	105 31%	196 40%	156 29%	204 28%	137 27%	196 32%	360 28%	332 30%	170 22%	522 32%	143 22%	549 32%	282 24%	410 34%
		36%	64%	45%	55% a	11%	14%	12%	19% cde	15% ce	28% cdef	23%	29%	20%	28%	52%	48%	25%	75% o	21%	79% q	41%	59% s
No opinion	242 10%	153 13%	88 7%	123 11%	118 10%	42 12%	46 12%	51 13%	38 9%	32 9%	33 7%	47 9%	71 10%	50 10%	73 12%	118 9%	123 11%	75 10%	166 10%	62 10%	179 10%	119 10%	120 10%
		63%	37%	51%	49%	17% h	19% h	21% h	16%	13%	14%	19%	30%	21%	30%	49%	51%	31%	69%	26%	74%	49%	50%
Net: Agree	575 24%	322 27%	253 21%	333 29%	242 20%	91 26%	116 30%	122 30%	86 21%	75 22%	85 17%	153 29%	174 24%	119 23%	130 21%	326 26%	249 22%	231 30%	344 21%	208 32%	367 21%	347 29%	227 19%
		56%	44%	58% b	42%	16% h	20% fgh	21% fgh	15%	13%	15%	27% i	30%	21%	23%	57%	43%	40% p	60%	36% r	64%	60% t	39%
Net: Disagree	1125 47%	466 39%	659 55%	492 42%	633 52%	142 40%	156 40%	145 36%	209 51%	183 53%	290 60%	251 47%	339 46%	236 47%	298 49%	590 47%	535 48%	296 39%	829 51%	246 38%	879 51%	486 41%	639 54%
		41%	59%	44%	56% a	13%	14%	13%	19% cde	16% ccde	26% cdef	22%	30%	21%	27%	52%	48%	26%	74% o	22%	78% q	43%	57% s
Net: Neither/no opinion	684 29%	404 34%	280 23%	335 29%	349 29%	117 34%	119 30%	138 34%	113 28%	85 25%	112 23%	126 24%	222 30%	151 30%	185 30%	348 28%	336 30%	232 31%	452 28%	198 30%	486 28%	354 30%	328 27%
		59%	41%	49%	51%	17% gh	17% h	20% gh	16%	12%	16%	18%	32% i	22% i	27% i	51%	49%	34%	66%	29%	71%	52%	48%
Mean	-0.50	-0.27	-0.70	-0.35 b	-0.63	-0.31 g	-0.28 fg	-0.20 fg	-0.63 h	-0.60 h	-0.83	-0.42	-0.50	-0.46	-0.58	-0.47	-0.53	-0.22 p	-0.62	-0.17 r	-0.62	-0.29 t	-0.70
SD	1.33	1.32	1.31	1.37	1.28	1.29	1.38	1.33	1.31	1.32	1.25	1.40	1.27	1.32	1.35	1.33	1.34	1.35	1.30	1.37	1.30	1.34	1.29
SE	0.03	0.04	0.04	0.04	0.04	0.08	0.07	0.07	0.07	0.07	0.06	0.06	0.05	0.07	0.06	0.04	0.04	0.05	0.03	0.06	0.03	0.04	0.04

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 124

QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio.

Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Strongly agree (+2)	181 8%	171 8%	10 6%	135 8%	46 6%	158 8%	22 5%	150 8%	18 8%	10 7%	3 5%	4 4%	13 5%	7 4%	8 5%	33 16%	13 6%	7 3%	30 9%	36 12%
		94%		75%	25%	88%	12%	83%	10%	5%	1%	2%	7%	4%	5%	18%klmnpq	7%	4%	17%mq	20%klmnpq
Slightly agree (+1)	394 17%	367 17%	26 13%	304 13%	91 23%	352 18%	42 10%	327 17%	37 17%	21 15%	9 17%	15 15%	47 18%	27 14%	25 15%	18 9%	41 19%	18 9%	57 18%	80 27%
		93%		77%ld		89%lf		83%	9%	5%	2%	4%	12%oq	7%	6%	5%	10%oq	5%	14%oq	20%klmnoqr
Neither agree nor disagree (0)	442 19%	402 19%	40 9%	288 18%	154 20%	347 18%	95 22%	371 19%	30 14%	28 20%	13 24%	21 21%	48 18%	34 17%	21 12%	49 23%	53 25%	41 20%	37 11%	68 23%
		91%		65%	35%	78%	22%	84%	7%	6%	3%h	5%r	11%r	8%	5%	11%nr	12%nr	9%r	8%	15%nr
Slightly disagree (-1)	433 18%	402 18%	31 9%	300 19%	133 17%	363 19%	70 16%	358 18%	42 19%	24 17%	9 17%	13 13%	43 16%	30 16%	40 24%	38 18%	31 14%	60 30%	54 17%	49 16%
		93%		69%	31%	84%	16%	83%	10%	5%	2%	3%	10%	7%	9%p	9%	7%	14%klmnoprs	12%	11%
Strongly disagree (-2)	692 29%	607 28%	85 41%	432 27%	260 33%	529 27%	163 37%	568 29%	67 31%	45 32%	12 23%	31 32%	87 33%	73 37%	66 39%	50 24%	60 28%	58 29%	110 34%	32 11%
		88%		12%a		38%ac		76%	24%	7%	2%	4%e	13%e	11%os	10%os	7%e	9%e	8%e	16%os	5%
No opinion	242 10%	223 10%	16 8%	149 9%	93 12%	196 10%	46 19%	197 10%	24 11%	13 9%	8 15%	14 14%	24 9%	23 12%	9 5%	20 9%	19 9%	17 8%	34 11%	36 12%
		92%		61%	39%	81%	19%	81%	10%	5%	3%g	6%h	10%	10%	4%	8%	8%	7%	14%	15%h
Net: Agree	575 24%	537 25%	37 9%	439 27%	137 18%	511 26%	64 15%	478 24%	55 25%	30 22%	12 21%	19 19%	59 23%	35 18%	33 19%	51 24%	54 25%	25 12%	87 27%	116 39%
		93%		76%ld		89%lf		83%	10%	5%	2%	3%	10%q	6%	6%	9%q	9%q	4%	15%mq	20%klmnopqr
Net: Disagree	1125 47%	1009 46%	116 56%	732 46%	393 51%	892 46%	233 53%	926 47%	109 50%	69 49%	22 39%	44 45%	130 50%	103 53%	106 63%	89 43%	91 42%	118 59%	164 51%	81 27%
		90%		10%a		35%ac		82%	10%j	6%	2%	4%e	12%e	9%e	9%klpors	8%e	8%e	10%kops	15%e	7%
Net: Neither/no opinion	684 29%	625 29%	56 27%	437 27%	247 32%	543 28%	141 32%	568 29%	53 25%	41 29%	22 40%	35 36%	72 28%	57 29%	30 18%	68 33%	73 33%	58 29%	71 22%	104 34%
		91%		64%	36%ac	79%	21%	83%	8%	6%	3%ghl	5%nr	11%h	8%h	4%	10%nr	11%nr	8%h	10%	15%nr
Mean	-0.50	-0.47b	-0.80	-0.40d	-0.69	-0.43f	-0.79	-0.49	-0.53	-0.58	-0.42	-0.62	-0.61	-0.78	-0.82	-0.30lmnq	-0.43mnq	-0.78	-0.55	0.15klmnopqr
SD	1.33	1.33	1.28	1.34	1.28	1.34	1.25	1.33	1.38	1.32	1.24	1.28	1.30	1.27	1.27	1.41	1.29	1.11	1.43	1.22
SE	0.03	0.03	0.10	0.03	0.05	0.03	0.07	0.03	0.09	0.09	0.09	0.15	0.09	0.11	0.11	0.11	0.11	0.09	0.09	0.08

Proportions/Means: Columns Tested (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/row percents 4 Mar 2019

Table 124

QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent

Base: All respondents

		Total	Location		Home TV service					Smart TV			Any connected TV	
			Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base		2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base		2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base		1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Strongly agree	(+2)	181 8%	27 6%	154 8%	93 9%	74 7%	15 7%	42 6%	114 8%	118 10%	53 5%	107 10%	142 8%	38 6%
			15%	85%	51% f	41%	8%	24%	63%	65% l	29%	59% l	79% l	21%
Slightly agree	(+1)	394 17%	57 14%	337 17%	197 20%	161 15%	26 13%	100 14%	260 19%	214 17%	174 16%	193 18%	310 18%	84 12%
			15%	85%	50% def	41%	7%	25%	66% df	54%	44%	49%	79% l	21%
Neither agree nor disagree	(0)	442 19%	78 19%	365 19%	196 20%	196 18%	33 16%	131 18%	260 19%	225 18%	204 19%	208 19%	318 19%	125 18%
			18%	82%	44%	44%	7%	30%	59%	51%	46%	47%	72%	28%
Slightly disagree	(-1)	433 18%	72 17%	361 18%	160 16%	209 20%	47 23%	146 20%	245 17%	223 18%	197 18%	194 18%	303 18%	129 19%
			17%	83%	37%	48% c	11% c	34% c	57%	52%	45%	45%	70%	30%
Strongly disagree	(-2)	692 29%	142 34%	550 28%	252 25%	312 29%	67 33%	223 31%	396 28%	327 27%	344 32%	279 26%	461 27%	232 34%
			21% b	79%	36%	45% c	10% c	32% c	57%	47%	50% hj	40%	67%	33% k
No opinion		242 10%	44 10%	198 10%	107 11%	109 10%	18 9%	71 10%	129 9%	121 10%	113 10%	109 10%	175 10%	67 10%
			18%	82%	44%	45%	8%	29%	54%	50%	47%	45%	72%	28%
Net: Agree		575 24%	84 20%	491 25%	289 29%	235 22%	41 20%	142 20%	374 27%	332 27%	226 21%	300 28%	453 26%	123 18%
			15%	85%	50% def	41%	7%	25%	66% df	58% l	39%	52% l	79% l	21%
Net: Disagree		1125 47%	214 51%	911 46%	411 41%	522 49%	114 55%	368 52%	642 46%	550 45%	541 50%	473 43%	764 45%	361 53%
			19%	81%	37%	46% c	10% cg	33% cg	57% c	49%	48% hj	42%	68%	32% k
Net: Neither/no opinion		684 29%	122 29%	562 29%	304 30%	305 29%	51 25%	201 28%	390 28%	346 28%	317 29%	317 29%	493 29%	191 28%
			18%	82%	44%	45%	8%	29%	57%	51%	46%	46%	72%	28%
Mean		-0.50	-0.65	-0.46 a	-0.31 def	-0.55	-0.66	-0.63	-0.43 ef	-0.39 l	-0.62	-0.35 i	-0.41 l	-0.71
SD		1.33	1.31	1.33	1.36	1.31	1.31	1.28	1.35	1.36	1.28	1.36	1.34	1.27
SE		0.03	0.06	0.03	0.04	0.04	0.09	0.05	0.04	0.04	0.04	0.04	0.03	0.05

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 124

QJ1(1): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent

Base: All respondents

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Total														
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
181 8%	125 9%	107 10%	91 13%	59 10%	58 13%	31 13%	37 12%	25 12%	142 8%	37 8%	48 10%	34 18%	68 9%	113 7%
	69%	59%	51% mu	33%	32% u	17% u	20%	14%	79%	21%	26% xz	19% vwyz	38% xz	62%
394 17%	254 19%	193 18%	146 20%	103 18%	95 21%	48 20%	64 20%	54 26%	310 18%	65 15%	100 21%	41 22%	129 18%	266 16%
	64%	49%	37%	26%	24%	12%	16%	14% mnpu	79%	16%	25% vz	10% v	33%	67%
442 19%	259 19%	208 19%	137 19%	101 18%	85 19%	41 17%	64 20%	53 26%	318 19%	61 14%	70 15%	22 12%	99 14%	343 21%
	59%	47%	31%	23%	19%	9%	15%	12% npu	72%	14%	16%	5%	22%	78% vwxy
433 18%	235 18%	194 18%	118 16%	105 18%	75 17%	47 20%	60 19%	17 8%	303 18%	81 18%	80 17%	30 16%	128 18%	305 18%
	54% t	45% t	27% t	24% t	17% t	11% t	14% t	4%	70% t	19%	18%	7%	30%	70%
692 29%	333 25%	279 26%	157 22%	137 24%	97 22%	48 21%	58 18%	41 19%	461 27%	171 38%	147 31%	48 26%	242 34%	450 27%
	48% s	40% s	23%	20%	14%	7%	8%	6%	67% oqst	25% wxz	21%	7%	35% xz	65%
242 10%	125 9%	109 10%	68 9%	64 11%	41 9%	20 8%	34 11%	19 9%	175 10%	33 7%	26 6%	11 6%	52 7%	190 11%
	52%	45%	28%	26%	17%	8%	14%	8%	72%	14%	11%	5%	21%	79% vwxy
575 24%	379 28%	300 28%	238 33%	163 29%	154 34%	78 33%	100 32%	79 38%	453 26%	102 23%	148 31%	74 40%	197 27%	379 23%
	66%	52%	41% mnu	28%	27% mnu	14% u	17%	14% mnpu	79%	18%	26% vz	13% vyz	34% xz	66%
1125 47%	568 43%	473 43%	275 38%	241 42%	172 38%	95 41%	118 37%	58 28%	764 45%	252 56%	226 48%	79 42%	369 52%	756 45%
	51% t	42% t	24% t	21% t	15% t	8% t	10% t	5%	68% oqst	22% wxz	20%	7%	33% xz	67%
684 29%	384 29%	317 29%	205 29%	165 29%	126 28%	60 26%	98 31%	72 35%	493 29%	94 21%	96 20%	33 18%	151 21%	533 32%
	56%	46%	30%	24%	18%	9%	14%	10%	72%	14%	14%	5%	22%	78% vwxy
-0.50	-0.33	-0.35	-0.16 mnu	-0.31	-0.14 mnu	-0.16 u	-0.14 mnu	0.03 mnpu	-0.41	-0.68	-0.40 v	-0.10 vwyz	-0.52	-0.48 v
1.33	1.35	1.36	1.38	1.37	1.38	1.38	1.33	1.33	1.34	1.38	1.41	1.51	1.41	1.30
0.03	0.04	0.04	0.05	0.06	0.07	0.09	0.08	0.10	0.03	0.07	0.07	0.12	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 125

QJ1(2): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

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

Base: All respondents

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Strongly agree	(+2) 334 14%	166 14% 50%	168 14% 50%	207 18% 62% b	127 10% 38%	37 11%	72 18% 21% ch	58 14% 17%	63 15% 19% h	54 16% 16% h	50 10% 15%	84 16% 25% j	80 11% 24%	75 15% 28% j	95 13% 49%	164 13% 51%	170 15% 51%	127 17% 38% p	207 13% 62%	112 17% 33% r	222 13% 67%	174 15% 52%	159 13% 48%
Slightly agree	(+1) 472 20%	253 21% 54%	219 18% 46%	235 20% 50%	237 19% 50%	83 24% 15% h	78 20% 16%	88 22% 19%	73 18% 16%	66 19% 14%	84 17% 18%	114 22% 24% i	168 23% 36% i	92 18% 19%	99 16% 21%	282 22% 60% n	190 17% 40%	162 21% 34%	310 19% 66%	136 21% 29%	337 19% 71%	277 23% 59% t	195 16% 41%
Neither agree nor disagree	(0) 479 20%	259 22% 54%	220 18% 46%	232 20% 49%	246 20% 51%	74 21% 16%	74 19% 15%	106 26% 22% d	77 19% 16%	52 15% 11%	95 20% 20%	95 18% 20%	148 20% 31%	117 23% 24%	119 19% 25%	243 19% 51%	236 21% 49%	180 24% 38% p	299 18% 62%	161 25% 34% r	317 18% 66%	260 22% 54% t	218 18% 46%
Slightly disagree	(-1) 349 15%	183 15% 52%	166 14% 48%	141 12% 40%	208 17% 60% a	61 17% 17%	60 15% 17%	52 13% 15%	58 14% 16%	55 16% 16%	64 13% 18%	72 14% 21%	115 16% 33%	77 15% 22%	85 14% 24%	187 15% 53%	163 15% 47%	104 14% 30%	246 15% 70%	86 13% 25%	263 15% 75%	154 13% 44%	196 16% 56% s
Strongly disagree	(-2) 535 22%	193 16% 36%	343 29% 64%	235 20% 44%	301 25% 56% a	58 17% 11%	64 16% 12%	58 14% 11%	105 26% 20% cde	86 25% 16% cde	163 34% 31% cdef	124 23% 23%	160 22% 30%	102 20% 19%	149 24% 28%	284 22% 53%	251 22% 47%	118 16% 22%	417 26% 78% o	101 16% 19%	434 25% 81% q	214 18% 40%	321 27% 60% s
No opinion	214 9%	138 12% 65%	76 6% 35%	110 9% 51%	104 9% 49%	36 10% 17% h	43 11% 20% h	43 11% 20% h	32 8% 15%	30 9% 14%	29 6% 13%	41 8% 19%	64 9% 30%	43 9% 20%	66 11% 31%	105 8% 49%	109 10% 51%	68 9% 32%	146 9% 68%	56 9% 26%	159 9% 74%	108 9% 50%	105 9% 49%
Net: Agree	806 34%	419 35% 52%	387 32% 48%	442 38% 65% b	364 30% 45%	121 34% 15%	150 38% 19% h	146 36% 18% h	136 33% 17%	120 35% 15% h	135 28% 17%	198 37% 25%	248 34% 31%	166 33% 21%	194 32% 24%	446 35% 55%	360 32% 45%	289 38% 36% p	517 32% 64%	247 32% 31% r	559 32% 69%	451 38% 56% t	354 30% 44%
Net: Disagree	885 37%	376 32% 43%	509 43% 57%	375 32% 42%	509 42% 58% a	119 34% 13%	124 32% 14%	110 27% 12%	163 40% 18% de	141 41% 16% de	228 47% 26% cde	196 37% 22%	275 37% 31%	179 35% 20%	234 38% 27%	471 37% 53%	414 37% 47%	222 29% 25%	663 41% 75% o	187 29% 21%	697 40% 79% q	368 31% 42%	516 43% 58% s
Net: Neither/no opinion	693 29%	397 33% 57%	296 25% 43%	342 30% 49%	351 29% 51%	110 31% 16% g	117 30% 17%	150 37% 22% fgh	109 27% 16%	82 24% 12%	124 25% 18%	136 26% 20%	212 29% 31%	160 32% 23%	185 30% 27%	348 27% 50%	346 31% 50%	248 33% 36% p	445 27% 64%	217 33% 31% r	476 27% 69%	368 31% 53%	323 27% 47%
Mean	-0.13	0.02	-0.26	0.04b	-0.28	-0.06h	0.10fgh	0.10fg	-0.18h	-0.17h	-0.45	-0.08	-0.16	-0.09	-0.17	-0.12	-0.13	0.11p	-0.24	0.12r	-0.22	0.04t	-0.30
SD	1.40	1.33	1.45	1.43	1.36	1.30	1.40	1.29	1.45	1.47	1.41	1.44	1.35	1.38	1.45	1.39	1.41	1.34	1.42	1.34	1.41	1.36	1.43
SE	0.03	0.04	0.04	0.04	0.04	0.07	0.08	0.07	0.08	0.08	0.07	0.06	0.05	0.07	0.06	0.04	0.05	0.05	0.04	0.05	0.04	0.04	0.05

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 125

Absolutes/col percents/row percents 4 Mar 2019

QJ1(2): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio.
Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

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

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Strongly agree (+2)	334 14%	305 14%	27 13%	238 15%	96 12%	279 14%	55 13%	264 13%	37 17%	19 14%	13 24%	13 13%	25 10%	20 10%	15 9%	40 19%	37 17%	23 11%	46 14%	45 15%
		91%	8%	71%	29%	84%	16%	79%	11%	6%	4%g	4%	8%	6%	5%	12%lmn	11%l	7%	14%	13%
Slightly agree (+1)	472 20%	443 20%	30 14%	361 22%	111 24%	423 22%	49 11%	386 20%	46 21%	28 13%	13 23%	15 16%	52 20%	34 18%	36 21%	31 15%	37 17%	37 19%	63 20%	79 26%
		94%	6%	76% d		90% f		82%	10%	6%	3%	3%	11%	7%	8%	7%	8%	8%	13%	17% mop
Neither agree nor disagree (0)	479 20%	436 20%	43 21%	317 20%	161 21%	383 20%	96 22%	409 21%	34 15%	27 19%	9 17%	19 19%	55 21%	38 20%	22 13%	52 25%	48 22%	41 21%	49 15%	84 28%
		91%	9%	66%	34%	80%	20%	85%	7%	6%	2%	4%	12%	8%	5%	11% nr	10% an	9%	10%	17% anr
Slightly disagree (-1)	349 15%	328 15%	21 10%	233 14%	117 15%	292 15%	58 13%	290 15%	35 16%	18 13%	6 11%	12 12%	34 13%	29 15%	41 24%	29 14%	34 16%	35 17%	36 11%	40 13%
		94%	6%	67%	33%	83%	17%	83%	10%	5%	2%	3%	10%	8%	12% klor s	8%	10%	10%	10%	11%
Strongly disagree (-2)	535 22%	466 21%	70 33%	325 20%	210 27%	396 20%	139 32%	447 23%	44 20%	36 26%	8 14%	25 26%	74 28%	54 27%	45 26%	35 17%	42 19%	51 25%	100 31%	22 7%
		87%	13% a	61%	39% c	74%	26% e	84% j	8%	7% j	1%	5% s	14% os	10% os	8% s	7% s	8% s	10% s	19% ops	4%
No opinion	214 9%	194 9%	18 9%	133 8%	82 11%	172 9%	42 10%	175 9%	22 10%	11 8%	5 10%	14 14%	21 8%	19 10%	10 6%	19 9%	19 9%	13 6%	27 13%	31 15%
		91%	8%	62%	38%	80%	20%	82%	10%	5%	3%	7% n	10%	9%	5%	9%	9%	6%	13%	
Net: Agree	806 34%	748 34%	57 27%	600 37%	207 27%	702 36%	104 24%	650 33%	83 38%	47 34%	26 48%	28 29%	78 30%	55 28%	52 31%	71 34%	74 34%	60 30%	109 34%	124 41%
		93%	7%	74% d	26%	87% f	13%	81%	10%	6%	3% g	3%	10%	7%	6%	9%	9%	7%	13%	15% klnmq
Net: Disagree	885 37%	794 37%	91 44%	558 35%	327 42%	688 35%	196 45%	738 37%	78 36%	55 39%	14 25%	37 38%	108 41%	83 42%	86 51%	65 31%	75 35%	86 43%	137 42%	62 20%
		90%	10%	63%	37% c	78%	22% e	83% j	9% j	6% j	2%	4% s	12% s	9% os	10% ops	7% s	9% s	10% os	15% os	7%
Net: Neither/no opinion	693 29%	630 29%	61 9%	450 28%	243 31%	555 29%	138 32%	584 30%	56 26%	38 27%	15 27%	33 33%	77 29%	58 30%	32 19%	72 34%	68 31%	54 27%	77 24%	115 38%
		91%		65%	35%	80%	20%	84%	8%	6%	2%	5% n	11% n	8% n	5%	10% nr	10% n	8%	11%	17% lnqr
Mean	-0.13	-0.10 b	-0.40	-0.03 d	-0.34	-0.06 f	-0.44	-0.15	-0.01	-0.19	0.37 ghi	-0.26	-0.33	-0.35	-0.40	0.06 lmn qr	-0.03 n	-0.29	-0.28	0.32 klnmpqr
SD	1.40	1.39	1.47	1.39	1.41	1.39	1.42	1.39	1.44	1.44	1.41	1.44	1.38	1.39	1.36	1.39	1.40	1.38	1.50	1.16
SE	0.03	0.03	0.12	0.04	0.06	0.03	0.07	0.04	0.09	0.09	0.10	0.17	0.10	0.12	0.12	0.11	0.12	0.11	0.09	0.07

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 125

QJ1(2): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

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

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Strongly agree	(+2) 334 14%	47 11%	287 15%	154 15%	138 13%	21 10%	94 13%	194 14%	191 16%	124 11%	172 16%	250 15%	84 12%
		14%	86%	46%	41%	6%	28%	58%	57% l	37%	51% l	75%	25%
Slightly agree	(+1) 472 20%	91 22%	381 19%	211 21%	202 19%	46 22%	134 19%	293 21%	257 21%	204 19%	230 21%	366 21%	107 16%
		19%	81%	45%	43%	10%	28%	62%	54%	43%	49%	77% l	23%
Neither agree nor disagree	(0) 479 20%	79 19%	399 20%	219 22%	212 20%	31 15%	138 19%	287 20%	246 20%	220 20%	229 21%	343 20%	136 20%
		17%	83%	46% e	44%	6%	29%	60%	51%	46%	48%	72%	28%
Slightly disagree	(-1) 349 15%	54 13%	295 15%	130 13%	159 15%	34 17%	101 14%	209 15%	177 14%	160 15%	156 14%	248 14%	102 15%
		16%	84%	37%	46%	10%	29%	60%	51%	46%	45%	71%	29%
Strongly disagree	(-2) 535 22%	107 26%	428 22%	193 19%	251 24%	57 28%	180 25%	307 22%	252 20%	273 25%	210 19%	347 20%	188 28%
		20%	80%	36%	47% c	11% c	34% c	57%	47%	51% h	39%	65%	35% k
No opinion	214 9%	41 10%	173 9%	98 10%	100 9%	17 8%	65 9%	115 8%	106 9%	104 10%	94 9%	155 9%	59 9%
		19%	81%	45%	47%	8%	30%	54%	50%	49%	44%	72%	28%
Net: Agree	806 34%	138 33%	668 34%	364 36%	340 32%	68 33%	228 32%	487 35%	447 36%	328 30%	401 37%	615 36%	191 28%
		17%	83%	45%	42%	8%	28%	60%	58% l	41%	50% l	76% l	24%
Net: Disagree	885 37%	162 38%	723 37%	323 32%	411 39%	91 44%	282 40%	516 37%	429 35%	433 40%	366 34%	595 35%	289 43%
		18%	82%	37%	46% c	10% c	32% c	58% c	48%	49% h	41%	67%	33% k
Net: Neither/no opinion	693 29%	120 29%	573 29%	317 32%	312 29%	47 23%	202 28%	402 29%	352 29%	324 30%	323 30%	498 29%	195 29%
		17%	83%	46% e	45%	7%	29%	58%	51%	47%	47%	72%	28%
Mean	-0.13	-0.22	-0.11	*def	-0.19	-0.31	-0.22	-0.11	-0.04 l	-0.26	*i	-0.05 l	-0.33
SD	1.40	1.40	1.40	1.38	1.40	1.41	1.42	1.39	1.40	1.39	1.39	1.39	1.41
SE	0.03	0.07	0.03	0.04	0.05	0.10	0.06	0.04	0.04	0.05	0.04	0.03	0.06

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 125

QJ1(2): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

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

Base: All respondents

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%	
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%	
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367	
334	212	172	132	88	79	36	50	42	250	61	62	27	98	236	
14%	16%	16%	18%	15%	18%	16%	16%	20%	15%	14%	13%	14%	14%	14%	
	63%	51%	40%u	26%	24%	11%	15%	12%	75%	18%	18%	8%	29%	71%	
472	291	230	168	121	116	60	79	47	366	90	119	48	159	314	
20%	22%	21%	23%	21%	26%	26%	25%	22%	21%	20%	25%	26%	22%	19%	
	62%	49%	35%	26%	25%	13%	17%	10%	77%	19%	25%z	10%z	34%	66%	
479	279	229	138	104	91	42	64	58	343	76	89	36	130	349	
20%	21%	21%	19%	18%	20%	18%	20%	28%	20%	17%	19%	20%	18%	21%	
	58%	48%	29%	22%	19%	9%	13%	12%mnopqrsu	72%	16%	19%	8%	27%	73%	
349	188	156	97	96	59	35	50	15	248	67	62	23	100	249	
15%	14%	14%	14%	17%	13%	15%	16%	7%	14%	15%	13%	12%	14%	15%	
	54%t	45%t	28%t	28%t	17%t	10%t	14%t	4%	71%t	19%	18%	6%	29%	71%	
535	252	210	120	99	70	36	38	28	347	131	116	43	191	344	
22%	19%	19%	17%	17%	15%	15%	12%	13%	20%	23%	25%	23%	27%	21%	
	47% <u>s</u>	39% <u>s</u>	23%	19% <u>s</u>	13%	7%	7%	5%	65%qst	24% <u>z</u>	22%	8%	36% <u>z</u>	64%	
214	111	94	62	60	36	24	36	18	155	22	22	9	39	175	
9%	8%	9%	9%	11%	8%	10%	11%	9%	9%	5%	5%	5%	5%	11%	
	52%	44%	29%	28%	17%	11%	17%	9%	72%	10%	10%	4%	18%	82%vwxy	
806	502	401	300	209	195	97	129	88	615	152	180	75	256	550	
34%	38%	37%	42%	37%	43%	41%	41%	42%	36%	34%	38%	40%	36%	33%	
	62%	50%	37%nu	26%	24%nu	12%	16%	11%	76%	19%	22% <u>z</u>	9%	32%	68%	
885	440	366	218	195	129	71	88	43	595	198	178	66	291	593	
37%	33%	34%	30%	34%	29%	30%	28%	21%	35%	44%	38%	35%	41%	36%	
	50%t	41%t	25%t	22%t	15%t	8%t	10%	5%	67%qst	22% <u>z</u>	20%	7%	33% <u>z</u>	67%	
693	390	323	200	164	127	66	99	77	498	98	111	46	169	524	
29%	29%	30%	28%	29%	28%	28%	31%	37%	29%	22%	24%	25%	24%	31%	
	56%	47%	29%	24%	18%	10%	14%	11%mnopqu	72%	14%	16%	7%	24%	76%vwxy	
-0.13	0.02	*	0.14u	0.01	0.18nu	0.13	0.19u	0.31mnpqu	-0.05	-0.27	-0.12	-0.05	-0.19	-0.10v	
1.40	1.38	1.39	1.39	1.38	1.35	1.35	1.30	1.31	1.39	1.45	1.41	1.41	1.43	1.39	
0.03	0.04	0.04	0.05	0.06	0.07	0.09	0.08	0.09	0.03	0.07	0.07	0.11	0.06	0.04	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 126

QJ1(3): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

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

Base: All respondents

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Strongly agree	(+2) 181 8%	101 8%	80 7%	110 9%	71 6%	21 6%	37 10%	40 10%	34 8%	27 8%	23 5%	52 10%	42 6%	40 8%	47 8%	94 7%	87 8%	82 11%	99 6%	78 12%	103 6%	112 9%	68 6%
		56%	44%	61% b	39%	11%	21% h	22% h	19%	15%	13%	29% j	23%	22%	26%	52%	48%	45% p	55%	43% r	57%	62% t	38%
Slightly agree	(+1) 359 15%	195 16%	164 14%	199 17%	159 13%	61 17%	58 15%	75 19%	52 13%	61 15%	61 17%	84 16%	128 17%	67 13%	80 13%	211 17%	147 13%	122 16%	237 15%	103 16%	255 15%	211 18%	148 12%
		54%	46%	56% b	44%	17%	16%	21% h	14%	15%	17%	23%	36% j	19%	22%	59% n	41%	34%	66%	29%	71%	59% t	41%
Neither agree nor disagree	(0) 543 23%	314 26%	229 19%	261 22%	282 23%	85 24%	102 26%	110 27%	93 23%	54 16%	99 20%	109 21%	179 24%	119 24%	136 24%	288 23%	255 23%	194 26%	349 21%	172 26%	371 21%	289 24%	254 21%
		58%	42%	48%	52%	16% g	19% g	20% gh	17% g	10%	18%	20%	33%	22%	25%	53%	47%	36% p	64%	32% r	68%	53%	47%
Slightly disagree	(-1) 421 18%	206 17%	215 18%	177 15%	244 20%	67 19%	67 17%	59 15%	69 17%	90 20%	90 18%	96 18%	129 18%	94 19%	103 17%	225 18%	196 18%	127 17%	294 18%	105 16%	316 18%	194 16%	227 19%
		49%	51%	42%	56% a	16%	16%	14%	16%	16%	21%	23%	31%	22%	24%	53%	47%	30%	70%	25%	75%	46%	54%
Strongly disagree	(-2) 648 27%	229 19%	419 35%	292 25%	355 29%	80 23%	79 20%	77 19%	119 29%	107 31%	186 38%	148 28%	186 25%	137 27%	177 29%	334 26%	314 28%	158 21%	489 30%	130 20%	517 30%	263 22%	384 32%
		35%	65%	45%	55%	12%	12%	12%	18% de	16% cde	29% cdef	23%	29%	21%	27%	52%	48%	24%	76% o	20%	80% q	41%	59% s
No opinion	233 10%	147 12%	86 7%	121 10%	112 9%	38 11%	47 12%	45 11%	41 10%	33 10%	28 6%	41 8%	72 10%	49 10%	71 12%	113 9%	120 11%	77 10%	157 10%	63 10%	170 10%	118 10%	113 9%
		63%	37%	52%	48%	16% h	20% h	19% h	16% h	14%	12%	16%	31%	21%	31% i	49%	51%	33%	67%	27%	73%	51%	48%
Net: Agree	539 23%	296 25%	243 20%	309 27%	230 19%	81 23%	95 24%	115 28%	85 21%	80 23%	84 17%	136 26%	169 23%	107 21%	127 21%	305 24%	234 21%	204 27%	336 21%	181 28%	358 21%	322 27%	216 18%
		55%	45%	57% b	43%	15%	18% h	21% h	16%	15% h	15%	25%	31%	20%	24%	57%	43%	38% p	62%	34% r	66%	60% t	40%
Net: Disagree	1069 45%	435 37%	634 53%	469 40%	599 49%	146 42%	147 37%	136 33%	188 46%	176 51%	276 57%	244 46%	315 43%	231 46%	279 46%	559 44%	510 46%	285 38%	783 48%	235 36%	833 48%	458 39%	611 51%
		41%	59%	44%	56% a	14% de	14%	13%	18% de	16% cde	26% cdef	23%	29%	22%	26%	52%	48%	27%	73% o	22%	78% q	43%	57% s
Net: Neither/no opinion	776 33%	461 39%	315 26%	381 33%	395 32%	123 35%	150 38%	155 38%	134 33%	87 25%	127 26%	150 28%	251 34%	168 33%	207 34%	401 32%	375 34%	270 36%	506 31%	235 36%	541 31%	407 34%	367 31%
		59%	41%	49%	51%	16% gh	19% gh	20% gh	17% g	11%	16%	19%	32% i	22%	27%	52%	48%	35% p	65%	30% r	70%	52%	47%
Mean	-0.46	-0.26	-0.66	-0.33 b	-0.59	-0.40 h	-0.27 fg	-0.16 cf	-0.51 h	-0.57 h	-0.78	-0.42	-0.44	-0.48	-0.52	-0.43	-0.50	-0.23 p	-0.57	-0.18 r	-0.57	-0.27 t	-0.66
SD	1.30	1.26	1.31	1.34	1.25	1.24	1.28	1.28	1.32	1.34	1.25	1.35	1.25	1.29	1.31	1.30	1.30	1.31	1.28	1.32	1.28	1.31	1.26
SE	0.03	0.04	0.04	0.04	0.04	0.07	0.07	0.07	0.07	0.07	0.06	0.06	0.05	0.06	0.06	0.04	0.04	0.05	0.03	0.05	0.03	0.04	0.04

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 126

QJ1(3): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

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

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253	
Strongly agree (+2)	181 8%	172 8%	8 4%	142 9%	39 5%	159 8%	21 5%	144 7%	21 10%	13 9%	3 6%	9 9%	10 4%	8 4%	11 7%	27 13%	13 6%	7 4%	29 9%	29 10%	
		95%	5%	79% d	21%	88% f	12%	80%	12%	7%	2%	5%	5%	5%	6%	15% lmpq	7%	4%	16% lq	16% lmpq	
Slightly agree (+1)	359 15%	340 16%	17 8%	285 18%	74 9%	322 17%	37 8%	287 15%	41 19%	21 15%	10 18%	12 12%	43 16%	23 12%	25 14%	23 11%	34 16%	24 12%	54 17%	49 16%	
		95% b	5%	79% d	21%	90% f	10%	80%	12%	6%	3%	3%	12%	6%	7%	6%	10%	7%	15%	14%	
Neither agree nor disagree (0)	543 23%	499 23%	44 2%	360 22%	183 24%	441 23%	102 19%	461 23%	44 20%	27 19%	12 22%	21 22%	63 24%	40 20%	25 15%	61 29%	54 25%	44 22%	47 15%	107 36%	
		92%	8%	66%	34%	81%	19%	85%	8%	5%	2%	4%	12% nr	7%	5%	11% nr	10% nr	8%	9%	20% klnmpqr	
Slightly disagree (-1)	421 18%	385 18%	36 9%	282 18%	139 18%	347 18%	75 17%	354 18%	31 14%	25 18%	12 21%	15 15%	41 16%	35 18%	41 24%	33 16%	41 19%	48 24%	50 16%	49 16%	
		91%	9%	67%	33%	82%	18%	84%	7%	6%	3%	4%	10%	8%	10% r	8%	10%	12% r	12%	12%	
Strongly disagree (-2)	648 27%	563 26%	84 4%	393 24%	254 33%	484 25%	164 13%	535 27%	58 27%	44 31%	10 18%	27 27%	81 31%	66 34%	58 34%	46 22%	55 25%	60 30%	109 34%	33 11%	
		87%	13% a	61%	39% c	75%	25% e	83% j	9%	7% j	2%	4% s	12% s	10% os	9% os	7% s	8% s	9% s	17% os	5%	
No opinion	233 10%	213 10%	18 9%	145 9%	88 11%	193 10%	40 9%	191 10%	22 10%	12 9%	8 15%	14 14%	25 9%	23 12%	10 6%	18 9%	19 9%	17 8%	33 10%	32 11%	
		91%	8%	62%	38%	83%	17%	82%	9%	5%	3%	6% n	11%	10%	4%	8%	8%	7%	14%	14%	
Net: Agree	539 23%	512 24%	26 5%	427 27%	112 14%	481 25%	58 13%	431 22%	62 29%	33 24%	13 24%	21 4%	53 20%	32 16%	36 21%	50 24%	48 22%	31 15%	82 26%	79 26%	
		95% b	5%	79% d	21%	88% f	11%	80%	12% g	6%	2%	4%	10%	6%	7%	9%	9%	6%	15% mq	15% mq	
Net: Disagree	1069	949	120	675	394	830	238	889	89	69	22	42	122	101	99	79	96	109	159	82	
	45%	44%	58%	42%	51%	43%	54%	45%	41%	49%	39%	43%	47%	52%	58%	38%	44%	54%	49%	27%	
		89%	11% a	63%	37% c	78%	22% e	83%	8%	6%	2%	4% s	11% s	9% os	9% klops	7% s	9% s	10% os	15% os	8%	
Net: Neither/no opinion	776 33%	711 33%	63 9%	505 31%	271 35%	634 33%	142 32%	652 33%	66 30%	39 28%	20 36%	35 36%	87 33%	63 32%	35 20%	79 38%	73 34%	61 30%	80 25%	140 47%	
		92%	8%	65%	35%	82%	18%	84%	8%	5%	3%	5% n	11% n	8% n	4%	10% nr	9% n	8%	10%	18% klnmpqr	
Mean	-0.46	-0.42 b	-0.89	-0.34 d	-0.72	-0.38 f	-0.81	-0.48	-0.33	-0.52	-0.32	-0.47	-0.59	-0.74	-0.69	-0.26 lmpnq	-0.45	-0.71	-0.54	-0.03 klnmpqr	
SD	1.30	1.30	1.20	1.32	1.22	1.30	1.22	1.29	1.38	1.36	1.23	1.35	1.24	1.23	1.30	1.34	1.25	1.17	1.41	1.14	
SE	0.03	0.03	0.10	0.03	0.05	0.03	0.06	0.03	0.09	0.09	0.09	0.16	0.09	0.10	0.12	0.11	0.10	0.10	0.09	0.07	

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 126

QJ1(3): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

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

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Strongly agree	(+2) 181 8%	24 6%	157 8%	105 10%	62 6%	18 9%	29 4%	124 9%	117 10%	55 5%	107 10%	148 9%	32 5%
Slightly agree	(+) 359 15%	13%	87%	58%df	34%	10%df	16%	69%df	65%df	30%	59%df	82%df	18%
		49 12%	309 16%	158 16%	161 15%	22 11%	109 15%	224 16%	208 17%	143 13%	193 18%	281 16%	77 11%
		14%	86%	44%	45%	6%	30%	62%	58%df	40%	54%df	78%df	22%
Neither agree nor disagree	(0) 543 23%	97 23%	446 23%	236 23%	235 22%	36 18%	160 23%	321 23%	269 22%	258 24%	246 23%	397 23%	146 22%
Slightly disagree	(-1) 421 18%	18%	82%	43%	43%	7%	30%	59%	49%	48%	45%	73%	27%
		75 18%	346 18%	165 16%	196 18%	49 24%	125 18%	248 18%	219 18%	185 17%	186 17%	292 17%	129 19%
		18%	82%	39%	47%	12%cd	30%	59%	52%	44%	44%	69%	31%
Strongly disagree	(-2) 648 27%	129 31%	518 26%	235 23%	299 28%	66 32%	216 30%	367 26%	301 24%	331 31%	256 24%	424 25%	224 33%
No opinion	233 10%	20%	80%	36%	46%cd	10%cd	33%cd	57%	46%	51%hj	40%	65%	35%k
		44 11%	189 10%	106 11%	110 10%	16 8%	73 10%	122 9%	115 9%	113 10%	102 9%	167 10%	66 10%
		19%	81%	45%	47%	7%	31%	52%	49%	49%	44%	72%	28%
Net: Agree	539 23%	73 17%	466 24%	263 26%	223 21%	40 19%	138 19%	348 25%	325 26%	198 18%	300 28%	429 25%	110 16%
Net: Disagree	1069 45%	14%	86%a	49%df	41%	7%	26%	64%df	60%df	37%	56%df	80%df	20%
		205 49%	864 44%	400 40%	495 47%	114 55%	342 48%	615 44%	520 42%	516 48%	442 41%	716 42%	352 52%
		19%	81%	37%	46%cd	11%cdg	32%cd	58%	49%	48%hj	41%	67%	33%k
Net: Neither/no opinion	776 33%	142 34%	634 32%	341 34%	345 32%	52 25%	233 33%	443 32%	383 31%	371 34%	348 32%	564 33%	213 32%
Mean	-0.46	18%	82%	44%e	44%	7%	30%	57%	49%	48%	45%	73%	27%
		-0.63	-0.43a	-0.30def	-0.53	-0.64	-0.61	-0.40def	-0.34f	-0.61	-0.30f	-0.36f	-0.71
		1.30	1.25	1.31	1.34	1.27	1.31	1.24	1.32	1.33	1.25	1.33	1.31
SE	0.03	0.06	0.03	0.04	0.04	0.09	0.05	0.04	0.04	0.04	0.04	0.03	0.05

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 126

QJ1(3): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

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

Base: All respondents

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%	
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%	
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367	
181 8%	128 10%	107 10%	85 12%	61 11%	57 13%	33 14%	38 12%	26 12%	148 9%	35 8%	37 9%	27 14%	56 8%	125 7%	
	71%	59%	47%u	34%	31%u	18%u	21%	14%	82%	20%	21%	15%vwyz	31%	69%	
359 15%	229 17%	193 18%	128 18%	86 15%	86 19%	36 15%	51 16%	47 23%	281 16%	59 13%	85 18%	29 15%	112 16%	246 15%	
	64%	54%	36%	24%	24%	10%	14%	13%pu	78%	16%	24%	8%	31%	69%	
543 23%	325 24%	246 23%	180 25%	121 21%	104 23%	55 24%	82 26%	66 32%	397 23%	78 18%	108 23%	42 22%	143 20%	400 24%	
	60%	45%	33%	22%	19%	10%	15%	12%mnppqu	73%	14%	20%	8%	26%	74%vy	
421 18%	224 17%	186 17%	116 16%	112 20%	71 16%	45 19%	60 19%	16 8%	292 17%	94 21%	84 22%	29 16%	138 19%	283 17%	
	53%t	44%t	28%t	27%t	17%t	11%t	14%t	4%	69%t	21%	18%	7%	33%	67%	
648 27%	310 23%	256 24%	144 20%	127 22%	96 21%	43 19%	52 16%	37 18%	424 25%	152 34%	133 28%	48 26%	220 31%	427 26%	
	45%z	40%z	22%	20%	15%	7%	8%	6%	65%ost	23%z	21%	7%	34%z	66%	
233 10%	117 9%	102 9%	65 9%	61 11%	37 8%	22 9%	33 10%	16 8%	167 10%	29 7%	23 5%	12 6%	47 7%	186 11%	
	50%	44%	28%	26%	16%	9%	14%	7%	72%	13%	10%	5%	20%	80%vwy	
539 23%	357 27%	300 28%	213 30%	147 26%	143 32%	69 29%	89 28%	73 35%	429 25%	94 21%	122 26%	56 30%	168 23%	371 22%	
	66%	56%	39%u	27%	27%u	13%	16%	13%mnpu	80%	17%	23%	10%vz	31%	69%	
1069 45%	534 40%	442 41%	261 36%	239 42%	168 37%	88 38%	112 35%	53 25%	716 42%	246 55%	217 46%	77 41%	358 50%	710 43%	
	50%t	41%t	24%t	22%t	16%t	8%t	10%t	5%	67%ost	23%wxz	20%	7%	34%z	66%	
776 33%	442 33%	348 32%	244 34%	182 32%	141 31%	77 33%	115 36%	82 40%	564 33%	108 24%	131 28%	54 29%	190 27%	586 35%	
	57%	45%	31%	23%	18%	10%	15%	11%ng	73%	14%	17%	7%	25%	75%vwy	
-0.46	-0.30	-0.30	-0.16u	-0.31	-0.16u	-0.14u	-0.13u	0.04mnpu	-0.36	-0.64	-0.43v	-0.25vy	-0.53	-0.43v	
1.30	1.31	1.33	1.32	1.33	1.35	1.34	1.28	1.28	1.31	1.32	1.31	1.41	1.32	1.29	
0.03	0.04	0.04	0.05	0.06	0.07	0.09	0.08	0.09	0.03	0.07	0.06	0.11	0.05	0.03	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 127

QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

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

Base: All respondents

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Strongly agree	(+2) 94 4%	55 5%	39 3%	50 4%	44 4%	16 5%	24 6%	22 6%	10 2%	13 4%	8 2%	26 5%	24 3%	20 4%	23 4%	51 4%	43 4%	48 6%	46 3%	43 7%	51 3%	59 5%	35 3%
		58%	42%	53%	47%	17%h	26%fh	24%fh	11%	14%	9%	28%	26%	22%	25%	54%	46%	51%p	49%	46%r	54%	63%t	37%
Slightly agree	(+1) 233 10%	132 11%	101 8%	140 12%	93 8%	43 12%	44 11%	54 13%	32 8%	26 7%	35 7%	53 10%	81 11%	53 10%	45 7%	135 11%	98 9%	87 11%	146 9%	76 12%	157 9%	150 13%	81 7%
		57%	43%	60%b	40%	15%h	19%	23%fgh	14%	11%	15%	23%	35%l	23%	19%	58%	42%	37%	63%	33%	67%	65%t	35%
Neither agree nor disagree	(0) 495 21%	279 23%	217 18%	239 21%	256 21%	75 22%	88 23%	99 24%	88 22%	46 14%	98 20%	103 19%	161 22%	120 24%	112 18%	264 21%	232 21%	190 25%	305 19%	172 26%	323 19%	285 24%	210 18%
		56%	44%	48%	52%	15%g	18%g	20%g	18%g	9%	20%g	21%	32%	24%	23%	53%	47%	38%p	62%	35%r	65%	58%t	42%
Slightly disagree	(-1) 395 17%	193 16%	202 17%	178 15%	217 18%	70 20%	65 17%	59 14%	72 18%	56 16%	74 15%	85 16%	127 17%	82 16%	101 16%	212 17%	183 16%	123 16%	272 17%	102 16%	293 17%	185 16%	209 18%
		49%	51%	45%	55%	18%	16%	15%	18%	14%	19%	21%	32%	21%	25%	54%	46%	31%	69%	26%	74%	47%	53%
Strongly disagree	(-2) 959 40%	401 34%	557 47%	450 39%	509 42%	112 32%	127 33%	130 32%	172 42%	174 51%	244 50%	227 43%	278 38%	187 37%	267 44%	504 40%	455 41%	245 32%	714 44%	203 31%	756 44%	399 34%	559 47%
		42%	58%	47%	53%	12%	13%	14%	18%cdde	18%cddef	25%cddef	24%	29%	20%	28%	53%	47%	26%	74%o	21%	79%q	42%	58%e
No opinion	208 9%	133 11%	76 6%	103 9%	105 9%	35 10%	42 11%	42 10%	34 8%	28 8%	27 6%	36 7%	63 9%	43 9%	66 11%	99 8%	109 10%	66 9%	142 9%	55 8%	153 9%	108 9%	98 8%
		64%	36%	50%	50%	17%h	20%h	20%h	16%	13%	13%	17%	30%	21%	31%l	48%	52%	32%	68%	26%	74%	52%	47%
Net: Agree	327 14%	187 16%	140 12%	189 16%	137 11%	58 17%	68 17%	76 19%	42 10%	39 11%	43 9%	80 15%	106 14%	73 14%	68 11%	185 15%	141 13%	135 18%	192 12%	119 18%	208 12%	209 18%	116 10%
		57%	43%	58%b	42%	18%fh	21%fgh	23%fgh	13%	12%	13%	24%	32%	22%	21%	57%	43%	41%p	59%	36%r	64%	64%t	36%
Net: Disagree	1354 57%	594 50%	760 64%	628 54%	726 59%	182 52%	192 49%	188 46%	244 60%	230 57%	317 65%	311 59%	405 55%	270 53%	368 60%	716 57%	638 57%	368 48%	985 61%	305 47%	1048 61%	585 49%	769 64%
		44%	56%	46%	54%a	13%	14%	14%	18%de	17%ccde	23%ccde	23%	30%	20%	27%	53%	47%	27%	73%o	23%	77%q	43%	57%e
Net: Neither/no opinion	704 30%	411 35%	292 25%	343 30%	361 29%	110 32%	131 33%	141 35%	122 30%	74 22%	126 26%	139 26%	224 31%	163 32%	178 29%	363 29%	341 30%	257 34%	447 28%	227 35%	476 28%	393 33%	309 26%
		58%	42%	49%	51%	16%g	19%gh	20%gh	17%g	11%	18%	20%	32%	23%	25%	52%	48%	36%p	64%	32%r	68%	56%t	44%
Mean	-0.87	-0.71	-1.02	-0.79b	-0.94	-0.69fg	-0.65fg	-0.60fg	-0.98	-1.12	-1.11	-0.87	-0.82l	-0.79l	-0.99	-0.84	-0.90	-0.62p	-0.99	-0.58r	-0.98	-0.66t	-1.07
SD	1.21	1.23	1.17	1.25	1.17	1.22	1.28	1.27	1.13	1.18	1.10	1.25	1.20	1.21	1.18	1.22	1.20	1.27	1.17	1.27	1.17	1.25	1.13
SE	0.03	0.04	0.04	0.04	0.03	0.07	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.03	0.04	0.05	0.03	0.05	0.03	0.04	0.04

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 127

QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

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

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Strongly agree (+2)	94 4%	89 4%	5 2%	72 4%	22 3%	80 4%	14 3%	79 4%	8 4%	5 4%	2 3%	5 5%	9 3%	6 3%	5 3%	18 9%	4 2%	3 2%	9 3%	21 7%
		94%	6%	77%	23%	86%	14%	84%	8%	6%	2%	5%	9%	6%	5%	20%lmnpqr	4%	3%	9%	22%pqr
Slightly agree (+1)	233 10%	220 10%	13 6%	190 12%	43 6%	210 11%	22 5%	192 10%	25 12%	12 9%	3 6%	11 12%	25 10%	16 8%	14 9%	21 11%	23 11%	6 3%	28 9%	46 15%
		95%	5%	82% d	18%	90% f	10%	82%	11%	5%	1%	5% q	11% q	7%	6%	9% q	10% q	3%	12% q	20% mqr
Neither agree nor disagree (0)	495 21%	457 21%	37 18%	317 20%	178 23%	394 20%	101 23%	420 21%	38 18%	25 18%	12 21%	19 20%	53 20%	39 20%	23 14%	60 29%	52 24%	48 24%	46 14%	80 27%
		92%	8%	64%	36%	80%	20%	85%	8%	5%	2%	4%	11%	8%	5%	12% nr	10% nr	10% nr	9%	16% nr
Slightly disagree (-1)	395 17%	369 17%	26 12%	277 17%	118 15%	337 17%	58 13%	330 17%	33 15%	22 16%	10 18%	14 14%	31 12%	31 16%	36 21%	30 14%	37 17%	41 21%	57 18%	53 18%
		93%	7%	70%	30%	85%	15%	83%	8%	6%	3%	4%	8%	8%	9% l	7%	9%	10% l	14%	13%
Strongly disagree (-2)	959 40%	847 39%	112 54%	621 39%	338 43%	756 39%	202 46%	778 39%	92 42%	67 47%	22 40%	35 35%	121 46%	86 44%	81 48%	61 30%	81 37%	88 44%	154 48%	72 24%
		88%	12% a	65%	35% c	79%	21% e	81%	10%	7% g	2%	4%	13% os	5% os	8% os	6%	8% s	9% os	16% ops	8%
No opinion	208 9%	191 9%	15 7%	129 8%	79 10%	168 9%	41 9%	172 9%	21 10%	9 6%	6 11%	14 14%	22 9%	18 9%	10 6%	17 8%	19 9%	14 7%	28 9%	29 10%
		92%	7%	62%	38%	80%	20%	83%	10%	4%	3%	7%	11%	9%	5%	8%	9%	7%	14%	14%
Net: Agree	327 14%	309 14%	18 9%	262 16%	65 8%	291 15%	36 8%	271 14%	33 15%	17 12%	5 9%	16 17%	34 13%	22 11%	19 11%	39 19%	28 13%	9 5%	37 11%	67 22%
		95%	5%	80% d	20%	89% f	11%	83%	10%	5%	1%	5% q	10% q	7% q	6% q	12% qr	8% q	3%	11% q	20% lmnpqr
Net: Disagree	1354 57%	1216 56%	138 66%	898 56%	455 59%	1093 56%	260 59%	1108 56%	125 57%	89 63%	32 59%	48 50%	153 58%	117 60%	116 69%	91 44%	118 55%	129 64%	210 65%	125 42%
		90%	10% a	66%	34%	81%	19%	82%	9%	7% g	2%	4%	11% os	9% os	9% kops	7%	9% s	10% kos	16% kops	9%
Net: Neither/no opinion	704 30%	647 30%	53 25%	447 28%	257 33%	562 29%	142 32%	592 30%	59 27%	34 24%	18 33%	33 34%	75 29%	57 29%	34 20%	77 37%	71 33%	62 31%	75 23%	108 36%
		92%	8%	63%	37% c	80%	20%	84%	8%	5%	3%	5% n	11%	8%	5%	11% nr	10% nr	9% n	11%	15% nr
Mean	-0.87	-0.84 b	-1.17	-0.80 d	-1.01	-0.83 f	-1.04	-0.85	-0.90	-1.01	-0.99	-0.73 qr	-0.96	-0.99	-1.09	-0.49lmnpqr	-0.85	-1.10	-1.09	-0.41lmnpqr
SD	1.21	1.22	1.12	1.25	1.13	1.22	1.14	1.21	1.24	1.20	1.13	1.29	1.22	1.17	1.13	1.31	1.15	1.00	1.15	1.25
SE	0.03	0.03	0.09	0.03	0.04	0.03	0.06	0.03	0.08	0.08	0.08	0.15	0.09	0.10	0.10	0.10	0.10	0.08	0.07	0.08

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 127

QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

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

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Strongly agree	(+2) 94 4%	12 3%	82 4%	55 6%	34 3%	8 4%	20 3%	64 5%	66 5%	25 2%	62 6%	79 5%	15 2%
Slightly agree	(+1) 233 10%	43	190	127	90	23	49	165	70	95	126	196	37
		10%	10%	13%	8%	11%	7%	12%	11%	9%	12%	11%	5%
		18%	82%	55%df	39%	10%	21%	58%	41%	54%l	84%l	16%	
Neither agree nor disagree	(0) 495 21%	81	415	218	210	34	144	296	249	231	226	357	139
		19%	21%	22%	20%	17%	20%	21%	20%	21%	21%	21%	21%
		16%	84%	44%	42%	7%	29%	60%	50%	47%	46%	72%	28%
Slightly disagree	(-1) 395 17%	57	337	150	177	41	119	229	216	163	187	286	109
		14%	17%	15%	17%	20%	17%	16%	18%	15%	17%	17%	16%
		15%	85%	38%	45%	10%	30%	58%	55%	41%	47%	73%	27%
Strongly disagree	(-2) 959 40%	187	771	356	456	88	316	544	460	470	396	641	318
		45%	39%	35%	43%	43%	44%	39%	37%	43%	36%	37%	47%
		20%	80%	37%	48%cg	9%	33%cg	57%	48%	49%hj	41%	67%	33%
No opinion	208 9%	40	168	97	95	13	63	107	102	101	92	150	58
		10%	9%	10%	9%	6%	9%	8%	8%	9%	8%	9%	9%
		19%	81%	47%	46%	6%	30%	51%	49%	44%	44%	72%	28%
Net: Agree	327 14%	54	272	182	123	31	70	229	202	120	188	275	51
		13%	14%	18%	12%	15%	10%	16%	16%	11%	17%	16%	8%
		17%	83%	56%df	38%	9%	21%	70%df	62%l	37%	58%l	84%l	16%
Net: Disagree	1354 57%	245	1109	506	634	129	435	773	676	633	583	927	427
		58%	56%	50%	60%	62%	61%	55%	55%	58%	54%	54%	63%
		18%	82%	37%	47%cg	10%cg	32%cg	57%cg	50%	47%j	43%	68%	32%
Net: Neither/no opinion	704 30%	121	583	316	305	47	207	403	351	332	318	507	197
		29%	30%	31%	29%	23%	29%	29%	29%	31%	29%	30%	29%
		17%	83%	45%e	43%	7%	29%	57%	50%	47%	45%	72%	28%
Mean	-0.87	-0.96	-0.85	-0.69def	-0.96	-0.92	-1.02	-0.79df	-0.77i	-0.97	-0.73i	-0.78j	-1.10
SD	1.21	1.20	1.21	1.28	1.17	1.21	1.14	1.25	1.26	1.15	1.27	1.25	1.09
SE	0.03	0.06	0.03	0.04	0.04	0.09	0.05	0.03	0.04	0.04	0.04	0.03	0.05

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 127

QJ1(4): (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

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

Base: All respondents

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%	
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%	
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367	
94	69	62	54	37	35	23	23	19	79	22	24	21	34	60	
4%	5%	6%	8%	6%	8%	10%	7%	9%	5%	5%	5%	11%	5%	4%	
	74%	66%	58% mu	39%	37% u	24% mnu	25%	20% mu	84%	23%	26%	22% vwyz	36%	64%	
233	173	126	103	70	75	31	43	43	196	33	68	27	81	152	
10%	13%	12%	14%	12%	17%	13%	14%	21%	11%	7%	14%	14%	11%	9%	
	74%	54%	44%	30%	32% nu	14%	19%	19% mnopsu	84%	14%	25% vz	12% vz	35% v	65%	
495	295	226	161	108	100	52	73	61	357	76	93	35	124	371	
21%	22%	21%	22%	19%	22%	22%	23%	30%	21%	17%	20%	19%	17%	22%	
	60%	46%	32%	22%	20%	10%	15%	12% mnopu	72%	15%	19%	7%	25%	75% vy	
395	210	187	104	97	55	42	57	19	286	68	71	23	112	283	
17%	16%	17%	15%	17%	12%	18%	18%	9%	17%	15%	15%	12%	16%	17%	
	53% t	47% qt	26%	25% qt	14%	11% t	14% qt	5%	73% qt	17%	18%	6%	28%	72%	
959	479	396	235	202	154	68	89	50	641	229	196	72	333	626	
40%	36%	36%	33%	35%	34%	29%	28%	24%	37%	51%	42%	38%	46%	38%	
	50% st	41% st	24% t	21% st	16% t	7%	9%	5%	67% orst	24% wxz	20%	7%	35% z	65%	
208	105	92	60	56	32	17	31	16	150	19	18	9	33	176	
9%	8%	8%	8%	10%	7%	7%	10%	8%	9%	4%	4%	5%	5%	11%	
	51%	44%	29%	27%	15%	8%	15%	8%	72%	9%	9%	5%	16%	84% vwxy	
327	242	188	157	107	110	54	67	62	275	55	92	48	115	211	
14%	18%	17%	22%	19%	24%	23%	21%	30%	16%	12%	20%	26%	16%	13%	
	74%	58%	48% nu	33%	34% mnp	17% u	20% u	19% mnopsu	84%	17%	28% vz	15% vyz	35% z	65%	
1354	689	583	339	299	210	111	145	69	927	298	267	95	445	909	
57%	52%	54%	47%	52%	46%	47%	46%	33%	54%	67%	57%	51%	62%	55%	
	51% t	43% ooqst	25% t	22% t	15% t	8% t	11% t	5%	68% ooqst	22% wxz	20%	7%	33% xz	67%	
704	400	318	221	163	132	69	104	77	507	95	111	44	157	547	
30%	30%	29%	31%	29%	29%	29%	33%	37%	30%	21%	24%	24%	22%	33%	
	57%	45%	31%	23%	19%	10%	15%	11% np	72%	13%	16%	6%	22%	78% vwxy	
-0.87	-0.70	-0.73	-0.55 mnu	-0.69	-0.52 mnu	-0.47 mnu	-0.50 mnu	-0.20 mnpopsu	-0.78	-1.05	-0.77 v	-0.55 vyz	-0.92	-0.85 v	
1.21	1.27	1.27	1.33	1.31	1.36	1.34	1.29	1.31	1.25	1.22	1.29	1.44	1.26	1.19	
0.03	0.04	0.04	0.05	0.06	0.07	0.09	0.08	0.09	0.03	0.06	0.06	0.11	0.05	0.03	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 128

QJ1: SUMMARY (SHOW SCREEN) SAY TO RESPONDENT: There are rules about protecting people's privacy when they take part or are featured in programmes on television and radio. Please can you tell me to what extent do you agree or disagree with each of the following statements?

SINGLE CODE

Base: All respondents

		TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, without them giving consent	TV broadcasters should be free to show programmes that scrutinise the lives of politicians, without them giving consent	TV broadcasters should be free to show programmes that scrutinise the lives of other public figures without them giving consent	TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent
Unweighted base		2384	2384	2384	2384
Weighted base		2384	2384	2384	2384
Effective base		1956	1956	1956	1956
Strongly agree	(+2)	181 8%	334 14%	181 8%	94 4%
Slightly agree	(+1)	394 17%	472 20%	359 15%	233 10%
Neither agree nor disagree	(0)	442 19%	479 20%	543 23%	495 21%
Slightly disagree	(-1)	433 18%	349 15%	421 18%	395 17%
Strongly disagree	(-2)	692 29%	535 22%	648 27%	959 40%
No opinion		242 10%	214 9%	233 10%	208 9%
Net: Agree		575 24%	806 34%	539 23%	327 14%
Net: Disagree		1125 47%	885 37%	1069 45%	1354 57%
Net: Neither/no opinion		684 29%	693 29%	776 33%	704 30%
Mean		-0.50	-0.13	-0.46	-0.87
SD		1.33	1.40	1.30	1.21
SE		0.03	0.03	0.03	0.03

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Table 129

QJ2: SHOW SCREEN QJ2

(SHOW SCREEN) Thinking specifically about people in the public eye – that is, celebrities, politicians and other public figures rather than the general public – which one, if any, of these sources do you feel is the most intrusive into the lives of these people?

IF NECESSARY – So, not the general public

SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250	1134	1142	1242	334	391	421	384	373	481	569	767	456	592	1336	1048	763	1621	670	1714	1386	995
		52%	48%	48%	52%	14%	16%	18%	16%	16%	20%	24%	32%	19%	25%	56%	44%	32%	68%	28%	72%	58%	42%
Weighted base	2384	1192	1192	1160	1224	350	391	405	408	343	486	530	735	506	614	1265	1119	759	1625	652	1732	1187	1194
		50%	50%	49%	51%	15%	16%	17%	17%	14%	20%	22%	31%	21%	26%	53%	47%	32%	68%	27%	73%	50%	50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Newspapers	806	390	415	431	375	65	105	132	160	134	210	176	251	166	213	427	379	212	593	192	613	367	438
	34%	33%	35%	37%	31%	19%	27%	33%	39%	39%	43%	33%	34%	33%	35%	34%	34%	28%	37%	30%	35%	31%	37%
		48%	52%	53% b	47%	8%	13% c	16% c	20% cd	17% cd	26% cde	22%	31%	21%	26%	53%	47%	26%	74% d	24%	76% d	45%	54% e
Television	396	188	208	216	181	47	57	69	56	61	106	102	127	76	92	229	168	124	272	106	291	203	193
	17%	16%	17%	19%	15%	14%	15%	17%	14%	18%	22%	19%	17%	15%	15%	18%	15%	16%	17%	16%	17%	17%	16%
		47%	53%	54% b	46%	12%	14%	17%	14%	15%	27% cd	26%	32%	19%	23%	58%	42%	31%	69%	27%	73%	51%	49%
Internet – Broadcaster websites/ apps	180	56	125	92	88	39	34	30	26	24	27	43	46	47	44	90	90	70	110	59	122	96	84
	8%	5%	10%	8%	7%	11%	9%	7%	6%	7%	5%	8%	6%	9%	7%	7%	8%	9%	7%	9%	7%	8%	7%
		31%	69%	51%	49%	21% fh	19%	17%	15%	14%	15%	24%	26%	26%	24%	50%	50%	39%	61%	33%	67%	53%	47%
Magazines	180	95	85	74	105	58	45	27	23	12	14	40	60	46	35	99	80	77	102	65	115	97	83
	8%	8%	7%	6%	9%	17%	12%	7%	6%	4%	3%	7%	8%	9%	6%	8%	7%	10%	6%	10%	7%	8%	7%
		53%	47%	41%	59%	32% efgh	25% efgh	15% h	13%	7%	8%	22%	33%	25%	19%	55%	45%	43% p	57%	36% r	64%	54%	46%
Internet – Newspaper websites/ apps	110	57	53	32	78	27	25	18	15	17	8	28	33	18	31	61	48	44	66	36	74	57	53
	5%	5%	4%	3%	6%	8%	6%	5%	4%	5%	2%	5%	5%	3%	5%	5%	4%	6%	4%	6%	4%	5%	4%
		52%	48%	29%	71% a	24% fh	23% h	17% h	14%	16% h	7%	25%	30%	16%	28%	56%	44%	40%	60%	33%	67%	52%	48%
Other internet websites/ apps	40	4	36	20	20	11	8	10	4	4	2	11	16	5	7	27	12	16	23	9	30	27	13
	2%	*	3%	2%	2%	3%	2%	3%	1%	1%	*	2%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%
		10%	90%	51%	49%	28% kh	21% h	26% h	11%	10%	4%	29%	40%	13%	18%	69%	31%	42%	58%	23%	77%	67% l	33%
Radio	21	15	6	12	9	7	6	5	-	2	1	7	5	4	5	12	9	12	9	11	10	17	4
	1%	1%	1%	1%	1%	2%	2%	1%	-	1%	*	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	*
		70%	30%	57%	43%	32% fh	30% fh	25% f	-	8%	4%	35%	24%	17%	24%	59%	41%	57% p	43%	51% r	49%	62% t	18%
Other sources	13	4	9	5	8	3	3	1	4	1	1	1	7	2	2	8	5	3	10	2	11	6	7
	1%	*	1%	*	1%	1%	1%	*	1%	*	*	*	1%	*	*	1%	*	*	1%	*	1%	*	1%
		33%	67%	39%	61%	24%	26%	7%	28%	10%	4%	7%	56%	19%	18%	63%	37%	26%	74%	13%	87%	44%	56%
None are intrusive	59	46	13	32	27	7	8	10	11	9	13	18	18	7	17	36	24	18	41	16	44	34	25
	2%	4%	1%	3%	2%	2%	2%	3%	3%	3%	3%	3%	2%	1%	3%	3%	2%	2%	3%	2%	3%	3%	2%
		78%	22%	54%	46%	12%	13%	17%	19%	15%	23%	30%	30%	11%	29%	60%	40%	31%	69%	26%	74%	58%	42%
All are equally intrusive	395	207	188	163	232	51	59	68	79	61	77	71	114	89	121	185	210	116	279	105	290	191	204
	17%	17%	16%	14%	19%	15%	15%	17%	19%	18%	16%	13%	16%	18%	20%	15%	19%	15%	17%	16%	17%	16%	17%
		52%	48%	41%	59% a	13%	15%	17%	20%	15%	19%	18%	29%	22%	31% i	47%	53% m	29%	71%	26%	74%	48%	52%
Don't know	184	131	53	83	101	35	41	33	29	18	28	33	57	47	47	90	94	65	120	51	133	93	90
	8%	11%	4%	7%	8%	10%	10%	8%	7%	5%	6%	6%	8%	9%	8%	7%	8%	9%	7%	8%	8%	8%	8%
		71%	29%	45%	55%	19% gh	22% gh	18%	16%	10%	15%	18%	31%	26%	25%	49%	51%	35%	65%	28%	72%	50%	49%
Net: INTERNET	329	116	213	144	185	76	67	59	45	46	36	83	96	70	82	178	151	131	199	104	226	179	150
	14%	10%	18%	12%	15%	22%	17%	14%	11%	13%	7%	16%	13%	14%	13%	14%	14%	17%	12%	16%	13%	15%	13%
		35%	65%	44%	56%	23% efgh	20% fh	18% h	14%	14% h	11%	25%	29%	21%	25%	54%	46%	40% p	60%	32%	68%	54%	46%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 129

QJ2: SHOW SCREEN QJ2

(SHOW SCREEN) Thinking specifically about people in the public eye – that is, celebrities, politicians and other public figures rather than the general public – which one, if any, of these sources do you feel is the most intrusive into the lives of these people?

IF NECESSARY – So, not the general public

SINGLE CODE

Base: All respondents

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region									
Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)		
2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%		
2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%		
1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253		
806	727	79	563	243	662	144	683	53	55	14	50	74	65	60	83	83	71	117	80		
34%	33% 90%	38% 10%	35% 70%	31% 30%	34% 82%	33% 18%	35% 85%h	25% 7%	39% 7%h	25% 2%	51% 6%lmnqrs	28% 9%	33% 8%	36% 7%	40% 10%ls	38% 10%ls	36% 9%	36% 14%e	27% 10%		
396	354	41	255	141	311	85	330	44	20	3	12	56	26	31	22	42	26	59	56		
17%	16% 89%	20% 10%	16% 64%	18% 36%	16% 78%	19% 22%	17% 83%j	20% 11%j	14% 5%j	6% 1%	12% 3%	21% 14%e	13% 7%	19% 8%	11% 6%	19% 11%e	13% 7%	18% 15%o	19% 14%o		
180	165	15	114	66	151	29	148	20	11	1	3	10	21	24	16	10	10	25	28		
8%	8% 91%	7% 9%	7% 63%	9% 37%	8% 84%	7% 16%	8% 82%j	9% 11%j	7% 6%j	2% 1%	3% 2%	4% 6%	11% 12%klp	14% 13%klpq	8% 9%	5% 6%	5% 5%	8% 14%	9% 16%l		
180	174	6	135	45	163	17	143	24	11	3	3	17	11	14	20	15	17	22	25		
8%	8% 97%b	3% 3%	8% 75%d	6% 25%	8% 91%f	4% 9%	7% 79%	11% 13%gl	8% 6%	5% 1%	3% 1%	7% 10%	5% 6%	8% 8%	9% 11%	7% 8%	8% 9%	7% 12%	8% 14%		
110	109	1	89	20	100	10	93	7	8	1	2	8	16	6	13	5	7	13	23		
5%	5% 99%b	* 1%	6% 81%d	3% 19%	5% 91%f	2% 9%	5% 85%	3% 6%	6% 7%	2% 1%	2% 2%	3% 8%	8% 14%lp	4% 6%	6% 12%	2% 5%	3% 6%	4% 12%	8% 21%lp		
40	35	4	32	8	38	2	34	6	-	-	1	4	3	2	-	3	2	5	14		
2%	2% 89%	2% 11%	2% 81%	1% 19%	2% 95%	* 5%	2% 86%	3% 14%i	- -	- -	1% 3%	2% 11%	2% 8%	1% 4%	- -	1% 7%	1% 6%	1% 12%	5% 35%or		
21	20	1	17	4	20	1	20	-	1	-	1	2	1	-	4	2	3	2	4		
1%	1% 94%	1% 6%	1% 81%	1% 19%	1% 94%	* 6%	1% 96%	- -	1% 4%	- -	1% 5%	1% 11%	1% 6%	- -	2% 20%	1% 10%	2% 15%	1% 9%	1% 19%		
13	13	-	8	5	13	-	11	1	1	-	-	-	2	-	1	2	2	3	1		
1%	1% 100%	- -	1% 65%	1% 35%	1% 100%	- -	1% 84%	1% 11%	* 5%	- -	- -	- -	1% 12%	- -	1% 12%	1% 15%	1% 13%	1% 22%	* 9%		
59	58	1	40	19	46	13	48	7	4	1	3	10	3	2	4	6	6	9	5		
2%	3% 98%	1% 2%	3% 68%	2% 32%	2% 78%	3% 22%	2% 81%	3% 11%	3% 6%	1% 1%	3% 5%	4% 17%	1% 5%	1% 4%	2% 7%	3% 10%	3% 11%	3% 15%	2% 8%		
395	352	42	228	166	297	98	300	44	24	27	15	62	27	19	17	35	38	49	37		
17%	16% 89%	20% 11%	14% 58%	21% 42%c	15% 75%	22% 25%e	15% 76%	20% 11%g	17% 6%	49% 7%gh	16% 4%	24% 16%mnors	14% 7%	11% 5%	8% 4%	16% 9%o	19% 10%o	15% 12%o	12% 9%		
184	164	19	124	60	144	40	161	12	7	5	8	17	20	10	27	12	18	20	28		
8%	8% 89%	9% 10%	8% 67%	8% 33%	7% 78%	9% 22%	8% 87%	5% 6%	5% 4%	9% 3%	9% 5%	7% 9%	10% 11%	6% 6%	13% 15%lpr	6% 7%	9% 10%	6% 11%	9% 15%		
329	309	20	235	94	289	41	276	33	19	3	6	23	40	32	29	18	19	43	66		
14%	14% 94%	10% 6%	15% 71%	12% 29%	15% 88%f	9% 12%	14% 84%j	15% 10%j	13% 6%j	5% 1%	6% 2%	9% 7%	21% 12%klpq	19% 10%klpq	14% 9%	8% 6%	10% 6%	13% 13%	22% 20%klpq		

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 129

QJ2: SHOW SCREEN QJ2

(SHOW SCREEN) Thinking specifically about people in the public eye – that is, celebrities, politicians and other public figures rather than the general public – which one, if any, of these sources do you feel is the most intrusive into the lives of these people?

IF NECESSARY – So, not the general public

SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Newspapers	806	144	662	302	387	71	264	456	412	370	373	578	228
	34%	34%	34%	30%	36%	35%	37%	32%	34%	34%	34%	34%	34%
		18%	82%	37%	48% c	9%	33% c	57%	51%	46%	46%	72%	28%
Television	396	70	326	191	162	47	99	259	210	180	186	276	121
	17%	17%	17%	19%	15%	23%	14%	18%	17%	17%	17%	16%	18%
		18%	82%	48% df	41%	12% df	25%	65% t	53%	45%	47%	70%	30%
Internet – Broadcaster websites/ apps	180	30	150	86	60	17	45	111	103	70	82	129	52
	8%	7%	8%	9%	6%	8%	6%	8%	8%	6%	8%	8%	8%
		17%	83%	48% d	34%	9%	25%	62%	57%	39%	46%	71%	29%
Magazines	180	25	155	93	72	9	44	114	101	73	97	148	32
	8%	6%	8%	9%	7%	4%	6%	8%	8%	7%	9%	9%	5%
		14%	86%	52% ef	40%	5%	24%	64%	56%	41%	54%	82% l	18%
Internet – Newspaper websites/ apps	110	18	92	50	41	9	24	74	65	41	59	98	12
	5%	4%	5%	5%	4%	5%	3%	5%	5%	4%	5%	6%	2%
		16%	84%	45%	37%	9%	22%	68%	59%	37%	53%	89% l	11%
Other internet websites/ apps	40	1	38	15	15	7	12	26	26	12	22	31	8
	2%	*	2%	1%	1%	3%	2%	2%	2%	1%	2%	2%	1%
		3%	97% a	37%	37%	18%	30%	65%	65%	31%	56%	79%	21%
Radio	21	5	17	14	5	2	2	19	16	5	15	18	3
	1%	1%	1%	1%	*	1%	*	1%	1%	*	1%	1%	*
		21%	79%	66% df	24%	10%	9%	91% df	75%	25%	73% l	88%	12%
Other sources	13	5	8	6	5	2	3	6	5	6	5	9	4
	1%	1%	*	1%	1%	1%	*	*	1%	1%	1%	1%	1%
		40%	60%	50%	42%	12%	25%	48%	42%	49%	42%	70%	30%
None are intrusive	59	18	41	31	30	2	18	36	34	22	30	42	17
	2%	4%	2%	3%	3%	1%	3%	3%	3%	2%	3%	2%	3%
		31% b	69%	52%	51%	4%	30%	61%	58%	38%	50%	71%	29%
All are equally intrusive	395	70	324	144	191	32	134	213	158	225	129	238	157
	17%	17%	17%	14%	18%	15%	19%	15%	13%	21%	12%	14%	23%
		18%	82%	36%	48% c	8%	34% c	54%	40%	57% hj	33%	60%	40% k
Don't know	184	34	150	73	93	8	67	90	100	80	92	142	42
	8%	8%	8%	7%	9%	4%	9%	6%	8%	7%	8%	8%	6%
		19%	81%	39%	51% eg	5%	37% eg	49%	54%	43%	50%	77%	23%
Net: INTERNET	329	49	281	150	116	33	81	211	193	123	163	258	72
	14%	12%	14%	15%	11%	16%	11%	15%	16%	11%	15%	15%	11%
		15%	85%	46% d	35%	10%	25%	64% df	59% i	37%	50% i	78% i	22%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 129

QJ2: SHOW SCREEN QJ2

(SHOW SCREEN) Thinking specifically about people in the public eye – that is, celebrities, politicians and other public figures rather than the general public – which one, if any, of these sources do you feel is the most intrusive into the lives of these people?

IF NECESSARY – So, not the general public

SINGLE CODE

Base: All respondents

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total															
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%	
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%	
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367	
806	458	373	232	182	132	62	81	75	578	171	153	55	249	557	
34%	34%	34%	32%	32%	29%	26%	36%	34%	34%	38%	32%	29%	35%	33%	
	57%rs	46%rs	29%rs	23%	16%	8%	10%	9%rs	72%rs	21%	19%	7%	31%	69%	
396	228	186	117	99	79	51	57	40	276	96	104	41	158	238	
17%	17%	17%	16%	17%	18%	22%u	18%	19%	16%	21%	22%	22%	22%	14%	
	58%	47%	30%	25%	20%	13%u	14%	10%	70%	24%z	26%z	10%z	40%z	60%	
180	101	82	48	45	40	25	36	15	129	25	38	25	50	130	
8%	8%	8%	7%	8%	9%	11%	11%	7%	8%	6%	8%	13%	7%	8%	
	56%	46%	27%	25%	22%	14%	20%mnou	8%	71%	14%	21%	14%vvyz	28%	72%	
180	119	97	83	59	47	25	35	16	148	34	37	18	56	124	
8%	9%	9%	12%	10%	10%	11%	11%	8%	9%	8%	8%	10%	8%	7%	
	66%	54%	46%u	33%	26%	14%	19%	9%	82%	19%	21%	10%	31%	69%	
110	76	59	40	30	26	16	23	13	98	21	23	7	33	77	
5%	6%	5%	6%	5%	6%	7%	7%	6%	6%	5%	5%	4%	5%	5%	
	69%	53%	36%	28%	23%	15%	21%	12%	89%	19%	21%	7%	30%	70%	
40	23	22	16	9	7	3	9	1	31	5	7	1	8	31	
2%	2%	2%	2%	2%	2%	1%	3%	1%	2%	1%	1%	*	1%	2%	
	59%	56%	40%	23%	18%	7%	23%	3%	79%	13%	18%	2%	21%	79%	
21	16	15	16	11	14	7	8	6	18	8	13	13	15	7	
1%	1%	1%	2%	2%	3%	3%	3%	3%	1%	2%	3%	7%	2%	*	
	73%	73%	78%u	52%	68%mmu	33%mu	40%u	27%	88%	40%z	62%z	59%vwyz	69%z	31%	
13	5	5	7	2	3	3	2	4	9	4	2	2	4	9	
1%	*	1%	1%	*	1%	1%	1%	2%	1%	1%	*	1%	1%	1%	
	36%	42%	51%	17%	21%	23%	13%	33%mmnpu	70%	29%	12%	12%	29%	71%	
59	36	30	17	19	15	6	9	8	42	5	9	5	12	47	
2%	3%	3%	2%	3%	3%	2%	3%	4%	2%	1%	2%	3%	2%	3%	
	61%	50%	29%	32%	26%	10%	16%	14%	71%	8%	15%	8%	21%	79%	
395	168	129	78	59	47	22	31	16	238	58	58	14	93	302	
17%	13%	12%	11%	10%	10%	9%	10%	8%	14%	13%	12%	8%	13%	18%	
	42%	33%	20%	15%	12%	5%	8%	4%	60%pt	15%	15%	4%	24%	76%vwxy	
184	102	92	62	53	41	13	24	13	142	21	27	6	40	145	
8%	8%	8%	9%	9%	9%	6%	8%	6%	8%	5%	6%	3%	6%	9%	
	55%	50%	34%	29%	23%	7%	13%	7%	77%	12%	15%	3%	21%	79%vxy	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 129

QJ2: SHOW SCREEN QJ2

(SHOW SCREEN) Thinking specifically about people in the public eye – that is, celebrities, politicians and other public figures rather than the general public – which one, if any, of these sources do you feel is the most intrusive into the lives of these people?

IF NECESSARY – So, not the general public

SINGLE CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Net: INTERNET	329 14%	200 15%	163 15%	104 14%	84 15%	73 16%	45 19%	68 22%	29 14%	258 15%	51 11%	68 14%	33 18%	91 13%	238 14%
		61%	50%	32%	26%	22%	14%	21% mnoptu	9%	78%	16%	20%	10%	28%	72%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 130

QJ2/QJ3: 1st/2nd most intrusive

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Newspapers	1202 50%	563 47%	639 54%	625 54%	576 47%	126 36%	166 42%	189 47%	211 52%	202 59%	308 63%	279 53%	364 49%	247 49%	313 51%	642 51%	560 50%	340 45%	862 53%	302 46%	900 52%	561 47%	639 54%
		47%	53%	52% b	48%	10%	14%	16% c	18% cd	17% cde	26% cdef	23%	30%	21%	26%	53%	47%	28%	72% e	25%	76% d	47%	53% a
Television	787 33%	352 30%	435 36%	432 37%	356 29%	90 26%	105 27%	130 32%	126 31%	125 37%	211 43%	191 36%	245 33%	149 30%	201 33%	437 35%	350 31%	236 31%	551 34%	198 30%	590 34%	387 33%	400 33%
		45%	55%	55% b	45%	11%	13%	17%	16%	16% cd	27% cdef	24% k	31%	19%	26%	55%	45%	30%	70%	30%	75%	49%	51%
Magazines	446 19%	228 19%	218 18%	192 17%	254 21%	101 29%	97 25%	80 20%	63 15%	48 14%	57 12%	97 18%	146 20%	92 18%	111 18%	243 19%	203 16%	173 23%	273 17%	144 22%	302 17%	232 20%	214 18%
		51%	49%	43%	57% a	23% efgh	22% igh	18% gh	14%	11%	13%	22%	33%	21%	25%	54%	46%	39% p	61%	32% r	68%	52%	48%
Internet – Newspaper websites/ apps	375 16%	209 18%	166 14%	171 15%	204 17%	72 21%	67 17%	61 15%	62 15%	51 15%	62 13%	90 17%	130 18%	80 16%	75 12%	220 17%	154 14%	118 16%	257 16%	101 15%	274 16%	190 16%	185 15%
		56%	44%	46%	54%	19% h	18%	16%	16%	14%	17%	24% l	35% l	21%	20%	59% n	41%	31%	69%	27%	73%	51%	49%
Internet – Broadcaster websites/ apps	371 16%	148 12%	223 19%	182 16%	189 15%	78 22%	77 20%	77 19%	51 13%	40 12%	48 10%	89 17%	118 16%	95 19%	69 11%	207 16%	164 15%	159 21%	212 13%	139 21%	232 13%	205 17%	166 14%
		40%	60%	49%	51%	21% efgh	21% igh	21% efgh	14%	11%	13%	24% l	32% l	26% l	19%	56%	44%	43% p	57%	38% r	62%	55% t	45%
Other internet websites/ apps	80 3%	10 1%	70 6%	40 3%	40 3%	16 5%	14 4%	14 4%	11 3%	19 6%	5 1%	19 4%	26 4%	12 2%	22 4%	45 4%	34 3%	23 3%	57 3%	15 2%	65 4%	43 4%	37 3%
		12%	88%	50%	50%	20% h	18% h	18% h	14%	24% h	6%	24%	33%	16%	27%	57%	43%	29%	71%	18%	82%	54%	46%
Radio	69 3%	40 3%	29 2%	33 3%	35 3%	12 3%	21 5%	15 4%	11 3%	5 1%	6 1%	11 2%	23 3%	19 4%	15 2%	34 3%	35 3%	34 4%	35 2%	31 5%	38 2%	49 4%	19 2%
		58%	42%	48%	52%	17%	31% gh	22% h	16%	7%	8%	16%	34%	28%	22%	50%	50%	49% p	51%	45% r	55%	71% t	28%
Other sources	19 1%	4 *	14 1%	7 1%	12 1%	4 1%	3 1%	2 1%	7 2%	2 1%	1 *	2 *	9 1%	3 1%	4 1%	12 1%	7 1%	5 1%	14 1%	2 *	17 1%	8 1%	11 1%
		24%	76%	38%	62%	21%	17%	11%	37% h	11%	3%	12%	49%	16%	22%	61%	39%	27%	73%	9%	91%	42%	58%
No other sources are intrusive	59 2%	46 4%	13 1%	32 3%	27 2%	7 2%	8 2%	10 3%	11 3%	9 3%	13 3%	18 3%	18 2%	7 1%	17 3%	36 3%	24 2%	18 2%	41 3%	16 2%	44 3%	34 3%	25 2%
		76%	22%	54%	46%	12%	13%	17%	19%	15%	23%	30%	30%	11%	29%	60%	40%	31%	69%	26%	74%	58%	42%
All other sources are equally intrusive	395 17%	207 17%	188 16%	163 14%	232 19%	51 15%	59 15%	68 17%	79 19%	61 18%	77 16%	71 13%	114 16%	89 18%	121 22%	185 15%	210 19%	116 15%	279 17%	105 16%	290 17%	191 16%	204 17%
		52%	48%	41%	59% a	13%	15%	17%	20%	15%	19%	18%	29%	22%	31% l	47%	53% m	29%	71%	26%	74%	48%	52%
Don't know	184 8%	131 11%	53 4%	83 7%	101 8%	35 10%	41 10%	33 8%	29 7%	18 5%	28 6%	33 6%	57 8%	47 9%	47 8%	90 7%	94 8%	65 9%	120 7%	51 8%	133 8%	93 8%	90 8%
		71%	29%	45%	55%	19% gh	22% gh	18%	16%	10%	15%	18%	31%	26%	25%	49%	51%	35%	65%	28%	72%	50%	49%
Net: INTERNET	737 31%	340 29%	397 33%	352 30%	385 31%	148 42%	138 35%	134 33%	114 28%	101 29%	102 21%	177 33%	251 34%	167 33%	141 23%	429 34%	308 28%	272 36%	465 29%	228 35%	509 29%	390 53%	346 47%
		46%	54%	48%	52%	20% efgh	19% th	18% h	15% h	14% h	14%	24% l	34% l	23% l	19%	58% n	42%	37% p	63%	31% r	69%	53%	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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 130

QJ2/QJ3: 1st/2nd most intrusive

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	Ni (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Newspapers	1202	1094 50% 91%	107 52% 9%	845 53% 70% d	357 46% 30%	990 51% 82%	211 48% 18%	1010 51% 84% j	98 45% 8% j	77 55% 6% h	17 31% 1%	57 58% 5% s	121 46% 10%	96 49% 8%	92 55% 8% s	113 54% 9% s	115 53% 10%	106 53% 9%	180 56% 15% ls	131 44% 11%
Television	787	705 32% 90%	81 39% 10%	515 32% 65%	272 35% 35%	628 32% 80%	159 36% 20%	671 34% 85% j	70 32% 9% j	40 28% 5% j	7 12% 1%	32 32% 4% o	97 37% 12% c	56 29% 7%	69 41% 9% mo	42 20% 5%	86 40% 11% mo	62 31% 8% o	111 34% 14% o	116 39% 15% mo
Magazines	446	419 19% 94%	27 13% 6%	339 76% d	107 14% 24%	393 88% f	53 12% 12%	362 18% 81%	43 20% 10%	33 23% 7% j	8 15% 2%	16 16% 4%	40 15% 9%	28 15% 6%	36 21% 8%	60 29% 13% k	48 22% 11% q	34 17% 8%	43 13% 10%	56 19% 13%
Internet – Newspaper websites/ apps	375	354 16% 99% ab	21 10% 5%	273 17% 73% d	102 13% 27%	326 17% 87% f	48 11% 13%	315 16% 84%	30 14% 8%	24 17% 6%	6 11% 2%	15 16% 4%	34 13% 9%	40 21% 11%	25 15% 7%	29 14% 8%	27 13% 7%	28 14% 7%	63 20% 17%	53 18% 14%
Internet – Broadcaster websites/ apps	371	345 16% 93%	26 12% 7%	248 15% 67%	124 16% 33%	323 17% 87% f	49 11% 13%	309 16% 83% j	36 17% 10% j	23 16% 6% j	4 6% 1%	13 13% 3%	26 10% 7%	39 20% 11% i	37 22% 10% ip	28 13% 7%	27 12% 7%	25 13% 7%	48 15% 13%	66 22% 18% lopqr
Other internet websites/ apps	80	75 3% 95%	4 2% 5%	65 4% 82% d	15 2% 16%	75 4% 94% f	4 1% 6%	67 3% 84% j	11 5% 14% j	1 1% 2%	* 1% *	3 3% 4% o	12 5% 16% o	10 5% 12% o	6 3% 7% c	- 3% -	3 1% 4%	8 4% 10% o	9 3% 11% o	16 5% 20% op
Radio	69	59 3% 86%	8 4% 12%	47 3% 69%	22 3% 31%	58 3% 84%	11 3% 16%	60 3% 87%	5 2% 7%	3 2% 5%	1 2% 2%	2 2% 3%	6 2% 9%	2 1% 3%	4 3% 6%	6 3% 8%	8 3% 11%	4 2% 6%	14 4% 21%	13 4% 19%
Other sources	19	18 1% 95%	1 * 5%	12 1% 65%	7 1% 35%	18 1% 95%	1 * 5%	14 1% 74%	4 2% 21%	1 * 4%	* * 1%	- - -	- - -	2 1% 8%	- 1% -	1 1% 8% i	5 2% 28% i	2 1% 9%	3 1% 15%	1 * 6%
No other sources are intrusive	59	58 3% 98%	1 1% 2%	40 3% 68%	19 2% 32%	46 2% 78%	13 3% 22%	48 2% 81%	7 3% 11%	4 3% 6%	1 1% 1%	3 3% 5%	10 4% 17%	3 1% 5%	2 1% 4%	4 2% 7%	6 3% 10%	6 3% 11%	9 3% 15%	5 2% 8%
All other sources are equally intrusive	395	352 16% 89%	42 20% 11%	228 14% 58%	166 21% 42% c	297 15% 75%	98 22% 25% c	300 15% 76%	44 20% 11% g	24 17% 6%	27 49% 7% gn	15 16% 4%	62 24% 16% mnors	27 14% 7%	19 11% 5%	17 8% 4%	35 16% 9% o	38 19% 10% o	49 15% 12% c	37 12% 9%
Don't know	184	164 8% 89%	19 9% 10%	124 8% 67%	60 8% 33%	144 7% 78%	40 9% 22%	161 8% 87%	12 5% 6%	7 5% 4%	5 9% 3%	8 9% 5%	17 7% 9%	20 10% 11%	10 6% 6% lpr	27 13% 15% lpr	12 6% 7%	18 9% 10%	20 6% 11%	28 9% 15%
Net: INTERNET	737	693 32% 94% b	43 21% 6%	529 33% 72% d	208 27% 26%	653 34% 89% f	83 19% 11%	622 32% 84% j	64 29% 9% j	41 29% 6% j	10 18% 1%	31 32% 4%	67 26% 9%	72 37% 10% lop	59 35% 8%	51 25% 7%	53 24% 7%	55 28% 8%	106 33% 14%	127 42% 17% lopqr

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 130

QJ2/QJ3: 1st/2nd most intrusive

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Newspapers	1202	200	1001	482	564	121	381	701	609	564	553	861	340
	50%	48%	51%	48%	53%	59%	53%	50%	50%	52%	51%	50%	50%
		17%	83%	40%	47% c	10% cg	32% c	58%	51%	47%	46%	72%	28%
Television	787	133	655	349	340	75	217	488	400	371	354	551	236
	33%	32%	33%	35%	32%	37%	31%	35%	33%	34%	32%	32%	35%
		17%	83%	44%	43%	10%	28%	62%	51%	47%	45%	70%	30%
Magazines	446	78	368	201	199	36	129	276	252	184	236	359	87
	19%	19%	19%	20%	19%	18%	18%	20%	20%	17%	22%	21%	13%
		17%	83%	45%	45%	8%	29%	62%	56%	41%	53% l	80% l	20%
Internet – Newspaper websites/ apps	375	61	314	157	152	34	94	240	213	145	184	297	78
	16%	14%	16%	16%	14%	16%	13%	17%	17%	13%	17%	17%	12%
		16%	84%	42%	40%	9%	25%	64% t	57% l	39%	49% l	79% l	21%
Internet – Broadcaster websites/ apps	371	72	299	186	138	33	86	236	224	132	191	282	89
	16%	17%	15%	19%	13%	16%	12%	17%	18%	12%	18%	17%	13%
		19%	81%	50% df	37%	9%	23%	64% df	60% l	35%	52% l	76%	24%
Other internet websites/ apps	80	7	73	29	26	9	21	50	53	21	47	60	19
	3%	2%	4%	3%	2%	4%	3%	4%	4%	2%	4%	4%	3%
		9%	91%	37%	33%	11%	27%	62%	66% l	26%	59% l	76%	24%
Radio	69	13	56	39	15	7	9	57	43	24	41	52	16
	3%	3%	3%	4%	1%	3%	1%	4%	4%	2%	4%	3%	2%
		19%	81%	57% df	22%	10%	13%	82% df	63%	34%	59%	76%	24%
Other sources	19	6	12	7	9	3	7	9	10	7	9	13	6
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
		34%	66%	37%	47%	18%	35%	46%	55%	39%	49%	68%	32%
No other sources are intrusive	59	18	41	31	30	2	18	36	34	22	30	42	17
	2%	4%	2%	3%	3%	1%	3%	3%	3%	2%	3%	2%	3%
		31% b	69%	52%	51%	4%	30%	61%	58%	38%	50%	71%	29%
All other sources are equally intrusive	395	70	324	144	191	32	134	213	158	225	129	238	157
	17%	17%	17%	14%	18%	15%	19%	15%	13%	21%	12%	14%	23%
		18%	82%	36%	48% c	8%	34% c	54%	40%	57% hj	33%	60%	40% k
Don't know	184	34	150	73	93	8	67	90	100	80	92	142	42
	8%	8%	8%	7%	9%	4%	9%	6%	8%	7%	8%	8%	6%
		19%	81%	39%	51% eg	5%	37% eg	49%	54%	43%	50%	77%	23%
Net: INTERNET	737	125	612	329	287	66	182	470	436	268	380	575	161
	31%	30%	31%	33%	27%	32%	26%	33%	36%	25%	35%	34%	24%
		17%	83%	45% df	39%	9%	25%	64% df	59% l	36%	52% l	78% l	22%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 130

QJ2/QJ3: 1st/2nd most intrusive**Base: All respondents**

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Newspapers	1202	694 52%	553 51%	356 50%	274 48%	205 46%	113 48%	135 43%	103 49%	861 50%	255 57%	234 50%	92 49%	376 52%	826 50%
	50%	58%qs	46%rs	30%	23%	17%	9%	11%	9%	72%ts	21%z	19%	8%	31%	69%
Television	787	436 33%	354 32%	217 30%	181 32%	174 39%	89 38%	106 34%	80 38%	551 32%	181 40%	189 40%	71 38%	284 40%	504 30%
	33%	55%	45%	28%	23%	22%mnopu	11%o	13%	10%o	70%	23%z	24%z	9%z	36%z	64%
Magazines	446	279 19%	236 22%	193 27%	139 24%	98 22%	55 23%	76 24%	39 19%	359 21%	84 19%	89 19%	44 24%	144 20%	302 18%
	19%	63%	53%	43%mntu	31%	22%	12%	17%	9%	80%	19%	20%	10%	32%	68%
Internet – Newspaper websites/ apps	375	242 16%	184 17%	127 18%	104 18%	77 17%	41 17%	63 20%	39 19%	297 17%	79 18%	91 19%	38 21%	129 18%	246 15%
	16%	65%	49%	34%	28%	21%	11%	17%	10%	79%	21%	24%z	10%	34%	66%
Internet – Broadcaster websites/ apps	371	221 16%	191 18%	130 18%	105 18%	82 18%	59 25%	70 22%	49 23%	282 17%	72 16%	91 19%	47 25%	124 17%	248 15%
	16%	60%	52%	35%	28%	22%	16%mnopu	19%mu	13%mu	76%	19%	25%z	13%vyz	33%	67%
Other internet websites/ apps	80	45 3%	47 4%	26 4%	20 3%	13 3%	7 3%	15 5%	3 1%	60 4%	7 2%	10 2%	5 3%	17 2%	63 4%
	3%	56%	59%	32%	25%	17%	9%	19%	4%	76%	9%	13%	6%	21%	79%v
Radio	69	46 3%	41 4%	35 5%	24 4%	28 6%	13 6%	19 6%	9 4%	52 3%	18 4%	32 7%	19 10%	36 5%	32 2%
	3%	67%	59%	51%u	35%	40%mu	19%	28%mu	13%	76%	26%z	46%z	28%vyz	53%z	47%
Other sources	19	7 1%	9 1%	7 1%	3 1%	3 1%	3 1%	2 1%	4 2%	13 1%	5 1%	3 1%	2 1%	5 1%	14 1%
	1%	35%	49%	38%	15%	14%	16%	9%	22%lm	68%	26%	14%	8%	26%	74%
No other sources are intrusive	59	36 2%	30 3%	17 2%	19 3%	15 3%	6 2%	9 3%	8 4%	42 2%	5 1%	9 2%	5 3%	12 2%	47 3%
	2%	61%	50%	29%	32%	26%	10%	16%	14%	71%	8%	15%	8%	21%	79%
All other sources are equally intrusive	395	168 17%	129 12%	78 11%	59 10%	47 10%	22 9%	31 10%	16 8%	238 14%	58 13%	58 12%	14 8%	93 13%	302 18%
	17%	42%	33%	20%	15%	12%	5%	8%	4%	60%pt	15%	15%	4%	24%	76%vwxy
Don't know	184	102 8%	92 8%	62 9%	53 9%	41 9%	13 6%	24 8%	13 6%	142 8%	21 5%	27 6%	6 3%	40 6%	145 9%
	8%	55%	50%	34%	29%	23%	7%	13%	7%	77%	12%	15%	3%	21%	79%vxy
Net: INTERNET	737	454 31%	380 35%	256 36%	210 37%	153 34%	98 42%	133 42%	84 40%	575 34%	144 32%	169 36%	78 42%	242 34%	495 30%
	31%	62%	52%	35%	29%	21%	13%mu	18%mnqu	11%	78%	20%	23%z	11%vz	33%	67%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 131

QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
1394 58%	642 54%	751 63%	727 63%	667 54%	155 44%	213 55%	226 56%	238 58%	229 67%	333 68%	332 63%	425 58%	292 21%	344 25%	757 60%	636 57%	412 54%	981 60%	363 56%	1031 60%	677 57%	715 60%
	46%	54%	52%b	48%	11%	15%c	16%c	17%c	16%cdef	24%cdef	24%l	31%	21%	25%	54%	46%	30%	70%e	26%	74%	49%	51%
1077 45%	474 40%	602 51%	563 49%	513 42%	143 41%	167 43%	175 43%	174 43%	167 49%	252 52%	258 49%	342 47%	208 41%	269 44%	600 47%	477 43%	333 44%	743 46%	281 43%	796 46%	532 45%	545 46%
	44%	56%	52%b	48%	13%	15%	16%	16%	15%	23%cdef	24%k	32%	19%	25%	56%n	44%	31%	69%	26%	74%	49%	51%
775 33%	379 32%	396 33%	346 30%	429 35%	144 41%	150 38%	138 34%	118 29%	92 27%	133 27%	154 29%	252 34%	173 34%	196 32%	406 32%	369 33%	269 35%	506 31%	227 35%	548 32%	396 33%	379 32%
	49%	51%	45%	55%a	19%fgh	19%fgh	18%gh	15%	12%	17%	20%	32%	22%	25%	52%	48%	35%	65%	29%	71%	51%	49%
623 26%	360 30%	263 22%	293 25%	330 27%	114 32%	107 27%	108 27%	107 26%	83 24%	104 21%	161 30%	209 28%	126 25%	127 21%	370 29%	253 23%	200 26%	423 26%	173 27%	449 27%	323 27%	299 25%
	58%	42%	47%	53%	18%gh	17%	17%	17%	13%	17%	26%l	34%l	20%	20%	59%n	41%	32%	68%	28%	72%	52%	48%
607 25%	266 22%	341 29%	302 26%	305 25%	116 33%	112 29%	122 30%	88 22%	78 23%	91 19%	137 26%	200 27%	146 29%	123 20%	337 27%	270 24%	241 32%	366 23%	212 32%	396 23%	327 28%	280 23%
	44%	56%	50%	50%	19%fgh	19%fh	20%fgh	15%	13%	15%	23%l	33%l	24%l	20%	56%	44%	40%p	60%	35%r	65%	54%t	46%
163 7%	78 7%	85 7%	87 7%	76 6%	28 8%	38 10%	29 7%	22 5%	14 4%	32 7%	39 7%	51 7%	31 6%	42 7%	90 7%	73 7%	73 10%	90 6%	64 10%	99 6%	95 8%	68 6%
	48%	52%	53%	47%	17%g	23%fg	17%	13%	9%	20%	24%	31%	19%	26%	55%	45%	45%p	55%	39%r	61%	58%t	41%
111 5%	26 2%	85 7%	54 5%	57 5%	21 6%	17 4%	19 5%	17 4%	27 8%	10 2%	29 6%	34 5%	23 5%	25 4%	63 5%	48 4%	33 4%	78 5%	23 3%	89 5%	55 5%	57 5%
	23%	77%	49%	51%	19%h	15%	17%h	15%	25%dfh	9%	26%	30%	21%	23%	57%	43%	30%	70%	20%	80%	49%	51%
26 1%	7 1%	19 2%	10 1%	16 1%	4 1%	4 1%	3 1%	8 2%	6 2%	1 2%	3 1%	10 1%	6 1%	7 1%	13 1%	13 1%	7 1%	19 1%	3 1%	23 1%	15 1%	11 1%
	28%	72%	39%	61%	15%	15%	13%	32%h	22%h	3%	12%	39%	24%	25%	51%	49%	27%	73%	11%	89%	56%	44%
59 2%	46 4%	13 1%	32 3%	27 2%	7 2%	8 2%	10 3%	11 3%	9 3%	13 3%	18 3%	18 2%	7 1%	17 3%	36 3%	24 2%	18 2%	41 3%	16 2%	44 3%	34 3%	25 2%
	76%	22%	54%	46%	12%	13%	17%	19%	15%	23%	30%	30%	11%	29%	60%	40%	31%	69%	26%	74%	58%	42%
395 17%	207 17%	188 16%	163 14%	232 19%	51 15%	59 15%	68 17%	79 19%	61 18%	77 16%	71 13%	114 16%	89 18%	121 22%	185 47%	210 19%	116 15%	279 17%	105 16%	290 17%	191 16%	204 17%
	52%	48%	41%	59%a	13%	15%	17%	20%	15%	19%	18%	29%	22%	31%l	47%	53%am	29%	71%	26%	74%	48%	52%
184 8%	131 11%	53 4%	83 7%	101 8%	35 10%	41 10%	33 8%	29 7%	18 5%	28 6%	33 6%	57 8%	47 9%	47 8%	90 7%	94 8%	65 9%	120 7%	51 8%	133 8%	93 8%	90 8%
	71%	29%	45%	55%	19%gh	22%gh	18%	16%	10%	15%	18%	31%	26%	25%	49%	51%	35%	65%	28%	72%	50%	49%
1110 47%	543 46%	566 47%	538 46%	572 47%	203 58%	193 49%	205 51%	174 43%	159 46%	175 36%	270 51%	366 50%	243 48%	231 38%	636 50%	474 42%	394 52%	715 44%	335 51%	775 45%	582 49%	527 44%
	49%	51%	48%	52%	18%dfgh	17%h	18%fh	16%	14%h	16%	24%l	33%l	22%l	21%	57%n	43%	36%p	64%	30%r	70%	62%t	47%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 131

QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive**Base: All respondents**

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region								
Total	Yes (a)	No (b)		Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
2384	2216 93%	165 7%		1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
2384	2172 91%	209 9%		1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
1956	1822	139		1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
1394	1271	123		963	430	1154	240	1171	115	89	19	65	143	108	113	127	127	117	200	170
58%	59% 91%	59% 9%		60% 69%	55% 31%	59% 83%	55% 17%	59% 84% _j	53% 8% _j	63% 6% _h	34% 1%	67% 5%	54% 10%	55% 8%	67% 8% _l	61% 9%	59% 9%	59% 8%	62% 14%	57% 12%
1077	979	97		726	351	884	193	914	100	54	9	44	134	85	82	65	114	77	152	161
45%	45% 91%	46% 9%		45% 67%	45% 33%	45% 82%	44% 18%	46% 85% _j	46% 9% _j	38% 5% _j	16% 1%	45% 4% _o	51% 12% _{oq}	43% 8% _o	48% 8% _o	31% 6%	53% 11% _{oq}	39% 7%	47% 14% _o	54% 15% _{moq}
775	713	61		560	215	660	115	638	76	48	12	29	66	53	62	77	78	66	99	108
33%	33% 92%	29% 8%		35% 72% _d	28% 28%	34% 85% _f	26% 15%	32% 82% _j	35% 10% _j	34% 6% _j	23% 2%	30% 4%	25% 9%	27% 7%	37% 8% _l	37% 10% _l	36% 10% _l	33% 9%	31% 13%	36% 14% _l
623	596	27		477	146	554	68	520	48	42	13	23	56	60	51	43	53	52	101	81
26%	27% 96% _b	13% 4%		30% 77% _d	19% 23%	28% 89% _f	16% 11%	26% 84%	22% 8%	30% 7%	23% 2%	24% 4%	21% 9%	31% 10% _{lo}	30% 8%	21% 7%	25% 9%	26% 8%	31% 16% _{lo}	27% 13%
607	568	40		429	178	534	73	505	55	38	8	26	53	60	59	45	52	40	78	92
25%	26% 93%	19% 7%		27% 71%	23% 29%	27% 88% _f	17% 12%	26% 83% _j	25% 9% _j	27% 6% _j	15% 1%	27% 4%	20% 9%	31% 10% _{loq}	35% 10% _{lopqr}	22% 7%	24% 9%	20% 7%	24% 13%	31% 15% _{loq}
163	140	22		103	60	125	38	141	11	9	2	4	15	9	9	11	24	13	32	26
7%	6% 86%	10% 13%		6% 63%	8% 37%	6% 77%	9% 23%	7% 87%	5% 7%	7% 6%	3% 1%	4% 2%	6% 9%	5% 6%	5% 5%	5% 7%	11% 15% _m	6% 8%	10% 19%	9% 16%
111	104	7		86	25	104	7	93	14	3	1	8	18	11	10	-	7	11	11	19
5%	5% 94%	3% 6%		5% 78% _d	3% 22%	5% 94% _f	2% 6%	5% 84% _j	7% 13% _{ij}	2% 3%	1% 1%	8% 7% _o	7% 16% _o	6% 10% _o	6% 9% _o	-	3% 6% _o	5% 10% _o	3% 10% _o	6% 17% _o
26	25	1		19	7	24	2	20	5	1	*	-	1	3	1	1	5	3	4	1
1%	1% 96%	* 4%		1% 72%	1% 28%	1% 93%	* 7%	1% 76%	2% 18%	1% 5%	*	-	*	2% 12%	1% 5%	1% 6%	2% 20%	1% 11%	1% 14%	* 5%
59	58	1		40	19	46	13	48	7	4	1	3	10	3	2	4	6	6	9	5
2%	3% 98%	1% 2%		3% 68%	2% 32%	2% 78%	3% 22%	2% 81%	3% 11%	3% 6%	1% 1%	3% 5%	4% 17%	1% 5%	1% 4%	2% 7%	3% 10%	3% 11%	3% 15%	2% 8%
395	352	42		228	166	297	98	300	44	24	27	15	62	27	19	17	35	38	49	37
17%	16% 89%	20% 11%		14% 58%	21% 42% _c	15% 75%	22% 25% _{ce}	15% 76%	20% 11% _g	17% 6%	49% 7% _{gh}	16% 4%	24% 16% _{mnors}	14% 7%	11% 5%	8% 4%	16% 9% _o	19% 10% _o	15% 12% _c	12% 9%
184	164	19		124	60	144	40	161	12	7	5	8	17	20	10	27	12	18	20	28
8%	8% 89%	9% 10%		8% 67%	8% 33%	7% 78%	9% 22%	8% 87%	5% 6%	5% 4%	9% 3%	9% 5%	7% 9%	10% 11%	6% 6%	13% 15% _{lpr}	6% 7%	9% 10%	6% 11%	9% 15%
1110	1052	58		822	288	992	118	935	94	65	16	46	112	99	97	75	93	89	154	170
47%	48% 95% _b	28% 5%		51% 74% _d	37% 26%	51% 89% _f	27% 11%	47% 84% _j	43% 8% _j	46% 6% _j	29% 1%	47% 4%	43% 10%	51% 9% _o	57% 9% _{lopq}	36% 7%	43% 8%	45% 8%	48% 14% _o	57% 15% _{lopqr}

Proportions/Mean: Columns Tested (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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Table 131

QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Newspapers	1394	246	1147	588	633	136	424	832	715	644	645	1009	384
	58%	59%	58%	59%	60%	66%	60%	59%	58%	59%	59%	59%	57%
		18%	82%	42%	45%	10%	30%	60%	51%	46%	46%	72%	28%
Television	1077	166	911	465	465	98	303	660	562	482	501	770	306
	45%	39%	46%	46%	44%	47%	43%	47%	46%	44%	46%	45%	45%
		15%	85%a	43%	43%	9%	28%	61%	52%	45%	47%	72%	28%
Magazines	775	125	649	332	343	70	233	467	423	335	387	592	182
	33%	30%	33%	33%	32%	34%	33%	33%	34%	31%	35%	35%	27%
		16%	84%	43%	44%	9%	30%	60%	55%	43%	50%l	76%l	24%
Internet – Newspaper websites/ apps	623	105	518	279	255	50	163	395	365	237	320	495	127
	26%	25%	26%	28%	24%	24%	23%	28%	30%	22%	29%	29%	19%
		17%	83%	45%f	41%	8%	26%	63%df	59%l	38%	51%l	80%l	20%
Internet – Broadcaster websites/ apps	607	116	491	290	244	57	144	400	350	238	313	467	140
	25%	28%	25%	29%	23%	27%	20%	28%	28%	22%	29%	27%	21%
		19%	81%	48%df	40%	9%f	24%	66%df	58%l	39%	51%l	77%l	23%
Radio	163	37	126	87	55	16	34	114	89	72	86	118	46
	7%	9%	6%	9%	5%	8%	5%	8%	7%	7%	8%	7%	7%
		23%	77%	53%df	34%	10%	21%	70%df	54%	44%	52%	72%	28%
Other internet websites/ apps	111	10	101	45	42	14	29	71	71	33	59	85	27
	5%	2%	5%	4%	4%	7%	4%	5%	6%	3%	5%	5%	4%
		9%	91%a	40%	38%	13%	26%	64%	64%l	30%	53%l	76%	24%
Other sources	26	8	18	12	12	4	9	14	16	9	14	19	7
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
		30%	70%	46%	47%	14%	33%	53%	60%	36%	54%	74%	26%
No other sources are intrusive	59	18	41	31	30	2	18	36	34	22	30	42	17
	2%	4%	2%	3%	3%	1%	3%	3%	3%	2%	3%	2%	3%
		31%b	69%	52%	51%	4%	30%	61%	58%	38%	50%	71%	29%
All other sources are equally intrusive	395	70	324	144	191	32	134	213	158	225	129	238	157
	17%	17%	17%	14%	18%	15%	19%	15%	13%	21%	12%	14%	23%
		18%	82%	36%	48%c	8%	34%g	54%	40%	57%hj	33%	60%	40%k
Don't know	184	34	150	73	93	8	67	90	100	80	92	142	42
	8%	8%	8%	7%	9%	4%	9%	6%	8%	7%	8%	8%	6%
		19%	81%	39%	51%eg	5%	37%eg	49%	54%	43%	50%	77%	23%
Net: INTERNET	1110	193	917	501	464	97	292	705	638	432	565	868	242
	47%	46%	47%	50%	44%	47%	41%	50%	52%	40%	52%	51%	36%
		17%	83%	45%df	42%	9%	26%	64%df	58%l	39%	51%l	78%l	22%

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

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Table 131

QJ2/QJ3/QJ4: 1st/2nd/3rd most intrusive

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%	
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%	
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367	
1394	804	645	427	322	250	140	174	120	1009	297	288	119	447	947	
58%	60%	59%	59%	57%	55%	60%	55%	58%	59%	66%	61%	64%	62%	57%	
	58%	46%	31%	23%	18%	10%	13%	9%	72%	21% z	21%	9%	32% z	68%	
1077	618	501	319	267	220	118	154	104	770	224	234	96	358	719	
45%	46%	46%	44%	47%	49%	51%	49%	50%	45%	50%	50%	51%	50%	43%	
	57%	47%	30%	25%	20%	11%	14%	10%	72%	21% z	22% z	9% z	33% z	67%	
775	455	387	293	216	163	91	122	70	592	155	178	83	263	512	
33%	34%	35%	41%	38%	36%	39%	39%	34%	35%	35%	38%	45%	37%	31%	
	59%	50%	38% mnu	28%	21%	12%	16%	9%	76%	20%	23% z	11% vz	34% z	66%	
623	397	320	229	189	135	72	107	74	495	139	146	56	215	408	
26%	30%	29%	32%	33%	30%	31%	34%	35%	29%	31%	31%	30%	30%	24%	
	64%	51%	37%	30%	22%	11%	17%	12%	80%	22% z	23% z	9%	35% z	65%	
607	372	313	227	170	139	90	102	74	467	125	146	73	204	404	
25%	28%	29%	32%	30%	31%	38%	32%	36%	27%	28%	31%	39%	28%	24%	
	61%	51%	37% u	28%	23%	15% mnpu	17%	12% mu	77%	21%	24% z	12% vyz	34%	66%	
163	101	86	60	43	53	27	30	19	118	39	63	31	76	87	
7%	8%	8%	8%	7%	12%	12%	10%	9%	7%	9%	13%	17%	11%	5%	
	62%	52%	37%	26%	33% mnpu	17% u	19%	11%	72%	24% z	39% vz	19% vyz	47% z	53%	
111	64	59	32	23	18	8	18	4	85	12	17	8	28	83	
5%	5%	5%	4%	4%	4%	3%	6%	2%	5%	3%	4%	4%	4%	5%	
	57%	53%	29%	20%	16%	7%	16%	4%	76%	11%	16%	7%	25%	75%	
26	11	14	8	5	5	4	4	4	19	5	3	2	5	21	
1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	
	43%	54%	30%	20%	19%	15%	15%	16%	74%	18%	12%	6%	20%	80%	
59	36	30	17	19	15	6	9	8	42	5	9	5	12	47	
2%	3%	3%	2%	3%	3%	2%	3%	4%	2%	1%	2%	3%	2%	3%	
	61%	50%	29%	32%	26%	10%	16%	14%	71%	8%	15%	8%	21%	79%	
395	168	129	78	59	47	22	31	16	238	58	58	14	93	302	
17%	13%	12%	11%	10%	10%	9%	10%	8%	14%	13%	12%	8%	13%	18%	
	42%	33%	20%	15%	12%	5%	8%	4%	60% pt	15%	15%	4%	24%	76% vwx	
184	102	92	62	53	41	13	24	13	142	21	27	6	40	145	
8%	8%	8%	9%	9%	9%	6%	8%	6%	8%	5%	6%	3%	6%	9%	
	55%	50%	34%	29%	23%	7%	13%	7%	77%	12%	15%	3%	21%	79% vxy	
1110	685	565	395	308	237	140	182	124	868	227	250	107	368	742	
47%	51%	52%	55%	54%	53%	60%	58%	59%	51%	51%	53%	57%	51%	45%	
	62%	51%	36%	28%	21%	13% mnu	16% u	11% mu	78%	20% z	23% z	10% z	33% z	67%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 132

QJ5: (SHOW SCREEN) Now thinking specifically about members of the general public, which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public?

IF NECESSARY – So not celebrities, politicians or other public figures

SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
		(A)	(B)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Newspapers	595 25%	272 23% 46%	323 27% 54%	332 29% 56% b	263 21% 44%	59 10%	74 12%	103 17% cd	97 25% c	99 24% c	163 17% cd	133 22%	188 32%	114 19%	159 27%	321 54%	273 46%	171 29%	424 71%	152 26%	443 74%	284 48%	309 52%
Television	379 16%	197 17% 52%	182 15% 48%	211 18% 56% b	168 14% 44%	56 15%	68 17%	61 15%	59 14%	51 15%	85 17%	86 16%	122 17%	78 20%	94 25%	208 55%	171 45%	132 35%	247 65%	114 30%	265 70%	200 53%	179 47%
Internet – Broadcaster websites/ apps	179 8%	65 5% 37%	114 10% 63%	86 7% 48%	93 8% 52%	33 10%	40 10%	39 10%	24 6%	25 7%	17 4%	36 7%	74 10%	40 8%	30 5%	110 9%	69 6%	73 10%	106 7%	60 9%	119 7%	96 8%	83 7%
Other Internet websites/ apps	135 6%	50 4% 37%	85 7% 63%	57 5% 42%	78 6% 58%	21 6%	33 9%	13 3%	22 5%	23 7%	21 4%	32 6%	38 5%	26 5%	38 6%	71 6%	64 6%	35 5%	100 6%	27 4%	108 6%	68 6%	67 6%
Internet – Newspaper websites/ apps	90 4%	38 3% 41%	53 4% 59%	33 3% 36%	58 5% 64% a	22 6%	17 4%	21 5%	10 2%	11 3%	11 2%	27 5%	31 4%	17 3%	16 3%	58 5%	33 3%	33 4%	58 4%	25 4%	65 4%	54 60%	37 40%
Magazines	50 2%	18 1% 35%	32 3% 65%	25 2% 50%	25 2% 50%	13 4% 26% gh	10 3% 21%	12 3% 25% h	7 2%	4 1%	4 1%	17 3%	10 1%	12 2%	11 2%	27 2%	23 2%	22 3%	28 2%	18 3%	32 2%	28 2%	22 2%
Radio	40 2%	23 2% 57%	17 1% 43%	23 2% 59%	16 1% 41%	15 4% 38% efgh	8 2% 19% h	5 1%	6 1%	4 1%	2 *	13 3%	6 1%	12 2%	8 1%	19 2%	20 2%	15 2%	25 2%	15 2%	25 1%	30 3%	9 1%
Other sources	16 1%	* 1% 1%	16 1% 99%	7 1% 46%	9 1% 54%	5 1% 28% d	- 1% -	3 1% 20%	4 1% 24%	1 7%	3 20%	4 1%	4 1%	7 1%	2 10%	8 49%	8 51%	4 1%	12 1%	1 8%	15 92%	9 55%	7 45%
None are intrusive	109 5%	77 6% 71%	32 3% 29%	55 5% 51%	53 4% 49%	18 5% 17%	23 6% 21%	17 4% 16%	21 5% 20%	10 3% 10%	19 4% 18%	24 5% 22%	32 4% 29%	21 4% 19%	32 5% 30%	56 4% 51%	53 4% 49%	43 6% 39%	66 4% 61%	39 6% 36%	69 4% 64%	52 48%	56 52%
All are equally intrusive	451 19%	233 20% 52%	218 18% 48%	193 17% 43%	258 21% 67% a	53 15% 12%	66 17% 15%	75 19% 17%	97 24% 22% cd	73 21% 16%	87 18% 19%	84 16% 19%	127 17% 28%	100 20% 22%	140 23% 31% l	211 17% 47%	240 21% 53% m	129 17% 29%	322 20% 71%	118 18% 26%	334 19% 74%	215 18% 48%	236 20% 52%
Don't know	340 14%	220 18% 65%	120 10% 35%	137 12% 40%	203 17% 60% a	55 16% 16%	52 13% 15%	56 14% 17%	61 15% 18%	42 12% 12%	75 15% 22%	74 14% 22%	102 14% 30%	80 16% 24%	84 14% 25%	176 14% 52%	164 15% 48%	104 14% 31%	236 15% 69%	81 12% 24%	259 15% 76%	150 13% 44%	188 16% 55%
Net: INTERNET	404 17%	153 13% 38%	252 21% 62%	175 15% 43%	229 19% 57% a	76 22% 19% fh	90 23% 22% fh	73 18% 18% h	56 14% 14%	59 17% 15% h	49 10% 12%	95 18% 23%	143 19% 35% l	83 16% 21%	83 14% 21%	238 19% 59% n	166 15% 41%	140 18% 35%	265 16% 65%	113 17% 28%	292 17% 72%	218 18% 54%	187 16% 46%

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

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Table 132

QJ5: (SHOW SCREEN) Now thinking specifically about members of the general public, which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public?

IF NECESSARY – So not celebrities, politicians or other public figures

SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Newspapers	595 25%	541 25% 91%	53 25% 9%	417 26% 70%	177 23% 30%	489 25% 82%	105 24% 18%	477 24% 80% j	63 29% 11% j	47 33% 8% j	7 14% 1%	27 27% 4% k	44 17% 7%	45 23% 8%	47 28% 8% k	67 32% 11% k	50 23% 8%	48 24% 8%	81 25% 14% k	69 23% 12%
Television	379 16%	347 16% 91%	32 16% 9%	258 16% 68%	121 16% 32%	321 16% 84%	59 13% 16%	328 17% 86% j	29 13% 8% j	20 14% 5% j	3 6% 1%	15 15% 4%	45 17% 12%	21 11% 5%	32 19% 8%	30 15% 8%	35 16% 9%	34 17% 9%	49 15% 13%	66 22% 17% m
Internet – Broadcaster websites/ apps	179 8%	169 8% 94%	10 5% 6%	129 8% 72%	50 6% 28%	157 8% 88%	22 5% 12%	154 8% 86%	15 7% 8%	8 6% 4%	2 4% 1%	6 6% 3%	14 5% 8%	20 10% 11%	20 12% 11% l	19 9% 11%	14 8% 8%	9 5% 5%	24 8% 14%	27 9% 15%
Other Internet websites/ apps	135 6%	125 6% 93%	10 5% 7%	98 6% 72%	37 5% 28%	120 6% 89% f	15 3% 11%	118 6% 87%	12 5% 9%	4 3% 3%	1 2% 1%	11 11% 8% ors	21 8% 15% os	22 11% 16% ors	9 5% 7%	3 1% 2%	15 7% 11% o	12 6% 9% o	14 4% 11%	11 4% 8%
Internet – Newspaper websites/ apps	90 4%	84 4% 93%	6 3% 7%	69 4% 76%	22 3% 24%	82 4% 90%	9 2% 10%	77 4% 85%	4 2% 5%	8 6% 9% h	1 1% 1%	4 4% 4%	10 4% 11%	5 3% 6%	9 5% 10% q	4 2% 4%	5 3% 6%	1 1% 1%	18 6% 20% q	21 7% 24% oq
Magazines	50 2%	45 2% 90%	5 2% 10%	35 2% 71%	14 2% 29%	44 2% 88%	6 1% 12%	40 2% 80%	4 2% 9%	5 4% 10%	1 1% 1%	- - -	8 3% 15%	1 1% 2%	2 1% 4%	6 3% 12%	4 2% 9%	2 1% 4%	4 1% 9%	12 4% 25% m
Radio	40 2%	38 2% 95%	2 1% 5%	31 2% 77%	9 1% 23%	34 2% 85%	6 1% 15%	31 2% 79%	5 2% 12%	2 2% 6%	1 2% 3%	- - -	3 1% 8%	4 2% 10%	2 1% 5%	3 1% 8%	1 * 2%	1 * 3%	9 3% 22%	9 3% 21%
Other sources	16 1%	13 1% 82%	3 1% 18%	11 1% 66%	5 1% 34%	13 1% 79%	3 1% 21%	14 1% 90%	1 1% 9%	- - -	* * 1%	- - -	2 1% 15%	- - -	4 2% 23% r	1 * 6%	6 3% 39% mqr	- - -	- - -	1 * 7%
None are intrusive	109 5%	102 5% 94%	5 3% 5%	75 5% 69%	33 4% 31%	88 5% 81%	21 5% 19%	96 5% 89%	6 3% 5%	4 3% 4%	2 4% 2%	2 3% 2%	17 6% 15%	11 6% 10%	7 4% 7%	10 5% 9%	11 5% 11%	11 6% 10%	17 5% 16%	10 3% 9%
All are equally intrusive	451 19%	400 18% 89%	51 24% 11%	258 16% 57%	194 25% 43% c	336 17% 74%	116 26% 26% e	349 18% 77%	51 24% 11% g	23 16% 5%	29 52% 6% gh	18 19% 4%	69 26% 15% mnors	29 15% 6%	24 14% 5%	24 12% 5%	43 20% 10%	47 24% 10% os	57 18% 13%	38 13% 8%
Don't know	340 14%	309 14% 91%	31 15% 9%	227 14% 67%	113 15% 33%	263 14% 77%	77 18% 23%	288 15% 85%	27 12% 8%	19 13% 6%	7 13% 2%	15 16% 5%	30 11% 9%	37 19% 11% in	13 8% 4%	41 20% 12% in	31 14% 9%	34 17% 10% n	48 15% 14% n	38 11% 11%
Net: INTERNET	404 17%	378 17% 93%	26 13% 7%	295 18% 73% d	109 14% 27%	359 18% 89% f	46 10% 11%	349 18% 86% j	31 14% 8% j	21 15% 5% j	4 7% 1%	20 21% 5%	45 17% 11%	39 24% 12% oq	25 23% 10% oq	39 12% 6%	25 16% 8%	34 11% 6%	56 17% 14%	59 20% 15% o

Proportions/Mean: Columns Tested (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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Table 132

QJ5: (SHOW SCREEN) Now thinking specifically about members of the general public, which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public?

IF NECESSARY – So not celebrities, politicians or other public figures

SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Newspapers	595	104	491	252	270	57	187	357	297	284	260	434	161
	25%	25%	25%	25%	25%	28%	26%	25%	24%	26%	24%	25%	24%
		18%	82%	42%	45%	10%	31%	60%	50%	48%	44%	73%	27%
Television	379	69	311	167	163	39	106	244	208	168	191	286	93
	16%	16%	16%	17%	15%	19%	15%	17%	17%	15%	18%	17%	14%
	16%	18%	82%	44%	43%	10%	28%	64%	55%	44%	50%	75%	25%
Internet – Broadcaster websites/ apps	179	33	146	87	67	25	37	121	108	65	98	138	41
	8%	8%	7%	9%	6%	12%	5%	9%	9%	6%	9%	8%	6%
		18%	82%	48%f	37%	14%df	21%	68%t	60%l	36%	55%l	77%	23%
Other Internet websites/ apps	135	15	120	52	59	9	43	77	77	51	64	100	35
	6%	4%	6%	5%	6%	5%	6%	5%	6%	5%	6%	6%	5%
		11%	89%	38%	44%	7%	32%	57%	57%	38%	47%	74%	26%
Internet – Newspaper websites/ apps	90	17	74	46	34	13	15	59	49	36	43	68	22
	4%	4%	4%	5%	3%	6%	2%	4%	4%	3%	4%	4%	3%
		19%	81%	51%f	38%	14%f	17%	65%t	54%	40%	48%	75%	25%
Magazines	50	4	46	26	23	4	14	29	34	15	33	40	9
	2%	1%	2%	3%	2%	2%	2%	2%	3%	1%	3%	2%	1%
		8%	92%	52%	46%	7%	29%	59%	69%l	31%	65%l	81%	19%
Radio	40	11	29	19	16	2	9	29	25	15	22	36	3
	2%	3%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%	*
		27%	73%	49%	39%	5%	22%	74%	63%	37%	56%	92%l	8%
Other sources	16	5	11	8	7	1	5	9	12	4	9	11	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
		29%	71%	51%	45%	7%	31%	56%	76%	24%	59%	71%	29%
None are intrusive	109	24	85	46	57	7	32	66	65	39	56	81	27
	5%	6%	4%	5%	5%	3%	4%	5%	5%	4%	5%	5%	4%
		22%	78%	43%	52%	6%	29%	61%	60%	36%	52%	75%	25%
All are equally intrusive	451	83	368	169	203	35	149	248	191	243	167	279	173
	19%	20%	19%	17%	19%	17%	21%	18%	16%	22%	15%	16%	26%
		18%	82%	37%	45%	8%	33%e	55%	42%	54%hj	37%	62%	38%k
Don't know	340	56	284	131	163	14	114	166	162	165	147	235	105
	14%	13%	14%	13%	15%	7%	16%	12%	13%	15%	13%	14%	16%
		17%	83%	39%e	48%eg	4%	34%eg	49%	48%	49%	43%	69%	31%
Net: INTERNET	404	65	340	185	160	47	96	257	234	151	205	306	99
	17%	15%	17%	18%	15%	23%	13%	18%	19%	14%	19%	18%	15%
		16%	84%	46%f	40%	12%df	24%	64%f	59%l	37%	51%l	76%	24%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 132

QJ5: (SHOW SCREEN) Now thinking specifically about members of the general public, which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public?

IF NECESSARY – So not celebrities, politicians or other public figures

SINGLE CODE

Base: All respondents

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Newspapers	595	351 26% 59% o	260 24% 44%	158 22% 27%	141 25% 24%	117 26% 20%	55 23% 9%	74 33% 12%	69 25% 12% nopr	434 25% 73%	111 25% 19%	119 25% 20%	44 23% 7%	180 25% 30%	415 25% 70%
Television	379	233 17% 61%	191 18% 50%	136 19% 36%	100 18% 26%	89 20% 24%	63 27% 17% mnopu	69 22% 18% u	42 20% 11%	286 75%	96 21% 25% z	89 19% 24% z	43 23% 11% z	147 21% 39% z	232 14% 61%
Internet – Broadcaster websites/ apps	179	110 8% 62%	98 9% 55%	67 9% 38%	58 10% 32%	37 8% 21%	26 10% 13%	23 8% 15%	138 8% 77%	35 8% 19%	44 9% 25%	18 10% 10%	60 8% 33%	119 7% 67%	
Other Internet websites/ apps	135	76 6% 56%	64 6% 47%	44 6% 32%	32 6% 24%	21 5% 15%	8 4% 6%	15 5% 11%	5 3% 4%	100 6% 74%	24 5% 17%	27 6% 20%	14 8% 11%	45 6% 34%	90 5% 66%
Internet – Newspaper websites/ apps	90	57 4% 63%	43 4% 48%	28 4% 31%	28 5% 31%	13 3% 15%	6 3% 7%	13 4% 14%	6 3% 7%	68 4% 75%	23 5% 25%	26 5% 28%	10 5% 11%	35 5% 38%	56 3% 62%
Magazines	50	32 2% 64%	33 3% 65%	20 3% 40%	13 2% 26%	13 3% 26%	9 4% 17%	7 2% 14%	6 3% 12%	40 2% 81%	9 2% 19%	10 2% 20%	4 2% 8%	13 2% 26%	37 2% 74%
Radio	40	30 2% 76%	22 2% 56%	23 3% 59%	14 2% 35%	12 3% 31%	7 3% 17%	10 3% 26%	3 1% 7%	36 2% 92%	7 2% 18%	18 4% 45% z	14 8% 36% vyz	20 3% 51% z	19 1% 49%
Other sources	16	6 * 37%	9 1% 59%	8 1% 52% q	5 1% 30%	- - -	- 1% 13%	2 1% 18% q	3 1% 71%	11 1% 71%	2 1% 15%	1 * 3%	1 1% 8%	3 * 18%	13 1% 82%
None are intrusive	109	67 5% 62%	56 5% 52%	44 6% 40%	33 6% 31%	29 7% 27%	13 6% 12%	21 7% 19%	7 3% 6%	81 5% 75%	8 2% 7%	15 3% 14%	8 4% 7%	22 3% 21%	86 5% 79% vy
All are equally intrusive	451	196 15% 43%	167 15% 37%	98 14% 22%	72 13% 16%	58 13% 13%	29 11% 6%	36 11% 8%	23 16% 5%	279 16% 62% s	74 17% 16%	78 17% 17%	20 11% 4%	111 15% 25%	340 20% 75% xy
Don't know	340	174 13% 51%	147 13% 43%	92 13% 27%	73 13% 21%	62 14% 18%	21 9% 6%	42 13% 12%	21 10% 6%	235 14% 69%	59 13% 17% x	43 9% 13%	10 5% 3%	80 11% 23% x	260 16% 77% wxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 132

QJ5: (SHOW SCREEN) Now thinking specifically about members of the general public, which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public?

IF NECESSARY – So not celebrities, politicians or other public figures

SINGLE CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Net: INTERNET	404 17%	243 18% 60%	205 19% 51%	139 19% 34%	118 21% 29%	71 16% 18%	38 16% 9%	54 17% 13%	34 17% 9%	306 18% 76%	81 18% 20%	97 21% 24% z	42 23% 10% z	140 20% 35% z	265 16% 65%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 133

QJ5/QJ6: 1st/2nd most intrusive

Base: All respondents

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	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Newspapers	902 38%	413 35%	489 41%	494 43%	408 33%	103 29%	115 30%	141 35%	151 37%	156 45%	236 48%	204 38%	290 39%	175 34%	234 38%	493 39%	409 37%	261 34%	641 39%	227 35%	675 39%	428 36%	472 40%
		46%	54%	55%b	45%	11%	13%	16%	17%cd	17%cd	26%cd	23%	32%	19%	26%	55%	45%	29%	71%e	25%	75%	47%	52%
Television	663 28%	326 27%	337 28%	374 32%	289 24%	91 26%	117 30%	109 27%	97 24%	93 27%	157 32%	152 29%	219 30%	138 27%	155 25%	370 29%	293 26%	213 28%	450 28%	186 28%	477 28%	340 29%	323 27%
		49%	51%	56%b	44%	14%	18%	16%	15%	24%ef		23%	33%	21%	23%	59%	44%	32%	68%	28%	72%	51%	49%
Internet – Broadcaster websites/ apps	342 14%	142 12%	200 17%	157 14%	185 15%	59 17%	71 18%	76 19%	55 13%	49 14%	32 7%	79 15%	121 16%	81 16%	62 10%	199 16%	143 13%	141 19%	201 12%	125 19%	217 13%	194 16%	148 12%
		41%	59%	46%	54%	17%h	21%h	22%h	16%h	14%h	9%	23%i	35%i	24%i	18%	58%	42%	41%p	59%	37%r	63%	57%t	43%
Internet – Newspaper websites/ apps	270 11%	143 12%	127 11%	129 11%	140 11%	42 12%	46 12%	67 17%	31 8%	38 11%	45 9%	72 14%	101 14%	50 10%	46 7%	173 14%	96 9%	89 12%	180 11%	74 11%	196 11%	150 13%	119 10%
		53%	47%	48%	52%	16%	17%	25%fgh	11%	14%	17%	27%i	38%i	19%	17%	64%n	36%	33%	67%	27%	73%	56%	44%
Magazines	229 10%	91 8%	138 12%	125 11%	104 9%	44 12%	37 9%	41 10%	29 7%	30 9%	49 10%	61 12%	64 9%	43 8%	62 10%	124 10%	105 9%	82 11%	147 9%	70 11%	159 9%	122 10%	108 9%
		40%	60%	55%	45%	19%j	16%	18%	13%	13%	21%	27%	28%	19%	27%	54%	46%	36%	64%	31%	69%	53%	47%
Other Internet websites/ apps	177 7%	64 5%	113 9%	72 6%	105 9%	28 8%	43 11%	20 5%	27 7%	33 10%	27 6%	38 7%	51 7%	36 7%	52 8%	90 7%	88 8%	49 6%	129 8%	36 6%	141 8%	90 8%	87 7%
		36%	64%	41%	59%	16%	24%efh	11%	15%	19%eh	15%	22%	29%	20%	29%	51%	49%	27%	73%	20%	80%	51%	49%
Radio	123 5%	54 4%	70 6%	68 6%	55 4%	35 10%	28 7%	18 4%	13 3%	14 4%	15 3%	28 5%	32 4%	36 7%	27 4%	60 5%	63 6%	49 6%	75 5%	45 7%	78 5%	78 7%	46 4%
		43%	57%	55%	45%	25%efgh	23%h	15%	10%	12%	12%	23%	26%	29%	22%	49%	51%	40%	60%	37%r	63%	63%t	37%
Other sources	36 2%	4 *	32 3%	16 1%	20 2%	7 2%	2 *	7 2%	10 2%	5 2%	5 1%	8 2%	9 1%	9 2%	9 2%	17 1%	18 2%	8 1%	28 2%	4 2%	32 2%	18 2%	18 2%
		10%	90%	44%	56%	20%	5%	19%	27%cd	15%	15%	23%	25%	26%	26%	49%	51%	23%	77%	11%	89%q	50%	50%
No other sources are intrusive	109 5%	77 6%	32 3%	55 5%	53 4%	18 5%	23 6%	17 4%	21 5%	10 3%	19 4%	24 5%	32 4%	21 4%	32 5%	56 4%	53 5%	43 6%	66 4%	39 6%	69 4%	52 4%	56 5%
		71%	29%	51%	49%	17%	21%	16%	20%	10%	18%	22%	29%	19%	30%	51%	49%	39%	61%	36%	64%	48%	52%
All other sources are equally intrusive	451 19%	233 20%	218 18%	193 17%	258 21%	53 15%	66 17%	75 19%	97 24%	73 21%	87 18%	84 16%	127 17%	100 20%	140 23%	211 17%	240 21%	129 17%	322 20%	118 18%	334 19%	215 18%	236 20%
		52%	48%	43%	57%a	12%	15%	17%	22%cd	16%	19%	19%	28%	15%	31%i	47%	53%am	29%	71%	26%	74%	48%	52%
Don't know	340 14%	220 18%	120 10%	137 12%	203 17%	55 16%	52 13%	56 14%	61 15%	42 12%	75 18%	74 14%	102 14%	80 16%	84 14%	176 14%	164 15%	104 14%	236 15%	81 12%	259 15%	150 13%	188 16%
		65%	35%	40%	60%a	16%	15%	17%	18%	12%	22%	22%	30%	24%	25%	52%	48%	31%	69%	24%	76%	44%	55%
Net: INTERNET	691 29%	305 26%	386 32%	321 28%	370 30%	112 32%	141 36%	140 35%	100 24%	104 30%	94 19%	164 31%	239 33%	145 29%	143 23%	403 32%	288 26%	246 32%	445 27%	205 32%	485 28%	386 32%	304 25%
		44%	56%	46%	54%	16%fh	20%fh	20%fh	14%	15%h	14%	24%i	35%i	21%	21%	58%n	42%	36%p	64%	30%	70%	56%t	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

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Table 133

QJ5/QJ6: 1st/2nd most intrusive

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Newspapers	902 38% 91%	820 38% 91%	81 39% 9%	622 39% 69%	280 36% 31%	744 38% 83%	158 36% 17%	740 38% 82%	88 41% 10%	63 45% 7%	11 19% 1%	40 41% 4%	89 34% 10%	65 33% 7%	75 44% 8%	89 43% 10%	71 33% 8%	72 36% 8%	127 39% 14%	112 37% 12%
Television	663 28% 92%	610 28% 92%	53 25% 8%	459 29% 69%	204 26% 31%	563 29% 85% f	100 23% 15%	564 29% 85% j	54 25% 8% j	38 27% 6% j	8 14% 1%	31 32% 5% mo	69 26% 10%	37 19% 6%	60 36% 9% mo	40 19% 6%	59 27% 9%	58 29% 9% o	104 32% 16% mo	105 35% 16% mo
Internet – Broadcaster websites/ apps	342 14% 95% b	326 15% 95% b	16 8% 5%	252 16% 74% d	90 12% 26%	303 16% 89% f	39 9% 11%	290 15% 85% j	30 14% 9% j	19 13% 5%	4 7% 1%	17 18% 5% q	27 10% 8%	33 17% 10% q	32 19% 10% q	30 14% 9% q	28 13% 8%	14 7% 4%	48 15% 14% q	60 20% 17% q
Internet – Newspaper websites/ apps	270 11% 95%	255 12% 95%	14 7% 5%	201 13% 75% d	69 9% 25%	238 12% 88% f	31 7% 12%	220 11% 81%	23 11% 9%	24 17% 9% ghj	3 6% 1%	10 11% 4%	22 8% 8%	15 8% 6%	26 15% 10% oq	15 7% 5%	20 9% 7%	11 5% 4%	44 14% 16% oq	57 19% 21% lopqr
Magazines	229 10% 85%	196 9% 85%	32 15% 14% a	150 9% 66%	79 10% 34%	187 10% 81%	43 10% 19%	187 9% 81% j	22 10% 9% j	19 14% 8% gj	2 3% 1%	3 3% 1%	25 10% 11% k	14 7% 6%	10 6% 5%	38 18% 16% klmnopqr	18 8% 8%	17 9% 8%	22 7% 10%	39 13% 17% kr
Other Internet websites/ apps	177 7% 92%	163 8% 92%	14 7% 8%	129 8% 73%	48 6% 27%	158 8% 89% f	20 4% 11%	154 8% 87% ij	17 8% 9% j	6 4% 3%	1 2% 1%	11 11% 6% os	27 10% 15% ors	38 19% 21% lmnopqr	10 6% 6%	4 2% 11% o	19 9% 11% o	15 7% 8% o	17 5% 9%	14 5% 8%
Radio	123 5% 94%	115 5% 94%	8 4% 6%	88 5% 72%	35 5% 28%	103 5% 83%	21 5% 17%	101 5% 82%	16 7% 13%	5 4% 4%	2 4% 2%	7 8% 6%	9 3% 7%	8 4% 6%	18 11% 15% lmnopqr	5 2% 4%	7 3% 6%	7 3% 5%	14 4% 11%	26 9% 21% lopqr
Other sources	36 2% 90%	32 1% 90%	4 2% 10%	25 2% 70%	11 1% 30%	29 1% 80%	7 2% 20%	29 1% 80%	6 3% 17%	1 1% 3%	* * 1%	- - -	2 1% 7%	2 1% 5%	5 3% 14%	1 3% 3%	12 6% 34% klmnopqr	2 1% 5%	3 1% 8%	2 1% 5%
No other sources are intrusive	109 5% 94%	102 5% 94%	5 3% 5%	75 5% 69%	33 4% 31%	88 5% 81%	21 5% 19%	96 5% 89%	6 3% 5%	4 3% 4%	2 4% 2%	2 3% 2%	17 6% 15%	11 6% 10%	7 4% 7%	10 5% 9%	11 5% 11%	11 6% 10%	17 5% 16%	10 3% 9%
All other sources are equally intrusive	451 19% 89%	400 18% 89%	51 24% 11%	258 16% 57%	194 25% 43% c	336 17% 74%	116 26% 28% ce	349 18% 77%	51 24% 11% gi	23 16% 5%	29 52% 6% ghl	18 19% 4%	69 26% 15% mnors	29 15% 6%	24 14% 5%	24 12% 5%	43 20% 10%	47 24% 10% os	57 18% 13%	38 13% 8%
Don't know	340 14% 91%	309 14% 91%	31 15% 9%	227 14% 67%	113 15% 33%	263 14% 77%	77 18% 23%	288 15% 85%	27 12% 8%	19 13% 6%	7 13% 2%	15 16% 5%	30 11% 9%	37 19% 11% ln	13 8% 4%	41 20% 12% ln	31 14% 9%	34 17% 10% n	48 15% 14% n	38 13% 11%
Net: INTERNET	691 29% 94% b	650 30% 94% b	40 19% 6%	508 32% 74% d	183 24% 26%	614 32% 89% f	77 18% 11%	581 29% 84% j	63 29% 9% j	40 28% 6% j	8 14% 1%	32 33% 5% q	69 26% 10%	77 39% 11% lopqr	62 37% 9% lopq	44 21% 6%	55 25% 8%	36 18% 5%	89 28% 13% q	117 39% 17% lopqr

Proportions/Mean: Columns Tested (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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Table 133

QJ5/QJ6: 1st/2nd most intrusive

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Newspapers	902	161	741	381	416	94	276	547	460	424	407	655	247
	38%	38%	38%	38%	39%	45%	39%	39%	37%	39%	37%	38%	37%
		18%	82%	42%	46%	10%	31%	61%	51%	47%	45%	73%	27%
Television	663	108	555	287	275	70	179	428	357	296	327	503	160
	28%	26%	28%	29%	26%	34%	25%	30%	29%	27%	30%	29%	24%
		16%	84%	43%	42%	11%df	27%	65%df	54%	45%	49%	76%l	24%
Internet – Broadcaster websites/ apps	342	62	280	169	126	44	68	236	207	120	185	266	76
	14%	15%	14%	17%	12%	21%	10%	17%	17%	11%	17%	16%	11%
		18%	82%	50%df	37%	13%df	20%	69%df	60%l	35%	54%l	78%l	22%
Internet – Newspaper websites/ apps	270	49	220	136	104	27	53	181	151	107	133	203	66
	11%	12%	11%	14%	10%	13%	7%	13%	12%	10%	12%	12%	10%
		18%	82%	50%df	39%	10%l	20%	67%df	56%	40%	49%	75%	25%
Magazines	229	38	191	96	113	24	85	120	123	102	113	165	65
	10%	9%	10%	10%	11%	12%	12%	9%	10%	9%	10%	10%	10%
		17%	83%	42%	49%	11%	37%g	52%	54%	45%	49%	72%	28%
Other Internet websites/ apps	177	22	155	66	80	11	56	101	103	66	84	132	46
	7%	5%	8%	7%	8%	6%	8%	7%	8%	6%	8%	8%	7%
		12%	88%	38%	45%	6%	32%	57%	58%	37%	48%	74%	26%
Radio	123	28	95	64	48	10	31	86	74	50	67	107	16
	5%	7%	5%	6%	5%	5%	4%	6%	6%	5%	6%	6%	2%
		23%	77%	52%	39%	8%	25%	70%	60%	40%	55%	87%l	13%
Other sources	36	6	30	18	15	3	10	23	26	9	21	25	11
	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%
		17%	83%	50%	40%	8%	29%	63%	72%l	26%	59%	69%	31%
No other sources are intrusive	109	24	85	46	57	7	32	66	65	39	56	81	27
	5%	6%	4%	5%	5%	3%	4%	5%	5%	4%	5%	5%	4%
		22%	78%	43%	52%	6%	29%	61%	60%	36%	52%	75%	25%
All other sources are equally intrusive	451	83	368	169	203	35	149	248	191	243	167	279	173
	19%	20%	19%	17%	19%	17%	21%	18%	16%	22%	15%	16%	26%
		18%	82%	37%	45%	8%	33%g	55%	42%	54%hj	37%	62%	38%k
Don't know	340	56	284	131	163	14	114	166	162	165	147	235	105
	14%	13%	14%	13%	15%	7%	16%	12%	13%	15%	13%	14%	16%
		17%	83%	39%e	48%eg	4%	34%eg	49%	48%	49%	43%	69%	31%
Net: INTERNET	691	116	575	323	275	72	159	455	406	257	353	527	164
	29%	28%	29%	32%	26%	35%	22%	32%	33%	24%	32%	31%	24%
		17%	83%	47%df	40%	10%df	23%	66%df	59%l	37%	51%l	76%l	24%

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

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Table 133

QJ5/QJ6: 1st/2nd most intrusive

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Newspapers	902 38%	527 40% 58%o	407 37% 45%	240 33% 27%	210 37% 23%	178 39% 20%	93 40% 10%	123 39% 14%	99 48% 11%mnopu	655 38% 73%o	190 42% 21%z	184 39% 20%	76 41% 8%	293 41% 32%	609 37% 68%
Television	663 28%	401 30% 60%	327 30% 49%	219 30% 33%	174 31% 26%	154 34% 23%	91 39% 14%mnopu	103 33% 16%	65 31% 10%	503 29% 76%	150 34% 23%z	155 33% 23%z	74 40% 11%z	246 34% 37%z	417 25% 63%
Internet – Broadcaster websites/ apps	342 14%	208 16% 61%	185 17% 54%	138 19% 40%u	105 18% 31%	72 16% 21%	44 19% 13%	61 19% 18%	45 22% 13%mu	266 16% 78%	64 14% 19%	78 17% 23%	38 20% 11%z	109 32% 15%	233 14% 68%
Internet – Newspaper websites/ apps	270 11%	171 13% 64%	133 12% 49%	84 12% 31%	84 15% 31%	48 11% 18%	34 15% 13%	46 15% 17%	35 12% 13%q	203 12% 75%	61 14% 23%	71 15% 26%z	33 18% 12%z	99 14% 37%z	171 10% 63%
Magazines	229 10%	139 10% 61%	113 10% 49%	75 11% 33%	62 11% 27%	49 11% 22%	24 10% 11%	27 9% 12%	29 14% 13%	165 10% 72%	51 11% 22%	55 12% 24%	22 12% 10%	78 11% 34%	151 9% 66%
Other Internet websites/ apps	177 7%	99 7% 56%t	84 8% 48%t	56 8% 32%t	43 8% 24%t	31 7% 17%	12 5% 7%	22 7% 12%	7 3% 4%	132 8% 74%t	29 6% 16%	37 8% 21%	18 10% 10%	57 8% 32%	120 7% 68%
Radio	123 5%	84 6% 68%	67 6% 55%	68 9% 55%mntu	45 8% 36%t	43 10% 35%mntu	21 9% 17%t	28 9% 22%t	7 3% 5%	107 6% 87%	24 5% 20%	43 9% 35%vz	24 13% 20%vyz	52 7% 42%z	72 4% 58%
Other sources	36 2%	17 1% 48%	21 2% 59%q	15 2% 43%q	10 2% 28%	2 * 5%	2 1% 5%	4 1% 11%	3 1% 8%	25 1% 69%	6 1% 16%	6 1% 17%	4 2% 11%	10 1% 27%	26 2% 73%
No other sources are intrusive	109 5%	67 5% 62%	56 5% 52%	44 6% 40%	33 6% 31%	29 7% 27%	13 6% 12%	21 7% 19%	7 3% 6%	81 5% 75%	8 2% 7%	15 3% 14%	8 4% 7%	22 3% 21%	86 5% 79%vy
All other sources are equally intrusive	451 19%	196 15% 43%	167 15% 37%	98 14% 22%	72 13% 16%	58 13% 13%	29 12% 6%	36 11% 8%	23 16% 5%	279 16% 62%u	74 17% 16%	78 17% 17%	20 11% 4%	111 15% 25%	340 20% 75%xy
Don't know	340 14%	174 13% 51%	147 13% 43%	92 13% 27%	73 13% 21%	62 14% 18%	21 9% 6%	42 13% 12%	21 10% 6%	235 14% 69%	59 13% 17%u	43 9% 13%	10 5% 3%	80 11% 23%u	260 16% 77%wxy
Net: INTERNET	691 29%	424 32% 61%	353 32% 51%	241 34% 35%	201 35% 29%	134 30% 19%	79 34% 11%	115 36% 17%	79 38% 11%qu	527 31% 76%	134 30% 19%	159 34% 23%z	81 43% 12%vwyz	232 32% 34%z	459 28% 66%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 134

QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Newspapers	1065 45%	470 39%	595 50%	573 49%	492 40%	135 39%	151 39%	174 43%	167 41%	180 53%	256 53%	245 46%	338 46%	218 43%	264 43%	583 46%	482 43%	330 31%	735 45%	287 44%	778 45%	525 44%	538 49%
Television	857 36%	409 34%	448 38%	470 41%	388 32%	120 34%	151 39%	144 36%	122 30%	126 37%	194 40%	205 39%	279 38%	167 33%	206 33%	485 38%	373 33%	269 35%	589 36%	235 36%	622 36%	433 37%	424 36%
Internet – Broadcaster websites/ apps	509 21%	237 20%	272 23%	248 21%	261 21%	83 24%	105 27%	112 28%	80 20%	74 22%	55 11%	112 21%	184 25%	127 25%	87 14%	296 23%	213 19%	193 25%	316 19%	173 27%	336 19%	289 24%	219 18%
Internet – Newspaper websites/ apps	456 19%	264 22%	193 16%	229 20%	227 19%	69 20%	78 20%	95 23%	69 17%	61 18%	85 17%	116 22%	172 23%	87 17%	81 13%	288 23%	168 15%	154 20%	303 19%	131 20%	326 19%	253 21%	202 17%
Magazines	428 18%	175 15%	253 21%	229 20%	199 16%	69 20%	64 16%	77 19%	61 15%	62 18%	95 19%	106 20%	119 16%	91 18%	112 18%	225 18%	203 18%	142 19%	286 18%	124 19%	304 18%	224 19%	204 17%
Radio	246 10%	104 9%	142 12%	139 12%	107 9%	49 14%	45 11%	48 12%	32 8%	25 7%	48 10%	59 11%	74 10%	55 11%	58 10%	133 11%	113 10%	97 13%	150 9%	91 14%	156 9%	143 12%	103 9%
Other Internet websites/ apps	204 9%	79 7%	126 11%	84 7%	121 10%	31 9%	50 13%	24 6%	30 7%	41 12%	28 6%	44 8%	62 8%	40 8%	58 9%	107 8%	98 9%	57 7%	148 9%	43 7%	162 9%	104 9%	101 8%
Other sources	46 2%	11 1%	35 3%	20 2%	26 2%	8 2%	5 1%	8 2%	10 2%	7 2%	9 2%	10 2%	12 2%	12 2%	12 2%	22 2%	24 2%	10 1%	36 2%	4 1%	42 2%	23 2%	23 2%
No other sources are intrusive	109 5%	77 6%	32 3%	55 5%	53 4%	18 5%	23 6%	17 4%	21 5%	10 3%	19 4%	24 5%	32 4%	21 4%	32 5%	56 4%	53 5%	43 6%	66 4%	39 6%	69 4%	52 4%	56 5%
All other sources are equally intrusive	451 19%	233 20%	218 18%	193 17%	258 21%	53 15%	66 17%	75 19%	97 24%	73 21%	87 18%	84 16%	127 17%	100 20%	140 23%	211 17%	240 21%	129 17%	322 20%	118 18%	334 19%	215 18%	236 20%
Don't know	340 14%	220 18%	120 10%	137 12%	203 17%	55 16%	52 13%	56 14%	61 15%	42 12%	75 12%	74 14%	102 14%	80 16%	84 14%	176 14%	164 15%	104 14%	236 15%	81 12%	259 15%	150 13%	188 16%
Net: INTERNET	941 39%	458 38%	483 41%	458 40%	483 39%	149 42%	189 48%	181 45%	140 34%	138 40%	144 30%	217 41%	327 45%	205 41%	192 31%	544 43%	397 35%	326 43%	615 38%	279 43%	662 38%	517 44%	423 35%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 134

QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Newspapers	1065	968 45% 91%	96 46% 9%	732 46% 69%	332 43% 31%	886 46% 83%	179 41% 17%	881 45% 83%	99 45% 9%	73 52% 7%	12 22% 1%	46 47% 4%	105 40% 10%	75 39% 7%	88 52% 8%	98 47% 9%	83 38% 8%	77 38% 7%	160 50% 15% impq	148 49% 14% impq
Television	857	790 36% 92%	67 32% 8%	592 37% 69%	265 34% 31%	728 37% 85%	130 30% 15%	719 36% 84%	75 35% 9%	53 38% 6%	9 17% 1%	44 45% 5%	92 35% 11%	57 29% 7%	68 40% 8%	50 24% 6%	78 36% 9%	66 33% 8%	133 41% 16% mo	132 44% 15% moq
Internet – Broadcaster websites/ apps	509	482 21% 95% b	27 13% 5%	369 23% 73% d	140 18% 27%	451 23% 89% f	58 13% 11%	427 22% 84% j	46 21% 9%	30 21% 6%	6 11% 1%	25 26% 5%	42 16% 8%	43 22% 8%	56 33% 8%	41 20% 8%	44 20% 9%	23 11% 5%	63 19% 12% q	89 30% 18% lopqr
Internet – Newspaper websites/ apps	456	436 19% 96% b	20 10% 4%	356 22% 75% d	101 13% 22%	409 21% 90% i	48 11% 10%	372 19% 82%	40 19% 9%	37 26% 8%	7 13% 2%	16 17% 4%	42 16% 9%	38 19% 8%	41 24% 9%	24 11% 5%	35 16% 8%	25 12% 5%	67 21% 15% oq	84 28% 15% klopq
Magazines	428	378 18% 88%	48 23% 11%	287 18% 67%	141 18% 33%	347 18% 81%	81 18% 19%	358 18% 84% j	39 18% 9%	27 19% 6%	4 8% 1%	19 19% 4%	43 16% 10%	26 13% 6%	23 13% 5%	57 27% 13% lmnp	32 15% 8%	36 18% 8%	49 15% 17% lmnp	74 24% 17% lmnp
Radio	246	222 10% 90%	24 11% 10%	169 10% 68%	78 10% 32%	200 10% 81%	46 11% 19%	201 10% 82%	28 13% 12% j	14 10% 5%	4 6% 1%	8 9% 3%	24 9% 10%	16 8% 6%	29 17% 12% lmoq	13 6% 5%	20 9% 8%	9 5% 4%	33 10% 13%	49 16% 20% lmopq
Other Internet websites/ apps	204	188 9% 92%	16 8% 8%	152 9% 74%	53 7% 26%	183 9% 89% f	22 5% 11%	174 9% 85% j	22 10% 11% j	7 5% 4%	1 2% 1%	11 11% 5%	31 12% 15% ors	40 20% 19% lmopqr	15 9% 8%	4 2% 2%	21 10% 10% o	18 9% 9%	20 6% 10% o	15 5% 7%
Other sources	46	41 2% 89%	5 2% 11%	34 2% 73%	13 2% 27%	37 2% 80%	9 2% 20%	39 2% 84%	6 3% 13%	1 1% 3%	* * *	- - -	4 2% 10%	3 2% 8%	5 3% 11%	2 1% 5%	12 6% 26% kloqrs	2 1% 5%	4 1% 8%	5 2% 11%
No other sources are intrusive	109	102 5% 94%	5 3% 5%	75 5% 69%	33 4% 31%	88 5% 81%	21 5% 19%	96 5% 89%	6 3% 5%	4 3% 4%	2 4% 2%	2 3% 2%	17 6% 15%	11 6% 10%	7 4% 7%	10 5% 9%	11 5% 11%	17 6% 10%	17 5% 16%	10 3% 9%
All other sources are equally intrusive	451	400 18% 89%	51 24% 11%	258 16% 57%	194 25% 43% c	336 17% 74%	116 26% 26% ce	349 18% 77%	51 24% 11% gl	23 16% 5%	29 52% 6% gln	18 19% 4%	69 26% 15% mnors	29 15% 6%	24 14% 5%	24 12% 5%	43 20% 10%	47 24% 10% os	57 18% 13%	38 13% 8%
Don't know	340	309 14% 91%	31 15% 9%	227 14% 67%	113 15% 33%	263 14% 77%	77 18% 23%	288 15% 85%	27 12% 8%	19 13% 6%	7 13% 2%	15 16% 5%	30 11% 9%	37 19% 11% ln	13 8% 4%	41 20% 12% ln	31 14% 9%	34 17% 10% n	48 15% 14% n	38 13% 11%
Net: INTERNET	941	890 41% 95% b	51 24% 5%	700 44% 74% d	241 31% 26%	841 43% 89% f	100 23% 11%	785 40% 83% j	89 41% 9% j	56 40% 6% j	11 20% 1%	40 41% 4%	94 36% 10%	93 48% 10% lopq	89 53% 9% lopqr	57 27% 6%	78 36% 8%	57 28% 6%	123 38% 13% oq	155 51% 16% lopqr

Proportions/Mean: Columns Tested (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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Table 134

QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474	1910	1052	1054	213	688	1432	1269	1052	1131	1764	620
		20%	80%	44%	44%	9%	29%	60%	53%	44%	47%	74%	26%
Weighted base	2384	420	1964	1004	1062	206	712	1406	1228	1085	1090	1709	675
		18%	82%	42%	45%	9%	30%	59%	52%	45%	46%	72%	28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Newspapers	1065	184	881	459	480	108	315	661	551	489	492	778	287
	45%	44%	45%	46%	45%	52%	44%	47%	45%	45%	45%	46%	42%
		17%	83%	43%	45%	10%	30%	62%	52%	46%	46%	73%	27%
Television	857	148	709	373	365	91	236	540	450	387	410	641	217
	36%	35%	36%	37%	34%	44%	33%	38%	37%	36%	36%	37%	32%
		17%	83%	44%	43%	11%df	27%	63%t	52%	45%	46%	75%l	25%
Internet – Broadcaster websites/ apps	509	83	426	245	194	54	112	346	310	180	273	394	115
	21%	20%	22%	24%	18%	26%	16%	25%	25%	17%	25%	23%	17%
		16%	84%	48%df	38%	11%df	22%	68%df	61%l	35%	54%l	77%l	23%
Internet – Newspaper websites/ apps	456	85	371	228	179	46	96	296	266	175	237	356	101
	19%	20%	19%	23%	17%	22%	14%	21%	22%	16%	22%	21%	15%
		19%	81%	50%df	39%	10%t	21%	65%df	58%l	38%	52%l	78%l	22%
Magazines	428	71	357	189	187	51	133	256	222	198	205	313	115
	18%	17%	18%	19%	18%	25%	19%	18%	18%	18%	19%	18%	17%
		17%	83%	44%	44%	12%dg	31%	60%	52%	46%	46%	73%	27%
Radio	246	51	195	111	106	29	71	163	138	107	130	192	55
	10%	12%	10%	11%	10%	14%	10%	12%	11%	10%	12%	11%	8%
		21%	79%	45%	43%	12%	29%	66%	56%	44%	53%	78%l	22%
Other Internet websites/ apps	204	29	176	77	99	16	68	116	120	76	102	155	49
	9%	7%	9%	8%	9%	8%	9%	8%	10%	7%	9%	9%	7%
		14%	86%	38%	48%	8%	33%	57%	59%l	37%	50%	76%	24%
Other sources	46	7	39	25	20	4	12	31	32	13	27	33	14
	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%
		15%	85%	54%	43%	10%	27%	66%	69%l	28%	58%l	71%	29%
No other sources are intrusive	109	24	85	46	57	7	32	66	65	39	56	81	27
	5%	6%	4%	5%	5%	3%	4%	5%	5%	4%	5%	5%	4%
		22%	78%	43%	52%	6%	29%	61%	60%	36%	52%	75%	25%
All other sources are equally intrusive	451	83	368	169	203	35	149	248	191	243	167	279	173
	19%	20%	19%	17%	19%	17%	21%	18%	16%	22%	15%	16%	26%
		18%	82%	37%	45%	8%	33%g	55%	42%	54%hj	37%	62%	38%k
Don't know	340	56	284	131	163	14	114	166	162	165	147	235	105
	14%	13%	14%	13%	15%	7%	16%	12%	13%	15%	13%	14%	16%
		17%	83%	39%e	48%eg	4%	34%eg	49%	48%	49%	43%	69%	31%
Net: INTERNET	941	153	788	440	389	91	231	606	557	353	489	730	211
	39%	36%	40%	44%	37%	44%	32%	43%	45%	33%	45%	43%	31%
		16%	84%	47%df	41%	10%t	25%	64%df	59%l	38%	52%l	78%l	22%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 134

QJ5/QJ6/QJ7: 1st/2nd/3rd most intrusive

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%	
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%	
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367	
1065	620	492	307	259	218	112	145	120	778	217	216	96	347	717	
45%	47% 58%	45% 46%	43% 29%	45% 24%	48% 20%	48% 11%	46% 14%	58% 11%mnopqsu	46% 73%	48% 20%	46% 20%	51% 9%z	48% 33%z	43% 67%	
857	512	410	275	228	187	113	126	81	641	193	202	88	310	548	
36%	38% 60%	38% 48%	38% 32%	40% 27%	42% 22%	48% 13%mnou	40% 15%	39% 10%	37% 75%	43% 23%z	43% 24%z	47% 10%z	43% 36%z	33% 64%	
509	314	273	209	159	118	71	94	63	394	103	117	62	163	346	
21%	24% 62%	25% 54%	29% 41%mu	28% 31%u	26% 23%	30% 14%mu	30% 19%mu	30% 12%mu	23% 77%	23% 20%	25% 23%	33% 12%vwyz	23% 32%	21% 68%	
456	301	237	153	150	92	57	82	63	356	109	128	57	179	277	
19%	23% 66%	22% 52%	21% 33%	26% 33%noqu	20% 20%	24% 12%	26% 18%	31% 14%mnnoqu	21% 78%	24% 24%z	27% 28%z	31% 13%z	25% 39%z	17% 61%	
428	257	205	136	110	98	56	63	62	313	91	106	54	151	276	
18%	19% 60%	19% 48%	19% 32%	19% 26%	22% 23%	24% 13%	20% 15%	30% 14%mnopqsu	18% 73%	20% 21%	23% 25%z	29% 13%vyz	21% 35%z	17% 65%	
246	159	130	99	67	67	37	48	15	192	46	76	40	94	152	
10%	12% 64%	12% 53%	14% 40%t	12% 27%	15% 27%t	16% 15%t	15% 20%t	7% 6%	11% 78%	10% 19%	16% 31%vz	21% 16%vyz	13% 38%z	9% 62%	
204	117	102	63	51	36	15	24	7	155	35	46	18	69	135	
9%	9% 57%t	9% 50%t	9% 31%t	9% 25%t	8% 18%t	6% 7%	8% 12%t	3% 3%	9% 76%t	8% 17%	10% 23%	10% 9%	10% 34%	8% 66%	
46	24	27	17	12	4	3	6	3	33	8	8	6	14	32	
2%	2% 53%	2% 58%	2% 38%	2% 26%	1% 9%	1% 6%	2% 13%	1% 6%	2% 71%	2% 17%	2% 18%	3% 13%	2% 31%	2% 69%	
109	67	56	44	33	29	13	21	7	81	8	15	8	22	86	
5%	5% 62%	5% 52%	6% 40%	6% 31%	7% 27%	6% 12%	7% 19%	3% 6%	5% 75%	2% 7%	3% 14%	4% 7%	3% 21%	5% 79%vy	
451	196	167	98	72	58	29	36	23	279	74	78	20	111	340	
19%	15% 43%	15% 37%	14% 22%	13% 16%	13% 13%	12% 6%	11% 8%	11% 5%	16% 62%u	17% 16%	17% 17%	11% 4%	15% 25%	20% 75%xy	
340	174	147	92	73	62	21	42	21	235	59	43	10	80	260	
14%	13% 51%	13% 43%	13% 27%	13% 21%	14% 18%	9% 6%	13% 12%	10% 6%	14% 69%	13% 17%x	9% 13%	5% 3%	11% 23%x	16% 77%wxy	
941	591	489	337	282	195	110	158	106	730	198	224	108	325	616	
39%	44% 63%	45% 52%	47% 36%	50% 30%u	43% 21%	47% 12%	50% 17%u	51% 11%u	43% 78%	44% 21%z	48% 24%z	58% 11%vwvyz	45% 35%z	37% 65%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 135

Absolutes/col percents/row percents 4 Mar 2019

QL1: Thinking about all the on-line 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 who have watched anything on-line or on-demand in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1973	1131 57%	842 43%	968 49%	1005 51%	310 16%	356 18%	372 19%	344 17%	298 15%	293 15%	492 25%	665 34%	389 20%	427 22%	1157 59%	816 41%	700 35%	1273 65%	613 31%	1360 69%	1236 63%	734 37%
Weighted base	1945	1077 55%	869 45%	961 49%	984 51%	324 17%	358 18%	357 18%	365 19%	271 14%	269 14%	449 23%	633 33%	427 22%	436 22%	1082 56%	864 44%	700 36%	1245 64%	599 31%	1347 69%	1064 55%	878 45%
Effective base	1630	948	687	797	834	249	297	322	290	261	220	406	551	322	358	957	678	585	1045	514	1116	1073	611
Yes	172 9%	132 12%	41 5%	71 7%	101 10%	49 15%	40 11%	37 10%	20 6%	18 6%	10 4%	52 12%	59 9%	38 9%	23 5%	111 10%	62 7%	89 13%	83 7%	77 13%	96 7%	111 10%	62 7%
No	1643 84%	859 80%	783 90%	825 86%	818 83%	253 15%	302 18%	296 83%	315 86%	236 87%	240 89%	375 83%	541 85%	345 81%	382 88%	915 85%	728 84%	569 81%	1073 86%	489 82%	1153 86%	879 83%	760 87%
		52%	48%	50%	50%	15%	18%	18%	19% ^c	14% ^c	15% ^{ce}	23% ^k	21%	23% ^k	56%	44%	35%	65% ^o	30%	70% ^q	54%	46% ^s	

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 135

QL1: Thinking about all the on-line 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 who have watched anything on-line or on-demand in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1973	1935 98%	36 2%	1618 82%	355 18%	1973 100%	-	1358 69%	210 11%	208 11%	197 10%	72 4%	170 9%	136 7%	113 6%	142 7%	127 6%	118 6%	232 12%	248 13%
Weighted base	1945	1898 98%	45* 2%*	1573 81%	372 19%	1945 100%	-**	1620 83%	168 9%	111 6%	46 2%	84* 4%*	207 11%	164 8%	140 7%	162 8%	172 9%	152 8%	264 14%	275 14%
Effective base	1630	1597	32	1329	302	1630	-	1251	198	187	140	67	156	126	104	132	118	108	215	232
Yes	172 9%	170 9%	2 5%	151 10%	22 6%	172 9%	-	148 9%	15 9%	5 5%	4 10%	10 11%	17 8%	18 11%	19 14%	19 12%	12 7%	8 5%	19 7%	25 9%
No	1643 84%	1600 84%	40 88%	1329 84%	314 84%	1643 84%	-	1360 84%	146 87%	98 88%	39 84%	69 81%	179 86%	137 83%	108 78%	121 75%	153 89%	138 90%	226 86%	230 84%
		97%	2%	81%	19%	100%	-	83%	9%	6%	2%	4%	11% o	8%	7%	7%	9% no	8% no	14% o	14% 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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Table 135

Absolutes/col percents/row percents 4 Mar 2019

QL1: Thinking about all the on-line 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 who have watched anything on-line or on-demand in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1973	401 20%	1572 80%	922 47%	831 42%	196 10%	490 25%	1280 65%	1200 61%	727 37%	1080 55%	1649 84%	324 16%
Weighted base	1945	345 18%	1601 82%	879 45%	821 42%	184 9%	493 25%	1252 64%	1159 60%	733 38%	1038 53%	1596 82%	350 18%
Effective base	1630	308	1324	759	684	154	402	1060	1002	590	898	1350	280
Yes	172 9%	44 13%	128 8%	88 10%	61 7%	23 12%	30 6%	119 10%	127 11%	40 5%	120 12%	151 9%	21 6%
		26% b	74%	51% f	36%	13% df	18%	69% f	74% l	23%	69% l	88%	12%
No	1643 84%	278 81%	1365 85%	735 84%	692 84%	151 82%	417 85%	1063 85%	968 83%	628 86%	858 83%	1342 84%	300 86%
		17%	83% a	45%	42%	9%	25%	65%	59%	38%	52%	82%	18%

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

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Table 135

Absolutes/col percents/row percents 4 Mar 2019

QL1: Thinking about all the on-line 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 who have watched anything on-line or on-demand in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1973	1286 65%	1080 55%	700 35%	602 31%	447 23%	231 12%	313 16%	204 10%	1649 84%	362 18%	411 21%	159 8%	604 31%	1369 69%
Weighted base	1945	1248 64%	1038 53%	694 36%	559 29%	438 22%	227 12%	310 16%	204 10%	1596 82%	363 19%	402 21%	160 8%	600 31%	1346 69%
Effective base	1630	1057	898	578	485	375	197	262	180	1350	304	344	139	508	1122
Yes	172	127	120	103	82	78	40	56	28	151	78	102	71	121	52
	9%	10%	12%	15%	15%	18%	18%	18%	14%	9%	21%	25%	44%	20%	4%
		74%	69%	59% mu		47% mu		45% mnu		23% mnu		32% mnu		16%	
				88%		45% z		59% z		41% vwyz		70% z		30%	
No	1643	1050	858	553	444	336	174	236	164	1342	247	271	84	424	1218
	84%	84%	83%	80%	79%	77%	77%	76%	81%	84%	68%	67%	52%	71%	91%
		64% opqrs		52% qs		34%		27%		20%		11%		14%	
		10%		82% opqrs		15% x		17% x		5%		26% x		74% vwxy	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 136

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

MULTI CODE

Base: All using ODO

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1973	1131 57%	842 43%	968 49%	1005 51%	310 16%	356 18%	372 19%	344 17%	298 15%	293 15%	492 25%	665 34%	389 20%	427 22%	1157 59%	816 41%	700 35%	1273 65%	613 31%	1360 69%	1236 63%	734 37%
Weighted base	1945	1077 55%	869 45%	961 49%	984 51%	324 17%	358 18%	357 18%	365 19%	271 14%	269 14%	449 23%	633 33%	427 22%	436 22%	1082 56%	864 44%	700 36%	1245 64%	599 31%	1347 69%	1064 55%	878 45%
Effective base	1630	948	687	797	834	249	297	322	290	261	220	406	551	322	358	957	678	585	1045	514	1116	1073	611
Bad language	56 3%	47 4%	9 1%	25 3%	31 3%	11 3%	17 5%	12 3%	8 2%	6 2%	2 1%	22 5%	15 2%	10 2%	9 2%	37 3%	19 2%	34 5%	22 2%	32 5%	24 2%	41 4%	15 2%
		84%	16%	45%	55%	19%	30%h	22%	14%	11%	4%	39%j	27%	17%	17%	66%	34%	61%p	39%	56%r	44%	73%t	27%
Bullying/victimising	51 3%	41 4%	10 1%	17 2%	33 3%	16 5%	13 4%	7 2%	8 2%	5 2%	1 *	18 4%	18 3%	9 2%	6 1%	36 3%	15 2%	32 5%	18 1%	28 5%	23 2%	37 3%	13 2%
		81%	19%	34%	66%a	31%eh	27%h	13%	17%	11%	2%	35%l	35%	18%	12%	70%	30%	63%p	37%	55%r	45%	73%t	27%
Violence (in general)	32 2%	20 2%	12 1%	13 1%	20 2%	9 3%	4 1%	7 2%	3 1%	7 3%	2 1%	7 2%	11 2%	10 2%	4 1%	18 2%	14 2%	14 2%	18 1%	13 2%	19 1%	16 2%	16 2%
		62%	38%	39%	61%	26%	12%	23%	9%	23%	6%	22%	34%	32%	12%	56%	44%	45%	55%	41%	59%	49%	51%
Drugs/drug use	31 2%	23 2%	8 1%	15 2%	16 2%	6 2%	2 1%	10 3%	5 1%	6 2%	1 1%	9 2%	10 2%	7 2%	4 1%	20 2%	11 1%	18 3%	13 1%	15 3%	16 1%	17 2%	14 2%
		75%	25%	48%	52%	19%	8%	33%d	17%	19%	5%	30%	34%	24%	12%	64%	36%	59%p	41%	49%r	51%	54%	46%
Dangerous behaviour	30 2%	23 2%	8 1%	7 1%	23 2%	8 2%	12 3%	5 1%	2 1%	3 1%	-	7 2%	11 2%	8 2%	4 1%	18 2%	12 1%	19 3%	11 1%	18 3%	13 1%	20 2%	10 1%
		75%	25%	24%	76%a	28%h	39%fh	15%	6%	11%	-	24%	37%	27%	12%	61%	39%	62%p	38%	59%r	41%	67%	33%
Sex/sexually explicit content	29 2%	20 2%	9 1%	8 1%	21 2%	7 2%	7 2%	7 2%	4 1%	3 1%	2 1%	8 2%	6 1%	9 2%	7 1%	14 1%	15 2%	17 2%	13 1%	15 2%	15 1%	17 2%	12 1%
		70%	30%	28%	72%a	23%	24%	22%	13%	12%	6%	27%	22%	29%	22%	49%	51%	57%p	43%	50%r	50%	58%	42%
Content harmful to self-esteem (e.g. self-abuse)	27 1%	22 2%	5 1%	12 1%	15 1%	7 2%	5 1%	8 2%	3 1%	4 1%	1 *	8 2%	8 1%	7 2%	4 1%	17 2%	10 1%	16 2%	11 1%	15 3%	12 1%	18 2%	9 1%
		81%	19%	46%	54%	26%	17%	31%h	11%	14%	2%	31%	31%	25%	13%	62%	38%	60%p	40%	56%r	44%	67%	33%
Suicide	24 1%	17 2%	7 1%	6 1%	18 2%	16 5%	2 1%	3 1%	1 *	2 1%	-	7 2%	5 1%	9 2%	2 1%	13 1%	11 1%	16 2%	8 1%	7 1%	16 1%	12 1%	12 1%
		72%	28%	24%	76%a	67%defgh	8%	13%	5%	6%	-	31%	22%	37%	9%	54%	46%	67%p	33%	31%	69%	51%	49%
Accuracy of medical/health claims	22 1%	18 2%	4 *	9 1%	13 1%	7 2%	4 1%	4 1%	1 *	3 1%	2 1%	5 1%	12 2%	5 1%	*	17 2%	5 1%	9 1%	13 1%	8 1%	14 1%	14 1%	8 1%
		84%	16%	40%	60%	34%l	19%	20%	5%	13%	8%	23%	54%l	23%	1%	76%	24%	42%	58%	37%	63%	65%	35%
Discrimination	21 1%	18 2%	3 *	8 1%	13 1%	6 2%	5 1%	4 1%	1 *	5 2%	-	6 1%	7 1%	4 1%	4 1%	12 1%	8 1%	9 1%	12 1%	7 1%	13 1%	14 1%	7 1%
		87%	13%	38%	62%	28%	22%	19%	5%	26%fh	-	28%	32%	19%	22%	60%	40%	42%	58%	36%	64%	66%	34%
Inaccurate information	19 1%	13 1%	7 1%	8 1%	11 1%	4 1%	4 1%	2 1%	1 *	5 2%	3 1%	5 1%	8 1%	2 1%	4 1%	13 1%	6 1%	6 1%	14 1%	3 1%	16 1%	9 1%	11 1%
		66%	34%	41%	59%	18%	21%	11%	5%	27%	17%	28%	39%	12%	21%	67%	33%	30%	70%	17%	83%	45%	55%
Illegal child sexual abuse material	18 1%	15 1%	3 *	8 1%	10 1%	7 2%	4 1%	4 1%	1 *	3 1%	-	5 1%	8 1%	5 1%	1 *	13 1%	5 1%	9 1%	9 1%	9 1%	9 1%	12 1%	6 1%
		82%	18%	46%	54%	36%h	20%	23%	6%	16%	-	26%	45%	25%	4%	71%	29%	49%	51%	49%	51%	65%	35%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t

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Absolutes/col percents/row percents 4 Mar 2019

Table 136

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?
MULTI CODE

Base: All using ODO

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1945	1077	869	961	984	324	358	357	365	271	269	449	633	427	436	1082	864	700	1245	599	1347	1064	878
		55%	45%	49%	51%	17%	18%	18%	19%	14%	14%	23%	33%	22%	22%	56%	44%	36%	64%	31%	69%	55%	45%
Eating disorders	18	13	5	4	14	6	2	3	4	3	1	5	6	4	3	11	7	9	9	8	10	8	10
	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		71%	29%	20%	80%a	32%	14%	15%	22%	15%	3%	29%	34%	20%	17%	63%	37%	52%	48%	44%	56%	45%	55%
Pornography	17	10	6	4	12	7	3	3	1	4	-	3	5	4	5	8	9	8	9	4	13	10	7
	1%	1%	1%	*	1%	2%	1%	1%	*	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		61%	39%	27%	73%	39%h	16%	16%	6%	22%	-	18%	27%	26%	29%	45%	55%	48%	52%	24%	76%	59%	41%
Racism	16	12	5	9	7	5	4	4	1	3	-	4	6	2	4	11	6	8	9	6	10	13	3
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*
		71%	29%	57%	43%	28%	24%	25%	6%	16%	-	26%	39%	14%	21%	65%	35%	47%	53%	37%	63%	79%	21%
Misleading advertising	16	12	4	6	10	4	6	3	1	1	2	2	6	4	4	8	8	8	8	5	11	10	6
	1%	1%	*	1%	1%	1%	2%	1%	*	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		76%	24%	38%	62%	23%	35%	17%	7%	8%	10%	13%	39%	24%	24%	52%	48%	48%	52%	34%	66%	64%	36%
Defamation/smearing of others	16	14	2	6	10	4	4	1	2	3	1	7	3	2	3	10	6	7	9	7	9	9	7
	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		87%	13%	37%	63%	26%	24%	6%	13%	22%	9%	44%	20%	15%	20%	65%	35%	44%	56%	44%	56%	55%	45%
Welfare of children or young people	15	9	6	3	13	6	2	3	-	3	2	5	6	5	-	11	5	7	9	5	10	8	8
	1%	1%	1%	*	1%	2%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
		59%	41%	17%	83%a	38%l	16%	18%	-	18%	10%	32%l	38%	30%	-	70%	30%	44%	56%	33%	67%	50%	50%
Incitement to hatred	15	10	5	6	9	5	2	1	1	6	1	3	5	2	5	8	8	6	10	3	12	7	8
	1%	1%	1%	1%	1%	1%	1%	*	*	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		67%	33%	41%	59%	30%	14%	8%	7%	37%ef	4%	18%	32%	16%	34%	50%	50%	36%	64%	23%	77%	44%	56%
Trolling/on-line harassment	14	9	5	5	8	3	1	5	3	1	-	3	1	6	3	4	10	9	5	6	7	5	9
	1%	1%	1%	1%	1%	1%	*	1%	1%	*	-	1%	*	2%	1%	*	1%	1%	*	1%	1%	*	1%
		65%	35%	40%	60%	23%	8%	38%	22%	10%	-	23%	7%	47%l	23%	30%	70%	62%	38%	46%	54%	34%	66%
Infringing someone's privacy	14	12	2	5	9	5	3	2	-	3	2	4	2	6	2	6	8	4	9	3	10	9	5
	1%	1%	*	*	1%	1%	1%	1%	-	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
		85%	15%	33%	67%	34%l	23%	13%	-	19%	11%	30%	13%	41%	15%	44%	56%	31%	69%	24%	76%	64%	36%
Exorcism/the paranormal	13	10	3	8	5	3	3	4	-	2	1	5	4	3	1	9	4	6	7	6	7	10	3
	1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	*
		75%	25%	58%	42%	20%	23%	29%	-	18%	11%	41%	28%	26%	6%	69%	31%	45%	55%	45%	55%	76%	24%
Nakedness/naked bodies/ body parts	12	10	2	4	8	3	2	6	-	2	-	4	1	5	2	6	6	7	5	7	5	7	5
	1%	1%	*	*	1%	1%	*	2%	-	1%	-	1%	*	1%	*	1%	1%	1%	*	1%	*	1%	1%
		84%	16%	33%	67%	21%	14%	47%l	-	17%	-	36%	12%	37%	15%	48%	52%	56%	44%	56%	44%	60%	40%
Offence of religion	12	11	1	6	6	3	4	3	-	1	-	2	3	5	2	6	6	7	5	7	5	9	3
	1%	1%	*	1%	1%	1%	1%	1%	-	*	-	1%	1%	1%	*	1%	1%	1%	*	1%	*	1%	*
		94%	6%	51%	49%	28%	36%	27%	-	9%	-	19%	28%	41%	13%	47%	53%	57%	43%	57%	43%	77%	23%
Incitement to crime	11	8	3	7	5	3	3	2	-	3	1	3	2	4	2	5	6	5	6	5	6	8	3
	1%	1%	*	1%	*	1%	1%	1%	-	1%	*	1%	*	1%	*	*	1%	1%	*	1%	*	1%	*
		71%	29%	60%	40%	22%	24%	19%	-	29%l	5%	23%	21%	39%	18%	43%	57%	47%	53%	47%	53%	69%	31%
Other	17	7	10	6	11	4	4	1	6	-	2	6	8	2	1	14	3	8	10	6	11	6	11
	1%	1%	1%	1%	1%	1%	1%	*	2%	-	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%
		39%	61%	37%	63%	23%	22%	6%	38%g	-	11%	36%	46%	13%	5%	82%n	18%	44%	56%	35%	65%	37%	63%

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

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Table 136

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

MULTI CODE

Base: All using ODO

Absolutes/col percents/row percents 4 Mar 2019

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
	ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	1077	869	961	984	324	358	357	365	271	269	449	633	427	436	1082	864	700	1245	599	1347	1064	878
	55%	45%	49%	51%	17%	18%	18%	19%	14%	14%	23%	33%	22%	22%	56%	44%	36%	64%	31%	69%	55%	45%
Net: Any concerns	132	41	71	101	49	40	37	20	18	10	52	59	38	23	111	62	89	83	77	96	111	62
	12%	5%	7%	10%	15%	11%	10%	6%	6%	4%	12%	9%	9%	5%	10%	7%	13%	7%	13%	7%	10%	7%
	76%	24%	41%	59% a	28% fgh	23% fh	21% fh	12%	10%	6%	30% i	34% l	22%	13%	64% n	36%	52% p	48%	44% r	56%	64% t	36%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 136

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

MULTI CODE

Base: All using ODO

Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
1973	1935 98%	36 2%	1618 82%	355 18%	1973 100%	-	1358 69%	210 11%	208 11%	197 10%	72 4%	170 9%	136 7%	113 6%	142 7%	127 6%	118 6%	232 12%	248 13%
1945	1898 98%	45* 2%*	1573 81%	372 19%	1945 100%	-**	1620 83%	168 9%	111 6%	46 2%	84* 4%*	207 11%	164 8%	140 7%	162 8%	172 9%	152 8%	264 14%	275 14%
1630	1597	32	1329	302	1630	-	1251	198	187	140	67	156	126	104	132	118	108	215	232
56	54	2	51	5	56	-	48	5	3	1	7	3	4	1	10	4	3	5	10
3%	3%	5%	3%	1%	3%	-	3%	3%	2%	2%	8%	2%	3%	1%	6%	2%	2%	2%	4%
	96%	4%	91%	9%	100%	-	85%	9%	5%	2%	12% lnr	6%	8%	2%	18% lnr	7%	6%	10%	18%
51	51	-	44	6	51	-	43	4	3	1	3	5	4	3	6	4	1	9	8
3%	3%	-	3%	2%	3%	-	3%	3%	2%	2%	4%	2%	2%	2%	4%	2%	1%	4%	3%
	100%	-	88%	12%	100%	-	84%	8%	5%	2%	6%	10%	7%	6%	12%	7%	2%	18%	15%
32	32	-	28	5	32	-	31	1	-	*	3	5	4	4	1	4	2	4	4
2%	2%	-	2%	1%	2%	-	2%	*	-	1%	4%	2%	2%	3%	1%	2%	1%	2%	2%
	100%	-	86%	14%	100%	-	96%	3%	-	1%	9%	15%	12%	11%	3%	11%	6%	14%	14%
31	31	-	30	1	31	-	26	2	1	1	2	2	1	5	2	3	4	3	3
2%	2%	-	2%	*	2%	-	2%	1%	1%	2%	3%	1%	1%	3%	1%	2%	3%	1%	1%
	100%	-	97% d	3%	100%	-	86%	8%	4%	2%	7%	8%	5%	16%	7%	10%	14%	11%	9%
30	30	-	29	1	30	-	26	1	2	1	4	4	4	2	3	2	-	4	4
2%	2%	-	2%	*	2%	-	2%	1%	2%	2%	4%	2%	2%	1%	2%	1%	-	2%	1%
	100%	-	96%	4%	100%	-	87%	3%	7%	4%	12% q	12%	12%	6%	10%	6%	-	15%	13%
29	29	-	29	-	29	-	25	1	3	1	3	5	1	-	3	3	2	3	3
2%	2%	-	2%	-	2%	-	2%	1%	2%	2%	4%	2%	1%	-	2%	2%	1%	1%	1%
	100%	-	100% d	-	100%	-	84%	5%	9%	2%	11% n	17%	5%	-	12%	11%	7%	12%	9%
27	27	-	27	-	27	-	24	1	1	1	2	1	3	2	4	3	1	4	3
1%	1%	-	2%	-	1%	-	2%	*	1%	1%	3%	1%	2%	2%	2%	2%	1%	2%	1%
	100%	-	100% d	-	100%	-	91%	3%	4%	2%	8%	5%	13%	8%	13%	11%	4%	16%	13%
24	24	-	21	3	24	-	23	1	-	*	1	1	2	1	1	3	3	7	3
1%	1%	-	1%	1%	1%	-	1%	*	-	1%	1%	1%	1%	1%	1%	2%	2%	3%	1%
	100%	-	89%	11%	100%	-	95%	3%	-	2%	5%	5%	10%	4%	5%	11%	13%	31%	11%
22	22	-	19	3	22	-	20	1	*	1	1	4	3	2	2	-	-	7	1
1%	1%	-	1%	1%	1%	-	1%	*	*	2%	1%	2%	2%	2%	1%	-	-	3%	*
	100%	-	85%	15%	100%	-	92%	3%	1%	4%	5%	21%	12%	11%	9%	-	-	30%	4%
21	21	-	16	4	21	-	18	1	1	*	1	2	2	2	3	1	-	4	3
1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	-	1%	1%
	100%	-	79%	21%	100%	-	87%	7%	4%	2%	5%	10%	12%	10%	14%	5%	-	18%	13%
19	19	-	14	6	19	-	16	1	1	2	1	1	1	2	2	-	-	5	3
1%	1%	-	1%	2%	1%	-	1%	1%	1%	4%	1%	1%	1%	2%	1%	-	-	2%	1%
	100%	-	70%	30%	100%	-	81%	5%	4%	10% qnl	6%	6%	5%	12%	10%	-	-	26%	16%
18	18	-	17	1	18	-	17	-	1	*	2	1	1	1	5	-	1	3	2
1%	1%	-	1%	*	1%	-	1%	-	1%	1%	2%	1%	1%	1%	3%	-	1%	1%	1%
	100%	-	93%	7%	100%	-	95%	-	4%	1%	11%	6%	6%	8%	28% p	-	6%	19%	10%
18	17	1	15	3	18	-	16	1	1	*	2	-	-	1	2	4	-	5	2
1%	1%	2%	1%	1%	1%	-	1%	*	1%	1%	3%	-	-	1%	1%	2%	-	2%	1%
	94%	6%	85%	15%	100%	-	89%	4%	4%	3%	13% i	-	-	8%	12%	20%	-	28%	9%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 136

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**MULTI CODE****Base: All using ODO**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	1945	1898 98%	45* 2%*	1573 81%	372 19%	1945 100%	-- --	1620 83%	168 9%	111 6%	46 2%	84* 4%*	207 11%	164 8%	140 7%	162 8%	172 9%	152 8%	264 14%	275 14%
Pornography	17 1%	17 100%	- -	15 92%	1 8%	17 100%	- -	16 96%	- -	1 4%	- -	- -	1 6%	1 9%	2 11%	3 18%	- -	3 19%	4 22%	2 10%
Racism	16 1%	16 100%	- -	16 100%	- -	16 100%	- -	15 91%	1 4%	1 6%	- -	1 7%	1 6%	1 7%	1 9%	3 19%	1 6%	- -	2 14%	4 23%
Misleading advertising	16 1%	16 100%	- -	12 76%	4 24%	16 100%	- -	14 87%	1 4%	1 5%	1 5%	1 7%	- -	2 12%	- -	3 20%	2 10%	- -	2 13%	4 25%
Defamation/smeared of others	16 1%	16 100%	- -	13 86%	2 14%	16 100%	- -	14 88%	1 6%	1 5%	* 2%	2 13%	- -	1 9%	- -	5 34%	- -	- -	3 16%	2 15%
Welfare of children or young people	15 1%	15 100%	- -	13 87%	2 13%	15 100%	- -	13 81%	1 5%	- -	2 13%	1 7%	- -	1 7%	3 20%	1 7%	3 17%	1 8%	1 8%	1 6%
Incitement to hatred	15 1%	14 93%	1 2%	12 80%	3 20%	15 100%	- -	13 83%	2 11%	1 5%	* 1%	2 15%	1 8%	1 10%	1 9%	3 19%	- -	- -	3 18%	1 4%
Trolling/on-line harassment	14 1%	14 100%	- -	12 90%	1 10%	14 100%	- -	11 81%	1 10%	1 5%	1 4%	2 16%	- -	- -	- -	1 8%	2 14%	2 15%	1 7%	3 20%
Infringing someone's privacy	14 1%	14 100%	- -	12 84%	2 16%	14 100%	- -	11 82%	- -	1 5%	2 13%	1 9%	- -	1 8%	1 8%	1 8%	- -	- -	4 27%	3 22%
Exorcism/the paranormal	13 1%	13 100%	- -	12 89%	1 11%	13 100%	- -	12 91%	- -	1 6%	* 3%	- -	- -	- -	3 21%	1 8%	1 8%	- -	3 19%	4 34%
Nakedness/naked bodies/ body parts	12 1%	12 100%	- -	12 100%	- -	12 100%	- -	11 92%	- -	1 6%	* 2%	2 18%	1 10%	1 12%	2 16%	3 28%	- -	- -	- -	1 7%
Offence of religion	12 1%	12 100%	- -	12 100%	- -	12 100%	- -	11 89%	- -	1 6%	1 5%	2 20%	1 9%	1 12%	1 9%	1 9%	- -	- -	- -	4 31%
Incitement to crime	11 1%	11 100%	- -	10 89%	1 11%	11 100%	- -	11 94%	- -	1 6%	- -	- -	2 20%	1 13%	2 18%	1 10%	- -	- -	1 11%	2 21%
Other	17 1%	17 100%	- -	12 73%	5 27%	17 100%	- -	16 96%	1 3%	- -	* 1%	- -	2 13%	4 21%	6 37%	- -	2 12%	1 6%	- -	1 8%
Net: Any concerns	172 9%	170 99%	2 5%	151 87%	22 13%	172 100%	- -	148 86%	15 9%	5 5%	4 10%	10 11%	17 8%	18 11%	19 14%	19 12%	12 7%	8 5%	19 7%	25 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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 136

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**MULTI CODE****Base: All using ODO**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1973	401	1572	922	831	196	490	1280	1200	727	1080	1649	324
		20%	80%	47%	42%	10%	25%	65%	61%	37%	55%	84%	16%
Weighted base	1945	345	1601	879	821	184	493	1252	1159	733	1038	1596	350
		18%	82%	45%	42%	9%	25%	64%	60%	38%	53%	82%	18%
Effective base	1630	308	1324	759	684	154	402	1060	1002	590	898	1350	280
Bad language	56	11	45	37	21	5	8	42	46	11	42	49	7
	3%	3%	3%	4%	3%	3%	2%	3%	4%	1%	4%	3%	2%
		20%	80%	65%f	37%	9%	15%	74%	81%l	19%	75%l	87%	13%
Bullying/victimising	51	15	36	29	15	5	5	40	37	11	36	46	5
	3%	4%	2%	3%	2%	3%	1%	3%	3%	2%	3%	3%	1%
		29%b	71%	58%f	30%	10%	10%	80%f	74%l	22%	71%l	90%	10%
Violence (in general)	32	9	24	14	16	3	8	22	22	9	21	28	5
	2%	3%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%
		27%	73%	45%	49%	9%	26%	67%	68%	28%	64%	86%	14%
Drugs/drug use	31	8	22	17	12	5	4	24	25	6	25	30	1
	2%	2%	1%	2%	1%	3%	1%	2%	2%	1%	2%	2%	*
		27%	73%	55%	40%	16%	14%	77%	81%l	19%	81%l	98%l	2%
Dangerous behaviour	30	6	24	21	14	5	3	22	25	5	25	30	-
	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	-
		20%	80%	68%f	47%	15%	11%	71%	84%l	16%	84%l	100%l	-
Sex/sexually explicit content	29	5	24	18	11	5	3	22	21	8	21	28	1
	2%	1%	2%	2%	1%	3%	1%	2%	2%	1%	2%	2%	*
		16%	84%	61%	39%	19%f	10%	74%	72%	28%	72%	95%	5%
Content harmful to self-esteem (e.g. self-abuse)	27	7	20	16	10	2	2	23	24	3	24	27	-
	1%	2%	1%	2%	1%	1%	*	2%	2%	*	2%	2%	-
		25%	75%	60%f	38%	8%	6%	86%f	89%l	11%	89%l	100%l	-
Suicide	24	4	20	13	7	4	1	19	18	5	18	23	1
	1%	1%	1%	1%	1%	2%	*	1%	2%	1%	2%	1%	*
		17%	83%	53%	28%	18%f	6%	79%	74%	21%	74%	95%	5%
Accuracy of medical/health claims	22	5	17	11	13	2	6	11	16	5	16	19	3
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%
		21%	79%	50%	59%	9%	29%	52%	71%	23%	71%	86%	14%
Discrimination	21	4	17	10	10	2	4	15	16	4	16	19	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
		18%	82%	49%	50%	10%	19%	70%	79%	21%	79%	91%	9%
Inaccurate information	19	5	15	9	11	2	5	10	10	9	9	14	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
		25%	75%	45%	59%	8%	28%	54%	54%	46%	49%	73%	27%
Illegal child sexual abuse material	18	3	15	10	8	4	-	16	17	-	17	17	1
	1%	1%	1%	1%	1%	2%	-	1%	1%	-	2%	1%	*
		19%	81%	56%f	42%	22%f	-	86%f	93%l	-	93%l	93%	7%
Eating disorders	18	3	15	8	5	1	2	13	12	4	11	16	2
	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%
		18%	82%	42%	27%	5%	12%	72%	68%	25%	63%	87%	13%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 136

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**MULTI CODE****Base: All using ODO**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	1945	345 18%	1601 82%	879 45%	821 42%	184 9%	493 25%	1252 64%	1159 60%	733 38%	1038 53%	1596 82%	350 18%
Pornography	17 1%	3 1%	14 1%	8 1%	7 1%	6 3%	1 *	13 1%	13 1%	3 *	13 1%	15 1%	1 *
		17%	83%	49%	40%	36% <i>cdfg</i>	8%	78%	79%	21%	79%	92%	8%
Racism	16 1%	4 1%	12 1%	12 1%	6 1%	2 1%	- -	14 1%	16 1%	- -	16 2%	16 1%	- -
		24%	76%	74% <i>f</i>	36%	12% <i>f</i>	-	86% <i>f</i>	100% <i>i</i>	-	100% <i>j</i>	100%	-
Misleading advertising	16 1%	3 1%	13 1%	7 1%	6 1%	1 1%	3 1%	10 1%	8 1%	8 1%	8 1%	11 1%	5 1%
		20%	80%	41%	40%	6%	20%	62%	49%	51%	49%	69%	31%
Defamation/smeared of others	16 1%	2 1%	14 1%	9 1%	8 1%	2 1%	4 1%	10 1%	13 1%	3 *	13 1%	13 1%	3 1%
		11%	89%	56%	54%	12%	27%	64%	80%	20%	80%	80%	20%
Welfare of children or young people	15 1%	4 1%	12 1%	4 *	8 1%	2 1%	6 1%	10 1%	15 1%	- -	12 1%	12 1%	3 1%
		25%	75%	24%	53%	10%	36%	64%	100% <i>i</i>	-	79% <i>j</i>	79%	21%
Incitement to hatred	15 1%	2 1%	13 1%	7 1%	8 1%	- 1%	3 1%	8 1%	11 1%	4 1%	9 1%	13 1%	2 1%
		13%	87%	49%	53%	-	23%	52%	73%	27%	60%	84%	16%
Trolling/on-line harassment	14 1%	3 1%	11 1%	4 *	2 *	2 1%	1 *	11 1%	7 1%	5 1%	7 1%	12 1%	1 *
		22%	78%	30%	18%	15%	8%	82%	54%	37%	54%	90%	10%
Infringing someone's privacy	14 1%	3 1%	11 1%	4 *	8 1%	3 1%	4 1%	9 1%	9 1%	5 1%	9 1%	10 1%	3 1%
		19%	81%	30%	60%	19%	27%	65%	65%	35%	65%	75%	25%
Exorcism/the paranormal	13 1%	1 *	12 1%	6 1%	6 1%	1 1%	1 *	11 1%	12 1%	* *	12 1%	12 1%	1 *
		8%	92%	47%	42%	8%	9%	82%	89% <i>i</i>	2%	89% <i>j</i>	91%	9%
Nakedness/naked bodies/body parts	12 1%	1 *	11 1%	4 1%	5 1%	- *	1 *	8 1%	11 1%	1 *	11 1%	11 1%	1 *
		8%	92%	36%	39%	-	11%	66%	89%	11%	89%	89%	11%
Offence of religion	12 1%	3 1%	9 1%	8 1%	5 1%	2 1%	* *	9 1%	12 1%	- -	12 1%	12 1%	- -
		29%	71%	68%	38%	17%	2%	73%	100% <i>i</i>	-	100% <i>j</i>	100%	-
Incitement to crime	11 1%	2 1%	9 1%	5 1%	6 1%	2 1%	1 *	9 1%	10 1%	1 *	10 1%	10 1%	1 *
		18%	82%	45%	50%	18%	11%	76%	89%	11%	89%	89%	11%
Other	17 1%	6 2%	11 1%	6 1%	6 1%	3 2%	4 1%	9 1%	8 1%	6 1%	5 *	11 1%	6 2%
		33%	67%	33%	37%	20%	23%	51%	47%	36%	30%	63%	37%
Net: Any concerns	172 9%	44 13%	128 8%	88 10%	61 7%	23 12%	30 6%	119 10%	127 11%	40 5%	120 12%	151 9%	21 6%
		26% <i>b</i>	74%	51% <i>f</i>	36%	13% <i>df</i>	18%	69% <i>f</i>	74% <i>i</i>	23%	69% <i>j</i>	88%	12%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 136

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

MULTI CODE

Base: All using ODO

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	1973	1286 65%	1080 55%	700 35%	602 31%	447 23%	231 12%	313 16%	204 10%	1649 84%	362 18%	411 21%	159 8%	604 31%	1369 69%
	1945	1248 64%	1038 53%	694 36%	559 29%	438 22%	227 12%	310 16%	204 10%	1596 82%	363 19%	402 21%	160 8%	600 31%	1346 69%
	1630	1057	898	578	485	375	197	262	180	1350	304	344	139	508	1122
Bad language	56	46	42	38	31	26	14	18	14	49	38	44	36	51	5
	3%	4% 81%	4% 75%	5% 68%u	6% 55%u	6% 47%u	6% 25%u	7% 31%u	7% 25%mu	3% 87%	10% 68%z	11% 79%z	22% 63%vwyz	8% 91%z	8% 9%
Bullying/victimising	51	42	36	33	29	24	13	20	14	46	23	32	26	37	13
	3% 84%	3% 71%	3% 65%u	5% 57%u	5% 47%u	5% 25%u	6% 40%mnmu	7% 28%mnmu	7% 90%	3% 90%	6% 46%z	8% 63%z	16% 52%vwyz	6% 74%z	1% 26%
Violence (in general)	32	23	21	16	13	10	5	8	9	28	13	16	11	19	13
	2% 72%	2% 64%	2% 49%	2% 41%	2% 30%	2% 17%	2% 23%	8% 26%mu	4% 86%	2% 86%	4% 41%z	4% 49%z	7% 33%z	3% 60%z	1% 40%
Drugs/drug use	31	24	25	19	21	12	8	14	9	30	16	19	15	24	6
	2% 80%	2% 81%	3% 64%	4% 70%mu	3% 40%	4% 26%	5% 47%mnmu	4% 28%u	2% 98%	2% 98%	5% 53%z	5% 63%z	9% 49%vyz	4% 79%z	21%
Dangerous behaviour	30	27	25	22	20	17	11	9	10	30	19	26	20	27	4
	2% 89%	2% 84%	3% 74%	4% 65%u	4% 57%u	5% 37%mu	3% 30%	5% 35%mnmu	2% 100%	2% 100%	5% 62%z	6% 85%z	13% 67%vwyz	4% 87%z	13%
Sex/sexually explicit content	29	24	21	18	15	8	9	10	9	28	18	19	14	23	6
	2% 83%	2% 72%	3% 62%	3% 51%	4% 29%	2% 32%u	3% 33%	4% 29%u	2% 95%	2% 95%	5% 61%z	5% 63%z	9% 49%yz	4% 78%z	22%
Content harmful to self-esteem (e.g. self-abuse)	27	24	24	18	23	13	11	16	11	27	16	20	15	24	3
	1% 89%	2% 89%	3% 67%	4% 84%mu	3% 50%	5% 40%mu	5% 60%mnmu	6% 42%mnmu	2% 100%	2% 100%	4% 60%z	5% 73%z	9% 55%vyz	4% 88%z	12%
Suicide	24	17	18	20	11	12	9	11	6	23	10	16	7	17	7
	1% 73%	2% 74%	3% 85%mu	2% 47%	3% 50%	4% 37%mnmu	4% 46%mu	3% 24%	1% 95%	1% 95%	3% 41%z	4% 67%z	4% 30%z	3% 71%z	1% 29%
Accuracy of medical/health claims	22	16	16	13	14	8	6	8	5	19	13	12	9	16	6
	1% 75%	2% 71%	2% 61%	3% 66%u	2% 34%	3% 29%	3% 39%	2% 22%	1% 86%	1% 86%	3% 58%z	3% 55%z	6% 41%z	3% 73%z	27%
Discrimination	21	16	16	13	14	12	7	8	4	19	14	16	11	17	4
	1% 79%	2% 79%	2% 63%	2% 66%	3% 57%u	3% 36%mu	3% 39%	2% 20%	1% 91%	1% 91%	4% 66%z	4% 77%z	7% 52%yz	3% 81%z	19%
Inaccurate information	19	12	9	9	8	6	6	6	4	14	10	9	6	14	6
	1% 62%	1% 49%	1% 45%	1% 40%	1% 29%	3% 33%mnmu	2% 33%	2% 21%	1% 73%	1% 73%	3% 52%z	2% 48%z	4% 33%z	2% 71%z	29%
Illegal child sexual abuse material	18	17	17	13	15	12	7	12	7	17	11	12	7	14	4
	1% 93%	2% 93%	2% 70%	3% 84%u	3% 67%u	3% 41%u	4% 67%mnmu	4% 40%mu	1% 93%	1% 93%	3% 59%z	3% 66%z	4% 39%z	2% 78%z	2% 22%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 136

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**MULTI CODE****Base: All using ODO**

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1945	1248 64%	1038 53%	694 36%	559 29%	438 22%	227 12%	310 16%	204 10%	1596 82%	363 19%	402 21%	160 8%	600 31%	1346 69%
Eating disorders	18 1%	15 1% 82%	11 1% 63%	9 1% 49%	9 2% 52%	6 1% 33%	4 2% 25%	7 2% 37%	7 4% 41% mnou	16 1% 87%	11 3% 59% z	10 2% 55% z	8 5% 45% z	13 2% 73% z	5 * 27%
Pornography	17 1%	12 1% 73%	13 1% 79%	14 2% 86%	12 2% 74% u	8 2% 48%	9 3% 54% mnu	9 3% 53% mu	4 2% 24%	15 1% 92%	9 3% 55% z	9 2% 57% z	10 6% 58% wyz	13 2% 80% z	3 * 20%
Racism	16 1%	15 1% 94%	16 2% 100%	13 2% 78%	13 2% 82% u	8 2% 52%	7 3% 45% mu	10 3% 62% mu	8 4% 48% mnmu	16 1% 100%	9 3% 57% z	11 3% 68% z	6 4% 38% z	14 2% 87% z	2 * 13%
Misleading advertising	16 1%	9 1% 59%	8 1% 49%	9 1% 54%	6 1% 39%	9 2% 54% mu	3 1% 20%	4 1% 23%	3 2% 21%	11 1% 69%	5 1% 32% z	10 2% 61% z	5 3% 34% z	12 2% 73% z	4 * 27%
Defamation/smeared of others	16 1%	13 1% 80%	13 1% 80%	11 2% 72%	10 2% 67% u	9 2% 60% u	4 2% 28%	5 2% 32%	3 2% 20%	13 1% 80%	13 3% 81% z	14 3% 87% z	11 7% 69% yz	16 3% 100% z	- - -
Welfare of children or young people	15 1%	11 1% 71%	12 1% 79%	7 1% 43%	5 1% 35%	5 1% 31%	5 2% 29%	5 2% 30%	5 3% 35% mu	12 1% 79%	7 2% 45% z	9 2% 57% z	4 3% 28% z	9 1% 57% z	7 * 43%
Incitement to hatred	15 1%	12 1% 78%	9 1% 60%	9 1% 60%	6 1% 43%	7 2% 48%	2 1% 12%	5 2% 34%	3 1% 18%	13 1% 84%	11 3% 75% z	10 3% 69% z	8 5% 56% z	15 3% 100% z	- - -
Trolling/on-line harassment	14 1%	9 1% 68%	7 1% 54%	8 1% 56%	7 1% 49%	5 1% 35%	5 2% 37% mnmu	7 2% 48% mnmu	5 2% 36% mnmu	12 1% 90%	8 2% 58% z	7 2% 54% z	5 3% 37% z	8 1% 60% z	6 * 40%
Infringing someone's privacy	14 1%	9 1% 65%	9 1% 65%	8 1% 55%	6 1% 43%	3 1% 23%	5 2% 38% mu	5 2% 37%	4 2% 29%	10 1% 75%	7 2% 54% z	8 2% 59% z	7 4% 48% z	11 2% 81% z	3 * 19%
Exorcism/the paranormal	13 1%	12 1% 91%	12 1% 89%	10 1% 76%	10 2% 74%	7 2% 51%	9 4% 70% mnmu	8 3% 61% mu	7 4% 56% mnmu	12 1% 91%	7 2% 54% z	8 2% 60% z	6 4% 47% z	11 2% 81% z	3 * 19%
Nakedness/naked bodies/ body parts	12 1%	11 1% 89%	11 1% 89%	8 1% 62%	10 2% 80% u	6 1% 50%	5 2% 38%	7 2% 58% u	3 1% 24%	11 1% 89%	9 2% 73% z	10 3% 84% z	9 6% 73% yz	12 2% 100% z	- - -
Offence of religion	12 1%	12 1% 97%	12 1% 100%	10 1% 82%	12 2% 97% u	7 2% 59%	7 3% 58% mnmu	7 2% 58% u	6 3% 49% mu	12 1% 100%	10 3% 84% z	11 3% 94% z	10 6% 84% yz	12 2% 100% z	- - -
Incitement to crime	11 1%	10 1% 89%	10 1% 89%	8 1% 71%	10 2% 89% u	6 1% 51%	6 3% 51% mu	7 2% 63% mu	4 2% 33%	10 1% 89%	9 2% 75% z	8 2% 71% z	10 6% 89% vwyz	11 2% 100% z	- - -

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 136

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

MULTI CODE

Base: All using ODO

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	1945	1248 64%	1038 53%	694 36%	559 29%	438 22%	227 12%	310 16%	204 10%	1596 82%	363 19%	402 21%	160 8%	600 31%	1346 69%
Other	17 1%	10 1%	5 *	2 *	3 1%	4 1%	3 1%	2 1%	3 1%	11 1%	7 2%	5 1%	4 2%	7 1%	10 1%
		56%	30%	12%	20%	25%	17%	11%	17%	63%	43% z	30%	21%	43%	57%
Net: Any concerns	172 9%	127 10%	120 12%	103 15%	82 15%	78 18%	40 18%	56 18%	28 14%	151 9%	78 21%	102 25%	71 44%	121 20%	52 4%
		74%	69%	59% mu	47% mu	45% mnu	23% mnu	32% mnu	16%	88%	45% z	59% z	41% vwyz	70% z	30%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 137

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?
MULTI CODE

Base: All who have seen something of concern on an ODO service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	174	139 80%	35 20%	73 42%	101 58%	46 26%	44 25%	36 21%	19 11%	18 10%	11 6%	53 30%	59 34%	35 20%	27 16%	112 64%	62 36%	86 49%	88 51%	76 44%	98 56%	124 71%	50 29%
Weighted base	172	132 76%	41* 24%*	71* 41%*	101* 59%*	49* 28%*	40* 23%*	37* 21%*	20** 12%**	18** 10%**	10** 6%**	52* 30%*	59* 34%*	38** 22%**	23** 13%**	111* 64%*	62* 36%*	89* 52%*	83* 48%*	77* 44%*	96* 56%*	111 64%	62* 36%*
Effective base	151	122	30	64	87	37	40	33	17	16	10	46	53	29	24	99	52	77	74	69	82	114	43
Bad language	56 33%	47 36% 84%	9 21% 16%	25 36% 45%	31 30% 55%	11 22% 19%	17 43% 30%	12 33% 22%	8 38% 14%	6 36% 11%	2 24% 4%	22 43% 39%	15 25% 27%	10 25% 17%	9 41% 17%	37 34% 66%	19 31% 34%	34 38% 61%	22 27% 39%	32 41% 56% ^{qr}	24 26% 44%	41 37% 73%	15 25% 27%
Bullying/victimising	51 29%	41 31% 81%	10 24% 19%	17 24% 34%	33 33% 66%	16 32% 31%	13 34% 27%	7 18% 13%	8 42% 17%	5 30% 11%	1 9% 2%	18 35% 35%	18 30% 35%	9 23% 18%	6 26% 12%	36 32% 70%	15 24% 30%	32 36% 63%	18 22% 37%	28 36% 55%	23 24% 45%	37 34% 73%	13 22% 27%
Violence (in general)	32 19%	20 15% 62%	12 30% 38%	13 18% 39%	20 20% 61%	9 18% 26%	4 10% 12%	7 20% 23%	3 15% 9%	7 42% 23%	2 21% 6%	7 14% 22%	11 19% 34%	10 27% 32%	4 17% 12%	18 16% 56%	14 23% 44%	14 16% 45%	18 22% 55%	13 19% 41%	19 20% 59%	16 14% 49%	16 27% 51%
Drugs/drug use	31 18%	23 17% 75%	8 19% 25%	15 21% 48%	16 16% 52%	6 12% 19%	2 6% 8%	10 28% 33% ^{qd}	5 26% 17%	6 33% 19%	1 15% 5%	9 18% 30%	10 18% 34%	7 19% 24%	4 15% 12%	20 18% 64%	11 18% 36%	18 20% 59%	13 15% 41%	15 20% 49%	16 16% 51%	17 15% 54%	14 23% 46%
Dangerous behaviour	30 18%	23 17% 75%	8 18% 25%	7 10% 24%	23 23% 76%	8 17% 28%	12 30% 39%	5 13% 15%	2 10% 6%	3 19% 11%	- - -	7 14% 24%	11 19% 37%	8 21% 27%	4 16% 12%	18 17% 61%	12 19% 39%	19 21% 62%	11 14% 38%	18 23% 59%	13 13% 41%	20 18% 67%	10 16% 33%
Sex/sexually explicit content	29 17%	20 16% 70%	9 21% 30%	8 11% 28%	21 21% 72%	7 14% 23%	7 18% 24%	7 18% 22%	4 19% 13%	3 20% 12%	2 17% 6%	8 15% 27%	6 11% 22%	9 22% 29%	7 28% 22%	14 13% 49%	15 24% 51%	17 19% 57%	13 15% 43%	15 19% 50%	15 15% 50%	17 15% 58%	12 20% 42%
Content harmful to self-esteem (e.g. self-abuse)	27 16%	22 16% 81%	5 13% 19%	12 17% 46%	15 14% 54%	7 14% 26%	5 11% 17%	8 23% 31%	3 15% 11%	4 21% 14%	1 6% 2%	8 16% 31%	8 14% 31%	7 17% 25%	4 16% 13%	17 15% 62%	10 17% 38%	16 18% 60%	11 13% 40%	15 12% 56%	12 12% 44%	18 16% 67%	9 14% 33%
Suicide	24 14%	17 13% 72%	7 16% 28%	6 8% 24%	18 18% 76%	16 33% 67% ^{qde}	2 5% 8%	3 9% 13%	1 6% 5%	2 9% 6%	- - -	7 14% 31%	5 9% 22%	9 23% 37%	2 10% 9%	13 12% 54%	11 18% 46%	16 18% 67%	8 9% 33%	7 10% 31%	16 17% 69%	12 11% 51%	12 19% 49%
Accuracy of medical/health claims	22 13%	18 14% 84%	4 9% 16%	9 12% 40%	13 13% 60%	7 15% 34%	4 11% 19%	4 12% 20%	1 6% 5%	3 17% 13%	2 18% 8%	5 10% 23%	12 20% 54%	5 13% 23%	* 1% 1%	17 15% 76%	5 8% 24%	9 10% 42%	13 15% 58%	8 11% 37%	14 14% 63%	14 13% 65%	8 12% 35%
Discrimination	21 12%	18 14% 87%	3 7% 13%	8 11% 38%	13 13% 62%	6 12% 28%	5 12% 22%	4 11% 19%	1 5% 5%	5 31% 26%	- - -	6 11% 28%	7 11% 32%	4 10% 19%	4 19% 22%	12 11% 60%	8 14% 40%	9 10% 42%	12 14% 58%	7 10% 36%	13 14% 64%	14 12% 66%	7 11% 34%
Inaccurate information	19 11%	13 10% 66%	7 16% 34%	8 11% 41%	11 11% 59%	4 7% 18%	4 10% 21%	2 6% 11%	1 5% 5%	5 30% 27%	3 35% 17%	5 10% 28%	8 13% 39%	2 6% 12%	4 18% 21%	13 12% 67%	6 10% 33%	6 6% 30%	14 16% 70%	3 4% 17%	16 17% 83% ^{qd}	9 8% 45%	11 17% 55%
Illegal child sexual abuse material	18 11%	15 11% 82%	3 8% 18%	8 12% 46%	10 10% 54%	7 13% 36%	4 9% 20%	4 11% 23%	1 5% 6%	3 17% 16%	- - -	5 9% 26%	8 14% 45%	5 12% 25%	1 3% 4%	13 12% 71%	5 9% 29%	9 10% 49%	9 11% 51%	9 12% 49%	9 10% 51%	12 11% 65%	6 11% 35%
Eating disorders	18 10%	13 10% 71%	5 13% 29%	4 5% 20%	14 14% 80%	6 12% 32%	2 6% 14%	3 7% 15%	4 20% 22%	3 15% 15%	1 6% 3%	5 10% 29%	6 10% 34%	4 9% 20%	3 14% 17%	11 10% 63%	7 11% 37%	9 10% 52%	9 10% 48%	8 10% 44%	10 10% 56%	8 7% 45%	10 16% 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/t
* small base; ** very small base (under 30) ineligible for sig testing
Prepared by BDRG Continental
Fieldwork: February – December 2018
BDRG/Job number (23179)

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 137

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**MULTI CODE****Base: All who have seen something of concern on an ODO service**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	172	132 76%	41* 24%*	71* 41%*	101* 59%*	49* 28%*	40* 23%*	37* 21%*	20** 12%*	18** 10%*	10** 6%*	52* 30%*	59* 34%*	38** 22%*	23** 13%*	111* 64%*	62* 36%*	89* 52%*	83* 48%*	77* 44%*	96* 56%*	111 64%	62* 36%*
Pornography	17 10%	10 8% 61%	6 16% 39%	4 6% 27%	12 12% 73%	7 13% 39%	3 7% 16%	3 7% 16%	1 5% 6%	4 21% 22%	- - -	3 6% 18%	5 8% 27%	4 11% 26%	5 21% 29%	8 7% 45%	9 15% 55%	8 9% 48%	9 10% 52%	4 5% 24%	13 13% 76%	10 9% 59%	7 11% 41%
Racism	16 9%	12 9% 71%	5 12% 29%	9 13% 57%	7 7% 43%	5 10% 28%	4 10% 24%	4 11% 25%	1 5% 6%	3 15% 16%	- - -	4 8% 26%	6 11% 39%	2 6% 14%	4 15% 21%	11 10% 65%	6 9% 35%	8 9% 47%	9 10% 53%	6 8% 37%	10 11% 63%	13 12% 79%	3 6% 21%
Misleading advertising	16 9%	12 9% 76%	4 9% 24%	6 9% 38%	10 10% 62%	4 8% 23%	6 14% 35%	3 7% 17%	1 6% 7%	2 7% 8%	2 17% 10%	2 4% 13%	6 11% 39%	4 10% 24%	4 16% 24%	8 13% 52%	8 13% 48%	8 9% 48%	8 10% 52%	5 7% 34%	11 11% 66%	10 9% 64%	6 9% 36%
Defamation/smearing of others	16 9%	14 10% 87%	2 5% 13%	6 8% 37%	10 10% 63%	4 8% 26%	4 10% 24%	1 3% 6%	2 10% 13%	3 20% 22%	1 14% 9%	7 13% 44%	3 5% 20%	2 6% 15%	3 14% 20%	10 9% 65%	6 9% 35%	7 11% 44%	9 11% 56%	7 9% 44%	9 9% 56%	9 8% 55%	7 11% 45%
Welfare of children or young people	15 9%	9 7% 59%	6 15% 41%	3 4% 17%	13 13% 83%	6 12% 38%	2 6% 16%	3 8% 18%	- - -	3 16% 18%	2 16% 10%	5 10% 32%	6 10% 38%	5 12% 30%	- - -	11 10% 70%	5 7% 30%	7 8% 44%	10 10% 56%	5 7% 33%	10 11% 67%	8 7% 50%	8 13% 50%
Incitement to hatred	15 9%	10 8% 67%	5 12% 33%	6 9% 41%	9 9% 59%	5 9% 30%	2 5% 14%	1 3% 8%	1 5% 7%	6 32% 37%	1 6% 4%	3 5% 18%	5 8% 32%	2 6% 16%	5 22% 34%	8 7% 50%	8 12% 50%	6 6% 36%	10 12% 64%	3 5% 23%	12 12% 77%	7 6% 44%	8 14% 56%
Trolling/on-line harassment	14 8%	9 7% 65%	5 12% 35%	5 8% 40%	8 8% 60%	3 7% 23%	1 3% 8%	5 14% 38%	3 15% 22%	1 8% 10%	- - -	3 6% 23%	1 2% 7%	6 17% 47%	3 14% 23%	4 4% 30%	10 16% 70% m	9 10% 62%	5 6% 38%	6 8% 46%	7 8% 54%	5 4% 34%	9 15% 66% s
Infringing someone's privacy	14 8%	12 9% 85%	2 5% 15%	5 6% 33%	9 9% 67%	3 10% 34%	2 8% 23%	2 5% 13%	- 15% 19%	3 16% 11%	2 11%	4 8% 30%	2 3% 13%	6 15% 41%	2 9% 15%	6 5% 44%	8 13% 56%	4 5% 31%	9 11% 69%	3 4% 24%	10 11% 76%	9 8% 64%	5 8% 36%
Exorcism/the paranormal	13 8%	10 8% 75%	3 8% 25%	8 11% 58%	5 5% 42%	3 5% 20%	4 7% 23%	- 11% 29%	2 13% 18%	1 15% 11%	1 15%	5 10% 41%	4 6% 28%	3 9% 26%	1 3% 6%	9 8% 69%	4 7% 31%	6 7% 45%	7 9% 55%	6 8% 45%	7 8% 55%	10 9% 76%	3 5% 24%
Nakedness/naked bodies/body parts	12 7%	10 8% 84%	2 5% 16%	4 6% 33%	8 8% 67%	3 5% 21%	2 4% 14%	6 16% 47%	- 12% 17%	2 - -	- -	4 9% 36%	1 2% 12%	5 12% 37%	2 8% 15%	6 5% 48%	6 10% 52%	7 8% 56%	5 6% 44%	7 9% 56%	5 6% 44%	7 7% 60%	5 8% 40%
Offence of religion	12 7%	11 9% 94%	1 2% 6%	6 9% 51%	6 6% 49%	3 7% 28%	4 11% 36%	3 9% 27%	- - -	1 6% 9%	- -	2 4% 19%	3 6% 28%	5 13% 41%	2 7% 13%	6 5% 47%	6 10% 53%	7 8% 57%	5 6% 43%	7 9% 57%	5 5% 43%	9 7% 77%	3 5% 23%
Incitement to crime	11 7%	8 6% 71%	3 8% 29%	7 10% 60%	5 5% 40%	3 5% 22%	3 7% 24%	2 6% 19%	- 19% 29%	3 6% 5%	1 6%	3 5% 23%	2 4% 21%	4 12% 39%	2 9% 18%	5 4% 43%	6 11% 57%	5 6% 47%	6 7% 53%	5 6% 47%	6 6% 53%	8 7% 69%	3 6% 31%
Other	17 10%	7 5% 39%	10 26% 61%	6 9% 37%	11 11% 63%	4 8% 23%	4 10% 22%	1 3% 6%	6 32% 38%	- - -	2 20% 11%	6 12% 36%	8 13% 46%	2 6% 13%	1 4% 5%	14 13% 82%	3 5% 18%	8 8% 44%	10 12% 56%	6 8% 35%	11 12% 65%	6 6% 37%	11 18% 63% s
Net: Any concerns	172 100%	132 100% 76%	41 100% 24%	71 100% 41%	101 100% 59%	49 100% 26%	40 100% 23%	37 100% 21%	20 100% 12%	18 100% 10%	10 100% 6%	52 100% 30%	59 100% 34%	38 100% 22%	23 100% 13%	111 100% 64%	62 100% 36%	89 100% 52%	83 100% 48%	77 100% 44%	96 100% 56%	111 100% 64%	62 100% 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
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 137

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?
MULTI CODE

Base: All who have seen something of concern on an ODO service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	174	172	2	154	20	174	-	130	19	12	13	9	14	15	16	18	9	7	18	24
		99%	1%	89%	11%	100%	-	75%	11%	7%	7%	5%	8%	9%	9%	10%	5%	4%	10%	14%
Weighted base	172	170	2**	151	22**	172	-**	148	15**	5**	4**	10**	17**	18**	19**	19**	12**	8**	19**	25**
		99%	1%**	87%	13%**	100%	-**	86%	9%**	3%**	3%**	6%**	10%**	11%**	11%**	11%**	7%**	5%**	11%**	15%**
Effective base	151	149	2	135	17	151	-	122	18	11	7	9	13	14	15	17	8	6	17	23
Bad language	56	54	2	51	5	56	-	48	5	3	1	7	3	4	1	10	4	3	5	10
	33%	32%	100%	34%	24%	33%	-	32%	32%	47%	24%	69%	20%	23%	5%	52%	33%	38%	28%	40%
		96%	4%	91%	9%	100%	-	85%	9%	5%	2%	12%	6%	8%	2%	18%	7%	6%	10%	18%
Bullying/victimising	51	51	-	44	6	51	-	43	4	3	1	3	5	4	3	6	4	1	9	8
	29%	30%	-	29%	29%	29%	-	29%	28%	48%	23%	34%	31%	20%	16%	31%	30%	15%	48%	30%
		100%	-	88%	12%	100%	-	84%	8%	5%	2%	6%	10%	7%	6%	12%	7%	2%	18%	15%
Violence (in general)	32	32	-	28	5	32	-	31	1	-	*	3	5	4	4	1	4	2	4	4
	19%	19%	-	19%	21%	19%	-	21%	6%	-	11%	32%	30%	21%	19%	6%	30%	23%	23%	18%
		100%	-	86%	14%	100%	-	96%	3%	-	1%	9%	15%	12%	11%	3%	11%	6%	14%	14%
Drugs/drug use	31	31	-	30	1	31	-	26	2	1	1	2	2	1	5	2	3	4	3	3
	18%	18%	-	20%	4%	18%	-	18%	16%	22%	16%	24%	15%	8%	25%	11%	25%	50%	17%	11%
		100%	-	97%	3%	100%	-	86%	8%	4%	2%	7%	8%	5%	16%	7%	10%	14%	11%	9%
Dangerous behaviour	30	30	-	29	1	30	-	26	1	2	1	4	4	4	2	3	2	-	4	4
	18%	18%	-	19%	5%	18%	-	18%	6%	37%	24%	37%	23%	21%	10%	16%	16%	-	23%	15%
		100%	-	96%	4%	100%	-	87%	3%	7%	4%	12%	12%	12%	6%	10%	6%	-	15%	13%
Sex/sexually explicit content	29	29	-	29	-	29	-	25	1	3	1	3	5	1	-	3	3	2	3	3
	17%	17%	-	19%	-	17%	-	17%	9%	46%	16%	34%	31%	8%	-	18%	26%	25%	18%	11%
		100%	-	100%	-	100%	-	84%	5%	9%	2%	11%	17%	5%	-	12%	11%	7%	12%	9%
Content harmful to self-esteem (e.g. self-abuse)	27	27	-	27	-	27	-	24	1	1	1	2	1	3	2	4	3	1	4	3
	16%	16%	-	18%	-	16%	-	17%	5%	22%	12%	24%	8%	19%	11%	19%	25%	14%	22%	14%
		100%	-	100%	-	100%	-	91%	3%	4%	2%	8%	5%	13%	8%	13%	11%	4%	16%	13%
Suicide	24	24	-	21	3	24	-	23	1	-	*	1	1	2	1	1	3	3	7	3
	14%	14%	-	14%	12%	14%	-	15%	5%	-	11%	12%	7%	13%	5%	6%	22%	37%	38%	10%
		100%	-	89%	11%	100%	-	95%	3%	-	2%	5%	5%	10%	4%	5%	11%	13%	31%	11%
Accuracy of medical/health claims	22	22	-	19	3	22	-	20	1	*	1	1	4	3	2	2	-	-	7	1
	13%	13%	-	12%	15%	13%	-	14%	5%	4%	21%	12%	27%	14%	12%	10%	-	-	34%	4%
		100%	-	85%	15%	100%	-	92%	3%	1%	4%	5%	21%	12%	11%	9%	-	-	30%	4%
Discrimination	21	21	-	16	4	21	-	18	1	1	*	1	2	2	2	3	1	-	4	3
	12%	12%	-	11%	20%	12%	-	12%	10%	13%	11%	12%	12%	14%	11%	16%	9%	-	19%	11%
		100%	-	79%	21%	100%	-	87%	7%	4%	2%	5%	10%	12%	10%	14%	5%	-	18%	13%
Inaccurate information	19	19	-	14	6	19	-	16	1	1	2	1	1	1	2	2	-	-	5	3
	11%	11%	-	9%	27%	11%	-	11%	7%	13%	45%	12%	6%	6%	12%	10%	-	-	26%	12%
		100%	-	70%	30%	100%	-	81%	5%	4%	10%	6%	6%	5%	12%	10%	-	-	26%	16%
Illegal child sexual abuse material	18	18	-	17	1	18	-	17	-	1	*	2	1	1	1	5	-	1	3	2
	11%	11%	-	11%	6%	11%	-	12%	-	13%	5%	22%	6%	6%	7%	27%	-	14%	18%	7%
		100%	-	93%	7%	100%	-	95%	-	4%	1%	11%	6%	6%	8%	28%	-	6%	19%	10%
Eating disorders	18	17	1	15	3	18	-	16	1	1	*	2	-	-	1	2	4	-	5	2
	10%	10%	51%	10%	12%	10%	-	11%	5%	13%	11%	24%	-	-	8%	11%	30%	-	26%	6%
		94%	6%	85%	15%	100%	-	89%	4%	4%	3%	13%	-	-	8%	12%	20%	-	28%	9%

Proportions/Mean: 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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 137

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?
MULTI CODE**Base: All who have seen something of concern on an ODO service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	172	170 99%	2** 1%**	151 87%	22** 13%**	172 100%	-** -	148 86%	15** 9%**	5** 3%**	4** 3%**	10** 6%**	17** 10%**	18** 11%**	19** 11%**	19** 11%**	12** 7%**	8** 5%**	19** 11%**	25** 15%**
Pornography	17 10%	17 10%	-	15 10%	1 6%	17 10%	-	16 11%	-	1 13%	-	-	1 6%	1 8%	2 10%	3 16%	-	3 37%	4 19%	2 7%
		100%	-	92%	8%	100%	-	96%	-	4%	-	-	6%	9%	11%	18%	-	19%	22%	10%
Racism	16 9%	16 10%	-	16 11%	-	16 9%	-	15 10%	1 4%	1 17%	-	1 12%	1 6%	1 6%	1 7%	3 16%	1 9%	-	2 12%	4 15%
		100%	-	100%	-	100%	-	91%	4%	6%	-	7%	6%	7%	9%	19%	6%	-	14%	23%
Misleading advertising	16 9%	16 9%	-	12 8%	4 18%	16 9%	-	14 9%	1 4%	1 13%	1 17%	1 12%	-	2 11%	-	3 17%	2 14%	-	2 11%	4 16%
		100%	-	76%	24%	100%	-	87%	4%	5%	5%	7%	-	12%	-	20%	10%	-	13%	25%
Defamation/smeared of others	16 9%	16 9%	-	13 10%	2 9%	16 9%	-	14 9%	1 6%	1 13%	* 5%	2 21%	-	1 8%	-	5 28%	-	-	3 13%	2 9%
		100%	-	86%	14%	100%	-	88%	6%	5%	2%	13%	-	9%	-	34%	-	-	16%	15%
Welfare of children or young people	15 9%	15 9%	-	13 9%	2 9%	15 9%	-	13 8%	1 5%	-	2 46%	1 12%	-	1 6%	3 16%	1 6%	3 22%	1 15%	1 7%	1 3%
		100%	-	87%	13%	100%	-	81%	5%	-	13%	7%	-	7%	20%	7%	17%	8%	8%	6%
Incitement to hatred	15 9%	14 8%	1 51%	12 8%	3 14%	15 9%	-	13 9%	2 11%	1 13%	* 5%	2 23%	1 8%	1 8%	3 7%	3 15%	-	-	3 14%	1 2%
		93%	7%	80%	20%	100%	-	83%	11%	5%	1%	15%	8%	10%	9%	19%	-	-	18%	4%
Trolling/on-line harassment	14 8%	14 8%	-	12 8%	1 6%	14 8%	-	11 8%	1 9%	1 13%	1 12%	2 24%	-	-	-	1 6%	2 16%	2 25%	1 5%	3 11%
		100%	-	90%	10%	100%	-	81%	10%	5%	4%	16%	-	-	-	8%	14%	15%	7%	20%
Infringing someone's privacy	14 8%	14 8%	-	12 8%	2 10%	14 8%	-	11 8%	-	1 13%	2 39%	1 13%	-	1 6%	1 5%	1 6%	-	-	4 19%	3 12%
		100%	-	84%	16%	100%	-	82%	-	5%	13%	9%	-	8%	8%	8%	-	-	27%	22%
Exorcism/the paranormal	13 8%	13 8%	-	12 8%	1 7%	13 8%	-	12 8%	-	1 13%	* 10%	-	-	-	3 15%	1 6%	1 9%	-	3 13%	4 18%
		100%	-	89%	11%	100%	-	91%	-	6%	3%	-	-	-	21%	8%	8%	-	19%	34%
Nakedness/naked bodies/ body parts	12 7%	12 7%	-	12 8%	-	12 7%	-	11 8%	-	1 13%	* 5%	2 24%	1 8%	1 8%	2 10%	3 18%	-	-	-	1 4%
		100%	-	100%	-	100%	-	92%	-	6%	2%	18%	10%	12%	16%	28%	-	-	-	7%
Offence of religion	12 7%	12 7%	-	12 8%	-	12 7%	-	11 7%	-	1 13%	1 14%	2 25%	1 6%	1 8%	1 5%	1 6%	-	-	-	4 15%
		100%	-	100%	-	100%	-	89%	-	6%	5%	20%	9%	12%	9%	9%	-	-	-	31%
Incitement to crime	11 7%	11 7%	-	10 7%	1 6%	11 7%	-	11 7%	-	1 13%	-	-	2 14%	1 8%	2 11%	1 6%	-	-	1 7%	2 10%
		100%	-	89%	11%	100%	-	94%	-	6%	-	-	20%	13%	18%	10%	-	-	11%	21%
Other	17 10%	17 10%	-	12 8%	5 22%	17 10%	-	16 11%	1 3%	-	* 4%	-	2 13%	4 19%	6 33%	-	2 16%	1 12%	-	1 6%
		100%	-	73%	27%	100%	-	96%	3%	-	1%	-	13%	21%	37%	-	12%	6%	-	8%
Net: Any concerns	172 100%	170 99%	2 1%	151 87%	22 13%	172 100%	-	148 86%	15 9%	5 3%	4 3%	10 6%	17 10%	18 11%	19 11%	19 11%	12 7%	8 5%	19 11%	25 15%

Proportions/Mean: 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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 137

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?**MULTI CODE****Base: All who have seen something of concern on an ODO service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	174	51	123	94	62	24	29	124	131	38	124	155	19
		29%	71%	54%	36%	14%	17%	71%	75%	22%	71%	89%	11%
Weighted base	172	44*	128	88*	61*	23**	30**	119	127	40*	120	151	21**
		26%*	74%	51%*	36%*	13%**	18%**	69%	74%	23%*	69%	88%	12%**
Effective base	151	42	109	82	53	19	24	108	115	31	110	133	17
Bad language	56	11	45	37	21	5	8	42	46	11	42	49	7
	33%	26%	35%	42%	34%	22%	27%	35%	36%	27%	35%	32%	34%
		20%	80%	65%	37%	9%	15%	74%	81%	19%	75%	87%	13%
Bullying/victimising	51	15	36	29	15	5	5	40	37	11	36	46	5
	29%	33%	28%	33%	25%	21%	17%	34%	29%	28%	30%	30%	23%
		29%	71%	58%	30%	10%	10%	80%	74%	22%	71%	90%	10%
Violence (in general)	32	9	24	14	16	3	8	22	22	9	21	28	5
	19%	20%	18%	16%	26%	13%	28%	18%	17%	23%	17%	18%	21%
		27%	73%	45%	49%	9%	26%	67%	68%	28%	64%	86%	14%
Drugs/drug use	31	8	22	17	12	5	4	24	25	6	25	30	1
	18%	19%	18%	19%	20%	22%	14%	20%	19%	15%	21%	20%	3%
		27%	73%	55%	40%	16%	14%	77%	81%	19%	81%	98%	2%
Dangerous behaviour	30	6	24	21	14	5	3	22	25	5	25	30	-
	18%	14%	19%	24%	23%	21%	11%	18%	20%	13%	21%	20%	-
		20%	80%	68%	47%	15%	11%	71%	84%	16%	84%	100%	-
Sex/sexually explicit content	29	5	24	18	11	5	3	22	21	8	21	28	1
	17%	11%	19%	20%	19%	24%	10%	18%	16%	21%	18%	18%	6%
		16%	84%	61%	39%	19%	10%	74%	72%	28%	72%	95%	5%
Content harmful to self-esteem (e.g. self-abuse)	27	7	20	16	10	2	2	23	24	3	24	27	-
	16%	15%	16%	18%	17%	9%	5%	19%	19%	7%	20%	18%	-
		25%	75%	60%	38%	8%	6%	86%	89%	11%	89%	100%	-
Suicide	24	4	20	13	7	4	1	19	18	5	18	23	1
	14%	9%	15%	14%	11%	19%	5%	16%	14%	12%	15%	15%	6%
		17%	83%	53%	28%	18%	6%	79%	74%	21%	74%	95%	5%
Accuracy of medical/health claims	22	5	17	11	13	2	6	11	16	5	16	19	3
	13%	10%	13%	12%	21%	9%	21%	10%	12%	13%	13%	12%	14%
		21%	79%	50%	59%g	9%	29%	52%	71%	23%	71%	86%	14%
Discrimination	21	4	17	10	10	2	4	15	16	4	16	19	2
	12%	8%	13%	12%	17%	9%	13%	12%	13%	11%	14%	12%	9%
		18%	82%	49%	50%	10%	19%	70%	79%	21%	79%	91%	9%
Inaccurate information	19	5	15	9	11	2	5	10	10	9	9	14	5
	11%	11%	10%	10%	19%	7%	18%	9%	8%	22%	8%	9%	25%
		25%	75%	45%	59%	8%	28%	54%	54%	46%(h)	49%	73%	27%
Illegal child sexual abuse material	18	3	15	10	8	4	-	16	17	-	17	17	1
	11%	8%	12%	12%	12%	18%	-	13%	13%	-	14%	11%	6%
		19%	81%	56%	42%	22%	-	86%	93%(i)	-	93%(i)	93%	7%
Eating disorders	18	3	15	8	5	1	2	13	12	4	11	16	2
	10%	7%	11%	9%	8%	4%	7%	11%	10%	11%	9%	10%	11%
		18%	82%	42%	27%	5%	12%	72%	68%	25%	63%	87%	13%

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

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

Prepared by BDRC Continental

Fieldwork: February - December 2018

BDRC/Job number (23179)

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Table 137

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All who have seen something of concern on an ODO service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	172	44* 26%*	128 74%	88* 51%*	61* 36%*	23** 13%**	30** 18%**	119 69%	127 74%	40* 23%*	120 69%	151 88%	21** 12%**
Pornography	17 10%	3 6% 17%	14 11% 83%	8 9% 49%	7 11% 40%	6 26% 36%	1 4% 8%	13 11% 78%	13 10% 79%	3 9% 21%	13 11% 79%	15 10% 92%	1 6% 8%
Racism	16 9%	4 9% 24%	12 10% 76%	12 14% 74%	6 10% 36%	2 9% 12%	- - -	14 12% 86%	16 13% 100% i	- - -	16 14% 100% j	16 11% 100%	- - -
Misleading advertising	16 9%	3 7% 20%	13 10% 80%	7 8% 41%	6 10% 40%	1 4% 6%	3 11% 20%	10 8% 62%	8 6% 49%	8 21% 51% h	8 7% 49%	11 7% 69%	5 23% 31%
Defamation/smeared of others	16 9%	2 4% 11%	14 11% 89%	9 10% 56%	8 14% 54%	2 8% 12%	4 14% 27%	10 8% 64%	13 10% 80%	3 8% 20%	13 10% 80%	13 8% 80%	3 14% 20%
Welfare of children or young people	15 9%	4 9% 25%	12 9% 75%	4 4% 24%	8 13% 53%	2 7% 10%	6 18% 36%	10 8% 64%	15 12% 100% i	- - -	12 10% 79%	12 8% 79%	3 16% 21%
Incitement to hatred	15 9%	2 5% 13%	13 10% 87%	7 8% 49%	8 13% 53%	- - -	3 11% 23%	8 7% 52%	11 9% 73%	4 10% 27%	9 8% 60%	13 8% 84%	2 11% 16%
Trolling/on-line harassment	14 8%	3 7% 22%	11 8% 78%	4 5% 30%	2 4% 18%	2 9% 15%	1 4% 8%	11 10% 82%	7 6% 54%	5 13% 37%	7 6% 54%	12 8% 90%	1 6% 10%
Infringing someone's privacy	14 8%	3 6% 19%	11 9% 81%	4 5% 30%	8 13% 60%	3 12% 19%	4 12% 27%	9 7% 65%	9 7% 65%	5 12% 35%	9 7% 65%	10 7% 75%	3 16% 25%
Exorcism/the paranormal	13 8%	1 2% 8%	12 9% 92%	6 7% 47%	6 9% 42%	1 4% 8%	1 4% 9%	11 9% 82%	12 9% 89%	* 1% 2%	12 10% 89%	12 8% 91%	1 6% 9%
Nakedness/naked bodies/ body parts	12 7%	1 2% 8%	11 9% 92%	4 5% 36%	5 8% 39%	- - -	1 4% 11%	8 7% 66%	11 9% 89%	1 3% 11%	11 9% 89%	11 7% 89%	1 6% 11%
Offence of religion	12 7%	3 8% 29%	9 7% 71%	8 9% 68%	5 7% 38%	2 9% 17%	* 1% 2%	9 7% 73%	12 9% 100%	- - -	12 10% 100%	12 8% 100%	- - -
Incitement to crime	11 7%	2 5% 18%	9 7% 82%	5 6% 45%	6 9% 50%	2 9% 18%	1 4% 11%	9 7% 76%	10 8% 89%	1 3% 11%	10 8% 89%	10 7% 89%	1 6% 11%
Other	17 10%	6 13% 33%	11 9% 67%	6 6% 33%	6 10% 37%	3 15% 20%	4 13% 23%	9 7% 51%	8 6% 47%	6 16% 36% j	5 4% 30%	11 7% 63%	6 30% 37%
Net: Any concerns	172 100%	44 100% 26%	128 100% 74%	88 100% 51%	61 100% 36%	23 100% 13%	30 100% 18%	119 100% 69%	127 100% 74%	40 100% 23%	120 100% 69%	151 100% 88%	21 100% 12%

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

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Table 137

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?
MULTI CODE

Base: All who have seen something of concern on an ODO service

Absolutes/col percents/row percents 4 Mar 2019

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total															
174	133 76%	124 71%	102 59%	85 49%	83 48%	44 25%	60 34%	29 17%	155 89%	80 46%	111 64%	73 42%	129 74%	45 26%	
172	127 74%	120 69%	103* 59%*	82* 47%*	78* 45%*	40* 23%*	56* 32%*	28** 16%**	151 88%	78* 45%*	102* 59%*	71* 41%*	121 70%	52* 30%*	
151	115	110	90	76	70	39	53	26	133	72	96	65	113	39	
56	46	42	38	31	26	14	18	14	49	38	44	36	51	5	
33%	36% 81%	35% 75%	37% 68%	38% 55%	34% 47%	35% 25%	32% 31%	49% 25%	32% 87%	49% 68% z	43% 79% z	50% 63% z	42% 91% z	10% 9%	
51	42	36	33	29	24	13	20	14	46	23	32	26	37	13	
29%	33% 84%	30% 71%	32% 65%	35% 57%	31% 47%	31% 25%	36% 40%	50% 28%	30% 90%	30% 46%	31% 63%	37% 52%	31% 74%	25% 26%	
32	23	21	16	13	10	5	8	9	28	13	16	11	19	13	
19%	18% 72%	17% 64%	15% 49%	16% 41%	12% 30%	13% 17%	14% 23%	30% 26%	18% 86%	17% 41%	16% 49%	15% 33%	16% 60%	25% 40%	
31	24	25	19	21	12	8	14	9	30	16	19	15	24	6	
18%	19% 80%	21% 81%	19% 64%	26% 70%	16% 40%	20% 26%	26% 47%	31% 28%	20% 98%	21% 53%	19% 63%	21% 49%	20% 79%	12% 21%	
30	27	25	22	20	17	11	9	10	30	19	26	20	27	4	
18%	21% 89%	21% 84%	22% 74%	24% 65%	22% 57%	28% 37%	16% 30%	37% 35%	20% 100%	24% 62% z	25% 85% z	29% 67% z	22% 87% z	7% 13%	
29	24	21	18	15	8	9	10	9	28	18	19	14	23	6	
17%	19% 83%	18% 72%	18% 62%	18% 51%	11% 29%	23% 32%	17% 33%	30% 29%	18% 95%	23% 61%	18% 63%	20% 49%	19% 78%	12% 22%	
27	24	24	18	23	13	11	16	11	27	16	20	15	24	3	
16%	19% 89%	20% 89%	17% 67%	28% 84%	17% 50%	27% 40%	29% 60%	40% 42%	18% 100%	21% 60% z	19% 73%	21% 55% z	20% 88% z	6% 12%	
24	17	18	20	11	12	9	11	6	23	10	16	7	17	7	
14%	14% 73%	15% 74%	20% 85%	14% 47%	15% 50%	22% 37%	20% 46%	15% 24%	15% 95%	12% 41%	16% 67%	10% 30%	14% 71%	13% 29%	
22	16	16	13	14	8	6	8	5	19	13	12	9	16	6	
13%	13% 75%	13% 71%	13% 61%	18% 66%	10% 34%	15% 29%	15% 39%	17% 22%	12% 86%	16% 58%	12% 55%	13% 41%	13% 73%	11% 27%	
21	16	16	13	14	12	7	8	4	19	14	16	11	17	4	
12%	13% 79%	14% 79%	13% 63%	17% 66%	15% 57%	18% 36%	14% 39%	15% 20%	12% 91%	18% 66%	16% 77%	15% 52%	14% 81%	8% 19%	
19	12	9	9	8	6	6	6	4	14	10	9	6	14	6	
11%	9% 62%	8% 49%	9% 45%	10% 40%	7% 29%	16% 33%	12% 33%	14% 21%	9% 73%	13% 52%	9% 48%	9% 33%	11% 71%	11% 29%	
18	17	17	13	15	12	7	12	7	17	11	12	7	14	4	
11%	13% 93%	14% 93%	12% 70%	19% 84%	16% 67%	18% 41%	22% 67%	26% 40%	11% 93%	14% 59%	12% 66%	10% 39%	12% 78%	8% 22%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 137

QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content you saw?
MULTI CODE

Base: All who have seen something of concern on an ODO service

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total															
172	127 74%	120 69%	103* 59%*	82* 47%*	78* 45%*	40* 23%*	56* 32%*	28** 16%**	151 88%	78* 45%*	102* 59%*	71* 41%*	121 70%	52* 30%*	
18	15	11	9	9	6	4	7	7	16	11	10	8	13	5	
10%	11% 82%	9% 63%	9% 49%	9% 52%	8% 33%	11% 25%	12% 37%	26% 41%	10% 87%	14% 59%	10% 55%	11% 45%	11% 73%	9% 27%	
17	12	13	14	12	8	9	9	4	15	9	9	10	13	3	
10%	10% 73%	11% 79%	14% 86%	15% 74%	10% 48%	22% 54% mu	16% 53%	14% 24%	10% 92%	12% 55%	9% 57%	14% 58%	11% 80%	7% 20%	
16	15	16	13	13	8	7	10	8	16	9	11	6	14	2	
9%	12% 94%	14% 100%	12% 78%	16% 82%	11% 52%	18% 45%	18% 62%	28% 48%	11% 100%	12% 57%	11% 68%	9% 38%	12% 87%	4% 13%	
16	9	8	9	6	9	3	4	3	11	5	10	5	12	4	
9%	7% 59%	7% 49%	9% 54%	8% 39%	11% 54%	8% 20%	7% 23%	12% 21%	7% 69%	7% 32%	10% 61%	8% 34%	10% 73%	8% 27%	
16	13	13	11	10	9	4	5	3	13	13	14	11	16	-	
9%	10% 80%	10% 80%	11% 72%	13% 67%	12% 60%	11% 28%	9% 32%	11% 20%	8% 80%	16% 81% z	13% 87% z	15% 69% z	13% 100% z	- -	
15	11	12	7	5	5	5	5	5	12	7	9	4	9	7	
9%	9% 71%	10% 79%	7% 43%	7% 35%	6% 31%	11% 29%	8% 30%	19% 35%	8% 79%	9% 45%	9% 57%	6% 28%	7% 57%	13% 43%	
15	12	9	9	6	7	2	5	3	13	11	10	8	15	-	
9%	9% 78%	8% 60%	9% 60%	8% 43%	9% 48%	5% 12%	9% 34%	9% 18%	8% 84%	14% 75% z	10% 69% z	8% 56% z	13% 100% z	- -	
14	9	7	8	7	5	5	7	5	12	8	7	5	8	6	
8%	7% 68%	6% 54%	8% 56%	8% 49%	6% 35%	13% 37%	12% 48%	18% 36%	8% 90%	10% 58%	7% 54%	7% 37%	7% 60%	11% 40%	
14	9	9	8	6	3	5	5	4	10	7	8	7	11	3	
8%	7% 65%	7% 65%	7% 55%	7% 43%	4% 23%	13% 38%	9% 37%	14% 29%	7% 75%	10% 54%	8% 59%	9% 48%	9% 81%	5% 19%	
13	12	12	10	10	7	9	8	7	12	7	8	6	11	3	
8%	9% 91%	10% 89%	10% 76%	12% 74%	9% 51%	23% 70% mnnoqu	14% 61%	26% 56%	8% 91%	9% 54%	8% 60%	9% 47%	9% 81%	5% 19%	
12	11	11	8	10	6	5	7	3	11	9	10	9	12	-	
7%	9% 89%	9% 89%	7% 62%	12% 80%	8% 50%	12% 38%	13% 58%	11% 24%	7% 89%	12% 73% z	10% 84% z	13% 73% z	10% 100% z	- -	
12	12	12	10	12	7	7	7	6	12	10	11	10	12	-	
7%	9% 97%	10% 100%	10% 82%	14% 97%	9% 59%	17% 58%	13% 58%	21% 49%	8% 100%	13% 84% z	11% 94% z	14% 84% z	10% 100% z	- -	
11	10	10	8	10	6	6	7	4	10	9	8	10	11	-	
7%	8% 89%	8% 89%	8% 71%	12% 89%	8% 51%	14% 51%	13% 63%	13% 33%	7% 89%	11% 75% z	8% 71%	14% 89% z	10% 100% z	- -	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 137

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

MULTI CODE

Base: All who have seen something of concern on an ODO service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	172	127 74%	120 69%	103* 59%*	82* 47%*	78* 45%*	40* 23%*	56* 32%*	28** 16%**	151 88%	78* 45%*	102* 59%*	71* 41%*	121 70%	52* 30%*
Other	17	10	5	2	3	4	3	2	3	11	7	5	4	7	10
	10%	8% 56%	4% 30%	2% 12%	4% 20%	5% 25%	7% 17%	4% 11%	10% 17%	7% 63%	9% 43%	5% 30%	5% 21%	6% 43%	19% 57%wxy
Net: Any concerns	172	127	120	103	82	78	40	56	28	151	78	102	71	121	52
	100%	100% 74%	100% 69%	100% 59%	100% 47%	100% 45%	100% 23%	100% 32%	100% 16%	100% 88%	100% 45%	100% 59%	100% 41%	100% 70%	100% 30%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 138
QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?

Absolutes/col percents/row percents 4 Mar 2019

Base: All who have seen something of concern on an ODO service

	Accurac y of medical /health claims	Bad languag e	Bullyin g/ victim sing	Content harmful to self- esteem (e.g. self- abuse)	Dangero us behavio ur	Defamat ion/ smearin g of others	Discrim ination (e.g. based on age, gender, disabil ity, religio us/non- religio us beliefs etc.)	Drugs/ drug use	Eating disorde rs	Exorcis m/the paranor mal	Illegal child sexual abuse materia l	Inaccur ate infor mation	Incitem ent to crime	Incitem ent to hated	Infring ing some one's privacy	Mislead ing advert ising	Nakedne ss/ naked bodies/ body parts	Offence of religio n	Pornogr aphy	Racism	Sex/ sexuall y explici t content	Suicide	Trollin g/on- line harassm ent (please think about video content itself rather than any comment s made on it)	Violenc e (in general)
Unweighted base	24	59	55	27	33	16	22	30	17	15	17	20	12	15	13	18	12	13	15	18	30	21	12	29
Weighted base	22	56	51	27	31	16	21	31	18	13	18	20	12	15	14	16	12	12	17	18	29	24	14	32
Effective base	20	53	48	24	27	14	20	25	14	13	16	18	11	13	12	15	11	12	14	17	25	19	10	25
TV live at the time of broadcast	9 43%	9 17%	8 16%	5 20%	12 39%	3 21%	3 15%	8 25%	7 41%	4 29%	4 22%	9 42%	2 15%	4 29%	3 19%	6 38%	5 40%	5 38%	5 29%	8 45%	7 23%	4 18%	3 22%	9 28%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	5 23%	13 23%	11 21%	7 25%	8 25%	2 15%	8 38%	9 30%	2 8%	6 43%	5 28%	6 28%	5 45%	3 21%	2 12%	4 24%	4 32%	3 25%	3 21%	4 26%	7 25%	3 14%	2 12%	11 34%
Free/Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	3 16%	10 17%	10 19%	6 22%	6 21%	3 21%	1 5%	4 13%	3 16%	3 23%	5 28%	2 12%	1 11%	3 18%	2 15%	3 18%	3 22%	3 24%	2 10%	4 25%	3 10%	3 12%	1 5%	2 5%
Paid/Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	1 6%	11 19%	4 9%	3 10%	5 15%	3 22%	4 19%	4 14%	1 5%	2 13%	3 18%	3 15%	4 32%	2 14%	2 14%	2 10%	3 26%	4 30%	2 10%	4 23%	4 13%	3 11%	1 7%	3 9%
TV, box sets or films from an online subscription/ service such as Netflix, Amazon Prime , or Now TV	2 11%	10 17%	14 27%	3 12%	11 35%	2 15%	6 27%	7 24%	4 25%	3 26%	4 24%	3 14%	3 26%	3 22%	- -	* 1%	4 35%	3 28%	5 33%	5 31%	7 23%	7 28%	- -	9 27%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	1 6%	4 8%	3 5%	2 8%	4 14%	2 12%	2 10%	3 11%	- -	2 15%	5 27%	2 12%	2 18%	1 9%	1 9%	- -	1 9%	2 17%	1 6%	4 25%	4 12%	1 5%	- -	4 12%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	3 15%	11 20%	13 26%	10 36%	8 27%	7 46%	5 26%	7 22%	6 36%	6 47%	6 34%	9 44%	4 32%	8 53%	2 16%	7 44%	4 36%	3 28%	8 51%	4 23%	7 25%	8 34%	10 69%	8 26%

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Table 138

QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?

Base: All who have seen something of concern on an ODO service

Absolutes/col percents/row percents 4 Mar 2019

	Welfare of childre n or young people	Other
Unweighted base	14	15
Weighted base	15	18
Effective base	12	13
TV live at the time of broadcast	2 13%	6 33%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	4 29%	5 28%
Free/Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	* 2%	- -
Paid/Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	1 7%	- -
TV, box sets or films from an online subscription/ service such as Netflix, Amazon Prime, or Now TV	1 6%	2 13%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	2 12%	1 8%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	7 48%	3 18%

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Table 138

Absolutes/col percents/row percents 4 Mar 2019

QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?**Base: All who have seen something of concern on an ODO service**

	Accurac y of medical /health claims	Bad languag e	Bullyin g/ victimi sing	Content harmful to self- esteem (e.g. self- abuse)	Dangero us behavio ur	Defamat ion/ smearin g of others	Discrim ination (e.g. based on age, gender, disabil ity, religio us/non- religio us beliefs etc.)	Drugs/ drug use	Eating disorde rs	Exorcis m/the paranor mal	Illegal child sexual abuse material	Inaccur ate infor mation	Incitem ent to crime	Incitem ent to hatred	Infring ing someo ne's privacy	Mislead ing adverti sing	Nakedne ss/ naked bodies/ body parts	Offence of religio n	Pornogr aphy	Racism	Sex/ sexuall y explici t content	Suicide	Trollin g/on- line harassm ent (please think about video content itself rather than any comment s made on it)	Violenc e (in general)
Weighted base	22	56	51	27	31	16	21	31	18	13	18	20	12	15	14	16	12	12	17	18	29	24	14	32
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	1 4%	6 10%	5 10%	3 12%	4 14%	1 7%	3 17%	3 9%	- -	1 7%	4 20%	5 23%	- -	3 17%	4 26%	4 27%	2 16%	1 11%	2 11%	3 15%	- -	5 21%	1 7%	1 3%
Don't know	1 7%	3 5%	5 9%	2 8%	2 8%	- -	1 5%	1 3%	1 6%	- -	1 6%	2 9%	* 2%	1 7%	4 28%	1 8%	- -	- -	- -	1 6%	2 6%	3 11%	2 15%	4 14%

Table 138
QL3: SUMMARY - Thinking about each of the things that caused you concern, which services were you watching this content on?
Base: All who have seen something of concern on an ODO service

Absolutes/col percents/row percents 4 Mar 2019

	Welfare of childre n or young people	Other
Weighted base	15	18
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	3 18%	4 20%
Don't know	1 7%	1 6%

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Table 139

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

Absolutes/col percents/row percents 4 Mar 2019

Base: All who have seen something of concern on an ODO service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	178	142 80%	36 20%	74 42%	104 58%	46 26%	44 25%	37 21%	20 11%	19 11%	12 7%	54 30%	60 34%	36 20%	28 16%	114 64%	64 36%	87 49%	91 51%	77 43%	101 57%	126 71%	52 29%
Weighted base	176	134 76%	42* 24%*	72* 41%*	103* 59%*	49* 28%*	40* 23%*	38* 21%*	20** 12%**	19** 11%**	10** 6%**	52* 30%*	60* 34%*	39** 22%**	24** 14%**	112 64%	64* 36%*	89* 51%*	86* 49%*	77* 44%*	99* 56%*	112 64%	64* 36%*
Effective base	154	124	31	65	89	37	40	34	17	17	11	46	54	30	25	100	54	77	77	69	85	115	45
Bad language	33 19%	27 20%	6 15%	14 20%	19 18%	3 6%	9 23%	4 25%	5 22%	2 27%	2 22%	16 30%	9 15%	2 6%	6 26%	24 22%	9 14%	18 21%	15 17%	17 22%	16 16%	20 20%	11 17%
		81%	19%	43%	57%	9%	28% c	28% c	13%	15%	7%	47%	27%	7%	19%	74%	26%	56%	44%	51%	49%	67%	33%
Bullying/victimising	24 14%	19 14%	5 20%	6 26%	18 74%	9 19%	6 15%	1 2%	7 32%	1 3%	1 8%	9 18%	8 13%	6 14%	2 7%	17 15%	7 12%	17 19%	8 9%	15 20%	9 9%	19 17%	5 7%
		80%	20%	26%	74%	35% c	25%	4%	27%	3%	3%	38%	32%	23%	7%	70%	30%	69%	31%	62%	38%	80%	20%
Violence (in general)	23 13%	12 9%	11 49%	6 27%	17 73%	7 32%	1 2%	4 19%	2 8%	7 32%	1 5%	5 21%	7 31%	9 39%	2 9%	12 52%	11 48%	9 40%	14 60%	14 40%	14 60%	8 33%	16 67% s
Drugs/drug use	18 10%	12 9%	6 14%	8 12%	10 9%	1 2%	2 6%	5 13%	4 21%	5 25%	1 5%	6 12%	6 10%	2 5%	4 15%	12 11%	6 9%	11 13%	7 8%	10 13%	8 8%	10 9%	8 12%
		69%	31%	47%	53%	6%	14%	28%	24%	26%	3%	34%	35%	11%	20%	69%	31%	62%	38%	56%	44%	56%	44%
Dangerous behaviour	16 9%	11 8%	4 10%	4 5%	12 12%	6 13%	5 13%	1 2%	2 10%	- 7%	- -	3 7%	6 10%	4 11%	2 8%	9 8%	6 10%	7 8%	9 10%	7 9%	9 9%	7 6%	8 13%
		72%	28%	23%	77%	40%	33%	6%	13%	9%	-	22%	38%	28%	12%	60%	40%	45%	55%	45%	55%	46%	54%
Content harmful to self-esteem (e.g. self-abuse)	16 9%	12 9%	4 10%	7 9%	9 9%	3 5%	5 11%	4 11%	3 15%	1 7%	- -	8 15%	3 6%	2 4%	3 11%	11 10%	4 7%	14 16%	1 2%	13 17%	2 2%	10 9%	5 8%
		74%	26%	43%	57%	16%	29%	26%	19%	9%	-	50%	23%	10%	18%	72%	28%	91% p	9%	64% r	16%	65%	35%
Sex/sexually explicit content	12 7%	8 6%	5 11%	2 3%	10 10%	* 2%	2 5%	5 12%	3 14%	2 10%	1 8%	6 53%	2 14%	2 15%	2 19%	8 67%	4 33%	9 70%	4 30%	9 70%	4 30%	6 53%	6 47%
		62%	38%	16%	84%	2%	15%	37% c	22%	16%	7%	53%	14%	15%	19%	67%	33%	70%	30%	70%	30%	53%	47%
Welfare of children or young people	12 7%	7 5%	5 12%	1 2%	10 10%	5 10%	2 6%	2 4%	- -	2 8%	2 14%	5 9%	5 8%	2 6%	- -	10 9%	2 4%	6 6%	6 7%	4 5%	8 8%	5 5%	6 10%
		58%	42%	12%	88% a	39%	21%	14%	-	13%	13%	41%	39%	20%	-	80%	20%	48%	52%	34%	66%	46%	54%
Illegal child sexual abuse material	11 6%	9 6%	2 5%	6 8%	5 4%	4 9%	2 4%	3 9%	1 5%	* 1%	- -	4 8%	4 6%	2 6%	1 3%	8 7%	3 5%	5 6%	6 7%	5 6%	6 6%	7 6%	4 36%
		81%	19%	57%	43%	41%	17%	30%	10%	2%	-	37%	34%	22%	7%	71%	29%	48%	52%	48%	52%	64%	36%
Trolling/on-line harassment	10 5%	6 4%	4 10%	3 4%	6 6%	2 4%	* 1%	3 8%	3 15%	1 6%	- -	2 4%	1 2%	4 11%	2 10%	3 31%	7 10%	6 67%	3 4%	4 5%	5 55%	1 14%	13% s
		58%	42%	33%	67%	22%	3%	33%	31%	11%	-	20%	10%	44%	25%	31%	69% m	67%	33%	45%	55%	14%	86% s
Suicide	10 5%	6 4%	3 8%	1 2%	8 8%	4 8%	2 5%	1 3%	1 6%	2 8%	- -	3 5%	2 4%	4 9%	1 4%	5 4%	5 7%	5 6%	4 5%	5 7%	4 4%	7 6%	3 4%
		63%	37%	15%	85%	40%	21%	10%	13%	16%	-	28%	24%	38%	10%	52%	48%	56%	44%	56%	44%	72%	28%
Accuracy of medical/health claims	9 5%	7 5%	2 6%	3 3%	7 6%	3 6%	4 9%	2 6%	- -	* 1%	- -	2 4%	4 7%	3 3%	* 1%	6 5%	3 5%	7 8%	2 2%	7 9%	2 2%	7 7%	2 18%
		75%	25%	28%	72%	32%	39%	26%	-	3%	-	21%	46%	31%	2%	68%	32%	77%	23%	77%	23%	82%	18%

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

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Table 139

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

Absolutes/col percents/row percents 4 Mar 2019

Base: All who have seen something of concern on an ODO service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	176	134 76%	42* 24%*	72* 41%*	103* 59%*	49* 28%*	40* 23%*	38* 21%*	20** 12%**	19** 11%**	10** 6%**	52* 30%*	60* 34%*	39** 22%**	24** 14%**	112 64%	64* 36%*	89* 51%*	86* 49%*	77* 44%*	99* 56%*	112 64%	64* 36%*
Eating disorders	9 5%	5 4%	4 9%	* 8%	9 97% a	3 6%	1 2%	- -	4 20%	1 7%	- -	2 4%	3 4%	1 3%	3 12%	5 4%	4 6%	4 5%	5 6%	4 5%	5 5%	4 3%	5 9%
Racism	9 5%	6 5%	3 7%	5 7%	4 4%	3 6%	2 5%	2 5%	1 5%	1 6%	- -	2 4%	4 6%	- -	3 13%	6 65%	3 35%	5 51%	4 49%	3 32%	6 68%	8 87%	1 13%
Discrimination	9 5%	7 5%	1 3%	4 5%	5 5%	3 6%	3 7%	2 5%	- -	1 5%	- -	4 7%	3 5%	1 2%	1 6%	6 6%	2 3%	4 5%	4 5%	3 4%	6 6%	6 5%	3 5%
Exorcism/the paranormal	8 5%	6 5%	2 5%	6 9%	2 2%	1 3%	2 4%	3 8%	- -	1 6%	1 14%	3 7%	2 3%	2 6%	1 3%	5 5%	3 5%	3 3%	5 6%	3 4%	5 6%	7 6%	2 3%
Inaccurate information	8 5%	4 3%	4 9%	4 6%	4 4%	- -	4 10%	- -	1 2%	2 7%	2 19%	1 2%	3 5%	2 5%	2 7%	4 4%	4 6%	2 2%	6 7%	2 3%	6 6%	5 4%	4 6%
Nakedness/naked bodies/ body parts	8 4%	7 5%	1 3%	3 4%	5 5%	- -	1 13%	5 60% c	- -	2 11%	- -	4 8%	- -	2 6%	1 5%	4 4%	3 5%	6 6%	2 2%	6 8%	2 2%	5 5%	3 4%
Incitement to hatred	8 4%	4 3%	4 9%	2 3%	5 5%	2 4%	1 2%	1 3%	- -	3 17%	1 5%	3 35%	1 8%	1 16%	3 41%	3 43%	4 57%	4 57%	3 43%	2 30%	5 70%	3 41%	5 59%
Infringing someone's privacy	8 4%	5 4%	2 5%	2 3%	5 5%	1 2%	3 8%	1 2%	- -	2 12%	- -	- -	1 2%	5 12%	2 8%	1 1%	7 10%	1 1%	6 7%	1 2%	6 6%	5 5%	2 3%
Misleading advertising	6 3%	4 3%	1 3%	2 2%	4 4%	1 1%	3 8%	1 2%	1 5%	- -	- -	1 2%	1 1%	2 6%	2 7%	3 2%	4 6%	3 3%	4 4%	2 3%	4 4%	5 4%	1 1%
Pornography	5 3%	4 3%	1 2%	1 1%	4 4%	2 5%	1 2%	1 2%	- -	- -	- -	1 2%	2 4%	- -	2 8%	3 3%	2 3%	2 3%	3 4%	- -	5 5%	4 3%	1 2%
Defamation/smearing of others	5 3%	4 3%	1 2%	2 2%	4 3%	- -	1 2%	1 2%	* 10%	1 1%	1 13%	3 5%	2 3%	- -	1 3%	4 4%	1 1%	1 1%	4 5%	1 1%	4 4%	4 3%	2 2%
Offence of religion	5 3%	5 4%	- 100%	1 1%	4 81%	2 45%	3 51%	* 5%	- -	- -	- -	1 24%	1 28%	2 31%	1 16%	3 53%	2 47%	3 55%	2 45%	3 55%	2 45%	3 59%	2 41%
Incitement to crime	4 2%	3 2%	1 3%	3 4%	1 1%	- -	1 2%	1 3%	* 1%	1 6%	1 5%	2 3%	- -	2 6%	- -	2 2%	2 4%	2 3%	2 2%	2 3%	2 2%	4 4%	- -
Other	16 9%	5 4%	10 25%	6 9%	9 60%	3 7%	4 10%	1 3%	6 32%	- -	1 41%	5 10%	7 12%	2 6%	1 4%	13 11%	3 5%	7 7%	9 11%	5 6%	11 11%	6 37%	10 15%
		33%	67%	40%	60%	22%	24%	7%	41%	-	6%	32%	48%	14%	6%	80%	20%	42%	58%	32%	68%	37%	63% ts

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

Prepared by BDRC Continental
Fieldwork: February – December 2018
BDRC/Job number (23179)

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 139

Absolutes/col percents/row percents 4 Mar 2019

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

MULTI CODE

Base: All who have seen something of concern on an ODO service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	176	134 76%	42* 24%*	72* 41%*	103* 59%*	49* 28%*	40* 23%*	38* 21%*	20** 12%**	19** 11%**	10** 6%**	52* 30%*	60* 34%*	39** 22%**	24** 14%**	112 64%	64* 36%*	89* 51%*	86* 49%*	77* 44%*	99* 56%*	112 64%	64* 36%*
I did not find any of these offensive	14 8%	12 9%	2 5%	7 9%	7 7%	4 7%	5 13%	3 7%	1 5%	2 -	2 15%	2 4%	6 10%	1 3%	4 18%	8 8%	6 7%	8 9%	5 6%	9 9%	13 11%	2 2%	
		85%	15%	48%	52%	25%	37%	20%	7%	-	11%	15%	45%	9%	32%	59%	41%	42%	58%	35%	65%	89%	11%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 139

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

Base: All who have seen something of concern on an ODO service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	178	176 99%	2 1%	157 88%	21 12%	174 98%	4 2%	133 75%	19 11%	12 7%	14 8%	10 6%	15 8%	15 8%	16 9%	18 10%	9 5%	7 4%	19 11%	24 13%
Weighted base	176	174 99%	2** 1%**	153 87%	23** 13%**	172 98%	3** 2%**	151 86%	15** 9%**	5** 3%**	5** 3%**	10** 6%**	18** 10%**	18** 10%**	19** 11%**	19** 11%**	12** 7%**	8** 5%**	20** 12%**	25** 14%**
Effective base	154	152	2	137	18	151	3	125	18	11	7	10	14	14	15	17	8	6	18	23
Bad language	33 19%	33 19%	-	30 20%	3 13%	33 19%	-	25 17%	5 32%	3 47%	1 15%	3 29%	1 6%	1 5%	1 5%	3 18%	4 33%	2 23%	2 9%	8 32%
	19%	100%	-	91%	9%	100%	-	76%	15%	8%	2%	9%	3%	3%	3%	10%	12%	6%	6%	24%
Bullying/victimising	24 14%	24 14%	-	23 15%	1 6%	24 14%	-	20 13%	1 9%	2 35%	1 12%	1 10%	2 11%	1 6%	1 6%	6 31%	2 16%	-	5 26%	2 8%
	14%	100%	-	95%	5%	100%	-	84%	6%	8%	2%	4%	8%	5%	5%	25%	8%	-	22%	8%
Violence (in general)	23 13%	23 13%	-	20 13%	3 15%	23 14%	-	22 15%	1 6%	-	* 10%	1 11%	2 10%	3 15%	4 19%	1 6%	4 30%	2 23%	4 17%	2 10%
	13%	100%	-	85%	15%	100%	-	94%	4%	-	2%	5%	8%	12%	16%	5%	15%	8%	15%	11%
Drugs/drug use	18 10%	18 10%	-	17 11%	1 4%	18 10%	-	15 10%	1 10%	1 22%	* 10%	1 11%	2 14%	-	1 7%	1 5%	2 16%	1 12%	3 16%	3 11%
	10%	100%	-	95%	5%	100%	-	83%	8%	7%	3%	6%	14%	-	8%	5%	11%	5%	18%	16%
Dangerous behaviour	16 9%	16 9%	-	15 10%	* 1%	16 9%	-	13 9%	-	2 37%	1 12%	1 11%	2 9%	3 16%	-	1 6%	2 16%	-	1 6%	3 12%
	9%	100%	-	98%	2%	100%	-	84%	-	13%	3%	7%	11%	19%	-	8%	13%	-	8%	19%
Content harmful to self-esteem (e.g. self-abuse)	16 9%	16 9%	-	16 10%	-	16 9%	-	14 9%	-	1 22%	1 12%	1 11%	1 7%	1 5%	1 6%	2 8%	3 25%	-	3 14%	2 8%
	9%	100%	-	100%	-	100%	-	89%	-	8%	4%	7%	8%	6%	7%	10%	19%	-	19%	13%
Sex/sexually explicit content	12 7%	12 7%	-	12 8%	-	12 7%	-	10 7%	1 5%	1 9%	* 10%	1 11%	3 17%	-	-	1 7%	3 26%	-	1 4%	1 4%
	7%	100%	-	100%	-	100%	-	85%	6%	4%	4%	9%	25%	-	-	11%	25%	-	7%	8%
Welfare of children or young people	12 7%	12 7%	-	10 6%	2 9%	12 7%	-	9 6%	1 5%	-	2 45%	-	-	1 6%	3 16%	-	3 22%	1 15%	-	1 3%
	7%	100%	-	83%	17%	100%	-	76%	7%	-	17%	-	-	10%	26%	-	22%	11%	-	7%
Illegal child sexual abuse material	11 6%	11 6%	-	9 6%	1 6%	11 6%	-	10 6%	-	1 13%	* 5%	1 11%	1 6%	-	-	4 22%	-	1 14%	1 6%	1 4%
	6%	100%	-	88%	12%	100%	-	91%	-	7%	2%	11%	10%	-	-	39%	-	11%	12%	9%
Trolling/on-line harassment	10 5%	10 6%	-	8 5%	1 6%	10 6%	-	8 5%	1 9%	-	* 7%	1 11%	-	-	-	-	2 16%	2 25%	1 5%	2 7%
	5%	100%	-	86%	14%	100%	-	83%	14%	-	3%	11%	-	-	-	-	20%	22%	10%	19%
Suicide	10 5%	10 5%	-	8 5%	1 6%	10 6%	-	9 6%	-	-	* 5%	-	1 7%	1 5%	1 5%	-	-	1 12%	4 19%	1 5%
	5%	100%	-	87%	13%	100%	-	97%	-	-	3%	-	13%	10%	10%	-	-	10%	41%	12%
Accuracy of medical/health claims	9 5%	9 5%	-	7 4%	2 10%	9 5%	-	8 5%	-	* 4%	1 20%	-	4 20%	-	-	-	-	-	4 22%	-
	5%	100%	-	75%	25%	100%	-	87%	-	3%	10%	-	38%	-	-	-	-	-	48%	-
Eating disorders	9 5%	8 5%	1 51%	8 5%	1 6%	9 5%	-	8 5%	-	1 13%	* 5%	1 11%	-	-	-	1 5%	4 30%	-	2 11%	-
	5%	88%	12%	86%	14%	100%	-	89%	-	8%	3%	12%	-	-	-	12%	40%	-	25%	-

Proportions/Mean: 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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 139

QL4: Now still thinking about the content that caused concern please can you indicate which if any you also found to be offensive?
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Base: All who have seen something of concern on an ODO service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	176	174 99%	2** 1%**	153 87%	23** 13%**	172 98%	3** 2%**	151 86%	15** 9%**	5** 3%**	5** 3%**	10** 6%**	18** 10%**	18** 10%**	19** 11%**	19** 11%**	12** 7%**	8** 5%**	20** 12%**	25** 14%**
Racism	9 5%	9 5%	-	9 6%	-	8 5%	1 35%	8 5%	1 4%	* 4%	-	-	1 7%	1 6%	-	2 10%	-	-	1 5%	3 12%
		100%	-	100%	-	87%	13%	91%	7%	2%	-	-	13%	12%	-	22%	-	-	12%	32%
Discrimination	9 5%	9 5%	-	5 4%	3 15%	9 5%	-	6 4%	1 10%	1 13%	* 5%	-	2 11%	-	-	1 5%	-	-	1 7%	2 7%
		100%	-	62%	38%	100%	-	72%	17%	8%	3%	-	23%	-	-	11%	-	-	16%	21%
Exorcism/the paranormal	8 5%	8 5%	-	7 5%	1 6%	8 5%	-	8 5%	-	1 13%	-	-	-	-	2 10%	-	1 9%	-	1 6%	3 14%
		100%	-	85%	15%	100%	-	91%	-	9%	-	-	-	-	23%	-	12%	-	15%	41%
Inaccurate information	8 5%	8 5%	-	6 4%	2 9%	7 4%	1 29%	6 4%	1 7%	1 13%	* 5%	2 20%	1 6%	-	1 5%	-	-	-	-	2 9%
		100%	-	75%	25%	88%	12%	76%	12%	9%	3%	25%	13%	-	12%	-	-	-	-	26%
Nakedness/naked bodies/ body parts	8 4%	8 4%	-	8 5%	-	8 5%	-	8 5%	-	-	* 5%	1 11%	1 7%	-	2 10%	2 12%	-	-	-	1 4%
		100%	-	100%	-	100%	-	97%	-	-	3%	14%	16%	-	24%	30%	-	-	-	12%
Incitement to hatred	8 4%	8 4%	-	5 3%	3 12%	8 5%	-	6 4%	1 4%	1 13%	-	1 11%	1 7%	-	-	1 4%	-	-	3 13%	1 2%
		100%	-	65%	35%	100%	-	83%	8%	9%	-	14%	16%	-	-	10%	-	-	35%	7%
Infringing someone's privacy	8 4%	8 4%	-	5 3%	2 10%	8 4%	-	7 4%	-	1 13%	-	1 12%	-	1 6%	1 5%	-	-	-	1 6%	2 8%
		100%	-	70%	30%	100%	-	90%	-	10%	-	16%	-	15%	14%	-	-	-	17%	28%
Misleading advertising	6 3%	6 3%	-	5 3%	1 4%	6 3%	-	4 3%	1 4%	1 13%	-	-	-	2 11%	-	1 6%	-	-	-	1 5%
		100%	-	85%	15%	100%	-	76%	11%	13%	-	-	-	34%	-	21%	-	-	-	21%
Pornography	5 3%	5 3%	-	5 3%	-	5 3%	-	5 4%	-	-	-	-	-	1 8%	-	2 10%	-	-	1 5%	1 4%
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	27%	-	36%	-	-	19%	17%
Defamation/smearing of others	5 3%	5 3%	-	4 3%	1 4%	5 3%	-	3 2%	1 6%	1 13%	* 5%	-	-	-	-	2 10%	-	-	-	1 6%
		100%	-	82%	18%	100%	-	64%	17%	14%	5%	-	-	-	-	36%	-	-	-	28%
Offence of religion	5 3%	5 3%	-	5 3%	-	5 3%	-	4 3%	-	-	1 13%	1 12%	-	1 8%	-	-	-	-	-	2 7%
		100%	-	100%	-	100%	-	88%	-	-	12%	24%	-	28%	-	-	-	-	-	36%
Incitement to crime	4 2%	4 2%	-	4 3%	-	4 2%	* 5%	4 3%	-	-	* 4%	-	1 7%	-	1 5%	-	-	-	-	2 6%
		100%	-	100%	-	96%	4%	96%	-	-	4%	-	32%	-	26%	-	-	-	-	38%
Other	16 9%	16 9%	-	11 7%	5 21%	15 8%	1 31%	15 10%	-	-	* 4%	-	2 12%	4 19%	5 28%	-	2 16%	-	1 5%	1 6%
		100%	-	70%	30%	93%	7%	99%	-	-	1%	-	14%	22%	34%	-	13%	-	7%	9%
I did not find any of these offensive	14 8%	13 8%	1 49%	10 7%	4 18%	14 8%	-	12 8%	2 16%	-	-	1 8%	3 17%	2 11%	-	1 5%	-	2 27%	2 8%	1 4%
		93%	7%	72%	28%	100%	-	83%	17%	-	-	6%	22%	14%	-	6%	-	16%	12%	7%

Proportions/Mean: 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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 139

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

Base: All who have seen something of concern on an ODO service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	178	52	126	94	65	25	31	126	134	39	127	158	20
		29%	71%	53%	37%	14%	17%	71%	75%	22%	71%	89%	11%
Weighted base	176	44*	131	88*	64*	23**	33**	120	130	41*	122	153	22**
		25%*	75%	50%*	37%*	13%**	19%**	68%	74%	23%*	69%	87%	13%**
Effective base	154	43	112	82	56	19	26	110	118	32	112	136	18
Bad language	33	9	24	20	11	4	7	24	25	8	24	28	5
	19%	20%	18%	23%	18%	16%	22%	20%	19%	20%	19%	18%	24%
		27%	73%	61%	35%	11%	21%	72%	75%	25%	71%	84%	16%
Bullying/victimising	24	9	15	14	5	2	1	21	18	5	16	22	2
	14%	21%	11%	16%	8%	9%	4%	17%	14%	13%	13%	14%	9%
		39%	61%	58%	22%	9%	5%	87%	73%	22%	67%	91%	9%
Violence (in general)	23	6	17	9	13	1	7	14	15	7	14	20	4
	13%	13%	13%	10%	20%	4%	23%	11%	12%	17%	11%	13%	16%
		25%	75%	37%	56%	4%	32%	59%	65%	30%	59%	85%	15%
Drugs/drug use	18	6	12	12	7	2	3	14	14	4	14	17	1
	10%	14%	9%	14%	11%	9%	9%	11%	11%	10%	12%	11%	3%
		33%	67%	68%	38%	11%	17%	76%	79%	21%	79%	96%	4%
Dangerous behaviour	16	4	12	12	6	1	3	8	13	2	13	16	-
	9%	9%	9%	14%	10%	3%	10%	7%	10%	6%	11%	10%	-
		25%	75%	77%	41%	5%	21%	53%	85%	15%	85%	100%	-
Content harmful to self-esteem (e.g. self-abuse)	16	3	13	10	4	1	2	14	13	3	13	16	-
	9%	7%	10%	11%	6%	4%	5%	12%	10%	7%	10%	10%	-
		19%	81%	63%	26%	6%	10%	90%	81%	19%	81%	100%	-
Sex/sexually explicit content	12	2	10	5	7	2	3	7	8	4	8	11	1
	7%	5%	8%	6%	11%	8%	9%	6%	6%	11%	6%	7%	6%
		18%	82%	41%	57%	15%	24%	55%	63%	37%	63%	89%	11%
Welfare of children or young people	12	4	8	2	6	2	6	6	12	-	9	9	3
	7%	9%	6%	3%	9%	7%	17%	5%	9%	-	7%	6%	15%
		32%	68%	20%	48%	13%	46%	54%	100%	-	72%	72%	28%
Illegal child sexual abuse material	11	1	9	6	3	1	-	9	9	-	9	9	1
	6%	3%	7%	6%	4%	5%	-	8%	7%	-	8%	6%	6%
		11%	89%	53%	27%	10%	-	88%	88%	-	88%	88%	12%
Trolling/on-line harassment	10	3	7	2	1	2	1	7	3	5	3	8	1
	5%	7%	5%	3%	2%	9%	3%	6%	2%	12%	3%	5%	6%
		31%	69%	24%	11%	22%	11%	75%	34%	53%.h,j	34%	86%	14%
Suicide	10	3	6	6	4	2	1	7	7	1	7	8	1
	5%	7%	5%	6%	6%	10%	4%	6%	5%	3%	6%	5%	6%
		33%	67%	60%	41%	23%	15%	72%	72%	15%	72%	87%	13%
Accuracy of medical/health claims	9	2	7	3	5	1	4	4	6	2	6	8	1
	5%	5%	5%	3%	8%	6%	11%	3%	4%	5%	5%	5%	6%
		26%	74%	33%	59%	15%	40%	46%	63%	24%	63%	86%	14%
Eating disorders	9	3	6	5	2	-	2	4	5	3	4	7	2
	5%	7%	5%	5%	4%	-	7%	3%	4%	7%	3%	4%	10%
		33%	67%	51%	27%	-	24%	44%	53%	33%	41%	75%	25%

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

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

Prepared by BDRG Continental

Fieldwork: February – December 2018

BDRG/Job number (23179)

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 139

Absolutes/col percents/row percents 4 Mar 2019

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

Base: All who have seen something of concern on an ODO service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	176	44* 25%*	131 75%	88* 50%*	64* 37%*	23** 13%**	33** 19%**	120 68%	130 74%	41* 23%*	122 69%	153 87%	22** 13%**
Racism	9 5%	2 4% 19%	7 6% 81%	6 7% 65%	3 5% 36%	1 4% 10%	1 4% 13%	7 6% 77%	9 7% 100%	- - -	9 7% 100%	9 6% 100%	- - -
Discrimination	9 5%	1 2% 9%	8 6% 91%	5 5% 54%	4 6% 41%	1 5% 12%	2 5% 19%	6 5% 73%	5 4% 62%	3 8% 38%	5 4% 62%	8 5% 89%	1 4% 11%
Exorcism/the paranormal	8 5%	1 2% 12%	7 6% 88%	4 4% 44%	3 5% 35%	1 4% 12%	1 3% 11%	6 5% 74%	7 6% 85%	- - -	7 6% 85%	7 5% 85%	1 6% 15%
Inaccurate information	8 5%	1 2% 12%	7 6% 88%	5 6% 61%	3 5% 40%	- - -	1 3% 13%	5 4% 61%	4 3% 47%	4 11% 53%{	3 2% 35%	6 4% 74%	2 10% 26%
Nakedness/naked bodies/ body parts	8 4%	1 2% 13%	7 5% 87%	2 3% 29%	4 6% 47%	- - -	1 4% 17%	5 4% 65%	6 5% 82%	1 3% 18%	6 5% 82%	6 4% 82%	1 6% 18%
Incitement to hatred	8 4%	1 1% 8%	7 5% 92%	2 2% 28%	4 7% 57%	- - -	2 7% 31%	5 4% 69%	5 4% 65%	3 7% 35%	5 4% 65%	6 4% 83%	1 6% 17%
Infringing someone's privacy	8 4%	1 2% 14%	6 5% 86%	2 2% 26%	4 7% 60%	1 5% 15%	2 7% 30%	4 3% 54%	4 3% 54%	3 8% 46%	4 3% 54%	4 3% 54%	3 15% 46%
Misleading advertising	6 3%	2 4% 32%	4 3% 68%	4 4% 64%	1 2% 21%	1 4% 15%	- - -	3 3% 58%	3 2% 45%	3 8% 55%	3 2% 45%	5 3% 79%	1 5% 21%
Pornography	5 3%	- - -	5 4% 100%	3 4% 63%	1 1% 17%	2 8% 34%	- - -	3 2% 55%	5 4% 100%	- - -	5 4% 100%	5 3% 100%	- - -
Defamation/smeared of others	5 3%	1 2% 16%	4 3% 84%	2 2% 36%	3 4% 55%	1 4% 17%	2 5% 33%	3 3% 67%	3 3% 67%	2 4% 33%	3 3% 67%	3 2% 67%	2 8% 33%
Offence of religion	5 3%	2 5% 47%	3 2% 53%	4 5% 88%	1 2% 29%	1 4% 19%	* 1% 5%	2 2% 36%	5 4% 100%	- - -	5 4% 100%	5 3% 100%	- - -
Incitement to crime	4 2%	1 3% 30%	3 2% 70%	1 1% 25%	2 4% 57%	1 5% 29%	- - -	4 3% 100%	4 3% 100%	- - -	4 3% 100%	4 3% 100%	- - -
Other	16 9%	5 10% 29%	11 8% 71%	4 4% 24%	6 10% 40%	3 15% 22%	5 15% 32%	7 6% 43%	7 6% 46%	6 15% 40%{	5 4% 33%	10 6% 62%	6 26% 38%
I did not find any of these offensive	14 8%	4 10% 30%	10 7% 70%	11 12% 75%	3 4% 20%	2 7% 12%	1 3% 7%	11 9% 75%	8 6% 56%	6 14% 40%	7 6% 49%	11 7% 77%	3 15% 23%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 139

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

Base: All who have seen something of concern on an ODO service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	178	136 76%	127 71%	103 58%	86 48%	85 48%	45 25%	60 34%	29 16%	158 89%	81 46%	112 63%	73 41%	130 73%	48 27%
	176	130 74%	122 69%	103* 58%*	82* 47%*	80* 46%*	42* 24%*	56* 32%*	28** 16%**	153 87%	79* 45%*	103* 59%*	71* 40%*	122 69%	54* 31%*
	154	118	112	90	77	72	40	53	26	136	73	97	65	114	42
	33	25	24	18	14	17	6	10	7	28	24	26	20	31	2
	19%	19%	19%	18%	18%	21%	13%	18%	24%	18%	30%	25%	29%	26%	3%
		75%	71%	55%	43%	50%	17%	30%	21%	84%	71% z	78% z	62% z	94% z	6%
	24	19	16	15	13	12	6	12	8	22	11	17	12	20	4
	14%	15%	13%	15%	16%	14%	15%	21%	28%	14%	14%	16%	18%	16%	8%
		78%	67%	64%	55%	48%	26%	48%	32%	91%	46%	70%	51%	82%	18%
	23	15	14	11	8	7	3	2	4	20	10	12	8	15	8
	13%	12%	11%	10%	10%	8%	8%	4%	15%	13%	13%	11%	11%	13%	15%
		65%	59%	46%	34%	28%	15%	10%	19%	85%	43%	51%	33%	65%	35%
	18	14	14	11	13	7	3	7	4	17	10	10	7	14	4
	10%	11%	12%	11%	16%	8%	7%	13%	15%	11%	13%	10%	10%	11%	8%
		77%	79%	63%	71%	36%	15%	39%	23%	96%	57%	57%	37%	76%	24%
	16	14	13	10	9	10	4	3	6	16	11	14	11	14	1
	9%	11%	11%	10%	11%	12%	9%	5%	21%	10%	14%	13%	16%	12%	2%
		92%	85%	64%	59%	62%	23%	18%	38%	100%	73% z	87% z	72% z	92%	8%
	16	13	13	10	12	7	5	10	6	16	11	11	9	15	*
	9%	10%	10%	10%	15%	9%	13%	18%	20%	10%	13%	11%	13%	13%	1%
		86%	81%	67%	77%	45%	34%	64%	37%	100%	68% z	72% z	59% z	98% z	2%
	12	9	8	7	5	3	2	2	2	11	9	8	7	11	1
	7%	7%	6%	7%	6%	3%	4%	3%	7%	7%	12%	8%	10%	9%	2%
		75%	63%	55%	37%	21%	14%	15%	16%	89%	77%	69%	59%	91%	9%
	12	7	9	4	2	4	2	2	9	5	5	7	3	7	5
	7%	6%	7%	4%	2%	5%	5%	4%	7%	6%	6%	6%	4%	5%	10%
		62%	72%	36%	16%	31%	18%	20%	16%	72%	39%	55%	27%	55%	45%
	11	9	9	6	8	7	4	8	4	9	5	7	4	8	3
	6%	7%	8%	6%	9%	9%	10%	14%	14%	6%	7%	7%	6%	6%	5%
		88%	88%	61%	72%	69%	39%	74%	37%	88%	51%	67%	39%	74%	26%
	10	5	3	5	3	2	2	2	8	4	4	4	3	4	6
	5%	4%	3%	5%	3%	2%	5%	4%	7%	5%	5%	4%	4%	3%	10%
		54%	34%	51%	29%	19%	22%	25%	20%	86%	42%	42%	32%	42%	58%
	10	7	7	8	4	4	5	5	2	8	2	6	2	6	4
	5%	5%	6%	8%	5%	5%	8%	9%	5%	5%	3%	5%	3%	5%	7%
		72%	72%	84%	47%	38%	49%	48%	26%	87%	23%	59%	22%	59%	41%
	9	5	6	7	6	4	3	4	8	5	5	5	5	6	3
	5%	4%	5%	7%	8%	5%	9%	6%	4%	5%	6%	5%	7%	5%	5%
		59%	63%	80%	70%	47%	43%	35%	14%	86%	54%	53%	51%	68%	32%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Table 139

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

Base: All who have seen something of concern on an ODO service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	176	130 74%	122 69%	103* 58%*	82* 47%*	80* 46%*	42* 24%*	56* 32%*	28** 16%**	153 87%	79* 45%*	103* 59%*	71* 40%*	122 69%	54* 31%*
Eating disorders	9	6 4%	4 3%	3 3%	2 2%	1 1%	1 2%	3 5%	3 10%	7 4%	6 7%	5 5%	4 6%	6 5%	3 5%
	5%	63% 41%	41% 38%	38% 19%	19% 11%	11% 11%	29% 30%	10% 75%	29% 30%	4% 75%	65% 60%	60% 46%	4% 68%	5% 68%	5% 32%
Racism	9	8 6%	9 7%	7 7%	5 6%	5 6%	4 11%	4 7%	3 9%	9 6%	5 6%	6 6%	3 5%	7 6%	2 4%
	5%	88% 100%	75% 100%	75% 100%	55% 55%	55% 49%	42% 29%	29% 100%	100% 56%	56% 66%	36% 77%	77% 23%			
Discrimination	9	5 4%	5 4%	6 6%	4 4%	6 8%	2 5%	3 5%	1 3%	8 5%	6 7%	7 7%	4 6%	8 7%	1 1%
	5%	61% 62%	70% 42%	73% 22%	34% 8%	89% 68%	83% 45%	91% 9%							
Exorcism/the paranormal	8	7 6%	7 6%	5 5%	5 6%	3 4%	5 11%	5 9%	4 13%	7 5%	5 6%	5 5%	3 4%	7 6%	1 2%
	5%	85% 85%	62% 62%	62% 62%	39% 56%	56% 56%	44% 85%	85% 56%	56% 65%	35% 85%	85% 15%				
Inaccurate information	8	4 3%	3 2%	4 4%	3 3%	3 4%	4 10%	3 5%	2 6%	6 4%	3 3%	3 3%	2 3%	4 3%	4 8%
	5%	49% 35%	45% 33%	38% 33%	38% 35%	48% 35%	20% 74%	4% 32%	40% 23%	49% 51%					
Nakedness/naked bodies/ body parts	8	6 5%	6 5%	4 4%	5 7%	3 3%	3 7%	4 7%	- -	6 4%	5 6%	7 6%	6 9%	8 6%	- -
	4%	82% 82%	55% 68%	36% 36%	52% 52%	82% 58%	84% 82%	82% 58%	84% 82%	82% 58%	100% 100%				
Incitement to hatred	8	6 5%	5 4%	5 5%	3 3%	3 4%	1 2%	3 5%	1 5%	6 4%	5 7%	4 4%	4 5%	8 6%	- -
	4%	83% 65%	69% 33%	43% 9%	34% 17%	83% 68%	57% 47%	100% 100%							
Infringing someone's privacy	8	4 3%	4 3%	3 3%	3 4%	2 2%	3 7%	2 3%	2 7%	4 3%	4 5%	4 4%	4 5%	6 5%	1 2%
	4%	54% 54%	41% 38%	24% 40%	3% 26%	54% 52%	47% 47%	100% 100%							
Misleading advertising	6	3 3%	3 2%	3 3%	3 3%	3 4%	1 2%	1 2%	1 5%	5 3%	1 1%	1 1%	1 1%	2 2%	4 6%
	3%	58% 45%	58% 49%	60% 13%	24% 24%	5% 79%	13% 26%	15% 39%	61% 61%						
Pornography	5	4 3%	5 4%	5 5%	5 7%	3 4%	2 5%	2 3%	1 3%	5 3%	5 7%	4 3%	3 4%	5 4%	- -
	3%	81% 100%	100% 100%	100% 100%	63% 36%	36% 36%	16% 100%	100% 66%	47% 100%						
Defamation/smeared of others	5	3 3%	3 3%	3 3%	3 4%	3 4%	2 5%	3 5%	1 3%	3 2%	4 6%	4 6%	3 5%	5 4%	- -
	3%	67% 67%	62% 62%	67% 67%	39% 56%	14% 67%	67% 68%	86% 53%	100% 100%						
Offence of religion	5	5 4%	5 4%	5 5%	5 6%	3 4%	2 5%	- -	1 4%	5 3%	4 5%	5 5%	5 7%	5 4%	- -
	3%	93% 100%	100% 100%	93% 64%	43% 19%	- 19%	100% 84%	100% 100%							
Incitement to crime	4	4 3%	4 3%	3 3%	4 5%	2 2%	2 5%	2 4%	1 3%	4 3%	3 4%	3 2%	3 5%	4 3%	* *
	2%	100% 100%	74% 100%	100% 100%	38% 51%	57% 25%	100% 82%	82% 64%	82% 82%	96% 96%					

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 139

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

Base: All who have seen something of concern on an ODO service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	176	130 74%	122 69%	103* 58%*	82* 47%*	80* 46%*	42* 24%*	56* 32%*	28** 16%**	153 87%	79* 45%*	103* 59%*	71* 40%*	122 69%	54* 31%*
Other	16	9	5	1	2	3	2	-	3	10	8	6	4	8	7
	9%	7% 56%o	4% 33%	1% 7%	3% 16%	4% 21%	5% 12%	- -	10% 18%	6% 62%	11% 53%	6% 39%	5% 23%	7% 53%	13% 47%
I did not find any of these offensive	14	11	7	5	6	4	-	5	1	11	2	4	3	4	10
	8%	8% 77%	6% 49%	5% 38%	7% 39%	5% 27%	- -	8% 32%	4% 8%	7% 77%	2% 11%	4% 30%	4% 19%	3% 30%	18% 70%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 140

QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
MULTI CODE

Base: All who have seen something of concern on an ODO service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	178	142 80%	36 20%	74 42%	104 58%	46 26%	44 25%	37 21%	20 11%	19 11%	12 7%	54 30%	60 34%	36 20%	28 16%	114 64%	64 36%	87 49%	91 51%	77 43%	101 57%	126 71%	52 29%
Weighted base	176	134 76%	42* 24%*	72* 41%*	103* 59%*	49* 28%*	40* 23%*	38* 21%*	20** 12%**	19** 11%**	10** 6%**	52* 30%*	60* 34%*	39** 22%**	24** 14%**	112 64%	64* 36%*	89* 51%*	86* 49%*	77* 44%*	99* 56%*	112 64%	64* 36%*
Effective base	154	124	31	65	89	37	40	34	17	17	11	46	54	30	25	100	54	77	77	69	85	115	45
Bad language	35 20%	29 22% 84%	5 13% 16%	13 18% 37%	22 21% 63%	7 15% 21%	7 17% 19%	8 22% 24%	5 27% 16%	5 27% 14%	2 22% 7%	15 29% 44%	10 17% 30%	5 12% 13%	4 18% 13%	26 23% 74%	9 14% 26%	19 21% 55%	16 18% 45%	18 23% 51%	17 17% 49%	22 19% 62%	13 21% 38%
Bullying/victimising	35 20%	29 22% 83%	6 14% 17%	12 17% 35%	23 22% 65%	11 22% 30%	7 19% 21%	5 13% 14%	7 37% 21%	4 20% 11%	1 8% 2%	12 23% 33%	11 18% 31%	8 21% 24%	4 17% 12%	22 20% 64%	12 20% 36%	22 25% 64%	13 15% 36%	19 25% 55%	16 16% 45%	24 22% 70%	10 16% 30%
Violence (in general)	25 14%	15 11% 60%	10 24% 40%	7 10% 29%	18 17% 71%	7 15% 30%	2 5% 8%	5 14% 21%	3 15% 12%	6 33% 25%	1 11% 5%	5 9% 20%	8 13% 32%	9 23% 37%	3 13% 12%	13 11% 51%	12 19% 49%	11 13% 45%	14 16% 55%	11 15% 45%	14 14% 55%	11 10% 43%	14 22% 57% ^{sa}
Dangerous behaviour	22 12%	16 12% 75%	5 13% 25%	4 5% 18%	18 17% 82% ^{sa}	7 14% 32%	9 23% 42% ^{sa}	1 3% 5%	2 11% 10%	2 11% 10%	- - -	6 11% 26%	8 13% 37%	5 13% 23%	3 13% 13%	14 12% 63%	8 12% 37%	12 14% 58%	9 10% 42%	11 15% 53%	10 10% 47%	13 12% 60%	9 13% 40%
Drugs/drug use	19 11%	13 10% 70%	6 14% 30%	9 12% 47%	10 10% 53%	3 6% 16%	2 4% 9%	6 17% 34%	1 21% 22%	1 11% 11%	1 14% 8%	10 13% 37%	7 8% 27%	4 11% 22%	3 12% 15%	12 11% 63%	7 11% 37%	15 16% 77% ^{sa}	4 5% 23%	12 15% 61%	8 8% 39%	11 10% 59%	8 12% 41%
Sex/sexually explicit content	17 10%	9 6% 50%	9 21% 50%	3 5% 19%	14 14% 81%	3 6% 18%	3 7% 16%	5 12% 26%	2 10% 11%	3 19% 20%	2 16% 10%	8 15% 44%	2 4% 13%	4 10% 22%	4 15% 20%	10 9% 57%	7 12% 43%	11 12% 62%	7 8% 38%	9 11% 50%	9 9% 50%	7 6% 40%	10 16% 60%
Suicide	16 9%	11 8% 67%	5 13% 33%	3 5% 21%	13 12% 79%	12 24% 73% ^{sa}	2 5% 12%	1 3% 6%	1 6% 8%	* 1% 2%	- - -	5 10% 31%	3 4% 16%	6 16% 40%	2 8% 12%	8 7% 47%	8 13% 53%	12 14% 77% ^{sa}	4 4% 23%	5 7% 33%	11 11% 67%	9 8% 55%	7 11% 45%
Inaccurate information	15 8%	8 6% 56%	7 16% 44%	5 7% 36%	9 9% 64%	1 3% 10%	4 10% 28%	2 5% 13%	1 5% 7%	4 19% 24%	3 27% 19%	2 5% 16%	6 10% 42%	2 5% 15%	4 17% 28%	9 8% 58%	6 10% 42%	3 4% 23%	11 13% 77% ^{sa}	2 3% 14%	13 13% 86% ^{sa}	6 6% 42%	9 13% 58%
Discrimination	12 7%	11 9% 94%	1 2% 6%	3 4% 22%	9 9% 78%	5 9% 38%	3 7% 23%	2 5% 16%	1 5% 8%	2 10% 15%	- - -	3 6% 27%	5 9% 43%	1 2% 6%	3 12% 23%	9 8% 71%	4 6% 29%	5 6% 45%	7 8% 55%	4 8% 33%	8 8% 67%	7 7% 61%	5 7% 39%
Misleading advertising	12 7%	9 7% 75%	3 7% 25%	5 7% 43%	7 7% 57%	2 5% 19%	5 12% 41%	2 5% 15%	1 5% 9%	1 7% 11%	1 7% 6%	2 4% 17%	4 7% 35%	3 7% 23%	3 12% 24%	6 6% 53%	6 9% 47%	6 6% 47%	6 7% 53%	3 4% 29%	9 9% 71%	8 7% 66%	4 6% 34%
Trolling/on-line harassment	12 7%	8 6% 66%	4 10% 34%	4 6% 36%	8 7% 64%	3 7% 27%	* 1% 3%	4 11% 34%	3 15% 25%	1 7% 11%	- - -	3 6% 26%	1 2% 8%	5 14% 45%	2 10% 20%	4 4% 35%	8 12% 65% ^{sa}	9 10% 71%	3 3% 29%	3 4% 54%	6 6% 46%	4 4% 30%	8 6% 70% ^{sa}
Content harmful to self-esteem (e.g. self-abuse)	11 6%	8 6% 71%	3 8% 29%	3 4% 28%	8 8% 72%	3 6% 26%	1 2% 7%	3 8% 28%	3 15% 27%	1 7% 12%	- - -	3 6% 29%	3 9% 30%	3 9% 31%	1 5% 10%	7 6% 59%	5 7% 41%	9 10% 77%	3 3% 23%	8 10% 68%	4 4% 32%	7 6% 66%	4 6% 34%
Welfare of children or young people	11 6%	6 4% 54%	5 12% 46%	1 2% 13%	9 9% 87%	5 10% 43%	1 4% 13%	2 4% 15%	- - -	2 8% 14%	2 14% 14%	4 8% 36%	5 8% 43%	2 6% 21%	- - -	9 8% 79%	2 4% 21%	5 5% 43%	6 7% 57%	3 4% 28%	8 8% 72%	4 4% 41%	6 10% 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
 * small base; ** very small base (under 30) ineligible for sig testing

Prepared by BDRC Continental
 Fieldwork: February – December 2018
 BDRC/Job number (23179)

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 140
QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
MULTI CODE

Base: All who have seen something of concern on an ODO service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	176	134 76%	42* 24%*	72* 41%*	103* 59%*	49* 28%*	40* 23%*	38* 21%*	20** 12%**	19** 11%**	10** 6%**	52* 30%*	60* 34%*	39** 22%**	24** 14%**	112 64%	64* 36%*	89* 51%*	86* 49%*	77* 44%*	99* 56%*	112 64%	64* 36%*
Racism	11 6%	8 6% 74%	3 7% 26%	6 9% 60%	4 4% 40%	3 6% 26%	3 8% 30%	1 3% 10%	1 5% 10%	3 14% 24%	- - -	3 6% 32%	4 7% 39%	- - -	- 13% 29%	7 7% 71%	3 5% 29%	5 5% 45%	6 7% 55%	3 4% 29%	7 8% 71%	8 7% 76%	3 4% 24%
Illegal child sexual abuse material	10 6%	8 6% 80%	2 5% 20%	4 6% 43%	6 5% 57%	4 8% 39%	2 4% 18%	3 8% 30%	1 5% 11%	* 1% 2%	- - -	2 5% 24%	5 8% 45%	2 6% 24%	1 3% 7%	7 6% 69%	3 5% 31%	4 5% 45%	6 6% 55%	4 6% 45%	6 6% 55%	8 7% 78%	2 4% 22%
Pornography	10 6%	5 4% 48%	5 12% 52%	3 5% 34%	7 6% 66%	4 8% 40%	3 7% 27%	1 2% 9%	1 5% 11%	1 7% 13%	- - -	2 4% 21%	1 1% 9%	2 5% 21%	5 20% 49%	3 3% 30%	7 11% 70% m	5 6% 51%	5 9% 49%	1 1% 11%	9 9% 89% q	6 5% 58%	4 7% 42%
Eating disorders	10 6%	7 5% 68%	3 8% 32%	* 9% 58% a	10 9% 98% a	5 9% 46%	- - -	- - -	4 20% 41%	1 7% 14%	- - -	4 7% 37%	3 4% 27%	1 3% 13%	2 10% 24%	6 6% 63%	4 6% 37%	6 6% 58%	5 5% 42%	6 6% 44%	6 6% 56%	3 3% 36%	10% 10% 64%
Accuracy of medical/ health claims	10 6%	7 5% 76%	2 6% 24%	4 5% 40%	6 6% 60%	4 7% 37%	3 8% 34%	2 5% 19%	- - -	- - -	1 9% 10%	1 2% 12%	6 9% 58%	3 7% 29%	* 1% 2%	7 6% 70%	3 5% 30%	5 5% 47%	5 6% 53%	5 6% 47%	5 5% 53%	9 8% 90%	1 1% 10%
Incitement to hatred	9 5%	5 4% 53%	4 10% 47%	5 6% 50%	5 4% 50%	2 4% 22%	1 3% 12%	1 3% 14%	- - -	4 22% 46%	1 5% 6%	3 5% 30%	2 3% 19%	1 3% 14%	3 14% 37%	4 4% 49%	5 7% 51%	4 5% 48%	5 6% 52%	2 3% 26%	7 7% 74%	4 4% 47%	5 8% 53%
Exorcism/the paranormal	8 5%	6 4% 70%	3 6% 30%	5 7% 59%	3 3% 41%	1 3% 15%	1 2% 12%	3 8% 34%	- - -	2 12% 28%	1 9% 32%	3 5% 34%	3 5% 39%	2 6% 27%	- - -	6 5% 73%	2 4% 27%	3 3% 34%	5 6% 66%	3 4% 34%	5 6% 66%	6 5% 73%	2 3% 27%
Incitement to crime	7 4%	5 4% 65%	3 6% 35%	6 8% 80% b	1 1% 20%	- - -	2 5% 28%	2 6% 30%	* 1% 2%	2 12% 32%	1 5% 7%	3 5% 38%	1 2% 13%	2 6% 31%	1 5% 18%	4 3% 51%	4 6% 49%	4 5% 61%	3 3% 39%	3 6% 61%	3 3% 39%	6 5% 82%	1 2% 18%
Defamation/smeared of others	7 4%	6 4% 81%	1 3% 19%	3 4% 42%	4 4% 58%	2 3% 23%	1 2% 13%	1 2% 13%	1 5% 15%	2 13% 35%	- - -	4 7% 51%	1 2% 13%	- - -	2 10% 35%	4 4% 65%	2 4% 35%	4 4% 52%	3 4% 52%	4 5% 48%	3 3% 48%	3 3% 42%	4 6% 58%
Nakedness/naked bodies/ body parts	6 3%	5 3% 79%	1 3% 21%	2 3% 33%	4 4% 67%	- - -	1 10% 17%	4 10% 64% c	- - -	1 6% 19%	- - -	4 7% 60%	- - -	1 3% 21%	1 5% 19%	4 3% 60%	2 4% 40%	5 5% 83%	1 1% 17%	5 6% 83%	1 1% 17%	3 3% 54%	3 4% 46%
Infringing someone's privacy	5 3%	4 3% 76%	1 3% 24%	2 3% 41%	3 3% 59%	1 2% 20%	1 3% 22%	2 5% 34%	- - -	1 7% 24%	- - -	- - -	2 3% 34%	2 6% 42%	1 5% 24%	2 2% 34%	4 6% 66%	1 1% 17%	5 5% 83%	1 1% 17%	5 5% 83%	4 4% 76%	1 2% 24%
Offence of religion	1 1%	1 1% 100%	- - -	1 1% 72%	* * 28%	- - -	1 3% 100%	- - -	- - -	- - -	- - -	1 2% 72%	- - -	* 1% 28%	- 1% -	1 1% 72%	* 1% 28%	1 2% 100%	- - -	1 2% 100%	- - -	1 1% 72%	* 1% 28%
Other	15 8%	6 5% 42%	9 20% 58%	4 6% 30%	10 10% 70%	3 7% 24%	4 10% 26%	2 5% 14%	5 22% 31%	- - -	1 8% 6%	3 6% 21%	8 14% 58%	2 6% 15%	1 4% 6%	12 10% 79%	3 5% 21%	6 6% 38%	9 11% 62%	4 5% 27%	11 11% 73%	7 6% 46%	8 12% 54%
None of them	18 10%	13 10% 75%	4 11% 25%	10 14% 57%	8 7% 43%	4 8% 23%	6 14% 31%	4 11% 23%	3 15% 17%	* 2% 2%	1 8% 5%	7 14% 42%	3 5% 17%	2 4% 9%	6 24% 32%	11 9% 59%	7 12% 41%	11 13% 63%	7 8% 37%	10 13% 57%	8 8% 43%	13 12% 75%	4 7% 25%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 140

QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
MULTI CODE**Base: All who have seen something of concern on an ODO service**

	HOME BROADBAND			Use catch-up/VOD		Watch ODO		Nation				Region														
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)						
178	176	2	99%	1%	157	21	88%	12%	174	4	98%	2%	133	19	12	14	10	15	15	16	18	9	7	19	24	
176	174	2**	99%	1%**	153	23**	87%	13%**	172	3**	98%	2%**	151	15**	5**	5**	10**	18**	18**	19**	19**	12**	7**	8**	20**	25**
154	152	2			137	18			151	3			125	18	11	7	10	14	14	15	17	8	6	18	23	
35	35	-			32	3			35	-			28	5	2	1	2	1	1	1	8	3	2	2	7	
20%	20%	-			21%	13%			20%	-			18%	32%	33%	15%	22%	6%	8%	5%	42%	24%	23%	9%	28%	
	100%	-			91%	9%			100%	-			79%	14%	5%	2%	7%	3%	4%	3%	23%	8%	6%	5%	20%	
35	35	-			30	5			35	-			30	2	2	1	2	4	2	1	5	4	-	8	4	
20%	20%	-			20%	22%			20%	-			20%	15%	37%	17%	21%	23%	12%	5%	26%	30%	-	39%	15%	
	100%	-			86%	14%			100%	-			85%	6%	6%	2%	6%	11%	6%	3%	14%	10%	-	23%	11%	
25	25	-			21	5			25	-			24	1	-	*	1	3	4	4	1	4	2	2	3	
14%	14%	-			13%	20%			15%	-			16%	6%	-	10%	11%	16%	21%	19%	6%	30%	23%	11%	14%	
	100%	-			82%	18%			100%	-			95%	3%	-	2%	4%	11%	15%	15%	4%	14%	8%	9%	14%	
22	22	-			22	19			21	*			19	-	2	1	2	3	3	1	2	2	-	3	3	
12%	12%	-			14%	-			12%	5%			13%	-	28%	21%	22%	15%	16%	6%	10%	16%	-	16%	12%	
	100%	-			100%	-			99%	1%			88%	-	7%	4%	11%	12%	13%	5%	9%	9%	-	15%	13%	
19	19	-			18	1			19	-			16	1	*	1	1	1	-	2	1	3	3	2	3	
11%	11%	-			12%	4%			11%	-			11%	10%	8%	15%	11%	6%	-	12%	5%	25%	37%	10%	11%	
	100%	-			95%	5%			100%	-			86%	8%	2%	4%	6%	6%	-	13%	5%	16%	16%	11%	15%	
17	17	-			17	-			17	-			15	-	2	*	1	4	-	-	1	3	2	2	1	
10%	10%	-			11%	-			10%	-			10%	-	37%	10%	11%	23%	-	-	7%	26%	25%	11%	4%	
	100%	-			100%	-			100%	-			85%	-	12%	3%	6%	24%	-	-	8%	18%	12%	12%	5%	
16	16	-			13	3			16	-			15	1	-	*	-	1	1	1	-	2	3	6	1	
9%	9%	-			9%	12%			9%	-			10%	5%	-	5%	-	7%	5%	5%	-	14%	37%	30%	5%	
	100%	-			84%	16%			100%	-			94%	5%	-	2%	-	8%	6%	6%	-	10%	19%	38%	7%	
15	15	-			8	7			14	1			13	1	1	-	2	1	1	1	1	-	-	4	3	
8%	9%	-			5%	30%			8%	29%			9%	7%	13%	-	20%	6%	6%	5%	4%	-	-	20%	12%	
	100%	-			55%	45%			93%	7%			88%	7%	5%	-	14%	7%	7%	7%	6%	-	-	27%	21%	
12	12	-			8	4			12	-			11	1	-	-	1	1	2	-	1	1	-	2	2	
7%	7%	-			5%	19%			7%	-			7%	10%	-	-	11%	5%	14%	-	5%	9%	-	12%	7%	
	100%	-			64%	36%			100%	-			88%	12%	-	-	9%	8%	20%	-	8%	8%	-	19%	15%	
12	12	-			8	4			12	-			11	1	-	*	1	-	2	-	1	2	-	2	3	
7%	7%	-			5%	17%			7%	-			7%	4%	-	8%	11%	-	11%	-	6%	14%	-	10%	12%	
	100%	-			68%	32%			100%	-			92%	5%	-	3%	9%	-	16%	-	10%	13%	-	17%	26%	
12	12	-			11	1			12	-			10	1	-	1	1	-	-	-	1	2	2	1	3	
7%	7%	-			7%	6%			7%	-			7%	9%	-	12%	11%	-	-	-	6%	16%	25%	5%	11%	
	100%	-			89%	11%			100%	-			84%	11%	-	5%	9%	-	-	-	9%	16%	18%	8%	23%	
11	11	-			11	-			11	-			9	1	*	1	1	1	1	-	-	2	-	2	2	
6%	6%	-			7%	-			6%	-			6%	5%	8%	12%	11%	7%	6%	-	-	16%	-	10%	7%	
	100%	-			100%	-			100%	-			84%	7%	4%	5%	10%	11%	10%	-	-	18%	-	18%	17%	
11	11	-			9	2			11	-			8	1	-	2	-	-	1	3	-	2	1	-	1	
6%	6%	-			6%	9%			6%	-			5%	5%	-	45%	-	-	-	6%	16%	-	14%	15%	-	
	100%	-			81%	19%			100%	-			74%	7%	-	19%	-	-	11%	28%	-	15%	12%	-	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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 140

QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
MULTI CODE

Base: All who have seen something of concern on an ODO service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	176	174 99%	2** 1%**	153 87%	23** 13%**	172 98%	3** 2%**	151 86%	15** 9%**	5** 3%**	5** 3%**	10** 6%**	18** 10%**	18** 10%**	19** 11%**	19** 11%**	12** 7%**	8** 5%**	20** 12%**	25** 14%**
Racism	11 6%	11 6%	-	11 7%	-	9 5%	1 35%	10 6%	1 4%	* 4%	-	-	2 13%	1 6%	1 7%	1 6%	1 9%	-	1 5%	2 8%
		100%	-	100%	-	89%	11%	92%	6%	2%	-	-	21%	10%	13%	10%	10%	-	10%	18%
Illegal child sexual abuse material	10 6%	10 6%	-	9 6%	1 6%	10 6%	-	9 6%	-	1 13%	* 5%	-	1 6%	1 6%	-	3 13%	-	1 14%	1 6%	2 7%
		100%	-	88%	12%	100%	-	90%	-	7%	2%	-	11%	11%	-	26%	-	12%	12%	19%
Pornography	10 6%	10 6%	-	9 6%	1 6%	10 6%	-	9 6%	-	1 13%	-	-	1 6%	-	-	2 10%	-	2 25%	2 12%	2 7%
		100%	-	87%	13%	100%	-	93%	-	7%	-	-	11%	-	-	19%	-	21%	24%	18%
Eating disorders	10 6%	9 5%	1 51%	7 5%	3 12%	10 6%	-	9 5%	-	-	* 10%	1 11%	-	-	-	1 5%	4 30%	-	4 18%	-
		89%	11%	73%	27%	100%	-	95%	-	-	5%	11%	-	-	-	11%	36%	-	37%	-
Accuracy of medical/health claims	10 6%	10 6%	-	6 4%	3 14%	10 6%	-	8 6%	1 5%	* 4%	* 10%	-	3 17%	-	1 5%	-	-	-	3 17%	1 4%
		100%	-	67%	33%	100%	-	86%	7%	2%	5%	-	31%	-	10%	-	-	-	35%	9%
Incitement to hatred	9 5%	9 5%	-	6 4%	3 12%	9 5%	-	8 5%	2 11%	-	-	2 21%	1 7%	-	-	1 4%	-	-	3 13%	1 2%
		100%	-	70%	30%	100%	-	82%	18%	-	-	24%	14%	-	-	9%	-	-	30%	6%
Exorcism/the paranormal	8 5%	8 5%	-	7 5%	1 6%	8 5%	-	8 6%	-	-	-	-	-	-	3 15%	-	-	-	3 12%	3 12%
		100%	-	85%	15%	100%	-	100%	-	-	-	-	-	-	34%	-	-	-	30%	35%
Incitement to crime	7 4%	7 4%	-	6 4%	1 6%	7 4%	* 5%	7 5%	-	-	* 4%	-	2 13%	-	1 5%	-	-	-	1 6%	2 10%
		100%	-	82%	18%	98%	2%	98%	-	-	2%	-	32%	-	14%	-	-	-	18%	34%
Defamation/smearing of others	7 4%	7 4%	-	5 3%	2 10%	7 4%	-	7 5%	-	-	-	2 19%	-	-	-	3 14%	-	-	1 6%	1 4%
		100%	-	68%	32%	100%	-	100%	-	-	-	30%	-	-	-	38%	-	-	19%	13%
Nakedness/naked bodies/body parts	6 3%	6 3%	-	6 4%	-	6 3%	-	6 4%	-	-	* 5%	1 11%	1 7%	-	-	2 12%	-	-	-	4%
		100%	-	100%	-	100%	-	96%	-	-	4%	19%	21%	-	-	40%	-	-	-	15%
Infringing someone's privacy	5 3%	5 3%	-	3 2%	2 10%	5 3%	-	5 4%	-	-	-	-	-	1 6%	-	-	-	-	1 6%	3 12%
		100%	-	59%	41%	100%	-	100%	-	-	-	-	-	20%	-	-	-	-	24%	56%
Offence of religion	1 1%	1 1%	-	1 1%	-	1 1%	-	1 1%	-	-	* 8%	-	-	-	-	-	-	-	-	1 4%
		100%	-	100%	-	100%	-	72%	-	-	28%	-	-	-	-	-	-	-	-	72%
Other	15 8%	15 8%	-	10 7%	5 21%	14 8%	1 31%	15 10%	-	-	* 4%	-	2 12%	2 9%	5 28%	-	2 16%	1 12%	1 5%	1 6%
		100%	-	68%	32%	93%	7%	99%	-	-	1%	-	15%	11%	37%	-	13%	7%	7%	10%
None of them	18 10%	17 10%	1 49%	15 10%	3 11%	18 10%	-	15 10%	2 12%	* 7%	12%	3 27%	3 14%	5 26%	-	1 5%	1 8%	1 15%	1 5%	1 4%
		94%	6%	86%	14%	100%	-	85%	10%	2%	3%	16%	14%	27%	-	5%	6%	7%	5%	6%

Proportions/Mean: 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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 140

QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?**MULTI CODE****Base: All who have seen something of concern on an ODO service**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	178	52	126	94	65	25	31	126	134	39	127	158	20
		29%	71%	53%	37%	14%	17%	71%	75%	22%	71%	89%	11%
Weighted base	176	44*	131	88*	64*	23**	33**	120	130	41*	122	153	22**
		25%*	75%	50%*	37%*	13%**	19%**	68%	74%	23%*	69%	87%	13%**
Effective base	154	43	112	82	56	19	26	110	118	32	112	136	18
Bad language	35	8	27	22	13	2	6	25	27	8	24	30	5
	20%	18%	21%	25%	20%	11%	19%	21%	21%	20%	20%	19%	24%
		23%	77%	62%	38%	7%	18%	71%	76%	24%	70%	85%	15%
Bullying/victimising	35	12	23	19	13	5	5	28	25	9	25	30	4
	20%	26%	18%	21%	20%	20%	14%	24%	19%	22%	20%	20%	20%
		34%	66%	54%	37%	13%	13%	81%	70%	26%	70%	87%	13%
Violence (in general)	25	7	18	8	15	2	8	14	15	9	13	21	5
	14%	16%	14%	9%	23%	9%	26%	12%	11%	22%	11%	13%	21%
		28%	72%	33%	59% c	8%	34%	58%	59%	36%	54%	82%	18%
Dangerous behaviour	22	6	16	15	9	2	3	13	19	3	19	22	-
	12%	13%	12%	18%	14%	9%	11%	11%	14%	7%	15%	14%	-
		28%	72%	72%	43%	10%	16%	59%	86%	14%	86%	100%	-
Drugs/drug use	19	5	14	10	4	4	3	16	13	6	13	18	1
	11%	10%	11%	11%	6%	18%	8%	14%	10%	15%	11%	12%	3%
		24%	76%	52%	21%	22%	14%	86%	69%	31%	69%	96%	4%
Sex/sexually explicit content	17	3	15	9	7	5	2	13	11	7	11	16	1
	10%	6%	11%	10%	11%	22%	7%	11%	8%	16%	9%	10%	6%
		16%	84%	51%	39%	28%	13%	74%	62%	38%	62%	92%	8%
Suicide	16	4	12	7	4	4	1	13	10	5	10	15	1
	9%	9%	9%	8%	7%	19%	4%	11%	8%	12%	8%	10%	6%
		24%	76%	44%	27%	27%	79%	79%	62%	31%	62%	92%	8%
Inaccurate information	15	2	13	6	8	-	5	7	5	10	4	9	6
	8%	4%	10%	7%	13%	-	16%	6%	4%	24%	3%	6%	28%
		12%	88%	41%	57%	-	35%	50%	33%	67% h,j	27%	58%	42%
Discrimination	12	1	11	5	5	1	4	6	8	4	8	10	2
	7%	2%	9%	6%	8%	4%	12%	5%	6%	11%	6%	7%	9%
		6%	94%	42%	45%	8%	31%	51%	64%	36%	64%	84%	16%
Misleading advertising	12	2	10	5	4	1	2	7	5	7	5	8	4
	7%	5%	8%	5%	6%	4%	7%	6%	4%	18%	4%	5%	19%
		18%	82%	40%	35%	7%	18%	59%	40%	60% h,j	40%	66%	34%
Trolling/on-line harassment	12	3	9	3	2	2	1	9	6	5	6	11	1
	7%	7%	7%	4%	4%	9%	3%	8%	4%	12%	5%	7%	6%
		25%	75%	29%	21%	18%	9%	80%	46%	43%	46%	89%	11%
Content harmful to self-esteem (e.g. self-abuse)	11	4	7	6	6	1	2	9	8	3	8	11	-
	6%	8%	6%	7%	9%	5%	5%	7%	6%	7%	7%	7%	-
		34%	66%	55%	52%	10%	14%	79%	73%	27%	73%	100%	-
Welfare of children or young people	11	4	7	1	6	2	6	5	11	-	8	8	3
	6%	9%	5%	2%	9%	7%	17%	4%	8%	-	6%	5%	15%
		35%	65%	13%	53% c	14%	51%	49%	100%	-	69%	69%	31%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l
* small base; ** very small base (under 30) ineligible for sig testingPrepared by BDRC Continental
Fieldwork: February – December 2018
BDRC/Job number (23179)

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 140

QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?

MULTI CODE

Base: All who have seen something of concern on an ODO service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	176	44* 25%*	131 75%	88* 50%*	64* 37%*	23** 13%**	33** 19%**	120 68%	130 74%	41* 23%*	122 69%	153 87%	22** 13%**
Racism	11 6%	3 7% 29%	7 6% 71%	7 8% 70%	4 6% 35%	2 9% 19%	1 4% 11%	7 6% 67%	11 8% 100%	- - -	11 9% 100%	11 7% 100%	- - -
Illegal child sexual abuse material	10 6%	1 3% 12%	9 7% 88%	5 6% 51%	4 6% 38%	2 9% 22%	- - -	9 7% 88%	9 7% 88%	- - -	9 7% 88%	9 6% 88%	1 6% 12%
Pornography	10 6%	1 2% 8%	9 7% 92%	5 5% 46%	2 3% 23%	5 22% 50%	1 4% 13%	8 6% 77%	6 5% 66%	3 8% 34%	6 5% 66%	9 6% 87%	1 6% 13%
Eating disorders	10 6%	3 7% 33%	7 5% 67%	4 4% 39%	2 4% 24%	* 1% 2%	2 7% 22%	5 4% 49%	4 3% 43%	4 11% 44%	3 3% 32%	8 5% 77%	2 10% 23%
Accuracy of medical/ health claims	10 6%	2 5% 24%	7 6% 76%	4 5% 45%	5 8% 55%	1 5% 11%	4 12% 40%	5 4% 47%	5 4% 55%	3 8% 32%	5 4% 55%	8 5% 78%	2 10% 22%
Incitement to hatred	9 5%	1 1% 7%	9 6% 93%	4 4% 38%	4 7% 49%	- - -	2 7% 26%	6 5% 63%	5 4% 58%	4 9% 42%	4 4% 47%	8 5% 86%	1 6% 14%
Exorcism/the paranormal	8 5%	1 2% 12%	7 6% 88%	3 4% 39%	4 7% 51%	1 4% 12%	1 3% 11%	6 5% 74%	7 5% 85%	- - -	7 6% 85%	7 5% 85%	1 6% 15%
Incitement to crime	7 4%	1 3% 17%	6 5% 83%	3 3% 41%	4 6% 49%	2 10% 30%	1 4% 18%	6 5% 82%	6 5% 82%	1 3% 18%	6 5% 82%	6 4% 82%	1 6% 18%
Defamation/smearing of others	7 4%	1 2% 13%	6 5% 87%	2 3% 36%	3 5% 49%	1 4% 13%	3 10% 49%	4 3% 51%	5 4% 68%	2 5% 32%	5 4% 68%	5 3% 68%	2 10% 32%
Nakedness/naked bodies/ body parts	6 3%	- - -	6 4% 100%	2 3% 39%	3 4% 44%	- - -	1 4% 23%	3 3% 54%	5 3% 77%	1 3% 23%	5 4% 77%	5 3% 77%	1 6% 23%
Infringing someone's privacy	5 3%	- - -	5 4% 100%	1 1% 17%	2 3% 41%	1 5% 20%	2 7% 41%	2 2% 37%	2 2% 37%	3 8% 63%	2 2% 37%	2 1% 37%	3 15% 63%
Offence of religion	1 1%	* 1% 28%	1 1% 72%	1 1% 72%	- - -	1 4% 72%	- - -	1 1% 72%	1 1% 100%	- - -	1 1% 100%	1 1% 100%	- - -
Other	15 8%	5 10% 31%	10 8% 69%	5 5% 32%	6 10% 43%	1 6% 10%	5 15% 34%	6 5% 40%	6 5% 42%	6 15% 42% ^(h)	3 3% 22%	9 6% 60%	6 26% 40%
None of them	18 10%	5 12% 29%	13 10% 71%	10 11% 55%	3 4% 15%	2 10% 13%	3 8% 15%	12 10% 70%	13 10% 74%	4 10% 23%	13 10% 72%	16 11% 92%	1 7% 8%

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

Prepared by BDRC Continental
Fieldwork: February – December 2018
BDRC/Job number (23179)

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Table 140
QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All who have seen something of concern on an ODO service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
	178	136 76%	127 71%	103 58%	86 48%	85 48%	45 25%	60 34%	29 16%	158 89%	81 46%	112 63%	73 41%	130 73%	48 27%
	176	130 74%	122 69%	103* 58%*	82* 47%*	80* 46%*	42* 24%*	56* 32%*	28** 16%**	153 87%	79* 45%*	103* 59%*	71* 40%*	122 69%	54* 31%*
	154	118	112	90	77	72	40	53	26	136	73	97	65	114	42
35 20%	27 20% 76%	24 20% 70%	20 20% 58%	15 18% 43%	16 20% 46%	6 15% 18%	10 18% 28%	6 23% 18%	30 19% 85%	26 32% 73% z	30 29% 87% z	22 31% 63% z	34 28% 98% z	1 2% 2%	
	29 22% 82%	25 20% 70%	22 21% 63%	20 24% 56%	15 18% 42%	10 25% 29%	17 30% 48%	11 37% 30%	30 20% 87%	19 24% 54%	23 22% 65%	19 27% 55%	28 23% 80%	7 13% 20%	
25 14%	16 12% 63%	13 11% 54%	11 11% 45%	8 9% 31%	8 9% 30%	3 7% 12%	3 6% 13%	4 14% 16%	21 13% 82%	11 14% 44%	13 12% 51%	9 9% 35%	16 13% 65%	9 16% 35%	
	18 14% 84%	19 15% 86%	15 14% 69%	13 16% 61%	11 14% 52%	6 14% 27%	5 8% 22%	6 21% 28%	22 14% 100%	15 19% 71% z	18 17% 84%	13 18% 61% z	19 15% 87%	3 5% 13%	
19 11%	14 11% 75%	13 11% 69%	11 11% 60%	10 12% 51%	5 7% 29%	3 7% 15%	6 10% 29%	3 12% 17%	18 12% 96%	8 10% 42%	12 12% 65%	8 11% 43%	14 11% 73%	5 9% 27%	
	13 10% 75%	11 9% 62%	10 10% 58%	7 8% 38%	3 4% 20%	6 11% 35%	6 14% 34%	4 10% 23%	16 10% 92%	10 13% 59%	9 8% 50%	7 10% 42%	13 11% 74%	5 8% 26%	
16 9%	10 7% 59%	10 8% 62%	14 14% 86%	5 6% 32%	7 8% 41%	5 13% 34%	8 14% 48%	1 4% 7%	15 10% 92%	5 6% 29%	10 9% 60%	3 4% 19%	11 9% 66%	6 10% 34%	
	6 5% 44%	4 3% 27%	6 6% 43%	4 5% 27%	4 5% 29%	5 12% 34% n	3 5% 18%	3 10% 20%	9 6% 58%	6 7% 39%	6 6% 42%	4 6% 28%	8 7% 56%	7 12% 44%	
12 7%	8 6% 64%	8 6% 64%	8 7% 63%	5 6% 43%	8 10% 63%	1 2% 8%	1 2% 8%	1 4% 8%	10 7% 84%	9 11% 71%	10 10% 85%	5 8% 44%	10 9% 85%	2 3% 15%	
	6 5% 52%	5 4% 40%	6 5% 46%	3 4% 25%	6 8% 53%	- - -	1 1% 5%	1 2% 5%	8 5% 66%	1 2% 11%	7 6% 54%	3 4% 21%	8 6% 65%	4 8% 35%	
12 7%	7 6% 63%	6 5% 46%	7 7% 58%	5 6% 41%	4 5% 34%	4 10% 37%	5 8% 39%	3 11% 26%	11 7% 89%	6 8% 51%	6 6% 53%	5 7% 43%	6 5% 53%	6 10% 47%	
	9 7% 84%	8 7% 73%	6 6% 56%	7 8% 61%	3 3% 25%	3 6% 23%	5 9% 47%	4 14% 35%	11 7% 100%	7 9% 65%	8 8% 70%	7 10% 65%	10 8% 91%	1 2% 9%	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 140
QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?
MULTI CODE

Base: All who have seen something of concern on an ODO service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	176	130 74%	122 69%	103* 58%*	82* 47%*	80* 46%*	42* 24%*	56* 32%*	28** 16%**	153 87%	79* 45%*	103* 59%*	71* 40%*	122 69%	54* 31%*
Welfare of children or young people	11 6%	6 5% 59%	8 6% 69%	3 3% 30%	1 1% 8%	3 3% 25%	1 3% 10%	1 3% 13%	1 3% 8%	8 5% 69%	4 5% 34%	6 5% 51%	2 3% 20%	6 5% 51%	5 10% 49%
Racism	11 6%	10 7% 90%	11 9% 100%	7 7% 66%	7 8% 62%	5 6% 48%	4 11% 42%	5 9% 51%	3 9% 25%	11 7% 100%	5 7% 51%	7 7% 67%	3 5% 32%	9 8% 89%	1 2% 11%
Illegal child sexual abuse material	10 6%	9 7% 88%	9 7% 88%	7 7% 70%	7 9% 70%	8 10% 78%	5 12% 51%	8 14% 76%	4 13% 38%	9 6% 88%	4 5% 37%	6 6% 65%	5 7% 52%	7 6% 72%	3 5% 28%
Pornography	10 6%	5 4% 55%	6 5% 66%	9 8% 87%	6 8% 66%	5 6% 46%	5 11% 48%	6 10% 59%	2 6% 16%	9 6% 87%	5 6% 47%	4 4% 40%	4 6% 43%	8 6% 79%	2 4% 21%
Eating disorders	10 6%	7 5% 67%	3 3% 32%	4 4% 41%	1 2% 13%	2 2% 19%	* 1% 2%	2 3% 19%	2 7% 20%	8 5% 77%	7 8% 66%	7 7% 71%	4 6% 44%	7 6% 71%	3 5% 29%
Accuracy of medical/ health claims	10 6%	6 5% 67%	5 4% 55%	5 5% 48%	4 5% 46%	2 3% 22%	3 8% 35%	2 3% 20%	1 4% 13%	8 5% 78%	4 5% 43%	6 6% 63%	3 5% 33%	6 5% 63%	4 7% 37%
Incitement to hatred	9 5%	7 5% 75%	4 4% 47%	6 5% 61%	2 2% 20%	4 5% 40%	- - -	2 3% 21%	1 2% 7%	8 5% 86%	6 7% 61%	7 6% 72%	5 7% 51%	9 8% 100%	- - -
Exorcism/the paranormal	8 5%	7 5% 85%	7 6% 85%	5 5% 61%	5 6% 62%	2 2% 23%	5 12% 62% q	4 7% 39%	3 11% 39%	7 5% 85%	4 5% 48%	5 5% 57%	4 5% 46%	6 5% 70%	3 5% 30%
Incitement to crime	7 4%	6 5% 82%	6 5% 82%	5 5% 68%	6 7% 82%	3 3% 35%	3 7% 41%	4 8% 59%	2 7% 26%	6 4% 82%	4 5% 58%	5 4% 62%	7 9% 90% 2	7 6% 98%	* * 2%
Defamation/smearing of others	7 4%	5 4% 68%	5 4% 68%	4 3% 51%	4 4% 51%	4 4% 51%	1 3% 15%	2 4% 29%	- - -	5 3% 68%	6 7% 81%	6 5% 81%	4 6% 64%	7 6% 100%	- - -
Nakedness/naked bodies/ body parts	6 3%	5 3% 77%	5 4% 77%	3 3% 58%	3 4% 58%	2 2% 33%	1 2% 15%	2 4% 37%	- - -	5 3% 77%	4 4% 60%	5 4% 79%	5 6% 77%	6 5% 100%	- - -
Infringing someone's privacy	5 3%	2 2% 37%	2 2% 37%	2 2% 37%	2 2% 37%	1 1% 20%	1 2% 17%	1 2% 17%	1 3% 17%	2 1% 37%	2 2% 34%	3 3% 54%	2 3% 41%	4 4% 78%	1 2% 22%
Offence of religion	1 1%	1 1% 72%	1 1% 100%	1 1% 100%	1 1% 72%	1 1% 72%	1 2% 72%	- - -	1 4% 72%	1 1% 100%	1 2% 100%	1 1% 100%	1 2% 100%	1 1% 100%	- - -

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Table 140

QL5: Thinking about the things you have seen that have concerned you, which of these do you think could be harmful to children?

MULTI CODE

Base: All who have seen something of concern on an ODO service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	176	130 74%	122 69%	103* 58%*	82* 47%*	80* 46%*	42* 24%*	56* 32%*	28** 16%**	153 87%	79* 45%*	103* 59%*	71* 40%*	122 69%	54* 31%*
Other	15 8%	8 6%	3 3%	2 2%	3 4%	4 5%	2 5%	1 2%	3 10%	9 6%	8 11%	6 6%	4 5%	8 7%	6 12%
		53%	22%	14%	24%	29%	13%	7%	19%	60%	57%	42%	24%	57%	43%
None of them	18 10%	15 11%	13 10%	9 8%	9 12%	7 9%	2 5%	6 11%	2 9%	16 11%	4 5%	7 7%	7 10%	8 7%	9 17%
		81%	72%	48%	53%	40%	11%	35%	14%	92%	24%	39%	41%	47%	53%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Table 141

QL6: SUMMARY - Thinking about each of the things you've seen that caused you concern, please can you say what device or devices you were watching at the time?
Please select as many as apply for each. SINGLE CODE

Base: All who have seen something of concern on an ODO service

Absolutes/col percents/row percents 4 Mar 2019

	Accurac y of medical /health claims	Bad languag e	Bullyin g/ victim sing	Content harmful to self- esteem (e.g. self- abuse)	Dangero us behavio ur	Defamat ion/ smearin g of others	Discrim ination (e.g. based on age, gender, disabil ity, religio us/non- religio us beliefs etc.)	Drugs/ drug use	Eating disorde rs	Exorcis m/the paranor mal	Illegal child sexual abuse materia l	Inaccur ate infor mation	Incitem ent to crime	Incitem ent to hatred	Infring ing someo ne's privacy	Mislead ing advert ising	Nakedne ss/ naked bodies/ body parts	Offence of religio n	Pornogr aphy	Racism	Sex/ sexuall y explici t content	Suicide	Trollin g/on- line harassm ent (please think about video content itself rather than any comment s made on it)	Violenc e (in general)
Unweighted base	24	59	55	27	33	16	22	30	17	15	17	20	12	15	13	18	12	13	15	18	30	21	12	29
Weighted base	22	56	51	27	31	16	21	31	18	13	18	20	12	15	14	16	12	12	17	18	29	24	14	32
Effective base	20	53	48	24	27	14	20	25	14	13	16	18	11	13	12	15	11	12	14	17	25	19	10	25
TV service from ...	8 36%	20 35%	9 17%	8 31%	7 23%	4 28%	3 13%	9 30%	3 19%	5 41%	6 31%	4 19%	4 31%	5 31%	4 27%	5 31%	4 33%	5 41%	2 11%	6 36%	9 32%	3 12%	2 14%	6 20%
Blu-ray player connected to a TV	2 11%	3 5%	3 6%	1 3%	1 3%	- -	1 5%	- -	- -	- -	- -	1 5%	1 9%	- -	2 16%	1 6%	- -	- -	- -	- 8%	2 -	- -	- -	- -
Digital Media Player (i.e. Now TV/ Apple TV/ Roku player or stick/ Chromecast/ Amazon Fire TV player or stick) connected to a TV	5 21%	13 23%	8 17%	5 17%	6 21%	2 15%	5 26%	6 20%	1 3%	5 35%	4 22%	3 15%	2 18%	2 11%	2 15%	2 14%	3 24%	5 45%	2 11%	2 11%	2 6%	- -	- -	5 16%
Games console (i.e. Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) connected to a TV	3 12%	10 18%	10 20%	4 17%	10 32%	2 13%	5 25%	6 19%	2 10%	4 29%	4 20%	3 16%	5 40%	2 11%	1 8%	2 14%	2 17%	1 7%	2 13%	3 18%	5 18%	- -	2 15%	3 8%
Desktop/ Laptop computer connected to a TV	4 21%	17 31%	14 28%	13 49%	12 38%	7 43%	5 25%	7 24%	4 25%	5 37%	10 55%	5 25%	4 37%	4 29%	7 49%	5 30%	6 52%	3 28%	7 41%	5 27%	9 32%	10 41%	5 33%	9 28%
Tablet computer connected to a TV	2 10%	7 12%	8 16%	7 27%	5 17%	2 14%	3 15%	5 16%	3 17%	* 2%	4 24%	3 17%	1 9%	1 7%	3 19%	4 28%	2 17%	5 38%	1 5%	4 23%	7 24%	3 15%	8 59%	9 28%
Smartphone connected to a TV	2 7%	8 14%	5 10%	6 21%	3 9%	- -	1 4%	2 6%	1 7%	4 32%	3 17%	2 11%	1 9%	2 12%	2 15%	4 24%	1 9%	2 16%	3 18%	3 19%	3 9%	4 19%	4 31%	10 31%
Don't recall where I viewed	2 10%	4 7%	11 22%	2 8%	4 13%	5 32%	5 23%	5 15%	7 39%	- -	1 8%	6 29%	1 11%	6 42%	3 21%	3 16%	1 11%	1 9%	3 20%	4 21%	2 7%	5 20%	2 15%	3 8%

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Table 141

QL6: SUMMARY - Thinking about each of the things you've seen that caused you concern, please can you say what device or devices you were watching at the time?
Please select as many as apply for each. SINGLE CODE

Base: All who have seen something of concern on an ODO service

Absolutes/col percents/row percents 4 Mar 2019

	Welfare of children or young people	Other
Unweighted base	14	15
Weighted base	15	18
Effective base	12	13
TV service from ...	3 20%	4 25%
Blu-ray player connected to a TV	- -	- -
Digital Media Player (i.e. Now TV/ Apple TV/ Roku player or stick/ Chromecast/ Amazon Fire TV player or stick) connected to a TV	1 6%	2 14%
Games console (i.e. Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) connected to a TV	1 8%	- -
Desktop/ Laptop computer connected to a TV	5 32%	7 36%
Tablet computer connected to a TV	2 16%	2 11%
Smartphone connected to a TV	4 27%	5 30%
Don't recall where I viewed	2 15%	3 17%

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 142

QL7: And how have you generally reacted when you have seen something that caused you concern?
IF NECESSARY in other words, what have you done?
MULTI CODE

Base: All who have seen something of concern on an ODO service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	178	142 80%	36 20%	74 42%	104 58%	46 26%	44 25%	37 21%	20 11%	19 11%	12 7%	54 30%	60 34%	36 20%	28 16%	114 64%	64 36%	87 49%	91 51%	77 43%	101 57%	126 71%	52 29%
Weighted base	176	134 76%	42* 24%**	72* 41%*	103* 59%*	49* 28%*	40* 23%*	38* 21%*	20** 12%**	19** 11%**	10** 6%**	52* 30%*	60* 34%*	39** 22%**	24** 14%**	112 64%	64* 36%*	89* 51%*	86* 49%*	77* 44%*	99* 56%*	112 64%	64* 36%*
Effective base	154	124	31	65	89	37	40	34	17	17	11	46	54	30	25	100	54	77	77	69	85	115	45
Stopped viewing	82 47%	60 45%	22 52%	30 41%	53 51%	25 51%	17 43%	18 48%	8 38%	8 42%	6 59%	24 47%	29 48%	19 49%	10 40%	53 47%	29 46%	42 47%	40 46%	34 44%	48 48%	45 40%	37 59%
		74%	26%	36%	64%	30%	21%	22%	9%	10%	7%	29%	35%	24%	12%	64%	36%	51%	49%	42%	58%	54%	46%
Told your friends	34 19%	29 21%	5 12%	11 15%	23 22%	11 22%	11 28%	6 16%	1 5%	3 18%	1 14%	12 22%	12 21%	6 15%	4 16%	24 22%	10 15%	20 22%	14 16%	16 21%	18 18%	23 20%	11 17%
		85%	15%	31%	69%	32%	33%	17%	3%	10%	4%	35%	37%	17%	11%	72%	28%	59%	41%	47%	53%	68%	32%
Told another family member	32 18%	29 22%	3 6%	11 15%	21 20%	9 18%	6 14%	8 21%	3 14%	3 15%	4 40%	9 18%	11 18%	7 17%	5 22%	20 18%	12 19%	18 20%	14 16%	16 21%	16 16%	21 19%	11 17%
		92%	8%	34%	66%	27%	18%	25%	9%	9%	13%	29%	33%	21%	17%	62%	38%	57%	43%	49%	51%	67%	33%
Told someone else	32 18%	30 22%	2 5%	18 24%	14 14%	11 24%	9 24%	8 22%	2 10%	- -	1 5%	9 18%	10 16%	7 16%	6 25%	19 17%	13 20%	22 24%	10 12%	19 25%	13 13%	25 23%	7 10%
		93%	7%	55%	45%	36%	29%	26%	7%	-	2%	30%	31%	20%	19%	60%	40%	68%	32%	59%	41%	79%	21%
Told your parents	21 12%	20 15%	1 2%	10 14%	11 10%	6 12%	9 24%	2 5%	2 10%	2 11%	- -	10 20%	2 3%	5 12%	4 17%	12 11%	9 14%	16 18%	5 6%	15 20%	6 6%	18 16%	3 5%
		95%	5%	49%	51%	27%	44% ^e	9%	10%	10%	-	49% ⁱ	9%	23%	20%	57%	43%	77% ^p	23%	72% ^r	28%	84%	16%
Complained/reported to a third party body (i.e. a regulator e.g. Ofcom/BBC Trust/ATVOD)	18 10%	16 12%	2 6%	6 8%	12 12%	6 13%	6 16%	3 7%	1 4%	1 6%	1 9%	4 7%	10 16%	4 9%	1 6%	13 12%	5 8%	12 13%	6 7%	10 13%	8 8%	11 10%	7 11%
		87%	13%	32%	68%	34%	35%	15%	5%	6%	5%	20%	53%	19%	7%	73%	27%	65%	35%	56%	44%	63%	37%
Other (please type in)	5 3%	- -	5 13%	2 3%	3 3%	- -	1 3%	2 6%	2 10%	- -	- -	2 4%	2 4%	1 3%	- -	4 4%	1 2%	3 4%	2 3%	3 4%	2 2%	3 3%	2 3%
		-	100%	40%	60%	-	21%	42%	36%	-	-	36%	40%	23%	-	77%	23%	60%	40%	60%	40%	64%	36%
Net: Any action	145 83%	112 83%	33 80%	59 81%	86 83%	42 87%	34 86%	31 82%	17 82%	12 63%	9 85%	45 86%	49 81%	33 84%	18 74%	94 84%	51 80%	82 91%	63 73%	72 94%	73 74%	93 83%	52 82%
		77%	23%	41%	59%	29%	24%	21%	11%	8%	6%	31%	34%	23%	12%	65%	35%	56% ^p	44%	50% ^r	50%	64%	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
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 142

QL7: And how have you generally reacted when you have seen something that caused you concern?
IF NECESSARY in other words, what have you done?
MULTI CODE

Base: All who have seen something of concern on an ODO service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	178	176 99%	2 1%	157 88%	21 12%	174 98%	4 2%	133 75%	19 11%	12 7%	14 8%	10 6%	15 8%	15 8%	16 9%	18 10%	9 5%	7 4%	19 11%	24 13%
Weighted base	176	174 99%	2** 1%**	153 87%	23** 13%**	172 98%	3** 2%**	151 86%	15** 9%**	5** 3%**	5** 3%**	10** 6%**	18** 10%**	18** 10%**	19** 11%**	19** 11%**	12** 7%**	8** 5%**	20** 12%**	25** 14%**
Effective base	154	152	2	137	18	151	3	125	18	11	7	10	14	14	15	17	8	6	18	23
Stopped viewing	82 47%	82 47%	-	72 47%	10 44%	81 47%	1 29%	71 47%	4 29%	4 65%	4 79%	4 39%	5 30%	6 35%	11 56%	11 55%	5 44%	3 33%	11 53%	14 58%
	47%	100%	-	88%	12%	99%	1%	86%	5%	4%	4%	5%	7%	8%	13%	13%	6%	3%	13%	18%
Told your friends	34 19%	34 19%	-	30 20%	4 16%	34 20%	-	30 20%	2 17%	* 7%	* 10%	3 33%	4 23%	4 19%	4 22%	4 20%	4 30%	2 25%	2 11%	3 13%
	19%	100%	-	89%	11%	100%	-	90%	7%	1%	1%	10%	12%	10%	13%	11%	11%	6%	7%	9%
Told another family member	32 18%	32 18%	-	29 19%	3 14%	32 19%	-	26 18%	3 18%	2 30%	2 44%	2 22%	2 11%	2 11%	3 18%	2 12%	2 13%	1 12%	3 14%	8 33%
	18%	100%	-	90%	10%	100%	-	80%	8%	5%	6%	7%	6%	6%	11%	7%	5%	3%	9%	25%
Told someone else	32 18%	31 18%	1 49%	28 18%	4 19%	32 18%	-	28 18%	3 23%	-	1 16%	1 10%	4 21%	3 15%	1 6%	4 19%	4 32%	-	3 16%	8 33%
	18%	97%	3%	87%	13%	100%	-	87%	11%	-	2%	3%	12%	9%	4%	11%	12%	-	10%	26%
Told your parents	21 12%	20 12%	1 51%	21 14%	* 1%	21 12%	-	20 13%	1 5%	* 9%	* 10%	3 31%	2 11%	-	2 10%	4 19%	-	-	3 15%	6 22%
	12%	95%	5%	99%	1%	100%	-	92%	3%	2%	2%	15%	10%	-	9%	17%	-	-	14%	26%
Complained/reported to a third party body (i.e. a regulator e.g. Ofcom/BBC Trust/ATVOD)	18 10%	18 10%	-	17 11%	2 7%	18 11%	-	16 11%	1 6%	* 9%	1 18%	4 34%	-	4 22%	1 5%	-	2 14%	2 27%	-	4 15%
	10%	100%	-	91%	9%	100%	-	88%	5%	3%	5%	19%	-	22%	5%	-	9%	12%	-	20%
Other (please type in)	5 3%	5 3%	-	5 4%	-	4 3%	1 31%	5 4%	-	-	-	-	1 7%	1 6%	-	-	2 16%	-	1 5%	-
	3%	100%	-	100%	-	81%	19%	100%	-	-	-	-	23%	21%	-	-	36%	-	19%	-
Net: Any action	145 83%	143 82%	2 100%	128 84%	17 75%	143 83%	2 60%	123 82%	12 80%	5 96%	4 96%	8 72%	12 70%	14 76%	19 100%	17 90%	10 86%	5 59%	15 72%	23 91%
	83%	99%	1%	88%	12%	99%	1%	85%	8%	4%	3%	5%	9%	10%	13%	12%	7%	3%	10%	16%

Proportions/Mean: 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/row percents 4 Mar 2019

Table 142

QL7: And how have you generally reacted when you have seen something that caused you concern?

IF NECESSARY In other words, what have you done?

MULTI CODE

Base: All who have seen something of concern on an ODO service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	178	52	126	94	65	25	31	126	134	39	127	158	20
		29%	71%	53%	37%	14%	17%	71%	75%	22%	71%	89%	11%
Weighted base	176	44*	131	88*	64*	23**	33**	120	130	41*	122	153	22**
		25%*	75%	50%*	37%*	13%**	19%**	68%	74%	23%*	69%	87%	13%**
Effective base	154	43	112	82	56	19	26	110	118	32	112	136	18
Stopped viewing	82	17	65	33	30	18	17	57	63	19	60	72	10
	47%	38%	50%	37%	47%	77%	52%	48%	48%	48%	49%	47%	43%
		20%	80%	40%	37%	21%	21%	70%	76%	24%	73%	88%	12%
Told your friends	34	9	25	17	8	6	3	27	25	8	25	33	1
	19%	20%	19%	20%	13%	27%	10%	22%	20%	19%	21%	22%	2%
		27%	73%	51%	25%	18%	10%	79%	75%	23%	74%	99%	1%
Told another family member	32	13	19	19	12	4	3	26	26	5	26	30	2
	18%	30%	14%	22%	18%	20%	10%	21%	20%	13%	22%	20%	9%
		42%b	58%	60%	37%	14%	10%	80%	82%	16%	82%	93%	7%
Told someone else	32	2	30	18	8	3	2	24	20	9	20	26	6
	18%	5%	23%	21%	13%	12%	6%	20%	15%	22%	16%	17%	27%
		6%	94%a	58%	26%	9%	7%	75%	63%	28%	63%	81%	19%
Told your parents	21	5	16	16	7	5	2	18	21	*	20	20	1
	12%	11%	12%	18%	10%	21%	7%	15%	16%	1%	16%	13%	5%
		24%	76%	75%	31%	23%	10%	86%	98%l	2%	93%l	95%	5%
Complained/reported to a third party body (i.e. a regulator e.g. Ofcom/BBC Trust/ATVOD)	18	4	14	15	6	3	2	11	17	2	17	18	-
	10%	9%	11%	17%	9%	12%	6%	9%	13%	4%	14%	12%	-
		21%	79%	80%	33%	15%	11%	58%	91%	9%	91%	100%	-
Other (please type in)	5	2	3	2	3	-	2	3	3	2	3	5	-
	3%	4%	3%	2%	5%	-	7%	3%	3%	5%	3%	4%	-
		36%	64%	36%	64%	-	40%	60%	64%	36%	64%	100%	-
Net: Any action	145	37	108	73	52	21	24	103	108	34	103	130	15
	83%	82%	83%	83%	80%	93%	74%	86%	83%	84%	85%	85%	69%
		25%	75%	50%	36%	15%	17%	71%	74%	24%	71%	89%	11%

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

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

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Table 142

QL7: And how have you generally reacted when you have seen something that caused you concern?

IF NECESSARY in other words, what have you done?

MULTI CODE

Base: All who have seen something of concern on an ODO service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	178	136 76%	127 71%	103 58%	86 48%	85 48%	45 25%	60 34%	29 16%	158 89%	81 46%	112 63%	73 41%	130 73%	48 27%
Weighted base	176	130 74%	122 69%	103* 58%*	82* 47%*	80* 46%*	42* 24%*	56* 32%*	28** 16%**	153 87%	79* 45%*	103* 59%*	71* 40%*	122 69%	54* 31%*
Effective base	154	118	112	90	77	72	40	53	26	136	73	97	65	114	42
Stopped viewing	82 47%	62 48% 75%	60 49% 73%	52 51% 64%	44 54% 53%	42 53% 51%	20 48% 24%	28 50% 34%	10 35% 12%	72 47% 88%	42 54% 52%	48 46% 58%	27 39% 33%	62 51% 76%	20 36% 24%
Told your friends	34 19%	27 21% 80%	25 21% 74%	25 24% 73%	20 24% 59%	21 26% 61%	9 22% 28%	11 20% 32%	2 8% 7%	33 22% 99%	14 18% 42%	26 25% 78%	18 25% 53%	28 23% 82%	6 11% 18%
Told another family member	32 18%	24 19% 76%	26 22% 82%	19 18% 58%	14 17% 42%	12 15% 38%	7 18% 23%	8 15% 26%	5 19% 16%	30 20% 93%	20 25% 62%	22 22% 70%	16 22% 49%	26 21% 80%	6 12% 20%
Told someone else	32 18%	24 18% 75%	20 16% 63%	20 19% 63%	15 19% 48%	15 19% 48%	8 20% 26%	6 11% 19%	8 29% 26%	26 17% 81%	17 21% 53%	23 23% 73%	14 20% 44%	24 20% 76%	8 14% 24%
Told your parents	21 12%	18 14% 87%	20 16% 93%	16 16% 76%	15 18% 71%	12 15% 55%	8 20% 39%	9 17% 44%	5 18% 25%	20 13% 95%	15 19% 70% z	21 20% 97% z	17 25% 82% z	21 17% 97% z	1 1% 3%
Complained/reported to a third party body (i.e. a regulator e.g. Ofcom/BBC Trust/ATVOD)	18 10%	18 14% 100%	17 14% 91%	14 14% 78%	9 12% 52%	8 10% 44%	5 13% 29%	3 6% 19%	4 14% 22%	18 12% 100%	10 13% 55%	17 16% 91% z	12 18% 69% z	17 14% 91%	2 3% 9%
Other (please type in)	5 3%	4 3% 79%	3 3% 64%	1 1% 23%	1 2% 23%	1 1% 19%	- - -	1 2% 23%	2 7% 36%	5 4% 100%	4 5% 79%	3 3% 55%	3 5% 60%	4 4% 79%	1 2% 21%
Net: Any action	145 83%	112 86% 77%	103 85% 71%	88 85% 61%	68 84% 47%	72 90% 50%	35 84% 24%	45 81% 31%	23 80% 16%	130 85% 89%	73 93% 50% z	95 92% 65% z	63 89% 43% z	112 92% 77% z	33 61% 23%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Table 143

QL8: You said you complained to a third party body about the content that caused you concern. Who was this?

MULTI CODE

Base: All complaining to a third party when seeing something that caused concern on an ODO service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	19	17	2	7	12	6	7	3	1	1	1	4	8	5	2	12	7	12	7	11	8	13	6
		89%	11%	37%	63%	32%	37%	16%	5%	5%	5%	21%	42%	26%	11%	63%	37%	63%	37%	58%	42%	68%	32%
Weighted base	18*	16*	2*	6**	12**	6**	6**	3**	1**	1**	1**	4**	10**	4**	1**	13**	5**	12**	6**	10**	8**	11**	7**
		87%*	13%*	32%**	68%**	34%**	35%**	15%**	5%**	6%**	5%**	20%**	53%**	19%**	7%**	73%**	27%**	65%**	35%**	56%**	44%**	63%**	37%**
Effective base	16	14	2	6	10	5	6	3	1	1	1	4	8	4	1	11	5	11	6	10	6	12	5
MediaWatch/National Viewers and Listeners Association	7	7	-	3	5	3	2	1	1	-	-	1	5	1	*	6	1	6	2	4	3	4	3
	40%	46%	-	49%	37%	54%	35%	34%	100%	-	-	27%	51%	34%	18%	44%	30%	48%	27%	39%	42%	35%	49%
		100%	-	38%	62%	45%	30%	13%	12%	-	-	14%	67%	17%	3%	80%	20%	77%	23%	55%	45%	55%	45%
ASA/Advertising Standards Authority	7	7	-	2	5	1	3	2	-	-	-	2	2	2	-	4	2	5	1	5	1	5	1
	37%	42%	-	33%	38%	24%	54%	65%	-	-	-	50%	25%	69%	-	32%	50%	44%	23%	51%	18%	46%	21%
		100%	-	29%	71%	22%	51%	27%	-	-	-	28%	36%	37%	-	63%	37%	78%	22%	78%	22%	78%	22%
BBFC/British Board of Film Classification	6	6	-	2	4	*	4	2	-	-	-	3	1	2	*	4	3	5	1	5	1	6	*
	35%	40%	-	33%	36%	4%	68%	65%	-	-	-	75%	10%	69%	18%	28%	55%	44%	18%	51%	14%	54%	4%
		100%	-	30%	70%	4%	68%	28%	-	-	-	43%	15%	38%	4%	58%	42%	82%	18%	82%	18%	96%	4%
BSC/Broadcasting Standards Commission	3	3	-	1	2	*	1	1	-	1	-	2	-	*	1	2	1	3	*	3	*	2	1
	18%	20%	-	22%	16%	5%	16%	31%	-	100%	-	50%	-	8%	82%	14%	29%	25%	5%	29%	4%	19%	16%
		100%	-	40%	60%	9%	31%	26%	-	34%	-	57%	-	9%	34%	57%	43%	91%	9%	91%	9%	66%	34%
Ofcom/Office of Communications	3	3	-	*	2	-	2	-	-	1	-	-	-	2	1	-	3	3	-	3	-	2	1
	15%	18%	-	9%	19%	-	27%	-	-	100%	-	-	-	48%	82%	-	58%	24%	-	28%	-	15%	16%
		100%	-	17%	83%	-	61%	-	-	39%	-	-	-	61%	39%	-	100%	100%	-	100%	-	61%	39%
BBC Trust	2	2	-	1	1	-	-	1	-	-	1	2	-	-	-	2	-	1	1	1	1	1	1
	10%	11%	-	16%	7%	-	-	31%	-	-	100%	48%	-	-	-	13%	-	7%	15%	8%	12%	7%	14%
		100%	-	52%	48%	-	-	48%	-	-	52%	100%	-	-	-	100%	-	48%	52%	48%	52%	48%	52%
ATVOD – Authority for Television On Demand	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-
	5%	6%	-	16%	-	-	-	34%	-	-	-	-	10%	-	-	7%	-	8%	-	9%	-	8%	-
		100%	-	100%	-	-	-	100%	-	-	-	-	100%	-	-	100%	-	100%	-	100%	-	100%	-
The Government (inc Northern Ireland Assembly/Scottish Executive/Welsh Executive)	1	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
	5%	5%	-	-	7%	-	-	31%	-	-	-	23%	-	-	-	6%	-	7%	-	8%	-	7%	-
		100%	-	-	100%	-	-	100%	-	-	-	100%	-	-	-	100%	-	100%	-	100%	-	100%	-
Other	1	*	1	-	1	1	*	-	-	-	-	-	1	*	-	1	*	*	1	*	1	1	-
	8%	2%	46%	-	11%	17%	5%	-	-	-	-	-	11%	9%	-	8%	6%	3%	17%	3%	13%	12%	-
		22%	78%	-	100%	78%	22%	-	-	-	-	-	78%	22%	-	78%	22%	22%	78%	22%	78%	100%	-
Don't know	2	1	1	1	1	-	1	1	-	-	-	-	2	-	-	2	-	2	-	2	-	2	-
	12%	6%	54%	22%	8%	-	20%	35%	-	-	-	-	23%	-	-	17%	-	19%	-	22%	-	20%	-
		44%	56%	56%	44%	-	56%	44%	-	-	-	-	100%	-	-	100%	-	100%	-	100%	-	100%	-

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 143

QL8: You said you complained to a third party body about the content that caused you concern. Who was this?**MULTI CODE****Base: All complaining to a third party when seeing something that caused concern on an ODO service**

	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
	Total	Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)
19	19	-	17	2	19	-	14	1	1	3	3	-	3	1	-	1	2	-	4
	100%	-	89%	11%	100%	-	74%	5%	5%	16%	16%	-	16%	5%	-	5%	11%	-	21%
18*	18**	-**	17**	2**	18**	-**	16**	1**	***	1**	4**	-**	4**	1**	-**	2**	2**	-**	4**
	100%**	-**	91%**	9%**	100%**	-**	88%**	5%**	3%**	5%**	19%**	-**	22%**	5%**	-**	9%**	12%**	-**	20%**
16	16	-	15	1	16	-	13	1	1	3	3	-	3	1	-	1	2	-	4
7	7	-	7	-	7	-	6	1	-	*	1	-	1	-	-	2	-	-	2
40%	40%	-	44%	-	40%	-	39%	100%	-	29%	34%	-	37%	-	-	100%	-	-	52%
	100%	-	100%	-	100%	-	85%	12%	-	3%	17%	-	20%	-	-	22%	-	-	26%
7	7	-	7	-	7	-	7	-	-	-	2	-	1	-	-	-	-	-	3
37%	37%	-	40%	-	37%	-	42%	-	-	-	69%	-	37%	-	-	-	-	-	76%
	100%	-	100%	-	100%	-	100%	-	-	-	37%	-	22%	-	-	-	-	-	42%
6	6	-	6	-	6	-	6	-	-	*	2	-	-	-	-	-	-	-	4
35%	35%	-	38%	-	35%	-	38%	-	-	29%	69%	-	-	-	-	-	-	-	100%
	100%	-	100%	-	100%	-	96%	-	-	4%	38%	-	-	-	-	-	-	-	58%
3	3	-	3	*	3	-	3	-	-	*	1	-	-	-	-	-	-	-	2
18%	18%	-	18%	19%	18%	-	18%	-	-	35%	31%	-	-	-	-	-	-	-	50%
	100%	-	91%	9%	100%	-	91%	-	-	9%	34%	-	-	-	-	-	-	-	57%
3	3	-	3	-	3	-	2	-	*	-	2	-	-	-	-	-	-	-	-
15%	15%	-	17%	-	15%	-	15%	-	100%	-	66%	-	-	-	-	-	-	-	-
	100%	-	100%	-	100%	-	83%	-	17%	-	83%	-	-	-	-	-	-	-	-
2	2	-	2	-	2	-	2	-	-	-	-	-	-	1	-	-	-	-	1
10%	10%	-	11%	-	10%	-	11%	-	-	-	-	-	-	100%	-	-	-	-	23%
	100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	52%	-	-	-	-	48%
1	1	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
5%	5%	-	6%	-	5%	-	6%	-	-	-	-	-	-	-	-	-	-	-	25%
	100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	-	100%
1	1	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
5%	5%	-	5%	-	5%	-	5%	-	-	-	-	-	-	-	-	-	-	-	23%
	100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	-	100%
1	1	-	1	-	1	-	1	-	-	*	-	-	-	1	-	-	-	-	-
8%	8%	-	8%	-	8%	-	7%	-	-	36%	-	-	-	27%	-	-	-	-	-
	100%	-	100%	-	100%	-	78%	-	-	22%	-	-	-	78%	-	-	-	-	-
2	2	-	1	1	2	-	2	-	-	-	-	-	-	-	-	-	2	-	-
12%	12%	-	6%	81%	12%	-	14%	-	-	-	-	-	-	-	-	-	100%	-	-
	100%	-	44%	56%	100%	-	100%	-	-	-	-	-	-	-	-	-	100%	-	-

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

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OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 143

QL8: You said you complained to a third party body about the content that caused you concern. Who was this?

MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All complaining to a third party when seeing something that caused concern on an ODO service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	19	5	14	16	6	4	2	12	17	2	17	19	-
		26%	74%	84%	32%	21%	11%	63%	89%	11%	89%	100%	-
Weighted base	18*	4**	14**	15**	6**	3**	2**	11**	17**	2**	17**	18**	-.**
		21%**	79%**	80%**	33%**	15%**	11%**	58%**	91%**	9%**	91%**	100%**	-.**
Effective base	16	4	13	14	6	3	2	10	15	1	15	16	-
MediaWatch/National Viewers and Listeners Association	7	*	7	6	1	1	-	6	7	-	7	7	-
	40%	6%	49%	39%	21%	36%	-	54%	44%	-	44%	40%	-
		3%	97%	78%	17%	14%	-	77%	100%	-	100%	100%	-
ASA/Advertising Standards Authority	7	1	5	7	2	1	-	4	7	-	7	7	-
	37%	32%	38%	46%	41%	36%	-	38%	40%	-	40%	37%	-
		18%	82%	100%	37%	15%	-	60%	100%	-	100%	100%	-
BBFC/British Board of Film Classification	6	1	5	6	2	1	-	5	6	-	6	6	-
	35%	38%	34%	44%	41%	36%	-	46%	38%	-	38%	35%	-
		23%	77%	100%	38%	16%	-	77%	100%	-	100%	100%	-
BSC/Broadcasting Standards Commission	3	*	3	2	1	1	1	2	3	*	3	3	-
	18%	8%	21%	15%	19%	47%	55%	20%	18%	19%	18%	18%	-
		9%	91%	66%	34%	40%	34%	66%	91%	9%	91%	100%	-
Ofcom/Office of Communications	3	1	2	2	3	*	1	*	3	-	3	3	-
	15%	32%	11%	12%	48%	18%	55%	5%	17%	-	17%	15%	-
		43%	57%	61%	100%	17%	39%	17%	100%	-	100%	100%	-
BBC Trust	2	-	2	1	1	-	1	1	2	-	2	2	-
	10%	-	12%	6%	16%	-	45%	8%	11%	-	11%	10%	-
		-	100%	48%	52%	-	52%	48%	100%	-	100%	100%	-
ATVOD – Authority for Television On Demand	1	-	1	1	-	-	-	1	1	-	1	1	-
	5%	-	7%	6%	-	-	-	9%	6%	-	6%	5%	-
		-	100%	100%	-	-	-	100%	100%	-	100%	100%	-
The Government (inc Northern Ireland Assembly/Scottish Executive/Welsh Executive)	1	-	1	1	-	-	-	1	1	-	1	1	-
	5%	-	6%	6%	-	-	-	8%	5%	-	5%	5%	-
		-	100%	100%	-	-	-	100%	100%	-	100%	100%	-
Other	1	1	*	1	-	-	-	1	1	-	1	1	-
	8%	28%	2%	9%	-	-	-	13%	8%	-	8%	8%	-
		78%	22%	100%	-	-	-	100%	100%	-	100%	100%	-
Don't know	2	1	1	2	1	1	-	1	1	1	1	2	-
	12%	26%	9%	15%	16%	35%	-	9%	6%	81%	6%	12%	-
		44%	56%	100%	44%	44%	-	44%	44%	56%	44%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l
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Table 143

QL8: You said you complained to a third party body about the content that caused you concern. Who was this?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All complaining to a third party when seeing something that caused concern on an ODO service

Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
19	19 100%	17 89%	13 68%	10 53%	8 42%	5 26%	5 26%	4 21%	19 100%	10 53%	17 89%	12 63%	17 89%	2 11%
18*	18** 100%**	17** 91%**	14** 78%**	9** 52%**	8** 44%**	5** 29%**	3** 19%**	4** 22%**	18** 100%**	10** 55%**	17** 91%**	12** 69%**	17** 91%**	2** 9%
16	16	15	12	9	7	5	4	4	16	9	15	11	15	1
7	7	7	7	4	4	3	2	3	7	5	7	5	7	-
40%	40%	44%	50%	45%	54%	60%	52%	79%	40%	46%	44%	44%	44%	-
	100%	100%	97%	58%	59%	43%	25%	43%	100%	63%	100%	75%	100%	-
7	7	7	7	5	3	5	2	4	7	5	7	7	7	-
37%	37%	40%	47%	58%	41%	100%	52%	100%	37%	52%	40%	53%	40%	-
	100%	100%	100%	82%	49%	78%	27%	60%	100%	78%	100%	100%	100%	-
6	6	6	6	5	3	5	2	4	6	6	6	6	6	-
35%	35%	38%	43%	52%	37%	100%	52%	100%	35%	62%	38%	49%	38%	-
	100%	100%	96%	77%	47%	82%	28%	63%	100%	96%	100%	96%	100%	-
3	3	3	2	2	2	2	1	2	3	3	3	3	3	-
18%	18%	18%	13%	23%	23%	35%	25%	46%	18%	33%	20%	24%	20%	-
	100%	91%	57%	66%	57%	57%	26%	57%	100%	100%	100%	91%	100%	-
3	3	3	2	2	*	1	*	-	3	2	3	3	3	-
15%	15%	17%	12%	18%	6%	23%	14%	15%	3	23%	17%	23%	17%	-
	100%	100%	61%	61%	17%	43%	17%	-	100%	83%	100%	100%	100%	-
2	2	2	1	1	1	1	1	1	2	1	2	1	2	-
10%	10%	11%	6%	9%	11%	16%	25%	21%	10%	9%	11%	7%	11%	-
	100%	100%	48%	48%	48%	48%	48%	48%	100%	48%	100%	48%	100%	-
1	1	1	1	1	-	1	1	1	1	1	1	1	1	-
5%	5%	6%	7%	10%	-	18%	27%	23%	5%	9%	6%	8%	6%	-
	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	-
1	1	1	1	1	1	1	1	1	1	1	1	1	1	-
5%	5%	5%	6%	9%	11%	16%	25%	21%	5%	9%	5%	7%	5%	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
1	1	1	-	-	-	-	*	-	1	-	1	-	1	*
8%	8%	8%	-	-	-	-	9%	-	8%	-	6%	-	6%	20%
	100%	100%	-	-	-	-	22%	-	100%	-	78%	-	78%	22%
2	2	1	2	-	-	-	-	-	2	1	1	1	1	1
12%	12%	6%	16%	-	-	-	-	-	12%	10%	6%	8%	6%	80%
	100%	44%	100%	-	-	-	-	-	100%	44%	44%	44%	44%	56%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 144

QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – 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".

SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
1 – This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	57 2%	37 3%	19 2%	39 3%	18 1%	12 3%	11 3%	10 2%	8 2%	7 2%	9 2%	8 14%	23 3%	17 3%	8 1%	31 2%	25 2%	14 24%	43 76%	11 20%	46 80%	29 51%	27 49%
2	128 5%	84 7%	44 4%	84 7%	44 4%	37 11%	16 4%	14 3%	27 7%	22 7%	12 3%	26 5%	45 6%	18 4%	40 6%	70 6%	58 5%	31 4%	97 6%	27 4%	101 6%	70 6%	58 5%
3	1120 47%	595 50%	525 44%	539 46%	582 48%	173 49%	205 52%	177 44%	178 44%	142 42%	244 50%	252 48%	352 48%	233 46%	283 46%	604 48%	516 46%	333 44%	787 48%	279 43%	841 49%	539 45%	580 49%
4	626 26%	289 24%	337 28%	295 25%	331 27%	90 26%	101 26%	129 32%	113 28%	86 25%	107 22%	155 29%	181 25%	143 29%	148 24%	336 54%	291 46%	245 32%	381 23%	212 32%	414 24%	343 29%	283 24%
5 – This type of content should be highly regulated /there should be lots of official rules about what can be shown	453 19%	187 16%	266 22%	203 18%	250 20%	38 11%	59 15%	75 19%	82 20%	114 25%	114 23%	89 17%	135 18%	94 19%	135 22%	223 18%	230 21%	137 30%	316 70%	123 27%	331 73%	206 46%	246 54%
Net: Should be regulated	1079 45%	476 40%	603 51%	498 43%	581 47%	128 37%	160 41%	204 50%	194 48%	171 50%	221 45%	244 46%	315 43%	237 47%	283 46%	559 44%	520 46%	381 50%	698 43%	334 51%	745 43%	549 46%	529 44%
Net: Should not be regulated	185 8%	121 10%	64 5%	124 11%	61 5%	49 14%	26 7%	24 6%	35 9%	30 9%	21 4%	34 18%	68 37%	36 19%	48 26%	102 55%	83 45%	45 24%	140 76%	38 21%	147 79%	99 54%	86 46%
Mean	3.54	3.42	3.66	3.46	3.61a	3.30	3.47c	3.61cd	3.57c	3.64cd	3.63cd	3.55	3.49	3.55	3.59	3.51	3.57	3.61p	3.51	3.63r	3.51	3.53	3.55
SD	0.94	0.94	0.92	0.97	0.90	0.92	0.89	0.91	0.95	0.99	0.93	0.88	0.96	0.95	0.95	0.93	0.95	0.89	0.96	0.89	0.95	0.93	0.95
SE	0.02	0.03	0.03	0.03	0.03	0.05	0.05	0.04	0.05	0.05	0.04	0.04	0.03	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.02	0.02	0.03

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 144

QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – 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".

SINGLE CODE**Base: All respondents**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
1 – This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	57 2%	57 3% 100%	- - -	39 2% 69%	18 2% 31%	51 3% 91%	5 1% 9%	48 2% 85%	5 2% 8%	3 2% 5%	1 2% 2%	- - -	12 5% 22%	6 3% 11%	3 2% 5%	5 2% 9%	4 2% 7%	3 1% 5%	5 2% 10%	9 3% 16%
2	128 5%	121 6% 95%	7 3% 5%	96 6% 75%	32 4% 25%	118 6% 92% f	10 2% 8%	101 5% 79%	16 7% 12%	8 6% 6%	3 6% 2%	7 7% 5%	20 8% 16% r	6 3% 5%	6 3% 5%	9 4% 7%	10 4% 8%	15 8% 12% r	8 2% 6%	21 7% 16% r
3	1120 47%	1006 46% 90%	113 54% 10%	758 47% 68%	363 47% 32%	915 47% 82%	205 47% 18%	931 47% 63% l	104 48% 9% j	72 51% 6% j	14 25% 1%	45 46% 4%	118 45% 11%	103 53% 9%	85 50% 8%	101 49% 9%	103 47% 9%	91 45% 8%	141 44% 13%	145 48% 13%
4	626 26%	583 27% 93%	42 20% 7%	430 27% 69%	196 25% 31%	521 27% 83%	105 24% 17%	533 27% 85% l	48 22% 8%	28 20% 5%	16 30% 3% l	25 25% 4%	58 22% 9%	39 20% 6%	46 27% 7%	72 35% 12% lmq	65 30% 10%	45 22% 7%	92 29% 15%	93 31% 15% lm
5 – This type of content should be highly regulated /there should be lots of official rules about what can be shown	453 19%	404 19% 89%	47 23% 10%	284 18% 63%	169 22% 37% cc	340 17% 75%	113 26% 25% e	358 18% 79%	44 20% 10%	30 21% 7%	21 38% 5% ghl	21 22% 5% os	54 21% 12% os	41 21% 9% os	30 18% 7%	21 10% 5%	36 17% 8%	46 23% 10% os	76 24% 17% os	33 11% 7%
Net: Should be regulated	1079 45%	988 45% 92%	89 43% 8%	714 44% 66%	365 34% 47%	861 44% 80%	218 50% 20%	892 45% 83%	92 43% 9%	58 41% 5%	37 68% 3% ghl	46 47% 4%	112 43% 10%	80 41% 7%	76 45% 7%	93 45% 9%	101 46% 9%	91 45% 8%	168 52% 16% lms	126 42% 12%
Net: Should not be regulated	185 8%	178 8% 96% b	7 3% 4%	135 8% 73%	50 6% 27%	170 9% 92% l	15 3% 8%	149 8% 81%	21 10% 11%	11 8% 6%	4 7% 2%	7 7% 4%	32 12% 17% nr	12 6% 7%	9 5% 5%	14 7% 7%	14 6% 7%	18 9% 10% r	13 4% 7%	30 10% 16% r
Mean	3.54	3.53	3.62	3.51	3.60	3.50	3.71 e	3.53	3.51	3.52	3.97 ghl	3.62	3.46	3.52	3.56	3.46	3.55	3.58	3.70 los	3.40
SD	0.94	0.94	0.87	0.93	0.95	0.94	0.92	0.93	0.97	0.96	1.02	0.90	1.05	0.96	0.88	0.83	0.89	0.98	0.91	0.88
SE	0.02	0.02	0.07	0.02	0.04	0.02	0.05	0.02	0.06	0.06	0.07	0.10	0.07	0.08	0.08	0.06	0.07	0.08	0.05	0.05

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 144

QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – 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".

SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
1 – This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	57 2%	11 3% 20%	46 2% 80%	19 2% 33%	25 2% 44%	5 2% 9%	14 2% 25%	39 3% 69%	34 3% 59%	23 2% 40%	31 3% 55%	49 3% 86% l	8 1% 14%
2	128 5%	19 5% 15%	109 6% 85%	61 6% 47%	54 5% 42%	9 4% 7%	33 5% 26%	77 5% 60%	73 6% 57%	44 4% 35%	64 6% 50%	103 6% 80% l	25 4% 20%
3	1120 47%	191 45% 17%	929 47% 83%	467 47% 42%	486 46% 43%	90 44% 8%	336 47% 30%	657 47% 59%	561 46% 50%	521 48% 46%	502 46% 45%	791 46% 71%	329 49% 29%
4	626 26%	103 25% 17%	523 27% 83%	275 27% 44%	281 26% 45%	57 28% 9%	181 25% 29%	377 27% 60%	334 27% 53%	279 26% 44%	302 28% 48%	460 27% 73%	166 25% 27%
5 – This type of content should be highly regulated /there should be lots of official rules about what can be shown	453 19%	96 23% 21% b	357 18% 79%	182 18% 40%	216 20% 48%	45 22% 10%	147 21% 33%	255 18% 56%	227 18% 50%	218 20% 48%	192 18% 42%	307 18% 68%	146 22% 32%
Net: Should be regulated	1079 45%	199 47% 18%	880 45% 82%	457 46% 42%	497 47% 46%	103 50% 9%	328 46% 30%	632 45% 59%	561 46% 52%	497 46% 46%	494 45% 46%	767 45% 71%	312 46% 29%
Net: Should not be regulated	185 8%	30 7% 16%	155 8% 84%	80 8% 43%	79 7% 43%	14 7% 8%	47 7% 26%	116 8% 63%	107 9% 58% l	67 6% 36%	95 9% 51% l	152 9% 82% l	33 5% 18%
Mean	3.54	3.60	3.53	3.54	3.57	3.63	3.58	3.52	3.53	3.58	3.51	3.51	3.62 k
SD	0.94	0.97	0.93	0.92	0.95	0.95	0.93	0.94	0.95	0.92	0.94	0.95	0.90
SE	0.02	0.04	0.02	0.03	0.03	0.07	0.04	0.02	0.03	0.03	0.03	0.02	0.04

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

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Table 144

QM1: Thinking about all the types of on-line and on-demand TV or video content [IF NECESSARY – 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".

SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%	
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%	
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367	
57 2%	34 3%	31 3%	26 4%	18 3%	21 5%	8 3%	15 5%	5 2%	49 3%	17 4%	14 3%	6 3%	21 3%	36 2%	
	59%	55%	46%	31%	37%sm	14%	26%	8%	86%	30%	24%	11%	37%	63%	
128 5%	89 7%	64 6%	44 6%	39 7%	32 7%	12 5%	16 5%	17 8%	103 6%	14 3%	27 6%	11 6%	33 5%	95 6%	
	69%	50%	34%	30%	25%	9%	12%	13%	80%	11%	21%	8%	26%	74%vw	
1120 47%	609 46%	502 46%	321 45%	264 46%	204 45%	91 39%	133 42%	95 46%	791 46%	169 38%	193 41%	72 38%	288 40%	832 50%	
	54%	45%	29%	24%	18%	8%	12%	9%	71%	15%	17%	6%	26%	74%vwxy	
626 26%	371 28%	302 28%	205 29%	157 28%	127 28%	78 33%	101 32%	59 29%	460 27%	130 29%	130 28%	52 28%	201 28%	425 25%	
	59%	48%	33%	25%	20%	12%	16%	9%	73%	21%	21%	8%	32%	68%	
453 19%	230 17%	192 18%	121 17%	92 16%	67 15%	45 19%	51 16%	32 15%	307 18%	118 26%	106 23%	47 25%	174 24%	279 17%	
	51%	42%	27%	20%	15%	10%	11%	7%	68%	26%z	23%z	10%z	38%z	62%	
1079 45%	601 45%	494 45%	326 45%	248 44%	194 43%	123 53%	152 48%	91 44%	767 45%	248 55%	237 50%	98 53%	375 52%	704 42%	
	56%	46%	30%	23%	18%	11%pq	14%	8%	71%	23%z	22%z	9%z	35%z	65%	
185 8%	122 9%	95 9%	70 10%	57 10%	53 12%	20 8%	31 10%	21 9%	152 9%	31 7%	40 9%	17 9%	54 7%	131 8%	
	66%	51%	38%	31%	29%	11%	17%	12%	82%	17%	22%	9%	29%	71%	
3.54	3.51	3.51	3.49	3.47	3.41	3.60q	3.50	3.47	3.51	3.71z	3.61z	3.66z	3.66z	3.49	
0.94	0.94	0.94	0.96	0.95	0.98	0.96	0.98	0.93	0.95	1.01	0.99	1.02	0.99	0.91	
0.02	0.03	0.03	0.04	0.04	0.05	0.06	0.05	0.06	0.02	0.05	0.05	0.08	0.04	0.02	

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 145

QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All carrying out each viewing activity in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1891	1041 55%	850 45%	919 49%	972 51%	250 13%	292 15%	337 18%	327 17%	316 17%	369 20%	478 25%	621 33%	360 19%	432 23%	1099 58%	792 42%	620 33%	1271 67%	539 29%	1352 71%	1141 60%	747 40%
Weighted base	1845	983 53%	862 47%	907 49%	938 51%	255 14%	295 16%	318 17%	343 19%	286 15%	348 19%	431 23%	581 32%	393 21%	440 24%	1012 55%	833 45%	605 33%	1239 67%	512 28%	1333 72%	970 53%	872 47%
Effective base	1545	864	685	747	798	200	241	290	272	275	276	389	512	294	358	901	651	514	1031	448	1098	982	613
Yes – is regulated	1342 73%	717 73%	625 73%	673 74%	669 71%	166 65%	207 70%	245 77%	268 78%	214 75%	243 70%	328 76%	443 76%	269 68%	303 69%	771 76%	572 69%	444 73%	898 72%	380 74%	962 72%	730 75%	612 70%
		53%	47%	50%	50%	12%	15%	18% c	20% cdh	16% c	18%	24% kl	33% kl	20%	23%	57% n	43%	33%	67%	28%	72%	54% t	46%
No – is not regulated	118 6%	60 6%	58 7%	62 7%	55 6%	26 10%	25 8%	11 3%	19 6%	13 5%	23 7%	24 6%	34 6%	25 6%	34 8%	59 6%	59 7%	38 6%	80 6%	30 6%	88 7%	58 6%	58 7%
		51%	49%	53%	47%	22% eg	21% e	9%	16%	11%	20%	21%	29%	21%	29%	50%	50%	32%	68%	25%	75%	49%	49%
Don't know	385 21%	206 21%	179 21%	172 19%	213 23%	63 25%	63 21%	63 20%	56 16%	58 20%	82 23%	79 18%	104 18%	99 25%	103 23%	183 18%	202 24%	123 32%	262 68%	102 27%	283 73%	183 47%	202 53% s
		53%	47%	45%	55%	16% f	16%	16%	15%	15%	21% f	21%	27%	26% ij	27% j	48%	52% m	32%	68%	27%	73%	47%	53% 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

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Table 145

QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All carrying out each viewing activity in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1891	1852 98%	37 2%	1448 77%	443 23%	1697 90%	194 10%	1298 69%	183 10%	209 11%	201 11%	69 4%	174 9%	136 7%	101 5%	131 7%	124 7%	113 6%	222 12%	228 12%
Weighted base	1845	1796 97%	46* 3%*	1392 75%	453 25%	1661 90%	184 10%	1539 83%	147 8%	111 6%	48 3%	79* 4%*	209 11%	166 9%	127* 7%*	152 8%	166 9%	144 8%	248 13%	248 13%
Effective base	1545	1512	32	1179	367	1395	151	1188	171	189	131	64	159	124	92	121	115	101	204	214
Yes – is regulated	1342	1317 73%	24 2%	1062 76%	280 21%	1239 75%	103 8%	1113 72%	113 77%	82 74%	34 70%	55 70%	156 75%	123 75%	96 76%	96 63%	111 67%	106 74%	173 69%	196 79%
		98%b		79% d		92% f		83%	8%	6%	3%	4%	12% c	9%	7%	7%	8%	8%	13%	15% op
No – is not regulated	118	114 6%	2 5%	86 6%	31 7%	106 6%	12 6%	97 6%	11 8%	4 4%	5 11%	1 1%	20 10%	6 4%	8 7%	7 5%	7 4%	8 6%	20 8%	19 8%
		97%	2%	73%	27%	90%	10%	83%	9%	3%	4% i	1%	17% k	5%	7%	6%	6%	7%	17%	17%
Don't know	385	365 21%	20 43%	244 18%	141 31%	316 19%	69 37%	328 21%	23 15%	25 22%	9 20%	22 28%	33 16%	36 22%	22 18%	48 32%	48 29%	30 21%	55 22%	32 13%
		95%	5% a	63%	37% c	82%	16% e	85%	6%	6%	2%	6% ls	9%	9% s	6%	13% lns	13% ls	8%	14% s	8%

Proportions/Mean: Columns Tested (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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Table 145

QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All carrying out each viewing activity in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1891	379 20%	1512 80%	884 47%	844 45%	192 10%	510 27%	1231 65%	1086 57%	788 42%	971 51%	1515 80%	376 20%
Weighted base	1845	325 18%	1520 82%	833 45%	824 45%	185 10%	509 28%	1194 65%	1044 57%	783 42%	929 50%	1454 79%	391 21%
Effective base	1545	289	1258	722	686	149	414	1010	898	634	800	1230	316
Yes – is regulated	1342 73%	233 72% 17%	1109 73% 83%	592 71% 44%	594 72% 44%	148 80% 11%cf	353 69% 26%	903 76% 67%cf	781 75% 58%	550 70% 41%	700 75% 52%l	1088 75% 81%l	254 65% 19%
No – is not regulated	118 6%	22 7% 19%	95 6% 81%	67 8% 57%	45 5% 38%	15 8% 12%	26 5% 22%	72 6% 62%	72 7% 61%	45 6% 38%	64 7% 54%	93 6% 79%	24 6% 21%
Don't know	385 21%	70 22% 18%	315 21% 82%	174 21% 45%e	185 22% 48%eg	23 12% 6%	130 26% 34%eg	219 18% 57%	191 18% 50%	188 24% 49%hj	165 18% 43%	273 19% 71%	112 29% 29%k

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 145

QM2(1): As far as you know, are each of the following online services regulated? - TV live at the time of broadcast
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Total														
1891	1208 64%	971 51%	598 32%	512 27%	372 20%	202 11%	272 14%	182 10%	1515 80%	335 18%	355 19%	125 7%	546 29%	1345 71%
1845	1163 63%	929 50%	583 32%	467 25%	359 19%	196 11%	263 14%	178 10%	1454 79%	339 18%	348 19%	126 7%	545 30%	1300 70%
1545	985	800	490	407	308	172	225	161	1230	278	293	109	454	1091
1342	877	700	432	370	268	155	196	135	1088	245	247	92	398	944
73%	75%	75%	74%	79%	74%	79%	75%	76%	75%	72%	71%	73%	73%	73%
	65%	52%	32%	28%	20%	12%	15%	10%	81%	18%	18%	7%	30%	70%
118	80	64	43	24	29	8	24	15	93	22	37	20	46	71
6%	7%	7%	7%	5%	8%	4%	9%	9%	6%	7%	11%	16%	8%	5%
	68%	54%	37%	20%	24%	7%	20%	13%	79%	19%	31% z	17% vyz	39% z	61%
385	207	165	108	74	63	32	43	27	273	72	65	15	100	285
21%	18%	18%	18%	16%	18%	16%	16%	15%	19%	21%	19%	12%	18%	22%
	54%	43%	28%	19%	16%	8%	11%	7%	71%	19% ux	17%	4%	26%	74% ux

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 146

Absolutes/col percents/row percents 4 Mar 2019

QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1442	859 60%	583 40%	679 47%	763 53%	197 14%	253 18%	255 18%	242 17%	244 17%	251 17%	400 28%	495 34%	279 19%	268 19%	895 62%	547 38%	489 34%	953 66%	425 29%	1017 71%	887 62%	554 38%
Weighted base	1435	819 57%	616 43%	668 47%	767 53%	214 15%	255 18%	248 17%	262 18%	223 16%	234 16%	368 26%	473 33%	309 22%	284 20%	841 59%	594 41%	502 35%	934 65%	425 30%	1010 70%	765 53%	669 47%
Effective base	1199	718	485	560	639	162	213	220	208	213	190	329	414	232	230	743	461	412	787	361	838	775	465
Yes – is regulated	1033	579	454	498	535	136	181	183	208	177	148	280	344	210	198	624	409	361	672	309	724	592	440
	72%	71%	74%	75%	70%	64%	71%	74%	79%	79%	63%	76%	73%	68%	70%	74%	69%	72%	72%	73%	72%	77%	66%
		56%	44%	48%	52%	13%	18%	18% ch	20% cdh	17% ch	14%	27% k	33%	20%	19%	60% n	40%	35%	65%	30%	70%	57% t	43%
No – is not regulated	92	52	40	40	53	27	21	14	10	6	14	20	34	15	23	55	38	44	48	36	56	40	52
	6%	6%	7%	6%	7%	13%	8%	6%	4%	3%	6%	6%	7%	5%	8%	7%	6%	9%	5%	8%	6%	5%	8%
		56%	44%	43%	57%	30% efgh	23% ig	16%	10%	6%	15%	22%	37%	16%	24%	59%	41%	48% p	52%	39%	61%	43%	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/t

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Absolutes/col percents/row percents 4 Mar 2019

Table 146

QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1442	1425 99%	17 1%	1341 93%	101 7%	1389 96%	53 4%	1021 71%	146 10%	161 11%	114 8%	60 4%	141 10%	103 7%	83 6%	109 8%	96 7%	96 7%	180 12%	153 11%
Weighted base	1435	1412 98%	23** 2%**	1322 92%	114* 8%*	1378 96%	57* 4%*	1213 85%	113 8%	84 6%	25 2%	69* 5%*	169 12%	123* 9%*	101* 7%*	125* 9%*	131* 9%*	123* 9%*	202 14%	169 12%
Effective base	1199	1186	14	1113	87	1156	44	937	138	146	108	56	130	95	77	99	89	87	166	142
Yes – is regulated	1033	1026	7	969	64	1009	24	858	92	61	22	47	101	95	76	86	89	92	142	130
	72%	73%	31%	73%	56%	73%	42%	71%	81%	73%	87%	68%	60%	77%	76%	69%	68%	74%	70%	77%
		99%	1%	94% d	6%	98% f	2%	83%	9% g	6%	2% g	5%	10%	9% i	7% i	8%	9%	9% i	14%	13% i
No – is not regulated	92	92	-	87	6	90	2	85	4	3	1	4	22	4	10	9	10	4	10	11
	6%	7%	-	7%	5%	7%	4%	7%	3%	3%	2%	6%	13%	4%	10%	7%	8%	4%	5%	7%
		100%	-	94%	6%	97%	3%	92%	4%	3%	1%	4%	24% mqr	5%	11%	10%	11%	5%	10%	12%

Proportions/Mean: Columns Tested (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 146

Absolutes/col percents/row percents 4 Mar 2019

QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1442	280 19%	1162 81%	689 48%	608 42%	160 11%	323 22%	1002 69%	916 64%	508 35%	836 58%	1228 85%	214 15%
Weighted base	1435	250 17%	1185 83%	664 46%	600 42%	152 11%	322 22%	997 69%	894 62%	520 36%	816 57%	1205 84%	230 16%
Effective base	1199	217	982	568	506	127	270	831	773	413	705	1017	182
Yes – is regulated	1033	181	852	466	431	127	224	737	664	354	609	891	141
	72%	72%	72%	70%	72%	83% 12%cdfg	69%	74%	74%	68%	75%	74%	62%
		17%	83%	45%	42%		22%	71%	64% i	34%	59% i	86% i	14%
No – is not regulated	92	16	76	51	34	6	20	62	58	33	53	82	11
	6%	7%	6%	8%	6%	4%	6%	6%	6%	6%	7%	7%	5%
		18%	82%	55%	37%	7%	21%	67%	63%	36%	58%	88%	12%

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

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Table 146

QM2(2): As far as you know, are each of the following online services regulated? - TV programmes or films that have been broadcast using broadcaster catch-up services
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1442	988 69%	836 58%	506 35%	473 33%	331 23%	181 13%	247 17%	145 10%	1228 85%	261 18%	312 22%	113 8%	449 31%	993 69%
Weighted base	1435	968 67%	816 57%	516 36%	445 31%	328 23%	177 12%	246 17%	144 10%	1205 84%	263 18%	308 21%	115 8%	449 31%	986 69%
Effective base	1199	818	705	424	385	279	153	210	128	1017	217	262	103	378	821
Yes – is regulated	1033	724	609	385	332	248	144	180	116	891	184	227	84	330	703
	72%	75% 70%	75% 59%	75% 37%	75% 32%	76% 24%	82% 14%u	73% 17%	81% 11%	74% 86%	70% 18%	74% 22%	73% 8%	73% 32%	71% 68%
No – is not regulated	92	63	53	38	39	21	8	20	12	82	20	27	15	36	56
	6%	6% 68%	7% 58%	7% 41%	9% 42%	6% 23%	4% 9%	8% 22%	8% 13%	7% 88%	8% 21%	9% 29%	13% 16%z	8% 39%	6% 61%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 147

Absolutes/col percents/row percents 4 Mar 2019

QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	695	399 57%	296 43%	357 51%	338 49%	113 16%	137 20%	146 21%	138 20%	88 13%	73 11%	185 27%	238 34%	143 21%	129 19%	423 61%	272 39%	300 43%	395 57%	257 37%	438 63%	485 70%	210 30%
Weighted base	667	378 57%	289 43%	340 51%	327 49%	115* 17%*	132 20%	137 21%	139 21%	79* 12%*	66* 10%*	172 26%	217 33%	147 22%	131 20%	389 58%	278 42%	295 44%	372 56%	248 37%	419 63%	412 62%	255 38%
Effective base	570	340	232	288	282	90	116	124	114	74	54	155	195	117	105	350	222	247	323	212	358	416	175
Yes – is regulated	455 68%	257 68%	198 68%	249 73%	205 63%	72 63%	88 66%	92 67%	101 73%	62 79%	40 60%	124 72%	142 65%	100 68%	89 68%	266 68%	189 68%	202 68%	253 68%	170 68%	285 68%	294 71%	161 63%
		57%	43%	55%b	45%	16%	19%	20%	22%	14%ch	9%	27%	31%	22%	20%	59%	41%	44%	56%	37%	63%	65%	35%
No – is not regulated	60 9%	35 9%	25 9%	31 9%	30 9%	17 15%	14 11%	9 7%	6 5%	3 4%	10 16%	15 9%	27 12%	10 7%	8 6%	42 11%	18 6%	24 8%	36 10%	19 8%	41 10%	32 8%	28 11%
		58%	42%	51%	49%	25%fg	23%	15%	11%	6%	17%fg	26%	45%	17%	13%	70%	30%	41%	59%	32%	68%	54%	46%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 147

QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	695	692 100%	3 *	657 95%	38 5%	677 97%	18 3%	469 67%	71 10%	65 9%	90 13%	26 4%	64 9%	53 8%	33 5%	59 8%	40 6%	31 4%	76 11%	87 13%
Weighted base	667	665 100%	2** ***	623 93%	44* 7%*	647 97%	20** 3%**	556 83%	55* 8%*	34* 5%*	21* 3%*	31** 5%**	77* 12%*	65* 10%*	41* 6%*	68* 10%*	54* 8%*	42** 6%**	88* 13%*	91* 14%*
Effective base	570	568	2	537	34	554	16	437	68	59	61	24	59	49	31	57	38	29	71	83
Yes – is regulated	455	455	*	429	26	443	12	373	43	24	15	17	41	46	34	47	38	26	61	65
	68%	68%	12%	69%	58%	68%	59%	67%	77%	69%	71%	56%	53%	70%	82%	69%	70%	63%	69%	71%
		100%	*	94%	6%	97%	3%	82%	9%	5%	3%	4%	9%	10%	7%	10%	8%	6%	13%	14%
No – is not regulated	60	59	1	55	5	59	1	54	4	1	2	3	13	4	1	5	5	5	7	12
	9%	9%	50%	9%	12%	9%	6%	10%	6%	3%	8%	10%	17%	6%	2%	7%	8%	12%	8%	13%
		98%	2%	91%	9%	98%	2%	90%	6%	2%	3%	5%	22%	6%	2%	8%	8%	9%	11%	19%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 147

QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	695	121 17%	574 83%	425 61%	208 30%	61 9%	64 9%	599 86%	482 69%	211 30%	461 66%	649 93%	46 7%
Weighted base	667	102* 15%*	565 85%	400 60%	196 29%	54* 8%*	57* 9%*	577 87%	457 69%	208 31%	434 65%	617 93%	50* 7%*
Effective base	570	93	477	345	170	48	50	494	401	168	383	529	41
Yes – is regulated	455 68%	69 67% 15%	386 68% 85%	268 67% 59%	124 63% 27%	40 73% 9%	32 57% 7%	409 71% 90% i	318 70% 70%	137 66% 30%	306 70% 67%	431 70% 95% l	24 48% 5%
No – is not regulated	60 9%	10 10% 17%	50 9% 83%	42 10% 70%	16 8% 27%	6 11% 10%	4 7% 6%	48 8% 80%	41 9% 69%	17 8% 29%	36 8% 60%	51 8% 84%	10 19% 16% k

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 147

QM2(3): As far as you know, are each of the following online services regulated? - Free Video On-demand content available as part of your subscription through your TV service provider
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	695	578 83%	461 66%	308 44%	283 41%	187 27%	116 17%	170 24%	101 15%	649 93%	116 17%	158 23%	70 10%	211 30%	484 70%
Weighted base	667	555 83%	434 65%	306 46%	262 39%	183 27%	112 17%	160 24%	102* 15%*	617 93%	113* 17%*	154 23%	73* 11%*	207 31%	460 69%
Effective base	570	473	383	257	232	158	101	141	90	529	99	132	60	179	391
Yes – is regulated	455	388	306	214	187	127	83	114	75	431	74	105	44	138	317
	68%	70% 85%	70% 67%	70% 47%	71% 41%	69% 28%	74% 18%	71% 25%	74% 17%	70% 95%	66% 16%	68% 23%	61% 10%	66% 30%	69% 70%
No – is not regulated	60	43	36	27	28	21	10	17	13	51	13	23	13	26	34
	9%	8% 72%	8% 60%	9% 45%	11% 46%	11% 34%	9% 17%	10% 28%	13% 22%	8% 84%	11% 21%	15% 38%z	17% 21%z	13% 44%z	7% 56%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

* small base

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Table 148

Absolutes/col percents/row percents 4 Mar 2019

QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	296	172 58%	124 42%	159 54%	137 46%	45 15%	67 23%	77 26%	62 21%	32 11%	13 4%	100 34%	99 33%	68 23%	29 10%	199 67%	97 33%	158 53%	138 47%	141 48%	155 52%	231 78%	65 22%
Weighted base	286	161 56%	126 44%	152 53%	135 47%	42* 15%*	64* 22%*	74* 26%*	64* 22%*	30** 11%**	13** 4%**	91* 32%*	94* 33%*	71* 25%*	29** 10%**	186 65%	101* 35%*	158 55%	129 45%	138 48%	149 52%	203 71%	84* 29%*
Effective base	246	147	100	130	116	35	58	68	51	28	8	85	84	56	23	169	79	136	110	122	125	203	54
Yes – is regulated	188	109	80	104	85	23	42	49	46	22	5	64	62	45	18	126	62	100	88	87	102	138	50
	66%	68% 58%	63% 42%	68% 55%	63% 45%	56% 12%	67% 23%	67% 26%	72% 24%	71% 11%	43% 3%	70% 34%	66% 33%	62% 24%	60% 9%	68% 67%	62% 33%	64% 53%	69% 47%	63% 46%	68% 54%	68% 74%	60% 26%
No – is not regulated	27	16	11	13	14	6	7	6	5	3	1	9	9	6	2	19	8	14	13	14	13	18	9
	9%	10% 60%	9% 40%	9% 49%	10% 51%	14% 23%	10% 25%	8% 21%	8% 18%	9% 10%	8% 4%	10% 35%	10% 35%	8% 22%	8% 9%	10% 69%	8% 31%	9% 54%	10% 46%	11% 54%	8% 46%	9% 68%	10% 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
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 148

QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	296	295 100%	1 *	279 94%	17 6%	293 99%	3 1%	206 70%	25 8%	34 11%	31 10%	13 4%	19 6%	24 8%	18 6%	32 11%	13 4%	18 6%	30 10%	39 13%
Weighted base	286	285 100%	1** ***	271 95%	16** 5%**	284 99%	3** 1%**	243 85%	19** 7%**	17* 6%*	7** 3%**	15** 5%**	24** 8%**	29** 10%**	21** 7%**	39** 14%**	17** 6%**	24** 8%**	34** 12%**	41* 14%*
Effective base	246	245	1	232	14	244	3	193	23	31	29	12	18	23	17	30	12	17	28	37
Yes – is regulated	188 66%	187 66%	1 100%	179 66%	9 59%	188 66%	* 15%	159 65%	14 76%	11 61%	5 65%	12 80%	11 45%	20 71%	16 75%	24 62%	10 59%	15 63%	22 65%	29 72%
		99%	1%	95%	5%	100%	*	84%	7%	6%	3%	6%	6%	11%	8%	13%	5%	8%	12%	16%
No – is not regulated	27 9%	27 9%	- -	25 9%	2 12%	27 10%	- -	23 10%	1 7%	2 10%	1 9%	1 7%	6 26%	2 7%	2 10%	2 4%	4 22%	2 10%	1 3%	3 8%
	9%	100%	-	93%	7%	100%	-	86%	5%	6%	3%	4%	23%	8%	7%	6%	14%	8%	3%	13%

Proportions/Mean: Columns Tested (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 148

Absolutes/col percents/row percents 4 Mar 2019

QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	296	56 19%	240 81%	192 65%	89 30%	37 13%	27 9%	257 87%	222 75%	73 25%	215 73%	281 95%	15 5%
Weighted base	286	45* 16%*	241 84%	184 64%	82* 29%*	32* 11%*	25** 9%**	250 87%	218 76%	67* 23%*	213 74%	272 95%	15** 5%**
Effective base	246	43	204	159	75	31	23	214	189	56	184	234	13
Yes – is regulated	188 66%	29 64% 15%	159 66% 85%	117 63% 62%	56 68% 30%	24 75% 13%	13 50% 7%	169 68% 90%	148 68% 79%	39 58% 21%	145 68% 77%	180 66% 96%	8 54% 4%
No – is not regulated	27 9%	5 10% 17%	22 9% 83%	22 12% 82%	7 9% 27%	3 10% 12%	2 7% 6%	24 10% 88%	19 9% 70%	8 12% 30%	18 9% 68%	25 9% 93%	2 14% 7%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 148

QM2(4): As far as you know, are each of the following online services regulated? - Paid Video On-demand content available through your TV service provider
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	296	251 85%	215 73%	155 52%	152 51%	109 37%	69 23%	96 32%	58 20%	281 95%	69 23%	83 28%	37 13%	109 37%	187 63%
Weighted base	286	244 85%	213 74%	151 53%	139 49%	102* 35%*	67* 24%*	93* 32%*	57* 20%*	272 95%	69* 24%*	77* 27%*	37* 13%*	107* 37%*	179 63%
Effective base	246	209	184	132	124	89	60	81	52	234	58	70	33	92	155
Yes – is regulated	188	166	145	107	103	62	49	59	42	180	47	53	26	73	115
	66%	68% 88%	68% 77%	70% 57%	74% 55%	61% 33%	73% 26%	64% 31%	74% 22%	66% 96%	68% 25%	69% 28%	70% 14%	68% 39%	64% 61%
No – is not regulated	27	24	18	10	8	16	5	10	9	25	11	15	9	18	9
	9%	10% 88%	9% 68%	7% 38%	6% 30%	16% 60%op	8% 19%	11% 37%	16% 34%p	9% 93%	16% 40%z	20% 57%z	24% 33%z	17% 67%z	5% 33%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

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Absolutes/col percents/row percents 4 Mar 2019

Table 149
QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAP1 (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	836	514 61%	322 39%	378 45%	458 55%	168 20%	196 23%	179 21%	151 18%	92 11%	50 6%	221 26%	298 36%	177 21%	140 17%	519 62%	317 38%	374 45%	462 55%	324 39%	512 61%	577 69%	259 31%
Weighted base	797	477 60%	320 40%	359 45%	437 55%	168 21%	185 23%	167 21%	157 20%	81* 10%*	39* 5%*	196 25%	275 34%	184 23%	142 18%	471 59%	326 41%	362 45%	435 55%	310 39%	487 61%	481 60%	316 40%
Effective base	680	422	259	305	375	135	160	150	124	78	37	181	243	145	114	423	259	308	372	268	412	491	216
Yes – is regulated	495	295	200	246	250	101	121	99	104	52	18	120	171	118	87	291	204	230	265	195	300	314	181
	62%	62%	63%	68%	57%	60%	65%	60%	66%	65%	46%	61%	62%	64%	61%	62%	63%	64%	61%	63%	62%	65%	57%
		60%	40%	50% b	50%	20%	24% h	20%	21% h	11%	4%	24%	35%	24%	17%	59%	41%	46%	54%	39%	61%	63% t	37%
No – is not regulated	91	55	36	32	59	28	23	21	11	3	5	23	36	19	14	58	32	51	40	40	51	51	40
	11%	11%	11%	9%	14%	17%	13%	12%	7%	4%	12%	12%	13%	10%	10%	12%	10%	14%	9%	13%	10%	11%	13%
		60%	40%	35%	65%	31% fg	29% g	23% g	12%	3%	5%	25%	39%	21%	15%	64%	36%	57% p	43%	44%	56%	56%	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
* small base

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Table 149

QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All carrying out each viewing activity in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	836	829 99%	6 1%	744 89%	92 11%	828 99%	8 1%	530 63%	103 12%	97 12%	106 13%	28 3%	67 8%	50 6%	47 6%	43 5%	58 7%	40 5%	89 11%	108 13%
Weighted base	797	790 99%	6** 1%**	707 89%	90* 11%*	789 99%	8** 1%**	641 80%	80* 10%*	52* 7%*	24* 3%*	33** 4%**	80* 10%*	62* 8%*	60* 8%*	48* 6%*	79* 10%*	54* 7%*	108* 14%*	117 15%
Effective base	680	674	5	604	76	673	7	494	97	87	100	26	63	46	45	40	54	37	83	101
Yes – is regulated	495 62%	494 63%	* 5%	451 64%	45 50%	493 63%	2 26%	394 61%	52 65%	32 61%	18 76%	18 54%	46 57%	41 67%	37 62%	30 62%	46 58%	30 55%	68 63%	78 67%
		100%	*	91% ^d	9%	100%	*	80%	10%	6%	4% ^g	4%	9%	8%	7%	6%	9%	6%	14%	16%
No – is not regulated	91 11%	90 11%	1 26%	78 11%	13 14%	90 11%	1 15%	75 12%	7 9%	7 13%	2 7%	5 15%	19 23%	6 10%	9 16%	3 6%	8 10%	2 3%	6 5%	18 15%
		98%	2%	86%	14%	99%	1%	83%	8%	7%	2%	5%	20% ^{opqr}	7%	10%	3%	8%	2%	6%	20% ^{qr}

Proportions/Mean: Columns Tested (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 149

Absolutes/col percents/row percents 4 Mar 2019

QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	836	164 20%	672 80%	440 53%	300 36%	91 11%	150 18%	597 71%	607 73%	211 25%	572 68%	779 93%	57 7%
Weighted base	797	126 16%	671 84%	412 52%	283 36%	77* 10%*	142 18%	573 72%	575 72%	203 25%	540 68%	737 92%	60* 8%*
Effective base	680	118	564	353	242	75	120	489	501	163	472	631	49
Yes – is regulated	495	81	415	258	157	52	72	380	365	117	349	464	31
	62%	64%	62%	63%	56%	67%	51%	66%	63%	57%	65%	63%	52%
		16%	84%	52% f	32%	11% f	15%	77% df	74%	24%	70%	94%	6%
No – is not regulated	91	12	79	52	35	9	18	66	63	27	56	82	9
	11%	10%	12%	13%	12%	12%	13%	12%	11%	13%	10%	11%	15%
		14%	86%	57%	39%	10%	20%	73%	69%	29%	62%	90%	10%

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

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Table 149

QM2(5): As far as you know, are each of the following online services regulated? - TV, box sets or films from an online subscription service
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All carrying out each viewing activity in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	836	603 72%	572 68%	423 51%	388 46%	232 28%	142 17%	212 25%	99 12%	779 93%	134 16%	185 22%	71 8%	246 29%	590 71%
Weighted base	797	571 72%	540 68%	413 52%	356 45%	233 29%	136 17%	205 26%	99* 12%*	737 92%	131 16%	176 22%	74* 9%*	237 30%	560 70%
Effective base	680	487	472	346	314	196	120	178	88	631	113	156	63	208	472
Yes – is regulated	495	375	349	262	215	139	87	133	69	464	79	112	43	148	348
	62%	66% 76%	65% 70%	63% 53%	60% 43%	60% 28%	64% 18%	65% 27%	69% 14%	63% 94%	61% 16%	63% 23%	59% 9%	62% 30%	62% 70%
No – is not regulated	91	66	56	52	52	37	18	27	13	82	16	32	18	41	50
	11%	12% 73%	10% 62%	13% 57%	15% 57%	16% 41% n	13% 20%	13% 30%	14% 15%	11% 90%	12% 18%	18% 35% z	25% 20% vz	17% 15% z	9% 55%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

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Table 150

Absolutes/col percents/row percents 4 Mar 2019

QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	199	127 64%	72 36%	106 53%	93 47%	35 18%	57 29%	59 30%	23 12%	18 9%	7 4%	54 27%	70 35%	50 25%	25 13%	124 62%	75 38%	119 60%	80 40%	106 53%	93 47%	152 76%	47 24%
Weighted base	200	124 62%	76* 38%*	104* 52%*	96* 48%*	38** 19%**	59* 29%*	58* 29%*	23** 12%**	16** 8%**	6** 3%**	51* 25%*	71* 35%*	55* 28%*	24** 12%**	121 61%	79* 39%*	121 61%	79* 39%*	105* 52%*	95* 48%*	138 69%	62* 31%*
Effective base	170	111	59	89	81	28	51	52	20	16	4	50	60	42	20	109	62	104	66	94	77	137	40
Yes – is regulated	119 59%	75 60%	44 58%	61 58%	58 61%	16 43%	38 65%	34 58%	16 69%	13 84%	1 24%	33 65%	41 57%	32 58%	13 57%	73 61%	46 58%	70 58%	49 62%	61 58%	58 61%	83 60%	36 58%
		63%	37%	51%	49%	14%	32%	28%	14%	11%	1%	28%	34%	27%	11%	62%	38%	59%	41%	51%	49%	70%	30%
No – is not regulated	28 14%	21 17%	7 9%	15 14%	14 15%	8 20%	8 14%	7 12%	2 9%	3 16%	1 12%	9 19%	9 13%	7 13%	3 12%	18 15%	10 13%	18 14%	11 14%	16 16%	12 13%	24 17%	5 7%
		75%	25%	51%	49%	27%	29%	25%	7%	9%	3%	33%	31%	26%	10%	65%	35%	62%	38%	58%	42%	84%	16%

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

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Table 150

QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All carrying out each viewing activity in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	199	198 99%	1 1%	190 95%	9 5%	197 99%	2 1%	145 73%	23 12%	13 7%	18 9%	12 6%	12 6%	11 6%	12 6%	25 13%	13 7%	13 7%	15 8%	32 16%
Weighted base	200	200 100%	***	192 96%	8** 4%**	199 99%	1** 1%**	171 85%	18** 9%**	7** 4%**	4** 2%**	15** 7%**	14** 7%**	14** 7%**	14** 7%**	29** 15%**	16** 8%**	19** 10%**	16** 8%**	34* 17%*
Effective base	170	169	1	162	8	169	2	135	22	12	17	12	11	10	12	23	12	12	14	30
Yes – is regulated	119 59%	119 60%	-	115 60%	4 50%	119 60%	-	100 58%	12 65%	5 66%	3 73%	12 85%	7 50%	10 74%	12 85%	19 64%	9 54%	7 35%	7 44%	17 49%
		100%	-	96%	4%	100%	-	84%	10%	4%	3%	10%	6%	9%	10%	16%	7%	6%	6%	14%
No – is not regulated	28 14% 14%	28 14%	-	27 14%	1 13%	28 14%	-	26 15%	2 13%	-	* 9%	1 8%	4 32%	-	2 15%	5 16%	2 12%	2 9%	3 17%	7 21%
		100%	-	96%	4%	100%	-	90%	8%	-	1%	4%	16%	-	7%	16%	7%	6%	9%	25%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 150

QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	199	34 17%	165 83%	126 63%	64 32%	30 15%	25 13%	161 81%	168 84%	29 15%	161 81%	193 97%	6 3%
Weighted base	200	30** 15%**	171 85%	123 62%	64* 32%*	31** 16%**	26** 13%**	161 81%	168 84%	30** 15%**	162 81%	195 97%	6** 3%**
Effective base	170	29	142	107	54	27	21	138	145	23	139	165	5
Yes – is regulated	119 59%	18 60%	101 59%	73 59%	42 65%	21 67%	17 65%	93 57%	102 61%	15 51%	98 61%	116 60%	3 57%
		15%	85%	61%	35%	18%	14%	78%	85%	13%	83%	97%	3%
No – is not regulated	28 14%	5 18%	23 14%	19 15%	8 13%	5 15%	3 11%	24 15%	24 14%	5 16%	24 15%	27 14%	1 21%
		19%	81%	66%	29%	17%	10%	83%	83%	17%	83%	96%	4%

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

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Table 150

QM2(6): As far as you know, are each of the following online services regulated? - TV,box sets,or films from an online pay-per-view or download to own service
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	199	169 85%	161 81%	127 64%	111 56%	90 45%	65 33%	90 45%	51 26%	193 97%	51 26%	64 32%	32 16%	78 39%	121 61%
Weighted base	200	169 84%	162 81%	129 64%	108* 54%*	94* 47%*	70* 35%*	94* 47%*	52* 26%*	195 97%	54* 27%*	65* 33%*	34** 17%**	80* 40%*	120* 60%*
Effective base	170	145	139	108	97	80	58	78	45	165	46	57	29	70	100
Yes – is regulated	119 59%	100 59% 84%	98 61% 83%	76 59% 64%	70 65% 59%	56 60% 47%	48 69% 41%	59 63% 50%	32 63% 27%	116 60% 97%	35 64% 29%	45 68% 38%	24 70% 20%	53 67% 45%	66 54% 55%
No – is not regulated	28 14%	25 15% 88%	24 15% 83%	20 15% 70%	15 14% 54%	17 18% 59%	7 10% 24%	14 15% 50%	12 23% 43%	27 14% 96%	10 18% 34%	14 21% 48%	5 15% 18%	16 20% 55%	13 11% 45%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 151

QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1083	639 59%	444 41%	535 49%	548 51%	201 19%	222 20%	206 19%	197 18%	142 13%	115 11%	259 24%	389 36%	217 20%	218 20%	648 60%	435 40%	391 36%	692 64%	327 30%	756 70%	703 65%	379 35%
Weighted base	1054	597 57%	457 43%	520 49%	535 51%	211 20%	216 20%	199 19%	197 19%	130 12%	101* 10%*	233 22%	367 35%	237 22%	217 21%	600 57%	454 43%	387 37%	667 63%	310 29%	745 71%	600 57%	455 43%
Effective base	888	536	356	434	453	160	185	176	159	124	87	212	319	182	178	531	360	319	569	267	621	602	315
Yes – is regulated	329 31%	160 27% 49%	169 37% 51%	189 36% 58% b	139 26% 42%	69 33% 21%	79 36% 24% e	47 23% 14%	66 33% 20% e	41 31% 12%	28 27% 8%	73 31% 22%	109 30% 33%	81 34% 25%	66 30% 20%	182 30% 55%	147 32% 45%	128 33% 39%	201 30% 61%	96 31% 29%	233 31% 71%	205 34% 62% t	124 27% 38%
No – is not regulated	404 38%	251 42% 62%	153 33% 38%	194 37% 48%	211 39% 52%	75 36% 19%	83 38% 21%	81 41% 20%	68 35% 17%	51 39% 13%	46 45% 11%	95 41% 24%	143 39% 35%	88 37% 22%	79 36% 19%	238 40% 59%	166 37% 41%	141 36% 35%	263 39% 65%	114 37% 28%	290 39% 72%	228 38% 56%	177 39% 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
 * small base

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Absolutes/col percents/row percents 4 Mar 2019

Table 151

QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1083	1056 98%	27 2%	887 82%	196 18%	1070 99%	13 1%	721 67%	129 12%	103 10%	130 12%	43 4%	96 9%	76 7%	58 5%	60 6%	77 7%	54 5%	113 10%	144 13%
Weighted base	1054	1023 97%	31** 3%**	844 80%	210 20%	1041 99%	14** 1%**	866 82%	104 10%	54* 5%*	30 3%	48* 5%*	120* 11%*	94* 9%*	71* 7%*	67* 6%*	104* 10%*	74* 7%*	129 12%	159 15%
Effective base	888	864	24	718	170	876	11	668	121	94	101	40	89	71	54	56	72	50	105	135
Yes – is regulated	329 31%	323 98%	6 2%	283 86% ^d	46 14%	328 100%	11 *	270 82%	28 9%	18 6%	12 4%	12 4%	34 10%	30 9%	24 7% ^q	26 8% ^q	28 9%	11 3%	40 12% ^q	65 20% ^{lpc}
No – is not regulated	404 38%	399 99%	5 1%	331 82%	74 18%	403 100%	1 *	328 81%	47 12% ^j	20 5%	9 2%	21 5%	50 12% ^o	33 8%	33 8% ^q	17 4%	40 10%	28 7%	49 12%	58 14%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 151

QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1083	204 19%	879 81%	491 45%	477 44%	128 12%	268 25%	688 64%	657 61%	387 36%	590 54%	885 82%	198 18%
Weighted base	1054	165 16%	890 84%	460 44%	457 43%	119 11%	257 24%	672 64%	618 59%	389 37%	552 52%	838 79%	216 21%
Effective base	888	151	738	397	395	102	219	562	536	317	479	712	175
Yes – is regulated	329 31%	35 21% 11%	294 33% 69%a	136 30% 41%	122 27% 37%	46 39% 14%df	61 24% 19%	218 32% 66%t	202 33% 62%	105 27% 32%	182 33% 55%	268 32% 81%	61 28% 19%
No – is not regulated	404 38%	76 46% 19%b	328 37% 81%	184 40% 46%	185 41% 46%	48 40% 12%	102 40% 25%	269 40% 66%	239 39% 59%	156 40% 39%	216 39% 53%	332 40% 82%	72 33% 18%

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

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Table 151

QM2(7): As far as you know, are each of the following online services regulated? - Short clips through websites such as YouTube or Facebook
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All carrying out each viewing activity in the last 12 months

	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Total														
1083	674 62%	590 54%	426 39%	361 33%	260 24%	145 13%	206 19%	103 10%	885 82%	202 19%	223 21%	82 8%	331 31%	752 69%
1054	638 61%	552 52%	406 39%	316 30%	245 23%	140 13%	199 19%	101* 10%*	838 79%	199 19%	217 21%	86* 8%*	325 31%	729 69%
888	544	479	344	285	216	122	171	91	712	174	190	72	283	605
329	211	182	147	103	89	51	76	45	268	76	79	37	119	210
31%	33%	33%	36%	32%	36%	36%	38%	44%	32%	38%	37%	42%	37%	29%
	64%	55%	45%	31%	27%	15%	23%	14% ^{mnpu}	81%	23% ^z	24% ^z	11% ^z	36% ^z	64%
404	257	216	148	143	85	58	73	30	332	78	92	38	133	271
38%	40%	39%	37%	45%	35%	41%	37%	29%	40%	39%	43%	44%	41%	37%
	64% ^t	53%	37%	35% ^{oqi}	21%	14%	18%	7%	82%	19%	23%	9%	33%	67%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

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Table 152

QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All carrying out each viewing activity in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	738	411 56%	327 44%	386 52%	352 48%	165 22%	169 23%	156 21%	134 18%	70 9%	44 6%	164 22%	262 36%	165 22%	147 20%	426 58%	312 42%	285 39%	453 61%	231 31%	507 69%	505 68%	233 32%
Weighted base	730	399 55%	331 45%	381 52%	349 48%	175 24%	171 23%	153 21%	130 18%	63* 9%*	37* 5%*	146 20%	253 35%	182 25%	148 20%	399 55%	331 45%	285 39%	445 61%	218 30%	512 70%	441 60%	288 40%
Effective base	609	350	261	316	293	131	143	138	108	62	32	135	218	139	120	352	259	236	374	193	417	435	195
Yes – is regulated	260	124	136	153	107	60	65	45	50	27	12	53	86	67	53	139	121	103	156	75	185	171	88
	36%	31%	41%	40%	31%	34%	38%	29%	38%	44%	32%	36%	34%	37%	36%	35%	37%	36%	35%	34%	36%	39%	31%
		48%	52%	59% b	41%	23%	25%	17%	19%	11%	5%	20%	33%	26%	21%	53%	47%	40%	60%	29%	71%	66% t	34%
No – is not regulated	253	155	98	126	126	58	62	59	43	17	14	49	89	65	50	138	115	100	153	77	175	154	99
	35%	39%	30%	33%	36%	33%	36%	39%	33%	26%	38%	33%	35%	36%	34%	34%	35%	35%	34%	35%	34%	35%	34%
		61%	39%	50%	50%	23%	24%	23%	17%	7%	6%	19%	35%	26%	20%	54%	46%	40%	60%	31%	69%	61%	39%

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

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Table 152

QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All carrying out each viewing activity in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	738	723 98%	15 2%	595 81%	143 19%	731 99%	7 1%	492 67%	93 13%	61 8%	92 12%	22 3%	60 8%	41 6%	36 5%	40 5%	54 7%	40 5%	77 10%	122 17%
Weighted base	730	714 98%	16** 2%**	578 79%	152 21%	723 99%	6** 1%**	601 82%	74* 10%*	34* 5%*	21* 3%*	27** 4%**	77* 11%*	51* 7%*	44* 6%*	46* 6%*	74* 10%*	55* 8%*	91* 12%*	136 19%
Effective base	609	597	13	488	122	603	6	460	88	55	87	21	57	39	34	37	51	37	71	116
Yes – is regulated	260 36%	256 36%	4 23%	223 39%	36 24%	260 36%	-	216 36%	22 29%	12 36%	10 47%	10 36%	27 36%	20 39%	17 39%	20 44%	27 37%	7 13%	28 31%	59 43%
		99%	1%	86%_d	14%	100%	-	83%	8%	5%	4%_h	4%	11%_q	8%_q	7%_q	8%_q	11%_q	3%	11%_q	23%_q
No – is not regulated	253 35%	253 35%	-	201 35%	51 34%	253 35%	*	205 34%	33 45%	10 29%	5 22%	12 43%	28 37%	19 37%	20 45%	10 21%	22 29%	22 39%	28 31%	45 33%
		100%	-	80%	20%	100%	*	81%_j	13%_j	4%	2%	5%	11%	7%	8%_q	4%	9%	9%	11%	18%

Proportions/Mean: Columns Tested (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 152

QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All carrying out each viewing activity in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	738	132 18%	606 82%	339 46%	312 42%	81 11%	183 25%	466 63%	450 61%	257 35%	402 54%	611 83%	127 17%
Weighted base	730	104* 14%*	626 86%	321 44%	307 42%	77* 11%*	179 25%	461 63%	431 59%	263 36%	383 52%	590 81%	139 19%
Effective base	609	98	513	274	260	68	149	384	370	212	329	497	113
Yes – is regulated	260 36%	23 22% 9%	237 38% 91% ^a	108 34% 42%	95 31% 37%	28 36% 11%	55 31% 21%	166 36% 64%	159 37% 61%	86 33% 33%	144 38% 56%	214 36% 82%	46 33% 18%
No – is not regulated	253 35%	45 43% 18%	208 33% 82%	120 37% 48%	112 36% 44%	33 43% 13%	62 35% 25%	170 37% 67%	154 36% 61%	94 36% 37%	138 36% 55%	213 36% 84%	40 29% 16%

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 152

QM2(8): As far as you know, are each of the following online services regulated? - Longer videos through websites such as YouTube or Facebook
SINGLE CODE

Base: All carrying out each viewing activity in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	738	455 62%	402 54%	308 42%	248 34%	200 27%	109 15%	168 23%	79 11%	611 83%	139 19%	142 19%	53 7%	219 30%	519 70%
Weighted base	730	439 60%	383 52%	301 41%	235 32%	200 27%	112* 15%*	169 23%	79* 11%*	590 81%	132 18%	137 19%	55* 8%*	213 29%	517 71%
Effective base	609	374	329	251	200	172	93	142	71	497	119	124	48	189	421
Yes – is regulated	260	163	144	112	88	82	43	68	39	214	58	51	26	88	172
	36%	37%	38%	37%	37%	41%	38%	40%	49%	36%	44%	37%	47%	41%	33%
		63%	56%	43%	34%	32%	17%	26%	15%u	82%	22%z	20%	10%	34%z	66%
No – is not regulated	253	159	138	113	103	65	41	62	17	213	47	58	21	79	174
	35%	36%	36%	38%	44%	32%	36%	37%	22%	36%	36%	42%	39%	37%	34%
		63%t	55%t	45%t	41%qt	26%	16%t	24%t	7%	84%t	19%	23%	8%	31%	69%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 153

QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes**Base: All carrying out each viewing activity in the last 12 months**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2155	1206 56%	949 44%	1042 48%	1113 52%	314 15%	366 17%	391 18%	368 17%	338 16%	378 18%	532 25%	713 33%	418 19%	492 23%	1245 58%	910 42%	727 34%	1428 66%	639 30%	1516 70%	1316 61%	836 39%
Weighted base	2117	1147 54%	971 46%	1037 49%	1080 51%	330 16%	367 17%	374 18%	388 18%	306 14%	353 17%	487 23%	678 32%	453 21%	499 24%	1165 55%	953 45%	721 34%	1397 66%	619 29%	1499 71%	1127 53%	987 47%
Effective base	1771	1008	768	854	918	253	306	338	308	295	282	436	592	342	409	1028	749	607	1164	535	1237	1140	690
TV live at the time of broadcast	1342 63%	717 63%	625 64%	673 65%	669 62%	166 50%	207 56%	245 65%	268 69%	214 70%	243 69%	328 67%	443 65%	269 59%	303 61%	771 66%	572 60%	444 62%	898 64%	380 61%	962 64%	730 65%	612 62%
		53%	47%	50%	50%	12%	15%	18%cd	20%cd	16%cd	18%cd	24%kl	33%	20%	23%	57%rn	43%	33%	67%	28%	72%	54%	46%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1033 49%	579 50%	454 47%	498 48%	535 50%	136 41%	181 49%	183 49%	208 54%	177 58%	148 42%	280 57%	344 51%	210 46%	198 40%	624 54%	409 43%	361 50%	672 48%	309 50%	724 48%	592 53%	440 45%
		56%	44%	48%	52%	13%	18%	18%	20%ch	17%cdelh	14%	27%jkl	33%l	20%	19%	60%rn	40%	35%	65%	30%	70%	57%t	43%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	495 23%	295 26%	200 21%	246 24%	250 23%	101 31%	121 33%	99 27%	104 27%	52 17%	18 5%	120 25%	171 25%	118 26%	87 17%	291 25%	204 21%	230 32%	265 19%	195 32%	300 20%	314 28%	181 18%
		60%	40%	50%	50%	20%gh	24%gh	20%gh	21%gh	11%h	4%	24%l	35%l	24%l	17%	59%	41%	46%p	54%	39%r	61%	63%t	37%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	455 21%	257 22%	198 20%	249 24%	205 19%	72 22%	88 24%	92 25%	101 26%	62 20%	40 11%	124 25%	142 21%	100 22%	89 18%	266 23%	189 20%	202 28%	253 18%	170 27%	285 19%	294 26%	161 16%
		57%	43%	55%b	45%	16%h	19%h	20%h	22%h	14%h	9%	27%l	31%	22%	20%	59%	41%	44%p	56%	37%r	63%	65%t	35%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	329 16%	160 14%	169 17%	189 18%	139 13%	69 21%	79 21%	47 13%	66 17%	41 13%	28 8%	73 15%	109 16%	81 18%	66 13%	182 16%	147 15%	128 18%	201 14%	96 16%	233 16%	205 18%	124 13%
		49%	51%	58%b	42%	21%egh	24%egh	14%	20%h	12%h	8%	22%	33%	25%	20%	55%	45%	39%	61%	29%	71%	62%t	38%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	260 12%	124 11%	136 14%	153 15%	107 10%	60 18%	65 18%	45 12%	50 13%	27 9%	12 3%	53 11%	86 13%	67 15%	53 21%	139 12%	121 13%	103 14%	156 11%	75 12%	185 12%	171 15%	88 9%
		48%	52%	59%b	41%	23%egh	25%egh	17%h	19%h	11%h	5%	20%	33%	26%	21%	53%	47%	40%	60%	29%	71%	66%t	34%
Paid Video On-demand content available through your TV service provider – e.g. film rental or events on a pay-per-view basis	188 9%	109 9%	80 8%	104 10%	85 8%	23 7%	42 12%	49 13%	46 12%	22 7%	5 2%	64 13%	62 9%	45 10%	18 4%	126 11%	62 7%	100 14%	88 6%	87 14%	102 7%	138 12%	50 5%
		58%	42%	55%	45%	12%h	23%h	26%cg	24%gh	11%h	3%	34%l	33%l	24%l	9%	67%rn	33%	53%p	47%	46%r	54%	74%t	26%
TV, box sets, or films from an online pay-per-view or download to own service	119 6%	75 7%	44 5%	61 6%	58 5%	16 5%	38 10%	34 9%	16 4%	13 4%	1 *	33 7%	41 6%	32 7%	13 3%	73 6%	46 5%	70 10%	49 4%	61 10%	58 4%	83 7%	36 4%
		63%	37%	51%	49%	14%h	32%ctgh	28%fgh	14%h	11%h	1%	28%l	34%l	27%l	11%	62%	38%	59%p	41%	51%r	49%	70%t	30%
NET: Believe any online/ on demand content is regulated	1619 76%	892 78%	727 75%	808 78%	811 75%	237 72%	275 75%	288 77%	317 82%	244 80%	257 73%	386 79%	532 79%	337 74%	364 73%	918 79%	701 74%	559 78%	1060 76%	478 77%	1141 76%	895 79%	723 73%
		55%	45%	50%	50%	15%	17%	18%	20%cdh	15%c	16%	24%l	33%l	21%	23%	67%rn	43%	35%	65%	30%	70%	65%t	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

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Absolutes/col percents/row percents 4 Mar 2019

Table 153

QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes

Base: All carrying out each viewing activity in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2155	2109 98%	44 2%	1636 76%	519 24%	1959 91%	196 9%	1475 68%	230 11%	230 11%	220 10%	78 4%	192 9%	151 7%	119 6%	155 7%	142 7%	130 6%	252 12%	256 12%
Weighted base	2117	2060 97%	55* 3%*	1591 75%	527 25%	1932 91%	186 9%	1757 83%	185 9%	123 6%	53 2%	89* 4%*	232 11%	184 9%	149 7%	178 8%	191 9%	168 8%	287 14%	280 13%
Effective base	1771	1732	38	1343	428	1619	152	1354	215	208	147	72	176	138	109	144	131	117	232	241
TV live at the time of broadcast	1342 63%	1317 64% 98%b	24 44% 2%	1062 67% 79% d	280 53% 21%	1239 64% 92% f	103 56% 8%	1113 63% 83%	113 61% 8%	82 67% 6%	34 64% 3%	55 62% 4%	156 67% 12% o	123 67% 9% o	96 65% 7%	96 54% 7%	111 58% 8%	106 63% 8%	173 60% 13%	196 70% 15% op
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1033 49%	1026 50% 99% b	7 13% 1%	969 61% 94% d	64 12% 6%	1009 24% 95% f	24 13% 2%	858 49% 83%	92 50% 9%	61 50% 6%	22 41% 2%	47 53% 5%	101 44% 10%	95 52% 9%	76 51% 7%	86 48% 8%	89 47% 9%	92 55% 9%	142 49% 14%	130 46% 13%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	495 23%	494 24% 100% b	* * *	451 28% 91% d	45 9% 9%	493 26% 100% f	2 1% *	394 22% 80%	52 28% 10%	32 26% 6%	18 34% 4% g	18 20% 4%	46 20% 9%	41 22% 8%	37 25% 7%	30 17% 6%	46 24% 9%	30 18% 6%	68 24% 14%	78 28% 16% oq
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	455 21%	455 22% 100% b	* * *	429 27% 94% d	26 5% 6%	443 23% 97% f	12 6% 3%	373 21% 82%	43 23% 9%	24 19% 5%	15 29% 3% g	17 19% 4%	41 17% 9%	46 25% 10%	34 23% 7%	47 26% 10% q	38 20% 8%	26 16% 6%	61 21% 13%	65 23% 14%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	329 16%	323 16% 98%	6 11% 2%	283 18% 86% d	46 9% 14%	328 17% 100% f	* * *	270 15% 82%	28 15% 9%	18 15% 6%	12 23% 4% g	12 13% 4%	34 15% 10% q	30 16% 9% q	24 16% 7% q	26 14% 8% q	28 15% 9% q	11 7% 3%	40 14% 12% q	65 23% 20% lopqr
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	260 12%	256 12% 99%	4 7% 1%	223 14% 86% d	36 7% 14%	260 13% 100% f	- - -	216 12% 83%	22 12% 8%	12 10% 5%	10 18% 4% g	10 11% 4%	27 12% 11% q	20 11% 8%	17 11% 7% q	20 11% 8% q	27 14% 11% q	7 4% 3%	28 10% 11%	59 21% 23% kimnoqr
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	188 9%	187 9% 99%	1 2% 1%	179 11% 95% d	9 2% 5%	188 10% 100% f	* * *	159 9% 84%	14 8% 7%	11 9% 6%	5 9% 3%	12 14% 6% lp	11 5% 6%	20 11% 11% l	16 10% 8%	24 13% 13% lp	10 5% 5%	15 9% 8%	22 8% 12%	29 10% 16% l
TV, box sets, or films from an online pay-per-view or download to own service	119 6%	119 6% 100%	- - -	115 7% 96% d	4 1% 4%	119 6% 100% f	- - -	100 6% 84%	12 6% 10%	5 4% 4%	3 6% 3%	12 14% 10% lmpqrs	7 3% 6%	10 6% 9%	12 8% 10% r	19 10% 16% l	9 5% 7%	7 4% 6%	7 2% 6%	17 6% 14%
NET: Believe any online/ on demand content is regulated	1619 76%	1590 77% 98% b	28 50% 2%	1299 82% 80% d	320 61% 20%	1511 78% 93% f	108 58% 7%	1335 76% 82%	147 79% 9%	94 77% 6%	43 82% 3%	67 75% 4%	180 78% 11% op	143 78% 9% op	122 82% 8% op	119 67% 7%	125 66% 8%	133 79% 8% op	213 74% 13%	232 83% 14% op

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 153

Absolutes/col percents/row percents 4 Mar 2019

QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes

Base: All carrying out each viewing activity in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2155	436	1719	995	922	210	564	1372	1230	879	1102	1723	432
		20%	80%	46%	43%	10%	26%	64%	57%	41%	51%	80%	20%
Weighted base	2117	374	1744	941	908	202	566	1335	1185	879	1057	1666	452
		18%	82%	44%	43%	10%	27%	63%	56%	42%	50%	79%	21%
Effective base	1771	334	1439	816	755	163	461	1130	1025	708	915	1406	365
TV live at the time of broadcast	1342	233	1109	592	594	148	353	903	781	550	700	1088	254
	63%	62%	64%	63%	65%	73%	62%	68%	66%	63%	66%	65%	56%
		17%	83%	44%	44%	11% cf	26%	67% cf	58%	41%	52%	81% l	19%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	1033	181	852	466	431	127	224	737	664	354	609	891	141
	49%	48%	49%	49%	47%	63%	40%	55%	56%	40%	58%	54%	31%
		17%	83%	45% f	42% f	12% cdf	22%	71% cdf	64% l	34%	59% l	86% l	14%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	495	81	415	258	157	52	72	380	365	117	349	464	31
	23%	22%	24%	27%	17%	26%	13%	28%	31%	13%	33%	28%	7%
		16%	84%	52% df	32% f	11% df	15%	77% df	74% l	24%	70% l	94% l	6%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	455	69	386	268	124	40	32	409	318	137	306	431	24
	21%	18%	22%	28%	14%	20%	6%	31%	27%	16%	29%	26%	5%
		15%	85%	59% def	27% f	9% f	7%	90% def	70% l	30%	67% l	95% l	5%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	329	35	294	136	122	46	61	218	202	105	182	268	61
	16%	9%	17%	14%	13%	23%	11%	16%	17%	12%	17%	16%	13%
		11%	89% a	41%	37%	14% cdfg	19%	66% f	62% l	32%	55% l	81%	19%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	260	23	237	108	95	28	55	166	159	86	144	214	46
	12%	6%	14%	11%	11%	14%	10%	12%	13%	10%	14%	13%	10%
		9%	91% a	42%	37%	11%	21%	64%	61% l	33%	56% l	82%	18%
Paid Video On-demand content available through your TV service provider – e.g. film rental or events on a pay-per-view basis	188	29	159	117	56	24	13	169	148	39	145	180	8
	9%	8%	9%	12%	6%	12%	2%	13%	12%	4%	14%	11%	2%
		15%	85%	62% df	30% f	13% df	7%	90% df	79% l	21%	77% l	96% l	4%
TV, box sets, or films from an online pay-per- view or download to own service	119	18	101	73	42	21	17	93	102	15	98	116	3
	6%	5%	6%	8%	5%	10%	3%	7%	9%	2%	9%	7%	1%
		15%	85%	61% df	35%	18% df	14%	78% df	85% l	13%	83% l	97% l	3%
NET: Believe any online/ on demand content is regulated	1619	283	1336	715	686	180	405	1076	955	633	863	1325	294
	76%	76%	77%	76%	76%	89%	71%	81%	81%	72%	82%	80%	65%
		17%	83%	44%	42%	11% cdfg	25%	66% cdf	59% l	39%	55% l	82% l	18%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 153

QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes

Base: All carrying out each viewing activity in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2155	1354 63%	1102 51%	711 33%	606 28%	454 21%	234 11%	315 15%	208 10%	1723 80%	387 18%	435 20%	167 8%	642 30%	1513 70%
Weighted base	2117	1311 62%	1057 50%	703 33%	562 27%	443 21%	230 11%	311 15%	207 10%	1666 79%	391 18%	428 20%	170 8%	640 30%	1477 70%
Effective base	1771	1109	915	586	488	381	200	263	184	1406	322	362	146	537	1234
TV live at the time of broadcast	1342	877 63%	700 66%	432 61%	370 66%	268 60%	155 67%	196 63%	135 65%	1088 65%	245 62%	247 58%	92 54%	398 62%	944 64%
		65%oq	52%q	32%	28%	20%	12%	15%	10%	81%	18%	18%	7%	30%	70%wx
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	1033	724 55%	609 58%	385 55%	332 59%	248 56%	144 63%	180 58%	116 56%	891 54%	184 47%	227 53%	84 50%	330 51%	703 48%
	49%	70%	59%	37%	32%u	24%	14%mo	17%	11%	86%	18%	22%	8%	32%	68%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	495	375 29%	349 33%	262 37%	215 38%	139 31%	87 38%	133 43%	69 33%	464 28%	79 20%	112 26%	43 26%	148 23%	348 24%
	23%	76%	70%mu	53%mu	43%mnqu	28%	18%mu	27%mnqtu	14%	94%	16%	23%	9%	30%	70%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	455	388 30%	306 29%	214 30%	187 33%	127 29%	83 36%	114 37%	75 36%	431 26%	74 19%	105 25%	44 26%	138 22%	317 21%
	21%	85%u	67%	47%u	41%u	28%	18%u	25%mnqu	17%nu	95%	16%	23%	10%	30%	70%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	329	211 16%	182 17%	147 21%	103 18%	89 20%	51 22%	76 24%	45 22%	268 16%	76 19%	79 19%	37 22%	119 19%	210 14%
	16%	64%	55%	45%mu	31%	27%	15%mu	23%mnpu	14%	81%	23%z	24%z	11%z	36%z	64%
Longer videos through websites such as YouTube or Facebook(i.e. longer than 10 minutes)	260	163 12%	144 14%	112 16%	88 16%	82 19%	43 19%	68 22%	39 19%	214 13%	58 15%	51 12%	26 15%	88 14%	172 12%
	12%	63%	56%	43%	34%	32%mn	17%mu	26%mnopu	15%mu	82%	22%	20%	10%	34%	66%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	188	166 13%	145 14%	107 15%	103 18%	62 14%	49 21%	59 19%	42 20%	180 11%	47 12%	53 12%	26 15%	73 11%	115 8%
	9%	88%	77%u	57%u	55%mn	33%	26%mnopu	31%mn	22%mn	96%	25%z	28%z	14%z	39%z	61%
TV,box sets,or films from an online pay-per-view or download to own service	119	100 8%	98 9%	76 11%	70 12%	56 13%	48 21%	59 19%	32 16%	116 7%	35 9%	45 10%	24 14%	53 8%	66 4%
	6%	84%	83%u	64%mu	59%mu	47%mu	41%mnopqu	50%mnopqu	27%mn	97%	29%z	38%z	20%yz	45%z	55%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 153

Absolutes/col percents/row percents 4 Mar 2019

QM2: SUMMARY - As far as you know, are each of the following online services regulated? - % Yes

Base: All carrying out each viewing activity in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	2117	1311 62%	1057 50%	703 33%	562 27%	443 21%	230 11%	311 15%	207 10%	1666 79%	391 18%	428 20%	170 8%	640 30%	1477 70%
NET: Believe any online/ on demand content is regulated	1619 76%	1055 80% 65%	863 82% 53%	562 80% 35%	479 85% 30% mou	358 81% 22%	200 87% 12% mou	262 84% 16%	169 81% 10%	1325 80% 82%	306 78% 19%	345 81% 21% z	141 83% 9% z	512 80% 32% z	1107 75% 68%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 154

QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen?

MULTI CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Ofcom/Office of Communications	715 30%	393 33%	321 27%	389 34%	326 27%	52 7%	114 16%	144 20%	148 21%	120 17%	137 19%	209 29%	229 31%	127 18%	150 21%	438 61%	277 39%	237 33%	478 67%	216 30%	499 70%	400 56%	315 44%
Broadcaster/channel/station	578 24%	376 32%	202 17%	273 24%	305 25%	107 31%	111 28%	102 25%	100 25%	69 18%	88 25%	126 24%	187 25%	121 24%	144 25%	313 25%	265 24%	198 26%	380 23%	172 26%	406 23%	324 27%	253 21%
The Government	382 16%	207 17%	175 15%	209 18%	173 14%	78 22%	71 18%	71 18%	66 16%	50 15%	45 12%	88 17%	115 16%	83 16%	96 16%	203 16%	179 16%	150 20%	232 14%	132 20%	250 14%	206 17%	175 15%
The internet service provider (ISP)	228 10%	162 14%	66 6%	131 11%	97 8%	35 10%	47 12%	44 11%	49 12%	35 10%	17 3%	62 12%	57 8%	53 10%	55 9%	120 9%	108 10%	102 13%	126 8%	85 13%	143 8%	136 11%	92 8%
The police	70 3%	61 5%	9 1%	40 3%	30 2%	15 4%	18 5%	17 4%	10 2%	7 2%	4 1%	18 3%	23 3%	15 3%	14 2%	41 3%	29 3%	29 4%	41 3%	24 4%	46 3%	52 4%	18 2%
Other	22 1%	1 *	21 2%	13 1%	9 1%	1 *	4 1%	1 *	1 *	5 2%	10 2%	6 1%	6 1%	5 1%	6 1%	11 1%	11 1%	- -	22 1%	- -	22 1%	10 1%	12 1%
Don't know	877 37%	371 31%	506 42%	378 33%	499 41%	137 39%	139 36%	131 32%	136 33%	123 36%	212 44%	153 29%	259 35%	196 39%	269 44%	412 33%	465 42%	246 32%	631 39%	202 31%	675 39%	358 30%	516 43%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 154

QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen?

MULTI CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Ofcom/Office of Communications	715 30%	694 32%	20 9%	555 35%	160 21%	638 33%	77 18%	591 30%	63 29%	51 36%	10 19%	32 33%	65 25%	66 34%	37 22%	35 17%	77 35%	69 34%	83 26%	128 43%
		97%b		78%d		89%f		83%j	9%j	7%j		4%o		9%no			11%lnor	10%no	12%o	18%lnor
Broadcaster/channel/station	578 24%	531 24%	45 22%	402 25%	176 23%	484 25%	94 21%	484 25%	52 24%	32 23%	10 18%	24 24%	91 35%	28 14%	30 18%	36 17%	63 29%	30 15%	94 29%	88 29%
		92%	8%	70%	30%	84%	16%	84%	9%	6%	2%	4%	16%mnog	5%	5%	6%	11%mnog	5%	16%mnog	15%mnog
The Government	382 16%	346 16%	35 17%	263 16%	118 15%	316 16%	66 15%	314 16%	42 20%	20 14%	5 10%	17 17%	28 11%	35 18%	25 15%	26 13%	40 19%	26 13%	43 13%	74 25%
		91%	9%	69%	31%	83%	17%	82%j	11%j	5%	1%	4%	7%	9%	7%	7%	11%l	7%	11%	19%lnogr
The internet service provider (ISP)	228 10%	225 10%	3 1%	186 12%	42 5%	220 11%	8 2%	186 9%	18 8%	16 11%	8 14%	11 12%	28 11%	15 8%	16 10%	21 10%	16 7%	14 7%	25 8%	40 13%
		99%b		82%d		97%f		82%	8%	7%	3%	5%	12%	7%	7%	9%	7%	6%	11%	18%qr
The police	70 3%	67 3%	3 2%	52 3%	18 2%	62 3%	9 2%	60 3%	7 3%	2 1%	1 3%	1 1%	8 3%	4 2%	3 2%	6 3%	1 *	2 1%	11 3%	24 8%
		95%	5%	75%	25%	88%	12%	86%	10%	3%	2%	1%	11%	6%	5%	8%	2%	3%	16%	34%klmnopqr
Other	22 1%	22 1%	-	16 1%	6 1%	17 1%	5 1%	19 1%	3 1%	* *	-	-	-	1 1%	7 4%	-	1 1%	3 2%	6 2%	-
		100%	-	75%	25%	78%	22%	86%	12%	2%	-	-	-	6%	33%lops	-	6%	16%rs	26%rs	-
Don't know	877 37%	762 35%	114 55%	518 32%	359 46%	663 34%	214 49%	723 37%	77 35%	48 34%	29 53%	36 37%	89 34%	73 37%	76 45%	120 58%	68 31%	79 39%	121 38%	62 21%
		87%	13%a	59%	41%c	76%	24%e	82%	9%	5%	3%ghl	4%rs	10%rs	8%rs	9%ps	14%klmnopq	8%rs	9%rs	14%rs	7%

Proportions/Mean: Columns Tested (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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Table 154

QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen?

MULTI CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Ofcom/Office of Communications	715 30%	123 29% 17%	591 30% 83%	320 32% 45%	329 31% 46%	84 41% 12% cdfg	195 27% 27%	460 33% 64% f	404 33% 57% i	299 28% 42%	364 33% 51% j	574 34% 80% l	141 21% 20%
Broadcaster/channel/ station	578 24%	98 23% 17%	479 24% 83%	268 27% 46% f	244 23% 42%	58 28% 10%	155 22% 27%	363 26% 63%	300 24% 52%	267 25% 46%	263 24% 45%	408 24% 71%	170 25% 29%
The Government	382 16%	66 16% 17%	316 16% 83%	181 18% 47% f	156 15% 41%	40 19% 11% f	89 12% 23%	243 17% 64% f	224 18% 59% i	146 13% 38%	200 18% 53% j	286 17% 75%	95 14% 25%
The internet service provider (ISP)	228 10%	38 9% 17%	190 10% 83%	116 12% 51% f	96 9% 42%	25 12% 11% f	50 7% 22%	156 11% 69% f	136 11% 60% i	87 8% 38%	126 12% 55% j	195 11% 85% l	33 5% 15%
The police	70 3%	15 4% 21%	55 3% 79%	38 4% 54%	27 3% 38%	7 3% 10%	15 2% 21%	48 3% 68%	46 4% 66% i	23 2% 32%	42 4% 60% j	59 3% 85% l	11 2% 15%
Other	22 1%	5 1% 24%	17 1% 76%	11 1% 50%	13 1% 58%	3 2% 16%	8 1% 37%	11 1% 49%	10 1% 45%	12 1% 53%	8 1% 37%	17 1% 78%	5 1% 22%
Don't know	877 37%	156 37% 18%	721 37% 82%	306 30% 35%	403 38% 46% cdeg	51 25% 6%	317 44% 36% cdeg	441 31% 50%	400 33% 46%	439 40% 50% hj	348 32% 40%	578 34% 66%	299 44% 34% k

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

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Table 154

QM3: (UNPROMPTED) Who do you think is responsible for regulating on-line and on-demand TV or video content we have been talking about, that is who do you think makes the official rules about what can and can't be seen?

MULTI CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Ofcom/Office of Communications	715 30%	458 34% 64%	364 33% 51%	216 30% 30%	187 33% 26%	133 29% 19%	81 35% 11%	96 31% 13%	92 44% 13%	574 34% 80%	133 30% 19%	135 29% 19%	56 30% 8%	215 30% 30%	499 30% 70%
Broadcaster/channel/ station	578 24%	324 24% 56%	263 24% 45%	215 30% 37% mnu	161 28% 28% u	134 30% 23% mnu	73 31% 13% mnu	99 31% 17% mnu	60 29% 10%	408 24% 71%	120 27% 21%	135 29% 23% x	61 33% 11% x	188 26% 33%	390 23% 67%
The Government	382 16%	230 17% 60%	200 18% 53%	150 21% 39% u	116 20% 30%	110 24% 29% mnu	53 23% 14% u	63 20% 16%	44 21% 12%	286 17% 75%	76 17% 20%	97 21% 25% x	51 27% 13% vyz	137 19% 36% x	245 15% 64%
The internet service provider (ISP)	228 10%	160 12% 70%	126 12% 55%	104 15% 46% u	94 16% 41% mnu	76 17% 33% mnu	46 20% 20% mnu	54 17% 23% mnu	37 18% 16% mnu	195 11% 85%	57 13% 25% x	57 12% 25% x	33 18% 14% x	89 12% 39% x	139 8% 61%
The police	70 3%	49 4% 70%	42 4% 60%	37 5% 52%	28 5% 41%	25 6% 36%	13 6% 19%	16 5% 23% mnu	16 8% 85%	59 3% 85%	26 6% 37% x	34 7% 48% x	20 11% 28% yz	40 6% 57% x	30 2% 43%
Other	22 1%	14 1% 63%	8 1% 37%	4 1% 16%	4 1% 20%	2 * 7%	2 1% 10%	2 1% 8%	1 * 4%	17 1% 78%	4 1% 20%	4 1% 17%	1 1% 6%	6 1% 29%	16 1% 71%
Don't know	877 37%	424 32% 48% t	348 32% 40% t	224 31% 25%	177 31% 20%	141 31% 16%	60 26% 7%	82 26% 9%	50 24% 6%	578 34% 66% rst	153 34% 17% x	133 28% 15% x	33 18% 4%	224 31% 25% x	653 39% 75% wxyz

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 155
QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV live at the time of broadcast
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1384	771 56%	613 44%	690 50%	694 50%	170 12%	209 15%	258 19%	248 18%	239 17%	260 19%	368 27%	465 34%	252 18%	299 22%	833 60%	551 40%	452 33%	932 67%	398 29%	986 71%	854 62%	528 38%
Weighted base	1342	717 53%	625 47%	673 50%	669 50%	166 12%	207 15%	245 18%	268 20%	214 16%	243 18%	328 24%	443 33%	269 20%	303 23%	771 57%	572 43%	444 33%	898 67%	380 28%	962 72%	730 54%	612 46%
Effective base	1136	636	502	561	575	135	171	226	211	208	192	299	387	208	246	686	454	376	759	331	805	738	433
Too much	(3) 55 4%	43 6%	12 2%	33 5%	21 3%	11 7%	13 6%	6 2%	13 5%	9 4%	2 1%	11 3%	19 4%	16 6%	9 3%	30 4%	24 4%	19 4%	36 4%	19 5%	36 4%	38 5%	17 3%
		79%	21%	61%	39%	20% eh	24% h	11%	25% h	17% h	3%	20%	36%	29%	16%	56%	44%	34%	66%	34%	66%	69% t	31%
Too little	(1) 145 11%	78 11%	67 11%	63 9%	81 12%	10 6%	14 7%	21 9%	24 9%	31 14%	46 19%	41 13%	46 10%	20 7%	38 12%	88 11%	57 10%	40 9%	104 12%	36 10%	108 11%	57 8%	88 14%
		54%	46%	44%	56%	7%	9%	14%	17%	21% cd	32% cdef	29%	32%	13%	26%	61%	39%	28%	72%	25%	75%	39%	61% s
About the right amount	(2) 1062 79%	544 76%	518 83%	537 80%	525 78%	134 81%	171 82%	203 83%	211 79%	165 77%	178 73%	261 80%	349 79%	215 80%	237 78%	610 79%	452 79%	366 82%	695 77%	311 82%	751 78%	596 82%	465 76%
		51%	49%	51%	49%	13%	16% h	19% h	20%	16%	17%	25%	33%	20%	22%	57%	43%	34%	66%	29%	71%	56% t	44%
Don't know	81 6%	53 7%	28 5%	39 6%	42 6%	11 6%	10 5%	15 6%	20 7%	9 4%	18 7%	14 4%	28 6%	19 7%	20 6%	43 6%	39 7%	19 4%	62 7%	14 4%	67 7%	39 5%	42 7%
		65%	35%	48%	52%	13%	12%	18%	24%	12%	22%	18%	35%	23%	24%	52%	48%	24%	76%	18%	82% q	48%	52%
Mean	1.93	1.95	1.91	1.95 b	1.90	2.01 gh	2.00 gh	1.93 h	1.96 h	1.89 h	1.80	1.90	1.94	1.98 il	1.90	1.92	1.94	1.95	1.92	1.95	1.92	1.97 t	1.87
SD	0.39	0.42	0.35	0.39	0.39	0.37	0.37	0.34	0.39	0.43	0.42	0.40	0.39	0.38	0.39	0.40	0.39	0.37	0.40	0.39	0.39	0.37	0.41
SE	0.01	0.02	0.01	0.02	0.02	0.03	0.03	0.02	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.01	0.01	0.02

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 155
QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV live at the time of broadcast
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1384	1363 98%	20 1%	1109 80%	275 20%	1271 92%	113 8%	945 68%	141 10%	159 11%	139 10%	48 3%	132 10%	103 7%	76 5%	83 6%	84 6%	83 6%	153 11%	183 13%
Weighted base	1342	1317 98%	24** 2%**	1062 79%	280 21%	1239 92%	103* 8%*	1113 83%	113 8%	82 6%	34* 3%*	55* 4%*	156 12%	123* 9%*	96* 7%*	96* 7%*	111* 8%*	106* 8%*	173 13%	196 15%
Effective base	1136	1118	18	907	229	1048	88	867	132	144	92	44	122	94	69	76	78	74	140	174
Too much (3)	55 4%	53 4%	1 97%	49 6%	6 3%	55 4%	- -	47 4%	3 3%	4 4%	1 4%	5 8%	13 8%	5 4%	1 1%	4 5%	2 2%	1 1%	4 3%	10 5%
						100% f		85%	5%	7%	2%	9% n	24% nqr	8%	2%	8%	4%	3%	8%	19%
Too little (1)	145 11%	140 11%	4 18%	118 11%	26 9%	131 11%	14 13%	119 11%	10 9%	13 16%	3 10%	10 18%	13 8%	22 18%	13 13%	8 8%	6 6%	11 10%	23 13%	14 7%
						91%	9%	82%	7%	9%	2%	7% ps	9%	15% lps	9%	5%	4%	7%	16%	10%
About the right amount (2)	1062 79%	1045 79%	15 62%	835 79%	227 81%	980 79%	81 79%	884 79%	90 79%	61 75%	26 78%	34 62%	122 78%	84 68%	79 82%	80 83%	95 85%	90 84%	136 79%	164 84%
						92%	8%	83%	8%	6%	2%	3%	11% k	8%	7% km	8% km	9% km	8% km	13% k	15% km
Don't know	81 6%	78 6%	3 14%	60 6%	21 8%	73 6%	9 8%	64 6%	11 9%	4 5%	3 8%	7 12%	8 5%	13 11%	3 3%	4 4%	8 7%	5 4%	9 5%	8 4%
						89%	11%	78%	13%	5%	3%	8% as	10%	16% s	4%	5%	9%	6%	11%	9%
Mean	1.93	1.93	1.86	1.93	1.92	1.93	1.86	1.93	1.93	1.88	1.93	1.89	2.00 mnr	1.84	1.87	1.96	1.96	1.91	1.89	1.98 mnr
SD	0.39	0.39	0.52	0.40	0.34	0.39	0.35	0.39	0.35	0.45	0.39	0.54	0.42	0.47	0.37	0.37	0.29	0.33	0.39	0.36
SE	0.01	0.01	0.13	0.01	0.02	0.01	0.03	0.01	0.03	0.04	0.03	0.08	0.04	0.05	0.04	0.04	0.03	0.04	0.03	0.03

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 155
QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV live at the time of broadcast
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1384	270	1114	643	618	152	355	932	812	561	732	1135	249
		20%	80%	46%	45%	11%	26%	67%	59%	41%	53%	82%	18%
Weighted base	1342	233	1109	592	594	148	353	903	781	550	700	1088	254
		17%	83%	44%	44%	11%	26%	67%	58%	41%	52%	81%	19%
Effective base	1136	204	932	526	503	118	292	766	677	450	609	925	211
Too much	(3) 55	10	44	26	24	6	12	38	40	12	39	48	6
	4%	4%	4%	4%	4%	4%	4%	4%	5%	2%	6%	4%	2%
		19%	81%	48%	44%	10%	23%	69%	73% <i>l</i>	22%	71% <i>l</i>	88%	12%
Too little	(1) 145	33	112	66	63	14	35	101	98	45	84	117	28
	11%	14%	10%	11%	11%	9%	10%	11%	13%	8%	12%	11%	11%
		23%	77%	45%	44%	9%	24%	70%	68% <i>l</i>	31%	58% <i>l</i>	81%	19%
About the right amount	(2) 1062	183	878	472	465	123	273	721	601	454	540	861	201
	79%	79%	79%	80%	78%	84%	78%	80%	77%	82%	77%	79%	79%
		17%	83%	44%	44%	12%	26%	68%	57%	43% <i>h</i> <i>j</i>	51%	81%	19%
Don't know	81	6	75	28	42	5	32	43	41	40	37	62	19
	6%	3%	7%	5%	7%	3%	9%	5%	5%	7%	5%	6%	8%
		8%	92% <i>a</i>	35%	52%	6%	39% <i>c</i> <i>e</i> <i>g</i>	53%	51%	49%	46%	76%	24%
Mean	1.93	1.90	1.93	1.93	1.93	1.94	1.93	1.93	1.92	1.94	1.93	1.93	1.91
SD	0.39	0.43	0.38	0.40	0.39	0.36	0.38	0.40	0.43	0.33	0.43	0.40	0.37
SE	0.01	0.03	0.01	0.02	0.02	0.03	0.02	0.01	0.02	0.01	0.02	0.01	0.02

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 155
QM4(1): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV live at the time of broadcast
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All who believe the ODO service is regulated

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1384	915 66%	732 53%	445 32%	406 29%	280 20%	161 12%	204 15%	137 10%	1135 82%	240 17%	253 18%	94 7%	399 29%	985 71%
Weighted base	1342	877 65%	700 52%	432 32%	370 28%	268 20%	155 12%	196 15%	135 10%	1088 81%	245 18%	247 18%	92* 7%*	398 30%	944 70%
Effective base	1136	748	609	365	324	234	137	169	122	925	200	209	83	333	803
Too much	(3) 55 4%	37 4%	39 6%	33 8%	24 6%	16 6%	7 5%	15 8%	8 6%	48 4%	14 6%	20 8%	8 8%	24 6%	30 3%
		68%	71%	60% mu	43%	29%	13%	28%	15%	88%	26%	37% z	14% z	44% z	56%
Too little	(1) 145 11%	89 10%	84 12%	43 10%	39 11%	30 11%	21 13%	17 9%	13 9%	117 11%	73 30%	62 25%	24 26%	97 24%	47 5%
		62%	58%	30%	27%	21%	14%	12%	9%	81%	50% z	43% z	16% z	67% z	33%
About the right amount	(2) 1062 79%	706 80%	540 77%	338 78%	282 76%	204 76%	121 78%	151 77%	110 81%	861 79%	138 56%	146 59%	60 65%	247 62%	814 86%
		66%	51%	32%	27%	19%	11%	14%	10%	81%	13%	14%	6%	23%	77% vwxy
Don't know	81 6%	45 5%	37 5%	18 4%	25 7%	18 7%	6 4%	13 6%	4 3%	62 6%	20 8%	19 8%	1 1%	29 7%	52 6%
		55%	46%	22%	31%	22%	7%	16%	5%	76%	24% x	24% x	1%	36% x	64%
Mean	1.93	1.94	1.93	1.98	1.95	1.94	1.91	1.99	1.97	1.93	1.74	1.82	1.82	1.80	1.98 vwxy
SD	0.39	0.39	0.43	0.43	0.43	0.43	0.42	0.42	0.40	0.40	0.57	0.57	0.56	0.54	0.29
SE	0.01	0.01	0.02	0.02	0.02	0.03	0.03	0.03	0.03	0.01	0.04	0.04	0.06	0.03	0.01

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 156
QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV programmes or films that have been broadcast using broadcaster catch-up services
SINGLE CODE

Base: All who believe the ODO service is regulated

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base		625 59%	439 41%	520 49%	544 51%	131 12%	187 18%	194 18%	196 18%	195 18%	161 15%	310 29%	367 34%	200 19%	187 18%	677 64%	387 36%	362 34%	702 66%	318 30%	746 70%	694 65%	369 35%
Weighted base		579 56%	454 44%	498 48%	535 52%	136 13%	181 18%	183 18%	208 20%	177 17%	148 14%	280 27%	344 33%	210 20%	198 19%	624 60%	409 40%	361 35%	672 65%	309 30%	724 70%	592 57%	440 43%
Effective base		519	365	425	456	106	155	169	166	170	120	253	305	166	160	558	326	302	579	267	614	600	309
Too much	(3)	49 5%	42 7%	7 2%	32 6%	17 3%	12 9%	16 9%	7 4%	5 2%	2 5%	13 5%	23 7%	6 3%	7 4%	36 6%	14 3%	22 6%	27 4%	19 6%	30 4%	34 6%	15 3%
		86%	14%	66% b	34%	24% fh	32% fh	14%	10%	16%	4%	26%	46%	13%	15%	72%	28%	45%	55%	40%	60%	69%	31%
Too little	(1)	92 9%	51 9%	41 9%	28 6%	64 12%	9 12%	7 5%	18 4%	26 9%	17 11%	30 11%	22 6%	20 10%	19 10%	52 8%	40 10%	23 6%	69 10%	21 7%	71 10%	39 7%	53 12%
		55%	45%	31%	69% a	17% de	10%	7%	20%	28% de	18% e	33%	24%	22%	21%	57%	43%	25%	75%	23%	77%	42%	58% s
About the right amount	(2)	817 79%	439 76%	378 83%	404 81%	413 77%	101 74%	143 79%	155 84%	166 80%	137 78%	216 77%	276 80%	172 82%	152 77%	492 79%	325 79%	299 83%	517 77%	256 83%	561 77%	477 81%	339 77%
		54%	46%	49%	51%	12%	17%	19% c	20%	17%	14%	26%	34%	21%	19%	60%	40%	37% p	63%	31%	69%	58%	41%
Don't know		75 7%	47 8%	28 6%	33 7%	41 8%	7 5%	14 7%	15 8%	19 9%	14 10%	21 7%	23 7%	12 5%	19 10%	44 7%	31 8%	17 5%	58 9%	12 4%	63 9%	42 7%	33 7%
		63%	37%	45%	55%	9%	18%	20%	25% g	8%	19% g	28%	31%	15%	26%	59%	41%	23%	77% o	16%	84% q	56%	44%
Mean		1.96	1.98	1.92	2.01 b	1.91	1.97	2.04 gh	2.00 gh	1.93	1.90	1.93	2.00 i	1.93	1.93	1.97	1.93	2.00 p	1.93	1.99 r	1.94	1.99 t	1.91
SD		0.38	0.42	0.33	0.36	0.39	0.47	0.38	0.28	0.34	0.43	0.40	0.37	0.36	0.38	0.39	0.37	0.36	0.39	0.37	0.39	0.36	0.40
SE		0.01	0.02	0.02	0.02	0.02	0.04	0.03	0.02	0.03	0.03	0.02	0.02	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.02

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

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Table 156

Absolutes/col percents/row percents 4 Mar 2019

QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV programmes or films that have been broadcast using broadcaster catch-up services
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1064	1057 99%	7 1%	1005 94%	59 6%	1040 98%	24 2%	728 68%	117 11%	121 11%	98 9%	41 4%	88 8%	80 8%	63 6%	74 7%	66 6%	72 7%	125 12%	119 11%
Weighted base	1033	1026 99%	7** 1%**	969 94%	64* 6%*	1009 98%	24** 2%**	858 83%	92 9%	61 6%	22* 2%*	47* 5%*	101* 10%*	95* 9%*	76* 7%*	86* 8%*	89* 9%*	92* 9%*	142 14%	130 13%
Effective base	881	876	6	829	52	860	21	672	111	109	93	38	82	73	58	68	62	66	116	111
Too much (3)	49 5%	48 5%	1 20%	49 5%	- -	49 5%	- -	42 5%	3 3%	3 5%	1 4%	3 6%	8 8%	4 4%	3 3%	6 7%	4 4%	4 4%	7 5%	5 4%
		97%	3%	100%	-	100%	-	86%	6%	6%	2%	6%	16%	7%	5%	12%	7%	7%	15%	10%
Too little (1)	92 9%	90 9%	2 27%	83 9%	9 15%	90 9%	2 9%	76 9%	9 10%	5 8%	2 7%	3 6%	12 11%	15 16%	9 12%	4 5%	1 1%	3 3%	15 11%	15 11%
		98%	2%	90%	10%	98%	2%	83%	10%	5%	2%	3%	13%p	16%opq	10%p	4%	1%	3%	17%p	16%pq
About the right amount (2)	817 79%	815 79%	1 18%	772 80%	45 71%	799 79%	18 74%	677 79%	73 79%	50 81%	17 77%	36 77%	77 76%	68 71%	60 79%	72 83%	81 91%	79 86%	105 74%	99 77%
		100%	*	94%	6%	98%	2%	83%	9%	6%	2%	4%	9%	8%	7%	9%	10%lmrs	10%m	13%	12%
Don't know	75 7%	72 7%	2 35%	66 7%	9 14%	71 7%	4 17%	62 7%	7 7%	4 6%	2 12%	5 11%	5 5%	9 9%	4 6%	4 5%	3 4%	7 7%	15 10%	10 8%
		97%	3%	88%	12%c	95%	5%	83%	9%	5%	3%	7%	6%	11%	6%	6%	4%	9%	19%	14%
Mean	1.96	1.96	1.89	1.96d	1.83	1.96	1.89	1.96	1.92	1.97	1.96	2.01	1.96	1.87	1.91	2.02m	2.03mn	2.01m	1.94	1.92
SD	0.38	0.38	0.96	0.38	0.38	0.38	0.32	0.38	0.37	0.37	0.36	0.37	0.45	0.45	0.39	0.35	0.23	0.28	0.42	0.40
SE	0.01	0.01	0.48	0.01	0.05	0.01	0.07	0.01	0.04	0.03	0.04	0.06	0.05	0.05	0.05	0.04	0.03	0.03	0.04	0.04

Proportions/Means: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 156
QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV programmes or films that have been broadcast using broadcaster catch-up services
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1064	206 19%	858 81%	499 47%	451 42%	134 13%	235 22%	753 71%	689 65%	361 34%	633 59%	925 87%	139 13%
Weighted base	1033	181 17%	852 83%	466 45%	431 42%	127 12%	224 22%	737 71%	664 64%	354 34%	609 59%	891 86%	141 14%
Effective base	881	159	722	408	373	105	198	621	576	294	527	760	121
Too much	(3) 49 5%	12 7%	37 4%	27 6%	16 4%	3 3%	8 3%	35 5%	35 5%	11 3%	33 5%	43 5%	7 5%
		24%	76%	55%	33%	6%	15%	71%	71%	22%	68%	87%	13%
Too little	(1) 92 9%	21 12%	71 8%	45 10%	33 8%	9 7%	13 6%	70 9%	60 9%	30 9%	55 9%	74 8%	18 13%
		23%	77%	49%	36%	9%	14%	76%	65%	33%	59%	80%	20%
About the right amount	(2) 817 79%	136 76%	680 80%	364 78%	344 80%	106 84%	184 82%	586 80%	526 79%	283 80%	483 79%	715 80%	102 72%
		17%	83%	45%	42%	13%	22%	72%	64%	35%	59%	88% l	12%
Don't know	75 7%	11 6%	64 7%	30 6%	37 9%	8 7%	20 9%	46 6%	43 7%	31 9%	39 6%	60 7%	15 11%
		15%	85%	39%	49%	11%	27%	62%	58%	41%	51%	80%	20%
Mean	1.96	1.95	1.96	1.96	1.96	1.95	1.97	1.95	1.96	1.94	1.96	1.96	1.91
SD	0.38	0.44	0.37	0.40	0.35	0.31	0.32	0.39	0.39	0.35	0.39	0.37	0.43
SE	0.01	0.03	0.01	0.02	0.02	0.03	0.02	0.01	0.02	0.02	0.02	0.01	0.04

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 156

Absolutes/col percents/row percents 4 Mar 2019

QM4(2): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV programmes or films that have been broadcast using broadcaster catch-up services
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1064	752 71%	633 59%	389 37%	366 34%	256 24%	148 14%	186 17%	119 11%	925 87%	188 18%	234 22%	84 8%	333 31%	731 69%
Weighted base	1033	724 70%	609 59%	385 37%	332 32%	248 24%	144 14%	180 17%	116 11%	891 86%	184 18%	227 22%	84* 8%*	330 32%	703 68%
Effective base	881	618	527	322	295	215	124	156	105	760	157	199	77	283	598
Too much	(3) 49 5%	36 5%	33 5%	30 8%	22 7%	23 9%	8 6%	14 8%	8 7%	43 5%	14 8%	24 11%	13 16%	27 8%	22 3%
		73%	68%	60%	45%	46% mu	16%	29%	17%	87%	29% z	49% z	27% yz	56% z	44%
Too little	(1) 92 9%	60 8%	55 9%	30 8%	23 7%	27 11%	15 10%	14 8%	8 7%	74 8%	35 19%	39 17%	16 20%	58 18%	34 5%
		65%	59%	32%	25%	29%	16%	16%	9%	80%	38% z	42% z	18% z	63% z	37%
About the right amount	(2) 817 79%	580 80%	483 79%	304 79%	263 79%	183 74%	115 79%	138 77%	95 82%	715 80%	121 66%	144 63%	50 59%	220 67%	597 85%
		71%	59%	37%	32%	22%	14%	17%	12%	88% q	15%	18%	6%	27%	73% vwxy
Don't know	75 7%	48 7%	39 6%	21 6%	24 7%	16 6%	7 5%	12 7%	5 4%	60 7%	13 7%	20 9%	4 5%	24 7%	51 7%
		64%	51%	29%	32%	21%	10%	17%	6%	80%	18%	27%	6%	33%	67%
Mean	1.96	1.96	1.96	2.00	2.00	1.98	1.95	2.00	2.00	1.96	1.88	1.93	1.96	1.90	1.98 vy
SD	0.38	0.38	0.39	0.41	0.38	0.46	0.40	0.42	0.39	0.37	0.53	0.55	0.61	0.52	0.29
SE	0.01	0.01	0.02	0.02	0.02	0.03	0.03	0.03	0.04	0.01	0.04	0.04	0.07	0.03	0.01

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 157

QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?

Free Video On-demand content available as part of your subscription through your TV service provider

SINGLE CODE

Base: All who believe the ODO service is regulated

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	488	282 58%	206 42%	269 55%	219 45%	76 16%	96 20%	97 20%	102 21%	68 14%	49 10%	137 28%	159 33%	103 21%	89 18%	296 61%	192 39%	210 43%	278 57%	181 37%	307 63%	351 72%	137 28%
Weighted base	455	257 57%	198 43%	249 55%	205 45%	72* 16%*	88* 19%*	92* 20%*	101* 22%*	62* 14%*	40* 9%*	124 27%	142 31%	100* 22%*	89* 20%*	266 59%	189 41%	202 44%	253 56%	170 37%	285 63%	294 65%	161 35%
Effective base	399	238	162	218	181	59	80	83	82	58	38	113	131	85	71	244	156	172	227	148	251	297	114
Too much	(3) 22 5%	20 8%	2 1%	17 7%	5 2%	6 8%	6 7%	5 5%	2 2%	2 4%	-	5 4%	7 5%	7 7%	2 3%	12 5%	9 5%	11 5%	11 4%	10 6%	11 4%	16 5%	6 4%
		91%	9%	79% b	21%	27%	30%	22%	10%	10%	-	25%	33%	31%	11%	58%	42%	49%	51%	49%	51%	74%	26%
Too little	(1) 48 11%	19 8%	29 14%	25 10%	23 11%	5 7%	6 7%	9 10%	9 9%	13 20%	6 15%	17 14%	10 7%	12 12%	9 10%	27 10%	21 11%	22 11%	26 10%	21 12%	27 10%	24 8%	24 15%
		40%	60%	53%	47%	10%	13%	20%	19%	26% cd	12%	35%	21%	26%	18%	56%	44%	45%	55%	43%	57%	50%	50%
About the right amount	(2) 346 76%	191 74%	154 78%	187 75%	158 77%	56 78%	68 78%	68 74%	79 78%	43 70%	30 75%	91 73%	112 78%	73 73%	70 79%	203 76%	143 76%	156 77%	190 75%	130 77%	215 76%	231 79%	114 71%
		55%	45%	54%	46%	16%	20%	20%	23%	13%	9%	26%	32%	21%	20%	59%	41%	45%	55%	38%	62%	67%	33%
Don't know	40 9%	27 10%	13 7%	20 8%	20 10%	5 7%	6 7%	10 10%	11 11%	4 7%	4 10%	11 9%	14 10%	8 8%	7 9%	24 9%	15 8%	13 7%	26 10%	8 5%	31 11%	23 8%	17 11%
		68%	32%	50%	50%	12%	16%	24%	27%	10%	10%	27%	34%	20%	19%	61%	39%	34%	66%	21%	79% q	57%	43%
Mean	1.94	2.00	1.86	1.96	1.90	2.02 ^{gh}	2.00 ^{gh}	1.94	1.93	1.82	1.83	1.90	1.98	1.94	1.92	1.94	1.93	1.94	1.93	1.94	1.94	1.97 ⁱ	1.87
SD	0.40	0.41	0.38	0.43	0.37	0.40	0.40	0.41	0.34	0.48	0.38	0.43	0.37	0.45	0.36	0.40	0.41	0.41	0.40	0.44	0.38	0.38	0.44
SE	0.02	0.03	0.03	0.03	0.03	0.05	0.04	0.04	0.04	0.06	0.06	0.04	0.03	0.05	0.04	0.02	0.03	0.03	0.03	0.03	0.02	0.02	0.04

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

* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 157

Absolutes/col percents/row percents 4 Mar 2019

QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?

Free Video On-demand content available as part of your subscription through your TV service provider

SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	488	487 100%	1 *	466 95%	22 5%	478 98%	10 2%	319 65%	54 11%	46 9%	69 14%	15 3%	35 7%	37 8%	27 6%	41 8%	28 6%	21 4%	52 11%	63 13%
Weighted base	455	455 100%	***	429 94%	26** 6%**	443 97%	12** 3%**	373 82%	43* 9%*	24* 5%*	15* 3%*	17** 4%**	41* 9%*	46* 10%*	34** 7%**	47* 10%*	38** 8%**	26** 6%**	61* 13%*	65* 14%*
Effective base	399	399	1	381	19	391	9	299	51	42	65	14	33	34	26	39	27	20	49	60
Too much	(3) 22 5%	22 5%	-	22 5%	-	22 5%	-	18 5%	2 4%	2 7%	1 4%	2 12%	1 2%	5 11%	-	3 6%	-	1 6%	2 4%	3 5%
		100%	-	100%	-	100%	-	83%	7%	7%	3%	10%	4%	24%	-	13%	-	7%	11%	14%
Too little	(1) 48 11%	48 11%	-	45 10%	3 13%	48 11%	-	38 10%	7 17%	2 9%	1 8%	4 20%	1 3%	9 20%	9 26%	5 11%	2 5%	1 2%	5 9%	2 3%
		100%	-	93%	7%	100%	-	78%	15%	4%	2%	7%	3%	19% ls	18%	11%	4%	1%	11%	4%
About the right amount	(2) 346 76%	346 76%	-	325 76%	20 79%	336 76%	9 82%	287 77%	28 66%	18 75%	13 84%	7 42%	38 95%	25 56%	24 71%	35 76%	32 84%	20 75%	49 81%	56 86%
		100%	-	94%	6%	97%	3%	83%	8%	5%	4% h	2%	11% md	7%	7%	10%	9%	6%	14% m	16% m
Don't know	40 9%	40 9%	* 100%	38 9%	2 8%	38 9%	2 18%	31 8%	6 13%	2 10%	1 4%	4 25%	-	6 13%	1 3%	3 7%	4 10%	4 17%	4 7%	4 6%
		99%	1%	95%	5%	95%	5%	78%	14%	6%	2%	11%	-	15% l	3%	8%	10%	11%	11%	10%
Mean	1.94	1.94	-	1.94	1.86	1.94	2.00	1.94	1.85	1.98	1.96	1.89	1.99	1.90	1.73	1.95	1.94	2.04	1.95	2.02
SD	0.40	0.40	-	0.41	0.35	0.41	0.00	0.40	0.47	0.42	0.36	0.68	0.23	0.60	0.45	0.44	0.23	0.32	0.36	0.29
SE	0.02	0.02	-	0.02	0.08	0.02	0.00	0.02	0.07	0.07	0.04	0.20	0.04	0.10	0.09	0.07	0.05	0.07	0.05	0.04

Proportions/Means: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 157
QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
Free Video On-demand content available as part of your subscription through your TV service provider
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	488	87 18%	401 82%	296 61%	139 28%	46 9%	41 8%	433 89%	344 70%	144 30%	331 68%	466 95%	22 5%
Weighted base	455	69* 15%*	386 85%	268 59%	124 27%	40* 9%*	32* 7%*	409 90%	318 70%	137 30%	306 67%	431 95%	24** 5%**
Effective base	399	66	334	240	112	37	32	358	288	112	277	380	19
Too much	(3) 22 5%	2 3% 11%	19 5% 89%	15 6% 71%	7 6% 34%	2 4% 8%	1 3% 4%	20 5% 95%	15 5% 68%	7 5% 32%	15 5% 68%	21 5% 96%	1 3% 4%
Too little	(1) 48 11%	6 9% 13%	42 11% 87%	27 10% 56%	15 12% 31%	7 19% 16%	3 9% 6%	42 10% 89%	39 12% 82%	9 6% 18%	39 13% 82%	45 10% 93%	3 13% 7%
About the right amount	(2) 346 76%	56 82% 16%	289 75% 84%	206 77% 60% e	94 76% 27%	24 60% 7%	28 86% 8% e	309 76% 90% e	238 75% 69%	108 79% 31%	226 74% 65%	326 76% 94%	20 82% 6%
Don't know	40 9%	4 5% 9%	36 9% 91%	20 7% 50%	8 6% 20%	7 17% 17% d	1 2% 2%	37 9% 93%	26 8% 66%	13 10% 34%	26 8% 64%	40 9% 99%	* 1% 1%
Mean	1.94	1.94	1.94	1.95	1.94	1.83	1.94	1.94	1.91	1.99	1.91	1.94	1.90
SD	0.40	0.36	0.41	0.41	0.43	0.51	0.34	0.41	0.42	0.36	0.43	0.40	0.41
SE	0.02	0.04	0.02	0.02	0.04	0.08	0.05	0.02	0.02	0.03	0.02	0.02	0.09

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 157

QM4(3): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?

Free Video On-demand content available as part of your subscription through your TV service provider

SINGLE CODE

Base: All who believe the ODO service is regulated

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	488	414 85%	331 68%	218 45%	210 43%	134 27%	86 18%	127 26%	76 16%	466 95%	81 17%	114 23%	46 9%	147 30%	341 70%
Weighted base	455	388 85%	306 67%	214 47%	187 41%	127 28%	83* 18%*	114 25%	75* 17%*	431 95%	74* 16%*	105* 23%*	44* 10%*	138 30%	317 70%
Effective base	399	339	277	183	173	113	76	105	68	380	69	98	41	126	273
Too much	(3) 22 5%	19 5%	15 5%	18 8%	11 6%	11 9%	10 12% 46%mmu	7 7%	7 10%	21 5%	5 7%	8 7%	7 15% 31%z	9 6%	13 4%
Too little	(1) 48 11%	39 10%	39 13%	20 9%	20 11%	15 12%	14 17% 30%t	15 13%	5 6%	45 10%	25 33%	23 22%	9 21% 19%z	31 23% 65%z	17 5% 35%
About the right amount	(2) 346 76%	294 76%	226 74%	158 74%	141 75%	90 71%	55 66%	82 72%	61 81% 16%r	326 76%	34 46%	61 58%	26 59%	82 60%	263 83% 76%vwxy
Don't know	40 9%	36 9%	26 8%	18 9%	16 8%	10 8%	3 4%	10 9%	2 3%	40 9%	10 14%	13 13%	2 5%	16 12%	24 7%
		91%	64%	46%	39%	26%	9%	25%	6%	99%	25%	33%	5%	40%	60%
Mean	1.94	1.94	1.91	1.99	1.95	1.97	1.94	1.93	2.04n	1.94	1.69	1.83	1.94	1.81	1.99vwy
SD	0.40	0.40	0.43	0.44	0.42	0.47	0.56	0.46	0.41	0.40	0.62	0.56	0.62	0.54	0.32
SE	0.02	0.02	0.02	0.03	0.03	0.04	0.06	0.04	0.05	0.02	0.07	0.06	0.09	0.05	0.02

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 158

QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
Paid Video On-demand content available through your TV service provider
SINGLE CODE

Base: All who believe the ODO service is regulated

Absolutes/col percents/row percents 4 Mar 2019

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	199	117 59%	82 41%	112 56%	87 44%	26 13%	46 23%	50 25%	46 23%	23 12%	8 4%	70 35%	69 35%	42 21%	18 9%	139 70%	60 30%	100 50%	99 50%	89 45%	110 55%	160 80%	39 20%
Weighted base	188	109 58%	80* 42%*	104* 55%*	85* 45%*	23** 12%**	42* 23%*	49* 26%*	46* 24%*	22** 11%**	5** 3%**	64* 34%*	62* 33%*	45* 24%*	18** 9%**	126 67%	62* 33%*	100* 53%*	88* 47%*	87* 46%*	102* 54%*	138 74%	50* 26%*
Effective base	166	102	65	93	73	20	40	44	37	20	4	60	58	35	14	118	49	87	79	77	89	140	32
Too much	(3) 9 5%	6 5%	3 3%	4 4%	5 5%	3 13%	2 4%	2 4%	1 2%	1 5%	-	3 5%	2 3%	2 5%	2 10%	5 4%	4 6%	2 2%	7 8%	2 2%	7 7%	6 4%	3 6%
		68%	32%	48%	52%	35%	19%	21%	13%	12%	-	36%	21%	23%	20%	57%	43%	21%	79%	21%	79%	68%	32%
Too little	(1) 27 14%	18 17%	9 11%	12 12%	15 17%	4 17%	5 13%	6 12%	6 13%	6 28%	-	13 20%	9 14%	5 12%	-	21 17%	5 9%	14 14%	12 14%	13 15%	14 14%	19 14%	8 16%
		67%	33%	45%	55%	15%	20%	21%	21%	22%	-	47%	33%	20%	-	80%	20%	54%	46%	49%	51%	70%	30%
About the right amount	(2) 135 72%	73 67%	62 78%	79 76%	57 67%	15 65%	31 73%	35 71%	34 75%	15 67%	5 92%	46 72%	46 74%	31 70%	12 68%	92 73%	43 70%	76 75%	60 68%	65 76%	70 69%	104 75%	32 64%
		54%	46%	58%	42%	11%	23%	26%	25%	11%	4%	34%	34%	23%	9%	68%	32%	56%	44%	48%	52%	77%	23%
Don't know	17 9%	12 11%	6 7%	9 8%	9 10%	1 5%	4 10%	7 14%	5 11%	- -	* 8%	2 4%	5 9%	6 13%	4 22%	8 6%	10 16%	8 8%	9 10%	6 7%	11 11%	10 7%	7 15%
		67%	33%	49%	51%	7%	25%	38%	28%	-	2%	14%	31%	33%	22%	45%	55%	48%	52%	36%	64%	58%	42%
Mean	1.89	1.87	1.92	1.92	1.87	1.96	1.90	1.91	1.89	1.77	2.00	1.85	1.88	1.91	2.13	1.86	1.97	1.86	1.93	1.86	1.92	1.90	1.88
SD	0.44	0.48	0.39	0.41	0.49	0.57	0.42	0.41	0.40	0.54	0.00	0.48	0.42	0.44	0.34	0.45	0.42	0.40	0.49	0.41	0.47	0.43	0.49
SE	0.03	0.05	0.04	0.04	0.05	0.11	0.07	0.06	0.06	0.11	0.00	0.06	0.05	0.07	0.09	0.04	0.06	0.04	0.05	0.04	0.05	0.04	0.08

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 158

QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
Paid Video On-demand content available through your TV service provider
SINGLE CODE

Base: All who believe the ODO service is regulated

Absolutes/col percents/row percents 4 Mar 2019

		HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
Total		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	199	198 99%	1 1%	191 96%	8 4%	198 99%	1 1%	137 69%	18 9%	23 12%	21 11%	10 5%	9 5%	17 9%	13 7%	20 10%	8 4%	12 6%	19 10%	29 15%
Weighted base	188	187 99%	1** 1%**	179 95%	9** 5%**	188 100%	***	159 84%	14** 7%**	11** 6%**	5** 3%**	12** 6%**	11** 6%**	20** 11%**	16** 8%**	24** 13%**	10** 5%**	15** 8%**	22** 12%**	29** 16%**
Effective base	166	165	1	159	7	165	1	129	17	21	19	10	9	16	12	18	8	11	17	28
Too much	(3) 9 5%	8 4% 89%	1 100% 11%	8 4% 89%	1 11% 11%	9 5% 100%	- - -	8 5% 89%	- - -	1 7% 9%	* 5% 3%	- - -	- - -	2 10% 24%	2 13% 23%	- - -	- - -	- - -	1 4% 9%	3 9% 32%
Too little	(1) 27 14%	27 14% 100%	- - -	27 15% 100%	- - -	27 14% 100%	- - -	22 14% 82%	3 24% 12%	1 11% 4%	* 5% 1%	1 7% 3%	1 10% 4%	4 22% 17%	1 6% 4%	4 15% 13%	- - -	1 7% 4%	1 4% 3%	9 32% 35%
About the right amount	(2) 135 72%	135 72% 100%	- - -	127 71% 94%	8 89% 6%	135 72% 100%	* 100% *	116 73% 85%	8 60% 6%	7 68% 5%	4 85% 3%	7 56% 5%	10 90% 7%	13 62% 9%	13 81% 9%	20 85% 15%	9 88% 7%	12 81% 9%	16 71% 12%	17 59% 13%
Don't know	17 9%	17 9% 100%	- - -	17 10% 100%	- - -	17 9% 100%	- - -	13 8% 76%	2 17% 14%	2 14% 9%	* 5% 1%	4 36% 25%	- - -	1 6% 7%	- - -	- - -	1 12% 7%	2 13% 11%	5 21% 27%	- - -
Mean	1.89	1.89	3.00	1.88	2.11	1.89	2.00	1.90	1.72	1.95	2.01	1.88	1.90	1.88	2.07	1.85	2.00	1.93	2.00	1.77
SD	0.44	0.44	-	0.45	0.33	0.44	-	0.44	0.47	0.48	0.36	0.34	0.31	0.59	0.45	0.37	0.00	0.27	0.32	0.61
SE	0.03	0.03	-	0.03	0.12	0.03	-	0.04	0.12	0.11	0.08	0.13	0.10	0.15	0.12	0.08	0.00	0.08	0.08	0.11

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

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Table 158

Absolutes/col percents/row percents 4 Mar 2019

QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
Paid Video On-demand content available through your TV service provider
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	199	35 18%	164 82%	128 64%	62 31%	29 15%	14 7%	180 90%	153 77%	45 23%	150 75%	192 96%	7 4%
Weighted base	188	29** 15%**	159 85%	117 62%	56* 30%*	24** 13%**	13** 7%**	169 90%	148 79%	39* 21%*	145 77%	180 96%	8** 4%**
Effective base	166	26	139	107	51	24	11	150	130	35	127	159	6
Too much	(3) 9 5%	- -	9 5%	9 7%	* -	- -	- -	9 5%	7 4%	2 5%	7 4%	8 4%	1 12%
		- 100%	100%	100%	3%	-	-	100%	76%	24%	76%	89%	11%
Too little	(1) 27 14%	3 12%	23 15%	17 15%	10 19%	6 25%	3 21%	23 14%	24 16%	2 6%	24 17%	27 15%	- -
		- 13%	87%	65%	39%	23%	10%	87%	91%	9%	91%	100%	-
About the right amount	(2) 135 72%	25 85%	111 70%	78 67%	42 76%	16 67%	10 79%	120 71%	103 70%	30 79%	101 69%	128 71%	7 88%
		18% 82%	82%	58%	31%	12%	7%	88%	76%	22%	74%	95%	5%
Don't know	17 9%	1 3%	17 10%	12 11%	3 5%	2 8%	- -	17 10%	14 9%	4 10%	14 9%	17 10%	- -
		5% 95%	95%	71%	17%	11%	-	100%	79%	21%	79%	100%	-
Mean	1.89	1.88	1.90	1.92	1.81	1.72	1.79	1.90	1.87	1.99	1.86	1.88	2.12
SD	0.44	0.34	0.46	0.50	0.41	0.46	0.42	0.45	0.46	0.36	0.47	0.45	0.35
SE	0.03	0.06	0.04	0.05	0.05	0.09	0.11	0.04	0.04	0.06	0.04	0.03	0.13

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 158

Absolutes/col percents/row percents 4 Mar 2019

QM4(4): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
Paid Video On-demand content available through your TV service provider
SINGLE CODE

Base: All who believe the ODO service is regulated

		Devices connected TV through									Harm and offence on TV (seen in the last 12 months)					
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Unweighted base		199	175 88%	150 75%	111 56%	114 57%	73 37%	54 27%	65 33%	45 23%	192 96%	49 25%	60 30%	28 14%	76 38%	123 62%
Weighted base		188	166 88%	145 77%	107* 57%*	103* 55%*	62* 33%*	49* 26%*	59* 31%*	42* 22%*	180 96%	47* 25%*	53* 28%*	26** 14%**	73* 39%*	115 61%
Effective base		166	145	127	94	95	60	47	56	41	159	41	51	25	64	101
Too much	(3)	9	8 5%	7 4%	7 7%	5 5%	6 9%	4 8%	4 7%	2 4%	8 4%	3 7%	5 9%	3 10%	5 8%	3 3%
			89%	76%	86%	64%	66%	45%	45%	18%	89%	38%	55%	32%	64%	36%
Too little	(1)	27	22 14%	24 13%	16 17%	13 15%	9 13%	9 15%	12 19%	5 21%	27 15%	15 27%	15 28%	12 46%	20 28%	7 6%
			81%	91%	59%	49%	35%	35%	46%	19%	100%	46% z	55% z	45%	75% z	25%
About the right amount	(2)	135	120 72%	101 69%	73 69%	76 73%	44 71%	35 71%	38 65%	34 80%	128 71%	26 55%	27 51%	11 43%	41 56%	95 82%
			88%	74%	54%	56%	33%	26%	28%	25%	95%	19%	20%	8%	30%	70% vw
Don't know		17	16 9%	14 9%	10 9%	9 8%	3 5%	1 3%	4 7%	2 4%	17 10%	5 11%	6 12%	- -	6 9%	11 10%
			94%	79%	58%	50%	17%	7%	25%	9%	100%	31%	36%	-	36%	64%
Mean		1.89	1.91	1.86	1.91	1.92	1.94	1.88	1.84	1.91	1.88	1.78	1.78	1.64	1.78	1.97 vw
SD		0.44	0.43	0.47	0.48	0.44	0.50	0.52	0.53	0.40	0.45	0.58	0.62	0.68	0.59	0.31
SE		0.03	0.03	0.04	0.05	0.04	0.06	0.07	0.07	0.06	0.03	0.09	0.08	0.13	0.07	0.03

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 159
QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV, box sets or films from an online subscription service
SINGLE CODE

Base: All who believe the ODO service is regulated

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status		
		Total	ONLINE	CAPI	Male	Female	16-24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	ABC1	C2DE	Yes	No	Yes	No	Working	Not working
			(A)	(B)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
Unweighted base		534	321 60%	213 40%	263 49%	271 51%	107 20%	129 24%	109 20%	105 20%	60 11%	24 4%	141 26%	189 35%	116 22%	88 16%	330 62%	204 38%	244 46%	290 54%	212 40%	322 60%	382 72%	152 28%
Weighted base		495	295 60%	200 40%	246 50%	250 50%	101* 20%*	121 24%	99* 20%*	104* 21%*	52* 11%*	18** 4%**	120 24%	171 35%	118* 24%*	87* 17%*	291 59%	204 41%	230 46%	265 54%	195 39%	300 61%	314 63%	181 37%
Effective base		430	259	170	212	218	85	104	91	83	51	17	115	153	94	70	267	164	197	233	171	259	319	126
Too much	(3)	26 5%	21 7%	4 2%	14 6%	12 5%	8 8%	6 5%	5 5%	3 3%	3 6%	-	7 5%	14 8%	2 2%	3 4%	20 7%	5 3%	9 4%	16 6%	8 4%	17 6%	15 5%	11 6%
			83%	17%	54%	46%	31%	23%	20%	13%	13%	-	26%	53% k	9%	12%	79%	21%	37%	63%	32%	68%	57%	43%
Too little	(1)	52 10%	33 11%	19 9%	18 7%	34 14%	13 12%	8 7%	11 11%	9 8%	9 18%	2 11%	9 8%	20 12%	8 6%	15 18%	29 10%	23 11%	24 11%	27 10%	19 10%	32 11%	25 8%	27 15%
			64%	36%	34%	66% a	24%	16%	21%	17%	18% d	4%	17%	38%	15%	29% ik	56%	44%	47%	53%	37%	63%	48%	52% s
About the right amount	(2)	378 76%	209 71%	169 84%	197 80%	182 73%	74 74%	96 79%	75 76%	80 77%	39 74%	15 82%	101 84%	123 72%	98 83%	56 65%	224 77%	154 76%	179 78%	200 75%	154 79%	224 75%	254 81%	124 68%
			55%	45%	52%	46%	20%	25%	20%	21%	10%	4%	27% jl	33%	26% jl	15%	59%	41%	47%	53%	41%	59%	67% tl	33%
Don't know		40 8%	32 11%	8 4%	18 7%	23 9%	6 6%	12 10%	8 8%	12 12%	1 2%	1 7%	4 3%	15 9%	10 8%	12 14%	18 6%	22 11%	18 8%	22 8%	14 7%	26 9%	21 7%	19 11%
			79%	21%	44%	56%	15%	29%	20%	30%	3%	3%	9%	37%	25%	29% li	46%	54%	44%	56%	35%	65%	51%	49%
Mean		1.94	1.96	1.93	1.98	1.90	1.95	1.98	1.94	1.94	1.88	1.88	1.98 l	1.96	1.95	1.84	1.97	1.90	1.93	1.95	1.94	1.95	1.96	1.90
SD		0.41	0.45	0.34	0.37	0.44	0.47	0.36	0.41	0.36	0.49	0.33	0.37	0.46	0.30	0.47	0.42	0.38	0.39	0.42	0.38	0.42	0.37	0.47
SE		0.02	0.03	0.02	0.02	0.03	0.05	0.03	0.04	0.04	0.06	0.07	0.03	0.04	0.03	0.05	0.02	0.03	0.03	0.03	0.03	0.02	0.02	0.04

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 159
QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV, box sets or films from an online subscription service
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	534	532 100%	1 *	485 91%	49 9%	532 100%	2 *	327 61%	65 12%	61 11%	81 15%	16 3%	38 7%	33 6%	30 6%	26 5%	34 6%	24 4%	55 10%	71 13%
Weighted base	495	494 100%	***	451 91%	45* 9%*	493 100%	2** ***	394 80%	52* 10%*	32* 6%*	18* 4%*	18** 4%**	46* 9%*	41* 8%*	37** 7%**	30** 6%**	46* 9%*	30** 6%**	68* 14%*	78* 16%*
Effective base	430	428	1	391	38	428	2	307	61	55	76	15	36	31	29	24	32	23	51	67
Too much	(3) 26 5%	24 5% 95%	- - -	22 5% 85%	4 8% 15%	26 5% 100%	- - -	18 5% 72%	4 7% 15%	3 9% 11%	1 4% 3%	2 11% 8%	4 8% 14%	3 8% 13%	2 4% 6%	1 3% 4%	1 3% 5%	2 6% 7%	2 3% 7%	2 2% 7%
Too little	(1) 52 10%	52 10% 100%	- - -	46 10% 89%	6 13% 11%	52 10% 100%	- - -	44 11% 86%	5 10% 10%	1 3% 2%	1 5% 2%	2 11% 4%	3 6% 5%	5 13% 10%	4 11% 8%	7 24% 14%	6 13% 11%	2 6% 4%	5 7% 10%	11 14% 21%
About the right amount	(2) 378 76%	378 77% 100%	* 100% *	344 76% 91%	34 77% 9%	376 76% 99%	2 100% 1%	302 77% 80%	36 70% 10%	26 81% 7%	15 83% 4%	11 58% 3%	37 81% 10%	31 76% 8%	31 82% 8%	20 68% 5%	33 72% 9%	21 69% 5%	56 82% 15%	62 79% 16%
Don't know	40 8%	40 8% 100%	- - -	39 9% 98%	1 2% 2%	40 8% 100%	- - -	30 8% 74%	7 13% 17%	2 7% 5%	1 8% 4%	3 19% 8%	3 6% 7%	1 3% 3%	1 3% 3%	1 4% 3%	6 12% 14%	5 18% 14%	5 7% 13%	4 5% 10%
Mean	1.94	1.94	2.00	1.94	1.96	1.94	2.00	1.93	1.97	2.06g	1.98	2.00	2.03	1.95	1.93	1.78	1.89	1.99	1.95	1.88
SD	0.41	0.40	-	0.40	0.47	0.41	0.00	0.41	0.45	0.36	0.32	0.55	0.38	0.47	0.39	0.50	0.41	0.39	0.33	0.40
SE	0.02	0.02	-	0.02	0.07	0.02	0.00	0.02	0.06	0.05	0.04	0.15	0.06	0.08	0.07	0.10	0.07	0.09	0.05	0.05

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 159
QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV, box sets or films from an online subscription service
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All who believe the ODO service is regulated

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	534	111 21%	423 79%	295 55%	168 31%	61 11%	77 14%	408 76%	394 74%	127 24%	379 71%	504 94%	30 6%
Weighted base	495	81* 16%*	415 84%	258 52%	157 32%	52* 11%*	72* 15%*	380 77%	365 74%	117* 24%*	349 70%	464 94%	31** 6%**
Effective base	430	76	354	233	136	49	61	330	323	95	310	404	26
Too much	(3) 26 5%	3 4% 12%	23 5% 88%	18 7% 70%	4 3% 17%	3 5% 11%	1 1% 2%	20 5% 79%	20 5% 77%	4 3% 14%	18 5% 72%	22 5% 86%	4 12% 14%
Too little	(1) 52 10%	8 11% 16%	43 10% 84%	30 12% 58%	12 8% 24%	5 9% 9%	4 6% 8%	45 12% 88%	43 12% 84%	8 7% 16%	39 11% 75%	50 11% 97%	2 6% 3%
About the right amount	(2) 378 76%	63 78% 17%	315 76% 83%	186 72% 49%	125 80% 33%	39 75% 10%	60 83% 16%	285 75% 75%	266 73% 70%	101 87% 27%hj	257 74% 68%	353 76% 93%	26 83% 7%
Don't know	40 8%	6 8% 15%	34 8% 85%	24 9% 61%	15 10% 38%	6 11% 14%	8 10% 19%	30 8% 74%	37 10% 91%l	3 3% 9%	36 10% 89%l	40 9% 100%	- - -
Mean	1.94	1.93	1.95	1.95	1.94	1.96	1.94	1.93	1.93	1.96	1.94	1.93	2.06
SD	0.41	0.39	0.41	0.45	0.34	0.40	0.27	0.43	0.43	0.32	0.42	0.41	0.42
SE	0.02	0.04	0.02	0.03	0.03	0.05	0.03	0.02	0.02	0.03	0.02	0.02	0.08

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 159
QM4(5): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV, box sets or films from an online subscription service
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All who believe the ODO service is regulated

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	534	405 76%	379 71%	275 51%	246 46%	145 27%	93 17%	141 26%	70 13%	504 94%	83 16%	120 22%	43 8%	156 29%	378 71%
Weighted base	495	375 76%	349 70%	262 53%	215 43%	139 28%	87* 18%*	133 27%	69* 14%*	464 94%	79* 16%*	112 23%	43* 9%*	148 30%	348 70%
Effective base	430	325	310	223	196	121	80	118	62	404	70	101	39	131	299
Too much	(3) 26 5%	21 6% 81%	18 5% 72%	14 5% 54%	13 6% 50%	13 9% 49%	4 5% 16%	7 5% 27%	7 10% 26%	22 5% 86%	9 11% 34% z	12 10% 45% z	5 11% 19% z	12 8% 48%	13 4% 52%
Too little	(1) 52 10%	36 10% 69%	39 11% 75%	31 12% 60%	18 8% 34%	14 10% 27%	12 14% 23%	17 13% 33%	6 9% 13%	50 11% 97%	21 27% 41% z	22 20% 43% z	9 22% 18% z	31 21% 60% z	21 6% 40%
About the right amount	(2) 378 76%	285 76% 75%	257 74% 68%	192 73% 51%	167 78% 44%	103 74% 27%	66 76% 17%	96 72% 25%	53 77% 14%	353 76% 93%	40 50% 11%	68 61% 18%	28 65% 7%	91 62% 24%	287 83% 76% vwxy
Don't know	40 8%	34 9% 85%	36 10% 89%	25 10% 63%	18 8% 44%	10 7% 25%	5 6% 13%	13 10% 32%	3 4% 7%	40 9% 100%	9 12% 24%	10 9% 25%	1 2% 3%	14 9% 34%	27 8% 66%
Mean	1.94	1.96	1.94	1.93	1.98	1.99	1.91	1.91	2.00	1.93	1.82	1.90	1.89	1.86	1.98 vy
SD	0.41	0.41	0.42	0.43	0.39	0.45	0.43	0.44	0.45	0.41	0.63	0.57	0.58	0.55	0.33
SE	0.02	0.02	0.02	0.03	0.03	0.04	0.05	0.04	0.05	0.02	0.07	0.05	0.09	0.05	0.02

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 160

Absolutes/col percents/row percents 4 Mar 2019

QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV,box sets,or films from an online pay-per-view or download to own service
SINGLE CODE

Base: All who believe the ODO service is regulated

		Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status		
		Total	ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base		122	77 63%	45 37%	63 52%	59 48%	17 14%	38 31%	33 27%	16 13%	15 12%	3 2%	34 28%	43 35%	29 24%	16 13%	77 63%	45 37%	71 58%	51 42%	63 52%	59 48%	93 76%	29 24%
Weighted base		119	75* 63%*	44* 37%*	61* 51%*	58* 49%*	16** 14%**	38* 32%*	34** 28%**	16** 14%**	13** 11%**	1** 1%**	33* 28%*	41* 34%*	32** 27%**	13** 11%**	73* 62%*	46* 38%*	70* 59%*	49* 41%*	61* 51%*	58* 49%*	83* 70%*	36** 30%**
Effective base		104	66	38	54	50	13	34	29	14	13	2	31	39	23	12	70	35	62	42	55	49	82	25
Too much	(3)	15 13%	14 18% 88%	2 4% 12%	10 16% 62%	6 10% 38%	4 23% 24%	9 23% 58%	3 8% 18%	- - -	- -	- -	7 21% 44%	5 13% 35%	2 8% 16%	1 6% 5%	12 17% 79%	3 7% 21%	11 15% 69%	5 10% 31%	9 15% 60%	6 11% 40%	11 13% 71%	4 12% 29%
Too little	(1)	24 20%	13 17% 53%	11 25% 47%	6 10% 25%	18 30% 75% a	4 25% 17%	6 16% 26%	7 22% 31%	- 1% 1%	5 39% 22%	1 52% 3%	2 7% 9%	8 20% 34%	10 31% 42%	3 26% 14%	10 14% 43%	13 30% 57%	15 22% 64%	9 17% 36%	13 21% 53%	11 19% 47%	12 14% 50%	12 33% 50%
About the right amount	(2)	69 58%	42 56% 61%	27 61% 39%	41 67% 60% b	28 47% 40%	6 38% 9%	22 59% 33%	17 51% 25%	14 86% 20%	8 61% 12%	1 48% 1%	23 70% 33%	23 56% 33%	15 46% 22%	8 61% 12%	46 62% 67%	23 50% 33%	37 52% 53%	32 65% 47%	34 56% 50%	34 59% 50%	54 65% 79%	15 41% 21%
Don't know		11 10%	7 9% 62%	4 10% 38%	4 7% 39%	7 12% 61%	2 14% 20%	1 2% 6%	6 19% 56%	2 13% 18%	- - -	- -	1 3% 9%	4 11% 38%	5 15% 44%	1 8% 9%	5 7% 47%	6 13% 53%	8 11% 67%	4 8% 33%	5 11% 44%	6 11% 56%	6 8% 56%	5 14% 44%
Mean		1.92	2.01	1.77	2.06 b	1.77	1.98	2.07	1.83	1.99	1.61	1.48	2.15	1.92	1.72	1.78	2.03 n	1.74	1.93	1.92	1.94	1.90	1.99	1.76
SD		0.60	0.62	0.53	0.53	0.64	0.77	0.64	0.60	0.11	0.51	-	0.52	0.62	0.63	0.56	0.58	0.60	0.64	0.54	0.63	0.58	0.55	0.70
SE		0.06	0.07	0.08	0.07	0.09	0.20	0.11	0.11	0.03	0.13	-	0.09	0.10	0.13	0.14	0.07	0.10	0.08	0.08	0.08	0.08	0.06	0.14

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 160

Absolutes/col percents/row percents 4 Mar 2019

QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV,box sets,or films from an online pay-per-view or download to own service
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	122	122	-	118	4	122	-	85	15	9	13	10	6	8	10	16	7	6	6	16
		100%	-	97%	3%	100%	-	70%	12%	7%	11%	8%	5%	7%	8%	13%	6%	5%	5%	13%
Weighted base	119	119	**	115	4**	119	**	100*	12**	5**	3**	12**	7**	10**	12**	19**	9**	7**	7**	17**
		100%	**	96%	4%**	100%	**	84%**	10%**	4%**	3%**	10%**	6%**	9%**	10%**	16%**	7%**	6%**	6%**	14%**
Effective base	104	104	-	100	4	104	-	80	14	8	12	10	6	8	10	15	6	6	6	15
Too much (3)	15	15	-	15	1	15	-	13	1	1	*	2	2	1	-	3	1	-	1	3
	13%	13%	-	13%	18%	13%	-	14%	6%	15%	15%	17%	28%	11%	-	14%	13%	-	18%	19%
	100%	100%	-	95%	5%	100%	-	87%	5%	5%	3%	14%	13%	7%	-	17%	8%	-	8%	21%
Too little (1)	24	24	-	22	1	24	-	20	3	*	*	1	2	5	2	5	2	2	-	1
	20%	20%	-	20%	31%	20%	-	20%	26%	8%	14%	10%	25%	45%	16%	28%	24%	32%	-	5%
	100%	100%	-	94%	6%	100%	-	84%	13%	2%	2%	5%	7%	19%	8%	22%	9%	9%	-	4%
About the right amount (2)	69	69	-	66	2	69	-	57	6	4	2	6	3	5	10	9	5	3	3	13
	58%	58%	-	58%	51%	58%	-	57%	53%	76%	62%	46%	47%	44%	84%	47%	63%	49%	44%	75%
	100%	100%	-	97%	3%	100%	-	83%	9%	5%	3%	8%	5%	7%	15%	13%	8%	5%	5%	18%
Don't know	11	11	-	11	-	11	-	9	2	-	*	3	-	-	-	2	-	1	3	-
	10%	10%	-	10%	-	10%	-	9%	14%	-	10%	27%	-	-	-	11%	-	19%	38%	-
	100%	100%	-	100%	-	100%	-	83%	15%	-	3%	30%	-	-	-	18%	-	11%	24%	-
Mean	1.92	1.92	-	1.92	1.87	1.92	-	1.93	1.77	2.07	2.01	2.10	2.02	1.67	1.84	1.84	1.89	1.60	2.29	2.14
SD	0.60	0.60	-	0.60	0.79	0.60	-	0.61	0.61	0.54	0.70	0.64	0.79	0.70	0.38	0.69	0.64	0.54	0.52	0.49
SE	0.06	0.06	-	0.06	0.39	0.06	-	0.07	0.17	0.18	0.20	0.23	0.32	0.25	0.12	0.18	0.24	0.24	0.26	0.12

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

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Table 160

Absolutes/col percents/row percents 4 Mar 2019

QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV,box sets,or films from an online pay-per-view or download to own service
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	122	21 17%	101 83%	78 64%	43 35%	20 16%	17 14%	96 79%	104 85%	16 13%	101 83%	119 98%	3 2%
Weighted base	119	18** 15%**	101* 85%*	73* 61%*	42* 35%*	21** 18%**	17** 14%**	93* 78%*	102* 85%*	15** 13%**	98* 83%*	116 97%	3** 3%**
Effective base	104	18	87	66	36	18	14	82	90	12	87	101	3
Too much	(3) 15 13%	2 13% 15%	13 13% 85%	14 19% 89%	6 13% 37%	4 19% 26%	- - -	12 13% 80%	15 14% 95%	- - -	15 15% 95%	15 13% 95%	1 24% 5%
Too little	(1) 24 20%	4 20% 15%	20 20% 85%	13 18% 55%	8 19% 34%	5 26% 23%	2 12% 9%	18 19% 76%	18 18% 77%	6 36% 23%	18 18% 77%	24 21% 100%	- - -
About the right amount	(2) 69 58%	11 62% 16%	58 57% 84%	39 54% 58%	24 57% 35%	10 47% 14%	13 78% 19%	52 57% 77%	59 58% 87%	8 51% 12%	56 57% 82%	66 57% 96%	2 76% 4%
Don't know	11 10%	1 5% 8%	10 10% 92%	7 10% 62%	4 10% 37%	2 8% 15%	2 9% 14%	10 11% 86%	9 9% 83%	2 13% 17%	9 10% 83%	11 10% 100%	- - -
Mean	1.92	1.93	1.92	2.01	1.94	1.93	1.87	1.93	1.96	1.59	1.96	1.91	2.24
SD	0.60	0.60	0.60	0.64	0.61	0.71	0.35	0.60	0.60	0.51	0.61	0.60	0.51
SE	0.06	0.14	0.06	0.08	0.10	0.16	0.09	0.06	0.06	0.14	0.06	0.06	0.30

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 160

Absolutes/col percents/row percents 4 Mar 2019

QM4(6): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
TV,box sets,or films from an online pay-per-view or download to own service
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	122	103 84%	101 83%	78 64%	72 59%	57 47%	47 39%	59 48%	33 27%	119 98%	33 27%	45 37%	23 19%	53 43%	69 57%
Weighted base	119	100* 84%*	98* 83%*	76* 64%*	70* 59%*	56* 47%*	48* 41%*	59* 50%*	32** 27%**	116 97%	35** 29%**	45* 38%*	24** 20%**	53* 45%*	66* 55%*
Effective base	104	87	87	66	64	50	42	50	28	101	29	39	21	47	57
Too much	(3) 15 13%	15 15%	15 15%	15 19%	11 15%	11 20%	5 10%	3 5%	4 12%	15 13%	8 24%	11 24%	7 30%	12 23%	3 5%
		95%	95%	95% s	70%	72% s	33%	21%	26%	95%	55%	68% z	46%	80% z	20%
Too little	(1) 24 20%	18 18%	18 18%	13 17%	11 16%	7 12%	11 23%	12 20%	6 20%	24 21%	12 35%	13 29%	9 36%	16 30%	8 11%
		77%	77%	56%	48%	29%	46%	49%	27%	100%	52%	54% z	36%	68% z	32%
About the right amount	(2) 69 58%	56 56%	56 57%	40 53%	41 59%	35 63%	30 63%	37 64%	21 65%	66 57%	10 28%	15 33%	7 30%	18 35%	50 76%
		81%	82%	59%	60%	51%	44%	55%	31%	96%	14%	22%	11%	27%	73% wy
Don't know	11 10%	11 11%	9 10%	8 10%	7 10%	3 5%	2 4%	7 11%	1 3%	11 10%	4 13%	6 14%	1 4%	6 12%	5 8%
		100%	83%	68%	59%	27%	18%	59%	9%	100%	39%	56%	9%	56%	44%
Mean	1.92	1.96	1.96	2.02	1.99	2.08 s	1.87	1.84	1.93	1.91	1.87	1.94	1.93	1.92	1.93
SD	0.60	0.61	0.61	0.64	0.60	0.58	0.58	0.51	0.58	0.60	0.83	0.79	0.84	0.78	0.41
SE	0.06	0.06	0.06	0.08	0.07	0.08	0.09	0.07	0.10	0.06	0.15	0.12	0.18	0.11	0.05

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 161

QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**Short clips through websites such as YouTube or Facebook****SINGLE CODE****Base: All who believe the ODO service is regulated**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	348	174 50%	174 50%	195 56%	153 44%	74 21%	79 23%	51 15%	69 20%	44 13%	31 9%	84 24%	118 34%	75 22%	71 20%	202 58%	146 42%	130 37%	218 63%	103 30%	245 70%	243 70%	105 30%
Weighted base	329	160 49%	169 51%	189 58%	139 42%	69* 21%*	79* 24%*	47* 14%*	66* 20%*	41* 12%*	28** 8%**	73* 22%*	109* 33%*	81* 25%*	66* 20%*	182 55%	147 45%	128 39%	201 61%	96* 29%*	233 71%	205 62%	124* 38%*
Effective base	278	146	133	155	123	56	68	44	53	37	20	67	97	62	53	164	115	107	171	84	194	202	84
Too much	(3) 21 6%	16 10%	5 3%	13 7%	8 6%	10 14%	5 6%	2 4%	2 2%	2 6%	1 2%	4 5%	6 5%	6 7%	5 8%	10 5%	11 8%	10 8%	11 6%	4 5%	16 7%	11 5%	10 8%
		78%	22%	61%	39%	45%^f	24%	9%	7%	12%	3%	19%	28%	28%	25%	47%	53%	46%	54%	21%	79%	50%	50%
Too little	(1) 76 23%	28 17%	48 29%	31 16%	45 32%	13 19%	24 31%	9 19%	12 18%	13 33%	4 16%	20 27%	26 23%	14 17%	16 25%	46 25%	30 21%	35 28%	40 20%	24 25%	51 22%	48 23%	28 23%
		36%	64%	41%	59%^a	17%	32%	12%	16%	17%	6%	26%	34%	19%	21%	60%	40%	47%	53%	32%	68%	63%	37%
About the right amount	(2) 201 61%	98 61%	103 61%	128 67%	73 52%	40 57%	44 56%	35 74%	43 65%	21 52%	18 66%	42 57%	68 62%	55 68%	36 54%	110 60%	91 62%	76 60%	125 62%	63 65%	138 59%	127 62%	74 60%
		49%	51%	64%^b	36%	20%	22%	17%^{d,g}	21%	11%	9%	21%	34%	28%	18%	55%	45%	38%	62%	31%	69%	63%	37%
Don't know	31 9%	19 12%	13 8%	18 9%	13 10%	7 10%	6 7%	1 2%	9 14%	4 9%	4 16%	7 10%	10 9%	6 7%	9 13%	17 9%	14 10%	6 5%	25 12%	5 5%	27 11%	20 10%	11 9%
		59%	41%	57%	43%	23%	18%	4%	30%	12%	14%	23%	31%	18%	28%	54%	46%	21%	79%^e	15%	85%	64%	36%
Mean	1.82	1.92	1.72	1.89^b	1.71	1.94	1.74	1.85	1.82	1.71	1.84	1.75	1.80	1.89	1.81	1.78	1.86	1.79	1.83	1.78	1.83	1.80	1.84
SD	0.54	0.55	0.51	0.50	0.58	0.61	0.58	0.47	0.46	0.59	0.44	0.56	0.53	0.50	0.59	0.54	0.54	0.57	0.52	0.52	0.55	0.53	0.56
SE	0.03	0.04	0.04	0.04	0.05	0.07	0.07	0.07	0.06	0.09	0.09	0.06	0.05	0.06	0.08	0.04	0.05	0.05	0.04	0.05	0.04	0.04	0.06

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 161
QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
Short clips through websites such as YouTube or Facebook
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	348	343 99%	5 1%	301 86%	47 14%	347 100%	1 *	222 64%	37 11%	32 9%	57 16%	10 3%	24 7%	24 7%	18 5%	24 7%	22 6%	8 2%	35 10%	57 16%
Weighted base	329	323 98%	6** 2%**	283 86%	46* 14%*	328 100%	***	270 82%	28* 9%*	18** 6%**	12* 4%*	12** 4%**	34** 10%**	30** 9%**	24** 7%**	26** 8%**	28** 9%**	11** 3%**	40* 12%*	65* 20%*
Effective base	278	273	5	240	38	277	1	207	35	29	54	10	22	22	17	23	21	7	33	54
Too much (3)	21 6%	21 6%	- -	18 6%	3 7%	21 6%	-	15 6%	1 5%	3 19%	1 5%	1 8%	3 10%	-	-	3 13%	2 5%	-	1 3%	5 8%
		100%	-	85%	15%	100%	-	74%	6%	17%	3%	4%	16%	-	-	16%	7%	-	5%	24%
Too little (1)	76 23%	74 23%	2 29%	70 25%	6 13%	76 23%	-	67 25%	5 17%	1 7%	2 20%	5 39%	4 13%	14 46%	9 36%	4 16%	5 16%	2 21%	13 32%	12 19%
		98%	2%	92%	8%	100%	-	89%	6%	2%	3%	6%	6%	18%	11%	5%	6%	3%	17%	16%
About the right amount (2)	201 61%	197 61%	4 71%	168 59%	33 72%	201 61%	* 100%	163 60%	17 62%	13 68%	8 63%	4 33%	24 69%	15 50%	14 58%	16 63%	21 73%	4 36%	20 50%	46 71%
		98%	2%	84%	16%	100%	*	81%	9%	6%	4%	2%	12%	8%	7%	8%	10%	2%	10%	23% ^r
Don't know	31 9%	31 10%	- -	27 10%	4 9%	31 9%	-	24 9%	5 17%	1 6%	1 12%	2 20%	3 8%	1 4%	1 6%	2 8%	2 6%	5 43%	6 15%	2 3%
		100%	-	87%	13%	100%	-	77%	15%	4%	5%	8%	9%	4%	5%	7%	5%	15%	20% ^{as}	6%
Mean	1.82	1.82	1.71	1.80	1.94	1.82	2.00	1.79	1.86	2.13	1.84	1.61	1.97	1.52	1.62	1.97	1.88	1.64	1.65	1.89
SD	0.54	0.54	0.49	0.55	0.46	0.54	-	0.54	0.50	0.52	0.54	0.69	0.50	0.51	0.50	0.58	0.47	0.53	0.55	0.51
SE	0.03	0.03	0.22	0.03	0.07	0.03	-	0.04	0.09	0.10	0.08	0.25	0.11	0.11	0.12	0.12	0.10	0.23	0.10	0.07

Proportions/Means: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 161

Absolutes/col percents/row percents 4 Mar 2019

QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
Short clips through websites such as YouTube or Facebook
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	348	51 15%	297 85%	156 45%	135 39%	50 14%	70 20%	231 66%	214 61%	115 33%	196 56%	292 84%	56 16%
Weighted base	329	35* 11%*	294 89%	136 41%	122 37%	46* 14%*	61* 19%*	218 66%	202 62%	105* 32%*	182 55%	268 81%	61* 19%*
Effective base	278	33	245	125	107	37	54	184	172	89	157	230	48
Too much	(3) 21 6%	3 10% 17%	17 6% 83%	10 7% 46%	6 5% 31%	2 5% 12%	2 4% 11%	17 8% 82%	12 6% 58%	7 7% 35%	11 6% 53%	18 7% 88%	3 4% 12%
Too little	(1) 76 23%	7 21% 10%	68 23% 90%	28 21% 37%	29 24% 38%	8 17% 10%	16 26% 21%	48 22% 64%	48 24% 63%	20 19% 26%	44 24% 58%	58 22% 77%	17 29% 23%
About the right amount	(2) 201 61%	20 57% 10%	181 62% 90%	90 66% 45%	77 63% 38%	34 72% 17%	38 62% 19%	133 61% 66%	126 62% 63%	64 61% 32%	112 61% 56%	162 60% 81%	39 64% 19%
Don't know	31 9%	4 11% 13%	27 9% 87%	8 6% 27%	10 8% 31%	3 6% 8%	5 8% 17%	20 9% 64%	17 8% 53%	14 13% 44%	15 8% 49%	29 11% 94%	2 3% 6%
Mean	1.82	1.87	1.81	1.86	1.80	1.88	1.76	1.84	1.81	1.86	1.80	1.83	1.75
SD	0.54	0.59	0.53	0.52	0.52	0.47	0.52	0.55	0.53	0.53	0.54	0.54	0.53
SE	0.03	0.09	0.03	0.04	0.05	0.07	0.06	0.04	0.04	0.05	0.04	0.03	0.07

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 161

QM4(7): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?

Short clips through websites such as YouTube or Facebook

SINGLE CODE

Base: All who believe the ODO service is regulated

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	348	229 66%	196 56%	152 44%	119 34%	94 27%	53 15%	75 22%	46 13%	292 84%	74 21%	82 24%	34 10%	118 34%	230 66%
Weighted base	329	211 64%	182 55%	147 45%	103* 31%*	89* 27%*	51* 15%*	76* 23%*	45* 14%*	268 81%	76* 23%*	79* 24%*	37** 11%**	119* 36%*	210 64%
Effective base	278	180	157	124	92	78	45	65	42	230	64	67	29	100	178
Too much	(3) 21 6%	17 8%	11 6%	12 8%	11 11%	8 10%	3 41%	4 6%	4 5%	18 7%	7 9%	8 10%	2 6%	11 9%	10 5%
Too little	(1) 76 23%	47 22%	44 24%	36 25%	21 21%	15 17%	17 33%	23 30%	7 15%	58 22%	23 30%	24 30%	10 28%	35 29%	41 19%
About the right amount	(2) 201 61%	129 61%	112 61%	88 60%	62 60%	56 63%	29 57%	46 61%	31 70%	162 60%	36 47%	37 47%	21 57%	61 51%	140 67%
Don't know	31 9%	18 9%	15 8%	11 7%	9 9%	10 11%	2 5%	3 4%	2 5%	29 11%	10 14%	10 13%	3 8%	13 11%	18 9%
Mean	1.82	1.84	1.80	1.82	1.89	1.92	1.71	1.74	1.95	1.83	1.75	1.77	1.76	1.77	1.84
SD	0.54	0.55	0.54	0.57	0.58	0.54	0.57	0.55	0.51	0.54	0.63	0.65	0.57	0.62	0.49
SE	0.03	0.04	0.04	0.05	0.06	0.06	0.08	0.06	0.08	0.03	0.08	0.08	0.10	0.06	0.03

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 162

QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?**Longer videos through websites such as YouTube or Facebook****SINGLE CODE****Base: All who believe the ODO service is regulated**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	273	132 48%	141 52%	157 58%	116 42%	61 22%	65 24%	49 18%	52 19%	30 11%	16 6%	62 23%	93 34%	60 22%	58 21%	155 57%	118 43%	105 38%	168 62%	82 30%	191 70%	199 73%	74 27%
Weighted base	260	124 48%	136 52%	153 59%	107* 41%*	60* 23%*	65* 25%*	45* 17%*	50* 19%*	27** 11%**	12** 5%**	53* 20%*	86* 33%*	67* 26%*	53* 21%*	139 53%	121* 47%*	103* 40%*	156 60%	75* 29%*	185 71%	171 66%	88* 34%*
Effective base	221	111	110	127	93	46	56	43	41	25	11	50	77	51	45	126	96	87	134	68	153	166	60
Too much	(3) 26 10%	21 17% 78%	6 4% 22%	19 12% 71%	8 7% 29%	8 13% 29%	5 8% 20%	6 12% 21%	3 6% 10%	5 17% 18%	1 5% 2%	3 6% 13%	11 12% 40%	5 8% 21%	7 13% 26%	14 10% 53%	12 10% 47%	11 11% 42%	15 10% 58%	7 10% 27%	19 10% 73%	15 9% 58%	11 13% 42%
Too little	(1) 54 21%	21 17% 39%	33 24% 61%	25 17% 47%	29 27% 53%	12 21% 23%	15 23% 28%	9 20% 17%	6 13% 12%	9 34% 17%	2 15% 3%	16 30% 30%	17 20% 32%	11 17% 21%	10 18% 18%	33 24% 61%	21 17% 39%	25 24% 46%	29 19% 54%	14 18% 25%	40 22% 75%	36 21% 67%	18 20% 33%
About the right amount	(2) 156 60%	68 55% 44%	88 65% 56%	94 61% 60%	62 58% 40%	34 57% 22%	44 67% 28%	28 62% 18%	32 65% 21%	12 45% 8%	6 47% 4%	27 51% 17%	52 61% 34%	44 66% 28%	32 61% 21%	79 57% 51%	77 63% 49%	64 62% 41%	92 59% 59%	53 70% 34%	103 56% 66%	103 60% 66%	53 60% 34%
Don't know	23 9%	14 12% 62%	9 6% 38%	15 10% 64%	8 8% 36%	6 9% 24%	1 2% 5%	2 5% 10%	9 17% 37% d	1 4% 5%	4 34% 18%	7 13% 29%	5 6% 24%	6 9% 28%	4 8% 19%	12 9% 53%	11 9% 47%	3 3% 13%	20 13% 87% d	1 2% 5%	22 12% 95% d	17 10% 74%	6 7% 26%
Mean	1.88	2.00	1.79	1.95 b	1.79	1.91	1.84	1.92	1.91	1.82	1.85	1.73	1.92	1.90	1.95	1.85	1.92	1.86	1.90	1.91	1.87	1.86	1.92
SD	0.57	0.62	0.51	0.57	0.57	0.61	0.55	0.58	0.47	0.72	0.55	0.59	0.59	0.52	0.59	0.59	0.55	0.59	0.57	0.53	0.59	0.56	0.59
SE	0.04	0.06	0.05	0.05	0.06	0.08	0.07	0.09	0.07	0.14	0.16	0.08	0.06	0.07	0.08	0.05	0.05	0.06	0.05	0.06	0.05	0.04	0.07

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

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Table 162

Absolutes/col percents/row percents 4 Mar 2019

QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
Longer videos through websites such as YouTube or Facebook
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	273	270 99%	3 1%	234 86%	39 14%	273 100%	-	179 66%	29 11%	20 7%	45 16%	7 3%	20 7%	16 6%	13 5%	19 7%	20 7%	6 2%	25 9%	53 19%
Weighted base	260	256 99%	4** 1%**	223 86%	36* 14%**	260 100%	-** -**	216 83%	22** 8%**	12** 5%**	10* 4%*	10** 4%**	27** 11%**	20** 8%**	17** 7%**	20** 8%**	27** 11%**	7** 3%**	28** 11%**	59* 23%*
Effective base	221	218	3	190	30	221	-	168	27	18	42	7	19	15	12	18	19	6	24	50
Too much (3)	26 10%	26 10%	-	20 9%	6 17%	26 10%	-	20 9%	1 6%	4 36%	* 4%	-	5 16%	-	1 6%	3 17%	4 14%	-	2 8%	5 9%
	10%	100%	-	77%	23%	100%	-	77%	5%	17%	1%	-	17%	-	4%	13%	14%	-	9%	20%
Too little (1)	54 21%	52 20%	2 46%	51 23%	3 10%	54 21%	-	47 22%	3 14%	2 14%	2 22%	5 55%	3 11%	7 33%	5 29%	2 9%	2 8%	1 15%	12 44%	10 17%
	97%	97%	3%	94%	6%	100%	-	87%	6%	3%	4%	10%	6%	12%	9%	3%	4%	2%	23%	19%
About the right amount (2)	156 60%	154 60%	2 54%	135 61%	21 57%	156 60%	-	131 61%	13 62%	6 47%	6 62%	3 30%	19 68%	13 67%	10 59%	13 64%	17 62%	5 68%	10 35%	42 70%
	99%	99%	1%	87%	13%	100%	-	84%	9%	4%	4%	2%	12%	9%	6%	8%	11%	3%	6%	27%
Don't know	23 9%	23 9%	-	17 8%	6 16%	23 9%	-	17 8%	4 18%	* 3%	1 12%	1 14%	1 4%	-	1 7%	2 10%	5 17%	1 17%	4 13%	2 4%
	100%	100%	-	74%	26%	100%	-	76%	17%	2%	5%	6%	5%	-	5%	9%	20%	5%	16%	9%
Mean	1.88	1.89	1.54	1.85	2.09	1.88	-	1.86	1.90	2.23	1.79	1.35	2.06	1.67	1.76	2.09	2.07	1.82	1.59	1.92
SD	0.57	0.57	0.58	0.57	0.57	0.57	-	0.57	0.50	0.71	0.53	0.51	0.54	0.48	0.57	0.55	0.51	0.42	0.67	0.52
SE	0.04	0.04	0.34	0.04	0.10	0.04	-	0.04	0.10	0.16	0.09	0.21	0.12	0.12	0.17	0.13	0.12	0.19	0.15	0.07

Proportions/Means: Columns Tested (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 162

Absolutes/col percents/row percents 4 Mar 2019

QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
Longer videos through websites such as YouTube or Facebook
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	273	36 13%	237 87%	123 45%	105 38%	29 11%	62 23%	172 63%	168 62%	91 33%	155 57%	230 84%	43 16%
Weighted base	260	23** 9%**	237 91%	108* 42%*	95* 37%*	28** 11%**	55* 21%*	166 64%	159 61%	86* 33%*	144 56%	214 82%	46* 18%*
Effective base	221	24	198	97	85	24	48	140	138	70	127	183	38
Too much	(3) 26 10%	4 19% 16%	22 9% 84%	10 9% 36%	11 11% 41%	1 4% 4%	7 12% 25%	17 10% 64%	15 9% 57%	9 10% 33%	13 9% 48%	22 10% 81%	5 11% 19%
Too little	(1) 54 21%	5 23% 10%	49 21% 90%	22 21% 41%	23 25% 43%	4 14% 8%	13 23% 23%	32 20% 60%	32 20% 58%	18 21% 34%	28 19% 51%	44 21% 82%	10 21% 18%
About the right amount	(2) 156 60%	11 49% 7%	145 61% 93%	68 63% 43%	57 60% 37%	21 73% 13%	33 60% 21%	102 62% 65%	99 62% 64%	50 58% 32%	93 64% 60%	127 60% 82%	29 62% 18%
Don't know	23 9%	2 9% 9%	21 9% 91%	9 8% 38%	4 4% 17%	2 9% 11%	3 6% 13%	14 8% 61%	13 8% 57%	9 10% 39%	11 8% 49%	20 10% 89%	3 5% 11%
Mean	1.88	1.96	1.88	1.87	1.86	1.88	1.89	1.90	1.89	1.88	1.89	1.88	1.89
SD	0.57	0.69	0.56	0.55	0.60	0.44	0.60	0.56	0.56	0.58	0.54	0.57	0.58
SE	0.04	0.12	0.04	0.05	0.06	0.08	0.08	0.05	0.04	0.06	0.05	0.04	0.09

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

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Table 162

Absolutes/col percents/row percents 4 Mar 2019

QM4(8): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
Longer videos through websites such as YouTube or Facebook
SINGLE CODE

Base: All who believe the ODO service is regulated

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	273	173 63%	155 57%	114 42%	93 34%	81 30%	40 15%	65 24%	40 15%	230 84%	59 22%	55 20%	26 10%	89 33%	184 67%
Weighted base	260	163 63%	144 56%	112* 43%*	88* 34%*	82* 32%*	43* 17%*	68* 26%*	39* 15%*	214 82%	58* 22%*	51* 20%*	26** 10%**	88* 34%*	172 66%
Effective base	221	140	127	93	75	70	35	57	37	183	51	47	23	77	144
Too much	(3) 26 10%	17 10%	13 9%	11 10%	12 13%	10 12%	4 10%	5 7%	6 16%	22 10%	9 16%	8 16%	3 11%	13 15%	13 8%
		63%	48%	42%	44%	37%	17%	18%	23%	81%	35%	31%	11%	49%	51%
Too little	(1) 54 21%	36 22%	28 19%	25 23%	18 20%	12 14%	10 23%	18 26%	4 11%	44 21%	16 27%	13 26%	7 27%	24 27%	31 18%
		67%	51%	47%	33%	22%	18%	33%	8%	82%	29%	24%	13%	44%	56%
About the right amount	(2) 156 60%	99 61%	93 64%	69 62%	54 62%	53 65%	26 61%	42 62%	27 70%	127 60%	23 40%	22 44%	13 50%	40 45%	116 68%
		63%	60%	44%	35%	34%	17%	27%	18%	82%	15%	14%	8%	25%	75%vwj
Don't know	23 9%	12 7%	11 8%	6 5%	4 5%	7 8%	2 5%	3 5%	1 2%	20 10%	10 18%	7 14%	3 11%	12 13%	11 6%
		50%	49%	25%	19%	30%	10%	14%	4%	89%	44%z	30%	13%	52%	48%
Mean	1.88	1.87	1.89	1.87	1.93	1.97	1.87	1.80	2.05s	1.88	1.87	1.89	1.82	1.86	1.89
SD	0.57	0.58	0.54	0.57	0.59	0.54	0.59	0.56	0.53	0.57	0.72	0.70	0.65	0.68	0.51
SE	0.04	0.05	0.05	0.06	0.06	0.06	0.10	0.07	0.09	0.04	0.10	0.10	0.13	0.08	0.04

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 163

QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?

All on-line and on-demand TV or video services

SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Too much	(3) 79 3%	61 5% 77%	19 2% 23%	51 4% 64% b	28 2% 36%	20 6% 25% eh	21 5% 27% eh	9 2% 11%	12 3% 15% h	12 4% 16% h	4 1% 5%	16 3% 20%	29 4% 36%	17 3% 22%	18 3% 22%	45 4% 56%	35 3% 44%	24 3% 30%	55 3% 70%	22 3% 28%	57 3% 72%	45 4% 57%	34 3% 42%
Too little	(1) 387 16%	203 17% 53%	183 15% 47%	181 16% 47%	206 17% 53%	45 13% 12%	66 17% 17%	69 17% 18%	63 15% 16%	73 21% 19% ch	70 14% 18%	114 22% 29% jkl	113 15% 29%	78 15% 20%	83 13% 21%	226 18% 59% n	160 14% 41%	140 18% 36%	247 15% 64%	117 18% 30%	270 16% 70%	183 15% 47%	204 17% 53%
About the right amount	(2) 1270 53%	630 53% 50%	641 54% 50%	640 55% 50%	631 52% 50%	212 60% 17% gh	229 59% 18% gh	241 60% 19% gh	230 56% 18% gh	155 45% 12%	204 42% 16%	259 49% 20%	399 54% 31%	304 60% 24% il	308 50% 24%	659 52% 52%	612 55% 48%	469 62% 37% p	802 49% 63%	403 62% 32% r	867 50% 68%	721 61% 57% t	550 46% 43%
Don't know	648 27%	298 25% 46%	349 29% 54%	288 25% 45%	359 29% 55% a	74 21% 11%	74 19% 11%	86 21% 13%	103 25% 16%	103 30% 16% cde	208 43% 32% cdef	140 26% 22%	195 26% 30%	107 21% 17%	206 34% 32% ijk	335 26% 52%	313 28% 48%	127 17% 20%	521 32% 80% o	109 17% 17%	538 31% 83% q	238 20% 37%	407 34% 63% s
Mean	1.82	1.84	1.80	1.85 b	1.79	1.91 egh	1.86 gh	1.81	1.83	1.75	1.76	1.75	1.84 i	1.85 i	1.84 i	1.80	1.84	1.82	1.83	1.83	1.82	1.86 t	1.78
SD	0.49	0.52	0.45	0.49	0.48	0.48	0.51	0.46	0.47	0.54	0.46	0.52	0.49	0.46	0.47	0.50	0.47	0.47	0.49	0.48	0.49	0.47	0.50
SE	0.01	0.02	0.02	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.01	0.01	0.02

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

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Table 163

Absolutes/col percents/row percents 4 Mar 2019

QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?

All on-line and on-demand TV or video services

SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Too much (3)	79 3%	78 4%	1 *	65 4%	14 2%	76 4%	4 1%	61 3%	8 4%	7 5%	3 5%	7 7%	7 3%	7 4%	6 4%	8 4%	8 4%	3 2%	6 2%	9 3%
		99% b	1%	82% d	18%	96% f	4%	77%	11%	9%	3%	9% qr	9%	9%	8%	10%	10%	4%	8%	11%
Too little (1)	387 16%	362 17%	24 11%	282 18%	105 13%	336 17%	50 12%	322 16%	34 15%	23 16%	8 15%	21 22%	41 15%	50 25%	18 11%	22 11%	32 15%	38 19%	53 16%	49 16%
		94%	6%	73% d	27%	87% f	13%	83%	9%	6%	2%	5% no	10%	13% lnoprs	5%	6%	8%	10% c	14%	13%
About the right amount (2)	1270 53%	1204 55%	65 31%	911 57%	360 46%	1090 56%	180 41%	1046 53%	117 54%	75 53%	33 60%	41 42%	144 55%	83 43%	100 59%	119 58%	120 55%	97 49%	164 51%	177 59%
		95% b	5%	72% d	28%	86% f	14%	82%	9%	6%	3%	3%	11% m	7%	8% km	9% km	9% m	8%	13%	14% km
Don't know	648 27%	528 24%	119 57%	349 22%	298 38%	443 23%	204 47%	542 27%	58 27%	36 26%	11 21%	28 29%	71 27%	55 28%	45 26%	58 28%	57 26%	62 31%	100 31%	66 22%
		81%	18% a	54%	46% c	68%	32% e	84%	9%	6%	2%	4%	11%	9%	7%	9%	9%	10%	19% sa	10%
Mean	1.82	1.83	1.75	1.83	1.81	1.83	1.80	1.82	1.84	1.85	1.87	1.79	1.83 m	1.70	1.91 mqr	1.91 mqr	1.85 m	1.75	1.79	1.83 m
SD	0.49	0.49	0.46	0.50	0.46	0.49	0.44	0.49	0.49	0.51	0.48	0.60	0.47	0.56	0.43	0.44	0.48	0.49	0.47	0.46
SE	0.01	0.01	0.05	0.01	0.02	0.01	0.03	0.01	0.04	0.04	0.04	0.08	0.04	0.05	0.04	0.04	0.04	0.05	0.03	0.03

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
* small base

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Absolutes/col percents/row percents 4 Mar 2019

Table 163
QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
All on-line and on-demand TV or video services
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Too much	(3) 79 3%	16 4%	63 3%	40 4%	32 3%	4 2%	18 2%	47 3%	52 4%	21 2%	50 5%	69 4%	11 2%
		20%	80%	50%	40%	5%	22%	60%	66% l	26%	63% l	87% l	13%
Too little	(1) 387 16%	80 19%	306 16%	176 18%	169 16%	39 19%	103 14%	250 18%	214 17%	166 15%	191 18%	293 17%	94 14%
		21%	79%	46%	44%	10%	27%	65%	55%	43%	50%	76%	24%
About the right amount	(2) 1270 53%	224 53%	1047 53%	582 58%	530 50%	119 58%	335 47%	807 57%	712 58%	526 48%	642 59%	966 57%	304 45%
		18%	82%	46% df	42%	9% f	26%	64% df	56% l	41%	51% l	76% l	24%
Don't know	648 27%	100 24%	547 28%	206 21%	332 31%	44 21%	256 36%	301 46%	250 20%	372 34%	206 19%	381 22%	266 39%
		15%	85%	32%	51% ceg	7%	39% ceg		39%	57% hj	32%	59%	41% k
Mean	1.82	1.80	1.83	1.83	1.81	1.78	1.81	1.82	1.83	1.80	1.84	1.83	1.80
SD	0.49	0.51	0.48	0.49	0.49	0.47	0.48	0.49	0.50	0.47	0.50	0.49	0.46
SE	0.01	0.03	0.01	0.02	0.02	0.04	0.02	0.01	0.02	0.02	0.02	0.01	0.02

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

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Table 163
QM4(9): Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount?
All on-line and on-demand TV or video services
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Too much	(3) 79 3%	54 4% 68%	50 5% 63%	40 6% 51%	27 5% 34%	26 6% 33%	16 7% 20%	13 4% 16%	18 9% 23% mnsu	69 4% 87%	30 7% 38% z	33 7% 42% z	18 10% 23% z	39 6% 50% z	40 2% 50%
Too little	(1) 387 16%	232 17% 60%	191 18% 50%	132 18% 34%	87 15% 22%	81 18% 21%	46 20% 12%	59 19% 15%	27 13% 7%	293 17% 76%	127 28% 33% z	133 28% 34% z	61 33% 16% z	199 28% 51% z	188 11% 49%
About the right amount	(2) 1270 53%	777 58% 61%	642 59% 51%	431 60% 34%	346 61% 27%	259 57% 20%	135 58% 11%	193 61% 15%	139 67% 11% mnqu	966 57% 76%	148 33% 12%	182 39% 14%	74 40% 6%	283 39% 22% v	987 59% 78% vwxy
Don't know	648 27%	271 20% 42% ot	206 19% 32% t	114 16% 17% t	109 19% 17% t	85 19% 13% t	37 16% 6%	51 16% 8%	23 11% 4%	381 22% 59% norst	142 32% 22% x	122 26% 19% x	34 18% 5%	196 27% 30% x	452 27% 70% x
Mean	1.82	1.83	1.84	1.85	1.87	1.85	1.85	1.83	1.95 mnoqsu	1.83	1.68	1.71	1.72	1.69	1.88 vwxy
SD	0.49	0.49	0.50	0.51	0.48	0.52	0.54	0.49	0.49	0.49	0.64	0.63	0.66	0.60	0.42
SE	0.01	0.01	0.02	0.02	0.02	0.03	0.04	0.03	0.04	0.01	0.04	0.03	0.05	0.03	0.01

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 164

QM4: SUMMARY - Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? SINGLE CODE

Base: All who believe the ODO service is regulated

		TV live at the time of broadcast	TV programmes or films that have been broadcast using broadcaster catch-up services	Free Video On- demand content available as part of your subscription through your TV service provider	Paid Video On- demand content available through your TV service provider	TV, box sets or films from an online subscription service	TV,box sets,or films from an online pay-per- view or download to own service	Short clips through websites such as YouTube or Facebook	Longer videos through websites such as YouTube or Facebook	All on-line and on-demand TV or video services
Unweighted base		1384	1064	488	199	534	122	348	273	2384
Weighted base		1342	1033	455	188	495	119	329	260	2384
Effective base		1136	881	399	166	430	104	278	221	1956
Too much	(3)	55 4%	49 5%	22 5%	9 5%	26 5%	15 13%	21 6%	26 10%	79 3%
Too little	(1)	145 11%	92 9%	48 11%	27 14%	52 10%	24 20%	76 23%	54 21%	387 16%
About the right amount	(2)	1062 79%	817 79%	346 76%	135 72%	378 76%	69 58%	201 61%	156 60%	1270 53%
Don't know		81 6%	75 7%	40 9%	17 9%	40 8%	11 10%	31 9%	23 9%	648 27%
Mean		1.93	1.96	1.94	1.89	1.94	1.92	1.82	1.88	1.82
SD		0.39	0.38	0.40	0.44	0.41	0.60	0.54	0.57	0.49
SE		0.01	0.01	0.02	0.03	0.02	0.06	0.03	0.04	0.01

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 165

QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY 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?

Base: All who have watched anything on-line or on-demand in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1973	1131 57%	842 43%	968 49%	1005 51%	310 16%	356 18%	372 19%	344 17%	298 15%	293 15%	492 25%	665 34%	389 20%	427 22%	1157 59%	816 41%	700 35%	1273 65%	613 31%	1360 69%	1236 63%	734 37%
Weighted base	1945	1077 55%	869 45%	961 49%	984 51%	324 17%	358 18%	357 18%	365 19%	271 14%	269 14%	449 23%	633 33%	427 22%	436 22%	1082 56%	864 44%	700 36%	1245 64%	599 31%	1347 69%	1064 55%	878 45%
Effective base	1630	948	687	797	834	249	297	322	290	261	220	406	551	322	358	957	678	585	1045	514	1116	1073	611
Yes	583 30%	308 29%	275 32%	272 28%	312 32%	147 45%	140 39%	115 32%	83 23%	70 26%	27 10%	146 33%	202 32%	125 29%	110 25%	348 32%	235 27%	254 36%	329 26%	203 34%	380 28%	362 34%	221 25%
		53%	47%	47%	53%	25%efgh	24%fgh	20%fh	14%h	12%h	5%	25%l	35%l	21%	19%	60%n	40%	44%p	56%	35%r	65%	62%t	38%
No	1098 56%	586 54%	512 59%	571 59%	527 54%	142 44%	169 47%	186 52%	234 64%	164 61%	203 75%	256 57%	348 55%	229 54%	265 61%	604 56%	494 57%	355 51%	743 60%	311 52%	788 58%	563 53%	534 61%
		53%	47%	52%b	46%	13%	15%	17%	21%cde	15%cde	10%cdel	23%	32%	21%	24%	55%	45%	32%	68%o	28%	72%q	51%	49%u
Don't know	264 14%	182 17%	82 9%	118 12%	146 15%	34 11%	49 14%	56 16%	48 13%	36 13%	40 15%	46 10%	83 13%	73 17%	62 14%	129 12%	135 16%	91 13%	173 14%	85 14%	179 13%	138 13%	124 14%
		69%	31%	45%	55%	13%	19%	21%	18%	14%	15%	17%	32%	28%i	23%	49%	51%u	34%	66%	32%	68%	52%	47%

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

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Table 165

Absolutes/col percents/row percents 4 Mar 2019

QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY 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?

Base: All who have watched anything on-line or on-demand in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	1973	1935 98%	36 2%	1618 82%	355 18%	1973 100%	-	1358 69%	210 11%	208 11%	197 10%	72 4%	170 9%	136 7%	113 6%	142 7%	127 6%	118 6%	232 12%	248 13%	
Weighted base	1945	1898 98%	45* 2%*	1573 81%	372 19%	1945 100%	-** -	1620 83%	168 9%	111 6%	46 2%	84* 4%*	207 11%	164 8%	140 7%	162 8%	172 9%	152 8%	264 14%	275 14%	
Effective base	1630	1597	32	1329	302	1630	-	1251	198	187	140	67	156	126	104	132	118	108	215	232	
Yes	583 30%	573 30%	10 23%	489 31%	94 25%	583 30%	-	495 31%	52 31%	24 21%	12 25%	21 24%	54 26%	65 40%	50 36%	53 33%	62 36%	35 23%	71 27%	85 31%	
		98%	2%	84% d	16%	100%	-	85% d	9% d	4%	2%	4%	9%	11% k l q	9% q	9%	11% q	6%	12%	15%	
No	1098 56%	1075 57%	21 47%	892 57%	206 55%	1098 56%	-	894 55%	103 61%	69 63%	31 67%	46 55%	124 60%	74 45%	70 50%	86 53%	86 50%	95 63%	164 62%	148 54%	
		98%	2%	81%	19%	100%	-	81%	9%	6%	3% g	4%	11% m	7%	6%	8%	8%	9% m	15% m n p	14%	
Don't know	264 14%	251 13%	13 30%	192 12%	72 19%	264 14%	-	230 14%	12 7%	18 16%	3 7%	17 21%	28 14%	25 15%	19 14%	23 14%	24 14%	22 15%	29 11%	41 15%	
		95%	5% a	73%	27% c	100%	-	87% h	5%	7% h	1%	7% r	11%	10%	7%	9%	9%	8%	11%	16%	

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 165

QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY 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?

Base: All who have watched anything on-line or on-demand in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owens smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1973	401 20%	1572 80%	922 47%	831 42%	196 10%	490 25%	1280 65%	1200 61%	727 37%	1080 55%	1649 84%	324 16%
Weighted base	1945	345 18%	1601 82%	879 45%	821 42%	184 9%	493 25%	1252 64%	1159 60%	733 38%	1038 53%	1596 82%	350 18%
Effective base	1630	308	1324	759	684	154	402	1060	1002	590	898	1350	280
Yes	583 30%	103 30%	480 30%	283 32%	229 28%	55 30%	139 28%	387 31%	368 32%	196 27%	336 32%	496 31%	88 25%
		18% 82%		49% 39%		9% 24%		66%	63% <i>l</i>	34%	58% <i>l</i>	85% <i>l</i>	15%
No	1098 56%	185 54%	913 57%	472 54%	475 58%	107 58%	285 58%	709 57%	648 56%	426 58%	571 55%	890 56%	208 59%
		17% 83%		43% 43%		10% 26%		65%	59%	39%	52%	81%	19%
Don't know	264 14%	57 16%	207 13%	124 14%	117 14%	23 12%	69 14%	157 13%	143 12%	111 15%	131 13%	210 13%	54 15%
		21% 79%		47% 44%		9% 26%		59%	54%	42%	50%	79%	21%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 165

QM5: Some services provide tools to report on-line or on-demand TV or video content [IF NECESSARY 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?

Base: All who have watched anything on-line or on-demand in the last 12 months

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1973	1286 65%	1080 55%	700 35%	602 31%	447 23%	231 12%	313 16%	204 10%	1649 84%	362 18%	411 21%	159 8%	604 31%	1369 69%
Weighted base	1945	1248 64%	1038 53%	694 36%	559 29%	438 22%	227 12%	310 16%	204 10%	1596 82%	363 19%	402 21%	160 8%	600 31%	1346 69%
Effective base	1630	1057	898	578	485	375	197	262	180	1350	304	344	139	508	1122
Yes	583 30%	390 31%	336 32%	273 39%	212 38%	163 37%	103 45%	131 42%	80 40%	496 31%	133 36%	158 39%	85 53%	217 36%	366 27%
		67%	58%	47%mnv		36%mnv	28%mv	18%mnv	22%mnv	14%mv	23%zv		27%zv	15%vwyz	37%zv
No	1098 56%	697 56%	571 55%	340 49%	281 50%	217 50%	101 44%	147 47%	95 46%	890 56%	190 52%	203 50%	67 42%	318 53%	780 58%
		64%opqrst		52%orst	31%	26%	20%	9%	13%	9%	81%opqrst		17%v	25%v	
Don't know	264 14%	160 13%	131 13%	81 12%	67 12%	57 13%	23 10%	32 10%	29 14%	210 13%	41 11%	41 10%	8 5%	64 11%	200 15%
		61%	50%	30%	25%	22%	9%	12%	11%	79%	15%v		16%	24%v	76%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 166

QM5a: Which services have you see it on? **MULTI CODE**

Base: All who have seen tools to report content on an ODO service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	584	338 58%	246 42%	271 46%	313 54%	141 24%	143 24%	113 19%	80 14%	74 13%	33 6%	154 26%	206 35%	115 20%	109 19%	360 62%	224 38%	246 42%	338 58%	202 35%	382 65%	411 70%	173 30%
Weighted base	583	308 53%	275 47%	272 47%	312 53%	147 25%	140 24%	115 20%	83* 14%*	70* 12%*	27** 5%**	146 25%	202 35%	125* 21%*	110* 19%*	348 60%	235 40%	254 44%	329 56%	203 35%	380 65%	362 62%	221 38%
Effective base	493	283	214	229	264	113	120	100	70	66	26	134	173	95	94	307	188	211	282	173	320	363	149
Short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	287 49%	155 50%	132 48%	127 47%	160 51%	95 65%	80 57%	43 38%	33 40%	24 34%	10 38%	59 41%	117 58%	59 48%	51 46%	176 51%	110 47%	117 46%	170 52%	78 38%	209 55%	167 46%	120 54%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	220 38%	120 39%	100 36%	108 40%	113 36%	79 53%	63 45%	37 32%	18 22%	19 27%	4 15%	45 31%	92 46%	48 38%	35 32%	137 39%	83 35%	90 35%	130 40%	55 27%	165 44%	133 37%	87 40%
TV live at the time of broadcast	99 17%	49 16%	51 18%	53 19%	47 15%	14 9%	31 22%	23 20%	16 19%	10 14%	7 26%	27 18%	37 18%	20 16%	16 15%	63 18%	36 15%	46 18%	53 16%	41 20%	58 15%	72 20%	27 12%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	93 16%	53 17%	40 15%	37 14%	56 18%	21 14%	23 16%	23 20%	13 15%	4 14%	13 13%	29 19%	31 15%	17 14%	16 15%	60 17%	33 14%	46 18%	47 14%	43 21%	50 13%	70 19%	23 11%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime , or Now TV	66 11%	35 12%	31 11%	35 13%	32 10%	17 12%	25 18%	8 7%	9 10%	6 8%	1 5%	23 16%	22 11%	16 13%	4 7%	46 69%	21 31%	34 51%	33 49%	31 15%	35 9%	51 14%	15 7%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	43 7%	31 10%	12 4%	24 9%	19 6%	7 4%	17 12%	9 8%	5 6%	5 6%	2 6%	17 11%	9 4%	10 8%	7 7%	26 59%	18 41%	28 11%	15 5%	24 12%	19 5%	39 11%	4 2%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	27 5%	22 7%	5 2%	16 6%	11 4%	6 4%	12 9%	6 5%	1 1%	2 3%	- 8%	14 10%	5 3%	7 5%	1 4%	19 72%	8 28%	19 7%	8 3%	15 7%	13 3%	20 6%	7 3%
TV, box sets, or films from an online pay-per-view or download to own service such as Talk TV store, PlayStation Store, iTunes Store or Google Play	22 4%	18 6%	4 1%	8 3%	13 4%	3 2%	8 6%	10 9%	- -	1 1%	- -	8 5%	6 3%	7 5%	1 1%	14 4%	8 3%	16 6%	5 2%	15 8%	6 2%	16 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
* small base; ** very small base (under 30) ineligible for sig testing

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Table 166

QM5a: Which services have you see it on? MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All who have seen tools to report content on an ODO service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Weighted base	583	308 53%	275 47%	272 47%	312 53%	147 25%	140 24%	115 20%	83* 14%*	70* 12%*	27** 5%**	146 25%	202 35%	125* 21%*	110* 19%*	348 60%	235 40%	254 44%	329 56%	203 35%	380 65%	362 62%	221 38%
Have not seen any reporting tool on any of the services I've used	43 7%	23 7%	20 7%	25 9%	18 6%	6 4%	4 3%	11 9%	6 7%	10 15%	6 21%	13 9%	12 6%	8 7%	10 9%	25 7%	18 8%	14 5%	29 9%	12 6%	31 8%	28 8%	15 7%
		53%	47%	59%	41%	14%	9%	25% d	14%	24% cd	13%	31%	27%	19%	23%	58%	42%	32%	68%	29%	71%	64%	36%
Don't know	48 8%	16 5%	32 12%	24 9%	23 8%	7 5%	1 1%	13 12%	12 14%	10 15%	4 16%	13 9%	12 6%	9 7%	14 13%	25 7%	23 10%	22 9%	25 8%	21 10%	27 7%	21 6%	26 12%
		33%	67%	51%	49%	15%	2%	28% d	25% cd	22% cd	9%	26%	26%	18%	29%	52%	48%	47%	53%	43%	57%	45%	55% s

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 166

QM5a: Which services have you see it on? MULTI CODE

Base: All who have seen tools to report content on an ODO service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	584	574 98%	10 2%	495 85%	89 15%	584 100%	-	417 71%	68 12%	46 8%	53 9%	18 3%	44 8%	54 9%	41 7%	46 8%	46 8%	27 5%	63 11%	78 13%
Weighted base	583	573 98%	10** 2%**	489 84%	94* 16%**	583 100%	** **	495 85%	52* 9%*	24* 4%*	12* 2%*	21** 4%**	54* 9%*	65* 11%*	50* 9%*	53* 9%*	62* 11%*	35** 6%**	71* 12%*	85* 15%*
Effective base	493	485	8	419	75	493	-	390	64	40	50	17	42	50	37	43	43	26	60	74
Short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	287 49%	280 98%	7 2%	235 82%	52 18%	287 100%	-	241 84%	30 11% l	9 3%	7 2% l	16 6%	31 11% o	34 12% o	18 6%	15 5%	32 11% o	15 5%	34 12%	47 16% o
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	220 38%	217 98%	3 2%	179 81%	41 19%	220 100%	-	191 87% l	19 9%	5 2%	5 2% l	12 6%	20 9%	18 8%	18 5%	12 5%	28 13% o	15 7%	27 12%	42 19% mo
TV live at the time of broadcast	99 17%	99 99%	1 6%	85 85%	15 15%	99 100%	-	85 86%	10 10%	3 3%	1 1%	3 3%	9 9%	5 5%	9 10%	8 8%	14 14%	6 6%	9 9%	20 21% m
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	93 16%	93 100%	* 2%	92 99% d	1 1%	93 100%	-	83 89%	6 7%	3 3%	2 2%	3 3%	8 9%	3 3%	10 11% m	7 7%	5 6%	9 9%	15 17% m	22 23% mp
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime , or Now TV	66 11%	66 100%	* 2%	54 82%	12 13%	66 100%	-	57 86%	5 8%	3 4%	1 2%	5 7%	5 8%	9 13%	7 10%	2 3%	5 7%	1 2%	3 5%	20 30% opr
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	43 7%	43 100%	- -	43 100% d	- -	43 100%	-	41 96%	2 4%	- -	* *	3 7%	5 12%	3 6%	3 7%	2 5%	1 3%	1 2%	5 11%	18 42% mnopr
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	27 5%	27 100%	- -	26 98%	1 2%	27 100%	-	24 90%	1 3%	1 4%	1 3%	2 8%	1 4%	- -	4 15% m	5 17% m	2 8%	- -	2 7%	8 30% m
TV, box sets, or films from an online pay-per-view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	22 4%	22 100%	- -	20 94%	1 6%	22 100%	-	21 96%	1 4%	- -	- -	2 11%	- -	- -	1 5%	5 24% lmr	3 14%	- -	- -	9 43% lmr

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 166

QM5a: Which services have you see it on?
MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All who have seen tools to report content on an ODO service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Weighted base	583	573 98%	10** 2%**	489 84%	94* 16%*	583 100%	-** -	495 85%	52* 9%*	24* 4%*	12* 2%*	21** 4%**	54* 9%*	65* 11%*	50* 9%*	53* 9%*	62* 11%*	35** 6%**	71* 12%*	85* 15%*
Have not seen any reporting tool on any of the services I've used	43	41	2	35	8	43	-	38	2	3	1	-	4	11	3	5	3	2	4	5
	7%	7%	20%	7%	8%	7%	-	8%	4%	12%	6%	-	7%	17%	7%	10%	5%	7%	5%	6%
Don't know	48	46	1	40	8	48	-	39	4	4	1	-	2	4	5	11	4	5	6	1
	8%	8%	14%	8%	8%	8%	-	8%	8%	18%	5%	-	3%	7%	10%	21%	7%	16%	8%	2%
		97%	3%	83%	17%	100%	-	81%	9%	9%	1%	-	3%	9%	10%	23%lms	9%	11%	12%	3%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 166

QM5a: Which services have you see it on? MULTI CODE

Base: All who have seen tools to report content on an ODO service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	584	127 22%	457 78%	288 49%	240 41%	60 10%	141 24%	385 66%	374 64%	192 33%	343 59%	500 86%	84 14%
Weighted base	583	103* 18%*	480 82%	283 49%	229 39%	55* 9%*	139 24%	387 66%	368 63%	196 34%	336 58%	496 85%	88* 15%*
Effective base	493	96	398	245	197	48	117	328	317	160	291	418	75
Short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	287 49%	42 41% 15%	245 51% 85%	125 44% 44%	121 53% 42%	24 43% 8%	76 55% 27%	176 46% 61%	160 43% 56%	111 57% 39%hj	142 42% 50%	230 46% 80%	57 65% 20%k
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	220 38%	31 30% 14%	190 40% 86%	90 32% 41%	96 42% 43% c	17 30% 8%	60 43% 27% c	131 34% 59%	119 32% 54%	92 47% 42%hj	104 31% 47%	182 37% 83%	38 43% 17%
TV live at the time of broadcast	99 17%	20 20% 20%	79 16% 80%	50 18% 50%	40 18% 40%	9 16% 9%	25 18% 25%	70 18% 71%	68 19% 69%	31 16% 31%	64 19% 65%	89 18% 90%	10 11% 10%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	93 16%	19 18% 20%	74 16% 80%	40 14% 43%	39 17% 42%	14 26% 15%	23 16% 24%	68 17% 72%	66 18% 71%	27 14% 29%	62 18% 66%	85 17% 91%	8 10% 9%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime , or Now TV	66 11%	8 8% 13%	58 12% 87%	34 12% 52%	17 7% 25%	11 21% 17%df	10 7% 15%	50 13% 75% d	45 12% 68%	19 10% 29%	43 13% 64%	63 13% 95% l	3 4% 5%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	43 7%	6 6% 14%	37 8% 86%	23 8% 52% f	10 5% 24%	5 9% 11% f	3 2% 6%	37 10% 85% df	32 9% 73%	12 6% 27%	32 9% 73%	41 8% 95%	2 3% 5%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	27 5%	4 4% 14%	23 5% 86%	19 7% 70% df	6 3% 22%	5 9% 18% df	2 2% 8%	25 6% 91% f	27 7% 99% l	* * 1%	26 8% 98% l	27 5% 99%	* * 1%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	22 4%	2 2% 10%	20 4% 90%	14 5% 64%	5 2% 23%	6 12% 29% df	2 1% 9%	20 5% 91%	20 6% 93% l	1 1% 7%	20 6% 93% l	22 4% 100%	- - -

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

Prepared by BDRC Continental
Fieldwork: February – December 2018
BDRC/Job number (23179)

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Table 166

QM5a: Which services have you see it on? **MULTI CODE**

Base: All who have seen tools to report content on an ODO service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Weighted base	583	103* 18%*	480 82%	283 49%	229 39%	55* 9%*	139 24%	387 66%	368 63%	196 34%	336 58%	496 85%	88* 15%*
Have not seen any reporting tool on any of the services I've used	43 7%	6 6% 14%	37 8% 86%	22 8% 50%	17 7% 39%	5 9% 11%	8 6% 20%	30 8% 69%	29 8% 66%	14 7% 34%	27 8% 62%	35 7% 81%	8 10% 19%
Don't know	48 8%	11 11% 23%	37 8% 77%	25 9% 53%	21 9% 45%	3 5% 6%	17 12% 36%	29 7% 60%	29 8% 62%	16 8% 34%	26 8% 54%	40 8% 84%	8 9% 16%

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

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Table 166

QM5a: Which services have you see it on? MULTI CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All who have seen tools to report content on an ODO service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	584	393 67%	343 59%	270 46%	226 39%	165 28%	99 17%	134 23%	80 14%	500 86%	137 23%	169 29%	83 14%	227 39%	357 61%
Weighted base	583	390 67%	336 58%	273 47%	212 36%	163 28%	103* 18%*	131 22%	80* 14%*	496 85%	133 23%	158 27%	85* 15%*	217 37%	366 63%
Effective base	493	330	291	225	185	141	85	113	70	418	120	146	75	196	298
Short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	287 49%	171 44%	142 42%	134 49%	93 44%	71 44%	34 33%	59 45%	20 25%	230 46%	59 44%	61 39%	20 24%	94 43%	193 53%
		60%t	50%t	47%rt	33%t	25%t	12%	21%t	7%	80%rt	20%x	21%x	7%	33%x	67%wxy
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	220 38%	129 33%	104 31%	103 38%	75 36%	57 35%	29 28%	48 37%	15 19%	182 37%	50 38%	42 27%	14 16%	71 33%	149 41%
		59%t	47%t	47%t	34%t	26%t	13%	22%t	7%	83%t	23%x	19%	6%	32%x	68%wx
TV live at the time of broadcast	99 17%	78 20%	64 19%	52 19%	41 19%	37 22%	29 28%	29 22%	28 34%	89 18%	22 17%	30 19%	18 21%	37 17%	63 17%
		78%	65%	53%	42%	37%	29%u	30%	28%mnopu	90%	22%	30%	18%	37%	63%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	93 16%	75 19%	62 18%	47 17%	41 20%	33 20%	29 28%	30 23%	19 23%	85 17%	29 22%	42 26%	23 27%	46 21%	47 13%
		80%	66%	50%	45%	35%	31%nou	33%	20%	91%	31%z	45%z	25%z	50%z	50%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime , or Now TV	66 11%	54 14%	43 13%	41 15%	36 17%	28 17%	21 21%	24 18%	12 15%	63 13%	18 14%	30 19%	17 20%	34 15%	33 9%
		82%	64%	61%	55%	42%	32%	36%	18%	95%	27%	45%z	25%z	51%z	49%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	43 7%	37 10%	32 9%	29 10%	25 12%	15 9%	17 16%	16 12%	16 20%	41 8%	17 13%	25 16%	14 16%	27 12%	16 4%
		86%	73%	66%	57%	34%	38%u	36%	38%mmoqu	95%	40%z	58%z	32%z	62%z	38%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	27 5%	27 7%	26 8%	22 8%	22 10%	18 11%	11 11%	15 11%	9 12%	27 5%	13 10%	18 11%	12 14%	18 8%	9 3%
		99%	98%	82%	81%u	67%u	40%	54%u	35%u	99%	48%z	66%z	44%z	66%z	34%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

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Table 166

QM5a: Which services have you see it on? **MULTI CODE**

Base: All who have seen tools to report content on an ODO service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Weighted base	583	390 67%	336 58%	273 47%	212 36%	163 28%	103* 18%*	131 22%	80* 14%*	496 85%	133 23%	158 27%	85* 15%*	217 37%	366 63%
TV, box sets, or films from an online pay-per- view or download to own service such as Talk Talk TV store, PlayStation Store, iTunes Store or Google Play	22 4%	22	20	18	15	13	13	15	12	22	14	19	11	20	2
		6% 100%	6% 93%	7% 84%	7% 68%	8% 60%	12% 59% mnu	12% 71% mu	15% 57% mnpou	4% 100%	11% 66% z	12% 87% z	13% 51% z	9% 91% z	1% 9%
Have not seen any reporting tool on any of the services I've used	43 7%	25 6% 58%	27 8% 62%	10 4% 24%	10 5% 24%	7 4% 17%	8 8% 19%	10 7% 22%	2 2% 4%	35 7% 81%	11 8% 25%	14 9% 32%	8 10% 19%	16 8% 38%	27 7% 62%
Don't know	48 8%	30	26	23	13	12	8	7	12	40	9	6	3	17	31
		8% 62%	8% 54%	8% 47%	6% 27%	7% 25%	8% 17%	6% 15%	15% 25% mnp	8% 84%	7% 19%	4% 13%	4% 6%	8% 36%	8% 64%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base

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Table 167

QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool?

SINGLE CODE

Base: All aware of reporting tool for the service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	100	54	46	53	47	17	27	24	14	11	7	30	38	16	16	68	32	42	58	38	62	80	20
		54%	46%	53%	47%	17%	27%	24%	14%	11%	7%	30%	38%	16%	16%	68%	32%	42%	58%	38%	62%	80%	20%
Weighted base	100*	49*	52*	53*	48*	14**	31**	24**	16**	10**	7**	28**	37*	20**	16**	64*	36**	46*	55*	41*	59*	73*	27**
		48%*	52%*	52%*	48%*	14%**	31%**	24%**	16%**	10%**	7%**	28%**	37%*	20%**	16%**	64%*	36%**	46%*	54%*	41%*	59%*	73%*	27%**
Effective base	86	45	42	46	41	12	22	23	14	10	6	28	32	14	13	60	27	38	48	35	52	73	17
Yes	21	14	7	16	5	5	2	8	2	2	1	9	7	2	3	16	5	9	12	9	12	15	6
	21%	28%	14%	31%	10%	40%	7%	35%	14%	22%	12%	31%	20%	11%	18%	25%	14%	19%	23%	21%	21%	20%	23%
		65%	35%	77% ^b	23%	26%	11%	39%	10%	10%	4%	41%	35%	11%	14%	76%	24%	42%	58%	42%	58%	71%	29%
No	79	35	44	36	43	8	28	16	14	8	6	19	29	18	13	48	31	37	42	33	47	58	21
	79%	72%	86%	69%	90%	60%	93%	65%	86%	78%	88%	69%	80%	89%	82%	75%	86%	81%	77%	79%	79%	80%	77%
		44%	56%	46%	54% ^a	10%	36%	20%	17%	10%	8%	24%	37%	22%	17%	61%	39%	47%	53%	41%	59%	74%	26%

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

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Table 167

QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All aware of reporting tool for the service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	100	99 99%	1 1%	85 85%	15 15%	99 99%	1 1%	75 75%	12 12%	7 7%	6 6%	3 3%	9 9%	4 4%	8 8%	8 8%	10 10%	6 6%	8 8%	19 19%
Weighted base	100*	100* 99%*	1** 1%**	85* 84%*	16** 16%**	99* 99%*	1** 1%**	86* 86%*	10** 10%**	3** 3%**	1** 1%**	3** 3%**	9** 9%**	5** 5%**	9** 9%**	8** 8%**	14** 14%**	7** 7%**	9** 9%**	20** 20%**
Effective base	86	85	1	73	13	85	1	70	11	6	6	3	9	4	7	7	10	6	8	18
Yes	21	21	-	17	4	21	-	17	3	1	*	-	3	1	3	2	-	1	1	6
	21%	21%	-	20%	28%	21%	-	20%	27%	17%	33%	-	32%	19%	34%	25%	-	15%	11%	30%
		100%	-	80%	20%	100%	-	83%	12%	3%	2%	-	14%	5%	15%	10%	-	5%	5%	29%
No	79	79	1	68	11	78	1	69	7	3	1	3	6	4	6	6	14	6	8	14
	79%	79%	100%	80%	72%	79%	100%	80%	73%	83%	67%	100%	68%	81%	66%	75%	100%	85%	89%	70%
		99%	1%	86%	14%	99%	1%	87%	9%	3%	1%	4%	8%	5%	8%	8%	17%	8%	10%	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; ** very small base (under 30) ineligible for sig testing

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Table 167

QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool?

SINGLE CODE

Base: All aware of reporting tool for the service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	100	24	76	51	40	9	25	70	68	31	64	89	11
		24%	76%	51%	40%	9%	25%	70%	68%	31%	64%	89%	11%
Weighted base	100*	21**	79*	50*	41*	9**	26**	70*	68*	32**	64*	89*	11**
		21%**	79%*	50%*	41%*	9%**	25%**	70%*	68%*	31%**	64%*	89%*	11%**
Effective base	86	19	67	44	34	8	21	61	60	26	56	76	10
Yes	21	5	16	11	6	1	4	17	15	6	15	19	2
	21%	23%	20%	23%	16%	13%	16%	24%	22%	20%	23%	21%	20%
		23%	77%	54%	31%	5%	19%	81%	71%	29%	71%	90%	10%
No	79	16	63	38	35	8	22	53	53	25	49	71	9
	79%	77%	80%	77%	84%	87%	84%	76%	78%	80%	77%	79%	80%
		21%	79%	48%	44%	9%	27%	67%	67%	32%	62%	89%	11%

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

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 167

QM6(1): Have you ever reported content on TV live at the time of broadcast using its reporting tool?

SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	100	78	64	53	43	38	27	29	26	89	24	35	21	43	57
		78%	64%	53%	43%	38%	27%	29%	26%	89%	24%	35%	21%	43%	57%
Weighted base	100*	78*	64*	52*	41*	37*	29**	29**	28**	89*	22**	30*	19**	38*	63*
		77%*	64%*	52%*	41%*	36%*	29%**	29%**	28%**	89%*	22%**	30%*	19%**	37%*	63%*
Effective base	86	67	56	43	36	32	23	25	23	76	23	31	20	38	49
Yes	21	16	15	13	12	15	10	10	6	19	8	11	10	14	7
	21%	21%	23%	25%	28%	40%	34%	33%	22%	21%	37%	38%	51%	37%	11%
		76%	71%	63%	55%	70% mu	46%	46%	29%	90%	39%	55% x	46%	67% z	33%
No	79	62	49	39	30	22	19	20	22	71	14	19	9	24	56
	79%	79%	77%	75%	72%	60%	66%	67%	78%	79%	63%	62%	49%	63%	89%
		78% q	62%	49%	37%	27%	24%	25%	27%	89% q	17%	23%	12%	30%	70% wy

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Table 168

QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All aware of reporting tool for the service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	96	58 60%	38 40%	40 42%	56 58%	21 22%	22 23%	23 24%	11 11%	12 13%	7 7%	33 34%	31 32%	17 18%	15 16%	64 67%	32 33%	44 46%	52 54%	41 43%	55 57%	76 79%	20 21%
Weighted base	94*	53* 56%*	41* 44%*	38* 41%*	56* 59%*	21** 23%**	23** 24%**	23** 24%**	13** 13%**	11** 12%**	4** 4%**	29** 31%**	31** 33%**	17** 18%**	16** 17%**	61* 64%*	33** 36%**	46* 49%*	48* 51%*	43* 46%*	51* 54%*	71* 75%*	23** 25%**
Effective base	85	50	36	35	50	17	20	23	11	11	5	29	29	14	14	58	28	41	45	39	46	71	16
Yes	19 20%	16 30% 83%	3 8% 17%	9 23% 45%	11 19% 55%	6 26% 29%	6 26% 31%	6 25% 29%	1 8% 5%	1 9% 5%	- - -	12 39% 60%	2 6% 10%	5 28% 25%	1 6% 5%	13 22% 70%	6 17% 30%	15 33% 78%p	4 9% 22%	15 35% 78%r	4 8% 22%	15 21% 78%	4 18% 22%
No	73 77%	36 68% 49%	37 90% 51%	30 77% 41%	43 78% 59%	16 74% 21%	16 70% 22%	16 71% 22%	11 92% 16%	10 91% 14%	4 100% 5%	17 58% 23%	28 91% 39%	12 72% 17%	15 94% 21%	45 75% 62%	28 83% 38%	30 65% 41%	43 89% 59%o	27 63% 37%	46 90% 63%q	54 76% 74%	19 82% 26%
Don't know	2 2%	1 2% 51%	1 2% 49%	- - -	2 3% 100%	- - -	1 4% 51%	1 4% 49%	- - -	- - -	- - -	1 3% 49%	1 3% 51%	- - -	- - -	2 3% 100%	- - -	1 2% 51%	1 2% 49%	1 2% 51%	1 2% 49%	2 3% 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/t
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 168

QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	96	95 99%	1 1%	94 98%	2 2%	95 99%	1 1%	77 80%	7 7%	5 5%	7 7%	3 3%	8 8%	3 3%	10 10%	6 6%	5 5%	7 7%	15 16%	20 21%
Weighted base	94*	94* 100%*	*** ***	92* 98%*	2** 2%**	93* 99%*	1** 1%**	84* 89%*	6** 7%**	3** 3%**	2** 2%**	3** 3%**	9** 10%**	3** 3%**	10** 11%**	7** 7%**	5** 6%**	9** 9%**	15** 16%**	22** 23%**
Effective base	85	85	1	83	2	84	1	73	7	4	6	3	7	3	9	6	5	6	14	19
Yes	19 20%	19 21%	- -	19 21%	- -	19 21%	- -	18 21%	1 10%	1 45%	- -	- -	4 42%	1 32%	3 34%	4 51%	1 21%	- -	2 12%	3 13%
		100%	-	100%	-	100%	-	91%	3%	6%	-	-	20%	5%	18%	19%	6%	-	10%	14%
No	73 77%	73 77%	* 100%	71 77%	2 100%	72 77%	1 100%	64 77%	6 90%	1 55%	2 100%	3 100%	4 48%	2 68%	7 66%	2 35%	4 79%	9 100%	13 88%	19 87%
		100%	-	98%	2%	99%	1%	88%	8%	2%	2%	4%	6%	3%	9%	3%	6%	12%	18%	26%
Don't know	2 2%	2 2%	- -	2 2%	- -	2 2%	- -	2 2%	- -	- -	- -	- -	1 10%	- -	- -	1 13%	- -	- -	- -	- -
		100%	-	100%	-	100%	-	100%	-	-	-	-	51%	-	-	49%	-	-	-	-

Proportions/Mean: Columns Tested (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 168

QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	96	24	72	42	41	14	25	68	67	29	62	87	9
		25%	75%	44%	43%	15%	26%	71%	70%	30%	65%	91%	9%
Weighted base	94*	19**	75*	41*	39*	14**	23**	68*	66*	28**	62*	86*	8**
		20%**	80%*	44%*	41%*	15%**	24%**	73%*	70%*	30%**	66%*	91%*	9%**
Effective base	85	20	66	39	36	11	22	60	60	25	56	77	8
Yes	19	7	12	14	3	3	2	18	17	2	16	19	-
	20%	37%	16%	34%	7%	21%	8%	26%	26%	7%	27%	22%	-
		36%	64%	73% d	14%	15%	9%	91% d	90%	10%	85%	100%	-
No	73	12	61	25	35	11	21	49	47	26	44	65	8
	77%	63%	81%	61%	90%	79%	92%	72%	71%	93%	70%	75%	100%
		16%	84%	35%	48% cg	15%	29%	67%	64%	36%	60%	89%	11%
Don't know	2	-	2	2	1	-	-	2	2	-	2	2	-
	2%	-	3%	5%	2%	-	-	3%	3%	-	3%	2%	-
		-	100%	100%	51%	-	-	100%	100%	-	100%	100%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l
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Absolutes/col percents/row percents 4 Mar 2019

Table 168

QM6(2): Have you ever reported content on TV programmes or films that have been broadcast using broadcaster catch-up services using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	96	76 79%	62 65%	44 46%	43 45%	33 34%	27 28%	29 30%	20 21%	87 91%	31 32%	43 45%	24 25%	48 50%	48 50%
Weighted base	94*	75* 79%*	62* 66%*	47* 50%*	41* 44%*	33* 35%*	29** 31%**	30** 32%**	19** 21%**	86* 91%*	29** 31%**	42* 44%*	23** 25%**	46* 49%*	48* 51%*
Effective base	85	68	56	41	40	30	25	27	19	77	28	40	24	44	41
Yes	19 20%	18 25%	16 27%	14 31%	13 31%	14 42%	7 23%	7 22%	4 19%	19 22%	11 37%	16 38%	11 48%	17 36%	2 5%
		96%	85%	75%	68%	72%u	35%	35%	19%	100%	55%	82%z	58%	87%z	13%
No	73 77%	54 73%	44 70%	31 67%	27 64%	18 55%	23 77%	24 78%	15 76%	65 75%	18 60%	25 60%	11 48%	28 62%	44 93%
		74%	60%	43%	36%	25%	31%	32%	20%	89%q	24%	34%	15%	39%	61%wy
Don't know	2 2%	2 3%	2 3%	1 2%	2 5%	1 3%	-	-	1 5%	2 2%	1 3%	1 2%	1 4%	1 2%	1 2%
		100%	100%	51%	100%	51%	-	-	49%	100%	51%	51%	51%	51%	49%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Table 169

Absolutes/col percents/row percents 4 Mar 2019

QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
Total	ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
42	30 71%	12 29%	24 57%	18 43%	6 14%	16 38%	9 21%	4 10%	5 12%	2 5%	17 40%	8 19%	10 24%	7 17%	25 60%	17 40%	27 64%	15 36%	24 57%	18 43%	39 93%	3 7%
43*	31* 72%*	12* 28%*	24** 56%**	19** 44%**	7** 15%**	17** 39%**	9** 20%**	5** 12%**	5** 10%**	2** 4%**	17** 38%**	9** 21%**	10** 24%**	7** 17%**	26** 59%**	18** 41%**	28** 64%**	15** 36%**	24** 56%**	19** 44%**	39* 90%*	4** 10%**
40	28	12	23	17	6	16	9	4	5	1	17	8	9	7	24	16	27	14	24	16	37	3
13	12	1	7	6	1	6	5	-	1	-	8	1	2	1	9	3	12	1	11	2	13	-
29%	37%	8%	28%	31%	15%	36%	53%	-	23%	-	51%	11%	22%	12%	37%	18%	41%	7%	43%	11%	32%	-
	92%	8%	54%	46%	8%	47%	37%	-	8%	-	68%	7%	18%	7%	75%	25%	92%	8%	84%	16%	100%	-
28	17	11	15	13	6	9	4	4	3	2	7	8	7	6	15	13	15	13	13	16	24	4
65%	55%	92%	63%	69%	85%	57%	47%	78%	77%	100%	42%	89%	66%	88%	59%	75%	54%	86%	52%	83%	62%	100%
	61%	39%	54%	46%	20%	33%	15%	14%	12%	6%	25%	28%	24%	23%	53%	47%	53%	47%	45%	55%	85%	15%
2	2	-	2	-	-	1	-	1	-	-	1	-	1	-	1	1	1	1	1	1	2	-
5%	8%	-	10%	-	-	7%	-	22%	-	-	7%	-	12%	-	4%	7%	4%	7%	5%	6%	6%	-
	100%	-	100%	-	-	52%	-	48%	-	-	48%	-	52%	-	48%	52%	52%	48%	52%	48%	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/t
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 169

QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	42	42 100%	-	42 100%	-	42 100%	-	39 93%	2 5%	-	1 2%	3 7%	4 10%	3 7%	3 7%	2 5%	1 2%	1 2%	4 10%	18 43%
Weighted base	43*	43* 100%*	-**	43* 100%*	-**	43* 100%*	-**	41* 96%*	2** 4%**	-**	***	3** 7%**	5** 12%**	3** 6%**	3** 7%**	2** 5%**	1** 3%**	1** 2%**	5** 11%**	18** 42%**
Effective base	40	40	-	40	-	40	-	38	2	-	1	3	4	3	3	2	1	1	4	18
Yes	13	13	-	13	-	13	-	13	-	-	-	2	-	1	2	-	-	-	2	6
	29%	29%	-	29%	-	29%	-	30%	-	-	-	69%	-	34%	63%	-	-	-	40%	31%
		100%	-	100%	-	100%	-	100%	-	-	-	17%	-	7%	16%	-	-	-	15%	45%
No	28	28	-	28	-	28	-	27	2	-	*	1	4	2	1	2	1	1	2	12
	65%	65%	-	65%	-	65%	-	64%	100%	-	100%	31%	78%	66%	37%	100%	100%	100%	33%	69%
		100%	-	100%	-	100%	-	94%	6%	-	1%	3%	14%	6%	4%	8%	5%	4%	5%	44%
Don't know	2	2	-	2	-	2	-	2	-	-	-	-	1	-	-	-	-	-	1	-
	5%	5%	-	5%	-	5%	-	6%	-	-	-	-	22%	-	-	-	-	-	27%	-
		100%	-	100%	-	100%	-	100%	-	-	-	-	48%	-	-	-	-	-	52%	-

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 169

QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	42	6 14%	36 86%	23 55%	9 21%	5 12%	2 5%	36 86%	32 76%	10 24%	32 76%	40 95%	2 5%
Weighted base	43*	6** 14%**	37* 86%*	23** 52%**	10** 24%**	5** 11%**	3** 6%**	37* 85%*	32* 73%*	12** 27%**	32* 73%*	41* 95%*	2** 5%**
Effective base	40	6	34	22	9	5	2	35	30	10	30	38	2
Yes	13 29%	4 68%	8 23%	10 42%	2 21%	3 58%	- -	11 31%	12 36%	1 9%	12 36%	13 31%	- -
		33%	67%	77%	18%	23%	-	90%	92%	8%	92%	100%	-
No	28 65%	2 32%	26 71%	12 52%	7 67%	1 19%	3 100%	23 63%	18 56%	11 91%	18 56%	26 63%	2 100%
		7%	93%	42%	25%	3%	10%	82%	63%	37%	63%	92%	8%
Don't know	2 5%	-	2 6%	1 6%	1 12%	1 23%	- -	2 6%	2 8%	- -	2 8%	2 6%	- -
		-	100%	52%	52%	48%	-	100%	100%	-	100%	100%	-

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

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Table 169

QM6(3): Have you ever reported content on Free Video On-demand content available as part of your subscription through your TV service provider using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	42	37 88%	32 76%	28 67%	25 60%	15 36%	16 38%	16 38%	15 36%	40 95%	18 43%	25 60%	14 33%	27 64%	15 36%
Weighted base	43*	37* 86%*	32* 73%*	29** 66%**	25** 57%**	15** 34%**	17** 38%**	16** 36%**	16** 38%**	41* 95%*	17** 40%**	25** 58%**	14** 32%**	27** 62%**	16** 38%**
Effective base	40	35	30	27	24	15	16	16	14	38	17	24	14	26	14
Yes	13 29%	13 34% 100%	12 36% 92%	11 37% 84%	12 47% 92%	7 50% 59%	9 53% 70%	8 53% 67%	4 23% 30%	13 31% 100%	8 45% 62%	11 42% 84%	10 69% 76%	11 39% 84%	2 12% 16%
No	28 65%	22 60% 78%	18 56% 63%	16 55% 55%	11 44% 38%	6 42% 22%	5 32% 19%	6 40% 22%	11 69% 40%	26 63% 92%	8 48% 30%	12 48% 42%	3 22% 11%	14 52% 49%	14 88% 51%
Don't know	2 5%	2 6% 100%	2 8% 100%	2 8% 100%	2 10% 100%	1 8% 48%	2 14% 100%	1 7% 48%	1 8% 52%	2 6% 100%	1 7% 52%	2 10% 100%	1 9% 52%	2 9% 100%	- - -

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Table 170

QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	29	26 90%	3 10%	18 62%	11 38%	7 24%	13 45%	6 21%	1 3%	2 7%	-	15 52%	6 21%	7 24%	1 3%	21 72%	8 28%	19 66%	10 34%	16 55%	13 45%	24 83%	5 17%
Weighted base	27*	22* 82%*	5* 18%*	16** 58%**	11** 42%**	6** 23%**	12** 44%**	6** 22%**	1** 3%**	2** 8%**	-**	14** 52%**	5** 19%**	7** 24%**	1** 4%**	19** 72%**	8** 28%**	19** 69%**	8** 31%**	15** 54%**	13** 46%**	20** 75%**	7** 25%**
Effective base	24	23	3	15	10	5	11	6	1	2	-	14	4	5	1	18	6	17	7	15	10	22	4
Yes	8 29%	8 36% 100%	- - -	5 32% 63%	3 26% 37%	1 9% 7%	5 39% 58%	2 32% 24%	1 100% 11%	- - -	-	7 49% 87%	* 4% 3%	1 12% 10%	- - -	7 37% 90%	1 10% 10%	7 35% 82%	1 17% 18%	7 45% 82%	1 11% 18%	8 39% 100%	- - -
No	17 62%	12 53% 71%	5 100% 29%	10 62% 59%	7 61% 41%	4 69% 26%	6 53% 38%	4 68% 24%	- 100% -	2 - 13%	-	5 34% 29%	5 96% 30%	6 88% 35%	1 100% 7%	10 51% 59%	7 90% 41%	10 53% 59%	7 83% 41%	7 48% 42%	10 77% 58%	11 56% 68%	5 79% 32%
Don't know	2 9%	2 11% 100%	- - -	1 6% 42%	1 12% 58%	1 22% 58%	1 8% 42%	- - -	- - -	- - -	-	2 17% 100%	- - -	- - -	- - -	2 12% 100%	- - -	2 13% 100%	- - -	1 7% 42%	1 11% 58%	1 5% 42%	1 21% 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/t
 * small base; ** very small base (under 30) ineligible for sig testing

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Table 170

QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	29	29 100%	-	27 93%	2 7%	29 100%	-	22 76%	1 3%	3 10%	3 10%	2 7%	1 3%	-	3 10%	4 14%	2 7%	-	2 7%	8 28%
Weighted base	27*	27** 100%**	-**	26** 98%**	1** 2%**	27** 100%**	-**	24** 90%**	1** 3%**	1** 4%**	1** 3%**	2** 8%**	1** 4%**	-**	4** 15%**	5** 17%**	2** 8%**	-**	2** 7%**	8** 30%**
Effective base	24	24	-	23	2	24	-	21	1	3	3	2	1	-	3	4	2	-	2	8
Yes	8	8	-	8	*	8	-	6	1	1	1	-	1	-	1	-	1	-	-	3
	29%	29%	-	29%	45%	29%	-	24%	100%	69%	59%	-	100%	-	24%	-	51%	-	-	33%
		100%	-	96%	4%	100%	-	73%	11%	9%	6%	-	13%	-	12%	-	13%	-	-	34%
No	17	17	-	16	*	17	-	16	-	*	*	2	-	-	3	5	1	-	2	3
	62%	62%	-	62%	55%	62%	-	66%	-	31%	41%	100%	-	-	76%	100%	49%	-	100%	38%
		100%	-	98%	2%	100%	-	96%	-	2%	2%	13%	-	-	18%	28%	6%	-	11%	18%
Don't know	2	2	-	2	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	2
	9%	9%	-	9%	-	9%	-	10%	-	-	-	-	-	-	-	-	-	-	-	29%
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	-	100%

Proportions/Mean: Columns Tested (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

QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	29	6 21%	23 79%	20 69%	8 28%	7 24%	2 7%	26 90%	28 97%	1 3%	27 93%	28 97%	1 3%
Weighted base	27*	4** 14%**	23** 86%**	19** 70%**	6** 22%**	5** 18%**	2** 8%**	25** 91%**	27** 99%**	*** 1%**	26** 98%**	27** 99%**	*** 1%**
Effective base	24	5	20	17	7	6	2	22	24	1	23	24	1
Yes	8 29%	2 39%	6 28%	8 41%	2 31%	4 81%	- -	8 32%	8 29%	* 100%	8 29%	8 30%	- -
		19%	81%	97%	23%	50%	-	100%	96%	4%	96%	100%	-
No	17 62%	2 61%	14 62%	9 47%	4 69%	1 19%	2 100%	14 58%	17 62%	- -	16 62%	16 61%	* 100%
		14%	86%	53%	24%	5%	13%	85%	100%	-	98%	98%	2%
Don't know	2 9%	- -	2 10%	2 12%	- -	- -	- -	2 10%	2 9%	- -	2 9%	2 9%	- -
		-	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
 * small base; ** very small base (under 30) ineligible for sig testing

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Table 170

QM6(4): Have you ever reported content on Paid Video On-demand content available through your TV service provider using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	29	28 97%	27 93%	23 79%	24 83%	19 66%	10 34%	15 52%	10 34%	28 97%	14 48%	20 69%	13 45%	20 69%	9 31%
Weighted base	27*	27** 99%**	26** 98%**	22** 82%**	22** 81%**	18** 67%**	11** 40%**	15** 54%**	9** 35%**	27** 99%**	13** 48%**	18** 66%**	12** 44%**	18** 66%**	9** 34%**
Effective base	24	24	23	19	20	16	9	13	9	24	13	18	12	18	7
Yes	8 29%	8 30%	8 29%	8 35%	7 32%	8 43%	3 26%	5 31%	3 33%	8 30%	4 33%	8 44%	6 55%	8 44%	* 3%
		100%	96%	96%	87%	96%	35%	56%	39%	100%	54%	97%	81%	97%	3%
No	17 62%	16 61%	16 62%	12 55%	14 64%	8 44%	8 74%	10 69%	5 56%	16 61%	7 56%	9 49%	4 34%	9 49%	8 87%
		98%	98%	72%	84%	48%	48%	61%	31%	98%	44%	52%	24%	52%	48%
Don't know	2 9%	2 9%	2 9%	2 11%	1 5%	2 13%	- -	- -	1 11%	2 9%	1 11%	1 8%	1 12%	1 8%	1 11%
		100%	100%	100%	42%	100%	- -	- -	42%	100%	58%	58%	58%	58%	42%

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Table 171

QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	69	39	30	37	32	17	27	9	9	6	1	24	24	17	4	48	21	36	33	33	36	56	13
		57%	43%	54%	46%	25%	39%	13%	13%	9%	1%	35%	35%	25%	6%	70%	30%	52%	48%	48%	52%	81%	19%
Weighted base	66*	35*	31*	35*	32**	17**	25**	8**	9**	6**	1**	23**	22**	16**	4**	46*	21**	34*	33**	31*	35*	51*	15**
		53%*	47%**	52%*	48%**	26%**	37%**	12%**	13%**	9%**	2%**	35%**	34%**	24%**	7%**	69%*	31%**	51%*	49%**	47%*	53%*	77%*	23%**
Effective base	60	33	27	33	28	14	24	8	8	6	1	22	20	13	4	43	17	33	28	30	30	50	11
Yes	9	9	1	3	6	4	4	2	-	-	-	6	4	-	-	9	-	6	4	6	4	6	4
	14%	24%	3%	9%	21%	21%	16%	22%	-	-	-	25%	17%	-	-	21%	-	17%	11%	18%	11%	11%	24%
		91%	9%	31%	69%	39%	42%	19%	-	-	-	61%	39%	-	-	100%	-	61%	39%	61%	39%	61%	39%
No	55	26	29	31	24	14	21	6	6	6	1	16	18	16	4	34	21	26	29	23	31	43	12
	82%	73%	93%	88%	76%	79%	84%	78%	74%	100%	100%	70%	79%	100%	100%	74%	100%	76%	89%	74%	89%	84%	76%
		47%	53%	56%	44%	25%	38%	12%	12%	11%	3%	30%	32%	29%	8%	62%	38%	47%	53%	42%	58%	78%	22%
Don't know	2	1	1	1	1	-	-	-	2	-	-	1	1	-	-	2	-	2	-	2	-	2	-
	3%	3%	4%	4%	3%	-	-	-	26%	-	-	5%	4%	-	-	5%	-	7%	-	7%	-	4%	-
		44%	56%	56%	44%	-	-	-	100%	-	-	56%	44%	-	-	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/t
 * small base; ** very small base (under 30) ineligible for sig testing

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Table 171

QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	69	68 99%	1 1%	57 83%	12 17%	69 100%	-	50 72%	7 10%	6 9%	6 9%	4 6%	5 7%	7 10%	5 7%	2 3%	4 6%	1 1%	3 4%	19 28%
Weighted base	66*	66* 100%*	***	54* 82%*	12** 18%**	66* 100%*	-**	57* 86%*	5** 8%**	3** 4%**	1** 2%**	5** 7%**	5** 8%**	9** 13%**	7** 10%**	2** 3%**	5** 7%**	1** 2%**	3** 5%**	20** 30%**
Effective base	60	60	1	50	10	60	-	48	7	5	6	4	5	7	5	2	4	1	3	18
Yes	9	9	-	9	1	9	-	9	1	-	-	-	1	3	1	-	-	-	-	4
	14%	14%	-	16%	7%	14%	-	15%	16%	-	-	-	20%	34%	15%	-	-	-	-	19%
		100%	-	91%	9%	100%	-	91%	9%	-	-	-	11%	31%	10%	-	-	-	-	39%
No	55	54	*	43	11	55	-	46	4	3	1	5	4	4	6	2	5	1	2	16
	82%	82%	100%	80%	93%	82%	-	81%	84%	100%	100%	100%	80%	51%	85%	100%	100%	100%	68%	81%
		100%	*	80%	20%	100%	-	84%	8%	5%	3%	9%	8%	8%	11%	4%	9%	2%	4%	29%
Don't know	2	2	-	2	-	2	-	2	-	-	-	-	-	1	-	-	-	-	1	-
	3%	3%	-	4%	-	3%	-	4%	-	-	-	-	-	15%	-	-	-	-	32%	-
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	56%	-	-	-	-	44%	-

Proportions/Mean: Columns Tested (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 171

QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool?

SINGLE CODE

Base: All aware of reporting tool for the service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	69	10 14%	59 86%	35 51%	19 28%	13 19%	10 14%	52 75%	49 71%	18 26%	46 67%	65 94%	4 6%
Weighted base	66*	8** 13%**	58* 87%*	34* 52%*	17** 25%**	11** 17%**	10** 15%**	50* 75%*	45* 68%*	19** 29%**	43* 64%*	63* 95%*	3** 5%**
Effective base	60	8	52	31	16	11	8	46	42	16	40	57	3
Yes	9 14%	1 12% 10%	8 15% 90%	9 25% 91%	- - -	2 18% 22%	- - -	6 11% 61%	9 19% 91%	- - -	9 20% 91%	9 14% 91%	1 25% 9%
No	55 82%	6 76% 12%	48 83% 88%	26 75% 47%	17 100% 30%	9 82% 17%	10 100% 18%	42 84% 77%	35 78% 65%	18 95% 33%	33 77% 60%	52 83% 95%	2 75% 5%
Don't know	2 3%	1 12% 44%	1 2% 56%	- - -	- - -	- - -	- - -	2 5% 100%	1 3% 56%	1 5% 44%	1 3% 56%	2 4% 100%	- - -

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

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Table 171

QM6(5): Have you ever reported content on TV, box sets or films from an online subscription service using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	69	55 80%	46 67%	41 59%	37 54%	26 38%	21 30%	23 33%	12 17%	65 94%	19 28%	29 42%	16 23%	33 48%	36 52%
Weighted base	66*	54* 82%*	43* 64%*	41* 61%*	36* 55%*	28** 42%**	21** 32%**	24** 36%**	12** 18%**	63* 95%*	18** 27%**	30** 45%**	17** 25%**	34* 51%*	33** 49%**
Effective base	60	49	40	36	32	24	19	21	11	57	17	27	15	31	30
Yes	9 14%	9 16%	9 20%	9 21%	9 24%	9 31%	5 22%	5 20%	2 16%	9 14%	4 23%	9 29%	8 46%	9 26%	1 2%
No	55 82%	45 82%	33 77%	30 73%	27 74%	19 69%	17 78%	19 80%	10 84%	52 83%	13 71%	20 68%	8 47%	23 68%	32 98%
Don't know	2 3%	1 2%	1 3%	2 6%	1 3%	- -	- -	- -	- -	2 4%	1 6%	1 3%	1 8%	2 7%	- -
		56%	56%	100%	44%	-	-	-	-	100%	44%	44%	56%	100%	-

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Table 172

QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
	ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
20	17 85%	3 15%	8 40%	12 60%	2 10%	8 40%	9 45%	- -	1 5%	- -	8 40%	6 30%	5 25%	1 5%	14 70%	6 30%	15 75%	5 25%	14 70%	6 30%	16 80%	4 20%
22*	18* 81%*	4* 19%*	8** 38%**	13** 62%**	3** 12%**	8** 38%**	10** 46%**	-** -**	1** 4%**	-** -**	8** 35%**	6** 28%**	7** 31%**	1** 6%**	14** 63%**	8** 37%**	16** 75%**	5** 25%**	15** 71%**	6** 29%**	16** 74%**	6** 26%**
19	17	3	8	11	2	8	8	-	1	-	8	6	5	1	14	6	14	5	13	6	16	4
6	6	-	2	4	-	4	2	-	-	-	5	-	1	-	5	1	5	1	5	1	6	-
27%	33%- 100%	- -	23%- 32%	29%- 68%	- -	49%- 70%	18%- 30%	- -	- -	- -	62%- 79%	- 21%	18%- 21%	- -	34%- 79%	15%- 21%	30%- 85%	17%- 15%	32%- 85%	14%- 15%	36%- 100%	- -
15	11	4	5	9	3	4	7	-	1	-	2	6	6	1	8	7	10	5	10	5	9	6
69%	62%- 73%	100%- 27%	66%- 37%	71%- 63%	100%- 17%	51%- 28%	73%- 49%	- -	100%- 6%	- -	26%- 13%	100%- 41%	82%- 37%	100%- 9%	59%- 54%	85%- 46%	64%- 70%	83%- 30%	62%- 64%	86%- 36%	58%- 62%	100%- 38%
1	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-
4%	5%- 100%	- -	11%- 100%	- -	- -	- -	9%- 100%	- -	- -	- -	12%- 100%	- -	- -	- -	7%- 100%	- -	6%- 100%	- -	6%- 100%	- -	6%- 100%	- -

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 172

QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	20	20 100%	-	19 95%	1 5%	20 100%	-	19 95%	1 5%	-	-	2 10%	-	-	1 5%	5 25%	2 10%	-	-	9 45%
Weighted base	22*	22** 100%**	-**	20** 94%**	1** 6%**	22** 100%**	-**	21** 96%**	1** 4%**	-**	-**	2** 11%**	-**	-**	1** 5%**	5** 24%**	3** 14%**	-**	-**	9** 43%**
Effective base	19	19	-	18	1	19	-	18	1	-	-	2	-	-	1	5	2	-	-	9
Yes	6 27%	6 27%	-	6 29%	-	6 27%	-	6 28%	-	-	-	1 52%	-	-	1 100%	-	-	-	-	4 39%
		100%	-	100%	-	100%	-	100%	-	-	-	21%	-	-	17%	-	-	-	-	62%
No	15 69%	15 69%	-	14 67%	1 100%	15 69%	-	14 68%	1 100%	-	-	1 48%	-	-	-	4 82%	3 100%	-	-	6 61%
		100%	-	91%	9%	100%	-	94%	6%	-	-	8%	-	-	-	28%	21%	-	-	38%
Don't know	1 4%	1 4%	-	1 5%	-	1 4%	-	1 4%	-	-	-	-	-	-	-	1 18%	-	-	-	-
		100%	-	100%	-	100%	-	100%	-	-	-	-	-	-	-	100%	-	-	-	-

Proportions/Mean: Columns Tested (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 172

QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	20	2 10%	18 90%	14 70%	5 25%	5 25%	2 10%	18 90%	19 95%	1 5%	19 95%	20 100%	-
Weighted base	22*	2** 10%**	20** 90%**	14** 64%**	5** 23%**	6** 29%**	2** 9%**	20** 91%**	20** 93%**	1** 7%**	20** 93%**	22** 100%**	-**
Effective base	19	2	17	14	5	4	2	17	18	1	18	19	-
Yes	6 27%	1 47%	5 25%	6 42%	1 24%	1 16%	-	6 30%	6 29%	-	6 29%	6 27%	-
		17%	83%	100%	21%	17%	-	100%	100%	-	100%	100%	-
No	15 69%	1 53%	14 70%	7 52%	4 76%	5 84%	2 100%	13 66%	14 67%	1 100%	14 67%	15 69%	-
		7%	93%	48%	26%	35%	13%	87%	90%	10%	90%	100%	-
Don't know	1 4%	-	1 5%	1 7%	-	-	-	1 5%	1 5%	-	1 5%	1 4%	-
		-	100%	100%	-	-	-	100%	100%	-	100%	100%	-

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 172

QM6(6): Have you ever reported content on TV,box sets,or films from an online pay-per-view or download to own service using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	20	20 100%	19 95%	17 85%	15 75%	13 65%	12 60%	14 70%	11 55%	20 100%	13 65%	17 85%	10 50%	18 90%	2 10%
Weighted base	22*	22** 100%**	20** 93%**	18** 84%**	15** 68%**	13** 60%**	13** 59%**	15** 71%**	12** 57%**	22** 100%**	14** 66%**	19** 87%**	11** 51%**	20** 91%**	2** 9%**
Effective base	19	19	18	16	15	13	11	13	10	19	12	16	9	17	2
Yes	6	6	6	6	5	5	5	3	3	6	5	6	5	6	-
	27%	27%	29%	32%	31%	35%	39%	18%	25%	27%	34%	31%	44%	29%	-
	100%	100%	100%	100%	79%	79%	85%	47%	52%	100%	83%	100%	83%	100%	-
No	15	15	14	12	9	8	8	12	9	15	9	13	6	14	1
	69%	69%	67%	63%	62%	58%	61%	76%	75%	69%	66%	69%	56%	71%	50%
	100%	100%	90%	77%	62%	50%	53%	79%	62%	100%	63%	88%	41%	94%	6%
Don't know	1	1	1	1	1	1	-	1	-	1	-	-	-	-	1
	4%	4%	5%	5%	6%	7%	-	6%	-	4%	-	-	-	-	50%
	100%	100%	100%	100%	100%	100%	-	100%	-	100%	-	-	-	-	100%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 173

QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	286	172 60%	114 40%	126 44%	160 56%	90 31%	84 29%	41 14%	33 12%	25 9%	13 5%	60 21%	118 41%	55 19%	53 19%	178 62%	108 38%	111 39%	175 61%	77 27%	209 73%	191 67%	95 33%
Weighted base	287	155 54%	132 46%	127 44%	160 56%	95* 33%*	80* 28%*	43* 15%*	33** 12%**	24** 8%**	10** 4%**	59* 21%*	117* 41%*	59* 21%*	51* 18%*	176 62%	110* 38%*	117* 41%*	170 59%	78* 27%*	209 73%	167 58%	120* 42%*
Effective base	239	141	100	105	134	74	72	35	27	22	11	52	99	46	43	150	89	94	146	65	174	166	82
Yes	74	40	34	30	44	23	24	11	11	4	1	17	26	18	12	43	31	34	40	27	47	42	33
	26%	26%	25%	24%	28%	25%	29%	26%	32%	18%	8%	29%	22%	31%	24%	25%	28%	29%	23%	35%	22%	25%	27%
		55%	45%	40%	60%	32%	32%	15%	14%	6%	1%	23%	35%	25%	17%	58%	42%	46%	54%	37% ^u	63%	56%	44%
No	210	111	99	95	115	72	56	31	23	20	8	42	89	40	39	131	79	82	128	50	160	124	86
	73%	72%	75%	75%	72%	75%	70%	72%	68%	82%	82%	71%	76%	68%	76%	74%	72%	70%	75%	64%	77%	74%	72%
		53%	47%	45%	55%	34%	27%	15%	11%	9%	4%	20%	42%	19%	18%	62%	38%	39%	61%	24%	76%	59%	41%
Don't know	3	3	-	2	1	-	1	1	-	-	1	-	2	*	-	2	*	*	2	*	2	2	1
	1%	2%	-	1%	1%	-	1%	2%	-	-	9%	-	2%	1%	-	1%	*	*	1%	1%	1%	1%	1%
		100%	-	66%	34%	-	31%	34%	-	-	35%	-	82%	18%	-	82%	18%	18%	82%	18%	82%	65%	35%

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

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Table 173

QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool?
SINGLE CODE

Absolutes/col percents/row percents 4 Mar 2019

Base: All aware of reporting tool for the service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	286	279 98%	7 2%	241 84%	45 16%	286 100%	-	197 69%	41 14%	17 6%	31 11%	14 5%	24 8%	26 9%	15 5%	14 5%	23 8%	11 4%	29 10%	41 14%
Weighted base	287	280 98%	7** 2%**	235 82%	52* 18%*	287 100%	-**	241 84%	30* 11%*	9** 3%**	7** 2%**	16** 6%**	31** 11%**	34** 12%**	18** 6%**	15** 5%**	32** 11%**	15** 5%**	34** 12%**	47* 16%*
Effective base	239	234	5	201	39	239	-	185	38	15	29	13	23	24	14	13	22	10	28	39
Yes	74 26%	73 26%	1 20%	58 25%	16 30%	74 26%	-	62 26%	11 35%	* 5%	1 15%	7 43%	6 19%	8 24%	7 39%	2 13%	10 30%	1 9%	15 44%	6 14%
No	210 73%	204 73%	6 80%	175 74%	36 68%	210 73%	-	177 74%	19 65%	7 85%	6 85%	9 57%	25 81%	26 76%	10 56%	13 87%	22 70%	14 91%	19 56%	40 84%
Don't know	3 1%	3 1%	-	2 1%	1 2%	3 1%	-	2 1%	-	1 10%	-	-	-	-	1 5%	-	-	-	-	1 2%
		100%	-	66%	34%	100%	-	69%	-	31%	-	-	-	-	35%	-	-	-	-	34%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 173

QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	286	53 19%	233 81%	130 45%	127 44%	27 9%	76 27%	175 61%	164 57%	108 38%	148 52%	233 81%	53 19%
Weighted base	287	42* 15%*	245 85%	125 44%	121 42%	24** 8%**	76* 27%*	176 61%	160 56%	111* 39%*	142 50%	230 80%	57* 20%*
Effective base	239	39	200	108	105	21	63	146	136	90	123	192	47
Yes	74 26%	11 27% 15%	63 26% 85%	28 22% 36%	27 22% 36%	5 20% 6%	18 24% 25%	51 29% 69%	44 28% 60%	26 23% 35%	41 29% 55%	60 26% 81%	14 25% 19%
No	210 73%	31 73% 15%	179 73% 85%	97 77% 46%	92 76% 44%	19 78% 9%	56 73% 27%	125 71% 59%	114 71% 54%	84 76% 40%	100 70% 48%	168 73% 80%	42 73% 20%
Don't know	3 1%	- - -	3 1% 100%	* * 18%	2 2% 88%	* 2% 18%	2 2% 69%	1 * 31%	2 1% 66%	1 1% 34%	2 1% 66%	2 1% 66%	1 2% 34%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 173
QM6(7): Have you ever reported content on Short clips through websites such as YouTube or Facebook using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	286	174 61%	148 52%	134 47%	104 36%	73 26%	36 13%	63 22%	21 7%	233 81%	62 22%	68 24%	18 6%	102 36%	184 64%
Weighted base	287	171 60%	142 50%	134 47%	93* 33%*	71* 25%*	34** 12%**	59* 21%*	20** 7%**	230 80%	59* 20%*	61* 21%*	20** 7%**	94* 33%*	193 67%
Effective base	239	143	123	110	82	62	29	52	19	192	53	58	16	86	154
Yes	74 26%	48 28% 65%	41 29% 55%	35 26% 47%	26 28% 36%	24 33% 32%	11 33% 15%	21 35% 28%	8 40% 11%	60 26% 81%	20 35% 28%	22 36% 30%	5 26% 7%	30 32% 40%	44 23% 60%
No	210 73%	121 71% 58%	100 70% 48%	97 73% 46%	66 71% 31%	47 66% 22%	23 67% 11%	38 64% 18%	12 60% 6%	168 73% 80%	36 62% 17%	37 61% 18%	14 71% 7%	62 66% 29%	149 77% 71%vw
Don't know	3 1%	2 1% 66%	2 1% 66%	2 1% 66%	1 1% 31%	* 1% 18%	- - -	* 1% 18%	- - -	2 1% 66%	2 3% 69%z	2 3% 65%z	* 2% 18%	3 3% 100%z	- - -

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 174
QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	213	128 60%	85 40%	104 49%	109 51%	75 35%	60 28%	35 16%	19 9%	19 9%	5 2%	45 21%	89 42%	43 20%	36 17%	134 63%	79 37%	83 39%	130 61%	53 25%	160 75%	146 69%	67 31%
Weighted base	220	120 55%	100* 45%*	108* 49%*	113* 51%*	79* 36%*	63* 29%*	37* 17%*	18** 8%**	19** 9%**	4** 2%**	45* 20%*	92* 42%*	48* 22%*	35** 16%**	137 62%	83* 38%*	90* 41%*	130 59%	55* 25%*	165 75%	133 60%	87* 40%*
Effective base	181	107	76	88	93	60	53	32	16	18	4	40	76	36	30	115	66	72	109	46	135	129	58
Yes	33 15%	16 14% 49%	17 17% 51%	15 14% 46%	18 16% 54%	12 15% 36%	10 17% 32%	5 13% 15%	2 11% 6%	4 20% 12%	-	5 12% 16%	13 14% 38%	11 23% 34%	4 11% 12%	18 13% 54%	15 18% 46%	13 14% 39%	20 15% 61%	10 18% 29%	23 14% 71%	24 18% 72%	9 10% 28%
No	183 83%	101 84% 55%	82 82% 45%	89 83% 49%	94 83% 51%	65 83% 36%	51 81% 28%	31 85% 17%	16 89% 9%	15 80% 8%	4 100% 2%	38 85% 21%	78 84% 42%	36 76% 20%	31 89% 17%	116 84% 63%	68 82% 37%	75 84% 41%	108 83% 59%	45 82% 25%	138 83% 75%	107 80% 58%	77 88% 42%
Don't know	4 2%	3 2% 68%	1 1% 32%	3 3% 77%	1 1% 23%	2 2% 46%	1 2% 32%	1 2% 23%	- - -	- - -	-	2 3% 38%	2 2% 54%	* 1% 7%	- - -	4 3% 93%	* * 7%	2 2% 38%	2 2% 62%	- - -	4 2% 100%	2 2% 62%	2 2% 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
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 174
QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	213	210 99%	3 1%	176 83%	37 17%	213 100%	- -	156 73%	26 12%	9 4%	22 10%	10 5%	15 7%	14 7%	14 7%	11 5%	20 9%	11 5%	23 11%	38 18%
Weighted base	220	217 98%	3** 2%**	179 81%	41* 19%*	220 100%	-** -**	191 87%	19** 9%**	5** 2%**	5** 2%**	12** 6%**	20** 9%**	18** 8%**	18** 8%**	12** 5%**	28** 13%**	15** 7%**	27** 12%**	42* 19%*
Effective base	181	179	2	151	31	181	-	147	25	8	21	9	14	13	13	11	19	10	22	36
Yes	33	33	-	27	6	33	-	29	4	*	*	3	3	3	6	1	3	1	5	3
	15%	15%	-	15%	15%	15%	-	15%	20%	8%	4%	28%	13%	19%	32%	7%	11%	9%	18%	8%
		100%	-	81%	19%	100%	-	87%	11%	1%	1%	10%	8%	10%	17%	2%	10%	4%	14%	10%
No	183	180	3	150	34	183	-	159	15	5	5	9	17	15	12	11	23	13	21	38
	83%	83%	100%	83%	82%	83%	-	83%	80%	92%	90%	72%	87%	81%	68%	93%	84%	91%	77%	90%
		98%	2%	82%	18%	100%	-	87%	8%	2%	2%	5%	9%	8%	7%	6%	13%	7%	11%	21%
Don't know	4	4	-	3	1	4	-	4	-	-	*	-	-	-	-	-	1	-	2	1
	2%	2%	-	2%	3%	2%	-	2%	-	-	6%	-	-	-	-	-	5%	-	6%	2%
		100%	-	70%	30%	100%	-	93%	-	-	7%	-	-	-	-	-	32%	-	38%	23%

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 174
QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	213	39 18%	174 82%	86 40%	99 46%	19 9%	62 29%	124 58%	117 55%	87 41%	103 48%	177 83%	36 17%
Weighted base	220	31** 14%**	190 86%	90* 41%*	96* 43%*	17** 8%**	60* 27%*	131 59%	119* 54%*	92* 42%*	104* 47%*	182 83%	38* 17%*
Effective base	181	29	153	75	81	15	50	107	100	73	88	149	32
Yes	33 15%	5 16% 15%	28 15% 85%	14 15% 42%	13 14% 40%	- - -	8 14% 25%	23 17% 69%	24 20% 73% <i>l</i>	8 9% 25%	21 20% 64% <i>l</i>	29 16% 88%	4 10% 12%
No	183 83%	25 83% 14%	158 83% 86%	76 84% 42%	80 84% 44%	16 98% 9%	50 82% 27%	106 81% 58%	94 79% 51%	81 88% 44%	81 78% 44%	150 82% 82%	33 87% 18%
Don't know	4 2%	* 1% 7%	4 2% 93%	* * 7%	2 2% 54%	* 2% 7%	2 4% 54%	2 1% 46%	1 1% 32%	3 3% 68%	1 1% 32%	3 2% 77%	1 2% 23%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Absolutes/col percents/row percents 4 Mar 2019

Table 174
QM6(8): Have you ever reported content on Longer videos through websites such as YouTube or Facebook using its reporting tool?
SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	213	123 58%	103 48%	98 46%	74 35%	58 27%	27 13%	48 23%	16 8%	177 83%	53 25%	45 21%	11 5%	74 35%	139 65%
Weighted base	220	129 59%	104* 47%*	103* 47%*	75* 34%*	57* 26%*	29** 13%**	48* 22%*	15** 7%**	182 83%	50* 23%*	42* 19%*	14** 6%**	71* 32%*	149 68%
Effective base	181	105	88	83	62	51	24	41	14	149	46	39	10	64	118
Yes	33 15%	21 16% 64%	21 20% 64%	12 12% 37%	15 20% 46%	12 21% 37%	5 18% 16%	10 21% 31%	4 30% 13%	29 16% 88%	13 25% 38% z	13 31% 40% z	4 32% 13%	17 23% 50% z	16 11% 50%
No	183 83%	106 82% 58%	81 78% 44%	90 87% 49%	59 78% 32%	45 79% 25%	23 82% 13%	38 79% 21%	11 70% 6%	150 82% 82%	36 72% 20%	28 66% 15%	9 68% 5%	54 75% 29%	130 87% 71% vwy
Don't know	4 2%	2 1% 46%	1 1% 32%	2 2% 38%	2 2% 39%	- - -	- - -	- - -	- 2% 77%	3 2% -	1 2% 30%	1 3% 30%	- - -	1 2% 30%	3 2% 70%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 175

QM6: SUMMARY - Have you ever reported content on ... using its reporting tool? SINGLE CODE

Base: All aware of reporting tool for the service

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	589	338	251	272	317	141	143	114	81	75	35	157	208	115	109	365	224	246	343	202	387	415	174
		57%	43%	46%	54%	24%	24%	19%	14%	13%	6%	27%	35%	20%	19%	62%	38%	42%	58%	34%	66%	70%	30%
Weighted base	589	308	280	273	316	147	140	116	85*	71*	29**	149	205	125*	110*	354	235	254	335	203	386	366	223
		52%	48%	46%	54%	25%	24%	20%	14%*	12%*	5%**	25%	35%	21%*	19%*	60%	40%	43%	57%	35%	65%	62%	38%
Effective base	497	283	218	230	267	113	120	101	71	67	27	137	175	95	94	311	188	211	287	173	324	366	150
Paid Video On-demand content available through your TV service provider	8	8	-	5	3	1	5	2	1	-	-	7	*	1	-	7	1	7	1	7	1	8	-
	29%	36%	-	32%	26%	9%	39%	32%	100%	-	-	49%	4%	12%	-	37%	10%	35%	17%	45%	11%	39%	-
		100%	-	63%	37%	7%	58%	24%	11%	-	-	87%	3%	10%	-	90%	10%	82%	18%	82%	18%	100%	-
Free Video On-demand content available as part of your subscription through your TV service provider	13	12	1	7	6	1	6	5	-	1	-	8	1	2	1	9	3	12	1	11	2	13	-
	29%	37%	8%	28%	31%	15%	36%	53%	-	23%	-	51%	11%	22%	12%	37%	18%	41%	7%	43%	11%	32%	-
		92%	8%	54%	46%	8%	47%	37%	-	8%	-	68%	7%	18%	7%	75%	25%	92%	8%	84%	16%	100%	-
TV, box sets, or films from an online pay-per-view or download to own service	6	6	-	2	4	-	4	2	-	-	-	5	-	1	-	5	1	5	1	5	1	6	-
	27%	33%	-	23%	29%	-	49%	18%	-	-	-	62%	-	18%	-	34%	15%	30%	17%	32%	14%	36%	-
		100%	-	32%	68%	-	70%	30%	-	-	-	79%	-	21%	-	79%	21%	85%	15%	85%	15%	100%	-
Short clips through websites such as YouTube or Facebook	74	40	34	30	44	23	24	11	11	4	1	17	26	18	12	43	31	34	40	27	47	42	33
	26%	26%	25%	24%	28%	25%	29%	26%	32%	18%	8%	29%	22%	31%	24%	25%	28%	29%	23%	35%	22%	25%	27%
		55%	45%	40%	60%	32%	32%	15%	14%	6%	1%	23%	35%	25%	17%	58%	42%	46%	54%	37% rr	63%	56%	44%
TV live at the time of broadcast	21	14	7	16	5	5	2	8	2	2	1	9	7	2	3	16	5	9	12	9	12	15	6
	21%	28%	14%	31%	10%	40%	7%	35%	14%	22%	12%	31%	20%	11%	18%	25%	14%	19%	23%	21%	21%	20%	23%
		65%	35%	77% lb	23%	26%	11%	39%	10%	10%	4%	41%	35%	11%	14%	76%	24%	42%	58%	42%	58%	71%	29%
TV programmes or films that have been broadcast using broadcaster catch-up services	19	16	3	9	11	6	6	6	1	1	-	12	2	5	1	13	6	15	4	15	4	15	4
	20%	30%	8%	23%	19%	26%	26%	25%	8%	9%	-	39%	6%	28%	6%	22%	17%	33%	9%	35%	8%	21%	18%
		83%	17%	45%	55%	29%	31%	29%	5%	5%	-	60%	10%	25%	5%	70%	30%	78% ap	22%	78% rr	22%	78%	22%
Longer videos through websites such as YouTube or Facebook	33	16	17	15	18	12	10	5	2	4	-	5	13	11	4	18	15	13	20	10	23	24	9
	15%	14%	17%	14%	16%	15%	17%	13%	11%	20%	-	12%	14%	23%	11%	13%	18%	14%	15%	18%	14%	18%	10%
		49%	51%	46%	54%	36%	32%	15%	6%	12%	-	16%	38%	34%	12%	54%	46%	39%	61%	29%	71%	72%	28%
TV, box sets or films from an online subscription service	9	9	1	3	6	4	4	2	-	-	-	6	4	-	-	9	-	6	4	6	4	6	4
	14%	24%	3%	9%	21%	21%	16%	22%	-	-	-	25%	17%	-	-	21%	-	17%	11%	18%	11%	11%	24%
		91%	9%	31%	69%	39%	42%	19%	-	-	-	61%	39%	-	-	100%	-	61%	39%	61%	39%	61%	39%
NET Used the reporting tools	129	81	49	60	70	42	37	27	14	8	2	39	42	32	17	81	49	62	67	54	75	81	49
	22%	26%	18%	22%	22%	28%	26%	23%	16%	12%	6%	27%	21%	26%	15%	23%	21%	25%	20%	27%	20%	22%	22%
		62%	38%	46%	54%	32% g	29% g	21%	11%	6%	1%	30% li	32%	25%	13%	62%	38%	48%	52%	42%	58%	63%	37%

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

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 175

**QM6: SUMMARY - Have you ever reported content on ... using its reporting tool?
SINGLE CODE****Base: All aware of reporting tool for the service**

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	589	579 98%	10 2%	495 84%	94 16%	584 99%	5 1%	421 71%	69 12%	46 8%	53 9%	18 3%	46 8%	54 9%	41 7%	46 8%	47 8%	28 5%	63 11%	78 13%
Weighted base	589	579 98%	10** 2%**	489 83%	100* 17%**	583 99%	6** 1%**	501 85%	53* 9%**	24* 4%**	12* 2%**	21** 4%**	57* 10%*	65* 11%*	50* 8%*	53* 9%*	63* 11%**	36** 6%**	71* 12%*	85* 14%**
Effective base	497	489	8	419	79	493	4	393	65	40	50	17	43	50	37	43	44	27	60	74
Paid Video On-demand content available through your TV service provider	8 29%	8 29%	-	8 29%	* 45%	8 29%	-	6 24%	1 100%	1 69%	1 59%	-	1 100%	-	1 24%	-	1 51%	-	-	3 33%
		100%	-	96%	4%	100%	-	73%	11%	9%	6%	-	13%	-	12%	-	13%	-	-	34%
Free Video On-demand content available as part of your subscription through your TV service provider	13 29%	13 29%	-	13 29%	-	13 29%	-	13 30%	-	-	-	2 69%	-	1 34%	2 63%	-	-	-	2 40%	6 31%
		100%	-	100%	-	100%	-	100%	-	-	-	17%	-	7%	16%	-	-	-	15%	45%
TV box sets or films from an online pay-per-view or download to own service	6 27%	6 27%	-	6 29%	-	6 27%	-	6 28%	-	-	-	1 52%	-	-	1 100%	-	-	-	-	4 39%
		100%	-	100%	-	100%	-	100%	-	-	-	21%	-	-	17%	-	-	-	-	62%
Short clips through websites such as YouTube or Facebook	74 26%	73 26%	1 20%	58 25%	16 30%	74 26%	-	62 26%	11 35%	* 5%	1 15%	7 43%	6 19%	8 24%	7 39%	2 13%	10 30%	1 9%	15 44%	6 14%
		98%	2%	79%	21%	100%	-	84%	14%	1%	1%	9%	8%	11%	9%	3%	13%	2%	20%	9%
TV live at the time of broadcast	21 21%	21 21%	-	17 20%	4 28%	21 21%	-	17 20%	3 27%	1 17%	* 33%	-	3 32%	1 19%	3 34%	2 25%	-	1 15%	1 11%	6 30%
		100%	-	80%	20%	100%	-	83%	12%	3%	2%	-	14%	5%	15%	10%	-	5%	5%	29%
TV programmes or films that have been broadcast using broadcaster catch-up services	19 20%	19 21%	-	19 21%	-	19 21%	-	18 21%	1 10%	1 45%	-	-	4 42%	1 32%	3 34%	4 51%	1 21%	-	2 12%	3 13%
		100%	-	100%	-	100%	-	91%	3%	6%	-	-	20%	5%	18%	19%	6%	-	10%	14%
Longer videos through websites such as YouTube or Facebook	33 15%	33 15%	-	27 15%	6 15%	33 15%	-	29 15%	4 20%	* 8%	* 4%	3 28%	3 13%	3 19%	6 32%	1 7%	3 11%	1 9%	5 18%	3 8%
		100%	-	81%	19%	100%	-	87%	11%	1%	1%	10%	8%	10%	17%	2%	10%	4%	14%	10%
TV box sets or films from an online subscription service	9 14%	9 14%	-	9 16%	1 7%	9 14%	-	9 15%	1 16%	-	-	-	1 20%	3 34%	1 15%	-	-	-	-	4 19%
		100%	-	91%	9%	100%	-	91%	9%	-	-	-	11%	31%	10%	-	-	-	-	39%
NET Used the reporting tools	129 22%	128 22%	1 14%	107 22%	22 24%	129 22%	-	110 22%	14 27%	3 14%	2 19%	9 46%	13 24%	15 23%	15 29%	7 12%	13 20%	3 7%	19 27%	17 20%
		99%	1%	83%	17%	100%	-	85%	11%	3%	2%	7%	10%	11%	11%	5%	10%	2%	15%	13%

Proportions/Mean: Columns Tested (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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 175

QM6: SUMMARY - Have you ever reported content on ... using its reporting tool? SINGLE CODE

Base: All aware of reporting tool for the service

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	589	128 22%	461 78%	290 49%	242 41%	60 10%	143 24%	388 66%	374 63%	197 33%	343 58%	501 85%	88 15%
Weighted base	589	104* 18%*	485 82%	285 48%	232 39%	55* 9%*	142 24%	389 66%	368 63%	202 34%	336 57%	497 84%	92* 16%*
Effective base	497	97	401	247	199	48	118	331	317	165	291	419	78
Paid Video On-demand content available through your TV service provider	8 29%	2 39% 19%	6 28% 81%	8 41% 97%	2 31% 23%	4 81% 50%	- - -	8 32% 100%	8 29% 96%	* 100% 4%	8 29% 96%	8 30% 100%	- - -
Free Video On-demand content available as part of your subscription through your TV service provider	13 29%	4 68% 33%	8 23% 67%	10 42% 77%	2 21% 18%	3 58% 23%	- - -	11 31% 90%	12 36% 92%	1 9% 8%	12 36% 92%	13 31% 100%	- - -
TV,box sets,or films from an online pay-per- view or download to own service	6 27%	1 47% 17%	5 25% 83%	6 42% 100%	1 24% 21%	1 16% 17%	- - -	6 30% 100%	6 29% 100%	- - -	6 29% 100%	6 27% 100%	- - -
Short clips through websites such as YouTube or Facebook	74 26%	11 27% 15%	63 26% 85%	28 22% 38%	27 22% 36%	5 20% 6%	18 24% 25%	51 29% 69%	44 28% 60%	26 23% 35%	41 29% 55%	60 26% 81%	14 25% 19%
TV live at the time of broadcast	21 21%	5 23% 23%	16 20% 77%	11 23% 54%	6 16% 31%	1 13% 5%	4 16% 19%	17 24% 81%	15 22% 71%	6 20% 29%	15 23% 71%	19 21% 90%	2 20% 10%
TV programmes or films that have been broadcast using broadcaster catch- up services	19 20%	7 37% 36%	12 16% 64%	14 34% 73% d	3 7% 14%	3 21% 15%	2 8% 9%	18 26% 91% d	17 26% 90%	2 7% 10%	16 27% 85%	19 22% 100%	- - -
Longer videos through websites such as YouTube or Facebook	33 15%	5 16% 15%	28 15% 85%	14 15% 42%	13 14% 40%	- - -	8 14% 25%	23 17% 69%	24 20% 73% l	8 9% 25%	21 20% 64% l	29 16% 88%	4 10% 12%
TV, box sets or films from an online subscription service	9 14%	1 12% 10%	8 15% 90%	9 25% 91%	- - -	2 18% 22%	- - -	6 11% 61%	9 19% 91%	- - -	9 20% 91%	9 14% 91%	1 25% 9%
NET Used the reporting tools	129 22%	24 23% 18%	106 22% 82%	65 23% 50%	42 19% 33%	10 18% 7%	26 18% 20%	93 24% 72%	90 24% 69%	35 18% 27%	84 25% 65%	112 23% 87%	17 20% 13%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 175

Absolutes/col percents/row percents 4 Mar 2019

QM6: SUMMARY - Have you ever reported content on ... using its reporting tool? **SINGLE CODE**

Base: All aware of reporting tool for the service

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	589	393 67%	343 58%	270 46%	226 38%	165 28%	99 17%	134 23%	81 14%	501 85%	138 23%	171 29%	85 14%	230 39%	359 61%
Weighted base	589	390 66%	336 57%	273 46%	212 36%	163 28%	103* 17%*	131 22%	81* 14%*	497 84%	135 23%	161 27%	89* 15%*	221 38%	368 62%
Effective base	497	330	291	225	185	141	85	113	71	419	120	147	76	198	300
Paid Video On-demand content available through your TV service provider	8 29%	8 30%	8 29%	8 35%	7 32%	8 43%	3 26%	5 31%	3 33%	8 30%	4 33%	8 44%	6 55%	8 44%	* 3%
		100%	96%	96%	87%	96%	35%	56%	39%	100%	54%	97%	81%	97%	3%
Free Video On-demand content available as part of your subscription through your TV service provider	13 29%	13 34%	12 36%	11 37%	12 47%	7 50%	9 53%	8 53%	4 23%	13 31%	8 45%	11 42%	10 69%	11 39%	2 12%
		100%	92%	84%	92%	59%	70%	67%	30%	100%	62%	84%	76%	84%	16%
TV,box sets,or films from an online pay-per-view or download to own service	6 27%	6 27%	6 29%	6 32%	5 31%	5 35%	5 39%	3 18%	3 25%	6 27%	5 34%	6 31%	5 44%	6 29%	- -
		100%	100%	100%	79%	79%	85%	47%	52%	100%	83%	100%	83%	100%	- -
Short clips through websites such as YouTube or Facebook	74 26%	48 28%	41 29%	35 26%	26 28%	24 33%	11 33%	21 35%	8 40%	60 26%	20 35%	22 36%	5 26%	30 32%	44 23%
		65%	55%	47%	36%	32%	15%	28%	11%	81%	28%	30%	7%	40%	60%
TV live at the time of broadcast	21 21%	16 21%	15 23%	13 25%	12 28%	15 40%	10 34%	10 33%	6 22%	19 21%	8 37%	11 38%	10 51%	14 37%	7 11%
		76%	71%	63%	55%	70% mu	46%	46%	29%	90%	39%	55% z	46%	67% z	33%
TV programmes or films that have been broadcast using broadcaster catch-up services	19 20%	18 25%	16 27%	14 31%	13 31%	14 42%	7 23%	7 22%	4 19%	19 22%	11 37%	16 38%	11 48%	17 36%	2 5%
		96%	85%	75%	68%	72% u	35%	35%	19%	100%	55%	82% z	58%	87% z	13%
Longer videos through websites such as YouTube or Facebook	33 15%	21 16%	21 20%	12 12%	15 20%	12 21%	5 18%	10 21%	4 30%	29 16%	13 25%	13 31%	4 32%	17 23%	16 11%
		64%	64%	37%	46%	37%	16%	31%	13%	88%	38% z	40% z	13%	50% z	50%
TV, box sets or films from an online subscription service	9 14%	9 16%	9 20%	9 21%	9 24%	9 31%	5 22%	5 20%	2 16%	9 14%	4 23%	9 29%	8 46%	9 26%	1 2%
		91%	91%	91%	91%	91%	49%	50%	20%	91%	45%	91%	81%	91%	9%
NET Used the reporting tools	129 22%	94 24%	84 25%	72 27%	59 28%	58 36%	27 26%	39 30%	20 25%	112 23%	44 33%	59 37%	35 41%	69 32%	60 16%
		73%	65%	56%	46%	45% mmu	21%	30%	16%	87%	34% z	45% z	27% z	53% z	47%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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

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Table 176

Absolutes/col percents/row percents 4 Mar 2019

QM7: When accessing on-line and 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)?
SINGLE CODE

Base: All who have watched anything on-line or on-demand in the last 12 months

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	1973	1131 57%	842 43%	968 49%	1005 51%	310 16%	356 18%	372 19%	344 17%	298 15%	293 15%	492 25%	665 34%	389 20%	427 22%	1157 59%	816 41%	700 35%	1273 65%	613 31%	1360 69%	1236 63%	734 37%
Weighted base	1945	1077 55%	869 45%	961 49%	984 51%	324 17%	358 18%	357 18%	365 19%	271 14%	269 14%	449 23%	633 33%	427 22%	436 22%	1082 56%	864 44%	700 36%	1245 64%	599 31%	1347 69%	1064 55%	878 45%
Effective base	1630	948	687	797	834	249	297	322	290	261	220	406	551	322	358	957	678	585	1045	514	1116	1073	611
Yes	1093 56%	600 56%	493 57%	519 54%	574 58%	224 69%	222 62%	209 58%	198 54%	134 49%	107 40%	279 62%	354 56%	234 55%	227 52%	633 58%	461 53%	421 60%	673 54%	355 59%	739 55%	632 59%	461 52%
		55%	45%	47%	53%	20%efgh	20%gh	19%gh	18%h	12%h	10%	25%kl	32%	21%	21%	58%n	42%	38%p	62%	32%	68%	58%t	42%
No	695 36%	357 33%	337 39%	363 38%	332 34%	80 25%	109 30%	120 34%	138 38%	114 42%	134 50%	145 32%	231 36%	149 35%	170 39%	375 35%	320 37%	229 33%	466 37%	201 34%	494 37%	351 33%	343 39%
		51%	49%	52%	48%	11%	16%	17%c	20%c	16%cd	19%cd	21%	33%	21%	25%	54%	46%	33%	67%	29%	71%	50%	49%e
Don't know	157 8%	119 11%	38 4%	79 8%	78 8%	21 6%	28 8%	28 8%	29 8%	24 9%	28 10%	25 6%	49 8%	44 10%	39 9%	74 7%	83 10%	50 7%	107 9%	43 7%	114 8%	81 8%	74 8%
		76%	24%	50%	50%	13%	18%	18%	18%	15%	18%	16%	31%	28%l	25%	47%	53%am	32%	68%	27%	73%	51%	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

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Table 176

Absolutes/col percents/row percents 4 Mar 2019

QM7: When accessing on-line and 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)?
SINGLE CODE

Base: All who have watched anything on-line or on-demand in the last 12 months

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	1973	1935 98%	36 2%	1618 82%	355 18%	1973 100%	-	1358 69%	210 11%	208 11%	197 10%	72 4%	170 9%	136 7%	113 6%	142 7%	127 6%	118 6%	232 12%	248 13%
Weighted base	1945	1898 98%	45* 2%*	1573 81%	372 19%	1945 100%	-**	1620 83%	168 9%	111 6%	46 2%	84* 4%*	207 11%	164 8%	140 7%	162 8%	172 9%	152 8%	264 14%	275 14%
Effective base	1630	1597	32	1329	302	1630	-	1251	198	187	140	67	156	126	104	132	118	108	215	232
Yes	1093	1073	20	935	159	1093	-	923	94	57	19	45	118	97	94	77	110	91	135	155
	56%	57%	44%	59%	43%	56%	-	57%	56%	51%	42%	54%	57%	59%	67%	48%	64%	60%	51%	56%
		98%	2%	85% d	15%	100%	-	84% j	9% j	5%	2%	4%	11%	9%	9% or	7%	10% or	8%	12%	14%
No	695	677	17	533	162	695	-	564	62	45	23	29	74	54	34	69	48	47	114	95
	36%	36%	38%	34%	44%	36%	-	35%	37%	41%	51%	35%	36%	33%	24%	43%	28%	31%	43%	34%
		97%	2%	77%	23% c	100%	-	81%	9%	7%	3% gh	4%	11% n	8%	5%	10% np	7%	7%	16% npq	14%
Don't know	157	148	8	106	51	157	-	134	11	9	4	10	15	13	12	16	13	14	14	25
	8%	8%	18%	7%	14%	8%	-	8%	7%	8%	8%	12%	7%	8%	9%	10%	8%	9%	5%	9%
		94%	5% a	67%	33% c	100%	-	85%	7%	6%	2%	6%	10%	8%	8%	10%	8%	9%	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
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents/row percents 4 Mar 2019

Table 176

QM7: When accessing on-line and 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)?
SINGLE CODE

Base: All who have watched anything on-line or on-demand in the last 12 months

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	1973	401 20%	1572 80%	922 47%	831 42%	196 10%	490 25%	1280 65%	1200 61%	727 37%	1080 55%	1649 84%	324 16%
Weighted base	1945	345 18%	1601 82%	879 45%	821 42%	184 9%	493 25%	1252 64%	1159 60%	733 38%	1038 53%	1596 82%	350 18%
Effective base	1630	308	1324	759	684	154	402	1060	1002	590	898	1350	280
Yes	1093 56%	175 51% 16%	918 57% 84%a	479 54% 44%	463 56% 42%	114 62% 10%	271 55% 25%	707 56% 65%	684 59% 63%l	375 51% 34%	615 59% 56%l	923 58% 84%l	170 49% 16%
No	695 36%	133 39% 19%	562 35% 81%	330 38% 47%	282 34% 41%	57 31% 8%	174 35% 25%	459 37% 66%	399 34% 57%	279 38% 40%	358 34% 51%	551 35% 79%	144 41% 21%k
Don't know	157 8%	36 10% 23%	121 8% 77%	70 8% 45%	76 9% 48%	12 7% 8%	48 10% 30%	86 7% 55%	76 7% 48%	78 11% 50%hj	65 6% 42%	122 8% 77%	36 10% 23%

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

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Table 176

QM7: When accessing on-line and 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)?
SINGLE CODE

Base: All who have watched anything on-line or on-demand in the last 12 months

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	1973	1286 65%	1080 55%	700 35%	602 31%	447 23%	231 12%	313 16%	204 10%	1649 84%	362 18%	411 21%	159 8%	604 31%	1369 69%
Weighted base	1945	1248 64%	1038 53%	694 36%	559 29%	438 22%	227 12%	310 16%	204 10%	1596 82%	363 19%	402 21%	160 8%	600 31%	1346 69%
Effective base	1630	1057	898	578	485	375	197	262	180	1350	304	344	139	508	1122
Yes	1093	712 56%	615 57%	435 59%	364 63%	261 65%	145 60%	197 64%	99 49%	923 58%	211 58%	244 61%	114 71%	358 60%	735 55%
		65%t	56%t	40%mtu	33%mntu	24%t	13%t	18%t	9%	84%t	19%	22%	10%vwyz	33%	67%
No	695	445 36%	358 34%	211 30%	161 29%	143 33%	72 32%	87 28%	92 45%	551 35%	123 34%	133 33%	42 26%	199 33%	495 37%
		64%ops	51%p	30%	23%	21%	10%	12%	13%mnopqrsu	79%ps	18%	19%	6%	29%	71%xx
Don't know	157	91 8%	65 7%	48 6%	34 7%	33 8%	9 4%	26 8%	13 6%	122 8%	30 8%	26 6%	4 2%	42 7%	115 9%
		58%	42%	30%	22%	21%	6%	17%	8%	77%	19%xx	16%	2%	27%xx	73%xx

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 177

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

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
I think it should be more regulated than that from UK service providers	498 21%	209 18% 42%	288 24% 58%	211 18% 42%	287 23% 58% ^a	70 14%	81 16%	81 16%	71 14%	83 17% ^f	112 23%	126 25%	157 31%	98 20%	117 24%	283 57%	215 43%	183 37% ^p	314 63%	166 33% ^r	332 67%	246 49%	250 50%
I think there should be the same level of regulation for both	1299 54%	687 58% 53%	612 51% 47%	651 56% 50%	648 53% 50%	178 14%	213 16%	212 16%	245 60% 19% ^{ce}	181 14%	269 21%	298 23%	402 31%	273 21%	326 25%	700 54%	599 46%	385 51% 30%	914 56% 70% ^o	324 50% 25%	975 56% 75% ^q	663 56% 51%	636 53% 49%
I think it should be less regulated than that from UK service providers	89 4%	44 4% 50%	44 4% 50%	44 4% 50%	45 4% 50%	17 5% 19% ^h	16 4% 19% ^h	20 5% 23% ^h	18 4% 20% ^h	10 3% 11%	7 2% 8%	17 3% 19%	25 3% 28%	21 4% 24%	26 4% 29%	42 3% 47%	47 4% 53%	39 5% 44% ^p	50 3% 56%	35 5% 40% ^r	53 3% 60%	54 5% 61%	34 3% 39%
I do not think there should be any regulation of this type of content shown online or on demand	76 3%	42 4% 56%	33 3% 44%	50 4% 66% ^b	26 2% 34%	14 4% 19% ^h	7 2% 10%	16 4% 21% ^h	17 4% 22% ^h	15 4% 20% ^h	6 1% 8%	14 3% 19%	26 4% 34%	23 5% 31% ⁱ	12 2% 16%	40 3% 53%	36 3% 47%	30 4% 40%	45 3% 60%	25 4% 33%	50 3% 67%	46 4% 60%	30 2% 39%
Don't know	423 18%	209 18% 49%	214 18% 51%	204 18% 48%	219 18% 52%	71 17% ^f	73 17%	76 19%	57 14%	55 16%	91 22%	75 14%	125 17%	90 18%	133 22%	200 16%	223 20%	122 16% 29%	301 19% 71%	101 16% 24%	322 19% 76%	178 15% 42%	243 20% 58% ^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

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Absolutes/col percents/row percents 4 Mar 2019

Table 177

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

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822 91%	139 7%	1357 69%	602 31%	1630 83%	330 17%	1490 76%	246 13%	233 12%	155 8%	78 4%	198 10%	147 7%	120 6%	160 8%	146 7%	141 6%	254 13%	253 13%
I think it should be more regulated than that from UK service providers	498 21%	443 89%	52 11%	323 65%	174 35%	385 77%	113 23% e	420 84% j	47 9% j	25 5% j	6 1%	17 3%	79 16% knop	41 8%	25 5%	33 7%	28 6%	50 10% knop	80 16% nop	68 23% 14%p
I think there should be the same level of regulation for both	1299 54%	1204 55%	96 46%	919 57%	380 49%	1112 57%	187 43%	1059 54%	115 53%	89 63%	37 67%	54 56%	126 48%	116 60%	112 66%	75 36%	132 61%	108 54%	173 54%	162 54%
I think it should be less regulated than that from UK service providers	89 4%	84 95%	5 5%	61 69%	27 31%	78 88%	10 12%	71 80%	9 10%	6 7%	2 3%	5 6%	14 16% or	3 3%	4 4%	3 3%	8 10%	10 11%	6 7%	19 21% mor
I do not think there should be any regulation of this type of content shown online or on demand	76 3%	71 94%	4 6%	49 64%	27 36%	66 88%	9 12%	61 80%	9 11%	4 6%	2 3%	2 3%	6 8%	5 6%	- -	12 6%	3 4%	4 5%	11 14% n	18 23% np
Don't know	423 18%	370 88%	52 12% a	255 60%	168 40% c	304 72%	119 28% e	361 85% i	38 9%	16 4%	8 2%	19 4%	38 9%	30 7%	29 7%	85 41%	46 21%	28 14%	52 16%	35 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
 * small base

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Absolutes/col percents/row percents 4 Mar 2019

Table 177

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

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
I think it should be more regulated than that from UK service providers	498 21%	83 20% 17%	415 21% 83%	197 20% 40%	218 20% 44%	38 18% 8%	152 21% 31%	287 20% 58%	257 21% 52%	229 21% 46%	218 20% 44%	331 19% 66%	167 25% 34% k
I think there should be the same level of regulation for both	1299 54%	238 57% 18%	1061 54% 82%	565 56% 44%	568 53% 44%	126 61% 10% f	365 51% 28%	801 57% 62% t	674 55% 52%	585 54% 45%	595 55% 46%	938 55% 72%	361 54% 28%
I think it should be less regulated than that from UK service providers	89 4%	17 4% 19%	72 4% 81%	45 4% 50%	34 3% 39%	4 2% 4%	24 3% 27%	56 4% 63%	52 4% 59%	35 3% 40%	47 4% 53%	76 4% 86% l	13 2% 14%
I do not think there should be any regulation of this type of content shown online or on demand	76 3%	10 2% 14%	65 3% 86%	39 4% 51%	31 3% 42%	8 4% 11%	15 2% 20%	53 4% 70%	39 3% 52%	34 3% 45%	37 3% 49%	66 4% 87% l	10 1% 13%
Don't know	423 18%	72 17% 17%	351 18% 83%	158 16% 37%	211 20% 50% cg	31 15% 7%	156 22% 37% ceg	209 15% 49%	206 17% 49%	202 19% 48%	193 18% 46%	299 18% 71%	124 18% 29%

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

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Table 177

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

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
I think it should be more regulated than that from UK service providers	498 21%	272 55%	218 44%	163 33%	109 22%	100 20%	55 11%	78 16%	50 10%	331 66%	140 31%	157 33%	75 40%	223 31%	275 16%
I think there should be the same level of regulation for both	1299 54%	720 54%	595 55%	388 54%	314 55%	235 52%	131 56%	164 52%	90 43%	938 55%	228 51%	245 52%	88 47%	366 51%	933 56%
I think it should be less regulated than that from UK service providers	89 4%	55 4%	47 4%	31 4%	29 5%	20 4%	14 6%	15 5%	17 8%	76 4%	12 3%	15 3%	10 5%	22 3%	66 4%
I do not think there should be any regulation of this type of content shown online or on demand	76 3%	56 74%	37 49%	22 30%	18 24%	19 26%	9 11%	9 12%	15 20%	66 87%	15 20%	11 15%	3 4%	22 29%	54 71%
Don't know	423 18%	230 17%	193 18%	114 16%	99 17%	78 17%	26 11%	50 16%	36 17%	299 18%	52 12%	42 9%	11 6%	84 12%	339 20%
		54% r	46% r	27%	23% r	18% r	6%	12%	8%	71% r	12%	10%	3%	20% x	80% vwxyz

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 178

Absolutes/col percents/row percents 4 Mar 2019

QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Yes	629 26%	431 36%	199 17%	327 28%	302 25%	175 50%	149 38%	115 28%	102 25%	42 12%	47 10%	123 23%	199 27%	158 31%	150 24%	322 25%	308 27%	279 37%	350 22%	224 34%	405 23%	354 30%	275 23%
		68%	32%	52%	48%	25% h	24% h	18% h	16% h	7%	7%	20%	32%	25% ll	24%	51%	49%	44% p	56%	36% r	64%	56% t	44%
No	1696 71%	721 60%	975 82%	799 69%	897 73%	164 47%	221 57%	277 68%	301 74%	296 86%	437 90%	396 75%	519 71%	332 66%	450 73%	914 72%	782 70%	461 61%	1235 76%	409 63%	1288 74%	794 67%	901 76%
		42%	58%	47%	53% a	10%	13% c	16% cd	18% cd	17% cdef	26% cdef	23% k	31%	20%	27% k	54%	46%	27%	73% o	24%	76% q	47%	53% s
Don't know	59 2%	41 3%	18 2%	34 3%	25 2%	12 3%	21 5%	14 3%	5 1%	5 2%	2 *	11 2%	18 2%	16 3%	14 2%	28 2%	30 3%	19 3%	39 2%	19 3%	40 2%	39 3%	18 1%
		69%	31%	58%	42%	20% h	36% gh	23% fh	8%	9%	4%	18%	30%	27%	24%	48%	52%	33%	67%	32%	68%	67% t	30%

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

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Table 178

Absolutes/col percents/row percents 4 Mar 2019

QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Yes	629	614	15	497	133	591	38	527	54	36	12	31	70	60	49	49	65	43	83	78
	26%	28% 98%b	7% 2%	31% 79% d	17% 21%	30% 94% f	9% 6%	27% 84%	25% 9%	26% 6%	22% 2%	32% 5%	27% 11%	30% 9%	29% 8%	23% 8%	30% 10%	21% 7%	26% 13%	26% 12%
No	1696	1504	190	1075	621	1306	390	1394	156	105	42	64	187	132	118	152	149	147	233	212
	71%	69% 89%	91% 11% a	67% 63%	80% 37% c	67% 77%	89% 23% e	71% 82%	72% 9%	74% 6%	76% 2%	66% 4%	71% 11%	68% 8%	70% 7%	73% 9%	69% 9%	73% 9%	72% 14%	71% 13%
Don't know	59	54	4	35	23	48	11	50	7	-	1	2	5	4	2	7	3	11	6	10
	2%	2% 92%	2% 6%	2% 60%	3% 40%	2% 82%	2% 18%	3% 86% i	3% 12% i	-	2% 2% i	2% 4%	2% 8%	2% 6%	1% 4%	3% 12%	1% 5%	5% 18%	2% 11%	3% 18%

Proportions/Mean: Columns Tested (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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Table 178

Absolutes/col percents/row percents 4 Mar 2019

QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Yes	629	114	515	286	256	65	152	414	398	217	365	530	99
26%		27%	26%	29%	24%	32%	21%	29%	32%	20%	33%	31%	15%
		18%	82%	45%df	41%	10%df	24%	66%df	63%l	34%	58%l	84%l	16%
No	1696	293	1403	686	782	136	546	962	796	846	694	1134	562
71%		70%	71%	68%	74%	66%	77%	68%	65%	78%	64%	66%	83%
		17%	83%	40%	46%ceg	8%	32%ceg	57%	47%	50%hj	41%	67%	33%k
Don't know	59	12	46	32	24	5	14	30	35	22	31	45	13
2%		3%	2%	3%	2%	2%	2%	2%	3%	2%	3%	3%	2%
		21%	79%	55%	41%	8%	24%	52%	59%	37%	53%	77%	23%

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

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Table 178

QN2: Do you regularly play online games on any device (e.g. via a PC/Mac/laptop, games console connected to a TV, tablet, smartphone etc.)?

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Yes	629 26%	412 31% 66%	365 33% 58%	381 53% 61% <i>mnpqtu</i>	242 43% 38% <i>mnu</i>	192 43% 31% <i>mnu</i>	112 48% 18% <i>mnu</i>	153 48% 24% <i>mntu</i>	79 38% 13% <i>u</i>	530 31% 84%	119 27% 19%	160 34% 25% <i>vz</i>	76 41% 12% <i>vyz</i>	212 30% 34% <i>z</i>	418 25% 66%
No	1696 71%	885 66% 52% <i>opqrst</i>	694 64% 41% <i>opqrs</i>	318 44% 19%	313 55% 18% <i>o</i>	242 54% 14% <i>o</i>	119 51% 7%	154 49% 9%	122 59% 7% <i>os</i>	1134 66% 67% <i>opqrst</i>	326 73% 19% <i>wx</i>	301 64% 18%	108 58% 6%	495 69% 29% <i>x</i>	1201 72% 71% <i>wx</i>
Don't know	59 2%	35 3% 60%	31 3% 53%	18 3% 31%	13 2% 23%	17 4% 29%	3 1% 6%	9 3% 16%	6 3% 11%	45 3% 77%	3 1% 4%	9 2% 15%	3 2% 5%	10 1% 17%	49 3% 83% <i>vy</i>

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 179

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

When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.

Base: All playing games online

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	614	445 72%	169 28%	315 51%	299 49%	164 27%	141 23%	115 19%	97 16%	49 8%	48 8%	137 22%	198 32%	138 22%	141 23%	335 55%	279 45%	270 44%	344 56%	226 37%	388 63%	399 65%	215 35%
Weighted base	629	431 68%	199 32%	327 52%	302 48%	175 28%	149 24%	115 18%	102* 16%*	42* 7%*	47* 7%*	123 20%	199 32%	158 25%	150 24%	322 51%	308 49%	279 44%	350 56%	224 36%	405 64%	354 56%	275 44%
Effective base	515	379	141	261	254	133	121	102	81	42	39	115	168	117	118	283	235	228	287	193	323	352	183
Yes	85 14%	68 16%	18 9%	40 12%	45 15%	21 12%	26 17%	23 20%	11 11%	4 9%	1 2%	26 21%	37 19%	18 11%	5 3%	63 20%	22 7%	49 17%	37 10%	45 20%	40 10%	60 17%	26 9%
		79%	21%	47%	53%	24%	30%h	27%h	13%	5%	1%	30%kl	43%l	20%l	6%	74%n	26%	57%p	43%	53%r	47%	70%t	30%
No	536 85%	355 82%	181 91%	285 87%	251 83%	152 87%	121 82%	91 79%	90 88%	36 85%	46 98%	96 78%	161 81%	137 86%	143 96%	256 80%	280 91%	228 82%	308 88%	176 79%	360 89%	291 82%	245 89%
		66%	34%	53%	47%	28%	23%	17%	17%	7%	9%deg	18%	30%	25%	27%ljk	48%	52%lm	42%	58%o	33%	67%q	54%	46%u
Don't know	8 1%	8 2%	-	1 *	6 2%	1 1%	1 1%	1 1%	1 1%	2 5%	-	2 1%	1 *	4 2%	1 1%	2 1%	5 2%	3 1%	5 1%	3 1%	5 1%	3 1%	4 2%
		100%	-	19%	81%	18%	19%	18%	16%	29%g	-	21%	10%	51%	18%	31%	69%	33%	67%	33%	67%	46%	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
* small base

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Table 179

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

When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.

Base: All playing games online

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	614	602 98%	12 2%	497 81%	117 19%	582 95%	32 5%	430 70%	69 11%	64 10%	51 8%	26 4%	55 9%	49 8%	39 6%	42 7%	46 7%	33 5%	73 12%	67 11%
Weighted base	629	614 98%	15** 2%**	497 79%	133* 21%*	591 94%	38** 6%**	527 84%	54* 9%*	36* 6%*	12* 2%*	31** 5%**	70* 11%*	60* 9%*	49* 8%*	49* 8%*	65* 10%*	43* 7%*	83* 13%*	78* 12%*
Effective base	515	504	11	416	99	488	28	398	65	56	48	24	51	45	36	39	43	30	68	63
Yes	85	84 14%	1 7%	75 15%	10 8%	84 14%	2 4%	76 14%	5 10%	3 9%	1 5%	4 12%	7 10%	11 19%	7 14%	7 13%	8 12%	3 7%	14 17%	16 21%
	14%	99%	1%	85% d	12%	98%	2%	89%	6%	4%	1%	5%	8%	13%	8%	8%	9%	4%	16%	19%
No	536	522 85%	14 93%	414 83%	122 92%	500 85%	36 94%	443 84%	48 90%	33 91%	12 95%	27 88%	62 89%	47 79%	41 83%	42 87%	57 88%	40 93%	65 79%	61 79%
	85%	97%	3%	77%	23% c	93%	7%	83%	9%	6%	2% g	5%	12%	9%	8%	8%	11%	7%	12%	11%
Don't know	8	8 1%	-	7 1%	1 1%	7 1%	1 2%	7 1%	-	* 1%	-	-	1 2%	1 2%	1 3%	-	-	-	4 4%	-
	1%	100%	-	90%	10%	90%	10%	97%	-	3%	-	-	16%	17%	18%	-	-	-	47%	-

Proportions/Mean: Columns Tested (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 179

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

When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.

Base: All playing games online

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	614	134 22%	480 78%	293 48%	255 42%	65 11%	146 24%	408 66%	397 65%	204 33%	366 60%	528 86%	86 14%
Weighted base	629	114 18%	515 82%	286 45%	256 41%	65* 10%*	152 24%	414 66%	398 63%	217 34%	365 58%	530 84%	99* 16%*
Effective base	515	104	412	245	211	54	121	342	338	166	311	439	76
Yes	85 14%	19 17% 22%	66 13% 78%	44 15% 51%	33 13% 39%	16 24% 18% 18%df	15 10% 18%	58 14% 68%	70 18% 82%l	14 7% 17%	67 18% 79%l	80 15% 94%l	6 6% 6%
No	536 85%	93 81% 17%	444 86% 83%	237 83% 44%	220 86% 41%e	48 74% 9%	137 90% 26%e	352 85% 66%e	322 81% 60%	200 92% 37%hj	292 80% 54%	445 84% 83%	92 92% 17%
Don't know	8 1%	3 2% 35%	5 1% 65%	5 2% 64%	3 1% 38%	1 2% 16%	- - -	4 1% 53%	5 1% 71%	2 1% 29%	5 1% 71%	5 1% 71%	2 2% 29%

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

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Table 179

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

When answering, please think about things that have concerned you personally, rather than what you think might cause concern to others.

Base: All playing games online

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	614	414 67%	366 60%	377 61%	253 41%	192 31%	107 17%	150 24%	78 13%	528 86%	115 19%	161 26%	74 12%	209 34%	405 66%
Weighted base	629	412 66%	365 58%	381 61%	242 38%	192 31%	112* 18%*	153 24%	79* 13%*	530 84%	119* 19%*	160 25%	76* 12%*	212 34%	418 66%
Effective base	515	346	311	314	210	166	92	128	68	439	100	140	66	181	335
Yes	85 14%	66 16%	67 18%	66 17%	43 18%	38 20%	25 23%	33 21%	17 22%	80 15%	43 36%	52 33%	39 52%	63 30%	22 5%
		78%	79%	77%	51%	44%	30%	38%	20%	94%	50% z	61% z	46% wyz	74% z	26%
No	536 85%	342 83%	292 80%	313 82%	196 81%	152 79%	85 76%	119 78%	62 78%	445 84%	75 63%	103 65%	35 47%	145 68%	392 94%
		64%	54%	58%	37%	28%	16%	22%	12%	83%	14% x	19% x	7%	27% x	73% vwxzy
Don't know	8 1%	4 1%	5 1%	3 1%	3 1%	3 1%	1 1%	1 1%	- 1%	5 1%	1 1%	4 3%	1 2%	4 2%	4 1%
		53%	71%	35%	34%	37%	19%	19%	-	71%	16%	53%	19%	53%	47%

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z
* small base

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Table 180

Q01: (SHOW SCREEN) How would you describe your national identity?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
English	1409	708 59%	702 59%	688 59%	722 59%	198 57%	209 54%	230 57%	241 59%	220 64%	310 64%	302 57%	427 58%	309 61%	371 60%	730 58%	680 61%	455 60%	955 59%	394 60%	1016 59%	674 57%	735 62%
	59%	50%	50%	49%	51%	14%	15%	16%	17%	16%	22%	21%	30%	22%	26%	52%	48%	32%	68%	28%	72%	48%	52%
Scottish	194	92 8%	102 9%	97 8%	97 8%	28 8%	27 7%	30 7%	33 8%	35 10%	40 8%	37 7%	57 8%	45 9%	55 9%	94 7%	101 9%	49 6%	145 9%	45 7%	149 9%	92 8%	102 9%
	8%	47%	53%	50%	50%	15%	14%	16%	17%	18%	21%	19%	29%	23%	29%	48%	52%	25%	75%	23%	77%	48%	52%
Welsh	92	49 4%	43 4%	52 4%	40 3%	16 5%	13 3%	12 3%	13 3%	16 5%	21 4%	19 4%	27 4%	20 4%	26 4%	46 4%	46 4%	26 3%	66 4%	24 4%	68 4%	49 4%	43 4%
	4%	53%	47%	56%	44%	18%	15%	13%	15%	18%	23%	20%	30%	22%	28%	50%	50%	28%	72%	26%	74%	54%	46%
Northern Irish	38	21 2%	17 1%	20 2%	19 2%	7 2%	9 2%	6 2%	6 2%	4 1%	5 1%	7 1%	15 2%	7 1%	10 2%	22 2%	17 2%	13 2%	25 2%	11 2%	27 2%	22 2%	16 1%
	2%	56%	44%	51%	49%	19%	23%	17%	17%	11%	13%	18%	38%	18%	26%	56%	44%	34%	66%	29%	71%	58%	42%
British	527	276 23%	251 21%	254 22%	273 22%	75 21%	90 23%	100 25%	99 24%	61 18%	102 21%	147 28%	171 23%	85 17%	123 20%	318 25%	209 19%	165 22%	362 22%	132 20%	395 23%	269 23%	258 22%
	22%	52%	48%	48%	52%	14%	17%	19%	19%	12%	19%	28%	32%	16%	23%	60%	40%	31%	69%	25%	75%	51%	49%
Other	123	46 4%	77 6%	49 4%	73 6%	26 7%	43 11%	27 7%	14 3%	5 2%	8 2%	18 3%	37 5%	40 8%	28 5%	55 4%	68 6%	51 7%	72 4%	45 7%	78 4%	80 7%	41 3%
	5%	38%	62%	40%	60%	21%	35%	22%	12%	4%	7%	14%	30%	32%	23%	45%	55%	41%	59%	37%	63%	65%	33%

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

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshir e (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253	
English	1409	1268 58%	140 67%	960 60%	450 58%	1128 58%	282 64%	1373 70%	8 4%	28 20%	2 3%	76 78%	177 68%	162 83%	119 71%	139 67%	152 70%	152 76%	236 73%	159 53%	
	59%	90%	10%	68%	32%	80%	20%	97%hij	1%	2%hij	*	5%	13%	12%inoprs	8%	10%	11%	11%	17%	11%	
Scottish	194	172 8%	22 11%	119 7%	75 10%	146 8%	48 11%	25 1%	168 77%	1 *	1 1%	4 5%	2 1%	2 1%	1 1%	2 1%	5 2%	4 2%	2 1%	4 1%	
	8%	88%	12%	61%	39%	75%	25%	13%	87%gij	*	*	2%klr	1%	1%	1%	1%	2%	2%	1%	2%	
Welsh	92	86 4%	6 3%	66 4%	26 3%	74 4%	18 4%	13 1%	2 1%	76 54%	-	-	4 2%	1 1%	1 1%	-	-	4 2%	3 1%	1 *	
	4%	93%	7%	72%	28%	81%	19%	15%	3%	83%ghj	-	-	4%	1%	1%	-	-	4%	3%	1%	
Northern Irish	38	37 2%	2 1%	31 2%	7 1%	34 2%	4 1%	6 2%	3 1%	-	30 55%	-	1 *	1 1%	-	1 *	-	-	2 1%	1 *	
	2%	96%	4%	81%	19%	90%	10%	15%	7%g	-	78%ghl	-	3%	3%	-	3%	-	-	4%	3%	
British	527	495 23%	30 14%	360 22%	167 21%	456 23%	71 16%	458 23%	26 12%	33 23%	11 19%	17 17%	72 28%	21 11%	45 26%	51 25%	50 23%	31 16%	66 20%	105 35%	
	22%	94%b	6%	68%	32%	87%a	13%	87%h	5%	6%h	2%h	3%	14%mq	4%	8%mq	10%mq	9%mq	6%	12%mq	20%kmopqr	
Other	123	115 5%	8 4%	72 4%	51 7%	107 5%	16 4%	97 5%	10 5%	4 3%	12 22%	-	6 2%	8 4%	3 2%	15 7%	11 5%	9 5%	14 4%	31 10%	
	5%	94%	6%	58%	42%c	87%	13%	79%	8%	3%	10%ghl	-	5%	6%	2%	12%klm	9%	7%	12%	25%klmnopqr	

Proportions/Mean: Columns Tested (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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Table 180

Q01: (SHOW SCREEN) How would you describe your national identity?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
English	1409	247	1163	590	652	109	447	831	731	653	657	1007	403
	59%	59%	59%	59%	61%	53%	63%	59%	60%	60%	60%	59%	60%
		17%	83%	42%	46% e	8%	32% e	59%	52%	46%	47%	71%	29%
Scottish	194	39	155	75	91	17	69	102	100	91	85	139	55
	8%	9%	8%	7%	9%	8%	10%	7%	8%	8%	8%	8%	8%
		20%	80%	38%	47%	9%	36%	52%	52%	47%	44%	72%	28%
Welsh	92	18	74	44	34	14	19	61	47	44	42	68	24
	4%	4%	4%	4%	3%	7%	3%	4%	4%	4%	4%	4%	4%
		20%	80%	48%	36%	15% df	21%	66%	51%	48%	46%	74%	26%
Northern Irish	38	12	26	22	16	3	8	25	20	18	19	34	5
	2%	3%	1%	2%	1%	1%	1%	2%	2%	2%	2%	2%	1%
		32% b	68%	56%	41%	7%	22%	64%	53%	47%	50%	88% l	12%
British	527	91	436	231	234	57	140	330	269	242	233	382	146
	22%	22%	22%	23%	22%	27%	20%	23%	22%	22%	21%	22%	22%
		17%	83%	44%	44%	11% f	27%	63%	51%	46%	44%	72%	28%
Other	123	13	110	43	37	8	28	57	61	37	54	79	43
	5%	3%	6%	4%	3%	4%	4%	4%	5%	3%	5%	5%	6%
		10%	90% a	35%	30%	6%	23%	46%	50%	30%	44%	65%	35%

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 180

Q01: (SHOW SCREEN) How would you describe your national identity?
SINGLE CODE

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
English	1409	798 59%	657 60%	446 62%	342 60%	263 58%	145 62%	189 60%	139 67%	1007 59%	277 62%	295 63%	107 57%	443 62%	966 58%
		57%	47%	32%	24%	19%	10%	13%	10%qu	71%	20%	21%	8%	31%	69%
Scottish	194	99 8%	85 7%	57 8%	39 7%	36 8%	15 7%	23 7%	11 5%	139 8%	34 8%	36 8%	12 6%	54 8%	140 8%
		51%	44%	29%	20%	19%	8%	12%	6%	72%	17%	19%	6%	28%	72%
Welsh	92	54 4%	42 4%	24 3%	23 4%	11 2%	8 3%	6 2%	5 3%	68 4%	12 3%	18 4%	6 3%	25 4%	67 4%
		59%	46%	26%	25%	12%	9%	6%	6%	74%	13%	20%	6%	27%	73%
Northern Irish	38	27 2%	19 2%	16 2%	14 2%	7 2%	3 1%	6 2%	2 1%	34 2%	5 1%	6 1%	3 2%	9 1%	29 2%
	2%	70%	50%	41%	35%	18%	7%	15%	6%	88%	14%	17%	8%	24%	76%
British	527	305 22%	233 23%	151 21%	127 22%	106 23%	56 24%	76 24%	44 21%	382 22%	108 24%	99 21%	52 28%	167 23%	361 22%
		58%	44%	29%	24%	20%	11%	15%	8%	72%	20%	19%	10%	32%	68%
Other	123	49 5%	54 4%	25 5%	24 3%	29 4%	7 3%	17 5%	6 3%	79 5%	11 3%	14 3%	7 4%	18 3%	104 6%
		40%	44%	20%	19%	23%mo	6%	13%	5%	65%	9%	12%	6%	15%	85%vwy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 181

Q015: (SHOW SCREEN) Could you please select on this screen the group in which you would place your total household income from all sources, before tax and other deductions?
SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Under £11,500 (10K)	304 13%	173 15% 57%	131 11% 43%	136 12% 45%	168 14% 55%	63 18% 21% cd	39 10% 13%	44 11% 14%	56 14% 18%	47 14% 16%	55 11% 18%	14 3% 5%	74 10% 24% i	42 8% 14% i	174 28% 57% ijk	89 7% 29%	216 19% 71% lm	71 9% 23%	233 14% 77% o	66 10% 22%	238 14% 78% q	72 6% 24%	231 19% 76% s
£11,500 - £17,499 (15K)	326 14%	172 14% 53%	154 13% 47%	146 13% 45%	180 15% 55%	44 12% 13%	51 13% 16%	36 9% 11%	44 11% 13%	50 15% 15% e	101 21% 31% cd	30 6% 9%	95 13% 29% i	85 17% 26% i	116 19% 36% ij	125 10% 38%	201 18% 62% mn	82 11% 25%	244 15% 75% o	72 11% 22%	254 15% 78% q	124 10% 38%	202 17% 62% s
£17,500 - £29,999 (23.75K)	398 17%	258 22% 65%	140 12% 35%	196 17% 49%	202 17% 51%	33 9% 8%	75 19% 19% c	64 16% 16% c	79 19% 20% c	71 21% 18% c	77 16% 19% c	74 14% 19%	154 21% 39% ij	85 17% 21%	86 14% 21%	228 18% 57%	171 15% 43%	126 32% 32%	273 17% 68%	120 18% 30%	279 16% 70%	241 20% 60% t	158 13% 40%
£30,000 - £49,999 (40K)	435 18%	272 23% 63%	163 14% 37%	226 19% 52%	209 17% 48%	38 11% 9%	88 23% 20% ch	102 25% 23% cgh	83 20% 19% ch	62 18% 14% ch	61 13% 14%	144 27% 33% ijkl	157 21% 36% i	104 20% 24% i	30 5% 7%	301 24% 69% mn	133 12% 31%	189 25% 43% op	246 15% 57%	172 26% 40% r	263 15% 60%	297 25% 68% t	138 12% 32%
£50,000+ (60K)	252 11%	155 13% 61%	97 8% 39%	151 13% 60% b	101 8% 40%	25 7% 10%	42 11% 17% h	64 16% 25% cdgh	63 16% 25% cgh	32 9% 13% h	25 5% 10%	136 26% 54% ijkl	61 8% 24% i	43 8% 17% i	11 2% 4%	198 16% 78% kn	54 5% 22%	103 14% 41% p	149 9% 59%	90 14% 36% r	162 9% 64%	199 17% 79% t	53 4% 21%
DK/Refused	669 28%	162 14% 24%	508 43% 76%	305 26% 46%	364 30% 54%	147 42% 22% defgh	96 25% 14%	95 24% 14%	83 20% 12%	80 23% 12%	167 34% 25% defgh	132 25% 20%	193 26% 29%	148 29% 22%	197 32% 29% ij	324 26% 48%	345 31% 52% mn	189 25% 28%	480 30% 72% o	132 20% 20%	537 31% 80% q	256 22% 38%	411 34% 62% s
Mean('000)	29.09	29.70	28.16	30.76 b	27.43	25.16	30.41 ch	33.63 cd	31.40 cg	27.94 h	24.55	40.87 jk	29.16 i	29.14 i	17.70	34.12 n	22.98	32.67 p	27.31	32.44 r	27.63	34.43 t	22.75
SD	16.72	16.62	16.84	17.21	16.06	16.97	16.11	17.25	17.56	16.03	14.50	16.28	15.37	15.68	10.86	16.78	14.47	16.71	16.44	16.57	16.58	16.59	14.51
SE	0.40	0.50	0.68	0.59	0.54	1.18	0.93	0.96	1.03	0.95	0.82	0.79	0.64	0.87	0.55	0.53	0.54	0.70	0.49	0.73	0.48	0.51	0.57

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/t

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Absolutes/col percents/row percents 4 Mar 2019

Table 181

Q015: (SHOW SCREEN) Could you please select on this screen the group in which you would place your total household income from all sources, before tax and other deductions?
SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region									
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)	
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%	
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%	
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253	
Under £11,500 (10K)	304	244 11%	60 29%	160 10%	145 19%	223 11%	81 18%	240 12%	36 17%	25 18%	3 5%	19 19%	33 13%	23 12%	28 17%	28 14%	15 7%	37 19%	37 11%	21 7%	
	13%	80%	20%a	52%	48%c	73%	27%e	79%j	12%j	8%ej	1%	6%ps	11%a	7%	9%ps	9%e	5%	12%ps	12%	7%	
£11,500 - £17,499 (15K)	326	284 14%	42 13%	197 12%	129 17%	246 13%	80 18%	272 14%	24 11%	26 18%	4 7%	9 9%	51 19%	27 14%	31 18%	40 19%	25 12%	32 16%	31 10%	25 8%	
	14%	87%	13%a	60%	40%c	76%	24%e	83%j	7%	8%hj	1%	3%	16%krs	8%	10%rs	12%rs	8%	10%a	10%	8%	
£17,500 - £29,999 (23.75K)	398	378 17%	21 5%	289 18%	109 14%	338 17%	61 14%	318 16%	44 20%	30 21%	7 13%	21 22%	30 11%	36 18%	23 14%	36 17%	31 14%	34 17%	51 16%	56 18%	
	17%	95%b		73%d	27%	85%	15%	80%	11%	7%	2%	5%l	7%	9%	6%	9%	8%	8%	13%	14%l	
£30,000 - £49,999 (40K)	435	428 18%	4 2%	343 21%	92 12%	392 20%	43 10%	363 18%	36 17%	28 20%	8 14%	22 22%	54 21%	43 22%	23 14%	27 13%	50 23%	31 16%	48 15%	66 22%	
	18%	99%b	1%	79%d	21%	90%f	10%	84%	8%	6%	2%	5%	13%o	10%o	5%	6%	11%or	7%	11%	15%or	
£50,000+ (60K)	252	246 11%	6 2%	212 13%	40 5%	236 12%	16 4%	218 11%	24 11%	7 5%	2 4%	4 4%	25 9%	17 9%	9 5%	14 7%	30 14%	14 7%	49 15%	58 19%	
	11%	98%b		84%d	16%	94%f	6%	87%ij	10%ij	3%	1%	1%	10%	7%	3%	5%	12%kno	5%	19%knoq	23%klmnoq	
DK/Refused	669	592 28%	77 27%	407 25%	262 34%	511 26%	158 36%	560 28%	53 24%	25 18%	31 56%	23 24%	70 27%	49 25%	55 32%	63 30%	66 31%	52 26%	107 33%	75 25%	
	28%	88%	11%a	61%	39%c	76%	24%e	84%l	8%	4%	5%ghi	3%	10%	7%	8%	9%	10%	8%	16%a	11%	
Mean('000)	29.09	30.10b	16.75	31.54d	23.38	30.51f	21.82	29.50i	28.29i	25.05	29.58i	25.77	28.29n	29.03n	23.91	25.12	33.55klmnoq	25.20	31.91knoq	35.57klmnoqr	
SD	16.72	16.70	11.21	16.88	14.86	16.89	13.72	16.88	16.85	14.32	15.00	14.02	16.61	15.78	14.84	15.22	16.92	15.57	18.27	17.41	
SE	0.40	0.42	1.09	0.48	0.68	0.44	0.86	0.49	1.19	0.99	1.47	1.75	1.32	1.43	1.52	1.35	1.59	1.42	1.31	1.22	

Proportions/Mean: Columns Tested (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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Table 181

Absolutes/col percents/row percents 4 Mar 2019

Q015: (SHOW SCREEN) Could you please select on this screen the group in which you would place your total household income from all sources, before tax and other deductions?
SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Under £11,500 (10K)	304	53	251	91	160	12	131	133	114	177	88	179	125
	13%	13%	13%	9%	15%	6%	18%	9%	9%	16%	8%	10%	19%
		17%	83%	30%	53%ceg	4%	43%ceg	44%	37%	58%hj	29%	59%	41%k
£11,500 - £17,499 (15K)	326	70	256	126	172	36	120	166	138	182	123	222	104
	14%	17%	13%	13%	16%	17%	17%	12%	11%	17%	11%	13%	15%
		21%	79%	39%	53%cg	11%g	37%cg	51%	42%	56%hj	38%	68%	32%
£17,500 - £29,999 (23.75K)	398	77	322	168	178	36	113	247	217	174	199	308	90
	17%	18%	16%	17%	17%	17%	16%	18%	18%	16%	18%	18%	13%
		19%	81%	42%	45%	9%	28%	62%	54%	44%	50%	77%l	23%
£30,000 - £49,999 (40K)	435	79	355	226	172	54	81	316	285	138	249	350	84
	18%	19%	18%	23%	16%	26%	11%	22%	23%	13%	23%	21%	12%
		18%	82%	52%df	40%f	12%df	19%	73%df	66%l	32%	57%l	81%l	19%
£50,000+ (60K)	252	32	220	133	97	27	46	186	163	82	150	209	43
	11%	8%	11%	13%	9%	13%	6%	13%	13%	8%	14%	12%	6%
		13%	87%a	53%df	39%	11%f	18%	74%df	65%l	33%	60%l	83%l	17%
DK/Refused	669	110	559	260	282	42	221	358	312	332	282	441	228
	28%	26%	28%	26%	27%	20%	31%	25%	25%	31%	26%	26%	34%
		16%	84%	39%	42%	6%	33%ceg	54%	47%	50%hj	42%	66%	34%k
Mean('000)	29.09	27.27	29.49a	32.02df	27.11f	32.14df	24.01	31.94df	32.21l	25.32	32.64l	30.73l	24.42
SD	16.72	15.46	16.97	16.85	16.34	16.29	15.34	16.79	16.71	15.88	16.69	16.75	15.73
SE	0.40	0.83	0.46	0.61	0.59	1.24	0.71	0.51	0.54	0.59	0.58	0.46	0.77

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

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Absolutes/col percents/row percents 4 Mar 2019

Table 181

Q015: (SHOW SCREEN) Could you please select on this screen the group in which you would place your total household income from all sources, before tax and other deductions?
SINGLE CODE

Base: All respondents

	Devices connected TV through										Harm and offence on TV (seen in the last 12 months)				
	TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)	
Total															
2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%	
2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%	
1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367	
304 13%	131 10% 43%	88 8% 29%	71 10% 23%	62 11% 20%	69 15% 23% mnorstu	15 6% 5%	28 9% 9%	17 8% 6%	179 10% 59%	55 12% 18%	49 10% 16%	19 10% 6%	78 11% 26%	226 14% 74%	
326 14%	178 13% 55%t	123 11% 38%	79 11% 24%	74 13% 23%	54 12% 17%	21 9% 6%	33 10% 10%	17 8% 5%	222 13% 68%	72 16% 22%	75 16% 23%	31 17% 10%	116 16% 36%z	210 13% 64%	
398 17%	239 18% 60%	199 18% 50%	138 19% 35%	109 19% 27%	69 15% 17%	43 18% 11%	57 18% 14%	32 15% 8%	308 18% 77%	90 20% 23%	87 19% 22%	32 17% 8%	133 19% 33%	265 16% 67%	
435 18%	293 22% 67%	249 23% 57%	168 23% 39%	125 22% 29%	104 23% 24%	53 23% 12%	82 26% 19%u	59 28% 14%u	350 21% 81%	82 18% 19%	95 20% 22%	38 20% 9%	139 19% 32%	295 18% 68%	
252 11%	174 13% 69%	150 14% 60%	101 14% 40%	73 13% 29%	63 14% 25%	45 19% 18%mpu	47 15% 19%	31 15% 12%	209 12% 83%	41 9% 16%	54 12% 22%	24 13% 10%	79 11% 31%	173 10% 69%	
669 28%	318 24% 47%	282 26% 42%q	161 22% 24%	127 22% 19%	92 20% 14%	57 24% 9%	68 21% 10%	53 25% 8%	441 26% 66%q	107 24% 16%	110 23% 16%	41 22% 6%	172 24% 26%	498 30% 74%vwxy	
29.09	31.33	32.64u	32.23	30.91	30.86	35.60mnopqu	33.34u	34.76mpqu	30.73	27.97	29.84	30.29	29.33	28.97	
16.72	16.79	16.69	16.79	16.70	17.48	17.25	16.71	16.49	16.75	15.84	16.54	17.00	16.45	16.85	
0.40	0.52	0.58	0.71	0.76	0.90	1.28	1.05	1.30	0.46	0.87	0.86	1.41	0.70	0.49	

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 182

QO16(1): 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?

I always keep up with new technology

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
1 - not at all	254 11%	94 8%	161 13%	97 8%	157 13%	9 3%	13 3%	23 5%	30 7%	38 11%	141 29%	50 9%	56 8%	50 10%	99 16%	105 8%	149 13%	27 4%	227 14%	23 3%	232 13%	54 5%	200 17%
		37%	63%	38%	62% ^a	4%	5%	9%	12% ^{cd}	15% ^{cde}	55% ^{cdefg}	19%	22%	20%	39% ^{ijkl}	41%	59% ^m	11%	89% ^o	9%	91% ^q	21%	79% ^s
2	118 5%	42 4%	76 6%	50 4%	67 5%	7 2%	13 3%	20 5%	21 5%	17 5%	39 8%	12 2%	30 4%	14 3%	61 10%	43 3%	75 7%	19 3%	98 6%	19 3%	99 6%	40 3%	77 6%
		36%	64%	43%	57%	6%	11%	17%	18% ^c	15%	34% ^{cd}	10%	26%	12%	52% ^{ijkl}	36%	64% ^m	16%	84% ^o	16%	84% ^q	34%	66% ^s
3	176 7%	93 8%	83 7%	81 7%	95 8%	15 4%	16 4%	24 6%	27 7%	45 13%	49 10%	44 8%	46 6%	32 6%	54 9%	89 7%	87 8%	36 5%	140 9%	33 5%	143 8%	66 6%	110 9%
		53%	47%	46%	54%	8%	9%	14%	15%	26% ^{cdef}	28% ^{cde}	25%	26%	18%	31%	51%	49%	20%	80% ^o	19%	81% ^q	37%	63% ^s
4	152 6%	90 8%	62 5%	79 7%	74 6%	11 3%	18 5%	19 5%	37 9%	32 9%	34 7%	29 6%	41 6%	35 7%	46 8%	71 6%	81 7%	36 5%	116 7%	28 4%	124 7%	72 6%	78 7%
		59%	41%	52%	48%	7%	12%	13%	25% ^{cde}	21% ^{cde}	22% ^c	19%	27%	23%	31%	47%	53%	24%	76% ^o	18%	82% ^q	48%	51%
5	368 15%	206 17%	161 14%	165 14%	203 17%	52 15%	54 14%	50 12%	65 16%	77 22%	70 14%	65 12%	114 16%	78 15%	110 18%	180 14%	188 17%	107 14%	261 16%	92 14%	276 16%	165 14%	203 17%
		56%	44%	45%	55%	14%	15%	14%	18%	21% ^{cdef}	19%	18%	31%	21%	30% ^l	49%	51%	29%	71%	25%	75%	45%	55%
6	253 11%	147 12%	106 9%	113 10%	140 11%	44 12%	40 10%	51 13%	45 11%	32 9%	42 9%	54 10%	93 13%	54 11%	52 8%	147 12%	106 9%	89 12%	164 10%	76 12%	177 10%	135 11%	117 10%
		58%	42%	45%	55%	17%	16%	20%	18%	13%	17%	21%	37% ^l	22%	20%	58%	42%	35%	65%	30%	70%	53%	46%
7	382 16%	206 17%	176 15%	200 17%	182 15%	59 17%	65 17%	79 19%	88 22%	38 11%	53 11%	102 19%	112 15%	94 19%	74 12%	214 17%	168 15%	143 19%	240 15%	126 19%	256 15%	225 19%	157 13%
		54%	46%	52%	48%	16% ^{qgh}	17% ^{qgh}	21% ^{gh}	23% ^{gh}	10%	14%	27% ^l	29%	25% ^l	19%	56%	44%	37% ^p	63%	33% ^r	67%	69% ^t	41%
8	323 14%	162 14%	161 13%	177 15%	146 12%	62 18%	77 20%	57 14%	49 12%	38 11%	39 8%	70 13%	112 15%	76 15%	66 11%	181 14%	142 13%	127 17%	196 12%	109 17%	214 12%	208 17%	115 10%
		50%	50%	55% ^b	45%	19% ^{gh}	24% ^{efgh}	18% ^h	15%	12%	12%	22%	35% ^l	23%	20%	56%	44%	39% ^p	61%	34% ^r	66%	64% ^t	36%
9	145 6%	70 6%	75 6%	77 7%	68 6%	32 9%	29 7%	45 11%	21 5%	11 3%	6 1%	44 8%	64 9%	26 5%	11 2%	108 9%	37 3%	76 10%	69 4%	73 11%	72 4%	101 9%	44 4%
		48%	52%	53%	47%	22% ^{fgh}	20% ^{gh}	31% ^{fgh}	14% ^h	8%	4%	31% ^l	44% ^{kl}	18% ^l	7%	75% ⁿ	25%	52% ^p	48%	50% ^r	50%	70% ^t	30%
10 - a great deal	213 9%	82 7%	131 11%	120 10%	93 8%	59 17%	64 16%	38 9%	26 6%	13 4%	13 3%	59 11%	67 9%	48 9%	39 6%	126 10%	87 8%	99 13%	114 7%	74 11%	139 8%	121 57%	92 43%
		38%	62%	56% ^b	44%	28% ^{efgh}	30% ^{efgh}	18% ^{gh}	12% ^h	6%	6%	28% ^l	31%	22%	18%	59%	41%	47% ^p	53%	35% ^r	65%	57%	43%
Mean	5.74	5.80	5.67	6.01 ^b	5.48	6.92 ^{efgh}	6.79 ^{efgh}	6.31 ^{fgh}	5.75 ^{gh}	5.03 ^h	4.05	6.11 ^l	6.08 ^l	5.93 ^l	4.84	6.09 ⁿ	5.33	6.69 ^p	5.29	6.65 ^r	5.39	6.41 ^t	5.07
SD	2.67	2.45	2.88	2.62	2.70	2.28	2.40	2.49	2.43	2.43	2.66	2.66	2.55	2.58	2.70	2.59	2.70	2.33	2.71	2.32	2.72	2.38	2.78
SE	0.05	0.07	0.09	0.08	0.08	0.12	0.12	0.12	0.12	0.13	0.12	0.11	0.09	0.12	0.11	0.07	0.08	0.08	0.07	0.09	0.07	0.06	0.09

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

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Table 182

QO16(1): 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?

I always keep up with new technology

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
1 - not at all	254 11%	157 7%	97 47%	89 6%	165 21%	111 6%	143 33%	214 11%	19 9%	15 11%	5 10%	9 9%	27 10%	19 10%	32 19%	17 8%	34 16%	30 15%	36 11%	10 3%
		62%	38% a	35%	65% c	44%	55% e	84%	8%	6%	2%	3% s	11% s	7% s	13% lmors	7% s	13% s	12% s	14% s	4%
2	118 5%	92 4%	26 13%	54 3%	64 8%	70 4%	48 11%	88 4%	15 7%	10 7%	4 8%	3 4%	21 8%	7 4%	6 4%	10 5%	11 5%	14 7%	8 2%	7 2%
		78%	22% a	46%	54% c	59%	41% e	74%	13%	9%	4%	3%	18% rs	6%	5%	9%	9%	12% rs	7%	6%
3	176 7%	156 7%	19 9%	107 7%	69 9%	137 7%	39 9%	130 7%	24 11%	17 12%	5 8%	5 3%	16 6%	15 8%	9 5%	12 6%	14 6%	15 8%	32 10%	12 4%
		89%	11%	61%	39%	78%	22%	74%	14% g	10% g	3%	3%	9%	9%	5%	7%	8%	8%	18% s	7%
4	152 6%	142 7%	10 5%	99 6%	53 7%	124 6%	28 6%	123 6%	15 7%	9 7%	5 9%	9 3%	17 7%	9 4%	7 4%	15 7%	19 9%	11 6%	25 8%	10 3%
		94%	6%	65%	35%	82%	18%	81%	10%	6%	3%	6% s	11%	6%	5%	10%	13% s	8%	17% s	6%
5	368 15%	350 16%	17 8%	243 15%	125 16%	296 15%	72 16%	316 16%	34 15%	13 9%	5 10%	17 18%	54 21%	37 19%	24 14%	33 16%	18 8%	31 16%	55 17%	47 16%
		95% b	5%	66%	34%	80%	20%	86% lj	9%	4%	1%	5% p	15% p	10% p	6%	9%	5%	9%	15% p	13% p
6	253 11%	240 11%	12 6%	185 12%	68 9%	222 11%	31 7%	204 10%	26 12%	16 12%	7 13%	8 3%	32 12%	20 10%	17 10%	24 12%	22 10%	16 9%	28 11%	37 15%
		95% b	5%	73%	27%	88% f	12%	81%	10%	6%	3%	3%	13%	8%	7%	10%	9%	6%	11%	8%
7	382 16%	371 17%	10 5%	290 18%	92 12%	348 18%	34 8%	318 16%	33 15%	22 16%	9 16%	14 4%	39 15%	33 17%	32 19%	34 16%	33 15%	30 15%	45 14%	57 19%
		97% b	3%	76% d	24%	91% f	9%	83%	9%	6%	2%	4%	10%	9%	8%	9%	9%	8%	12%	15%
8	323 14%	313 14%	10 5%	245 15%	78 10%	296 15%	28 6%	276 14%	27 12%	14 10%	7 12%	16 5%	23 9%	29 15%	18 11%	29 14%	36 17%	23 11%	38 12%	64 21%
		97% b	3%	76% d	24%	91% f	9%	85%	8%	4%	2%	5%	7%	9%	6%	9%	11% l	7%	12%	20% lmqr
9	145 6%	139 6%	5 3%	121 8%	23 3%	136 7%	9 2%	122 6%	12 5%	7 5%	4 6%	5 4%	12 5%	9 5%	5 3%	16 8%	14 6%	10 5%	27 8%	24 8%
		96%	4%	84% d	16%	94% f	6%	84%	8%	5%	2%	4%	8%	6%	4%	11%	9%	7%	18%	16%
10 - a great deal	213 9%	210 10%	3 1%	173 11%	40 5%	205 11%	8 2%	181 9%	12 6%	15 11%	4 8%	12 6%	19 7%	19 10%	18 11%	17 8%	15 7%	19 10%	28 9%	34 11%
		99% b	1%	81% d	19%	96% f	4%	85%	6%	7% h	2%	6%	9%	9%	9%	8%	7%	9%	13%	16%
Mean	5.74	6.00 b	2.99	6.26 d	4.66	6.20 f	3.70	5.79 h	5.43	5.52	5.58	6.01	5.40	5.84	5.44	5.90	5.52	5.40	5.70	6.70 klmnopqr
SD	2.67	2.54	2.52	2.46	2.77	2.47	2.58	2.67	2.56	2.82	2.72	2.66	2.58	2.59	2.92	2.56	2.84	2.86	2.69	2.21
SE	0.05	0.05	0.20	0.06	0.10	0.06	0.13	0.07	0.16	0.18	0.18	0.29	0.18	0.20	0.25	0.19	0.23	0.23	0.16	0.13

Proportions/Mean: Columns Tested (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/row percents 4 Mar 2019

Table 182

QO16(1): 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?**I always keep up with new technology****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
1 - not at all	254 11%	62 15%	192 10%	71 7%	143 13%	22 10%	130 18%	92 7%	51 4%	199 18%	35 3%	89 5%	165 24%
		24% b	76%	26%	56% cg	8%	51% cdeg	36%	20%	78% hj	14%	35%	65% k
2	118 5%	13 3%	105 5%	41 4%	62 6%	9 4%	49 7%	59 4%	33 3%	80 7%	29 3%	56 3%	62 9%
		11%	89%	35%	52%	7%	42% cg	50%	28%	68% hj	24%	48%	52% k
3	176 7%	24 6%	152 8%	65 6%	102 10%	13 6%	68 9%	96 7%	61 5%	109 10%	46 4%	105 6%	71 11%
		14%	86%	37%	58% cg	8%	38% c	55%	35%	62% hj	26%	60%	40% k
4	152 6%	22 5%	130 7%	58 6%	75 7%	13 6%	50 7%	81 6%	72 6%	77 7%	61 6%	111 7%	41 6%
		15%	85%	38%	49%	9%	33%	53%	47%	50%	40%	73%	27%
5	368 15%	70 17%	297 15%	132 13%	179 17%	26 13%	122 17%	198 14%	196 16%	161 15%	174 16%	267 16%	101 15%
		19%	81%	36%	49% c	7%	33% c	54%	53%	44%	47%	73%	27%
6	253 11%	47 11%	206 11%	118 12%	104 10%	20 10%	63 9%	159 11%	136 11%	109 10%	117 11%	192 11%	62 9%
		19%	81%	47%	41%	8%	25%	63%	54%	43%	46%	76%	24%
7	382 16%	66 16%	316 16%	170 17%	146 14%	31 15%	95 13%	256 18%	224 18%	150 14%	208 19%	312 18%	71 10%
		17%	83%	44%	38%	8%	25%	67% df	59% i	39%	54% i	82% i	18%
8	323 14%	49 12%	274 14%	162 16%	123 12%	31 15%	72 10%	219 16%	200 16%	111 10%	182 17%	272 16%	51 8%
		15%	85%	50% df	38%	10%	22%	68% df	62% i	34%	56% i	84% i	16%
9	145 6%	29 7%	115 6%	65 6%	61 6%	15 7%	30 4%	95 7%	104 8%	36 3%	98 9%	124 7%	21 3%
		20%	80%	45%	42%	10%	21%	66% f	72% i	25%	68% i	86% i	14%
10 - a great deal	213 9%	37 9%	176 9%	124 12%	69 6%	27 13%	33 5%	151 11%	151 12%	52 5%	140 13%	182 11%	31 5%
		17%	83%	58% df	32%	13% df	15%	71% df	71% i	25%	66% i	85% i	15%
Mean	5.74	5.65	5.76	6.22 df	6.30 f	6.05 df	4.86	6.17 df	6.51 i	4.83	6.65 i	6.28 i	4.36
SD	2.67	2.76	2.65	2.58	2.70	2.79	2.71	2.53	2.37	2.71	2.30	2.43	2.77
SE	0.05	0.13	0.06	0.08	0.08	0.19	0.10	0.07	0.07	0.08	0.07	0.06	0.11

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 182

Absolutes/col percents/row percents 4 Mar 2019

QO16(1): 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?

I always keep up with new technology

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
1 - not at all	254 11%	62 5%	35 3%	13 2%	12 2%	16 3%	4 2%	3 1%	4 2%	89 5%	71 16%	54 11%	21 11%	95 13%	159 10%
		24% <i>oprs</i>	14% <i>s</i>	5%	5%	6% <i>s</i>	1%	1%	1%	35% <i>noprst</i>	28% <i>z</i>	21%	8%	37% <i>z</i>	63%
2	118 5%	40 3%	29 3%	14 2%	13 2%	13 3%	7 3%	7 2%	5 3%	56 3%	25 6%	17 4%	6 3%	35 5%	83 5%
		34%	24%	12%	11%	11%	6%	6%	5%	48%	21%	15%	5%	30%	70%
3	176 7%	82 6%	46 4%	34 5%	26 5%	20 4%	5 2%	8 3%	3 1%	105 6%	42 9%	37 8%	12 6%	58 8%	118 7%
		47% <i>nrst</i>	26%	19% <i>t</i>	15%	12%	3%	5%	2%	60% <i>nrst</i>	24%	21%	7%	33%	67%
4	152 6%	77 6%	61 6%	30 4%	34 6%	23 5%	6 3%	9 3%	5 2%	111 7%	31 7%	34 7%	12 7%	50 7%	103 6%
		51%	40%	20%	22%	15%	4%	6%	3%	73% <i>ors</i>	21%	23%	8%	33%	67%
5	368 15%	186 14%	174 16%	85 12%	78 14%	56 12%	22 9%	36 11%	15 7%	267 16%	77 17%	82 17%	30 16%	118 17%	249 15%
		51% <i>t</i>	47% <i>ort</i>	23%	21% <i>t</i>	15%	6%	10%	4%	73% <i>ort</i>	21%	22%	8%	32%	68%
6	253 11%	157 12%	117 11%	60 8%	57 10%	56 13%	14 6%	24 7%	19 9%	192 11%	45 10%	37 8%	17 9%	69 10%	184 11%
		62% <i>ors</i>	46% <i>r</i>	24%	22%	22% <i>ors</i>	5%	9%	8%	76% <i>r</i>	18%	14%	7%	27%	73%
7	382 16%	243 18%	208 19%	140 20%	124 22%	86 19%	44 17%	55 22%	45 17%	312 18%	53 12%	71 15%	27 14%	97 14%	285 17%
		64%	54%	37%	33%	23%	12%	14%	12%	82%	14%	19%	7%	25%	75% <i>vy</i>
8	323 14%	220 17%	182 17%	137 19%	91 16%	84 19%	49 21%	63 20%	49 24%	272 16%	60 13%	57 12%	18 10%	91 13%	232 14%
		68%	56%	42%	28%	26%	15%	20%	15% <i>mnpqu</i>	84%	18%	18%	6%	28%	72%
9	145 6%	110 8%	98 9%	80 11%	56 10%	41 9%	28 12%	48 15%	26 13%	124 7%	18 4%	39 8%	18 10%	51 7%	94 6%
		76%	68%	55% <i>u</i>	38%	29%	19% <i>u</i>	33% <i>mnpqu</i>	18% <i>u</i>	86%	13%	27% <i>v</i>	12% <i>vz</i>	35%	65%
10 - a great deal	213 9%	155 12%	140 13%	125 17%	78 14%	55 12%	56 24%	64 20%	37 18%	182 11%	27 6%	42 9%	26 14%	53 7%	160 10%
		73%	66%	59% <i>mnpqu</i>	37%	26%	26% <i>mnpqu</i>	30% <i>mnpqu</i>	17% <i>mu</i>	85%	13%	20%	12% <i>vy</i>	25%	75% <i>v</i>
Mean	5.74	6.43	6.65 <i>mu</i>	7.10 <i>mnpqu</i>	6.79 <i>mu</i>	6.68 <i>u</i>	7.52 <i>mnpqu</i>	7.46 <i>mnpqu</i>	7.43 <i>mnpqu</i>	6.28	5.14	5.72 <i>v</i>	6.02 <i>vy</i>	5.49	5.84 <i>vy</i>
SD	2.67	2.41	2.30	2.24	2.24	2.31	2.20	2.12	2.07	2.43	2.72	2.71	2.81	2.73	2.64
SE	0.05	0.07	0.07	0.08	0.09	0.11	0.14	0.12	0.14	0.06	0.13	0.13	0.21	0.10	0.06

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 183

QO16(2): 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?**Computers confuse me****Base: All respondents**

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
1 - not at all	793	387	406	403	390	173	166	135	140	103	77	200	265	159	170	465	329	286	507	229	564	437	356
	33%	32%	34%	35%	32%	49%	42%	33%	34%	30%	16%	38%	36%	31%	28%	37%	29%	38%	31%	35%	33%	37%	30%
		49%	51%	51%	49%	22%efgh	21%efgh	17%h	18%h	13%h	10%	25%l	33%l	20%	21%	59%n	41%	36%p	64%	29%	71%	55%t	45%
2	314	184	129	159	155	57	51	64	57	39	46	83	112	59	59	195	119	106	207	91	223	174	140
	13%	15%	11%	14%	13%	16%	13%	16%	14%	11%	10%	16%	15%	12%	10%	15%	11%	14%	13%	14%	13%	15%	12%
		59%	41%	51%	49%	15%h	16%	20%h	18%	12%	15%	27%l	36%l	19%	19%	62%n	38%	34%	66%	29%	71%	56%	44%
3	235	147	88	114	121	31	45	36	41	40	42	55	87	40	53	141	94	65	170	60	175	125	110
	10%	12%	7%	10%	10%	9%	11%	9%	10%	12%	9%	10%	12%	8%	9%	11%	8%	9%	10%	9%	10%	11%	9%
		63%	37%	49%	51%	13%	19%	15%	17%	17%	18%	23%	37%	17%	23%	60%n	40%	28%	72%	26%	74%	53%	47%
4	167	99	68	72	96	15	30	29	30	25	39	37	48	35	47	85	82	53	115	45	122	78	87
	7%	8%	6%	6%	8%	4%	8%	7%	7%	7%	8%	7%	7%	7%	8%	7%	7%	7%	7%	7%	7%	7%	7%
		59%	41%	43%	57%	9%	18%	17%	18%	15%	23%	22%	29%	21%	28%	51%	49%	31%	69%	27%	73%	46%	52%
5	302	147	156	144	159	36	34	47	55	54	77	51	87	79	85	138	164	79	224	69	234	140	163
	13%	12%	13%	12%	13%	10%	9%	11%	14%	16%	16%	10%	12%	16%	14%	11%	15%	10%	14%	11%	13%	12%	14%
		48%	52%	48%	52%	12%	11%	15%	18%cd	19%cd	25%cd	17%	29%	26%l	28%l	46%	54%lm	26%	74%o	23%	77%	46%	54%
6	139	69	70	66	73	10	22	24	27	25	32	18	39	37	46	57	82	44	96	41	99	72	67
	6%	6%	6%	6%	6%	3%	6%	6%	7%	7%	7%	3%	5%	7%	7%	5%	7%	6%	6%	6%	6%	6%	6%
		50%	50%	48%	52%	7%	16%	17%	20%cd	18%cd	23%cd	13%	26%	26%l	33%l	41%	59%lm	31%	69%	29%	71%	52%	48%
7	145	67	78	64	81	14	19	28	24	22	39	31	33	32	49	64	81	51	94	48	97	67	78
	6%	6%	7%	6%	7%	4%	5%	7%	6%	6%	8%	6%	4%	6%	8%	5%	7%	7%	6%	7%	6%	6%	7%
		46%	54%	44%	56%	9%	13%	19%	17%	15%	27%cd	21%	23%	22%	34%l	44%	56%lm	35%	65%	33%	67%	46%	54%
8	107	49	58	63	44	9	11	22	15	18	32	24	28	21	33	52	55	34	73	28	78	52	54
	4%	4%	5%	5%	4%	3%	3%	5%	4%	5%	6%	24	28	4%	4%	5%	4%	4%	4%	4%	5%	4%	5%
		46%	54%	59%b	41%	9%	10%	20%	14%	17%	30%cd	23%	26%	20%	31%	49%	51%	32%	68%	27%	73%	49%	51%
9	51	22	29	25	26	4	9	8	5	8	17	12	10	18	10	23	29	19	33	18	33	22	29
	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	4%	2%	1%	4%	2%	2%	3%	2%	2%	3%	2%	2%	2%
		43%	57%	49%	51%	8%	18%	15%	10%	15%	34%	24%	20%	36%l	20%	44%	56%	37%	63%	35%	65%	43%	57%
10 - a great deal	130	21	109	50	80	2	5	14	14	10	85	17	26	25	61	44	86	23	107	22	107	20	110
	5%	2%	9%	4%	7%	1%	1%	3%	4%	3%	17%	3%	4%	5%	10%	3%	8%	3%	7%	3%	6%	2%	9%
		16%	84%	39%	61%a	2%	4%	11%cd	11%cd	7%cd	65%cd	13%	20%	19%	47%ijk	34%	66%lm	18%	82%o	17%	83%o	16%	84%o
Mean	3.68	3.36	4.00	3.57	3.78	2.59	3.00c	3.55cd	3.46cd	3.74cd	5.26cde	3.29	3.29	3.88ij	4.31ijk	3.29	4.12m	3.41	3.81o	3.55	3.73	3.28	4.08s
SD	2.76	2.42	3.04	2.72	2.80	2.17	2.39	2.66	2.56	2.58	3.11	2.63	2.54	2.79	2.98	2.58	2.90	2.66	2.80	2.70	2.79	2.48	2.97
SE	0.06	0.07	0.09	0.08	0.08	0.12	0.12	0.13	0.13	0.13	0.14	0.11	0.09	0.13	0.12	0.07	0.09	0.10	0.07	0.10	0.07	0.07	0.09

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t

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Table 183

QO16(2): 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?

Computers confuse me

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
1 - not at all	793	769	24	603	190	722	71	653	76	45	18	34	92	68	65	54	72	57	120	92
	33%	35%	12%	38%	24%	37%	16%	33%	35%	32%	33%	35%	35%	35%	39%	26%	33%	28%	37%	30%
		97%b		76% d		91% f		82%	10%	6%	2%	4%	12%	9%	8% o	7%	9%	7%	15% o	12%
2	314	297	16	243	71	289	25	253	30	21	10	11	33	16	17	36	30	20	42	47
	13%	14%	7%	15%	9%	15%	6%	14%	14%	15%	18%	11%	13%	8%	10%	18%	14%	10%	13%	15%
		95% b		77% d		92% f		81%	9%	7%	3%	4%	11%	5%	5%	12% m	10%	6%	13%	15% n
3	235	224	10	163	72	213	23	185	25	17	8	11	19	18	12	25	24	17	24	35
	10%	10%	5%	10%	9%	11%	5%	11%	11%	12%	15%	11%	7%	9%	7%	12%	11%	8%	7%	12%
		95% b		69%	31%	90% f		79%	11%	7%	4% g	5%	8%	7%	5%	11%	10%	7%	10%	15%
4	167	158	10	97	70	132	36	137	16	12	3	6	18	14	6	17	21	19	17	19
	7%	7%	5%	6%	9%	7%	8%	7%	8%	8%	5%	6%	7%	7%	4%	8%	10%	9%	5%	6%
		94%	6%	58%	42% c	79%		82%	10%	7%	2%	4%	11%	8%	4%	10%	13%	11%	10%	11%
5	302	274	28	191	111	222	81	260	27	13	2	12	50	31	26	33	19	34	29	26
	13%	13%	14%	12%	14%	11%	18%	13%	13%	9%	4%	13%	19%	16%	16%	16%	9%	17%	9%	9%
		91%	9%	63%	37%	73%	27% e	86% j	9% j		1%	4%	16% prs	10% rs	9%	11% rs	6%	11% prs	10%	9%
6	139	131	7	89	50	107	32	115	15	5	4	8	14	13	2	9	14	8	19	28
	6%	6%	4%	6%	6%	5%	7%	6%	7%	4%	7%	8%	5%	7%	1%	4%	7%	4%	6%	9%
		94%	5%	64%	36%	77%	23%	83%	11%	4%	3%	6% n	10%	9% n	1%	6%	10% n	6%	14% n	20% n
7	145	129	16	96	49	106	39	123	7	9	5	3	11	13	7	14	10	15	24	27
	6%	6%	8%	6%	6%	5%	9%	6%	3%	6%	10%	3%	4%	7%	4%	7%	5%	7%	7%	9%
		89%	11%	66%	34%	73%	27% e	85%	5%	6%	4% h	2%	8%	9%	5%	9%	7%	10%	16%	19% i
8	107	89	18	64	42	79	27	90	6	8	3	5	10	11	9	12	9	4	15	14
	4%	4%	9%	4%	5%	4%	6%	5%	3%	5%	6%	5%	4%	6%	5%	6%	4%	2%	5%	5%
		83%	17% a	60%	40%	74%	26%	84%	6%	7%	3%	5%	9%	11%	8%	11%	9%	4%	14%	13%
9	51	37	15	25	27	29	23	44	3	3	1	3	3	3	7	4	4	7	6	7
	2%	2%	7%	2%	3%	1%	5%	2%	2%	2%	1%	3%	1%	1%	4%	2%	2%	4%	2%	2%
		71%	29% a	48%	52% c	56%	44% d	86%	7%	6%	1%	6%	5%	5%	14%	8%	8%	14%	13%	13%
10 - a great deal	130	65	65	35	95	48	82	110	11	8	1	5	13	9	17	4	14	18	25	6
	5%	3%	31%	2%	12%	2%	19%	6%	5%	6%	1%	5%	5%	5%	10%	2%	6%	9%	8%	2%
		50%	50% a	27%	73% c	37%	63% e	85% j	9% j	6% j		4%	10%	7%	13% os	3%	10% os	14% os	20% os	5%
Mean	3.68	3.41	6.46 a	3.25	4.58 c	3.25	5.58 e	3.72	3.41	3.64	3.33	3.65	3.53	3.78	3.90	3.62	3.61	4.15 i	3.74	3.62
SD	2.76	2.56	3.27	2.49	3.07	2.49	3.10	2.78	2.62	2.80	2.51	2.77	2.63	2.73	3.17	2.46	2.78	2.94	3.00	2.58
SE	0.06	0.05	0.25	0.06	0.11	0.06	0.15	0.07	0.16	0.17	0.17	0.30	0.18	0.22	0.28	0.19	0.22	0.24	0.18	0.16

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
* small base

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 183

Q016(2): 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?**Computers confuse me****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
1 - not at all	793 33%	154 37% 19%	639 33% 81%	358 36% 45%f	333 31% 42%	69 34% 9%	199 28% 25%	490 35% 62% f	459 37% 58% h	298 27% 38%	416 38% 62% i	631 37% 80% l	162 24% 20%
2	314 13%	42 10% 13%	272 14% 87%	129 13% 41%	140 13% 45%	20 10% 6%	95 13% 30%	189 13% 60%	188 15% 60% h	114 11% 36%	169 16% 54% i	247 14% 79% l	67 10% 21%
3	235 10%	47 11% 20%	188 10% 80%	98 10% 42%	104 10% 44%	22 10% 9%	74 10% 32%	143 10% 61%	129 11% 55%	103 10% 44%	106 10% 45%	177 10% 75%	58 9% 25%
4	167 7%	26 6% 16%	141 7% 84%	63 6% 37%	70 7% 42%	16 8% 10%	48 7% 29%	103 7% 61%	64 5% 38%	98 9% 59% h,j	54 5% 32%	107 6% 64%	60 9% 36% k
5	302 13%	55 13% 18%	247 13% 82%	109 11% 36%	154 14% 51% cg	32 15% 10%	112 16% 37% cg	153 11% 50%	151 12% 50%	147 14% 49%	134 12% 44%	201 12% 67%	101 15% 33%
6	139 6%	16 4% 12%	123 6% 88%	58 6% 42%	58 5% 42%	14 7% 10%	37 5% 26%	94 7% 67%	66 5% 47%	71 7% 51%	59 5% 42%	105 6% 75%	34 5% 25%
7	145 6%	25 6% 17%	120 6% 83%	69 7% 48%	60 6% 41%	10 5% 7%	38 5% 26%	92 7% 63%	75 6% 52%	64 6% 44%	66 6% 46%	94 6% 65%	51 8% 35%
8	107 4%	21 5% 20%	86 4% 80%	59 6% 55% f	43 4% 40%	12 6% 11%	25 4% 23%	67 5% 63%	47 4% 44%	57 5% 54%	40 4% 38%	73 4% 69%	34 5% 31%
9	51 2%	12 3% 23%	40 2% 77%	27 3% 52%	27 3% 53%	3 2% 6%	20 3% 38%	26 2% 50%	22 2% 43%	29 3% 57%	20 2% 39%	27 2% 52%	25 4% 48% k
10 - a great deal	130 5%	22 5% 17%	108 6% 83%	35 3% 27%	74 7% 57% cg	9 5% 7%	64 9% 50% cg	50 4% 39%	27 2% 20%	102 9% 79% h,j	27 2% 20%	47 3% 36%	83 12% 64% k
Mean	3.68	3.62	3.69	3.58	3.83 g	3.70	4.04 cg	3.52	3.26	4.23 h,j	3.25	3.32	4.59 k
SD	2.76	2.81	2.76	2.73	2.84	2.69	2.92	2.65	2.50	2.97	2.53	2.54	3.08
SE	0.06	0.13	0.06	0.08	0.09	0.18	0.11	0.07	0.07	0.09	0.08	0.06	0.12

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 183

QO16(2): 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?

Computers confuse me

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
1 - not at all	793 33%	489 37% 62%	416 38% 52%	307 43% 39%mtu	261 46% 33%mntu	179 40% 23%	98 42% 12%	144 46% 18%mntu	70 34% 9%	631 37% 80%	121 27% 15%	147 31% 19%	61 33% 8%	212 30% 27%	581 35% 73%vy
2	314 13%	195 15% 62%	169 16% 54%	106 15% 34%	84 15% 27%	66 15% 21%	32 14% 10%	47 15% 15%	31 15% 10%	247 14% 79%	46 10% 15%	47 10% 15%	10 5% 3%	80 11% 25%x	234 14% 75%wx
3	235 10%	134 10% 57%is	106 10% 45%is	71 10% 30%is	52 9% 22%	37 8% 16%	17 7% 7%	18 6% 7%	13 6% 5%	177 10% 75%is	45 10% 19%	46 10% 20%	15 8% 7%	76 11% 32%	160 10% 68%
4	167 7%	78 6% 47%	54 5% 32%	35 5% 21%	22 4% 13%	27 6% 16%	11 5% 6%	17 5% 10%	13 6% 8%	107 6% 64%p	30 7% 18%	31 7% 18%	12 6% 7%	45 6% 27%	122 7% 73%
5	302 13%	151 11% 50%r	134 12% 44%ors	62 9% 20%	56 10% 19%	46 10% 15%	13 6% 4%	23 7% 8%	22 10% 7%	201 12% 67%ors	73 16% 24%z	61 13% 20%	21 11% 7%	100 14% 33%	202 12% 67%
6	139 6%	84 6% 60%	59 5% 42%	42 6% 30%	23 4% 16%	30 7% 21%	11 5% 8%	18 6% 13%	15 7% 11%	105 6% 75%	17 4% 12%	34 7% 24%v	11 6% 8%	35 5% 25%	104 6% 75%
7	145 6%	76 6% 52%	66 6% 46%	32 4% 22%	26 5% 18%	26 6% 18%	18 8% 12%	16 5% 11%	19 9% 13%op	94 6% 65%	36 8% 25%	42 9% 29%z	12 7% 9%	56 8% 39%z	88 5% 61%
8	107 4%	60 5% 57%	40 4% 38%	33 5% 31%	24 4% 22%	20 4% 19%	15 6% 14%	15 5% 14%	13 6% 12%	73 4% 69%	27 6% 25%	20 4% 19%	19 10% 18%wyz	43 6% 40%z	64 4% 60%
9	51 2%	23 2% 45%	20 2% 39%	13 2% 25%	12 2% 24%	12 3% 23%	10 4% 19%mnul	6 2% 13%	3 1% 6%	27 2% 52%	14 3% 28%	10 2% 19%	6 3% 12%	16 2% 30%	36 2% 70%
10 - a great deal	130 5%	41 3% 32%	27 2% 20%	18 2% 14%	8 1% 6%	9 2% 7%	10 4% 7%p	11 3% 8%	10 5% 7%p	47 3% 36%	38 9% 30%z	33 7% 25%	18 9% 13%z	54 8% 42%z	76 5% 58%
Mean	3.68	3.37op	3.25p	3.08	2.92	3.27p	3.48p	3.12	3.75nopqsu	3.32p	4.28z	4.00z	4.42z	4.06z	3.52
SD	2.76	2.60	2.53	2.55	2.46	2.59	2.94	2.70	2.81	2.54	2.96	2.87	3.16	2.91	2.68
SE	0.06	0.07	0.08	0.09	0.10	0.12	0.19	0.15	0.19	0.06	0.14	0.13	0.23	0.11	0.07

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Absolutes/col percents/row percents 4 Mar 2019

Table 184

QO16(3): 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?
I prefer to wait until new technology products have become cheaper before getting them

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
1 - not at all	126 5%	36 3%	90 8%	60 5%	66 5%	22 6%	31 8%	13 3%	16 4%	9 3%	35 7%	28 5%	35 5%	32 6%	30 5%	64 5%	62 6%	40 5%	86 5%	34 5%	92 5%	59 5%	67 6%
		29%	71%	48%	52%	18%g	24%efg	10%	13%	7%	28%eg	22%	28%	25%	24%	51%	49%	32%	68%	27%	73%	47%	53%
2	47 2%	23 2%	25 2%	27 2%	21 2%	8 2%	6 1%	10 3%	9 2%	6 2%	9 2%	15 3%	9 1%	11 2%	13 2%	24 2%	24 2%	16 2%	31 2%	12 2%	35 2%	27 2%	21 2%
		48%	52%	56%	44%	17%	12%	22%	18%	12%	19%	31%	19%	22%	28%	50%	50%	35%	65%	25%	75%	56%	44%
3	86 4%	37 3%	49 4%	46 4%	40 3%	19 5%	9 2%	19 5%	12 3%	15 4%	11 2%	27 5%	23 3%	14 3%	22 4%	50 4%	36 3%	31 4%	55 3%	24 4%	61 4%	44 4%	42 4%
		43%	57%	54%	46%	22%dh	10%	23%	14%	18%	13%	31%	27%	16%	26%	58%	42%	36%	64%	28%	72%	51%	49%
4	133 6%	67 6%	66 6%	77 7%	56 5%	27 8%	24 6%	18 4%	24 6%	16 5%	24 5%	36 7%	40 5%	21 4%	37 6%	75 6%	58 5%	49 6%	84 5%	37 6%	96 6%	65 5%	66 6%
		50%	50%	58%	42%	20%	18%	13%	18%	12%	18%	27%	30%	16%	28%	57%	43%	37%	63%	28%	72%	49%	50%
5	377 16%	158 13%	219 18%	208 18%	170 14%	56 16%	79 20%	64 16%	48 12%	36 11%	95 19%	82 15%	112 15%	94 19%	89 14%	194 15%	183 16%	111 15%	266 16%	91 14%	286 17%	204 17%	173 14%
		42%	58%	55%b	45%	15%	21%fg	17%g	13%	10%	25%fg	22%	30%	25%	24%	51%	49%	30%	70%	24%	76%	54%	46%
6	238 10%	145 12%	93 61%	122 10%	117 10%	50 14%	47 12%	46 11%	25 11%	24 7%	24 5%	51 10%	95 13%	51 10%	41 7%	146 12%	92 8%	94 12%	144 9%	83 13%	155 9%	148 12%	90 8%
			39%	51%	49%	21%gh	20%gh	19%h	19%h	10%	10%	22%	40%l	22%	17%	61%n	39%	40%p	60%	35%r	65%	62%t	38%
7	362 15%	211 18%	151 13%	174 15%	188 15%	50 14%	52 13%	65 16%	65 16%	58 17%	72 15%	78 15%	134 18%	70 14%	80 13%	212 17%	150 13%	118 32%	244 68%	107 29%	255 71%	207 57%t	155 43%
		58%	42%	48%	52%	14%	14%	18%	18%	16%	20%	21%	37%l	19%	22%	59%n	41%	32%	68%	29%	71%	57%t	43%
8	419 18%	262 22%	157 13%	190 16%	229 19%	51 15%	57 15%	91 23%	78 19%	77 22%	64 13%	99 19%	132 18%	93 18%	95 15%	231 18%	187 17%	132 17%	286 18%	118 18%	300 17%	205 17%	213 18%
		63%	37%	45%	55%	12%	14%	22%cdh	19%h	18%cdh	15%	24%	32%	22%	23%	55%	45%	32%	68%	28%	72%	49%	51%
9	187 8%	114 10%	73 6%	81 7%	107 9%	21 6%	22 6%	29 7%	38 9%	34 10%	43 9%	42 8%	45 6%	38 7%	62 10%	87 7%	100 9%	55 7%	132 8%	48 7%	140 8%	78 7%	109 9%
		61%	39%	43%	57%	11%	12%	16%	20%	18%cd	23%	22%	24%	20%	33%j	47%	53%	29%	71%	25%	75%	42%	58%e
10 - a great deal	408 17%	139 12%	270 23%	177 15%	232 19%	46 13%	64 16%	50 12%	73 18%	67 19%	109 22%	73 14%	108 15%	83 16%	144 23%	181 14%	227 20%	113 15%	296 18%	97 15%	311 16%	150 13%	257 22%
		34%	66%	43%	57%a	11%	16%	12%	18%	16%ce	27%cd	18%	26%	20%	35%jk	44%	56%cm	28%	72%	24%	76%	37%	63%e
Mean	6.70	6.80	6.60	6.51	6.88a	6.26	6.41	6.67c	6.93cd	7.16cde	6.77c	6.50	6.67	6.63	6.98j	6.60	6.82m	6.57	6.77	6.64	6.72	6.49	6.91s
SD	2.48	2.20	2.73	2.46	2.48	2.49	2.56	2.28	2.39	2.32	2.68	2.50	2.33	2.51	2.60	2.40	2.56	2.45	2.49	2.41	2.51	2.36	2.58
SE	0.05	0.06	0.08	0.07	0.07	0.14	0.13	0.11	0.12	0.12	0.12	0.10	0.08	0.12	0.11	0.07	0.08	0.09	0.06	0.09	0.06	0.06	0.08

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/ef/gh - i/j/k/l - m/n - o/p - q/r - s/t

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Table 184

Absolutes/col percents/row percents 4 Mar 2019

QO16(3): 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?
I prefer to wait until new technology products have become cheaper before getting them

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
1 - not at all	126	100 5%	26 12%	74 5%	52 7%	88 5%	38 9%	107 5%	12 6%	7 5%	1 1%	2 2%	12 5%	9 5%	9 6%	10 5%	14 7%	11 6%	22 7%	17 6%
	5%	80%	20%a	58%	42%	70%	30%e	85%j	9%j		*	2%	10%	7%	7%	8%	11%	9%	17%	13%
2	47	37 2%	11 5%	29 2%	19 2%	35 2%	12 3%	39 2%	7 3%	1 1%	1 2%	2 2%	4 1%	1 1%	5 3%	5 2%	4 2%	4 2%	6 2%	9 3%
	2%	77%	23%a	60%	40%	74%	26%	82%	14%	2%	3%	4%	7%	3%	10%	11%	7%	8%	13%	18%
3	86	75 4%	10 5%	58 4%	27 4%	74 4%	12 3%	69 3%	10 5%	5 4%	2 4%	4 4%	6 2%	4 2%	7 4%	5 2%	1 1%	5 3%	18 5%	18 6%
	4%	88%	11%	68%	32%	86%	14%	80%	12%	6%	2%	5%p	7%	5%	8%p	6%	1%	6%	21%p	21%p
4	133	124 6%	8 4%	90 6%	43 6%	114 6%	19 4%	117 6%	9 4%	4 3%	3 5%	5 4%	16 12%	10 7%	4 3%	22 17%nr	14 11%	10 8%	18 13%	17 13%
	6%	93%	6%	68%	32%	86%	14%	88%	7%	3%	2%	4%	12%	7%	3%	17%nr	11%	8%	13%	13%
5	377	333 16%	44 15%	231 14%	146 19%	281 14%	96 22%	312 16%	37 17%	16 12%	12 21%	16 17%	40 15%	42 22%	27 16%	29 14%	25 11%	33 17%	46 14%	52 17%
	16%	88%	12%	61%	39%c	74%	26%e	83%	10%	4%	3%i	4%	11%	11%p	7%	8%	7%	9%	12%	14%
6	238	233 10%	5 2%	180 7%	58 24%	209 11%	29 7%	190 10%	27 12%	15 11%	7 13%	6 6%	26 10%	16 8%	6 3%	23 11%	22 10%	24 12%	33 10%	34 11%
	10%	98%b	2%	76%d	24%	88%f	12%	80%	11%	6%	3%	3%	11%n	7%	2%	9%n	9%n	10%n	14%n	14%n
7	362	343 15%	19 9%	265 16%	97 13%	318 16%	44 10%	299 15%	24 11%	29 20%	11 20%	24 24%	42 16%	33 17%	19 11%	27 13%	33 15%	28 14%	37 11%	57 19%
	15%	95%b	5%	73%d	27%	88%f	12%	82%	7%	8%gh	3%h	7%nor	11%	9%	5%	8%	9%	8%	10%	16%nr
8	419	399 18%	20 10%	303 19%	116 15%	361 19%	57 13%	338 17%	47 22%	24 17%	9 16%	18 19%	46 18%	26 13%	25 15%	47 23%	41 19%	24 12%	57 18%	55 18%
	18%	95%b	5%	72%d	28%	86%f	14%	81%	11%	6%	2%	4%	11%	6%	6%	11%mq	10%	6%	14%	13%
9	187	169 8%	18 9%	119 7%	68 9%	150 8%	37 8%	152 8%	18 8%	13 10%	4 7%	7 8%	19 7%	9 4%	16 10%	22 11%	15 7%	14 7%	31 9%	19 6%
	8%	90%	10%	63%	37%	80%	20%	81%	9%	7%	2%	4%	10%	5%	9%	12%um	8%	7%	16%	10%
10 - a great deal	408	359 17%	48 17%	259 16%	150 19%	314 16%	94 21%	350 18%	26 12%	26 18%	6 11%	12 13%	51 19%	47 24%	51 30%	17 8%	48 22%	47 23%	55 17%	23 8%
	17%	88%	12%a	63%	37%	77%	23%e	86%h	6%	6%h	2%	3%	12%os	11%os	13%klors	4%	12%os	11%os	13%os	6%
Mean	6.70	6.75b	6.22	6.74	6.62	6.74	6.54	6.71	6.47	7.02h	6.62	6.75	6.87s	6.89s	7.19ors	6.45	6.97s	6.82s	6.60	6.18
SD	2.48	2.41	3.11	2.40	2.65	2.40	2.79	2.50	2.46	2.36	2.08	2.20	2.42	2.45	2.74	2.34	2.55	2.58	2.64	2.34
SE	0.05	0.05	0.24	0.06	0.10	0.05	0.14	0.06	0.15	0.15	0.14	0.24	0.16	0.19	0.24	0.18	0.20	0.21	0.16	0.14

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Absolutes/col percents/row percents 4 Mar 2019

Table 184

Q016(3): 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?**I prefer to wait until new technology products have become cheaper before getting them****Base: All respondents**

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
1 - not at all	126 5%	15 4%	111 6%	61 6%	49 5%	11 5%	38 5%	74 5%	70 6%	53 5%	62 6%	81 5%	45 7%
		12% 12%	88% 88%	46% 46%	39% 39%	9% 9%	30% 30%	58% 58%	55% 55%	42% 42%	49% 49%	64% 64%	36% 36%
2	47 2%	5 1%	42 2%	30 3%	13 1%	4 2%	8 1%	36 3%	27 2%	19 2%	24 2%	33 2%	14 2%
		11% 11%	89% 89%	62% df 27%	27% 27%	8% 8%	17% 17%	75% df 58%	58% 58%	41% 41%	50% 50%	70% 70%	30% 30%
3	86 4%	17 4%	69 3%	45 4%	30 3%	6 3%	23 3%	48 3%	50 4%	30 3%	43 4%	63 4%	23 3%
		20% 20%	80% 80%	52% 52%	35% 35%	7% 7%	27% 27%	56% 56%	59% 59%	35% 35%	50% 50%	73% 73%	27% 27%
4	133 6%	20 5%	113 6%	63 6%	67 6%	11 5%	46 6%	74 5%	69 6%	62 6%	64 6%	99 6%	34 5%
		15% 15%	85% 85%	47% 47%	50% 50%	8% 8%	35% 35%	55% 55%	52% 52%	46% 46%	48% 48%	74% 74%	26% 26%
5	377 16%	68 16%	309 16%	173 17%	154 15%	31 15%	112 16%	211 15%	185 15%	178 16%	168 15%	248 15%	129 19%
		18% 18%	82% 82%	46% 46%	41% 41%	8% 8%	30% 30%	56% 56%	49% 49%	47% 47%	45% 45%	66% 66%	34% k 19%
6	238 10%	37 9%	201 10%	116 12%	97 9%	17 8%	52 7%	158 11%	147 12%	84 8%	130 12%	195 11%	44 6%
		16% 16%	84% 84%	49% f 41%	41% 41%	7% 7%	22% 22%	66% f 52%	62% i 52%	35% 35%	55% i 43%	82% i 68%	18% 18%
7	362 15%	66 16%	296 15%	157 16%	138 13%	29 14%	85 12%	234 17%	190 15%	158 15%	168 15%	265 15%	97 14%
		18% 18%	82% 82%	43% f 38%	38% 38%	8% 8%	24% 24%	66% df 52%	52% 52%	44% 44%	46% 46%	73% 73%	27% 27%
8	419 18%	74 18%	345 18%	171 17%	211 20%	35 17%	130 18%	251 18%	206 17%	208 19%	180 16%	329 19%	90 13%
		18% 18%	82% 82%	41% 41%	50% 50%	8% 8%	31% 31%	60% 60%	49% 49%	50% 50%	43% 43%	79% i 68%	21% 21%
9	187 8%	36 9%	151 8%	61 6%	104 10%	15 7%	70 10%	98 7%	83 7%	101 9%	76 7%	121 7%	66 10%
		19% 19%	81% 81%	33% 33%	55% cg 8%	8% 8%	37% cg 52%	52% 52%	45% 45%	54% h 41%	41% 41%	65% 65%	35% k 27%
10 - a great deal	408 17%	81 19%	327 17%	127 13%	200 19%	47 23%	147 21%	224 16%	201 16%	193 18%	176 16%	276 16%	132 20%
		20% 20%	80% 80%	31% 31%	49% c 31%	11% cg 31%	36% cg 31%	55% c 31%	49% 49%	47% 47%	43% 43%	68% 68%	32% 32%
Mean	6.70	6.92	6.65	6.34	6.94 cg	6.94 c	6.91 cg	6.66 c	6.59	6.84 hj	6.58	6.71	6.68
SD	2.48	2.39	2.50	2.47	2.44	2.55	2.54	2.45	2.50	2.45	2.49	2.42	2.64
SE	0.05	0.11	0.06	0.08	0.08	0.17	0.10	0.06	0.07	0.08	0.07	0.06	0.11

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

Table 184

Absolutes/col percents/row percents 4 Mar 2019

QO16(3): 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?
I prefer to wait until new technology products have become cheaper before getting them

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
1 - not at all	126 5%	74 6%	62 6%	43 6%	40 7%	26 6%	21 9%	28 9%	15 7%	81 5%	21 5%	28 6%	15 8%	39 5%	87 5%
		58%	49%	34%	32%u	20%	17%u	22%mu	12%	64%	17%	22%	12%	31%	69%
2	47 2%	29 2%	24 2%	18 2%	8 1%	12 3%	4 2%	4 1%	8 4%	33 2%	6 1%	5 1%	5 3%	10 1%	38 2%
		62%	50%	37%	17%	26%	9%	8%	16%	70%	12%	10%	10%	20%	80%
3	86 4%	50 4%	43 4%	18 2%	25 4%	15 3%	13 5%	18 6%	6 3%	63 4%	11 3%	10 2%	5 2%	20 3%	66 4%
		58%	50%	21%	29%	17%	15%o	21%o	8%	73%	13%	12%	5%	23%	77%
4	133 6%	70 5%	64 6%	50 7%	41 7%	35 8%	15 7%	18 6%	15 7%	99 6%	25 6%	29 6%	11 6%	39 5%	94 6%
		52%	48%	38%	31%	26%	11%	13%	11%	74%	19%	22%	8%	29%	71%
5	377 16%	196 15%	168 15%	101 14%	78 14%	64 14%	23 10%	45 14%	26 13%	248 15%	69 15%	59 12%	20 11%	106 15%	271 16%
		52%	45%r	27%	21%	17%	6%	12%	7%	66%	18%	16%	5%	28%	72%
6	238 10%	158 12%	130 12%	100 14%	87 15%	60 13%	32 14%	48 15%	29 14%	195 11%	38 8%	45 10%	18 10%	65 9%	173 10%
		66%	55%	42%	36%u	25%	13%	20%	12%	82%	16%	19%	7%	27%	73%
7	362 15%	212 16%	168 15%	102 14%	75 13%	74 16%	34 14%	40 13%	35 17%	265 15%	50 11%	71 15%	17 9%	94 13%	268 16%
		59%	46%	28%	21%	20%	9%	11%	10%	73%	14%	20%	5%	26%	74%vx
8	419 18%	254 19%	180 16%	137 19%	106 19%	67 15%	32 14%	44 14%	40 19%	329 19%	73 16%	74 16%	34 18%	111 16%	308 18%
		61%	43%	33%	25%	16%	8%	11%	10%	79%qs	18%	18%	8%	27%	73%
9	187 8%	88 7%	76 7%	45 6%	39 7%	33 7%	16 8%	24 8%	13 6%	121 7%	54 12%	51 11%	12 6%	77 11%	110 7%
		47%	41%	24%	21%	18%	8%	13%	7%	65%	29%xz	27%z	6%	41%z	59%
10 - a great deal	408 17%	202 15%	176 16%	104 15%	70 12%	66 15%	44 19%	47 15%	20 9%	276 16%	99 22%	98 21%	50 27%	156 22%	253 15%
		49%t	43%t	25%	17%	16%	11%pt	12%	5%	68%pt	24%z	24%z	12%z	38%z	62%
Mean	6.70	6.62	6.58	6.54	6.38	6.48	6.47	6.32	6.26	6.71pst	7.06z	6.98z	6.91	6.97z	6.59
SD	2.48	2.45	2.49	2.46	2.48	2.48	2.74	2.64	2.47	2.42	2.51	2.53	2.81	2.54	2.45
SE	0.05	0.07	0.07	0.09	0.10	0.12	0.18	0.15	0.17	0.06	0.12	0.12	0.21	0.10	0.06

Proportions/Means: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 185
QO16: SUMMARY - 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?

Absolutes/col percents/row percents 4 Mar 2019

Base: All respondents

	I always keep up with new technology	Computers confuse me	I prefer to wait until new technology products have become cheaper before getting them
Unweighted base	2384	2384	2384
Weighted base	2384	2384	2384
Effective base	1956	1956	1956
1 - not at all	254 11%	793 33%	126 5%
2	118 5%	314 13%	47 2%
3	176 7%	235 10%	86 4%
4	152 6%	167 7%	133 6%
5	368 15%	302 13%	377 16%
6	253 11%	139 6%	238 10%
7	382 16%	145 6%	362 15%
8	323 14%	107 4%	419 18%
9	145 6%	51 2%	187 8%
10 - a great deal	213 9%	130 5%	408 17%
Mean	5.74	3.68	6.70
SD	2.67	2.76	2.48
SE	0.05	0.06	0.05

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Absolutes/col percents/row percents 4 Mar 2019

Table 186

QO18: 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?

SINGLE CODE

Base: All respondents

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Yes	1411	936	476	670	741	176	244	233	251	213	293	324	451	280	356	775	636	439	972	389	1023	707	703
	59%	78%	40%	58%	61%	50%	62%	58%	62%	62%	60%	61%	61%	55%	58%	61%	57%	58%	60%	60%	59%	60%	59%
		66%	34%	47%	53%	13%	17% c	17%	18% c	15% c	21% c	23%	32%	20%	25%	55% n	45%	31%	69%	28%	72%	50%	50%
No	973	256	716	490	483	174	147	172	157	130	193	206	284	226	257	489	484	320	653	263	710	480	491
	41%	22%	60%	42%	39%	50%	38%	42%	38%	38%	40%	39%	39%	45%	42%	39%	43%	42%	40%	40%	41%	40%	41%
		26%	74%	50%	50%	18% d	15%	18%	16%	13%	20%	21%	29%	23%	26%	50%	50% m	33%	67%	27%	73%	49%	50%

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

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Table 186

Absolutes/col percents/row percents 4 Mar 2019

QO18: 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?

SINGLE CODE

Base: All respondents

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Yes	1411	1331	79	1037	374	1211	200	1187	113	91	20	42	157	149	99	86	153	132	194	174
	59%	61%	38%	65%	48%	62%	46%	60%	52%	65%	37%	43%	60%	76%	58%	41%	71%	66%	60%	58%
		94%b	6%	73% d	27%	86% f	14%	84% h j	8% j	6% h j	1%	3%	11% ko	11% kln oqr	7% ko	6%	11% kln ors	9% ko	14% ko	12% ko
No	973	841	130	570	402	735	238	785	104	50	34	56	105	46	70	122	63	68	128	126
	41%	39%	62%	35%	52%	38%	54%	40%	48%	35%	63%	57%	40%	24%	42%	59%	29%	34%	40%	42%
		86%	13% a	59%	41% c	76%	24% e	81%	11% gl	5%	4% gh i	6% lmnp q	11% mp	5%	7% mp	13% lmnp qr	7%	7% m	13% mp	13% mp

Proportions/Mean: Columns Tested (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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Table 186

Absolutes/col percents/row percents 4 Mar 2019

Q018: 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?

SINGLE CODE

Base: All respondents

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Yes	1411	251	1160	622	632	136	390	879	790	578	700	1065	346
	59%	60%	59%	62%	59%	66%	55%	63%	64%	53%	64%	62%	51%
		18%	82%	44% f	45%	10% f	28%	62% f	56% i	41%	50% i	76% i	24%
No	973	169	804	382	430	70	322	527	438	506	391	644	329
	41%	40%	41%	38%	41%	34%	45%	37%	36%	47%	36%	38%	49%
		17%	83%	39%	44%	7%	33% ceq	54%	45%	52% hj	40%	66%	34% k

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

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Table 186

Absolutes/col percents/row percents 4 Mar 2019

QO18: 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?

SINGLE CODE

Base: All respondents

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Yes	1411 59%	840 63%	700 64%	468 65%	376 66%	310 69%	147 63%	206 65%	124 60%	1065 62%	286 64%	307 65%	123 66%	461 64%	951 57%
		60%	50%	33%	27%	22%mtu	10%	15%	9%	76%	20%z	22%z	9%z	33%z	67%
No	973 41%	492 37%	391 36%	250 35%	193 34%	141 31%	87 37%	110 35%	84 40%	644 38%	162 36%	163 35%	63 34%	256 36%	717 43%
		51%q	40%	26%	20%	15%	9%	11%	9%q	66%q	17%	17%	6%	26%	74%vwxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z

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Table 187

Location

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Interview Mode		Gender		Age						SEG						Children in household		Parent/guardian		Working status	
		ONLINE (A)	CAPI (B)	Male (a)	Female (b)	16-24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	Yes (o)	No (p)	Yes (q)	No (r)	Working (s)	Not working (t)
Unweighted base	2384	1250 52%	1134 48%	1142 48%	1242 52%	334 14%	391 16%	421 18%	384 16%	373 16%	481 20%	569 24%	767 32%	456 19%	592 25%	1336 56%	1048 44%	763 32%	1621 68%	670 28%	1714 72%	1386 58%	995 42%
Weighted base	2384	1192 50%	1192 50%	1160 49%	1224 51%	350 15%	391 16%	405 17%	408 17%	343 14%	486 20%	530 22%	735 31%	506 21%	614 26%	1265 53%	1119 47%	759 32%	1625 68%	652 27%	1732 73%	1187 50%	1194 50%
Effective base	1956	1045	919	932	1025	271	325	365	322	324	363	463	633	372	496	1096	866	638	1319	561	1397	1201	825
Rural	420 18%	265 22%	155 13%	195 17%	225 18%	52 15%	55 14%	61 15%	65 16%	76 22%	111 23%	109 21%	123 17%	90 18%	99 16%	231 18%	189 17%	122 16%	297 18%	113 17%	307 18%	181 15%	239 20%
		63%	37%	46%	54%	12%	13%	15%	15%	15%cdelf 26%cdelf		26%	29%	21%	24%	55%	45%	29%	71%	27%	73%	43%	57%e
Urban	1964 82%	927 78%	1037 87%	965 83%	999 82%	299 85%	336 86%	344 85%	343 84%	267 78%	375 77%	421 79%	612 83%	416 82%	515 84%	1033 82%	931 83%	637 84%	1327 82%	538 83%	1426 82%	1006 85%	955 80%
		47%	53%	49%	51%	15%gh 17%gh		18%gh 17%gh		14%	19%	21%	31%	21%	26%	53%	47%	32%	68%	27%	73%	51%t 49%	

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

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Table 187

Location

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	HOME BROADBAND		Use catch-up/VOD		Watch ODO		Nation				Region								
		Yes (a)	No (b)	Yes (c)	No (d)	Yes (e)	No (f)	England (g)	Scotland (h)	Wales (i)	NI (j)	North East (k)	North West (l)	Yorkshire (m)	East Midlands (n)	West Midlands (o)	East (p)	South West (q)	South East (r)	London (s)
Unweighted base	2384	2216 93%	165 7%	1653 69%	731 31%	1973 83%	411 17%	1633 68%	264 11%	258 11%	229 10%	84 4%	216 9%	161 7%	132 6%	175 7%	159 7%	156 7%	278 12%	272 11%
Weighted base	2384	2172 91%	209 9%	1607 67%	777 33%	1945 82%	439 18%	1972 83%	217 9%	141 6%	55 2%	98* 4%*	262 11%	195 8%	169 7%	207 9%	217 9%	200 8%	322 13%	300 13%
Effective base	1956	1822	139	1357	602	1630	330	1490	246	233	155	78	198	147	120	160	146	141	254	253
Rural	420 18%	380 17% 90%	39 19% 9%	293 18% 70%	126 16% 30%	345 18% 82%	75 17% 18%	310 16% 74%	47 22% 11%g	42 30% 10%gh	21 38% 5%gh	18 19% 4%e	35 13% 8%e	30 15% 7%e	35 21% 8%e	31 15% 7%e	59 27% 14%lmors	44 22% 10%ls	47 15% 11%e	10 3% 2%
Urban	1964 82%	1792 83% 91%	170 81% 9%	1314 82% 67%	650 84% 33%	1601 82% 82%	363 83% 18%	1662 84% 85%hij	170 78% 9%ij	98 70% 5%	34 62% 2%	79 81% 4%	227 87% 12%pq	165 85% 8%p	134 79% 7%	177 85% 9%p	158 73% 8%	156 78% 8%	274 85% 14%p	290 97% 15%klmnopq

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

OFCOM CROSS-PLATFORM MEDIA TRACKER 2018

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Table 187

Location

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Location		Home TV service					Smart TV			Any connected TV	
		Rural (a)	Urban (b)	Any satellite (c)	Any Freeview (d)	Any Youview (e)	Only Freeview (f)	Any pay TV (g)	Owns smart TV (h)	Does not own smart TV/DK (i)	Smart TV Owned & connected (j)	Yes total (k)	No (l)
Unweighted base	2384	474 20%	1910 80%	1052 44%	1054 44%	213 9%	688 29%	1432 60%	1269 53%	1052 44%	1131 47%	1764 74%	620 26%
Weighted base	2384	420 18%	1964 82%	1004 42%	1062 45%	206 9%	712 30%	1406 59%	1228 52%	1085 45%	1090 46%	1709 72%	675 28%
Effective base	1956	360	1597	859	864	166	564	1177	1056	849	939	1442	518
Rural	420	420	-	199	226	37	147	216	226	189	204	313	107
	18%	100%	-	20%	21%	18%	21%	15%	18%	17%	19%	18%	16%
		100%b	-	47%g	54%g	9%	35%g	51%	54%	45%	48%	74%	26%
Urban	1964	-	1964	805	837	169	565	1190	1002	896	887	1396	568
	82%	-	100%	80%	79%	82%	79%	85%	82%	83%	81%	82%	84%
		-	100%a	41%	43%	9%	29%	61%cdf	51%	46%	45%	71%	29%

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

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Table 187

Location

Base: All respondents

Absolutes/col percents/row percents 4 Mar 2019

	Total	Devices connected TV through									Harm and offence on TV (seen in the last 12 months)				
		TV service (m)	Smart TV (n)	Games player (o)	Digital Media Player (p)	Desktop/ laptop (q)	Tablet (r)	Smart phone (s)	Blu-ray player (t)	Any (u)	Offence (v)	Harmful (w)	Concern/ welfare of children/ young people (x)	Any of these (y)	None of these (z)
Unweighted base	2384	1371 58%	1131 47%	723 30%	612 26%	462 19%	237 10%	320 13%	209 9%	1764 74%	433 18%	469 20%	181 8%	706 30%	1678 70%
Weighted base	2384	1332 56%	1090 46%	718 30%	569 24%	451 19%	234 10%	316 13%	208 9%	1709 72%	448 19%	470 20%	186 8%	717 30%	1667 70%
Effective base	1956	1124	939	597	493	389	202	268	184	1442	359	390	157	589	1367
Rural	420 18%	245 18% 58%	204 19% 48%	127 18% 30%	106 19% 25%	84 19% 20%	45 19% 11%	55 17% 13%	30 14% 7%	313 18% 74%	87 19% 21%	102 22% 24%z	47 25% 11%z	148 21% 35%z	272 16% 65%
Urban	1964 82%	1088 82% 55%	887 81% 45%	591 82% 30%	463 81% 24%	367 81% 19%	189 81% 10%	261 83% 13%	178 86% 9%	1396 82% 71%	361 81% 18%	368 78% 19%	140 75% 7%	569 79% 29%	1395 84% 71%wxy

Proportions/Mean: Columns Tested (5% risk level) - m/n/o/p/q/r/s/t/u - v/w/x/y/z