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●	6	9	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	517
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●	9	13	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	514
●	10	13	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	513
●	11	14	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	514
	12	14	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	513

	Page	Table	Title	Base Description	Base
●	13	15	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	517
●	14	16	QA7: CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE	Base: All respondents	517
●	15	18	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	517
●	16	19	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	514
●	17	20	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	514
●	18	21	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	517
●	19	22	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	514
●	20	23	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	514
●	21	24	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	517

	Page	Table	Title	Base Description	Base
●	22	25	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	517
●	23	26	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	517
●	24	27	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	517
●	25	28	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	517
●	26	28	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	517
●	27	29	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	432

	Page	Table	Title	Base Description	Base
●	28	30	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	337
●	29	31	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	217
●	30	32	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	105

	Page	Table	Title	Base Description	Base
●	31	33	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	266
	32	34	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	60
●	33	35	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	352
●	34	36	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	253

	Page	Table	Title	Base Description	Base
●	35	38	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	418
●	36	38	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	417
	37	39	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	81
	38	39	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	79
●	39	40	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	227
●	40	40	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	223
●	41	41	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	405
●	42	41	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	409
●	43	42	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	475

	Page	Table	Title	Base Description	Base
●	44	42	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	476
●	45	43	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	359
●	46	43	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	355
●	47	44	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	461
●	48	44	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	461
	49	45	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	149
●	50	46	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	324
●	51	46	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	316
	52	47	QA20/QA22 Summary table	Base: All respondents	517
●	53	48	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	393
●	54	49	QA24: And what would you say is the main reason? SINGLE CODE	Base: All using catch-up or free on-demand services	393

	Page	Table	Title	Base Description	Base
●	55	52	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	499
●	56	53	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	499
●	57	53	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	500
●	58	53	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	500
●	59	54	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	87
●	60	54	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	84
	61	54	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	84
	62	55	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	37
	63	55	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	4
	64	55	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	39
	65	55	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	4



	Page	Table	Title	Base Description	Base
	66	56	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? SINGLE CODE	Base: All who have seen something of concern on an ODO service	37
	67	56	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? SINGLE CODE	Base: All who have seen something of concern on an ODO service	4
	68	57	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	87
	69	58	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	7
●	70	59	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	517
●	71	60	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	432
●	72	61	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	337
●	73	62	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	217

	Page	Table	Title	Base Description	Base
	74	63	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	105
●	75	64	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	266
	76	65	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	60
●	77	66	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	352
●	78	67	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	253
●	79	68	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	507
●	80	69	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	517
●	81	70	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	323

	Page	Table	Title	Base Description	Base
●	82	71	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	235
●	83	72	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	146
	84	73	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	62
●	85	74	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	162
	86	75	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	39
	87	76	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	61
	88	77	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	49

	Page	Table	Title	Base Description	Base
●	89	78	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	517
	90	79	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	323
●	91	80	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	499
●	92	81	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	182
●	93	81	QM5a: Which services have you see it on? MULTI CODE	Base: All who have seen tools to report content on an ODO service	180
	94	82	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	38
	95	83	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	29
	96	84	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	12
	97	85	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	11

	Page	Table	Title	Base Description	Base
	98	86	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	26
	99	87	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	8
	100	88	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	91
	101	89	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	67
●	102	90	QM6: SUMMARY - Have you ever reported content on ... using its reporting tool? SINGLE CODE	Base: All aware of reporting tool for the service	182
●	103	91	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	499
●	104	92	Q22a - And have you ever ticked an age box like that so you could watch the content or access the site, even though you were younger than that age?	Base: All respondents	517
●	105	93	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	517
●	106	94	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	388
●	107	95	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	517

	Page	Table	Title	Base Description	Base
●	108	96	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	517
●	109	97	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	517
	110	98	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	517
	111	99	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	517

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 1

**QK2Teen - How old you are.?**

**Base: All respondents**

Absolutes/col percents/row percents 25 Jan 2019

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
12	132	68	65	132	-	-	-	17	38	38	40	55	77
	26%	26%	26%	100%	-	-	-	15%	27%	35%	25%	22%	29%
		51%	49%	100%def	-	-	-	13%	29%l	28%lm	30%	42%	58%l
13	128	66	63	-	128	-	-	30	35	25	39	64	64
	25%	25%	25%	-	100%	-	-	27%	24%	23%	25%	25%	24%
		51%	49%	-	100%cdl	-	-	23%	27%	20%	30%	50%	50%
14	126	65	62	-	-	126	-	30	32	26	39	62	65
	24%	24%	24%	-	-	100%	-	27%	22%	24%	25%	24%	24%
		51%	49%	-	-	100%cdl	-	24%	25%	21%	31%	49%	51%
15	130	67	64	-	-	-	130	33	39	19	39	72	58
	25%	25%	25%	-	-	-	100%	30%	27%	18%	25%	28%	22%
		51%	49%	-	-	-	100%ccde	25%k	30%	15%	30%	55%k	45%
Mean	13.49	13.49	13.49	12.00	13.00	14.00	15.00	13.72kn	13.50	13.25	13.49	13.60k	13.39
SD	1.13	1.13	1.13	0.00	0.00	0.00	0.00	1.06	1.16	1.12	1.12	1.12	1.13
SE	0.05	0.07	0.07	0.00	0.00	0.00	0.00	0.09	0.10	0.11	0.10	0.07	0.07

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 2

**QK3Teen - Are you a...?**

**Base: All respondents**

Absolutes/col percents/row percents 25 Jan 2019

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Boy	265	265	-	68	66	65	67	61	77	51	76	138	126
	51%	100%	-	51%	51%	51%	51%	55%	54%	47%	49%	55%	48%
		100% <b>b</b>	-	26%	25%	24%	25%	23%	29%	19%	29%	52%	48%
Girl	252	-	252	65	63	62	64	49	66	57	80	115	137
	49%	-	100%	49%	49%	49%	49%	45%	46%	53%	51%	45%	52%
		-	100% <b>a</b>	26%	25%	24%	25%	20%	26%	23%	32%	46%	54%

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



# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 3  
**SEG**

**Base: All respondents**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
A	18 4%	13 5%	6 2%	2 1%	6 5%	6 4%	5 4%	18 16%	-	-	-	18 7%	-
		70%	30%	10%	32%	31%	28%	100% <i>ijklmn</i>	-	-	-	100% <i>kljn</i>	-
B	92 18%	48 18%	44 17%	15 12%	24 19%	25 19%	28 22%	92 84%	-	-	-	92 36%	-
		52%	48%	17%	26%	27%	31% <i>c</i>	100% <i>ijklmn</i>	-	-	-	100% <i>ijkln</i>	-
C1	143 28%	77 29%	66 26%	38 29%	35 27%	32 25%	39 30%	-	143 100%	-	-	143 57%	-
		54%	46%	27%	24%	22%	27%	-	100% <i>ijklmn</i>	-	-	100% <i>kljn</i>	-
C2	108 21%	51 19%	57 23%	38 28%	25 20%	26 21%	19 15%	-	-	108 100%	-	-	108 41%
		47%	53%	35% <i>d</i>	23%	24%	18%	-	-	100% <i>ijlmn</i>	-	-	100% <i>ijlm</i>
D	113 22%	47 18%	66 26%	29 22%	26 21%	28 22%	29 22%	-	-	-	113 72%	-	113 43%
		42%	58% <i>a</i>	26%	23%	25%	26%	-	-	-	100% <i>ijklmn</i>	-	100% <i>ijklm</i>
E	43 8%	29 11%	14 6%	10 8%	12 10%	11 9%	10 7%	-	-	-	43 28%	-	43 16%
		67% <i>b</i>	33%	24%	29%	25%	22%	-	-	-	100% <i>ijklmn</i>	-	100% <i>ijklm</i>
AB	110 21%	61 23%	49 20%	17 13%	30 23%	30 24%	33 25%	110 100%	-	-	-	110 43%	-
		55%	45%	15%	27% <i>c</i>	27% <i>c</i>	30% <i>c</i>	100% <i>ijklmn</i>	-	-	-	100% <i>ijkln</i>	-
ABC1	253 49%	138 52%	115 46%	55 42%	64 50%	62 49%	72 55%	110 100%	143 100%	-	-	253 100%	-
		55%	45%	22%	25%	24%	28% <i>c</i>	43% <i>kljn</i>	57% <i>kljn</i>	-	-	100% <i>kljn</i>	-
C2DE	264 51%	126 48%	137 54%	77 58%	64 50%	65 51%	58 45%	-	-	108 100%	156 100%	-	264 100%
		48%	52%	29% <i>d</i>	24%	24%	22%	-	-	41% <i>ijm</i>	59% <i>ijm</i>	-	100% <i>ijm</i>
DE	156 30%	76 29%	80 32%	40 30%	39 30%	39 31%	39 30%	-	-	-	156 100%	-	156 59%
		49%	51%	25%	25%	25%	25%	-	-	-	100% <i>ijklmn</i>	-	100% <i>ijklm</i>

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 4

**QO3: STANDARD REGION.****Base: All respondents**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Scotland	40 8%	25 9%	15 6%	10 7%	13 11%	7 5%	10 8%	14 13%	15 10%	4 4%	6 4%	29 12%	11 4%
		62%	38%	25%	34%	17%	25%	36% <b>kin</b>	38% <b>in</b>	11%	15%	74% <b>kin</b>	26%
North East	21 4%	10 4%	11 4%	6 5%	3 2%	5 4%	6 5%	3 2%	7 5%	4 4%	7 5%	10 4%	11 4%
		46%	54%	29%	15%	25%	31%	12%	34%	19%	35%	46%	54%
North West	58 11%	29 11%	29 12%	11 9%	13 10%	15 12%	19 15%	6 5%	18 12%	20 18%	15 10%	24 9%	35 13%
		50%	50%	19%	22%	25%	33%	10%	31% <b>l</b>	34% <b>lm</b>	26%	40%	60% <b>l</b>
Yorkshire	43 8%	23 9%	21 8%	11 8%	11 9%	10 8%	11 9%	7 6%	13 9%	11 10%	13 8%	20 8%	24 9%
		52%	48%	25%	26%	23%	26%	15%	30%	25%	30%	45%	55%
East Midlands	38 7%	25 9%	13 5%	13 10%	8 6%	5 4%	11 8%	6 5%	8 6%	12 11%	12 7%	14 6%	23 9%
		66%	34%	35%	22%	14%	28%	16%	22%	31%	31%	38%	62%
West Midlands	48 9%	27 10%	21 8%	15 12%	11 9%	14 11%	8 6%	9 8%	9 6%	11 10%	19 13%	18 7%	30 11%
		57%	43%	32%	23%	28%	16%	19%	18%	22%	41%	38%	62%
Wales	25 5%	12 5%	13 5%	6 5%	7 5%	7 5%	5 4%	5 4%	9 7%	1 1%	10 7%	14 5%	11 4%
		48%	52%	25%	27%	27%	20%	18%	37% <b>k</b>	4%	41% <b>k</b>	55%	45%
East	49 10%	22 8%	27 11%	13 10%	13 10%	11 9%	13 10%	12 11%	8 5%	17 16%	12 8%	19 8%	30 11%
		45%	55%	27%	26%	22%	25%	24%	16%	36% <b>jm</b>	25%	39%	61%
South West	42 8%	11 4%	31 12%	13 10%	15 12%	5 4%	9 7%	6 6%	8 5%	8 7%	20 13%	14 6%	28 11%
		27%	73% <b>a</b>	30%	35% <b>e</b>	13%	22%	15%	19%	18%	48% <b>jm</b>	34%	66% <b>jm</b>
South East	72 14%	42 16%	30 12%	14 11%	17 14%	25 20%	16 12%	18 17%	19 13%	8 7%	27 17%	37 15%	35 13%
		58%	42%	20%	24%	34%	22%	25% <b>k</b>	27%	11%	37% <b>k</b>	52%	48%
London	63 12%	35 13%	28 11%	14 11%	12 9%	19 15%	18 14%	22 20%	21 15%	11 10%	9 6%	43 17%	20 8%
		55%	45%	22%	19%	30%	29%	35% <b>kin</b>	33% <b>in</b>	17%	15%	68% <b>in</b>	32%
Northern Ireland	17 3%	5 2%	12 5%	5 4%	4 3%	4 3%	4 3%	3 2%	8 6%	2 2%	4 2%	11 4%	6 2%
		28%	72%	28%	26%	23%	23%	17%	49%	12%	23%	66%	34%
Net: England	435 84%	223 84%	212 49%	111 26%	104 24%	109 25%	112 26%	89 20%	111 25%	101 23% <b>ijm</b>	135 31%	199 46%	236 54% <b>ijm</b>

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 8

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	<b>517</b>	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	<b>517</b>	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	<b>461</b>	231	230	120	118	113	110	138	129	103	110	260	209
Yes, have home broadband service	<b>517</b>	265	252	132	128	126	130	110	143	108	156	253	264
	<b>100%</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		51%	49%	26%	25%	24%	25%	21%	28%	21%	30%	49%	51%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 9  
**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
One TV set	86 17%	50 19%	36 14%	29 22%	20 16%	21 17%	15 12%	20 18%	26 18%	15 14%	25 16%	46 18%	40 15%
		58%	42%	34%f	23%	24%	18%	23%	30%	18%	29%	53%	47%
Two TV sets	126 24%	59 22%	67 26%	35 26%	30 24%	30 24%	30 23%	31 26%	44 31%	22 20%	29 19%	75 30%	51 19%
		47%	53%	28%	24%	24%	24%	24%	35%in	17%	23%	60%in	40%
Three TV sets	142 27%	79 30%	63 25%	32 24%	32 25%	35 28%	43 33%	29 26%	37 26%	26 24%	50 32%	65 26%	76 29%
		56%	44%	22%	23%	25%	30%	20%	26%	19%	35%	46%	54%
Four TV sets	104 20%	49 19%	55 22%	25 19%	29 23%	22 17%	28 22%	19 18%	25 17%	28 26%	32 20%	44 17%	60 23%
		47%	53%	24%	28%	21%	27%	19%	24%	27%	30%	43%	57%
Five or more TV sets	56 11%	26 10%	30 12%	11 9%	15 12%	18 14%	12 9%	12 11%	11 7%	16 15%	18 11%	22 9%	34 13%
		46%	54%	20%	27%	32%	21%	21%	19%	29%	31%	40%	60%
None – do not have any working TV sets in the home	4 1%	1 1%	2 1%	-	1 1%	-	2 2%	-	1 1%	-	3 2%	1 *	3 1%
		42%	58%	-	42%	-	58%	-	21%	-	79%	21%	79%
Have TV set	513 99%	263 99%	250 99%	132 100%	127 99%	126 100%	128 98%	110 100%	142 99%	108 100%	153 98%	253 100%	261 99%
		51%	49%	26%	25%	25%	25%	21%	28%	21%	30%	49%	51%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 10

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

**Base: All with any working TV set in the home**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	514	257 50%	257 50%	132 26%	131 25%	130 25%	121 24%	147 29%	139 27%	111 22%	117 23%	286 56%	228 44%
Weighted base	513	263 51%	250 49%	132 26%	127 25%	126 25%	128 25%	110 21%	142 28%	108 21%	153 30%	253 49%	261 51%
Effective base	458	230	228	120	118	113	108	138	128	103	108	259	207
Yes	340 66%	179 68%	161 64%	80 61%	89 70%	88 69%	83 65%	85 77%	90 63%	71 66%	94 61%	175 69%	165 63%
		53%	47%	24%	26%	26%	25%	25% <b>j</b>	26%	21%	28%	51%	49%
No	166 32%	79 30%	87 35%	49 37%	38 30%	36 28%	44 34%	25 23%	52 37%	33 31%	55 36%	77 31%	89 34%
		47%	53%	29%	23%	22%	26%	15%	31% <b>i</b>	20%	33% <b>i</b>	47%	53% <b>i</b>

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 11

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	347	181 52%	166 48%	80 23%	95 27%	92 27%	80 23%	113 33%	89 26%	74 21%	71 20%	202 58%	145 42%
Weighted base	340	179 53%	161 47%	80* 24%*	89* 26%*	88* 26%*	83* 25%*	85 25%	90* 26%*	71* 21%*	94* 28%*	175 51%	165 49%
Effective base	308	162	146	74	85	79	71	106	82	69	65	183	131
Yes, connected	316 93%	167 93%	149 93%	76 95%	80 90%	79 90%	81 97%	80 95%	88 98%	67 93%	81 87%	168 96%	148 90%
		53%	47%	24%	25%	25%	26%	25%	28% <b>in</b>	21%	26%	53% <b>in</b>	47%
No, not connected	18 5%	9 5%	9 6%	4 5%	5 6%	6 7%	2 3%	4 4%	2 2%	3 4%	9 10%	6 3%	12 7%
		50%	50%	22%	30%	34%	14%	21%	12%	16%	50%	34%	66%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 13

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	514	257 50%	257 50%	132 26%	131 25%	130 25%	121 24%	147 29%	139 27%	111 22%	117 23%	286 56%	228 44%
Weighted base	513	263 51%	250 49%	132 26%	127 25%	126 25%	128 25%	110 21%	142 28%	108 21%	153 30%	253 49%	261 51%
Effective base	458	230	228	120	118	113	108	138	128	103	108	259	207
Virgin Media (Cable TV)	114 22%	62 24% 55%	51 21% 45%	26 19% 23%	31 24% 27%	31 25% 28%	26 20% 23%	26 24% 23%	36 25% 32%	20 19% 18%	31 21% 28%	62 25% 55%	51 20% 45%
Sky Satellite TV	267 52%	142 54% 53%	125 50% 47%	70 53% 26%	64 51% 24%	56 44% 21%	77 60% 29%	65 59% 24%	74 52% 28%	56 52% 21%	72 47% 27%	139 55% 52%	128 49% 48%
Freesat Satellite TV	35 7%	18 7% 53%	16 6% 47%	5 4% 16%	15 12% 44%	9 7% 26%	5 4% 15%	14 12% 39%	9 6% 25%	5 5% 15%	7 5% 20%	22 9% 64%	12 5% 36%
Other Satellite TV	8 2%	7 2% 82%	1 1% 18%	4 3% 46%	2 1% 22%	1 1% 13%	1 1% 18%	2 2% 24%	1 * 7%	2 2% 21%	4 3% 48%	3 1% 32%	6 2% 68%
Freeview	167 33%	79 30% 47%	88 35% 53%	47 36% 28%	36 29% 22%	46 37% 28%	37 29% 22%	35 32% 21%	37 26% 22%	40 37% 24%	54 36% 33%	73 29% 43%	94 36% 57%
YouView from BT TV	34 7%	18 7% 51%	17 7% 49%	9 7% 27%	10 8% 30%	8 6% 24%	7 5% 20%	10 9% 28%	12 8% 34%	7 6% 20%	6 4% 18%	21 8% 62%	13 5% 38%
You View from TalkTalk TV	23 4%	10 4% 43%	13 5% 57%	4 3% 16%	9 7% 40%	4 3% 17%	6 5% 28%	4 4% 18%	8 6% 35%	7 6% 30%	4 3% 17%	12 5% 53%	11 4% 47%
YouView from a retailer (not through BT or TalkTalk)	9 2%	7 3% 75%	2 1% 25%	1 1% 12%	5 4% 53%	1 1% 15%	2 1% 20%	1 1% 8%	4 2% 39%	- - -	5 3% 53%	4 2% 47%	5 2% 53%
EE TV	3 1%	- - -	3 1% 100%	1 1% 29%	- - -	2 2% 71%	- - -	1 1% 28%	- - -	2 2% 72%	- - -	1 * 28%	2 1% 72%
Don't know	5 1%	2 1% 37%	3 1% 63%	2 1% 33%	1 1% 24%	- - -	2 2% 43%	1 1% 18%	- - -	- - -	4 3% 82%	1 * 18%	4 2% 82%
Net: CABLE TV	114 22%	62 24% 55%	51 21% 45%	26 19% 23%	31 24% 27%	31 25% 28%	26 20% 23%	26 24% 23%	36 25% 32%	20 19% 18%	31 21% 28%	62 25% 55%	51 20% 45%
Net: ANY SATELLITE TV	296 58%	159 60% 54%	137 55% 46%	78 59% 26%	74 59% 25%	63 50% 21%	80 62% 27%	74 67% 25%	79 56% 27%	60 55% 20%	83 54% 28%	153 61% 52%	143 55% 48%
Net: FREEVIEW	167 33%	79 30% 47%	88 35% 53%	47 36% 28%	36 29% 22%	46 37% 28%	37 29% 22%	35 32% 21%	37 26% 22%	40 37% 24%	54 36% 33%	73 29% 43%	94 36% 57%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 13

Absolutes/col percents/row percents 25 Jan 2019

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	513	263 51%	250 49%	132 26%	127 25%	126 25%	128 25%	110 21%	142 28%	108 21%	153 30%	253 49%	261 51%
Net: ANY YOUVIEW	64 12%	34 13%	30 12%	14 10%	22 18%	13 10%	15 12%	12 11%	23 16%	14 13%	15 10%	35 14%	29 11%
		53%	47%	22%	35%	20%	23%	19%	36%	21%	23%	55%	45%
Net: ONLY FREEVIEW	66 13%	29 11%	37 15%	16 12%	12 9%	23 18%	15 12%	10 9%	16 11%	17 16%	23 15%	26 10%	40 15%
		44%	56%	24%	18%	35% <b>d</b>	23%	15%	24%	26%	35%	39%	61%
Net: ONE TYPE OF TV SERVICE	383 75%	196 75%	187 75%	97 73%	91 72%	98 77%	98 77%	74 67%	110 77%	84 77%	116 76%	184 73%	200 77%
		51%	49%	25%	24%	25%	26%	19%	29%	22%	30%	48%	52%
Net: MULTIPLE TYPES OF TV SERVICE	125 24%	65 25%	60 24%	34 26%	34 27%	29 23%	28 22%	35 32%	33 23%	24 23%	32 21%	68 27%	57 22%
		52%	48%	27%	28%	23%	22%	28% <b>n</b>	26%	20%	26%	54%	46%

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 14

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	514	257 50%	257 50%	132 26%	131 25%	130 25%	121 24%	147 29%	139 27%	111 22%	117 23%	286 56%	228 44%
Weighted base	513	263 51%	250 49%	132 26%	127 25%	126 25%	128 25%	110 21%	142 28%	108 21%	153 30%	253 49%	261 51%
Effective base	458	230	228	120	118	113	108	138	128	103	108	259	207
Virgin Media (Cable TV)	104 20%	54 21% 52%	50 20% 48%	25 19% 24%	28 22% 27%	31 24% 29%	21 16% 20%	21 19% 20%	33 23% 31%	20 19% 19%	30 20% 29%	54 21% 52%	50 19% 48%
Sky Satellite TV	264 51%	140 53% 53%	124 50% 47%	68 51% 26%	64 50% 24%	55 44% 21%	77 60% 29%e	64 58% 24%	72 51% 27%	56 52% 21%	72 47% 27%	136 54% 51%	128 49% 49%
Freesat Satellite TV	16 3%	8 3% 48%	8 3% 52%	5 4% 30%a	6 5% 37%a	5 4% 33%a	- - -	5 4% 30%	4 3% 25%	3 3% 19%	4 3% 27%	9 3% 54%	7 3% 46%
Other Satellite TV	4 1%	4 1% 100%	- - -	3 2% 73%	1 1% 27%	- - -	- - -	- - -	- - -	- - -	4 3% 100%am	- - -	4 1% 100%
Freeview	75 15%	34 13% 45%	42 17% 55%	19 14% 25%	14 11% 19%	26 21% 34%	16 13% 22%	12 11% 16%	20 14% 26%	17 16% 23%	26 17% 35%	32 13% 43%	43 17% 57%
YouView from BT TV	23 5%	12 5% 53%	11 4% 47%	6 5% 26%	5 4% 22%	5 4% 22%	7 5% 29%	5 5% 21%	8 6% 36%	5 5% 23%	5 3% 20%	13 5% 57%	10 4% 43%
YouView from TalkTalk TV	12 2%	5 2% 40%	7 3% 60%	3 2% 24%	5 4% 45%	1 1% 7%	3 2% 24%	1 1% 11%	3 2% 25%	4 4% 33%	4 3% 31%	4 2% 36%	8 3% 64%
YouView from a retailer (not through BT or TalkTalk)	6 1%	5 2% 84%	1 * 16%	1 1% 19%	2 2% 39%	1 1% 11%	2 1% 30%	- - -	2 2% 42%	- - -	3 2% 58%	2 1% 42%	3 1% 58%
EE TV	3 1%	- - -	3 1% 100%	1 1% 29%	- - -	2 2% 71%	- - -	1 1% 28%	- - -	2 2% 72%	- - -	1 * 28%	2 1% 72%
Net: CABLE TV	104 20%	54 21% 52%	50 20% 48%	25 19% 24%	28 22% 27%	31 24% 29%	21 16% 20%	21 19% 20%	33 23% 31%	20 19% 19%	30 20% 29%	54 21% 52%	50 19% 48%
Net: ANY SATELLITE TV	284 55%	151 57% 53%	132 53% 47%	76 57% 27%	70 56% 25%	61 48% 21%	77 60% 27%	69 62% 24%	76 53% 27%	59 55% 21%	80 52% 28%	144 57% 51%	139 53% 49%
Net: FREEVIEW	75 15%	34 13% 45%	42 17% 55%	19 14% 25%	14 11% 19%	26 21% 34%	16 13% 22%	12 11% 16%	20 14% 26%	17 16% 23%	26 17% 35%	32 13% 43%	43 17% 57%
Net: ANY YOUVIEW	42 8%	22 8% 53%	19 8% 47%	10 8% 25%	13 10% 31%	7 5% 16%	12 9% 28%	6 6% 15%	14 10% 33%	9 9% 23%	12 8% 29%	20 8% 49%	21 8% 51%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 14

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	513	263 51%	250 49%	132 26%	127 25%	126 25%	128 25%	110 21%	142 28%	108 21%	153 30%	253 49%	261 51%
Net: ONLY FREEVIEW	75 15%	34 13%	42 17%	19 14%	14 11%	26 21%	16 13%	12 11%	20 14%	17 16%	26 17%	32 13%	43 17%
		45%	55%	25%	19%	34%	22%	16%	26%	23%	35%	43%	57%
Net: ONE TYPE OF TV SERVICE	508 99%	261 99%	247 99%	131 99%	125 99%	126 100%	126 98%	109 99%	142 100%	108 100%	149 97%	252 100%	257 98%
		51%	49%	26%	25%	25%	25%	21%	28%	21%	29%	50%	50%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 15

Absolutes/col percents/row percents 25 Jan 2019

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Virgin Media	96 19%	52 20% 54%	44 17% 46%	21 16% 22%	25 20% 26%	29 23% 30%	21 16% 22%	22 20% 23%	29 20% 30%	19 18% 20%	19 17% 27%	51 20% 53%	45 17% 47%
Sky Satellite TV	245 47%	128 48% 52%	117 46% 48%	62 47% 25%	59 46% 24%	52 41% 21%	72 56% 30% <b>ce</b>	60 54% 24% <b>l</b>	68 48% 28%	53 49% 22%	64 41% 26%	128 50% 52%	117 45% 48%
Freesat Satellite TV	21 4%	12 4% 57%	9 4% 43%	4 3% 19%	12 9% 58% <b>ce</b>	1 1% 3%	4 3% 20%	8 8% 41% <b>j</b>	2 2% 12%	4 3% 17%	6 4% 30%	11 4% 53%	10 4% 47%
Other Satellite TV	4 1%	3 1% 66%	1 1% 34%	2 2% 48%	1 1% 18%	- - -	1 - 34%	1 1% 35%	- - -	2 2% 39%	1 1% 26%	1 1% 35%	3 1% 65%
Freeview	73 14%	31 12% 42%	42 17% 58%	17 13% 23%	18 14% 24%	20 16% 27%	19 15% 26%	24 22% 33% <b>jln</b>	15 11% 21%	15 14% 20%	19 12% 26%	39 15% 54%	34 13% 46%
YouView from BT TV	30 6%	15 6% 52%	14 6% 48%	8 6% 25%	9 7% 31%	7 5% 22%	6 5% 21%	7 6% 22%	12 8% 39%	7 6% 23%	5 3% 16%	18 7% 62%	11 4% 38%
YouView from TalkTalk TV	21 4%	9 4% 45%	11 5% 55%	3 2% 14%	8 6% 39%	3 3% 16%	6 5% 31%	3 3% 15%	7 5% 36%	6 6% 31%	4 2% 18%	11 4% 51%	10 4% 49%
YouView (from a retailer)	8 2%	6 2% 72%	2 1% 28%	1 1% 14%	5 4% 57%	1 1% 8%	2 1% 21%	- - -	4 2% 42%	- - -	5 3% 58%	4 1% 42%	5 2% 58%
EE TV	2 *	- - -	2 1% 100%	- - -	- - -	2 2% 100%	- - -	1 1% 39%	- - -	1 1% 61%	- - -	1 * 39%	1 1% 61%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 16

**QA7: CONNECTED TV SERVICE SUMMARY - TV SERVICE AND HOME BROADBAND SERVICE****Base: All respondents**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
TV SERVICE CONNECTED TO HOME BROADBAND	417	209	207	101	106	100	110	93	119	91	114	212	205
	81%	79%	82%	76%	83%	79%	84%	84%	83%	84%	73%	84%	78%
		50%	50%	24%	25%	24%	26%	22% <b>I</b>	29%	22% <b>I</b>	27%	51% <b>I</b>	49%
TV SERVICE BUT NOT CONNECTED TO THEIR HOME BROADBAND	72	40	32	22	16	18	15	15	19	13	25	34	38
	14%	15%	13%	17%	13%	15%	12%	14%	13%	12%	16%	13%	14%
		56%	44%	31%	22%	26%	21%	21%	26%	18%	35%	47%	53%
TV SERVICE BUT DK IF CONNECTED TO THEIR HOME BROADBAND	16	9	7	6	2	7	1	1	5	2	8	5	11
	3%	4%	3%	4%	1%	6%	1%	1%	3%	2%	5%	2%	4%
		59%	41%	36%	11%	46% <b>I</b>	7%	4%	29%	14%	52% <b>I</b>	33%	67%
DON'T KNOW THE TV SERVICE	5	2	3	2	1	-	2	1	-	-	4	1	4
	1%	1%	1%	1%	1%	-	2%	1%	-	-	3%	*	2%
		37%	63%	33%	24%	-	43%	18%	-	-	82%	18%	82%
NO TV SET	4	1	2	-	1	-	2	-	1	-	3	1	3
	1%	1%	1%	-	1%	-	2%	-	1%	-	2%	*	1%
		42%	58%	-	42%	-	58%	-	21%	-	79%	21%	79%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 18

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Blu-ray player	185 36%	97 37% 53%	88 35% 47%	39 29% 21%	47 37% 25%	51 40% 28%	48 37% 26%	59 54% 32% <i>jkimn</i>	44 30% 24%	29 26% 15%	53 34% 29%	103 41% 56% <i>kn</i>	82 31% 44%
Amazon Fire TV digital media player or stick	139 27%	78 29% 56%	62 24% 44%	30 23% 22%	52 40% 37% <i>cef</i>	27 22% 20%	30 23% 22%	42 38% 30% <i>jkln</i>	33 23% 24%	26 24% 18%	39 25% 28%	75 30% 54%	65 24% 46%
Now TV digital media player	81 16%	40 15% 49%	41 16% 51%	19 15% 24%	35 27% 43% <i>cef</i>	17 13% 21%	10 8% 13%	17 15% 20%	19 13% 24%	17 16% 21%	28 18% 35%	36 14% 44%	46 17% 56%
Chromecast digital media player	59 11%	32 12% 55%	26 10% 45%	15 12% 26%	16 13% 27%	13 10% 21%	15 11% 25%	20 18% 34% <i>ln</i>	15 11% 26%	11 10% 18%	13 8% 21%	35 14% 60%	23 9% 40%
Apple TV digital media player	41 8%	19 7% 48%	21 8% 52%	9 7% 23%	10 8% 24%	14 11% 33%	8 6% 20%	14 12% 33% <i>ln</i>	13 9% 32%	8 7% 19%	7 4% 16%	26 10% 65% <i>ln</i>	14 5% 35%
Roku digital media player or stick	27 5%	11 4% 41%	16 6% 59%	6 5% 22%	6 4% 21%	12 10% 46% <i>f</i>	3 2% 12%	10 9% 36% <i>k</i>	6 4% 21%	1 1% 5%	10 7% 37%	16 6% 58% <i>k</i>	12 4% 42%
Other digital media player	13 3%	7 3% 55%	6 2% 45%	5 4% 38%	2 1% 14%	3 2% 23%	3 3% 25%	2 2% 13%	4 3% 28%	4 4% 32%	4 2% 27%	5 2% 41%	8 3% 59%
None of these	169 33%	94 36% 56%	75 30% 44%	47 36% 28% <i>d</i>	29 23% 17%	42 34% 25%	50 38% 30% <i>d</i>	24 22% 14%	54 38% 32% <i>l</i>	38 36% 23% <i>l</i>	53 34% 31% <i>l</i>	78 31% 46%	91 35% 54% <i>l</i>
Don't know	9 2%	3 1% 33%	6 2% 67%	4 3% 38%	2 1% 16%	3 2% 28%	2 1% 18%	3 3% 34%	2 2% 26%	2 1% 17%	2 1% 23%	6 2% 60%	4 1% 40%
Net: Any	338 65%	167 63% 49%	171 68% 51%	81 62% 24%	97 76% 29% <i>cf</i>	81 64% 24%	78 60% 23%	83 75% 25% <i>jkln</i>	87 60% 26%	68 63% 20%	101 65% 30%	170 67% 50%	169 64% 50%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 19

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	514	257 50%	257 50%	132 26%	131 25%	130 25%	121 24%	147 29%	139 27%	111 22%	117 23%	286 56%	228 44%
Weighted base	513	263 51%	250 49%	132 26%	127 25%	126 25%	128 25%	110 21%	142 28%	108 21%	153 30%	253 49%	261 51%
Effective base	458	230	228	120	118	113	108	138	128	103	108	259	207
Blu-ray player	150 29%	83 32% 56%	67 27% 44%	34 26% 23%	34 27% 23%	40 32% 27%	41 32% 28%	49 45% 33% <i>jkimn</i>	38 27% 25%	20 19% 13%	43 28% 29%	87 34% 58% <i>kn</i>	63 24% 42%
Amazon Fire TV digital media player or stick	131 25%	71 27% 54%	59 24% 46%	26 20% 20%	49 39% 38% <i>cef</i>	27 21% 20%	28 22% 22%	38 35% 29% <i>jk</i>	33 23% 25%	22 20% 17%	38 25% 29%	71 28% 54%	60 23% 46%
Now TV digital media player	65 13%	35 13% 53%	31 12% 47%	16 12% 24%	26 21% 40% <i>f</i>	14 11% 22%	9 7% 14%	14 13% 22%	12 8% 18%	15 14% 22%	24 16% 37%	26 10% 40%	39 15% 60%
Chromecast digital media player	50 10%	26 10% 53%	23 9% 47%	12 9% 24%	14 11% 29%	10 8% 20%	14 11% 28%	17 15% 34% <i>ln</i>	13 9% 26%	10 9% 20%	10 7% 20%	30 12% 60%	20 8% 40%
Apple TV digital media player	32 6%	15 6% 45%	18 7% 55%	5 4% 16%	7 6% 22%	12 10% 38%	8 6% 25%	12 11% 36% <i>ln</i>	11 8% 33% <i>l</i>	7 6% 21%	3 2% 9%	22 9% 69% <i>ln</i>	10 4% 31%
Roku digital media player or stick	20 4%	7 3% 35%	13 5% 65%	2 2% 12%	5 4% 24%	10 8% 48% <i>c</i>	3 3% 16%	7 7% 38% <i>k</i>	3 2% 16%	- - -	9 6% 46% <i>k</i>	11 4% 54% <i>k</i>	9 4% 46%
Other digital media player	11 2%	5 2% 45%	6 2% 55%	3 3% 32%	1 1% 10%	3 2% 28%	3 3% 31%	2 2% 16%	3 2% 27%	4 4% 40%	2 1% 17%	5 2% 43%	6 2% 57%
None of these	16 3%	9 3% 57%	7 3% 43%	5 4% 32%	4 3% 23%	3 3% 20%	4 3% 25%	5 4% 29%	1 1% 6%	5 4% 30%	6 4% 34%	6 2% 36%	10 4% 64%
No devices in household/ DK	176 34%	96 36% 55%	80 32% 45%	51 38% 29% <i>d</i>	30 23% 17%	45 36% 26% <i>d</i>	50 39% 29% <i>d</i>	27 25% 15%	57 40% 32% <i>l</i>	40 37% 23% <i>l</i>	52 34% 30%	84 33% 48%	92 35% 52% <i>l</i>
Net: Any	319 62%	157 60% 49%	162 65% 51%	75 57% 24%	93 73% 29% <i>cf</i>	77 61% 24%	74 58% 23%	78 70% 24% <i>k</i>	84 59% 26%	63 58% 20%	95 62% 30%	162 64% 51%	158 60% 49%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 20

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	514	257	257	132	131	130	121	147	139	111	117	286	228
		50%	50%	26%	25%	25%	24%	29%	27%	22%	23%	56%	44%
Weighted base	513	263	250	132	127	126	128	110	142	108	153	253	261
		51%	49%	26%	25%	25%	25%	21%	28%	21%	30%	49%	51%
Effective base	458	230	228	120	118	113	108	138	128	103	108	259	207
Amazon Fire TV digital media player or stick	119	64	54	25	46	24	23	36	28	21	34	64	55
	23%	24%	22%	19%	36%	19%	18%	32%	20%	19%	22%	25%	21%
		54%	46%	21%	39% <b>cel</b>	21%	20%	30% <b>jk</b>	24%	18%	26%	54%	46%
Blu-ray player	79	43	36	20	19	19	21	27	16	13	23	43	36
	15%	16%	14%	15%	15%	15%	16%	24%	11%	12%	15%	17%	14%
		54%	46%	25%	23%	25%	27%	34% <b>jk</b>	20%	17%	29%	54%	46%
Now TV digital media player	58	30	28	15	22	14	7	13	9	13	23	22	36
	11%	11%	11%	11%	17%	11%	6%	12%	6%	12%	15%	9%	14%
		52%	48%	26%	38% <b>f</b>	24%	13%	23%	15%	22%	40% <b>j</b>	38%	62% <b>j</b>
Chromecast digital media player	47	23	23	11	14	9	13	15	13	9	10	28	19
	9%	9%	9%	8%	11%	7%	10%	13%	9%	8%	7%	11%	7%
		50%	50%	24%	29%	19%	28%	32%	28%	19%	21%	60%	40%
Apple TV digital media player	31	14	17	5	6	12	7	11	10	7	3	21	10
	6%	5%	7%	4%	5%	10%	5%	10%	7%	6%	2%	8%	4%
		45%	55%	16%	20%	40%	23%	36% <b>lin</b>	31%	23%	10%	67% <b>l</b>	33%
Roku digital media player or stick	20	7	13	2	5	10	3	7	3	-	9	11	9
	4%	3%	5%	2%	4%	8%	3%	7%	2%	-	6%	4%	4%
		35%	65%	12%	24%	48% <b>c</b>	16%	38% <b>k</b>	16%	-	46% <b>k</b>	54% <b>k</b>	46%
Other digital media player	9	4	5	3	1	2	3	-	3	4	2	3	6
	2%	2%	2%	2%	1%	2%	3%	-	2%	4%	1%	1%	2%
		44%	56%	28%	12%	23%	37%	-	32%	47% <b>l</b>	21%	32%	68%
None of these	33	20	13	7	6	10	9	7	15	1	8	23	10
	6%	8%	5%	5%	5%	8%	7%	7%	11%	1%	6%	9%	4%
		62%	38%	21%	19%	31%	29%	23% <b>k</b>	47% <b>kn</b>	4%	26%	70% <b>kn</b>	30%
No devices in household/ DK	176	96	80	51	30	45	50	27	57	40	52	84	92
	34%	36%	32%	38%	23%	36%	39%	25%	40%	37%	34%	33%	35%
		55%	45%	29% <b>d</b>	17%	26% <b>d</b>	29% <b>d</b>	15%	32% <b>l</b>	23% <b>l</b>	30%	48%	52% <b>l</b>
Net: Any of these devices connected to broadband and TV set	268	128	140	64	84	61	59	66	65	59	77	131	137
	52%	49%	56%	48%	66%	48%	46%	60%	45%	55%	51%	52%	52%
		48%	52%	24%	31% <b>cel</b>	23%	22%	25% <b>j</b>	24%	22%	29%	49%	51%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 21

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Xbox One	220 43%	126 48% <b>57%b</b>	94 37% 43%	50 38% 23%	63 49% <b>29%e</b>	43 34% 20%	63 49% <b>29%e</b>	51 47% 23%	53 37% 24%	44 40% 20%	72 46% 33%	105 41% 48%	115 44% 52%
PlayStation 4	218 42%	130 49% <b>60%b</b>	88 35% 40%	54 41% 25%	61 48% 28%	54 43% 25%	48 37% 22%	45 41% 21%	62 43% 29%	48 45% 22%	62 40% 29%	107 42% 49%	111 42% 51%
Nintendo Wii	195 38%	82 31% 42%	113 45% <b>58%a</b>	47 35% 24%	48 37% 25%	52 41% 27%	49 37% 25%	45 41% 23%	55 38% 28%	41 38% 21%	54 35% 28%	99 39% 51%	96 36% 49%
Xbox 360	179 35%	83 31% 46%	96 38% 54%	44 33% 25%	44 34% 25%	44 35% 24%	47 36% 26%	41 37% <b>23%j</b>	32 22% 18%	37 34% <b>21%j</b>	68 44% <b>38%jm</b>	73 29% 41%	106 40% <b>59%jm</b>
PlayStation 3	101 20%	50 19% 49%	51 20% 51%	32 24% 31%	20 15% 20%	27 21% 27%	23 18% 23%	25 23% 24%	30 21% 30%	21 20% 21%	25 16% 25%	55 22% 54%	46 18% 46%
Nintendo Wii U	70 14%	38 14% 54%	32 13% 46%	14 11% 20%	24 19% <b>35%f</b>	19 15% 27%	13 10% 18%	22 20% <b>32%j</b>	14 10% 20%	13 12% 19%	20 13% 29%	36 14% 52%	34 13% 48%
None of these	27 5%	7 3% 28%	19 8% <b>72%a</b>	7 5% 26%	8 6% 31%	9 7% <b>34%f</b>	2 2% 9%	7 6% 25%	9 7% 35%	3 3% 10%	8 5% 29%	16 6% 60%	11 4% 40%
Net: Any	490 95%	257 97% <b>52%b</b>	233 92% 48%	125 95% 26%	120 94% 24%	117 93% 24%	128 98% <b>26%e</b>	103 94% 21%	134 93% 27%	105 97% 21%	148 95% 30%	237 94% 48%	253 96% 52%

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 22

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	514	257 50%	257 50%	132 26%	131 25%	130 25%	121 24%	147 29%	139 27%	111 22%	117 23%	286 56%	228 44%
Weighted base	513	263 51%	250 49%	132 26%	127 25%	126 25%	128 25%	110 21%	142 28%	108 21%	153 30%	253 49%	261 51%
Effective base	458	230	228	120	118	113	108	138	128	103	108	259	207
PlayStation 4	207 40%	124 47% <b>60%b</b>	83 33% 40%	51 39% 25%	58 46% 28%	53 42% 26%	45 35% 22%	43 39% 21%	60 42% 29%	43 40% 21%	61 40% 29%	103 41% 50%	104 40% 50%
Xbox One	201 39%	117 44% <b>58%b</b>	84 33% 42%	48 36% 24%	55 43% 27%	39 31% 20%	59 46% <b>29%e</b>	47 43% 23%	47 33% 24%	39 36% 19%	68 44% 34%	94 37% 47%	106 41% 53%
Xbox 360	127 25%	59 22% 46%	68 27% 54%	33 25% 26%	28 22% 22%	33 26% 26%	33 26% 26%	25 23% 20%	26 18% 20%	28 26% 22%	48 31% <b>38%jm</b>	51 20% 40%	76 29% <b>60%jm</b>
Nintendo Wii	98 19%	39 15% 39%	60 24% <b>61%a</b>	22 16% 22%	21 17% 22%	30 23% 30%	26 20% 26%	30 27% <b>30%kn</b>	25 17% 25%	17 15% 17%	27 18% 27%	55 22% 56%	43 17% 44%
PlayStation 3	64 12%	32 12% 50%	32 13% 50%	21 16% <b>32%d</b>	9 7% 14%	21 17% <b>33%d</b>	13 10% 20%	17 16% 27%	20 14% 31%	10 9% 15%	17 11% 27%	37 15% 58%	27 10% 42%
Nintendo Wii U	53 10%	28 10% 53%	25 10% 47%	11 8% 20%	19 15% <b>36%f</b>	15 12% 28%	8 6% 16%	15 14% 29%	12 8% 22%	11 10% 21%	14 9% 28%	27 11% 51%	26 10% 49%
None of these	30 6%	14 5% 46%	16 6% 54%	7 5% 24%	11 8% <b>36%e</b>	3 2% 10%	9 7% 30%	6 6% 21%	8 5% 26%	9 8% 31%	7 4% 23%	14 5% 47%	16 6% 53%
No games consoles in household/DK	27 5%	7 3% 28%	19 8% <b>72%a</b>	7 5% 26%	8 6% 31%	9 7% 34%	2 2% 9%	7 6% 25%	9 7% 35%	3 3% 10%	8 5% 29%	16 6% 60%	11 4% 40%
Net: Any	453 88%	241 92% <b>53%b</b>	212 85% 47%	116 88% 26%	108 85% 24%	113 89% 25%	116 90% 26%	97 88% 21%	123 87% 27%	96 89% 21%	136 89% 30%	221 87% 49%	232 89% 51%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 23

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	514	257 50%	257 50%	132 26%	131 25%	130 25%	121 24%	147 29%	139 27%	111 22%	117 23%	286 56%	228 44%
Weighted base	513	263 51%	250 49%	132 26%	127 25%	126 25%	128 25%	110 21%	142 28%	108 21%	153 30%	253 49%	261 51%
Effective base	458	230	228	120	118	113	108	138	128	103	108	259	207
Xbox One	191 37%	112 42% <b>59%b</b>	79 32% 41%	44 34% 23%	53 42% <b>28%e</b>	36 29% 19%	57 45% <b>30%e</b>	42 38% 22%	45 32% 24%	35 33% 19%	68 44% <b>36%j</b>	87 35% 46%	103 40% 54%
PlayStation 4	186 36%	115 43% <b>62%b</b>	71 29% 38%	43 33% 23%	55 44% 30%	46 37% 25%	41 32% 22%	41 37% 22%	56 39% 30%	37 34% 20%	53 34% 28%	97 38% 52%	89 34% 48%
Xbox 360	93 18%	46 17% 49%	47 19% 51%	21 16% 22%	20 16% 22%	27 21% 29%	25 20% 27%	20 18% 22%	21 15% 23%	19 18% 21%	32 21% 35%	41 16% 45%	51 20% 55%
PlayStation 3	46 9%	20 8% 44%	26 10% 56%	16 12% 36%	8 6% 17%	13 11% 29%	8 6% 18%	13 12% 29%	12 9% 27%	10 9% 21%	10 7% 23%	26 10% 56%	20 8% 44%
Nintendo Wii	41 8%	16 6% 40%	24 10% 60%	7 6% 18%	11 9% 26%	11 9% 29%	12 9% 29%	12 11% 30%	12 8% 29%	8 7% 19%	9 6% 21%	24 10% 60%	16 6% 40%
Nintendo Wii U	35 7%	16 6% 47%	18 7% 53%	6 4% 16%	15 12% <b>43%e</b>	8 6% 23%	6 5% 18%	11 10% <b>33%j</b>	6 4% 16%	7 6% 20%	11 7% 31%	17 7% 50%	18 7% 50%
None of these	29 6%	12 5% 42%	17 7% 58%	11 8% 37%	3 3% 12%	8 6% 28%	7 5% 23%	8 7% 27%	6 4% 21%	8 8% 28%	7 5% 24%	14 6% 48%	15 6% 52%
No games consoles in household/DK	27 5%	7 3% 28%	19 8% <b>72%a</b>	7 5% 26%	8 6% 31%	9 7% 34%	2 2% 9%	7 6% 25%	9 7% 35%	3 3% 10%	8 5% 29%	16 6% 60%	11 4% 40%
Net: Any consoles connected to broadband and TV set	409 80%	224 85% <b>55%b</b>	185 74% 45%	98 74% 24%	103 82% 25%	100 79% 24%	108 84% 26%	87 79% 21%	114 80% 28%	85 79% 21%	122 80% 30%	201 80% 49%	207 80% 51%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 24

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Smartphone	482 93%	247 93% 51%	235 93% 49%	123 93% 25%	120 93% 25%	117 93% 24%	123 95% 26%	105 96% 22%	128 90% 27%	103 95% 21%	146 94% 30%	234 92% 48%	248 94% 52%
Laptop computer	452 87%	224 85% 50%	228 90% 50%	117 89% 26%	109 85% 24%	110 87% 24%	114 88% 25%	104 94% 23% <b>ijkn</b>	119 83% 26%	92 85% 20%	137 88% 30%	222 88% 49%	229 87% 51%
Tablet computer	383 74%	196 74% 51%	186 74% 49%	107 81% 28% <b>e</b>	98 77% 26%	83 66% 22%	94 72% 25%	93 84% 24% <b>ijn</b>	103 72% 27%	80 74% 21%	107 69% 28%	195 77% 51%	187 71% 49%
Desktop computer	254 49%	138 52% 54%	116 46% 46%	50 38% 20%	62 48% 24%	64 51% 25% <b>c</b>	78 60% 31% <b>c</b>	65 59% 26% <b>ijkn</b>	63 44% 25%	49 45% 19%	76 49% 30%	129 51% 51%	125 47% 49%
None of these	3 1%	3 1% 100%	- - -	2 1% 58%	1 1% 42%	- - -	- - -	* 2% 16%	3 2% 84% <b>n</b>	- - -	- 1% -	3 1% 100%	- - -
Don't know	2 *	2 1% 100%	- - -	- - -	2 1% 100%	- - -	- - -	- - -	- - -	- - -	2 1% 100%	- - -	2 1% 100%
Net: Any	512 99%	260 98% 51%	252 100% 49% <b>a</b>	131 99% 26%	125 98% 24%	126 100% 25%	130 100% 25%	110 100% 21%	141 98% 27%	108 100% 21%	154 99% 30%	250 99% 49%	262 99% 51%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 25

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Smartphone	461	236	225	114	116	112	119	101	118	101	141	219	242
	89%	89%	89%	86%	90%	89%	91%	92%	82%	94%	91%	86%	92%
		51%	49%	25%	25%	24%	26%	22%j	26%	22%jm	31%	47%	53%j
Laptop computer	422	216	206	109	102	104	107	99	108	85	129	208	214
	82%	81%	82%	82%	80%	82%	82%	90%	76%	79%	83%	82%	81%
		51%	49%	26%	24%	25%	25%	24%jkmn	26%	20%	31%	49%	51%
Tablet computer	355	187	169	99	93	78	85	84	91	76	104	175	180
	69%	70%	67%	75%	72%	62%	66%	76%	64%	71%	67%	69%	68%
		53%	47%	28%e	26%	22%	24%	24%j	26%	21%	29%	49%	51%
Desktop computer	232	124	108	43	58	55	76	61	55	44	72	116	116
	45%	47%	43%	32%	45%	43%	59%	55%	38%	41%	46%	46%	44%
		54%	46%	19%	25%e	24%	33%cde	26%jkn	24%	19%	31%	50%	50%
None of these	3	-	3	1	1	1	-	-	2	-	1	2	1
	1%	-	1%	1%	1%	1%	-	-	1%	-	1%	1%	*
		-	100%	33%	33%	34%	-	-	67%	-	33%	67%	33%
Don't know	3	1	1	3	-	-	-	-	1	1	-	1	1
	*	*	*	2%	-	-	-	-	1%	1%	-	*	1%
		51%	49%	100%	-	-	-	-	49%	51%	-	49%	51%
Net: Any connected to broadband	507	259	248	127	124	125	130	110	138	107	153	247	260
	98%	98%	98%	96%	97%	99%	100%	100%	96%	99%	98%	98%	98%
		51%	49%	25%	25%	25%	26%e	22%	27%	21%	30%	49%	51%
Net: None/DK devices in household	5	5	-	2	3	-	-	*	3	-	2	3	2
	1%	2%	-	1%	2%	-	-	*	2%	-	1%	1%	1%
		100%b	-	36%	64%	-	-	10%	52%	-	38%	62%	38%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 26

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Smartphone	165 32%	88 33% 53%	78 31% 47%	33 25% 20%	48 38% 29% <b>29%<i>c</i></b>	45 36% 27%	39 30% 24%	43 39% 26% <b>26%<i>j</i></b>	37 26% 22%	34 32% 21%	52 33% 31%	79 31% 48%	86 33% 52%
Laptop computer	153 30%	79 30% 52%	74 29% 48%	42 32% 27%	39 30% 25%	34 27% 22%	39 30% 25%	42 38% 27% <b>27%<i>j</i></b>	37 26% 24%	33 30% 21%	42 27% 27%	79 31% 51%	75 28% 49%
Tablet computer	116 23%	66 25% 56%	51 20% 44%	26 19% 22%	29 23% 25%	26 21% 23%	35 27% 30%	32 29% 27%	32 22% 28%	21 19% 18%	32 20% 27%	64 25% 55%	53 20% 45%
Desktop computer	76 15%	45 17% 59%	31 12% 41%	13 10% 17%	17 13% 22%	18 14% 24%	28 22% 37% <b>37%<i>c</i></b>	20 18% 26%	21 15% 27%	11 10% 14%	24 16% 32%	41 16% 54%	35 13% 46%
None of these	218 42%	103 39% 47%	115 46% 53%	58 44% 27%	54 42% 25%	52 41% 24%	53 41% 25%	39 35% 18%	64 45% 29%	47 44% 22%	68 44% 31%	103 41% 47%	115 44% 53%
Don't know	23 4%	11 4% 48%	12 5% 52%	12 9% 51% <b>51%<i>d</i></b>	1 1% 3%	7 6% 32% <b>32%<i>d</i></b>	3 2% 13%	4 3% 17%	8 6% 36%	8 7% 33%	3 2% 15%	12 5% 53%	11 4% 47%
Net: Any connected to TV set	268 52%	145 55% 54%	123 49% 46%	60 46% 23%	69 54% 26%	67 53% 25%	72 55% 27%	67 61% 25% <b>25%<i>j</i></b>	67 47% 25%	53 49% 20%	80 51% 30%	135 53% 50%	133 50% 50%
Net: None/DK devices in household	5 1%	5 2% 100% <b>100%<i>b</i></b>	- - -	2 1% 36%	3 2% 64%	- - -	- - -	* * 10%	3 2% 52%	- - -	2 1% 38%	3 1% 62%	2 1% 38%
Net: Devices in HH but No/DK TV in household or no home broadband	4 1%	1 1% 42%	2 1% 58%	- - -	1 1% 42%	- - -	2 2% 58%	- - -	1 1% 21%	- - -	3 2% 79%	1 * 21%	3 1% 79%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 27

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258	259	132	132	130	123	147	140	111	119	287	230
		50%	50%	26%	26%	25%	24%	28%	27%	21%	23%	56%	44%
Weighted base	517	265	252	132	128	126	130	110	143	108	156	253	264
		51%	49%	26%	25%	24%	25%	21%	28%	21%	30%	49%	51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Smartphone	140	73	67	25	43	36	36	37	31	27	45	69	71
	27%	28%	27%	19%	34%	29%	27%	34%	22%	25%	29%	27%	27%
		52%	48%	18%	31% <b>c</b>	26%	26%	27% <b>j</b>	22%	19%	32%	49%	51%
Laptop computer	137	70	66	37	35	29	35	35	35	27	40	70	67
	26%	27%	26%	28%	27%	23%	27%	32%	24%	25%	26%	27%	25%
		52%	48%	27%	26%	22%	26%	25%	25%	20%	29%	51%	49%
Tablet computer	99	54	44	18	26	21	33	28	28	16	27	56	43
	19%	21%	18%	14%	20%	17%	26%	25%	20%	15%	17%	22%	16%
		55%	45%	18%	26%	22%	34% <b>c</b>	28% <b>kn</b>	28%	16%	27%	57%	43%
Desktop computer	65	40	25	10	15	14	26	18	14	9	24	31	34
	13%	15%	10%	8%	12%	11%	20%	16%	10%	9%	16%	12%	13%
		62%	38%	16%	23%	21%	40% <b>c</b>	27%	21%	14%	37%	48%	52%
None of these	12	7	5	2	4	3	2	3	4	3	2	7	5
	2%	3%	2%	1%	3%	2%	2%	3%	3%	3%	1%	3%	2%
		60%	40%	15%	34%	30%	21%	27%	32%	24%	17%	59%	41%
Don't know	2	1	1	1	-	1	-	1	-	1	-	1	1
	*	*	1%	*	-	1%	-	1%	-	1%	-	1%	*
		33%	67%	34%	-	66%	-	66%	-	34%	-	66%	34%
Net: Any connected to broadband and TV set	254	137	117	58	65	62	69	63	64	50	78	127	127
	49%	52%	46%	44%	51%	49%	53%	57%	45%	46%	50%	50%	48%
		54%	46%	23%	25%	24%	27%	25% <b>j</b>	25%	20%	31%	50%	50%
Net: Not connected to TV set(Q16)/Not connected to broadband(Q15)	241	114	127	70	55	59	57	42	73	55	71	115	126
	47%	43%	51%	53%	43%	47%	43%	38%	51%	51%	46%	45%	48%
		47%	53%	29%	23%	25%	23%	18%	30% <b>li</b>	23%	30%	48%	52%
Net: None/DK devices in household (Q15)	5	5	-	2	3	-	-	*	3	-	2	3	2
	1%	2%	-	1%	2%	-	-	*	2%	-	1%	1%	1%
		100% <b>lb</b>	-	36%	64%	-	-	10%	52%	-	38%	62%	38%
Net: No/DK TV in household/No/DK home broadband service (QA1/QA2)	4	1	2	-	1	-	2	-	1	-	3	1	3
	1%	1%	1%	-	1%	-	2%	-	1%	-	2%	*	1%
		42%	58%	-	42%	-	58%	-	21%	-	79%	21%	79%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 28

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Watch TV live at the time of broadcast	431 83%	222 84% 51%	209 83% 49%	116 88% 27% <b>d</b>	100 78% 23%	109 87% 25%	106 81% 24%	96 87% 22%	113 79% 26%	97 90% 22% <b>j</b>	125 80% 29%	209 83% 49%	222 84% 51%
Watch short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	347 67%	182 69% 52%	165 66% 48%	87 66% 25%	83 65% 24%	90 72% 26%	86 66% 25%	84 76% 24% <b>kl</b>	99 69% 29%	69 64% 20%	94 61% 27%	183 72% 53% <b>ln</b>	164 62% 47%
Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	332 64%	164 62% 49%	168 67% 51%	85 64% 25%	81 64% 25%	81 64% 24%	85 65% 26%	83 75% 25% <b>jkl</b>	88 61% 26%	64 59% 19%	98 63% 29%	170 67% 51%	162 61% 49%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	264 51%	135 51% 51%	129 51% 49%	59 45% 22%	79 61% 30% <b>ce</b>	61 48% 23%	66 50% 25%	65 59% 25%	70 49% 26%	51 47% 19%	79 50% 30%	135 53% 51%	129 49% 49%
Watch longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	254 49%	138 52% 54%	117 46% 46%	63 48% 25%	63 49% 25%	63 50% 25%	66 50% 26%	62 56% 24%	66 46% 26%	53 49% 21%	73 47% 29%	128 50% 50%	127 48% 50%
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	212 41%	105 40% 50%	107 43% 50%	55 42% 26%	44 34% 21%	53 42% 25%	60 46% 28%	62 57% 29% <b>jklmn</b>	53 37% 25%	46 42% 21%	52 33% 24%	115 45% 54% <b>l</b>	97 37% 46%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	102 20%	54 20% 53%	48 19% 47%	24 18% 23%	28 22% 28%	23 19% 23%	27 20% 26%	30 27% 29% <b>ln</b>	34 24% 34% <b>ln</b>	21 20% 21%	16 10% 16%	64 25% 63% <b>ln</b>	37 14% 37%
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	55 11%	25 10% 47%	29 12% 53%	13 10% 24%	13 10% 24%	17 13% 31%	11 9% 21%	19 17% 35% <b>kl</b>	14 10% 25%	9 8% 16%	13 8% 24%	33 13% 60%	22 8% 40%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 28

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
None of these	4 1%	-	4 2%	-	-	1 1%	2 2%	-	1 1%	1 1%	1 1%	1 *	3 1%
		-	100%	-	-	37%	63%	-	27%	37%	36%	27%	73%
Don't know	5 1%	3 1%	2 1%	1 1%	2 2%	1 1%	1 1%	1 1%	2 2%	2 2%	-	3 1%	2 1%
		64%	36%	21%	50%	14%	15%	15%	47%	38%	-	62%	38%
Net: ANY	508 98%	262 99%	247 98%	131 99%	126 98%	124 98%	127 98%	109 99%	140 98%	105 97%	154 99%	249 98%	259 98%
		51%	49%	26%	25%	24%	25%	22%	28%	21%	30%	49%	51%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	471 91%	241 91%	231 91%	123 93%	118 92%	111 88%	120 92%	106 96%	135 94%	93 86%	138 89%	241 95%	231 87%
		51%	49%	26%	25%	24%	25%	22% <b>kl</b>	29% <b>k</b>	20%	29%	51% <b>kl</b>	49%
Net: LIVE TV ONLY	37 7%	21 8%	16 6%	9 7%	8 6%	13 10%	8 6%	4 3%	5 4%	12 11%	16 10%	9 3%	28 11%
		57%	43%	24%	21%	35%	20%	10%	14%	33% <b>ijm</b>	43% <b>ijm</b>	24%	76% <b>ijm</b>

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



# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 29

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	432	216 50%	216 50%	116 27%	104 24%	113 26%	99 23%	128 30%	111 26%	99 23%	94 22%	239 55%	193 45%
Weighted base	431	221 51%	209 49%	116 27%	99* 23%*	109* 25%*	106* 25%*	96 22%	113 26%	97* 23%*	125* 29%*	209 49%	222 51%
Effective base	384	192	191	105	94	98	88	121	102	92	86	217	174
TV service(s)	343 80%	170 77% 50%	172 82% 50%	87 74% 25%	81 82% 24%	86 78% 25%	89 85% 26%	79 83% 23%	92 81% 27%	81 83% 24%	91 73% 27%	171 82% 50%	171 77% 50%
Desktop/ Laptop computer	53 12%	30 14% 57%	23 11% 43%	13 11% 25%	7 7% 14%	21 19% 40% <b>d</b>	11 11% 22%	16 17% 30%	12 11% 23%	8 8% 15%	17 13% 32%	28 13% 53%	25 11% 47%
Games console	34 8%	22 10% 64%	12 6% 36%	11 9% 31%	5 5% 14%	10 9% 29%	8 8% 25%	4 4% 12%	7 6% 20%	7 7% 19%	16 13% 48% <b>lm</b>	11 5% 32%	23 10% 68%
Smartphone	29 7%	15 7% 51%	14 7% 49%	6 5% 20%	6 6% 19%	12 11% 43%	5 5% 17%	7 7% 23%	8 7% 29%	4 4% 13%	10 8% 35%	15 7% 52%	14 6% 48%
Tablet computer	28 6%	19 9% 69%	9 4% 31%	8 7% 29%	4 4% 15%	8 7% 28%	8 7% 28%	10 11% 37% <b>ln</b>	10 9% 35%	5 5% 17%	3 2% 11%	20 10% 72% <b>ln</b>	8 4% 28%
Digital Media Player	27 6%	15 7% 55%	12 6% 45%	2 2% 8%	9 9% 33% <b>c</b>	9 8% 34% <b>c</b>	7 6% 25%	5 6% 20%	5 5% 20%	5 5% 18%	11 9% 42%	11 5% 40%	16 7% 60%
Blu-ray player connected to a TV	9 2%	4 2% 49%	4 2% 51%	2 2% 28%	6 6% 67% <b>ef</b>	- - -	1 * 6%	4 4% 48% <b>k</b>	1 13% -	- - -	3 3% 39%	5 3% 61%	3 2% 39%

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 30

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	337	159 47%	178 53%	88 26%	85 25%	84 25%	80 24%	109 32%	85 25%	68 20%	75 22%	194 58%	143 42%
Weighted base	332	164 49%	168 51%	85* 25%*	81* 25%*	81* 24%*	85* 26%*	83 25%	88* 26%*	64* 19%*	98* 29%*	170 51%	162 49%
Effective base	299	141	158	79	77	72	71	103	77	63	69	175	129
TV service(s)	240	115	125	59	55	62	64	61	63	49	66	125	115
	72%	70%	74%	70%	67%	77%	75%	74%	72%	77%	67%	73%	71%
		48%	52%	25%	23%	26%	27%	25%	26%	21%	28%	52%	48%
Desktop/ Laptop computer	92	44	48	19	22	23	28	29	23	18	21	52	40
	28%	27%	29%	23%	26%	28%	33%	35%	27%	28%	22%	31%	24%
		48%	52%	21%	24%	25%	30%	31%	25%	20%	23%	57%	43%
Tablet computer	66	35	31	19	12	15	20	26	15	15	9	42	24
	20%	21%	18%	22%	14%	18%	24%	32%	18%	24%	9%	24%	15%
		53%	47%	29%	18%	23%	30%	40% <b>jl</b>	24%	23% <b>l</b>	13%	63% <b>ln</b>	37%
Digital Media Player	54	29	25	10	19	13	12	20	10	7	17	30	24
	16%	17%	15%	12%	23%	16%	14%	24%	11%	11%	17%	18%	15%
		53%	47%	19%	35%	24%	22%	37% <b>jk</b>	19%	13%	31%	56%	44%
Smartphone	52	22	30	13	9	19	12	16	7	13	16	24	29
	16%	14%	18%	15%	11%	24%	14%	20%	8%	21%	16%	14%	18%
		42%	58%	25%	17%	36% <b>d</b>	22%	31% <b>j</b>	14%	25% <b>j</b>	30%	45%	55%
Games console	46	26	20	12	10	14	10	11	10	10	15	21	25
	14%	16%	12%	14%	12%	18%	11%	13%	11%	15%	16%	12%	15%
		56%	44%	27%	21%	31%	21%	24%	21%	21%	33%	46%	54%
Blu-ray player connected to a TV	7	4	2	-	5	1	1	5	2	-	-	7	-
	2%	3%	1%	-	6%	1%	1%	6%	2%	-	-	4%	-
		63%	37%	-	72% <b>c</b>	13%	15%	68% <b>kl</b>	32%	-	-	100% <b>n</b>	-

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 31

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	217	103 47%	114 53%	56 26%	50 23%	55 25%	56 26%	82 38%	51 24%	45 21%	39 18%	133 61%	84 39%
Weighted base	212	105* 50%*	107 50%	55* 26%*	44* 21%*	53* 25%*	60* 28%*	62* 29%*	53* 25%*	46* 21%*	52* 24%*	115 54%	97* 46%*
Effective base	192	91	101	51	45	48	50	77	46	42	36	120	76
TV service(s)	162	82	79	41	33	42	45	47	42	33	40	89	73
	76%	78% 51%	74% 49%	74% 25%	76% 21%	79% 26%	76% 28%	75% 29%	79% 26%	72% 20%	78% 25%	77% 55%	75% 45%
Tablet computer	49	31	18	9	6	16	18	21	14	5	9	35	14
	23%	30% 64% <sup>cb</sup>	17% 36%	16% 18%	15% 13%	30% 32%	30% 37%	34% 43% <sup>kn</sup>	26% 28%	11% 10%	18% 18%	31% 71% <sup>kn</sup>	15% 29%
Desktop/ Laptop computer	39	19	20	1	10	15	13	20	8	6	5	28	11
	18%	18% 48%	19% 52%	3% 4%	22% 25% <sup>c</sup>	29% 39% <sup>c</sup>	21% 32% <sup>c</sup>	32% 52% <sup>ijkln</sup>	15% 20%	13% 16%	9% 12%	24% 72% <sup>kn</sup>	11% 28%
Digital Media Player	36	13	23	9	5	10	12	9	10	7	9	19	17
	17%	12% 36%	22% 64%	16% 25%	11% 13%	19% 28%	21% 34%	15% 26%	19% 27%	16% 20%	18% 26%	17% 54%	17% 46%
Smartphone	28	15	13	2	3	12	10	15	3	4	7	17	11
	13%	14% 53%	12% 47%	4% 9%	7% 11%	23% 44% <sup>cd</sup>	17% 35% <sup>c</sup>	23% 51% <sup>jn</sup>	6% 10%	9% 15%	13% 23%	15% 62%	11% 38%
Games console	26	16	10	4	7	8	8	8	4	7	7	12	14
	12%	16% 63%	9% 37%	7% 14%	15% 25%	15% 31%	13% 30%	13% 31%	7% 15%	16% 28%	13% 26%	10% 46%	15% 54%
Blu-ray player connected to a TV	10	5	5	3	6	1	2	5	2	-	3	7	3
	5%	5% 50%	5% 50%	5% 25%	13% 63% <sup>de</sup>	1% 6%	3% 16%	8% 48%	4% 19%	- -	7% 33%	6% 67%	4% 33%

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 32

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	105	53 50%	52 50%	23 22%	29 28%	27 26%	26 25%	38 36%	34 32%	21 20%	12 11%	72 69%	33 31%
Weighted base	102*	54* 53%*	48* 47%*	24** 23%**	28** 28%**	23** 23%**	27** 26%**	30* 29%*	34* 34%*	21** 21%**	16** 16%**	64* 63%*	37* 37%*
Effective base	95	48	48	22	27	24	23	36	31	20	11	66	30
TV service(s)	67	31	36	15	16	21	14	19	24	13	10	43	24
	65%	57% 46%	74% 54%	65% 23%	58% 25%	88% 31%	53% 21%	63% 29%	69% 36%	63% 20%	64% 15%	66% 64%	63% 36%
Digital Media Player	22	14	8	6	6	3	8	7	8	5	2	15	7
	21%	26% 65%	16% 35%	24% 26%	20% 26%	12% 13%	29% 36%	25% 34%	22% 35%	22% 22%	12% 9%	23% 70%	17% 30%
Desktop/ Laptop computer	20	11	9	2	8	4	6	8	9	1	1	17	3
	19%	20% 54%	19% 46%	9% 10%	27% 39%	18% 22%	22% 29%	28% 42% <b>n</b>	25% 44%	7% 8%	7% 6%	26% 87% <b>n</b>	7% 13%
Tablet computer	15	9	6	2	5	6	3	8	2	2	3	10	5
	15%	18% 62%	12% 38%	8% 12%	17% 32%	25% 39%	10% 17%	26% 52% <b>j</b>	6% 14%	9% 13%	19% 21%	15% 66%	14% 34%
Games console	13	6	7	2	2	3	7	5	1	3	4	6	7
	13%	11% 44%	15% 56%	9% 16%	6% 13%	11% 20%	25% 51%	17% 39% <b>j</b>	3% 7%	15% 25%	24% 30%	9% 45%	19% 55% <b>j</b>
Smartphone	7	3	4	-	4	1	3	2	3	1	1	5	2
	7%	6% 42%	9% 58%	-	14% 55%	3% 9%	10% 36%	7% 30%	9% 42%	5% 15%	6% 13%	8% 71%	6% 29%
Blu-ray player connected to a TV	3	2	1	-	3	1	-	1	2	-	-	3	-
	3%	4% 69%	2% 31%	-	9% 79%	3% 21%	-	5% 45%	5% 55%	-	-	5% 100%	-

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

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 33

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	266	133	133	60	81	63	62	88	68	50	60	156	110
		50%	50%	23%	30%	24%	23%	33%	26%	19%	23%	59%	41%
Weighted base	264	135	129	59*	79*	61*	66*	65*	70*	51*	79*	135	129
		51%	49%	22%*	30%*	23%*	25%*	25%*	26%*	19%*	30%*	51%	49%
Effective base	237	119	118	54	74	54	56	83	62	47	56	140	101
TV service(s)	129	68	61	32	35	33	28	42	32	21	34	74	55
	49%	51%	47%	55%	45%	54%	43%	65%	46%	41%	43%	55%	42%
		53%	47%	25%	27%	26%	22%	33% <b>jkn</b>	25%	16%	26%	58%	42%
Tablet computer	88	44	44	21	27	17	22	21	25	16	25	47	41
	33%	33%	34%	36%	35%	28%	34%	33%	37%	32%	32%	35%	32%
		50%	50%	24%	31%	19%	26%	24%	29%	18%	28%	53%	47%
Games console	76	48	28	19	24	17	16	12	20	18	26	32	44
	29%	36%	22%	33%	31%	28%	24%	18%	29%	36%	33%	24%	34%
		63% <b>b</b>	37%	25%	32%	22%	21%	16%	26%	24% <b>l</b>	34%	42%	58% <b>l</b>
Desktop/ Laptop computer	74	38	36	16	17	14	27	22	20	15	17	42	32
	28%	28%	28%	27%	22%	22%	41%	34%	28%	29%	22%	31%	25%
		52%	48%	22%	23%	19%	37% <b>de</b>	30%	27%	20%	23%	57%	43%
Digital Media Player	71	32	39	11	29	17	14	16	22	7	26	38	33
	27%	24%	30%	19%	36%	28%	21%	25%	32%	14%	33%	29%	26%
		45%	55%	16%	40% <b>c</b>	24%	20%	23%	31% <b>k</b>	10%	36% <b>k</b>	34% <b>k</b>	46%
Smartphone	61	22	40	16	15	19	12	14	13	13	21	27	34
	23%	16%	31%	27%	19%	31%	18%	21%	19%	26%	27%	20%	26%
		35%	65% <b>a</b>	26%	24%	31%	19%	23%	22%	22%	34%	44%	56%
Blu-ray player connected to a TV	10	7	3	3	3	1	3	2	2	2	3	4	6
	4%	5%	2%	6%	3%	1%	4%	2%	3%	5%	4%	3%	5%
		74%	26%	35%	27%	7%	30%	17%	22%	25%	36%	39%	61%

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 34

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	60	27 45%	33 55%	13 22%	16 27%	19 32%	12 20%	26 43%	15 25%	10 17%	9 15%	41 68%	19 32%
Weighted base	55*	25** 47%**	29* 53%*	13** 24%**	13** 24%**	17** 31%**	11** 21%**	19** 35%**	14** 25%**	9** 16%**	13** 24%**	33* 60%*	22** 40%**
Effective base	54	24	30	12	15	17	11	25	14	9	9	39	17
TV service(s)	36 65%	15 58% 41%	21 72% 59%	10 73% 27%	8 61% 23%	10 58% 27%	8 73% 23%	13 68% 37%	9 69% 26%	6 62% 16%	8 59% 22%	23 69% 63%	13 60% 37%
Digital Media Player	15 28%	8 30% 50%	8 26% 50%	1 11% 10%	3 26% 22%	6 38% 42%	4 36% 26%	7 35% 43%	3 24% 21%	2 26% 15%	3 24% 20%	10 30% 65%	5 25% 35%
Games console	15 27%	9 34% 58%	6 21% 42%	3 22% 20%	2 17% 15%	8 46% 52%	2 18% 13%	6 31% 40%	2 18% 16%	4 41% 24%	3 23% 20%	8 25% 56%	7 30% 44%
Desktop/ Laptop computer	14 26%	6 25% 43%	8 28% 57%	4 28% 26%	3 23% 21%	4 24% 28%	4 32% 25%	9 48% 64%	1 5% 5%	2 20% 12%	3 21% 19%	10 30% 68%	5 21% 32%
Tablet computer	13 24%	7 28% 53%	6 22% 47%	2 14% 14%	2 15% 15%	6 35% 45%	4 32% 27%	6 29% 42%	3 19% 19%	2 19% 13%	3 27% 26%	8 25% 61%	5 24% 39%
Smartphone	12 22%	3 13% 28%	9 29% 72%	3 24% 26%	2 18% 20%	3 16% 23%	4 32% 30%	5 25% 40%	2 14% 17%	2 27% 20%	3 21% 23%	7 21% 57%	5 23% 43%
Blu-ray player connected to a TV	3 6%	3 10% 84%	1 2% 16%	2 12% 52%	- - -	- - -	1 13% 48%	1 8% 48%	- - -	- - -	2 12% 52%	1 4% 48%	2 7% 52%

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

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 35

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	352	178 51%	174 49%	86 24%	87 25%	95 27%	84 24%	112 32%	97 28%	71 20%	72 20%	209 59%	143 41%
Weighted base	347	182 52%	165 48%	87* 25%*	83* 24%*	90* 26%*	86* 25%*	84 24%	99* 29%*	69* 20%*	94* 27%*	183 53%	164 47%
Effective base	314	160	155	78	79	83	75	105	90	66	67	190	130
Smartphone	225 65%	113 62% 50%	112 68% 50%	58 67% 26%	52 63% 23%	61 68% 27%	54 62% 24%	52 62% 23%	59 60% 26%	52 75% 23%jm	62 65% 27%	111 61% 49%	114 70% 51%
Desktop/ Laptop computer	174 50%	98 54% 56%	76 46% 44%	44 51% 25%	35 41% 20%	45 50% 26%	50 58% 29%cd	48 57% 27%	51 52% 30%	29 42% 17%	46 48% 26%	99 54% 57%	75 46% 43%
Tablet computer	169 49%	88 49% 52%	80 48% 48%	48 55% 28%	44 52% 26%	37 41% 22%	40 46% 24%	39 47% 23%	46 46% 27%	39 56% 23%	45 47% 26%	85 47% 51%	83 51% 49%
Games console	73 21%	51 28% 70%b	22 13% 30%	16 19% 22%	22 26% 30%	16 17% 21%	19 22% 26%	15 18% 21%	27 27% 37%	10 14% 13%	21 23% 29%	42 23% 57%	31 19% 43%
TV service(s)	69 20%	36 20% 52%	34 20% 48%	17 20% 25%	18 22% 27%	19 21% 27%	15 17% 21%	22 26% 31%	15 15% 22%	16 23% 23%	17 18% 24%	36 20% 53%	33 20% 47%
Digital Media Player	39 11%	17 10% 45%	21 13% 55%	11 12% 28%	12 14% 30%	11 12% 29%	5 6% 13%	12 14% 31%	10 10% 26%	6 9% 16%	11 11% 27%	22 12% 56%	17 10% 44%
Blu-ray player connected to a TV	5 1%	2 1% 37%	3 2% 63%	- - -	3 3% 58%	- - -	2 2% 42%	3 3% 62%n	2 2% 38%	- - -	- - -	5 3% 100%	- - -

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 36

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	253	132 52%	121 48%	61 24%	65 26%	66 26%	61 24%	81 32%	65 26%	52 21%	55 22%	146 58%	107 42%
Weighted base	254	138 54%	117 46%	63* 25%*	63* 25%*	63* 25%*	66* 26%*	62* 24%*	66* 26%*	53* 21%*	73* 29%*	128 50%	127* 50%*
Effective base	226	119	108	55	59	57	55	76	61	48	51	134	98
Smartphone	159 63%	87 63%	72 62%	42 66%	37 60%	43 68%	37 57%	38 62%	35 53%	38 72%	48 65%	73 57%	86 68%
		55%	45%	26%	23%	27%	23%	24%	22%	24% <b>j</b>	30%	46%	54%
Tablet computer	127 50%	75 54%	53 45%	36 57%	35 55%	28 45%	29 44%	26 43%	34 52%	30 57%	37 50%	60 47%	67 53%
		59%	41%	28%	27%	22%	23%	21%	27%	24%	29%	48%	52%
Desktop/ Laptop computer	123 48%	66 48%	57 49%	31 49%	24 39%	35 56%	33 50%	35 56%	31 47%	23 44%	34 46%	66 52%	57 45%
		54%	46%	25%	20%	29%	27%	28%	25%	19%	27%	54%	46%
Games console	54 21%	36 26%	18 15%	16 25%	13 21%	12 19%	13 20%	10 16%	16 24%	11 21%	17 23%	25 20%	28 22%
		67%	33%	29%	24%	23%	24%	18%	29%	21%	32%	47%	53%
TV service(s)	53 21%	23 17%	30 25%	11 17%	15 23%	15 24%	12 18%	17 28%	13 19%	13 24%	9 13%	30 24%	22 17%
		43%	57%	20%	28%	29%	23%	33% <b>i</b>	24%	24%	18%	58%	42%
Digital Media Player	27 11%	11 8%	17 14%	11 17%	10 16%	4 7%	2 3%	6 10%	6 9%	3 5%	12 17%	12 10%	15 12%
		39%	61%	40% <b>f</b>	37% <b>f</b>	16%	6%	24%	22%	10%	45%	46%	54%
Blu-ray player connected to a TV	4 2%	2 2%	2 2%	- -	3 5%	- -	1 1%	2 3%	2 3%	- -	- -	4 3%	- -
		51%	49%	-	76%	-	24%	48% <b>n</b>	52%	-	-	100%	-

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

\* small base



***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 38

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	418	205 49%	213 51%	103 25%	110 26%	102 24%	103 25%	124 30%	115 28%	93 22%	86 21%	239 57%	179 43%
Weighted base	417	209 50%	207 50%	101* 24%*	106* 25%*	100* 24%*	110* 26%*	93 22%	119 29%	91* 22%*	114* 27%*	212 51%	205 49%
Effective base	372	184	188	94	99	88	92	117	106	87	79	216	162
TV live at the time of broadcast	343 82%	170 81% 50%	172 83% 50%	87 85% 25%	81 76% 24%	86 86% 25%	89 81% 26%	79 85% 23%	92 77% 27%	81 88% 24% <b>j</b>	91 80% 27%	171 81% 50%	171 84% 50%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	240 58%	115 55% 48%	125 60% 52%	59 58% 25%	55 52% 23%	62 62% 26%	64 58% 27%	61 66% 25%	63 53% 26%	49 54% 21%	66 58% 28%	125 59% 52%	115 56% 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	162 39%	82 39% 51%	79 38% 49%	41 40% 25%	33 32% 21%	42 42% 26%	45 41% 28%	47 51% 29% <b>jkin</b>	42 35% 26%	33 36% 20%	40 35% 25%	89 42% 55%	73 36% 45%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	129 31%	68 33% 53%	61 29% 47%	32 32% 25%	35 33% 27%	33 33% 26%	28 26% 22%	42 46% 33% <b>jkin</b>	32 27% 25%	21 23% 16%	34 30% 26%	74 35% 58% <b>k</b>	55 27% 42%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	69 17%	36 17% 52%	34 16% 48%	17 17% 25%	18 17% 27%	19 19% 27%	15 13% 21%	22 23% 31% <b>j</b>	15 13% 22%	16 18% 23%	17 15% 24%	36 17% 53%	33 16% 47%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	67 16%	31 15% 46%	36 17% 54%	15 15% 23%	16 15% 25%	21 21% 31%	14 13% 21%	19 20% 29% <b>lin</b>	24 20% 36% <b>li</b>	13 15% 20%	10 9% 15%	43 20% 64% <b>lin</b>	24 12% 36%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	53 13%	23 11% 43%	30 14% 57%	11 10% 20%	15 14% 28%	15 15% 29%	12 11% 23%	17 19% 33% <b>li</b>	13 11% 24%	13 14% 24%	9 8% 18%	30 14% 58%	22 11% 42%
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	36 9%	15 7% 41%	21 10% 59%	10 10% 27%	8 8% 23%	10 10% 27%	8 7% 23%	13 14% 37% <b>n</b>	9 8% 26%	6 6% 16%	8 7% 22%	23 11% 63%	13 6% 37%

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

\* small base

**OF COM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 38

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	<b>417</b>	209 50%	207 50%	101* 24%*	106* 25%*	100* 24%*	110* 26%*	93 22%	119 29%	91* 22%*	114* 27%*	212 51%	205 49%
Net: ANY	<b>380</b> <b>91%</b>	187 89% 49%	193 93% 51%	94 93% 25%	94 89% 25%	92 93% 24%	99 91% 26%	90 97% <b>24%jl</b>	104 87% 27%	86 94% 23%	100 88% 26%	194 92% 51%	186 91% 49%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	<b>306</b> <b>74%</b>	150 72% 49%	156 75% 51%	80 79% 26%	72 68% 23%	74 75% 24%	80 73% 26%	80 86% <b>26%jklm</b>	84 70% 27%	62 68% 20%	81 71% 26%	164 77% 53%	143 70% 47%
Net: LIVE TV ONLY	<b>74</b> <b>18%</b>	36 17% 49%	37 18% 51%	13 13% 18%	22 21% 30%	18 18% 25%	20 18% 27%	10 11% 14%	20 17% 27%	24 26% <b>32%lm</b>	19 17% 26%	30 14% 41%	43 21% <b>59%l</b>

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 39

## **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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	81	44 54%	37 46%	20 25%	21 26%	19 23%	21 26%	36 44%	16 20%	13 16%	16 20%	52 64%	29 36%
Weighted base	79*	43* 54%*	36* 46%*	20** 25%**	19** 23%**	19** 25%**	21** 27%**	27* 34%*	16** 20%**	13** 17%**	23** 29%**	43* 54%*	36** 46%**
Effective base	70	39	31	18	18	16	19	34	14	12	15	47	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	10 13%	5 12% 50%	5 14% 50%	3 13% 25%	6 30% 53%	1 3% 6%	2 8% 16%	5 19% 48%	2 12% 19%	- - -	3 15% 33%	7 16% 67%	3 10% 33%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	10 12%	7 16% 74%	3 7% 26%	3 17% 35%	3 14% 27%	1 3% 7%	3 14% 30%	2 6% 17%	2 13% 22%	2 18% 25%	3 15% 36%	4 9% 39%	6 16% 61%
TV live at the time of broadcast	9 11%	4 10% 49%	4 12% 51%	2 12% 28%	6 32% 67%	- - -	1 2% 6%	4 16% 48%	1 7% 13%	- - -	3 15% 39%	5 12% 61%	3 10% 39%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	7 8%	4 10% 63%	2 7% 37%	- - -	5 26% 72%	1 5% 13%	1 5% 15%	5 17% 68%	2 13% 32%	- - -	- - -	7 16% 100%	- - -
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	5 6%	2 4% 37%	3 8% 63%	- - -	3 15% 58%	- - -	2 9% 42%	3 11% 62%	2 11% 38%	- - -	- - -	5 11% 100%	- - -
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	4 5%	2 5% 51%	2 5% 49%	- - -	3 16% 76%	- - -	1 5% 24%	2 7% 48%	2 13% 52%	- - -	- - -	4 9% 100%	- - -
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	3 4%	2 5% 69%	1 3% 31%	- - -	3 14% 79%	1 4% 21%	- - -	1 5% 45%	2 11% 55%	- - -	- - -	3 8% 100%	- - -
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	3 4%	3 6% 84%	1 1% 16%	2 8% 52%	- - -	- - -	1 7% 48%	1 6% 48%	- - -	- - -	2 7% 52%	1 3% 48%	2 4% 52%

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

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 39

## **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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	79*	43*	36*	20**	19**	19**	21**	27*	16**	13**	23**	43*	36**
		54%*	46%*	25%**	23%**	25%**	27%**	34%*	20%**	17%**	29%**	54%*	46%**
Net: ANY	27	16	11	7	11	3	7	14	4	2	7	18	9
	34%	38%	30%	34%	57%	15%	33%	53%	24%	18%	30%	42%	26%
		60%	40%	25%	39%	11%	26%	52%	14%	9%	25%	66%	34%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	24	14	10	4	9	3	7	12	4	2	5	16	8
	30%	32%	27%	22%	51%	15%	33%	45%	24%	18%	23%	37%	21%
		59%	41%	18%	40%	12%	30%	51%	16%	10%	22%	68%	32%
Net: LIVE TV ONLY	4	2	1	2	1	-	-	2	-	-	2	2	2
	5%	6%	3%	12%	7%	-	-	8%	-	-	7%	5%	4%
		67%	33%	67%	33%	-	-	55%	-	-	45%	55%	45%

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 40

## **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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	227	103 45%	124 55%	48 21%	76 33%	57 25%	46 20%	76 33%	52 23%	49 22%	50 22%	128 56%	99 44%
Weighted base	223	105* 47%*	118 53%	48* 21%*	75* 33%*	52* 23%*	48* 22%*	56* 25%*	55* 25%*	49* 22%*	63* 28%*	111 50%	112* 50%*
Effective base	202	91	111	42	69	50	41	72	48	46	46	116	90
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	71 32%	32 31% 45%	39 33% 55%	11 24% 16%	29 38% 40%	17 33% 24%	14 29% 20%	16 29% 23%	22 40% 31%k	7 14% 10%	26 41% 36%k	38 35% 54%k	33 29% 46%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	54 24%	29 27% 53%	25 21% 47%	10 22% 19%	19 25% 35%	13 25% 24%	12 24% 22%	20 36% 37%jkn	10 18% 19%	7 14% 13%	17 26% 31%	30 27% 56%	24 21% 44%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	39 17%	17 17% 45%	21 18% 55%	11 22% 28%	12 16% 30%	11 21% 29%	5 11% 13%	12 21% 31%	10 18% 26%	6 13% 16%	11 17% 27%	22 20% 56%	17 15% 44%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	36 16%	13 12% 36%	23 20% 64%	9 19% 25% 40%f	5 6% 13%	10 19% 28% 34% 40% 16%	12 25% 34% 6%	9 17% 26%	10 18% 27%	7 15% 20%	9 15% 26%	19 17% 54%	17 15% 46%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	27 12%	11 10% 39%	17 14% 61%	11 23% 40%f	10 14% 37%	4 9% 16%	2 4% 6%	6 11% 24%	6 11% 22%	3 5% 10%	12 19% 45%	12 11% 46%	15 13% 54%
TV live at the time of broadcast	27 12%	15 14% 55%	12 10% 45%	2 4% 8%	9 12% 33%	9 17% 34%	7 14% 25%	5 10% 20%	5 10% 20%	5 9% 18%	11 18% 42%	11 10% 40%	16 14% 60%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	22 10%	14 13% 65%	8 6% 35%	6 12% 26%	6 7% 26%	3 5% 13%	8 16% 36%	7 13% 34%l	8 14% 35%	5 9% 22%	2 3% 9%	15 14% 70%l	7 6% 30%
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%	8 7% 50%	8 6% 50%	1 3% 10%	3 5% 22%	6 12% 42%	4 8% 26%	7 12% 43%	3 6% 21%	2 5% 15%	3 5% 20%	10 9% 65%	5 5% 35%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 40

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	223	105*	118	48*	75*	52*	48*	56*	55*	49*	63*	111	112*
		47%*	53%	21%*	33%*	23%*	22%*	25%*	25%*	22%*	28%*	50%	50%*
Net: ANY	138	63	76	29	50	36	25	36	38	24	41	74	65
	62%	60%	64%	60%	66%	68%	51%	64%	69%	48%	65%	67%	58%
		45%	55%	21%	36%	26%	18%	26%	27% <b>k</b>	17%	29%	53% <b>k</b>	47%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	131	59	72	29	46	32	25	36	37	22	36	73	58
	59%	56%	61%	60%	61%	61%	51%	64%	67%	44%	58%	66%	52%
		45%	55%	22%	35%	24%	19%	28% <b>k</b>	28% <b>k</b>	17%	28%	56% <b>kn</b>	44%
Net: LIVE TV ONLY	7	4	4	-	4	4	-	-	1	2	5	1	7
	3%	4%	3%	-	5%	7%	-	-	1%	4%	7%	1%	6%
		51%	49%	-	50%	50%	-	-	10%	28%	61% <b>lm</b>	10%	90% <b>lm</b>

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

\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 41

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	405	218 54%	187 46%	96 24%	107 26%	103 25%	99 24%	116 29%	109 27%	89 22%	91 22%	225 56%	180 44%
Weighted base	409	224 55%	185 45%	98* 24%*	103* 25%*	100* 24%*	108* 26%*	87 21%	114 28%	85* 21%*	122* 30%*	201 49%	207 51%
Effective base	359	194	165	86	96	89	89	109	100	83	84	203	162
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	76 19%	48 22% 63%	28 15% 37%	19 20% 25%	24 23% 32%	17 17% 22%	16 15% 21%	12 14% 16%	20 18% 26%	18 22% 24%	26 21% 34%	32 16% 42%	44 21% 58%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	73 18%	51 23% 70%b	22 12% 30%	16 17% 22%	22 21% 30%	16 16% 21%	19 18% 26%	15 17% 21%	27 23% 37%k	10 11% 13%	21 17% 29%	42 21% 57%	31 15% 43%
Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	54 13%	36 16% 67%	18 10% 33%	16 16% 29%	13 13% 24%	12 12% 23%	13 12% 24%	10 11% 18%	16 14% 29%	11 13% 21%	17 14% 32%	25 13% 47%	28 14% 53%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	46 11%	26 11% 56%	20 11% 44%	12 12% 27%	10 9% 21%	14 14% 31%	10 9% 21%	11 13% 24%	10 9% 21%	10 11% 21%	15 12% 33%	21 10% 46%	25 12% 54%
TV live at the time of broadcast	34 8%	22 10% 64%	12 6% 36%	11 11% 31%	5 5% 14%	10 10% 29%	8 8% 25%	4 5% 12%	7 6% 20%	7 8% 19%	16 13% 48% <b>m</b>	11 5% 32%	23 11% 68%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	26 6%	16 7% 63%	10 5% 37%	4 4% 14%	7 6% 25%	8 8% 31%	8 7% 30%	8 9% 31%	4 3% 15%	7 9% 28%	7 6% 26%	12 6% 46%	14 7% 54%
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 4%	9 4% 58%	6 3% 42%	3 3% 20%	2 2% 15%	8 8% 52%	2 2% 13%	6 7% 40%	2 2% 16%	4 4% 24%	3 2% 20%	8 4% 56%	7 3% 44%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	13 3%	6 3% 44%	7 4% 56%	2 2% 16%	2 2% 13%	3 3% 20%	7 6% 51%	5 6% 39% <b>j</b>	1 1% 7%	3 4% 25%	4 3% 30%	6 3% 45%	7 3% 55%

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 41

## **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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	409	224 55%	185 45%	98* 24%*	103* 25%*	100* 24%*	108* 26%*	87 21%	114 28%	85* 21%*	122* 30%*	201 49%	207 51%
Net: ANY	162 40%	103 46% 63% <b>b</b>	59 32% 37%	36 37% 22%	46 44% 28%	37 37% 23%	43 40% 27%	36 41% 22%	42 37% 26%	34 40% 21%	50 41% 31%	78 39% 48%	84 41% 52%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	151 37%	96 43% 63% <b>b</b>	56 30% 37%	33 34% 22%	44 43% 29%	33 33% 22%	40 38% 27%	35 40% 23%	41 36% 27%	32 38% 21%	43 35% 28%	76 38% 50%	75 36% 50%
Net: LIVE TV ONLY	11 3%	7 3% 66%	4 2% 34%	2 3% 23%	2 2% 17%	4 4% 35%	3 2% 24%	1 1% 8%	1 1% 7%	2 2% 16%	7 6% 69% <b>m</b>	2 1% 15%	9 4% 85% <b>m</b>

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



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 42

## **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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	475	238 50%	237 50%	120 25%	117 25%	122 26%	116 24%	141 30%	126 27%	99 21%	109 23%	267 56%	208 44%
Weighted base	476	246 52%	230 48%	120 25%	114 24%	119 25%	123 26%	106 22%	129 27%	97* 20%*	144 30%	235 49%	241 51%
Effective base	423	213	210	109	105	106	103	133	116	92	101	242	189
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	174 37%	98 40% 56%	76 33% 44%	44 37% 25%	35 30% 20%	45 38% 26%	50 40% 29%	48 45% 27% <b>kl</b>	51 40% 30%	29 30% 17%	46 32% 26%	99 42% 57% <b>kn</b>	75 31% 43%
Longer videos through websites such as YouTube or Facebook( i.e. longer than 10minutes)	123 26%	66 27% 54%	57 25% 46%	31 26% 25%	24 21% 20%	35 29% 29%	33 27% 27%	35 33% 28%	31 24% 25%	23 24% 19%	34 23% 27%	66 28% 54%	57 24% 46%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	92 19%	44 18% 48%	48 21% 52%	19 16% 21%	22 19% 24%	23 19% 25%	28 22% 30%	29 27% 31% <b>ln</b>	23 18% 25%	18 19% 20%	21 15% 23%	52 22% 57%	40 16% 43%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	74 15%	38 15% 52%	36 15% 48%	16 13% 22%	17 15% 23%	14 11% 19%	27 22% 37% <b>le</b>	22 21% 30%	20 15% 27%	15 15% 20%	17 12% 23%	42 18% 57%	32 13% 43%
TV live at the time of broadcast	53 11%	30 12% 57%	23 10% 43%	13 11% 25%	7 6% 14%	21 18% 40% <b>ld</b>	11 9% 22%	16 15% 30%	12 10% 23%	8 8% 15%	17 12% 32%	28 12% 53%	25 10% 47%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	39 8%	19 8% 48%	20 9% 52%	1 1% 4%	10 8% 25% <b>lc</b>	15 13% 39% <b>lc</b>	13 10% 32% <b>lc</b>	20 19% 52% <b>kl</b>	8 6% 20%	6 6% 16%	5 3% 12%	28 12% 72% <b>ln</b>	11 4% 28%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	20 4%	11 4% 54%	9 4% 46%	2 2% 10%	8 7% 39%	4 4% 22%	6 5% 29%	8 8% 42% <b>kl</b>	9 7% 44% <b>ln</b>	1 2% 8%	1 1% 6%	17 7% 87% <b>kl</b>	3 1% 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	14 3%	6 3% 43%	8 4% 57%	4 3% 26%	3 3% 21%	4 3% 28%	4 3% 25%	9 9% 64% <b>kl</b>	1 1% 5%	2 2% 12%	3 2% 19%	10 4% 68%	5 2% 32%

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 42

## **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 25 Jan 2019

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	<b>476</b>	246 52%	230 48%	120 25%	114 24%	119 25%	123 26%	106 22%	129 27%	97* 20%*	144 30%	235 49%	241 51%
Net: ANY	<b>256</b> <b>54%</b>	136 55%	120 52%	60 50%	57 50%	65 54%	74 60%	71 67%	72 56%	42 43%	70 49%	143 61%	112 47%
		53%	47%	23%	22%	25%	29%	<b>28%kl</b>	28%	16%	28%	<b>55%kl</b>	44%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	<b>246</b> <b>52%</b>	131 53%	115 50%	58 48%	57 50%	60 50%	71 58%	69 65%	72 56%	40 42%	65 45%	141 60%	105 44%
		53%	47%	23%	23%	24%	29%	<b>28%kl</b>	<b>29%kn</b>	16%	26%	<b>57%kl</b>	43%
Net: LIVE TV ONLY	<b>10</b> <b>2%</b>	5 2%	5 2%	2 2%	- -	5 4%	3 2%	2 2%	- -	1 1%	6 4%	2 1%	7 3%
		49%	51%	26%	-	<b>48%l</b>	27%	26%	-	15%	<b>60%l</b>	26%	74%

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 43

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	359	181 50%	178 50%	100 28%	95 26%	83 23%	81 23%	111 31%	89 25%	78 22%	81 23%	200 56%	159 44%
Weighted base	355	187 53%	169 47%	99* 28%*	93* 26%*	78* 22%*	85* 24%*	84 24%	91* 26%*	76* 21%*	104* 29%*	175 49%	180 51%
Effective base	320	162	158	91	86	73	71	104	81	73	75	180	145
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	169 47%	88 47% 52%	80 48% 48%	48 48% 28%	44 47% 26%	37 48% 22%	40 47% 24%	39 47% 23%	46 50% 27%	39 51% 23%	45 43% 26%	85 49% 51%	83 46% 49%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	127 36%	75 40% 59%	53 31% 41%	36 36% 28%	35 37% 27%	28 36% 22%	29 34% 23%	26 31% 21%	34 37% 27%	30 40% 24%	37 35% 29%	60 34% 48%	67 37% 52%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	88 25%	44 24% 50%	44 26% 50%	21 21% 24%	27 30% 31%	17 22% 19%	22 26% 26%	21 26% 24%	25 28% 29%	16 21% 18%	25 24% 28%	47 27% 53%	41 23% 47%
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	66 18%	35 19% 53%	31 18% 47%	19 19% 29%	12 13% 18%	15 19% 23%	20 23% 30%	26 31% 40% <b>j</b> <b>in</b>	15 17% 24%	15 20% 23% <b>l</b>	9 8% 13%	42 24% 63% <b>in</b>	24 13% 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	49 14%	31 17% 64%	18 11% 36%	9 9% 18%	6 7% 13%	16 20% 32% <b>cd</b>	18 21% 37% <b>cd</b>	21 25% 43% <b>kl</b> <b>n</b>	14 15% 28%	5 7% 10%	9 9% 18%	35 20% 71% <b>kl</b> <b>n</b>	14 8% 29%
TV live at the time of broadcast	28 8%	19 10% 69%	9 5% 31%	8 8% 29%	4 5% 15%	8 10% 28%	8 9% 28%	10 12% 37% <b>in</b>	10 11% 35%	5 6% 17%	3 3% 11%	20 11% 72% <b>in</b>	8 4% 28%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	15 4%	9 5% 62%	6 3% 38%	2 2% 12%	5 5% 32%	6 7% 39%	3 3% 17%	8 9% 52% <b>j</b> <b>n</b>	2 2% 14%	2 3% 13%	3 3% 21%	10 6% 66%	5 3% 34%
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	13 4%	7 4% 53%	6 4% 47%	2 2% 14%	2 2% 15%	6 8% 45%	4 4% 27%	6 7% 42%	3 3% 19%	2 2% 13%	3 3% 26%	8 5% 61%	5 3% 39%

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 43

## **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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	355	187 53%	169 47%	99* 28%*	93* 26%*	78* 22%*	85* 24%*	84 24%	91* 26%*	76* 21%*	104* 29%*	175 49%	180 51%
Net: ANY	215 61%	117 63% 55%	98 58% 45%	61 61% 28%	57 61% 26%	47 61% 22%	50 58% 23%	56 67% 26%	57 62% 26%	47 62% 22%	55 53% 26%	113 64% 53%	102 57% 47%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	213 60%	116 62% 55%	97 58% 45%	61 61% 29%	57 61% 27%	47 60% 22%	49 57% 23%	56 67% 26% <b>I</b>	57 62% 27%	46 61% 22%	54 52% 25%	113 64% 53%	100 56% 47%
Net: LIVE TV ONLY	2 *	1 * 54%	1 * 46%	- - -	- - -	1 1% 54%	1 1% 46%	- - -	- - -	1 1% 46%	1 1% 54%	- - -	2 1% 100%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - i/j/k/l/m/n  
\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 44

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	461	229 50%	232 50%	115 25%	120 26%	114 25%	112 24%	134 29%	115 25%	104 23%	108 23%	249 54%	212 46%
Weighted base	461	236 51%	225 49%	114 25%	116 25%	112* 24%*	119* 26%*	101 22%	118 26%	101* 22%*	141* 31%*	219 47%	242 53%
Effective base	411	205	206	104	109	99	100	126	106	97	100	226	192
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	225 49%	113 48% 50%	112 50% 50%	58 51% 26%	52 45% 23%	61 55% 27%	54 45% 24%	52 51% 23%	59 50% 26%	52 51% 23%	62 44% 27%	111 51% 49%	114 47% 51%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10minutes)	159 35%	87 37% 55%	72 32% 45%	42 37% 26%	37 32% 23%	43 38% 27%	37 31% 23%	38 38% 24%	35 30% 22%	38 38% 24%	48 34% 30%	73 34% 46%	86 35% 54%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	61 13%	22 9% 35%	40 18% 65%a	16 14% 26%	15 13% 24%	19 17% 31%	12 10% 19%	14 14% 23%	13 11% 22%	13 13% 22%	21 15% 34%	27 12% 44%	34 14% 56%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	52 11%	22 9% 42%	30 13% 58%	13 11% 25%	9 8% 17%	19 17% 38%cd	12 10% 22%	16 16% 31%j	7 6% 14%	13 13% 25%	16 11% 30%	24 11% 45%	29 12% 55%
TV live at the time of broadcast	29 6%	15 6% 51%	14 6% 49%	6 5% 20%	6 5% 19%	12 11% 43%	5 4% 17%	7 7% 23%	8 7% 29%	4 4% 13%	10 7% 35%	15 7% 52%	14 6% 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	28 6%	15 6% 53%	13 6% 47%	2 2% 9%	3 3% 11%	12 11% 44%cd	10 9% 38%cd	15 14% 51%jkin	3 3% 10%	4 4% 15%	7 5% 23%	17 8% 62%	11 4% 38%
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	12 3%	3 1% 28%	9 4% 72%	3 3% 26%	2 2% 20%	3 2% 23%	4 3% 30%	5 5% 40%	2 2% 17%	2 2% 20%	3 2% 23%	7 3% 57%	5 2% 43%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	7 2%	3 1% 42%	4 2% 58%	- - -	4 3% 55%	1 1% 9%	3 2% 36%	2 2% 30%	3 3% 42%	1 1% 15%	1 1% 13%	5 2% 71%	2 1% 29%

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 44

## **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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	<b>461</b>	236 51%	225 49%	114 25%	116 25%	112* 24%*	119* 26%*	101 22%	118 26%	101* 22%*	141* 31%*	219 47%	242 53%
Net: ANY	<b>265</b> <b>58%</b>	130 55% 49%	135 60% 51%	65 57% 24%	64 55% 24%	76 68% <b>29%<i>f</i></b>	61 51% 23%	63 63% 24%	66 56% 25%	59 58% 22%	77 55% 29%	129 59% 49%	136 56% 51%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	<b>260</b> <b>56%</b>	128 54% 49%	133 59% 51%	64 56% 25%	64 55% 25%	72 65% <b>28%<i>f</i></b>	60 50% 23%	63 62% 24%	64 54% 25%	59 58% 23%	75 53% 29%	127 58% 49%	134 55% 51%
Net: LIVE TV ONLY	<b>5</b> <b>1%</b>	2 1% 47%	3 1% 53%	1 1% 17%	- - -	4 3% 70%	1 1% 13%	1 1% 13%	2 1% 33%	- - -	3 2% 54%	2 1% 46%	3 1% 54%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 45

**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**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	149	73 49%	76 51%	45 30%	39 26%	31 21%	34 23%	31 21%	39 26%	36 24%	43 29%	70 47%	79 53%
Weighted base	154	76* 50%*	78* 50%*	44* 29%*	39* 26%*	31** 20%**	38* 25%*	23** 15%**	40* 26%*	34* 22%*	56* 37%*	63* 41%*	91* 59%*
Effective base	132	65	68	41	34	27	30	29	35	34	39	63	71
Yes	131	69 85%	62 79%	38 85%	34 85%	25 79%	35 90%	20 86%	35 88%	26 75%	50 89%	55 87%	76 84%
		53%	47%	29%	26%	19%	26%	15%	27%	20%	38%	42%	58%
No	23	7	16	7	6	6	4	3	5	8	6	8	15
	15%	9%	21%	15%	15%	21%	10%	14%	12%	25%	11%	13%	16%
		30%	70%	29%	26%	28%	17%	15%	20%	37%	27%	35%	65%

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

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Table 46

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	324	169 52%	155 48%	76 23%	87 27%	84 26%	77 24%	107 33%	86 27%	69 21%	62 19%	193 60%	131 40%
Weighted base	316	167 53%	149 47%	76* 24%*	80* 25%*	79* 25%*	81* 26%*	80 25%	88* 28%*	67* 21%*	81* 26%*	168 53%	148 47%
Effective base	288	152	136	70	78	72	69	101	79	64	57	175	118
Watch TV live at the time of broadcast	233 74%	119 71% 51%	113 76% 49%	55 72% 24%	55 69% 24%	68 86% 29%cd	55 68% 24%	64 80% 27%	62 70% 26%	48 72% 21%	59 73% 25%	126 75% 54%	107 72% 46%
Watch TV or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	162 51%	77 46% 48%	85 57% 52%	42 55% 26%	36 44% 22%	46 59% 29%	38 47% 24%	54 68% 34%jlmn	39 44% 24%	36 53% 22%	33 40% 20%	93 55% 58%l	68 46% 42%
Watch TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	138 44%	72 43% 52%	66 44% 48%	36 48% 26%	35 44% 26%	38 48% 28%	28 35% 20%	40 49% 29%	31 35% 22%	35 52% 25%j	33 40% 24%	71 42% 51%	67 45% 49%
Watch short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	114 36%	51 30% 45%	63 42% 55%a	21 28% 19%	32 40% 28%	28 35% 24%	33 41% 29%	35 44% 31%	28 32% 25%	24 35% 21%	27 33% 23%	63 38% 56%	50 34% 44%
Watch free Video On-demand content available as part of your subscription through your TV service provider	109 34%	60 36% 55%	49 33% 45%	32 42% 29%	23 29% 21%	25 32% 23%	29 35% 26%	38 47% 35%jn	23 26% 21%	22 33% 20%	26 32% 24%	61 36% 56%	48 33% 44%
Watch longer videos through websites such as YouTube or Facebook (i.e longer than 10 minutes)	78 25%	32 19% 41%	46 31% 59%a	14 19% 18%	25 31% 32%	22 28% 29%	16 20% 21%	25 32% 33%	18 21% 23%	15 22% 19%	20 24% 25%	44 26% 56%	35 23% 44%
Watch paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	60 19%	26 15% 43%	34 23% 57%	14 19% 24%	19 23% 31%	15 19% 25%	12 14% 20%	23 29% 39%jin	14 16% 24%	12 18% 20%	10 12% 17%	38 23% 64%	22 15% 36%
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	38 12%	20 12% 51%	19 13% 49%	8 11% 21%	11 14% 29%	14 18% 36%f	5 6% 14%	16 20% 41%in	10 11% 25%	6 9% 16%	7 8% 17%	26 15% 67%	13 9% 33%
None of these	17 5%	13 8% 74%	4 3% 26%	3 5% 20%	6 7% 35%	2 3% 13%	6 7% 32%	2 3% 14%	7 8% 40%	3 4% 16%	5 6% 30%	9 5% 54%	8 5% 46%

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

\* small base  
Prepared by BDRC Continental

Fieldwork: February - December 2018  
BDRC/Job number (23179)



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 46

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	316	167 53%	149 47%	76* 24%*	80* 25%*	79* 25%*	81* 26%*	80 25%	88* 28%*	67* 21%*	81* 26%*	168 53%	148 47%
Don't know	6 2%	4 3%	2 1%	1 1%	4 5%	- -	1 2%	1 1%	3 3%	3 4%	- -	3 2%	3 2%
		74%	26%	15%	63%	-	22%	11%	43%	46%	-	54%	46%
Net: ANY	293 93%	150 90%	143 96%	72 94%	70 88%	77 97%	74 92%	77 96%	78 89%	61 92%	76 94%	155 93%	137 93%
		51%	49% <b>a</b>	25%	24%	26% <b>d</b>	25%	26%	27%	21%	26%	53%	47%
Net: ANY NON-LIVE TV AT TIME OF BROADCAST	251 80%	125 75%	126 85%	66 87%	61 76%	62 79%	62 76%	72 90%	66 76%	54 81%	59 72%	139 82%	113 76%
		50%	50% <b>a</b>	26%	24%	25%	25%	29% <b>jln</b>	26%	22%	23%	55%	45%
Net: LIVE TV ONLY	42 13%	25 15%	16 11%	6 7%	9 12%	14 18%	12 15%	5 7%	12 13%	7 10%	18 22%	17 10%	25 17%
		61%	39%	13%	23%	34%	30%	13%	28%	17%	43% <b>lm</b>	41%	59% <b>l</b>

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 47

## **QA20/QA22 Summary table**

**Base: All respondents**

	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	517	517	517	517	517	517	517	517	517	517
Weighted base	517	517	517	517	517	517	517	517	517	517
Effective base	461	461	461	461	461	461	461	461	461	461
TV service(s)	381 74%	289 56%	198 38%	329 64%	101 20%	195 38%	60 12%	146 28%	102 20%	417 81%
Blu-ray player connected to a TV	235 45%	163 32%	111 22%	192 37%	61 12%	140 27%	40 8%	115 22%	79 15%	324 63%
Digital Media Player	247 48%	190 37%	126 24%	222 43%	72 14%	176 34%	44 9%	135 26%	94 18%	358 69%
Games console	248 48%	182 35%	120 23%	215 42%	64 12%	173 33%	43 8%	156 30%	114 22%	371 72%
Desktop/ Laptop computer	255 49%	205 40%	127 25%	232 45%	70 13%	164 32%	45 9%	241 47%	165 32%	420 81%
Tablet computer	242 47%	192 37%	131 25%	223 43%	68 13%	175 34%	44 9%	237 46%	178 35%	410 79%
Smartphone	241 47%	182 35%	121 23%	211 41%	63 12%	158 31%	44 9%	284 55%	199 38%	438 85%
Smart TV	233 45%	162 31%	109 21%	189 37%	60 12%	138 27%	38 7%	114 22%	78 15%	321 62%
Net: Any	419 81%	350 68%	229 44%	388 75%	123 24%	274 53%	71 14%	369 71%	268 52%	500 97%

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 48

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	393	189 48%	204 52%	106 27%	97 25%	98 25%	92 23%	128 33%	100 25%	81 21%	84 21%	228 58%	165 42%
Weighted base	388	193 50%	195 50%	105* 27%*	92* 24%*	94* 24%*	97* 25%*	97 25%	102* 26%*	78* 20%*	110* 28%*	199 51%	188 49%
Effective base	349	168	180	96	87	84	82	121	92	75	77	207	148
I missed the programme/ film when it was on TV and I use it to catch up	185 48%	98 51% 53%	87 45% 47%	53 51% 29%	41 44% 22%	48 51% 26%	42 43% 23%	42 44% 23%	52 51% 28%	32 42% 18%	59 53% 32%	94 47% 51%	91 48% 49%
I want to watch the programme/ film at a time that suits me	169 43%	84 44% 50%	84 43% 50%	38 37% 23%	41 45% 24%	45 48% 27%	44 45% 26%	45 47% 27%	45 44% 26%	33 42% 19%	46 42% 27%	90 45% 53%	78 42% 47%
I use it when there is nothing on 'normal' TV that I want to watch	148 38%	77 40% 52%	70 36% 48%	44 42% 30%	35 38% 24%	33 35% 22%	36 37% 24%	34 35% 23%	43 42% 29%	28 37% 19%	42 38% 29%	77 39% 52%	71 38% 48%
Just to pass some time/ relax	139 36%	67 35% 48%	72 37% 52%	39 38% 28%	31 33% 22%	36 39% 26%	33 34% 24%	35 36% 25%	37 37% 27%	28 35% 20%	39 36% 28%	67 36% 52%	67 36% 48%
There is a good choice of programmes/ films	102 26%	48 25% 47%	54 28% 53%	20 19% 20%	21 22% 20%	34 37% 34% <b>cd</b>	26 27% 26%	28 29% 28%	31 31% 31%	16 20% 15%	27 24% 26%	59 30% 58%	42 22% 42%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	85 22%	44 23% 52%	41 21% 48%	24 23% 28%	21 23% 25%	17 18% 20%	23 24% 27%	22 22% 26%	26 25% 31%	20 25% 23%	18 16% 21%	48 24% 56%	37 20% 44%
The programme/ film was recommended to me by someone I know	71 18%	40 21% 56%	31 16% 44%	14 14% 20%	21 22% 29%	20 21% 27%	17 17% 23%	20 21% 29%	25 25% 35% <b>ln</b>	14 17% 19%	12 11% 17%	46 23% 64% <b>ln</b>	26 14% 36%
There are older programmes (such as classic TV shows) or films available that I want to watch	64 16%	27 14% 43%	37 19% 57%	15 14% 23%	13 15% 21%	17 19% 27%	18 19% 29%	23 24% 36% <b>kn</b>	16 16% 25%	6 7% 9%	19 17% 30%	39 20% 61% <b>k</b>	25 13% 39%
I want to watch programmes when I am away from home	54 14%	27 14% 50%	27 14% 50%	11 11% 20%	12 13% 23%	15 16% 27%	16 16% 29%	23 23% 42% <b>jin</b>	12 11% 22%	10 13% 19%	10 9% 18%	34 17% 64%	20 10% 36%
I thought I had recorded it	42 11%	20 11% 48%	22 11% 52%	10 10% 24%	8 9% 19%	10 10% 23%	14 15% 34%	10 10% 23%	14 13% 32%	12 15% 28%	7 6% 16%	23 12% 55%	19 10% 45%
It didn't record properly/ cut the beginning/ cut the end of the programme	33 9%	15 8% 45%	18 9% 55%	9 9% 27%	4 5% 13%	6 7% 19%	13 14% 40% <b>d</b>	8 9% 25%	10 10% 31%	5 7% 16%	9 8% 28%	19 9% 56%	15 8% 44%
Other reasons	4 1%	3 1% 72%	1 1% 28%	- - -	2 2% 44%	1 1% 27%	1 1% 28%	1 1% 15%	2 2% 58%	1 1% 27%	- - -	3 1% 73%	1 1% 27%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - i/j/k/l/m/n  
 \* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 49

**QA24: And what would you say is the main reason?  
SINGLE CODE****Base: All using catch-up or free on-demand services**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	393	189 48%	204 52%	106 27%	97 25%	98 25%	92 23%	128 33%	100 25%	81 21%	84 21%	228 58%	165 42%
Weighted base	388	193 50%	195 50%	105* 27%*	92* 24%*	94* 24%*	97* 25%*	97 25%	102* 26%*	78* 20%*	110* 28%*	199 51%	188 49%
Effective base	349	168	180	96	87	84	82	121	92	75	77	207	148
I missed the programme/ film when it was on TV and I use it to catch up	93 24%	52 27%	40 21%	26 25%	22 24%	22 23%	23 23%	17 18%	29 28%	18 23%	29 26%	46 23%	47 25%
I want to watch the programme/ film at a time that suits me	89 23%	42 22%	47 24%	17 16%	23 25%	28 29%	21 22%	28 29%	21 21%	16 21%	23 21%	49 25%	40 21%
I use it when there is nothing on 'normal' TV that I want to watch	53 14%	29 15%	24 12%	17 16%	13 14%	10 11%	13 14%	14 15%	13 12%	9 12%	17 15%	27 14%	26 14%
Just to pass some time/ relax	50 13%	30 15%	20 10%	19 18%	11 12%	9 10%	11 11%	11 11%	16 15%	11 14%	13 12%	26 13%	24 13%
There is a good choice of programmes/ films	28 7%	11 6%	17 9%	4 4%	6 6%	12 13%	7 7%	5 5%	5 5%	6 8%	12 11%	10 5%	18 10%
Somebody was watching something else on the TV at the time it was on so I used it to catch up	20 5%	11 6%	10 5%	7 6%	6 7%	1 1%	7 7%	3 3%	5 5%	6 8%	6 5%	8 4%	12 6%
The programme/ film was recommended to me by someone I know	14 4%	9 4%	6 3%	2 2%	2 3%	4 4%	6 6%	5 34% <i>ln</i>	7 7%	2 3%	- -	12 6%	2 1%
I thought I had recorded it	9 2%	2 1%	6 3%	2 2%	3 3%	1 1%	2 2%	2 22%	1 1%	3 3%	3 36%	3 32%	6 68%
I want to watch programmes when I am away from home	8 2%	2 1%	5 3%	2 2%	3 3%	2 3%	1 1%	5 60% <i>kn</i>	2 2%	- -	1 16%	6 84%	1 16%
There are older programmes (such as classic TV shows) or films available that I want to watch	7 2%	- -	7 3%	2 1%	4 4%	1 1%	1 8%	3 48%	1 1%	1 10%	2 28%	4 61%	3 39%
It didn't record properly/ cut the beginning/ cut the end of the programme	5 1%	* *	5 2%	1 1%	- -	1 1%	3 3%	2 37%	1 15%	1 13%	2 35%	3 51%	2 49%
Other	2 *	2 1%	- -	- -	1 1%	1 1%	- -	1 35%	- -	1 65%	- -	1 35%	1 65%

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 52

Absolutes/col percents/row percents 25 Jan 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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	<b>499</b>	250 50%	249 50%	129 26%	127 25%	123 25%	120 24%	144 29%	136 27%	104 21%	115 23%	280 56%	219 44%
Weighted base	<b>500</b>	258 52%	242 48%	130 26%	124 25%	119 24%	127 25%	108 22%	139 28%	102* 20%*	151 30%	247 49%	253 51%
Effective base	<b>444</b>	224	221	117	114	106	107	135	125	97	106	254	199
Yes	<b>84</b>	42	43	16	22	19	28	25	23	15	21	49	36
	<b>17%</b>	16%	18%	12%	18%	16%	22%	24%	17%	15%	20%	20%	14%
		49%	51%	18%	26%	22%	<b>33%<sup>c</sup></b>	<b>30%<sup>n</sup></b>	28%	18%	25%	58%	42%
No	<b>391</b>	203	189	106	96	93	96	81	109	79	123	190	201
	<b>78%</b>	79%	78%	82%	77%	79%	76%	75%	78%	77%	81%	77%	80%
		52%	48%	27%	24%	24%	25%	21%	28%	20%	31%	49%	51%

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

\* small base

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 53

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content/you saw?****Base: All using ODO  
MULTI CODE**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	499	250 50%	249 50%	129 26%	127 25%	123 25%	120 24%	144 29%	136 27%	104 21%	115 23%	280 56%	219 44%
Weighted base	500	258 52%	242 48%	130 26%	124 25%	119 24%	127 25%	108 22%	139 28%	102* 20%*	151 30%	247 49%	253 51%
Effective base	444	224	221	117	114	106	107	135	125	97	106	254	199
Bad language	39 8%	21 8% 55%	18 7% 45%	10 8% 26%	9 7% 22%	7 6% 19%	13 10% 34%	8 7% 20%	11 8% 27%	9 8% 22%	12 8% 31%	18 7% 47%	21 8% 53%
Bullying/victimising of me (e.g. People being nasty, mean or unkind to me, or being picked on by other people online)	21 4%	13 5% 62%	8 3% 38%	7 6% 35%	5 4% 24%	2 2% 10%	7 5% 31%	9 8% 43% <b>in</b>	5 4% 25%	3 3% 16%	3 2% 16%	14 6% 67%	7 3% 33%
Bullying/victimising of others (e.g. People being nasty, mean or unkind to each other or seeing bad things)	19 4%	12 5% 63%	7 3% 37%	4 3% 20%	4 3% 20%	4 3% 20%	8 6% 40%	7 7% 38% <b>in</b>	6 5% 33%	3 3% 17%	2 1% 12%	14 6% 71%	6 2% 29%
Drugs/drug use- seeing something, encouraging it or saying its ok or showing how to do it	19 4%	9 3% 47%	10 4% 53%	6 4% 30%	6 5% 33%	1 1% 5%	6 5% 32%	7 7% 39% <b>j</b>	3 2% 14%	4 4% 21%	5 3% 26%	10 4% 53%	9 3% 47%
Sex/sexually explicit content	15 3%	9 4% 62%	6 2% 38%	4 3% 29%	2 2% 13%	2 2% 15%	7 5% 44%	7 6% 45% <b>j</b>	1 1% 10%	2 2% 14%	5 3% 32%	8 3% 55%	7 3% 45%
Dangerous behaviour seeing something encouraging it or saying its ok or showing how to do it	14 3%	11 4% 74%	4 2% 26%	5 4% 32%	4 3% 29%	2 2% 16%	3 2% 23%	7 6% 46% <b>in</b>	3 2% 22%	2 2% 17%	2 1% 16%	10 4% 67%	5 2% 33%
Content harmful to my self-esteem (e.g. things that make me feel under pressure to appear popular or attractive online)	14 3%	9 3% 62%	5 2% 38%	5 4% 38%	3 3% 22%	2 1% 11%	4 3% 29%	7 6% 49% <b>jkn</b>	1 1% 9%	1 1% 5%	5 4% 37%	8 3% 58%	6 2% 42%
Discrimination (e.g. encouraging people to dislike others based on age, gender, disability, religious/non-religious)	14 3%	8 3% 54%	6 3% 46%	3 2% 21%	3 3% 24%	5 4% 35%	3 2% 20%	7 7% 51% <b>jkn</b>	2 1% 14%	1 1% 5%	4 3% 30%	9 4% 66%	5 2% 34%
Racism	14 3%	7 3% 48%	7 3% 52%	4 3% 28%	1 1% 11%	- - -	8 7% 61% <b>de</b>	6 5% 41% <b>j</b>	1 1% 10%	2 2% 14%	5 3% 35%	7 3% 51%	7 3% 49%
Cruelty to animals	11 2%	* * 4%	11 4% 96% <b>a</b>	2 1% 17%	4 3% 32%	2 1% 14%	4 3% 38%	2 2% 18%	2 2% 22%	1 1% 6%	6 4% 54%	5 2% 40%	7 3% 60%

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

\* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 53

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content/you saw?**

**Base: All using ODO  
MULTI CODE**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	500	258 52%	242 48%	130 26%	124 25%	119 24%	127 25%	108 22%	139 28%	102* 20%*	151 30%	247 49%	253 51%
Gossip being spread about someone else even if it was true	11 2%	7 3%	4 1%	1 1%	3 3%	1 1%	5 4%	4 4%	5 4%	2 2%	-	9 4%	2 1%
		67%	33%	13%	32%	13%	43%	37% <b>ln</b>	48% <b>ln</b>	15%	-	85% <b>ln</b>	15%
Defamation/smearing of others (i.e. saying untrue things about other people)	11 2%	8 3%	2 1%	2 2%	2 2%	2 1%	5 4%	4 4%	2 1%	1 1%	4 2%	6 2%	5 2%
		80%	20%	21%	18%	15%	45%	39%	17%	10%	35%	55%	45%
Exorcism/the paranormal	10 2%	4 2%	6 2%	1 1%	2 1%	2 2%	5 4%	2 2%	3 2%	1 1%	4 2%	6 2%	5 2%
		43%	57%	11%	16%	22%	50%	22%	33%	11%	34%	55%	45%
Eating disorders – seeing something, encouraging it or saying its ok or showing how to do it	10 2%	3 1%	7 3%	2 2%	2 2%	2 2%	3 2%	5 4%	1 1%	3 3%	1 1%	6 2%	4 2%
		31%	69%	23%	24%	23%	30%	48%	12%	26%	14%	59%	41%
Seeing things that make me feel sad, frightened or embarrassed (e.g. violence or nakedness or cruelty)	8 2%	3 1%	5 2%	-	-	6 5%	3 2%	3 3%	4 3%	-	1 1%	7 3%	1 1%
		41%	59%	-	-	66% <b>cd</b>	34%	38%	46%	-	17%	83%	17%
Suicide- seeing something, encouraging it or saying its ok or showing how to do it	8 2%	4 1%	4 2%	2 1%	1 1%	2 1%	4 3%	2 2%	3 2%	1 1%	3 2%	5 2%	3 1%
		45%	55%	22%	9%	21%	48%	21%	39%	8%	31%	60%	40%
Violence (in general)	8 2%	3 1%	5 2%	1 1%	-	4 3%	3 2%	4 4%	3 2%	-	1 1%	7 3%	1 1%
		36%	64%	11%	-	46%	43%	48% <b>kn</b>	34%	-	18%	82%	18%
Seeing things that are too old for me	8 2%	1 1%	6 2%	1 1%	3 2%	2 2%	1 1%	5 5%	1 1%	-	1 1%	7 3%	1 *
		20%	80%	15%	41%	25%	20%	68% <b>kin</b>	20%	-	12%	88% <b>n</b>	12%
Misleading advertising (e.g. the game I bought not being like the one I thought it was, or only working if I pay more money)	7 1%	4 1%	3 1%	1 1%	-	3 2%	2 2%	1 1%	6 4%	-	-	7 3%	-
		59%	41%	20%	-	41%	38%	15%	85% <b>ln</b>	-	-	100% <b>n</b>	-
Trolling/on-line harassment (please think about video content only rather than any written comments)	6 1%	1 1%	5 2%	-	1 1%	3 2%	3 2%	2 2%	3 2%	-	1 1%	5 2%	1 1%
		24%	76%	-	12%	42%	47%	26%	51%	-	23%	77%	23%
People pretending to be me online	5 1%	3 1%	2 1%	-	2 2%	1 1%	1 1%	1 1%	4 3%	-	-	5 2%	-
		55%	45%	-	39%	30%	31%	15%	85% <b>n</b>	-	-	100% <b>n</b>	-
Inaccurate information	4 1%	3 1%	1 1%	-	1 1%	* *	3 3%	2 2%	1 1%	1 1%	-	4 1%	1 *
		67%	33%	-	16%	10%	74%	49%	34%	17%	-	83%	17%

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

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 53

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content/you saw?****Base: All using ODO  
MULTI CODE**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	500	258 52%	242 48%	130 26%	124 25%	119 24%	127 25%	108 22%	139 28%	102* 20%*	151 30%	247 49%	253 51%
Infringing my privacy (e.g. using photo of me when I hadn't said they could/web page or embarrassing pictures being posted)	4 1%	4 1%	- -	- -	- -	1 1%	2 2%	2 2%	1 1%	- -	- -	4 2%	- -
		100%	-	-	-	35%	65%	61% <b>n</b>	39%	-	-	100%	-
Incitement to crime (i.e. encouraging people to commit a crime)	4 1%	2 1%	2 1%	- -	- -	2 1%	2 2%	2 2%	2 1%	- -	- -	4 1%	- -
		55%	45%	-	-	45%	55%	55% <b>n</b>	45%	-	-	100%	-
Other (please type in)	3 1%	2 1%	2 1%	- -	- -	2 1%	2 1%	1 1%	- -	1 1%	1 1%	1 1%	2 1%
		51%	49%	-	-	50%	50%	40%	-	31%	30%	40%	60%
Offence of religion (i.e. being rude about a religion)	3 1%	2 1%	2 1%	1 1%	- -	2 2%	- -	2 1%	1 1%	1 1%	- -	2 1%	1 *
		47%	53%	27%	-	73%	-	47%	25%	27%	-	73%	27%
Incitement to hatred (i.e. encouraging people to dislike others and to be mean to them based on their age, gender, disability)	2 *	1 *	1 *	- -	1 1%	- -	1 1%	- -	1 1%	1 1%	- -	1 *	1 *
		51%	49%	-	51%	-	49%	-	51%	49%	-	51%	49%
Welfare of children or young people	2 *	1 *	1 1%	1 1%	- -	1 1%	- -	- -	2 2%	- -	- -	2 1%	- -
		38%	62%	38%	-	62%	-	-	100%	-	-	100%	-
Net: Any concerns	84 17%	42 16%	43 18%	16 12%	22 18%	19 16%	28 22%	25 24%	23 17%	15 15%	21 14%	49 20%	36 14%
		49%	51%	18%	26%	22%	33% <b>c</b>	30% <b>n</b>	28%	18%	25%	58%	42%

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

\* small base



# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Table 54

Absolutes/col percents/row percents 25 Jan 2019

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content/you saw?**

**Base: All who have seen something of concern on an ODO service**

**MULTI CODE**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	87	45 52%	42 48%	15 17%	23 26%	21 24%	28 32%	35 40%	21 24%	16 18%	15 17%	56 64%	31 36%
Weighted base	84*	42* 49%*	43* 51%*	16** 18%**	22** 26%**	19** 22%**	28** 33%**	25* 30%*	23** 28%**	15** 18%**	21** 25%**	49* 58%*	36** 42%**
Effective base	76	40	37	13	20	18	25	33	19	15	14	50	28
Bad language	39 46%	21 51% 55%	18 41% 45%	10 64% 26%	9 39% 22%	7 39% 19%	13 47% 34%	8 31% 20%	11 45% 27%	9 58% 22%	12 58% 31%	18 38% 47%	21 58% 53%
Bullying/victimising of me (e.g. People being nasty, mean or unkind to me, or being picked on by other people online)	21 25%	13 32% 62%	8 19% 38%	7 48% 35%	5 23% 24%	2 11% 10%	7 23% 31%	9 35% 43%	5 23% 25%	3 23% 16%	3 17% 16%	14 29% 67%	7 19% 33%
Bullying/victimising of others (e.g. People being nasty, mean or unkind to each other or seeing bad things)	19 23%	12 29% 63%	7 17% 37%	4 25% 20%	4 18% 20%	4 21% 20%	8 28% 40%	7 29% 38%	6 28% 33%	3 23% 17%	2 11% 12%	14 28% 71%	6 16% 29%
Drugs/drug use- seeing something, encouraging it or saying its ok or showing how to do it	19 22%	9 21% 47%	10 23% 53%	6 36% 30%	6 28% 33%	1 5% 5%	6 21% 32%	7 29% 39%	3 11% 14%	4 26% 21%	5 23% 26%	10 20% 53%	9 24% 47%
Sex/sexually explicit content	15 18%	9 23% 62%	6 13% 38%	4 28% 29%	2 9% 13%	2 12% 15%	7 24% 44%	7 27% 45%	1 6% 10%	2 14% 14%	5 23% 32%	8 17% 55%	7 19% 45%
Dangerous behaviour seeing something encouraging it or saying its ok or showing how to do it	14 17%	11 25% 74%	4 9% 26%	5 30% 32%	4 19% 29%	2 13% 16%	3 12% 23%	7 26% 46%	3 13% 22%	2 16% 17%	2 11% 16%	10 20% 67%	5 13% 33%
Content harmful to my self-esteem (e.g. things that make me feel under pressure to appear popular or attractive online)	14 17%	9 21% 62%	5 13% 38%	5 35% 38%	3 14% 22%	2 8% 11%	4 15% 29%	7 27% 49%	1 6% 9%	1 4% 5%	5 26% 37%	8 17% 58%	6 17% 42%
Discrimination (e.g. encouraging people to dislike others based on age, gender, disability, religious/non-religious)	14 17%	8 18% 54%	6 15% 46%	3 19% 21%	3 15% 24%	5 27% 35%	3 10% 20%	7 28% 51%	2 9% 14%	1 4% 5%	4 20% 30%	9 19% 66%	5 13% 34%
Racism	14 16%	7 16% 48%	7 17% 52%	4 25% 28%	1 7% 11%	- - -	8 30% 61%	6 22% 41%	1 6% 10%	2 13% 14%	5 24% 35%	7 14% 51%	7 19% 49%
Cruelty to animals	11 13%	* 1% 4%	11 25% 96%a	2 12% 17%	4 16% 32%	2 8% 14%	4 15% 38%	2 8% 18%	2 11% 22%	1 4% 6%	6 29% 54%	5 9% 40%	7 19% 60%

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

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 54

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content/you saw?**

**Base: All who have seen something of concern on an ODO service**

**MULTI CODE**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	84*	42* 49%*	43* 51%*	16** 18%**	22** 26%**	19** 22%**	28** 33%**	25* 30%*	23** 28%**	15** 18%**	21** 25%**	49* 58%*	36** 42%**
Gossip being spread about someone else even if it was true	11 13%	7 17% 67%	4 8% 33%	1 9% 13%	3 15% 32%	1 7% 13%	5 16% 43%	4 16% 37%	5 22% 48%	2 11% 15%	- 17% -	9 19% 85%	2 5% 15%
Defamation/smearing of others (i.e. saying untrue things about other people)	11 12%	8 20% 80% <b>b</b>	2 5% 20%	2 14% 21%	2 9% 18%	2 9% 15%	5 17% 45%	4 16% 39%	2 8% 17%	1 7% 10%	4 18% 35%	6 12% 55%	5 13% 45%
Exorcism/the paranormal	10 12%	4 11% 43%	6 14% 57%	1 7% 11%	2 8% 16%	2 13% 22%	5 19% 50%	2 9% 22%	3 15% 33%	1 8% 11%	4 17% 34%	6 12% 55%	5 13% 45%
Eating disorders – seeing something, encouraging it or saying its ok or showing how to do it	10 12%	3 7% 31%	7 16% 69%	2 14% 23%	2 11% 24%	2 12% 23%	3 10% 30%	5 18% 48%	1 5% 12%	3 17% 26%	1 7% 14%	6 12% 59%	4 11% 41%
Seeing things that make me feel sad, frightened or embarrassed (e.g. violence or nakedness or cruelty)	8 10%	3 8% 41%	5 12% 59%	- - -	- - -	6 30% 66%	3 10% 34%	3 12% 38%	4 16% 46%	- - -	1 7% 17%	7 14% 83%	1 4% 17%
Suicide- seeing something, encouraging it or saying its ok or showing how to do it	8 10%	4 9% 45%	4 10% 55%	2 11% 22%	1 3% 9%	2 9% 21%	4 14% 48%	2 7% 21%	3 14% 39%	1 4% 8%	3 12% 31%	5 10% 60%	3 9% 40%
Violence (in general)	8 10%	3 7% 36%	5 12% 64%	1 6% 11%	- 20% -	4 20% 46%	3 12% 43%	4 15% 48%	3 12% 34%	- - -	1 7% 18%	7 14% 82%	1 4% 18%
Seeing things that are too old for me	8 9%	1 4% 20%	6 14% 80%	1 7% 15%	3 14% 41%	2 10% 25%	1 5% 20%	5 20% 68%	1 6% 20%	- - -	1 4% 12%	7 14% 88%	1 3% 12%
Misleading advertising (e.g. the game I bought not being like the one I thought it was, or only working if I pay more money)	7 8%	4 9% 59%	3 6% 41%	1 9% 20%	- - -	3 15% 41%	2 9% 38%	1 4% 15%	6 24% 85%	- - -	- - -	7 13% 100%	- - -
Trolling/on-line harassment (please think about video content only rather than any written comments)	6 7%	1 4% 24%	5 11% 76%	- - -	1 3% 12%	3 14% 42%	3 10% 47%	2 6% 26%	3 14% 51%	- - -	1 7% 23%	5 10% 77%	1 4% 23%
People pretending to be me online	5 6%	3 6% 55%	2 5% 45%	- - -	2 9% 39%	1 8% 30%	1 5% 31%	1 3% 15%	4 18% 85%	- - -	- - -	5 10% 100%	- - -
Inaccurate information	4 5%	3 7% 67%	1 3% 33%	- - -	1 3% 16%	* 2% 10%	3 12% 74%	2 9% 49%	1 6% 34%	1 5% 17%	- - -	4 7% 83%	1 2% 17%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 54

**QL2: What kind of thing caused you concern on the on-line or on-demand TV or video content/you saw?****Base: All who have seen something of concern on an ODO service****MULTI CODE**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	84*	42* 49%*	43* 51%*	16** 18%**	22** 26%**	19** 22%**	28** 33%**	25* 30%*	23** 28%**	15** 18%**	21** 25%**	49* 58%*	36** 42%**
Infringing my privacy (e.g. using photo of me when I hadn't said they could/web page or embarrassing pictures being posted)	4 4%	4 9% 100%	- - -	- - -	- - -	1 7% 35%	2 9% 65%	2 9% 61%	1 6% 39%	- - -	- - -	4 8% 100%	- - -
Incitement to crime (i.e. encouraging people to commit a crime)	4 4%	2 5% 55%	2 4% 45%	- - -	- - -	2 9% 45%	2 7% 55%	2 8% 55%	2 7% 45%	- - -	- - -	4 8% 100%	- - -
Other (please type in)	3 4%	2 4% 51%	2 4% 49%	- - -	- - -	2 9% 50%	2 6% 50%	1 5% 40%	- - -	1 7% 31%	1 5% 30%	1 3% 40%	2 6% 60%
Offence of religion (i.e. being rude about a religion)	3 4%	2 4% 47%	2 4% 53%	1 6% 27%	- - -	2 13% 73%	- - -	2 6% 47%	1 4% 25%	1 6% 27%	- - -	2 5% 73%	1 3% 27%
Incitement to hatred (i.e. encouraging people to dislike others and to be mean to them based on their age, gender, disability)	2 3%	1 3% 51%	1 3% 49%	- - -	1 5% 51%	- - -	1 4% 49%	- - -	1 5% 51%	1 8% 49%	- - -	1 2% 51%	1 3% 49%
Welfare of children or young people	2 3%	1 2% 38%	1 3% 62%	1 6% 38%	- - -	1 8% 62%	- - -	- - -	2 10% 100%	- - -	- - -	2 5% 100%	- - -
Net: Any concerns	84 100%	42 100% 49%	43 100% 51%	16 100% 18%	22 100% 26%	19 100% 22%	28 100% 33%	25 100% 30%	23 100% 28%	15 100% 18%	21 100% 25%	49 100% 58%	36 100% 42%

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

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 55

## **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**

	Bad language	Bullying/victimising of me	Bullying/victimising of others	Drugs/drug use—seeing something, encouraging it or saying its ok or showing how to do it	Dangerous behaviour—seeing something encouraging it or saying its ok or showing how to do it	Sex/sexually explicit content	Content harmful to my self-esteem	Discrimination	Racism	Eating disorders—seeing something, encouraging it or saying its ok or showing how to do it	Gossip being spread about someone else even if it was true	Exorcism/the paranormal	Defamation/smearing of others	Cruelty to animals	Seeing things that are too old for me	Seeing things that make me feel sad, frightened or embarrassed	Suicide—seeing something, encouraging it or saying its ok or showing how to do it	Violence (in general)	Trolling/online harassment	Inaccurate information	Misleading advertising
Unweighted base	37	23	20	20	16	15	14	14	13	12	12	11	10	10	9	9	8	7	6	5	5
Weighted base	39	21	19	19	14	15	14	14	14	10	11	10	11	11	8	8	8	6	6	4	7
Effective base	32	20	18	18	13	13	11	11	11	11	11	10	8	9	8	8	7	6	6	4	5
TV live at the time of broadcast	25	8	7	5	7	5	4	7	5	2	2	4	2	4	-	-	1	1	1	1	-
	64%	37%	35%	28%	49%	31%	27%	54%	36%	19%	18%	40%	21%	39%	-	-	14%	13%	12%	33%	-
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	10	5	6	4	5	5	6	4	4	-	2	-	5	-	1	1	-	1	-	-	1
	26%	22%	31%	24%	34%	33%	40%	29%	32%	-	20%	-	43%	-	15%	10%	-	13%	-	-	15%
Free/Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	1	5	3	3	-	3	3	2	3	1	2	1	2	2	-	-	1	2	1	-	1
	2%	23%	13%	16%	-	18%	18%	12%	24%	8%	16%	14%	19%	20%	-	-	9%	25%	13%	-	13%
Paid/Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	3	3	3	2	1	2	3	1	4	1	-	1	1	-	1	-	2	-	1	1	1
	8%	15%	15%	9%	7%	11%	19%	8%	28%	14%	-	10%	7%	-	10%	-	23%	-	12%	16%	15%
TV, box sets or films from an online subscription/ service such as Netflix, Amazon Prime, or Now TV	6	5	4	2	5	4	2	4	2	1	3	-	5	-	2	1	-	1	-	1	3
	16%	26%	20%	13%	36%	26%	16%	28%	16%	5%	30%	-	49%	-	22%	10%	-	13%	-	23%	44%
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	1	-	1	1	1	1	1	-	1	1	2	-	1	-	1	-	1	1	-
	-	5%	4%	-	7%	7%	5%	5%	7%	-	7%	7%	19%	-	9%	-	12%	-	13%	16%	-
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	6	5	5	5	3	3	2	4	2	5	3	4	3	4	2	4	3	5	2	1	-
	14%	24%	25%	26%	24%	20%	11%	32%	13%	47%	25%	40%	30%	35%	22%	51%	35%	58%	37%	33%	-

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 55  
**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 25 Jan 2019

**Base: All who have seen something of concern on an ODO service**

	Infring ing my privacy	Incitem ent to crime	Offence of religio n	People pretend ing to be me online	Other	Welfare of childre n or young people	Incitem ent to hatred	Pornogr aphy	Accurac y of medical /health claims	Nakedne ss/ naked bodies/ body parts	Illegal child sexual abuse material	Other	Other
Unweighted base	4	4	4	4	4	2	2	-	-	-	-	-	-
Weighted base	4	4	3	5	3	2	2	-	-	-	-	-	-
Effective base	4	4	4	4	4	2	2	-	-	-	-	-	-
TV live at the time of broadcast	-	1 27%	-	-	-	1 38%	1 49%	-	-	-	-	-	-
TV programmes or films that have been broadcast using broadcaster catch- up services such as BBC iPlayer, ITV Hub, All 4 or My5	-	2 50%	-	1 15%	1 30%	1 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	-	1 27%	1 20%	-	-	-	-	-	-	-	-	-	-
Paid/Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	-	-	1 25%	-	-	-	1 51%	-	-	-	-	-	-
TV, box sets or films from an online subscription/ service such as Netflix, Amazon Prime , or Now TV	2 43%	2 50%	-	2 39%	1 30%	-	-	-	-	-	-	-	-
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)	1 18%	1 27%	2 55%	1 30%	1 20%	-	1 51%	-	-	-	-	-	-

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 55

Absolutes/col percents/row percents 25 Jan 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**

	Bad language	Bullying/victimising of me	Bullying/victimising of others	Drugs/drug use—seeing something, encouraging it or saying its ok or showing how to do it	Dangerous behaviour—seeing something encouraging it or saying its ok or showing how to do it	Sex/sexually explicit content	Content harmful to my self-esteem	Discrimination	Racism	Eating disorders—seeing something, encouraging it or saying its ok or showing how to do it	Gossip being spread about someone else even if it was true	Exorcism/the paranormal	Defamation/smearings of others	Cruelty to animals	Seeing things that are too old for me	Seeing things that make me feel sad, frightened or embarrassed	Suicide—seeing something, encouraging it or saying its ok or showing how to do it	Violence (in general)	Trolling/online harassment	Inaccurate information	Misleading advertising
Weighted base	39	21	19	19	14	15	14	14	14	10	11	10	11	11	8	8	8	8	6	4	7
Longer videos through websites such as YouTube or Facebook ( i.e. longer than 10 minutes)	2 5%	3 12%	3 15%	1 8%	2 11%	3 18%	-	1 10%	2 16%	3 29%	2 20%	1 10%	1 11%	2 18%	-	1 16%	-	2 29%	1 12%	1 17%	1 15%
Don't know	3 7%	2 10%	1 8%	3 14%	2 14%	2 16%	1 7%	-	-	1 12%	1 14%	-	1 6%	1 6%	2 32%	2 29%	2 29%	1 12%	1 24%	1 34%	3 43%

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 55  
**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**

	Infring ing my privacy	Incitem ent to crime	Offence of religio n	People pretend ing to be me online	Other	Welfare of childre n or young people	Incitem ent to hatred	Pornogr aphy	Accurac y of medical /health claims	Nakedne ss/ naked bodies/ body parts	Illegal child sexual abuse materia l	Other	Other
Weighted base	4	4	3	5	3	2	2	-	-	-	-	-	-
Longer videos through websites such as YouTube or Facebook ( i.e. longer than 10 minutes)	-	-	1 27%	-	1 20%	-	-	-	-	-	-	-	-
Don't know	1 39%	-	-	1 31%	2 51%	-	-	-	-	-	-	-	-

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 56

**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?**  
**SINGLE CODE**

**Base: All who have seen something of concern on an ODO service**

	Bad language	Bullying/victimising of me	Bullying/victimising of others	Drugs/drug use—seeing something, encouraging it or saying its ok or showing how to do it	Dangerous behaviour—seeing something, encouraging it or saying its ok or showing how to do it	Sex/sexually explicit content	Content harmful to my self-esteem	Discrimination	Racism	Eating disorders—seeing something, encouraging it or saying its ok or showing how to do it	Gossip being spread about someone else even if it was true	Exorcism/the paranormal	Defamation/smearing of others	Cruelty to animals	Seeing things that are too old for me	Seeing things that make me feel sad, frightened or embarrassed	Suicide—seeing something, encouraging it or saying its ok or showing how to do it	Violence (in general)	Trolling/on-line harassment	Inaccurate information	Misleading advertising
Unweighted base	37	23	20	20	16	15	14	14	13	12	12	11	10	10	9	9	8	7	6	5	5
Weighted base	39	21	19	19	14	15	14	14	14	10	11	10	11	11	8	8	8	8	6	4	7
Effective base	32	20	18	18	13	13	11	11	11	11	11	10	8	9	8	8	7	6	6	4	5
TV service from ...	24	10	7	9	8	6	5	6	6	3	3	2	4	2	1	-	3	1	1	1	-
	63%	48%	35%	47%	55%	42%	37%	45%	43%	27%	30%	17%	42%	14%	18%	-	37%	11%	13%	26%	-
Blu-ray player connected to a TV	-	1	-	-	-	-	3	1	-	-	1	1	-	-	-	-	1	-	-	-	-
	-	7%	-	-	-	-	22%	5%	-	-	6%	6%	-	-	-	-	9%	-	-	-	-
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	4	1	4	1	2	4	-	2	1	4	1	-	1	-	1	1	1	1	1
	4%	29%	22%	4%	25%	4%	13%	26%	-	20%	7%	35%	6%	-	9%	-	10%	13%	13%	23%	13%
Games console (i.e. Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) connected to a TV	12	5	9	3	4	5	5	6	6	1	6	3	6	2	2	1	2	-	1	1	2
	31%	21%	47%	17%	28%	36%	34%	45%	43%	7%	56%	26%	59%	20%	29%	18%	29%	-	24%	34%	38%
Desktop/ Laptop computer connected to a TV	7	9	6	3	4	5	4	5	5	2	3	1	4	2	3	4	2	2	1	2	1
	17%	41%	32%	16%	25%	31%	30%	37%	39%	18%	32%	8%	41%	15%	41%	44%	26%	29%	24%	50%	23%
Tablet computer connected to a TV	5	3	5	4	1	5	2	1	1	1	5	2	1	2	4	4	1	2	3	1	3
	12%	13%	27%	20%	10%	34%	11%	5%	7%	12%	51%	16%	11%	14%	47%	44%	18%	23%	50%	34%	51%
Smartphone connected to a TV	5	6	3	7	2	3	2	3	3	3	2	1	-	3	1	2	3	1	2	-	1
	14%	30%	16%	40%	17%	20%	11%	24%	21%	30%	15%	13%	-	25%	12%	29%	32%	13%	37%	-	13%
Other	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	6%	-	-	-	-	-	-	-	-
Don't recall where I viewed	4	1	1	1	1	1	-	1	1	2	1	-	-	4	1	2	1	1	-	1	1
	9%	3%	4%	6%	5%	4%	-	7%	6%	20%	7%	-	-	34%	13%	19%	17%	12%	-	17%	20%



# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Page 67

Table 56

**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?  
SINGLE CODE**

**Base: All who have seen something of concern on an ODO service**

Absolutes/col percents/row percents 25 Jan 2019

	Infring ing my privacy	Incitem ent to crime	Offence of religio n	People pretend ing to be me online	Other	Welfare of childre n or young people	Incitem ent to hatred	Pornogr aphy	Accurac y of medical /health claims	Nakedne ss/ naked bodies/ body parts	Illegal child sexual abuse material
Unweighted base	4	4	4	4	4	2	2	-	-	-	-
Weighted base	4	4	3	5	3	2	2	-	-	-	-
Effective base	4	4	4	4	4	2	2	-	-	-	-
TV service from ...	1 18%	1 27%	1 28%	1 25%	1 30%	1 38%	-	-	-	-	-
Blu-ray player connected to a TV	1 26%	-	-	-	-	-	-	-	-	-	-
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 27%	-	-	-	-	1 51%	-	-	-	-
Games console (i.e. Xbox 360/ Xbox One/ PlayStation 3/ PlayStation 4/ Wii/ Wii U) connected to a TV	1 39%	2 45%	-	3 70%	-	-	1 49%	-	-	-	-
Desktop/ Laptop computer connected to a TV	1 39%	-	2 53%	1 31%	-	-	1 51%	-	-	-	-
Tablet computer connected to a TV	1 39%	1 27%	1 20%	4 85%	-	-	-	-	-	-	-
Smartphone connected to a TV	1 17%	-	1 27%	1 15%	-	-	1 51%	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
Don't recall where I viewed	-	-	-	-	2 70%	1 62%	-	-	-	-	-

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 57

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	87	45 52%	42 48%	15 17%	23 26%	21 24%	28 32%	35 40%	21 24%	16 18%	15 17%	56 64%	31 36%
Weighted base	84*	42* 49%*	43* 51%*	16** 18%**	22** 26%**	19** 22%**	28** 33%**	25* 30%*	23** 28%**	15** 18%**	21** 25%**	49* 58%*	36** 42%**
Effective base	76	40	37	13	20	18	25	33	19	15	14	50	28
Told your parents	31 37%	19 46% 61%	12 28% 39%	6 36% 18%	7 32% 22%	5 25% 15%	14 49% 45%	11 43% 35%	7 31% 23%	5 31% 15%	8 40% 27%	18 37% 58%	13 36% 42%
Stopped viewing	26 31%	13 31% 49%	13 32% 51%	3 21% 12%	8 36% 30%	6 34% 24%	9 31% 34%	10 39% 38%	7 29% 26%	5 37% 21%	4 20% 16%	17 34% 63%	10 27% 37%
Told another family member	19 22%	9 22% 48%	10 23% 52%	3 22% 18%	6 26% 30%	4 20% 19%	6 22% 32%	8 31% 42%	4 16% 20%	1 7% 6%	6 29% 32%	12 24% 62%	7 20% 38%
Told your friends	18 21%	9 21% 50%	9 21% 50%	2 14% 13%	4 18% 22%	5 26% 27%	7 24% 38%	9 36% 51%	7 29% 38%	1 6% 5%	1 5% 6%	16 32% 89%	2 5% 11%
Told someone else	15 18%	8 19% 53%	7 17% 47%	4 28% 28%	4 20% 29%	2 11% 14%	4 16% 29%	5 19% 31%	4 18% 27%	4 28% 27%	2 11% 15%	9 18% 58%	6 18% 42%
Told a teacher	8 10%	5 12% 61%	3 8% 39%	- - -	2 11% 28%	2 12% 27%	4 13% 44%	6 24% 73%	2 10% 27%	- - -	- - -	8 17% 100%	- - -
Complained/reported to a third party body (i.e. a regulator e.g. Ofcom/BBC Trust/ATVOD)	5 6%	2 5% 41%	3 8% 59%	- - -	1 5% 22%	2 8% 28%	3 10% 50%	4 14% 67%	1 4% 15%	- - -	1 5% 18%	5 9% 82%	1 3% 18%
Net: Any action	69 82%	34 81% 49%	36 83% 51%	12 80% 18%	20 90% 29%	14 74% 20%	23 82% 33%	24 93% 34%	19 82% 28%	11 71% 15%	16 77% 23%	43 87% 62%	27 75% 38%

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

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 58

Absolutes/col percents/row percents 25 Jan 2019

**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**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	7	3 43%	4 57%	-	2 29%	2 29%	3 43%	5 71%	1 14%	-	1 14%	6 86%	1 14%
Weighted base	5*	2** 41%**	3** 59%**	-**	1** 22%**	2** 28%**	3** 50%**	4** 67%**	1** 15%**	-**	1** 18%**	5** 82%**	1** 18%**
Effective base	7	3	4	-	2	2	3	5	1	-	1	6	1
BSC/Broadcasting Standards Commission	3 60%	1 45% 31%	2 70% 69%	-	1 57% 21%	1 55% 25%	2 64% 54%	2 67% 75%	1 100% 25%	-	-	3 73% 100%	-
BBFC/British Board of Film Classification	3 56%	2 69% 50%	2 47% 50%	-	1 100% 40%	1 55% 27%	1 37% 33%	2 60% 73%	1 100% 27%	-	-	3 68% 100%	-
ASA/Advertising Standards Authority	3 48%	1 45% 39%	2 49% 61%	-	-	1 55% 32%	2 64% 68%	2 48% 68%	1 100% 32%	-	-	3 58% 100%	-
ATVOD – Authority for Television On Demand	2 39%	1 31% 32%	1 44% 68%	-	1 57% 32%	1 45% 32%	1 28% 36%	2 58% 100%	-	-	-	2 47% 100%	-
Ofcom/Office of Communications	2 34%	1 45% 55%	1 26% 45%	-	-	1 55% 45%	1 37% 55%	1 27% 55%	1 100% 45%	-	-	2 41% 100%	-
MediaWatch/National Viewers and Listeners Association	1 25%	1 31% 50%	1 21% 50%	-	1 57% 50%	1 45% 50%	-	1 38% 100%	-	-	-	1 31% 100%	-
Other	1 18%	-	1 30% 100%	-	-	-	1 36% 100%	-	-	-	1 100% 100%	-	1 100% 100%

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

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Table 59

Absolutes/col percents/row percents 25 Jan 2019

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
1 – This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	10 2%	5 2% 46%	6 2% 54%	1 * 5%	3 2% 28%	3 2% 28%	4 3% 39%	3 2% 25%	4 3% 35%	2 2% 23%	2 1% 17%	6 2% 60%	4 2% 40%
2	46 9%	22 8% 47%	24 10% 53%	8 6% 17%	9 7% 20%	14 11% 30%	16 12% 34%	12 11% 25%	10 7% 23%	10 10% 23%	14 9% 29%	22 9% 48%	24 9% 52%
3	215 42%	118 45% 55%	97 38% 45%	58 44% 27%	62 48% 29% <b>f</b>	52 41% 24%	43 33% 20%	39 35% 18%	62 43% 29%	42 39% 19%	73 47% 34%	100 40% 47%	115 43% 53%
4	152 29%	78 30% 52%	73 29% 48%	46 35% 30%	37 29% 24%	29 23% 19%	40 31% 27%	40 36% 26% <b>n</b>	43 30% 28%	27 25% 18%	42 27% 28%	83 33% 55%	69 26% 45%
5 – This type of content should be highly regulated /there should be lots of official rules about what can be shown	94 18%	42 16% 44%	52 21% 56%	21 16% 22%	18 14% 19%	28 22% 30%	27 21% 29%	17 15% 18%	25 17% 26%	27 25% 28%	25 16% 27%	42 16% 44%	52 20% 56%
Net: Should be regulated	246 47%	120 45% 49%	125 50% 51%	66 50% 27%	55 43% 22%	57 45% 23%	67 52% 27%	57 52% 23%	68 47% 27%	54 50% 22%	67 43% 27%	125 49% 51%	121 46% 49%
Net: Should not be regulated	57 11%	27 10% 47%	30 12% 53%	8 6% 15%	12 9% 21%	17 13% 29%	20 15% 35% <b>c</b>	14 13% 25%	14 10% 25%	13 12% 23%	15 10% 27%	28 11% 50%	28 11% 50%
Mean	3.53	3.49	3.56	3.59	3.45	3.52	3.54	3.52	3.52	3.60	3.49	3.52	3.53
SD	0.96	0.92	0.99	0.84	0.90	1.03	1.05	0.96	0.95	1.03	0.91	0.95	0.96
SE	0.04	0.06	0.06	0.07	0.08	0.09	0.09	0.08	0.08	0.10	0.08	0.06	0.06

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 60

Absolutes/col percents/row percents 25 Jan 2019

**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**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	432	216 50%	216 50%	116 27%	104 24%	113 26%	99 23%	128 30%	111 26%	99 23%	94 22%	239 55%	193 45%
Weighted base	431	221 51%	209 49%	116 27%	99* 23%*	109* 25%*	106* 25%*	96 22%	113 26%	97* 23%*	125* 29%*	209 49%	222 51%
Effective base	384	192	191	105	94	98	88	121	102	92	86	217	174
Yes – is regulated	318 74%	163 74% 51%	154 74% 49%	73 62% 23%	77 78% 24% <b>c</b>	87 79% 27% <b>c</b>	81 77% 25% <b>c</b>	77 80% 24% <b>i</b>	85 75% 27%	73 75% 23%	83 66% 26%	162 77% 51% <b>i</b>	156 70% 49%
No – is not regulated	29 7%	16 7% 55%	13 6% 45%	6 5% 22%	8 8% 27%	7 7% 25%	8 7% 26%	8 8% 27%	4 4% 14%	4 5% 16%	13 10% 44%	12 6% 41%	17 8% 59%
Don't know	84 20%	42 19% 50%	42 20% 50%	37 32% 45% <b>dol</b>	14 14% 17%	15 14% 18%	17 16% 20%	11 12% 13%	24 21% 29%	19 20% 23%	29 24% 35% <b>il</b>	35 17% 42%	49 22% 58% <b>il</b>

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - i/j/k/l/m/n  
 \* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 61

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	337	159 47%	178 53%	88 26%	85 25%	84 25%	80 24%	109 32%	85 25%	68 20%	75 22%	194 58%	143 42%
Weighted base	332	164 49%	168 51%	85* 25%*	81* 25%*	81* 24%*	85* 26%*	83 25%	88* 26%*	64* 19%*	98* 29%*	170 51%	162 49%
Effective base	299	141	158	79	77	72	71	103	77	63	69	175	129
Yes – is regulated	226 68%	112 69%	114 68%	47 55%	57 70%	63 77%	60 71%	63 77%	59 67%	47 74%	57 58%	122 72%	104 64%
		50%	50%	21%	25%	28% <b>c</b>	27%	28% <b>ln</b>	26%	21%	25%	54% <b>l</b>	46%
No – is not regulated	25 8%	10 6%	15 9%	6 8%	6 7%	6 7%	7 8%	8 9%	4 4%	3 5%	10 11%	11 7%	14 9%
		39%	61%	26%	24%	23%	27%	31%	14%	13%	41%	45%	55%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 62

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	217	103 47%	114 53%	56 26%	50 23%	55 25%	56 26%	82 38%	51 24%	45 21%	39 18%	133 61%	84 39%
Weighted base	212	105* 50%*	107 50%	55* 26%*	44* 21%*	53* 25%*	60* 28%*	62* 29%*	53* 25%*	46* 21%*	52* 24%*	115 54%	97* 46%*
Effective base	192	91	101	51	45	48	50	77	46	42	36	120	76
Yes – is regulated	144 68%	69 65% 48%	75 70% 52%	34 61% 23%	29 67% 20%	40 75% 28%	41 69% 29%	40 65% 28%	39 73% 27%	34 74% 24%	31 61% 22%	79 69% 55%	65 67% 45%
No – is not regulated	24 11%	14 13% 57%	10 10% 43%	5 9% 22%	3 7% 14%	8 16% 35%	7 12% 30%	11 18% 46% <sub>j</sub>	1 3% 6%	3 6% 12%	9 17% 36% <sub>j</sub>	12 11% 52%	11 12% 48%

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

\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 63

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	105	53 50%	52 50%	23 22%	29 28%	27 26%	26 25%	38 36%	34 32%	21 20%	12 11%	72 69%	33 31%
Weighted base	102*	54* 53%*	48* 47%*	24** 23%**	28** 28%**	23** 23%**	27** 26%**	30* 29%*	34* 34%*	21** 21%**	16** 16%**	64* 63%*	37* 37%*
Effective base	95	48	48	22	27	24	23	36	31	20	11	66	30
Yes – is regulated	62	31	32	14	17	15	17	17	21	13	11	38	24
	61%	57%	65%	59%	61%	62%	62%	58%	60%	63%	68%	59%	65%
		49%	51%	22%	28%	23%	27%	28%	33%	22%	18%	61%	39%
No – is not regulated	17	9	8	3	5	5	4	8	5	3	1	13	4
	17%	17%	17%	11%	18%	23%	15%	26%	16%	12%	8%	20%	10%
		52%	48%	15%	30%	31%	23%	45%	32%	15%	7%	77%	23%

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

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 64

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	266	133 50%	133 50%	60 23%	81 30%	63 24%	62 23%	88 33%	68 26%	50 19%	60 23%	156 59%	110 41%
Weighted base	264	135 51%	129 49%	59* 22%*	79* 30%*	61* 23%*	66* 25%*	65* 25%*	70* 26%*	51* 19%*	79* 30%*	135 51%	129 49%
Effective base	237	119	118	54	74	54	56	83	62	47	56	140	101
Yes – is regulated	159 60%	78 58% 49%	81 63% 51%	30 51% 19%	50 63% 31%	39 65% 25%	40 61% 25%	46 70% 29% <b>ln</b>	43 62% 27%	30 59% 19%	40 51% 25%	89 66% 56%	70 54% 44%
No – is not regulated	31 12%	21 16% 70% <b>lb</b>	9 7% 30%	7 13% 24%	9 11% 29%	8 14% 27%	6 9% 19%	9 13% 28%	12 17% 38%	5 9% 15%	6 8% 19%	20 15% 66%	10 8% 34%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 65

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	60	27 45%	33 55%	13 22%	16 27%	19 32%	12 20%	26 43%	15 25%	10 17%	9 15%	41 68%	19 32%
Weighted base	55*	25** 47%**	29* 53%*	13** 24%**	13** 24%**	17** 31%**	11** 21%**	19** 35%**	14** 25%**	9** 16%**	13** 24%**	33* 60%*	22** 40%**
Effective base	54	24	30	12	15	17	11	25	14	9	9	39	17
Yes – is regulated	36 66%	15 59%	21 71%	8 59%	9 67%	12 68%	8 68%	12 62%	8 55%	8 89%	9 66%	20 59%	16 75%
		42%	58%	22%	25%	32%	21%	33%	21%	22%	24%	54%	46%
No – is not regulated	6 11%	1 5%	5 16%	1 6%	2 14%	2 9%	2 16%	4 21%	2 15%	-	-	6 18%	-
		22%	78%	14%	31%	26%	29%	65%	35%	-	-	100%	-

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

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

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Table 66

Absolutes/col percents/row percents 25 Jan 2019

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	352	178 51%	174 49%	86 24%	87 25%	95 27%	84 24%	112 32%	97 28%	71 20%	72 20%	209 59%	143 41%
Weighted base	347	182 52%	165 48%	87* 25%*	83* 24%*	90* 26%*	86* 25%*	84 24%	99* 29%*	69* 20%*	94* 27%*	183 53%	164 47%
Effective base	314	160	155	78	79	83	75	105	90	66	67	190	130
Yes – is regulated	59 17%	29 16% 50%	29 18% 50%	10 11% 17%	17 20% 29%	14 16% 24%	18 20% 30%	20 24% 34%	15 15% 26%	11 16% 19%	12 13% 21%	35 19% 60%	24 14% 40%
No – is not regulated	163 47%	90 50% 55%	73 44% 45%	31 36% 19%	41 49% 25%	48 53% 29% <b>c</b>	44 51% 27%	47 56% 29% <b>kn</b>	46 46% 28%	22 32% 14%	48 51% 29% <b>k</b>	93 51% 57% <b>k</b>	70 43% 43%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 67

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	253	132 52%	121 48%	61 24%	65 26%	66 26%	61 24%	81 32%	65 26%	52 21%	55 22%	146 58%	107 42%
Weighted base	254	138 54%	117 46%	63* 25%*	63* 25%*	63* 25%*	66* 26%*	62* 24%*	66* 26%*	53* 21%*	73* 29%*	128 50%	127* 50%*
Effective base	226	119	108	55	59	57	55	76	61	48	51	134	98
Yes – is regulated	48 19%	25 18% 52%	23 20% 48%	7 12% 16%	11 17% 23%	13 21% 28%	16 25% 34%	14 23% 30%	9 14% 19%	10 19% 21%	14 20% 30%	23 18% 49%	24 19% 51%
No – is not regulated	117 46%	66 48% 57%	51 44% 43%	23 36% 19%	35 56% 30% <b>c</b>	31 49% 26%	29 44% 25%	38 62% 33% <b>kn</b>	30 46% 26%	15 29% 13%	33 45% 28%	69 54% 58% <b>kn</b>	49 39% 42%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - i/j/k/l/m/n  
 \* small base

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 68

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	507	254 50%	253 50%	131 26%	129 25%	127 25%	120 24%	145 29%	136 27%	108 21%	118 23%	281 55%	226 45%
Weighted base	507	261 52%	246 48%	131 26%	125 25%	123 24%	127 25%	109 21%	139 27%	105 21%	154 30%	248 49%	259 51%
Effective base	452	228	225	119	116	110	107	136	125	101	109	255	205
TV live at the time of broadcast	318 63%	163 63% 51%	154 63% 49%	73 55% 23%	77 62% 24%	87 71% 27% <b>c</b>	81 64% 25%	77 70% 24% <b>l</b>	85 61% 27%	73 70% 23% <b>l</b>	83 54% 26%	162 65% 51% <b>l</b>	156 60% 49%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	226 45%	112 43% 50%	114 46% 50%	47 36% 21%	57 45% 25%	63 51% 26% <b>c</b>	60 47% 27%	63 58% 28% <b>jkl</b>	59 42% 26%	47 45% 21%	57 37% 25%	122 49% 54% <b>l</b>	104 40% 46%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime, or Now TV	159 31%	78 30% 49%	81 33% 51%	30 23% 19%	50 40% 31% <b>c</b>	39 32% 25%	40 31% 25%	46 42% 29% <b>kl</b>	43 31% 27%	30 28% 19%	40 26% 25%	89 36% 55% <b>n</b>	70 27% 44%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	144 28%	69 26% 48%	75 31% 52%	34 26% 23%	29 24% 20%	40 32% 28%	41 32% 29%	40 37% 28% <b>l</b>	39 28% 27%	34 32% 24% <b>l</b>	31 20% 22%	79 32% 55% <b>l</b>	65 25% 45%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	62 12%	31 12% 49%	32 13% 51%	14 11% 22%	17 14% 28%	15 12% 23%	17 13% 27%	17 16% 28% <b>l</b>	21 15% 33%	13 13% 22%	11 7% 18%	38 15% 61% <b>l</b>	24 9% 39%
Short clips through websites such as YouTube or Facebook (i.e. 10 minutes or less)	59 12%	29 11% 50%	29 12% 50%	10 7% 17%	17 14% 29%	14 12% 24%	18 14% 30%	20 18% 34% <b>l</b>	15 11% 26%	11 11% 19%	12 8% 21%	35 14% 60%	24 9% 40%
Longer videos through websites such as YouTube or Facebook( i.e. longer than 10 minutes)	48 9%	25 9% 52%	23 9% 48%	7 6% 16%	11 9% 23%	13 11% 28%	16 13% 34%	14 13% 30%	9 6% 19%	10 9% 21%	14 9% 30%	23 9% 49%	24 9% 51%
TV box sets or films from an online pay-per-view or download to own service	36 7%	15 6% 42%	21 8% 58%	8 6% 22%	9 7% 25%	12 9% 32%	8 6% 21%	12 11% 33%	8 5% 21%	8 8% 22%	9 6% 24%	20 8% 54%	16 6% 46%
NET: Believe any online/ on demand content is regulated	389 77%	193 74% 50%	195 80% 50%	84 64% 22%	102 82% 26% <b>c</b>	101 82% 26% <b>c</b>	101 79% 26% <b>c</b>	96 88% 25% <b>jkl</b>	107 77% 28%	80 76% 20%	106 69% 27%	203 82% 52% <b>l</b>	186 72% 48%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 69

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Broadcaster/channel/ station	277 54%	147 56% 53%	129 51% 47%	66 50% 24%	74 58% 27%	65 52% 24%	71 55% 26%	69 62% 25%kn	76 53% 28%	44 41% 16%	88 56% 32%k	145 57% 52%k	132 50% 48%
The Government	176 34%	82 31% 47%	94 37% 53%	45 34% 26%	49 38% 28%	42 34% 24%	40 31% 23%	54 49% 30%kin	59 41% 34%kin	26 24% 15%	37 24% 21%	113 45% 64%kin	63 24% 36%
Ofcom/Office of Communications	163 31%	84 32% 51%	79 31% 49%	24 18% 15%	43 33% 26% <b>c</b>	40 31% 24% <b>c</b>	56 43% 34% <b>c</b>	42 38% 26%	47 33% 29%	30 28% 18%	44 29% 27%	88 35% 54%	74 28% 46%
The internet service provider (ISP)	77 15%	42 16% 55%	35 14% 45%	13 10% 17%	19 15% 24%	23 18% 29%	22 17% 29%	23 21% 30%kn	22 16% 29%	11 10% 14%	21 13% 27%	46 18% 59%	32 12% 41%
The police	38 7%	20 8% 53%	18 7% 47%	10 8% 27%	7 5% 18%	7 5% 17%	14 11% 37%	11 10% 30%l	13 9% 35%	8 8% 22%	5 3% 13%	25 10% 65%l	13 5% 35%
Other	2 *	2 1% 100%	- - -	- - -	1 1% 38%	1 1% 62%	- - -	1 1% 38%	- - -	- - -	1 1% 62%	1 * 38%	1 * 62%
Don't know	93 18%	44 16% 47%	49 19% 53%	35 27% 38% <b>d</b>	10 8% 11%	25 20% 27% <b>d</b>	22 17% 24% <b>d</b>	8 7% 9%	21 15% 23%	31 29% 34%ijm	32 21% 35%im	29 12% 31%	64 24% 69%ijm

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

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Absolutes/col percents/row percents 25 Jan 2019

Table 70

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	323	162 50%	161 50%	74 23%	82 25%	89 28%	78 24%	104 32%	83 26%	74 23%	62 19%	187 58%	136 42%
Weighted base	318	163 51%	154 49%	73* 23%*	77* 24%*	87* 27%*	81* 25%*	77* 24%*	85* 27%*	73* 23%*	83* 26%*	162 51%	156 49%
Effective base	285	144	141	66	74	76	69	98	76	68	57	168	122
Too much	(3) 26 8%	18 11% 70%	8 5% 30%	5 7% 19%	5 6% 18%	5 6% 19%	11 14% 44%	5 6% 19%	8 10% 32%	6 8% 21%	7 9% 28%	13 8% 51%	13 8% 49%
Too little	(1) 18 6%	7 4% 37%	11 7% 63%	3 4% 17%	3 4% 17%	5 5% 26%	7 9% 40%	4 6% 25%	5 6% 28%	3 5% 20%	5 6% 28%	9 6% 52%	8 5% 48%
About the right amount	(2) 241 76%	126 77% 52%	116 75% 48%	48 67% 20%	63 81% 26%	75 87% 31%cf	55 68% 23%	60 79% 25%	60 71% 25%	56 77% 23%	65 78% 27%	120 74% 50%	121 78% 50%
Don't know	33 10%	13 8% 40%	20 13% 60%	16 23% 50%def	7 9% 21%	2 2% 6%	7 9% 22%	7 9% 22%	12 14% 36%	8 11% 23%	6 7% 19%	19 12% 58%	14 9% 42%
Mean	2.03	2.08b	1.98	2.03	2.02	2.00	2.06	2.01	2.05	2.03	2.03	2.03	2.03
SD	0.39	0.40	0.37	0.37	0.33	0.34	0.50	0.37	0.42	0.37	0.40	0.40	0.39
SE	0.02	0.03	0.03	0.05	0.04	0.04	0.06	0.04	0.05	0.05	0.05	0.03	0.03

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

\* small base

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 71

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	235	112 48%	123 52%	51 22%	60 26%	65 28%	59 25%	85 36%	56 24%	50 21%	44 19%	141 60%	94 40%
Weighted base	226	112* 50%*	114 50%	47* 21%*	57* 25%*	63* 28%*	60* 27%*	63* 28%*	59* 26%*	47* 21%*	57* 25%*	122 54%	104* 46%*
Effective base	207	98	109	46	54	56	52	80	50	46	40	126	84
Too much	(3) 21 9%	15 13% 71%	6 5% 29%	2 3% 7%	7 12% 33%	3 5% 16%	9 15% 43%	5 8% 25%	6 9% 27%	3 6% 13%	7 13% 35%	11 9% 52%	10 10% 48%
Too little	(1) 14 6%	5 5% 40%	8 7% 60%	1 2% 6%	4 6% 26%	4 7% 32%	5 8% 36%	7 11% 50%	3 5% 21%	3 7% 23%	1 2% 7%	10 8% 71%	4 4% 29%
About the right amount	(2) 171 75%	87 77% 51%	84 74% 49%	37 80% 22%	41 72% 24%	53 85% 31% <b>f</b>	40 66% 23%	45 71% 26%	43 74% 25%	36 75% 21%	47 82% 28%	88 72% 52%	83 79% 48%
Don't know	21 9%	5 5% 25%	16 14% 75% <b>a</b>	7 15% 34% <b>e</b>	6 10% 26%	2 3% 9%	7 11% 31%	7 10% 31%	7 12% 33%	6 12% 27%	2 3% 9%	14 11% 64%	8 7% 36%
Mean	2.03	2.09	1.98	2.02	2.07	1.98	2.08	1.97	2.05	1.99	2.11	2.01	2.06
SD	0.41	0.43	0.38	0.25	0.45	0.36	0.51	0.46	0.40	0.38	0.37	0.44	0.38
SE	0.03	0.04	0.04	0.04	0.06	0.05	0.07	0.05	0.06	0.06	0.06	0.04	0.04

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

\* small base



# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 72

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	146	68 47%	78 53%	35 24%	34 23%	39 27%	38 26%	54 37%	36 25%	32 22%	24 16%	90 62%	56 38%
Weighted base	144	69* 48%*	75* 52%*	34* 23%*	29* 20%*	40* 28%*	41* 29%*	40* 28%*	39* 27%*	34** 24%**	31** 22%**	79* 55%*	65* 45%*
Effective base	128	60	68	32	31	34	33	51	33	29	22	80	51
Too much	(3) 11 7%	8 12% 77%	2 3% 23%	- - -	1 3% 7%	2 4% 14%	8 20% 78% <b>cde</b>	3 8% 30%	4 9% 33%	2 6% 20%	2 6% 17%	7 9% 63%	4 6% 37%
Too little	(1) 13 9%	6 8% 42%	8 10% 58%	2 7% 18%	4 14% 30%	2 5% 15%	5 12% 37%	3 8% 23%	5 14% 39%	2 7% 17%	3 9% 21%	8 10% 62%	5 8% 38%
About the right amount	(2) 101 70%	49 71% 48%	52 70% 52%	24 70% 23%	20 66% 19%	33 82% 32%	25 61% 25%	29 72% 29%	24 63% 24%	29 85% 29%	19 60% 19%	53 68% 53%	48 73% 47%
Don't know	19 13%	6 9% 33%	13 17% 67%	8 23% 40%	5 17% 27%	4 9% 19%	3 7% 15%	5 13% 27%	6 14% 29%	1 2% 4%	8 25% 41%	11 13% 55%	9 13% 45%
Mean	1.98	2.04	1.92	1.91	1.87	1.99	2.09	2.00	1.95	2.00	1.96	1.98	1.98
SD	0.44	0.47	0.40	0.30	0.43	0.32	0.59	0.43	0.52	0.37	0.45	0.47	0.40
SE	0.04	0.06	0.05	0.06	0.08	0.05	0.10	0.06	0.09	0.07	0.10	0.05	0.06

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

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 73

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	<b>62</b>	30 48%	32 52%	12 19%	17 27%	16 26%	17 27%	22 35%	20 32%	12 19%	8 13%	42 68%	20 32%
Weighted base	<b>62*</b>	31** 49%**	32** 51%**	14** 22%**	17** 28%**	15** 23%**	17** 27%**	17** 28%**	21** 33%**	13** 22%**	11** 18%**	38* 61%*	24** 39%**
Effective base	<b>56</b>	27	29	11	15	14	15	21	18	11	8	38	19
Too much	(3) <b>3</b> <b>5%</b>	2 6% 52%	2 5% 48%	- - -	1 5% 23%	- - -	3 16% 77%	1 8% 44%	1 4% 23%	1 8% 33%	- - -	2 6% 67%	1 5% 33%
Too little	(1) <b>8</b> <b>12%</b>	6 19% 77%	2 6% 23%	1 9% 17%	2 12% 28%	1 9% 17%	3 18% 39%	1 8% 19%	5 25% 69%	- - -	1 8% 12%	7 18% 88%	1 4% 12%
About the right amount	(2) <b>41</b> <b>67%</b>	19 62% 46%	22 71% 54%	12 84% 28%	10 56% 23%	11 76% 27%	9 54% 22%	12 67% 28%	8 41% 20%	11 84% 27%	10 92% 24%	20 53% 48%	21 88% 52%
Don't know	<b>10</b> <b>16%</b>	4 13% 41%	6 18% 59%	1 6% 9%	5 27% 48%	2 15% 23%	2 12% 21%	3 17% 29%	6 29% 61%	1 7% 10%	- - -	9 23% 90%	1 4% 10%
Mean	<b>1.92</b>	1.85	1.99	1.90	1.90	1.90	1.98	2.00	1.69	2.09	1.92	1.85	2.01
SD	<b>0.45</b>	0.52	0.37	0.31	0.49	0.32	0.64	0.47	0.59	0.30	0.29	0.54	0.30
SE	<b>0.06</b>	0.10	0.07	0.09	0.14	0.09	0.16	0.11	0.16	0.09	0.10	0.09	0.07

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

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 74

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	162	79 49%	83 51%	32 20%	51 31%	41 25%	38 23%	61 38%	41 25%	29 18%	31 19%	102 63%	60 37%
Weighted base	159	78* 49%*	81* 51%*	30** 19%**	50* 31%*	39* 25%*	40* 25%*	46* 29%*	43* 27%*	30** 19%**	40** 25%**	89* 56%*	70* 44%*
Effective base	143	70	73	29	47	34	34	57	37	27	28	91	55
Too much	(3) 8 5%	5 6% 56%	4 5% 44%	1 4% 16%	- 7% -	3 7% 33%	4 11% 52% <b>d</b>	5 10% 56% <b>j</b>	- - -	- - -	4 9% 44%	5 5% 56%	4 5% 44%
Too little	(1) 15 9%	7 9% 48%	8 10% 52%	1 3% 6%	7 14% 47%	2 5% 14%	5 12% 33%	7 16% 49% <b>n</b>	5 11% 33%	1 4% 8%	1 3% 10%	12 14% 83% <b>n</b>	3 4% 17%
About the right amount	(2) 107 67%	53 68% 50%	54 66% 50%	18 62% 17%	31 63% 29%	31 78% 29%	26 66% 25%	25 55% 23%	28 64% 26%	24 82% 23%	30 74% 28%	53 59% 49%	54 77% 51% <b>lm</b>
Don't know	29 18%	13 17% 46%	16 19% 54%	9 31% 32%	11 23% 39%	4 10% 14%	4 10% 14%	9 19% 30%	11 25% 37%	4 14% 15%	5 13% 18%	19 22% 67%	10 14% 33%
Mean	1.95	1.96	1.94	2.02	1.82	2.02	1.98	1.93	1.85	1.95	2.06	1.89	2.02
SD	0.42	0.43	0.42	0.33	0.39	0.37	0.52	0.57	0.36	0.21	0.38	0.49	0.32
SE	0.04	0.05	0.05	0.07	0.06	0.06	0.09	0.08	0.07	0.04	0.07	0.05	0.05

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

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 75

Absolutes/col percents/row percents 25 Jan 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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	39	16 41%	23 59%	7 18%	11 28%	12 31%	9 23%	16 41%	8 21%	9 23%	6 15%	24 62%	15 38%
Weighted base	36*	15** 42%**	21** 58%**	8** 22%**	9** 25%**	12** 32%**	8** 21%**	12** 33%**	8** 21%**	8** 22%**	9** 24%**	20** 54%**	16** 46%**
Effective base	35	15	20	6	10	11	8	15	8	8	6	22	14
Too much	(3) 4 10%	1 6% 28%	3 12% 72%	1 12% 26%	- - -	- - -	3 34% 74%	1 12% 42%	1 12% 26%	1 14% 32%	- - -	2 12% 68%	1 7% 32%
Too little	(1) 5 13%	3 17% 55%	2 10% 45%	1 9% 14%	2 22% 42%	1 9% 23%	1 13% 21%	3 23% 58%	1 9% 15%	1 16% 27%	- - -	3 18% 73%	1 8% 27%
About the right amount	(2) 24 66%	11 70% 44%	13 63% 56%	6 71% 23%	5 52% 20%	9 82% 40%	4 53% 17%	7 57% 29%	5 60% 19%	4 49% 16%	9 100% 36%	11 58% 48%	12 75% 52%
Don't know	4 11%	1 7% 25%	3 14% 75%	1 8% 16%	2 26% 59%	1 9% 25%	- - -	1 8% 24%	1 18% 35%	2 21% 41%	- - -	2 12% 59%	2 10% 41%
Mean	1.96	1.88	2.02	2.04	1.70	1.90	2.21	1.89	2.03	1.97	2.00	1.94	1.99
SD	0.51	0.51	0.52	0.51	0.50	0.32	0.70	0.64	0.56	0.68	0.00	0.60	0.42
SE	0.09	0.13	0.12	0.21	0.17	0.10	0.23	0.16	0.21	0.26	0.00	0.13	0.12

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

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 76

Absolutes/col percents/row percents 25 Jan 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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	61	30 49%	31 51%	10 16%	20 33%	14 23%	17 28%	25 41%	15 25%	12 20%	9 15%	40 66%	21 34%
Weighted base	59*	29** 50%**	29** 50%**	10** 17%**	17** 29%**	14** 24%**	18** 30%**	20** 34%**	15** 26%**	11** 19%**	12** 21%**	35* 60%*	24** 40%**
Effective base	55	27	27	9	19	12	15	23	14	11	9	37	19
Too much	(3) 4 7%	3 10%	1 5%	- -	2 11%	1 10%	1 6%	1 5%	3 22%	- -	- -	4 12%	- -
		67%	33%	-	44%	33%	23%	23%	77%	-	-	100%	-
Too little	(1) 10 17%	3 11%	7 23%	3 27%	4 23%	2 11%	2 9%	5 24%	2 15%	1 9%	2 13%	7 20%	3 11%
		32%	68%	27%	41%	16%	16%	49%	24%	10%	17%	73%	27%
About the right amount	(2) 36 62%	19 63%	18 60%	5 54%	10 60%	10 68%	11 62%	10 52%	10 63%	9 77%	8 62%	20 57%	16 69%
		51%	49%	15%	28%	27%	30%	28%	27%	24%	21%	55%	45%
Don't know	9 15%	5 16%	4 13%	2 19%	1 6%	2 12%	4 23%	4 20%	- -	2 15%	3 25%	4 11%	5 20%
		56%	44%	22%	11%	19%	48%	45%	-	19%	35%	45%	55%
Mean	1.89	1.99	1.80	1.67	1.87	1.99	1.95	1.77	2.06	1.90	1.82	1.91	1.86
SD	0.52	0.50	0.53	0.50	0.61	0.50	0.45	0.57	0.63	0.32	0.41	0.61	0.36
SE	0.07	0.10	0.10	0.18	0.14	0.15	0.12	0.12	0.16	0.10	0.15	0.10	0.09

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

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 77

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	49	25 51%	24 49%	7 14%	13 27%	14 29%	15 31%	19 39%	9 18%	10 20%	11 22%	28 57%	21 43%
Weighted base	48*	25** 52%**	23** 48%**	7** 16%**	11** 23%**	13** 28%**	16** 34%**	14** 30%**	9** 19%**	10** 21%**	14** 30%**	23** 49%**	24** 51%**
Effective base	43	22	21	6	12	12	14	17	9	9	10	25	19
Too much	(3) 2 4%	2 8% 100%	- - -	- - -	1 10% 53%	- - -	1 6% 47%	1 7% 47%	1 12% 53%	- - -	- - -	2 9% 100%	- - -
Too little	(1) 10 22%	6 23% 55%	5 20% 45%	4 51% 36%	2 22% 22%	2 15% 19%	2 14% 22%	4 25% 35%	1 13% 11%	2 22% 21%	3 24% 33%	5 21% 46%	6 23% 54%
About the right amount	(2) 29 62%	13 54% 45%	16 70% 55%	2 33% 8%	6 59% 22%	9 68% 31%	12 72% 39%	7 48% 23%	6 67% 20%	7 68% 23%	10 68% 33%	13 55% 44%	17 68% 56%
Don't know	6 12%	4 15% 63%	2 9% 37%	1 16% 21%	1 9% 16%	2 18% 40%	1 8% 22%	3 20% 50%	1 8% 12%	1 10% 17%	1 8% 21%	4 15% 62%	2 9% 38%
Mean	1.80	1.83	1.77	1.39	1.87	1.82	1.91	1.77	1.99	1.76	1.74	1.86	1.75
SD	0.51	0.60	0.43	0.53	0.61	0.40	0.48	0.62	0.56	0.45	0.46	0.59	0.45
SE	0.08	0.13	0.09	0.22	0.18	0.12	0.13	0.15	0.20	0.15	0.14	0.12	0.10

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

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 78

Absolutes/col percents/row percents 25 Jan 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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Too much	(3) 15 3%	9 4% 61%	6 2% 39%	1 1% 8%	4 3% 25%	3 3% 22%	7 5% 45%	5 4% 31%	5 4% 35%	3 3% 23%	2 1% 12%	10 4% 66%	5 2% 34%
Too little	(1) 101 20%	49 18% 48%	53 21% 52%	16 12% 15%	22 17% 22%	29 23% 29% <b>c</b>	35 27% 34% <b>c</b>	34 31% 33% <b>kin</b>	31 22% 31% <b>k</b>	10 9% 10%	26 17% 26%	65 26% 64% <b>kn</b>	36 14% 36%
About the right amount	(2) 252 49%	129 49% 51%	123 49% 49%	62 47% 24%	66 52% 26%	63 50% 25%	60 46% 24%	50 46% 20%	58 40% 23%	68 63% 27% <b>ijlm</b>	76 49% 30%	108 43% 43%	144 55% 57% <b>jm</b>
Don't know	149 29%	78 30% 53%	71 28% 47%	54 41% 36% <b>delf</b>	36 28% 24%	30 24% 20%	28 22% 19%	21 19% 14%	49 34% 33% <b>i</b>	27 25% 18%	51 33% 35% <b>l</b>	70 28% 47%	78 30% 53% <b>l</b>
Mean	1.77	1.79	1.74	1.82	1.80	1.73	1.73	1.67	1.72	1.92 <sup>ijlm</sup>	1.76	1.70	1.83 <sup>lm</sup>
SD	0.51	0.52	0.51	0.43	0.50	0.52	0.58	0.58	0.56	0.40	0.47	0.57	0.44
SE	0.03	0.04	0.04	0.05	0.05	0.05	0.06	0.05	0.06	0.04	0.05	0.04	0.04

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 79

**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		323	235	146	62	162	39	61	49	517
Weighted base		318	226	144	62	159	36	59	48	517
Effective base		285	207	128	56	143	35	55	43	461
Too much	(3)	26 8%	21 9%	11 7%	3 5%	8 5%	4 10%	4 7%	2 4%	15 3%
Too little	(1)	18 6%	14 6%	13 9%	8 12%	15 9%	5 13%	10 17%	10 22%	101 20%
About the right amount	(2)	241 76%	171 75%	101 70%	41 67%	107 67%	24 66%	36 62%	29 62%	252 49%
Don't know		33 10%	21 9%	19 13%	10 16%	29 18%	4 11%	9 15%	6 12%	149 29%
Mean		2.03	2.03	1.98	1.92	1.95	1.96	1.89	1.80	1.77
SD		0.39	0.41	0.44	0.45	0.42	0.51	0.52	0.51	0.51
SE		0.02	0.03	0.04	0.06	0.04	0.09	0.07	0.08	0.03



# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 80

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	<b>499</b>	250	249	129	127	123	120	144	136	104	115	280	219
		50%	50%	26%	25%	25%	24%	29%	27%	21%	23%	56%	44%
Weighted base	<b>500</b>	258	242	130	124	119	127	108	139	102*	151	247	253
		52%	48%	26%	25%	24%	25%	22%	28%	20%*	30%	49%	51%
Effective base	<b>444</b>	224	221	117	114	106	107	135	125	97	106	254	199
Yes	<b>180</b>	96	84	40	48	42	49	44	47	29	60	91	89
	<b>36%</b>	37%	35%	31%	39%	35%	39%	41%	34%	28%	40%	37%	35%
		53%	47%	22%	27%	23%	27%	25% <b>k</b>	26%	16%	33%	51%	49%
No	<b>219</b>	104	114	54	55	52	58	51	59	49	60	110	108
	<b>44%</b>	41%	47%	42%	44%	44%	45%	47%	43%	48%	40%	45%	43%
		48%	52%	25%	25%	24%	26%	23%	27%	22%	27%	50%	50%
Don't know	<b>102</b>	58	44	36	21	24	20	13	33	24	31	46	56
	<b>20%</b>	22%	18%	28%	17%	21%	16%	12%	24%	24%	21%	19%	22%
		57%	43%	35% <b>f</b>	21%	24%	20%	13%	32% <b>l</b>	24% <b>l</b>	31%	45%	55% <b>l</b>

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

\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 81

**QM5a: Which services have you see it on?****MULTI CODE****Base: All who have seen tools to report content on an ODO service**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	182	96 53%	86 47%	40 22%	48 26%	46 25%	48 26%	60 33%	48 26%	29 16%	45 25%	108 59%	74 41%
Weighted base	180	96* 53%*	84* 47%*	40* 22%*	48* 27%*	42* 23%*	49* 27%*	44* 25%*	47* 26%*	29** 16%**	60* 33%*	91* 51%*	89* 49%*
Effective base	162	84	78	35	43	41	44	56	45	27	42	100	68
Short clips through websites such as YouTube or Facebook (i.e 10 minutes or less)	87 49%	49 51% 56%	39 46% 44%	19 46% 21%	24 50% 28%	24 58% 28%	20 41% 23%	22 50% 25%	23 49% 26%	13 46% 15%	29 48% 33%	45 50% 52%	42 48% 48%
Longer videos through websites such as YouTube or Facebook (i.e. longer than 10 minutes)	67 37%	40 42% 60%	27 32% 40%	14 35% 21%	16 33% 24%	18 43% 27%	19 39% 29%	14 33% 22%	16 35% 24%	13 45% 19%	24 39% 35%	31 34% 46%	37 41% 54%
TV live at the time of broadcast	34 19%	16 17% 47%	18 22% 53%	7 18% 21%	9 20% 28%	7 17% 21%	10 21% 30%	11 26% 34% <b>In</b>	12 25% 34% <b>I</b>	6 20% 17%	5 9% 16%	23 25% 68% <b>In</b>	11 12% 32%
TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Hub, All 4 or My5	29 16%	11 11% 37%	18 21% 63%	3 6% 9%	13 27% 45% <b>cf</b>	8 20% 30%	5 10% 17%	10 24% 37%	8 17% 28%	3 10% 10%	7 12% 25%	18 20% 65%	10 11% 35%
TV, box sets or films from an online subscription service such as Netflix, Amazon Prime , or Now TV	26 15%	9 10% 36%	17 20% 64%	8 20% 31%	8 16% 29%	5 11% 17%	6 12% 22%	8 19% 32%	7 14% 25%	1 3% 4%	10 17% 39%	15 17% 57%	11 13% 43%
Paid Video On-demand content available through your TV service provider - e.g. film rental or events on a pay-per-view basis	10 6%	4 4% 41%	6 7% 59%	2 6% 24%	3 6% 30%	2 4% 15%	3 6% 31%	5 11% 46%	3 5% 25%	1 5% 14%	2 3% 15%	7 8% 71%	3 3% 29%
Free Video On-demand content available as part of your subscription through your TV service provider – e.g. Virgin On Demand, Sky On Demand	10 5%	5 5% 50%	5 6% 50%	1 3% 14%	3 6% 30%	2 5% 21%	3 7% 35%	5 11% 48% <b>In</b>	3 6% 30%	2 8% 22%	- - -	8 8% 78% <b>I</b>	2 2% 22%
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	7 4%	3 3% 46%	4 5% 54%	2 6% 34%	2 5% 31%	* 1% 7%	2 4% 28%	4 9% 54%	2 4% 24%	- - -	2 3% 21%	6 6% 79%	2 2% 21%

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

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 81

**QM5a: Which services have you see it on?**

**MULTI CODE**

**Base: All who have seen tools to report content on an ODO service**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Weighted base	180	96*	84*	40*	48*	42*	49*	44*	47*	29**	60*	91*	89*
		53%*	47%*	22%*	27%*	23%*	27%*	25%*	26%*	16%**	33%*	51%*	49%*
Have not seen any reporting tool on any of the services I've used	7 4%	4	3	4	3	-	-	1	2	1	4	3	4
		5%	3%	11%	6%	-	-	1%	4%	2%	6%	3%	5%
		63%	37%	60%ef	40%	-	-	9%	29%	9%	52%	38%	62%
Don't know	15 8%	9	6	3	2	2	7	1	6	1	7	7	8
		9%	8%	8%	5%	5%	15%	3%	12%	2%	12%	8%	9%
		57%	43%	22%	16%	14%	48%	8%	39%	4%	48%	47%	53%

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

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 82

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	38	19 50%	19 50%	7 18%	11 29%	8 21%	12 32%	16 42%	12 32%	6 16%	4 11%	28 74%	10 26%
Weighted base	34*	16** 47%**	18** 53%**	7** 21%**	9** 28%**	7** 21%**	10** 30%**	11** 34%**	12** 34%**	6** 17%**	5** 16%**	23** 68%**	11** 32%**
Effective base	35	18	17	7	10	7	11	15	12	6	4	26	9
Yes	18 54%	10 65%	8 45%	2 29%	6 67%	2 34%	8 74%	7 58%	6 51%	5 84%	1 19%	13 55%	6 53%
		56%	44%	11%	34%	13%	41%	36%	32%	26%	6%	68%	32%
No	15 43%	6 35%	9 51%	5 71%	3 33%	4 54%	3 26%	5 42%	5 42%	1 16%	4 81%	10 42%	5 47%
		38%	62%	34%	21%	27%	18%	33%	33%	6%	29%	65%	35%
Don't know	1 2%	-	1 5%	-	-	1 11%	-	-	1 7%	-	-	1 4%	-
		-	100%	-	-	100%	-	-	100%	-	-	100%	-

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

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 83

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	29	13 45%	16 55%	3 10%	13 45%	8 28%	5 17%	13 45%	8 28%	3 10%	5 17%	21 72%	8 28%
Weighted base	29*	11** 37%**	18** 63%**	3** 9%**	13** 45%**	8** 30%**	5** 17%**	10** 37%**	8** 28%**	3** 10%**	7** 25%**	18** 65%**	10** 35%**
Effective base	26	12	14	3	12	7	5	12	8	3	5	20	7
Yes	11	6	5	2	4	2	4	6	1	2	3	7	4
	39%	57%	28%	64%	31%	21%	80%	59%	7%	55%	37%	37%	42%
		55%	45%	15%	36%	16%	34%	56%	5%	15%	24%	61%	39%
No	18	5	13	1	9	7	1	4	7	1	5	12	6
	61%	43%	72%	36%	69%	79%	20%	41%	93%	45%	63%	63%	58%
		26%	74%	5%	51%	38%	6%	24%	42%	8%	26%	67%	33%

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

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 84

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	12	6 50%	6 50%	2 17%	4 33%	2 17%	4 33%	7 58%	3 25%	2 17%	-	10 83%	2 17%
Weighted base	10*	5** 50%**	5** 50%**	1** 14%**	3** 30%**	2** 21%**	3** 35%**	5** 48%**	3** 30%**	2** 22%**	-**	8** 78%**	2** 22%**
Effective base	11	6	6	2	4	2	4	7	3	2	-	9	2
Yes	6 58%	4 78%	2 37%	-	1 42%	1 48%	3 100%	4 76%	1 33%	1 51%	-	4 59%	1 51%
		68%	32%	-	22%	17%	61%	63%	17%	20%	-	80%	20%
No	4 42%	1 22%	3 63%	1 100%	2 58%	1 52%	-	1 24%	2 67%	1 49%	-	3 41%	1 49%
		25%	75%	34%	41%	25%	-	27%	48%	25%	-	75%	25%

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

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 85

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	11	5 45%	6 55%	2 18%	4 36%	2 18%	3 27%	6 55%	3 27%	1 9%	1 9%	9 82%	2 18%
Weighted base	10*	4** 41%**	6** 59%**	2** 24%**	3** 30%**	2** 15%**	3** 31%**	5** 46%**	3** 25%**	1** 14%**	2** 15%**	7** 71%**	3** 29%**
Effective base	10	5	5	2	4	2	3	6	3	1	1	9	2
Yes	8 77%	3 81%	4 74%	1 37%	2 74%	2 100%	3 100%	5 100%	2 69%	1 100%	-	6 89%	1 48%
No	2 23%	1 19%	2 26%	2 63%	1 26%	-	-	-	1 31%	-	2 100%	1 11%	2 52%
		34%	66%	66%	34%	-	-	-	34%	-	66%	34%	66%

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

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 86

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	26	9 35%	17 65%	7 27%	9 35%	4 15%	6 23%	11 42%	7 27%	1 4%	7 27%	18 69%	8 31%
Weighted base	26*	9** 36%**	17** 64%**	8** 31%**	8** 29%**	5** 17%**	6** 22%**	8** 32%**	7** 25%**	1** 4%**	10** 39%**	15** 57%**	11** 43%**
Effective base	23	8	15	6	9	3	6	11	7	1	7	17	7
Yes	9 34%	7 69%	3 15%	2 28%	5 59%	1 14%	2 28%	5 55%	2 33%	-	2 22%	7 45%	2 20%
		72%	28%	25%	50%	7%	18%	51%	24%	-	25%	75%	25%
No	17 66%	3 31%	14 85%	6 72%	3 41%	4 86%	4 72%	4 45%	5 67%	1 100%	8 78%	8 55%	9 80%
		17%	83%	34%	18%	23%	25%	22%	26%	6%	47%	48%	52%

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



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

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Table 87

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	8	4 50%	4 50%	2 25%	3 38%	1 13%	2 25%	5 63%	2 25%	-	1 13%	7 88%	1 13%
Weighted base	7*	3** 46%**	4** 54%**	2** 34%**	2** 31%**	*** 7%**	2** 28%**	4** 54%**	2** 24%**	-**	2** 21%**	6** 79%**	2** 21%**
Effective base	7	4	4	2	3	1	2	5	2	-	1	7	1
Yes	3 48%	2 62%	1 36%	-	1 64%	-	2 100%	3 88%	-	-	-	3 61%	-
		59%	41%	-	41%	-	59%	100%	-	-	-	100%	-
No	4 52%	1 38%	2 64%	2 100%	1 36%	* 100%	-	* 12%	2 100%	-	2 100%	2 39%	2 100%
		34%	66%	66%	21%	13%	-	13%	46%	-	41%	59%	41%

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

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 88  
**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	91	49 54%	42 46%	19 21%	24 26%	27 30%	21 23%	30 33%	24 26%	14 15%	23 25%	54 59%	37 41%
Weighted base	87*	49* 56%*	39* 44%*	19** 21%**	24** 28%**	24** 28%**	20** 23%**	22** 25%**	23** 26%**	13** 15%**	29** 33%**	45* 52%*	42* 48%*
Effective base	82	44	38	17	22	25	19	28	23	13	22	50	34
Yes	8 9%	4 8%	3 9%	- -	3 13%	2 7%	3 14%	4 17%	2 9%	1 5%	1 3%	6 13%	2 4%
		55%	45%	-	42%	22%	36%	51%	27%	9%	13%	78%	22%
No	79 90%	44 89%	35 91%	19 100%	21 87%	22 89%	18 86%	18 83%	21 91%	12 87%	28 97%	39 87%	40 94%
		55%	45%	24%	27%	27%	22%	23%	26%	15%	36%	50%	50%
Don't know	1 1%	1 2%	- -	- -	- -	1 4%	- -	- -	- -	1 8%	- -	- -	1 2%
		100%	-	-	-	100%	-	-	-	100%	-	-	100%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 89

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	<b>67</b>	40 60%	27 40%	14 21%	15 22%	20 30%	18 27%	20 30%	16 24%	12 18%	19 28%	36 54%	31 46%
Weighted base	<b>67*</b>	40* 60%*	27** 40%**	14** 21%**	16** 24%**	18** 27%**	19** 29%**	14** 22%**	16** 24%**	13** 19%**	24** 35%**	31* 46%*	37** 54%**
Effective base	<b>60</b>	36	25	13	13	18	16	19	15	11	18	33	29
Yes	<b>5</b>	4	1	-	2	2	1	2	-	-	2	2	2
	<b>7%</b>	9% 80%	4% 20%	- -	11% 38%	11% 41%	5% 22%	17% 53%	- -	- -	9% 47%	8% 53%	6% 47%
No	<b>61</b>	37	25	14	14	16	17	12	16	12	21	28	33
	<b>91%</b>	91% 60%	91% 40%	100% 23%	89% 23%	89% 26%	88% 28%	83% 20%	100% 27%	89% 19%	91% 35%	92% 46%	90% 54%
Don't know	<b>1</b>	-	1	-	-	-	1	-	-	1	-	-	1
	<b>2%</b>	- -	5% 100%	- -	- -	- -	7% 100%	- -	- -	11% 100%	- -	- -	4% 100%

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

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

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Table 90

**QM6: SUMMARY - Have you ever reported content on ... using its reporting tool?  
SINGLE CODE****Base: All aware of reporting tool for the service**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	182	96 53%	86 47%	40 22%	48 26%	46 25%	48 26%	60 33%	48 26%	29 16%	45 25%	108 59%	74 41%
Weighted base	180	96* 53%*	84* 47%*	40* 22%*	48* 27%*	42* 23%*	49* 27%*	44* 25%*	47* 26%*	29** 16%**	60* 33%*	91* 51%*	89* 49%*
Effective base	162	84	78	35	43	41	44	56	45	27	42	100	68
Paid Video On-demand content available through your TV service provider	8 77%	3 81% 44%	4 74% 56%	1 37% 11%	2 74% 28%	2 100% 20%	3 100% 41%	5 100% 60%	2 69% 22%	1 100% 18%	- - -	6 89% 82%	1 48% 18%
Free Video On-demand content available as part of your subscription through your TV service provider	6 58%	4 78% 68%	2 37% 32%	- - -	1 42% 22%	1 48% 17%	3 100% 61%	4 76% 63%	1 33% 17%	1 51% 20%	- - -	4 59% 80%	1 51% 20%
TV live at the time of broadcast	18 54%	10 65% 56%	8 45% 44%	2 29% 11%	6 67% 34%	2 34% 13%	8 74% 41%	7 58% 36%	6 51% 32%	5 84% 26%	1 19% 6%	13 55% 68%	6 53% 32%
TV box sets or films from an online pay-per- view or download to own service	3 48%	2 62% 59%	1 36% 41%	- - -	1 64% 41%	- - -	2 100% 59%	3 88% 100%	- - -	- - -	- - -	3 61% 100%	- - -
TV programmes or films that have been broadcast using broadcaster catch- up services	11 39%	6 57% 55%	5 28% 45%	2 64% 15%	4 31% 36%	2 21% 16%	4 80% 34%	6 59% 56%	1 7% 5%	2 55% 15%	3 37% 24%	7 37% 61%	4 42% 39%
TV, box sets or films from an online subscription service	9 34%	7 69% 72%	3 15% 28%	2 28% 25%	5 59% 50%	1 14% 7%	2 28% 18%	5 55% 51%	2 33% 24%	- - -	2 22% 25%	7 45% 75%	2 20% 25%
Short clips through websites such as YouTube or Facebook	8 9%	4 8% 55%	3 9% 45%	- - -	3 13% 42%	2 7% 22%	3 14% 36%	4 17% 51%	2 9% 27%	1 5% 9%	1 3% 13%	6 13% 78%	2 4% 22%
Longer videos through websites such as YouTube or Facebook	5 7%	4 9% 80%	1 4% 20%	- - -	2 11% 38%	2 11% 41%	1 5% 22%	2 17% 53%	- - -	- - -	2 9% 47%	2 8% 53%	2 6% 47%
NET Used the reporting tools	41 23%	24 25% 59%	17 20% 41%	6 15% 14%	13 27% 31%	8 19% 19%	15 30% 35%	17 39% 41% jln	8 18% 20%	8 27% 19%	8 14% 20%	25 28% 61%	16 18% 39%

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

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 91

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	499	250 50%	249 50%	129 26%	127 25%	123 25%	120 24%	144 29%	136 27%	104 21%	115 23%	280 56%	219 44%
Weighted base	500	258 52%	242 48%	130 26%	124 25%	119 24%	127 25%	108 22%	139 28%	102* 20%*	151 30%	247 49%	253 51%
Effective base	444	224	221	117	114	106	107	135	125	97	106	254	199
Yes	259	135 53%	124 51%	54 41%	61 50%	70 59%	74 58%	70 65%	71 51%	50 49%	68 45%	141 57%	118 47%
	52%	52%	48%	21%	24%	27% <b>c</b>	29% <b>c</b>	27% <b>jkln</b>	27%	19%	26%	55% <b>ln</b>	45%
No	187	92	95	58	45	38	45	34	58	32	64	92	96
	37%	36%	39%	45%	37%	32%	36%	31%	42%	31%	42%	37%	38%
		49%	51%	31%	24%	21%	24%	18%	31%	17%	34%	49%	51%
Don't know	53	30	23	18	17	10	8	4	10	20	19	14	39
	11%	12%	10%	14%	14%	9%	6%	3%	7%	20%	13%	6%	16%
		56%	44%	34%	32%	20%	15%	7%	19%	38% <b>ijm</b>	36% <b>lm</b>	26%	74% <b>ijm</b>

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

\* small base

**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 92

Absolutes/col percents/row percents 25 Jan 2019

**Q22a - And have you ever ticked an age box like that so you could watch the content or access the site, even though you were younger than that age?****Base: All respondents**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Yes	157	84	73	25	39	48	45	47	44	33	34	90	67
	30%	32%	29%	19%	30%	38%	34%	42%	31%	30%	22%	36%	25%
		53%	47%	16%	25%	31% <b>c</b>	29% <b>c</b>	30% <b>jin</b>	28%	21%	22%	58% <b>in</b>	42%
No	94	45	49	27	21	19	27	21	27	16	29	48	45
	18%	17%	19%	20%	17%	15%	20%	19%	19%	15%	19%	19%	17%
		48%	52%	28%	23%	20%	28%	23%	29%	17%	31%	52%	48%
Don't know	8	6	2	2	1	3	2	3	-	1	4	3	5
	2%	2%	1%	1%	1%	2%	2%	2%	-	1%	3%	1%	2%
		76%	24%	23%	17%	31%	29%	33%	-	11%	56%	33%	67%
Never noticed tick box	258	129	129	78	67	56	56	40	72	58	88	112	146
	50%	49%	51%	59%	52%	45%	43%	36%	50%	54%	56%	44%	55%
		50%	50%	30% <b>ef</b>	26%	22%	22%	15%	28% <b>i</b>	23% <b>i</b>	34% <b>im</b>	43%	57% <b>im</b>

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

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Table 93

Absolutes/col percents/row percents 25 Jan 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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
Yes	383	226	157	96	89	96	103	93	99	77	114	193	191
	74%	85%	62%	73%	69%	76%	79%	85%	69%	71%	73%	76%	72%
		59% <sup>b</sup>	41%	25%	23%	25%	27%	24% <sup>ijklmn</sup>	26%	20%	30%	50%	50%
No	113	29	84	31	32	26	25	16	42	22	34	57	56
	22%	11%	33%	23%	25%	20%	19%	14%	29%	21%	22%	23%	21%
		26%	74% <sup>a</sup>	27%	28%	23%	22%	14%	37% <sup>l</sup>	20%	30%	50% <sup>l</sup>	50%
Don't know	20	10	11	6	8	4	2	1	2	9	8	4	17
	4%	4%	4%	4%	6%	4%	2%	1%	2%	8%	5%	1%	6%
		48%	52%	28%	38%	22%	11%	6%	12%	43% <sup>ilm</sup>	40%	18%	82% <sup>im</sup>

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 94

**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**

	Total	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	388	221 57%	167 43%	96 25%	94 24%	103 27%	95 24%	122 31%	98 25%	79 20%	89 23%	220 57%	168 43%
Weighted base	383	226 59%	157 41%	96* 25%*	89* 23%*	96* 25%*	103* 27%*	93 24%	99* 26%*	77* 20%*	114* 30%*	193 50%	191 50%
Effective base	347	197	150	87	85	91	86	115	89	73	83	199	153
Yes	53 14%	33 14%	20 13%	10 10%	15 17%	10 11%	18 17%	17 18%	14 14%	10 13%	11 10%	31 16%	22 11%
		62%	38%	18%	29%	20%	33%	32%	27%	19%	22%	59%	41%
No	321 84%	188 83%	133 85%	82 86%	72 82%	84 87%	82 80%	76 82%	82 82%	64 83%	100 87%	158 82%	163 85%
		58%	42%	26%	23%	26%	26%	24%	25%	20%	31%	49%	51%
Don't know	9 2%	6 2%	4 2%	4 4%	1 1%	2 2%	3 3%	- -	3 3%	3 4%	3 2%	3 2%	6 3%
		59%	41%	40%	10%	21%	29%	-	36%	35%	29%	36%	64%

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

\* small base



**OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Absolutes/col percents/row percents 25 Jan 2019

Table 95

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
1 - not at all	9 2%	4 1%	5 2%	3 2%	1 1%	2 2%	3 2%	2 2%	2 1%	-	5 3%	4 1%	5 2%
		41%	59%	38%	9%	22%	32%	24%	18%	-	59%	41%	59%
2	3 1%	-	3 1%	1 1%	1 1%	1 1%	-	2 2%	-	1 1%	-	2 1%	1 *
		-	100%	39%	31%	30%	-	61%	-	39%	-	61%	39%
3	10 2%	4 1%	7 3%	2 2%	-	5 4%	3 2%	3 3%	2 1%	3 3%	2 1%	5 2%	5 2%
		35%	65%	22%	-	52% <b>d</b>	25%	33%	18%	30%	20%	50%	50%
4	17 3%	3 1%	14 6%	9 6%	5 4%	2 2%	1 1%	3 3%	4 3%	3 3%	6 4%	7 3%	10 4%
		16%	84% <b>a</b>	51% <b>f</b>	27%	14%	7%	17%	24%	20%	39%	41%	59%
5	59 11%	31 12%	28 11%	21 16%	9 7%	15 12%	14 10%	9 8%	17 12%	13 12%	19 12%	27 10%	32 12%
		53%	47%	35% <b>d</b>	16%	26%	23%	16%	30%	23%	32%	45%	55%
6	60 12%	27 10%	32 13%	15 12%	12 10%	16 13%	16 12%	11 10%	16 11%	9 8%	24 15%	27 11%	33 13%
		46%	54%	26%	21%	27%	26%	18%	27%	15%	40%	45%	55%
7	113 22%	56 21%	56 22%	26 19%	32 25%	23 18%	33 25%	25 23%	39 27%	25 23%	24 15%	64 25%	49 19%
		50%	50%	23%	28%	20%	29%	22%	34% <b>i</b>	22%	21%	57% <b>i</b>	43%
8	123 24%	62 23%	61 24%	27 21%	39 30%	31 25%	26 20%	21 19%	41 29%	25 23%	36 23%	62 25%	61 23%
		50%	50%	22%	32%	25%	21%	17%	33%	20%	29%	51%	49%
9	61 12%	36 14%	24 10%	15 12%	12 9%	14 11%	20 15%	17 15%	10 7%	10 9%	24 16%	27 11%	34 13%
		60%	40%	25%	20%	22%	32%	27% <b>j</b>	17%	16%	40% <b>j</b>	44%	56%
10 - a great deal	63 12%	42 16%	22 9%	13 10%	18 14%	17 13%	16 12%	18 16%	12 8%	18 17%	16 10%	30 12%	34 13%
		66% <b>b</b>	34%	20%	28%	26%	25%	28%	19%	29%	25%	47%	53%
Mean	7.19	7.48 <b>b</b>	6.89	6.84	7.49 <b>c</b>	7.13	7.30	7.31	7.13	7.31	7.07	7.21	7.17
SD	1.93	1.83	1.98	2.06	1.67	2.02	1.89	2.10	1.67	1.90	2.04	1.87	1.99
SE	0.08	0.11	0.12	0.18	0.15	0.18	0.17	0.17	0.14	0.18	0.19	0.11	0.13

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

***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Absolutes/col percents/row percents 25 Jan 2019

Table 96

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
1 - not at all	217 42%	126 48%	91 36%	45 34%	53 41%	58 46%	61 47%	53 48%	58 40%	42 38%	65 42%	111 44%	106 40%
		55% <sup>b</sup>	42%	21%	24%	27%	28%	25%	27%	19%	30%	51%	49%
2	90 17%	40 15%	50 20%	28 21%	21 16%	24 19%	18 14%	18 16%	23 16%	22 21%	26 17%	42 16%	48 18%
		44%	56%	31%	23%	26%	20%	20%	26%	25%	29%	46%	54%
3	54 10%	29 11%	25 10%	16 12%	14 11%	10 8%	13 10%	7 7%	21 15%	12 11%	13 8%	29 11%	25 9%
		54%	46%	30%	27%	19%	25%	14%	40% <sup>i</sup>	23%	24%	54%	46%
4	31 6%	16 6%	15 6%	14 10%	8 7%	5 4%	4 3%	11 10%	5 3%	5 4%	11 7%	16 6%	16 6%
		51%	49%	44% <sup>f</sup>	27%	17%	12%	35% <sup>j</sup>	15%	15%	36%	50%	50%
5	46 9%	16 6%	30 12%	11 8%	12 9%	6 5%	17 13%	3 3%	12 9%	12 11%	19 12%	15 6%	31 12%
		35%	65% <sup>a</sup>	24%	26%	12%	37% <sup>e</sup>	7%	27%	26% <sup>i</sup>	41% <sup>i</sup>	33%	67% <sup>im</sup>
6	22 4%	12 4%	11 4%	6 5%	6 5%	7 5%	3 2%	4 4%	7 5%	4 4%	7 5%	11 4%	11 4%
		52%	48%	27%	28%	31%	14%	19%	31%	19%	31%	50%	50%
7	21 4%	8 3%	13 5%	8 6%	6 4%	4 3%	4 3%	2 2%	9 7%	3 3%	6 4%	12 5%	9 3%
		38%	62%	38%	27%	17%	18%	11%	45%	16%	28%	56%	44%
8	13 3%	7 3%	7 3%	4 3%	1 1%	4 3%	4 3%	5 5%	3 2%	3 3%	2 2%	8 3%	6 2%
		50%	50%	30%	5%	33%	32%	38%	19%	24%	19%	57%	43%
9	11 2%	5 2%	6 2%	- -	3 2%	4 3%	5 4%	5 4%	3 2%	3 3%	1 1%	7 3%	4 2%
		48%	52%	-	25%	33%	42% <sup>c</sup>	42% <sup>i</sup>	23%	27%	8%	65%	35%
10 - a great deal	11 2%	6 2%	5 2%	1 6%	4 3%	5 4%	2 1%	1 6%	2 22%	2 17%	6 54%	3 29%	8 71%
Mean	2.92	2.75	3.11	2.93	2.97	2.90	2.88	2.76	2.95	2.96	2.98	2.87	2.97
SD	2.40	2.39	2.41	2.10	2.43	2.64	2.45	2.45	2.37	2.39	2.43	2.40	2.41
SE	0.11	0.15	0.15	0.18	0.21	0.23	0.22	0.20	0.20	0.23	0.22	0.14	0.16

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

# ***OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS***

Table 97

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	517	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	517	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	461	231	230	120	118	113	110	138	129	103	110	260	209
1 - not at all	20 4%	14 5% 67%	7 3% 33%	6 5% 30%	3 2% 13%	4 3% 20%	8 6% 38%	7 7% 36%	3 2% 14%	5 5% 26%	5 3% 23%	10 4% 51%	10 4% 49%
2	10 2%	4 1% 37%	6 2% 63%	1 1% 10%	1 2% 8%	6 5% 62% <b>d</b>	2 2% 21%	5 4% 51% <b>kn</b>	2 1% 17%	- - -	3 2% 32%	7 3% 68%	3 1% 32%
3	25 5%	10 4% 41%	14 6% 59%	7 5% 29%	5 4% 21%	6 5% 24%	6 5% 26%	6 6% 26%	9 6% 37%	4 3% 15%	5 4% 22%	15 6% 62%	9 4% 38%
4	38 7%	22 8% 58%	16 6% 42%	15 11% 39%	8 6% 21%	7 5% 18%	9 7% 22%	11 10% 28%	12 9% 32%	7 6% 17%	9 6% 22%	23 9% 60%	15 6% 40%
5	112 22%	54 21% 48%	58 23% 52%	32 24% 28%	33 26% 30% <b>f</b>	28 22% 25%	19 15% 17%	23 21% 20%	25 18% 22%	25 23% 23%	39 25% 35%	48 19% 43%	64 24% 57%
6	80 15%	38 14% 47%	42 17% 53%	25 19% 32%	22 17% 28%	16 12% 20%	17 13% 21%	12 11% 15%	20 14% 25%	23 22% 29% <b>lm</b>	25 16% 31%	31 12% 40%	48 18% 60%
7	83 16%	45 17% 54%	38 15% 46%	20 15% 24%	18 14% 22%	19 15% 22%	26 20% 31%	15 13% 18%	26 18% 32%	20 19% 24%	22 14% 26%	41 16% 49%	42 16% 51%
8	80 16%	36 13% 44%	45 18% 56%	18 13% 22%	20 15% 24%	22 17% 27%	21 16% 26%	17 15% 21%	30 21% 37% <b>k</b>	11 11% 14%	23 15% 28%	46 18% 58%	34 13% 42%
9	34 7%	21 8% 60%	14 5% 40%	3 3% 10%	11 8% 32% <b>c</b>	8 6% 23%	12 9% 36% <b>c</b>	4 4% 12%	11 8% 32%	3 3% 9%	16 10% 47% <b>lk</b>	15 6% 44%	19 7% 56%
10 - a great deal	34 7%	22 8% 64%	12 5% 36%	5 4% 15%	7 6% 21%	11 9% 33%	10 8% 30%	10 9% 30%	6 4% 17%	9 8% 26%	9 6% 27%	16 6% 47%	18 7% 53%
Mean	6.16	6.20	6.10	5.77	6.30 <b>c</b>	6.23	6.34 <b>c</b>	5.84	6.30	6.10	6.28	6.10	6.21
SD	2.16	2.26	2.05	1.99	1.96	2.29	2.34	2.48	2.01	2.05	2.11	2.23	2.08
SE	0.09	0.14	0.13	0.17	0.17	0.20	0.21	0.20	0.17	0.20	0.19	0.13	0.14

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

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

Table 98

**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**

	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	517	517	517
Weighted base	517	517	517
Effective base	461	461	461
1 - not at all	9 2%	217 42%	20 4%
2	3 1%	90 17%	10 2%
3	10 2%	54 10%	25 5%
4	17 3%	31 6%	38 7%
5	59 11%	46 9%	112 22%
6	60 12%	22 4%	80 15%
7	113 22%	21 4%	83 16%
8	123 24%	13 3%	80 16%
9	61 12%	11 2%	34 7%
10 - a great deal	63 12%	11 2%	34 7%
Mean	7.19	2.92	6.16
SD	1.93	2.40	2.16
SE	0.08	0.11	0.09

# **OFCOM CROSS-PLATFORM MEDIA TRACKER 2018 - TEENS**

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Absolutes/col percents/row percents 25 Jan 2019

Table 99

**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	Gender		Age				SEG					
		Boy (a)	Girl (b)	12 (c)	13 (d)	14 (e)	15 (f)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
Unweighted base	<b>517</b>	258 50%	259 50%	132 26%	132 26%	130 25%	123 24%	147 28%	140 27%	111 21%	119 23%	287 56%	230 44%
Weighted base	<b>517</b>	265 51%	252 49%	132 26%	128 25%	126 24%	130 25%	110 21%	143 28%	108 21%	156 30%	253 49%	264 51%
Effective base	<b>461</b>	231	230	120	118	113	110	138	129	103	110	260	209
Yes	<b>473</b>	245	227	123	118	112	119	99	130	96	147	229	243
	<b>91%</b>	93%	90%	93%	92%	89%	92%	90%	91%	89%	94%	91%	92%
		52%	48%	26%	25%	24%	25%	21%	28%	20%	31%	49%	51%
No	<b>44</b>	20	25	9	10	14	11	11	13	12	9	24	21
	<b>9%</b>	7%	10%	7%	8%	11%	8%	10%	9%	11%	6%	9%	8%
		44%	56%	21%	23%	32%	24%	24%	29%	27%	20%	54%	46%

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