



UK audience attitudes to the broadcast media

A summary of findings

Research Document

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Contents

Section		Page
1	About this document	2
2	Key points	3
3	Methodology	4
4	Traditional broadcast content	5
5	Connected devices	20

Section 1

About this document

This report explores UK adults' access to and use of connected devices, their attitudes and opinions towards television and radio broadcasting, and related areas such as advertising and regulation. It summarises the findings set out in the accompanying chart pack analysis of the research results (Annex 1).

The research findings from Ofcom's Media Tracker study provide a valuable source of information on consumers' attitudes, and help inform Ofcom's work on broadcasting standards.

Under the Communications Act 2003, Ofcom has a duty to draw up, and from time to time revise, a Code for television and radio services covering programme standards. This includes the protection of under-18s, the application of generally accepted standards to provide adequate protection from the inclusion of harmful or offensive material, sponsorship, product placement in television programmes, and fairness and privacy. This is known as the Broadcasting Code and came into effect in July 2005.

Ofcom recognises that people's views on what are generally accepted standards are subject to change over time and so should be explored by ongoing consumer research. This report is one of a range of sources that Ofcom draws on in undertaking its broadcasting standards duties.

Section 2

Key points

- **About half of adult viewers say that TV programmes have ‘stayed the same’ over the past 12 months**, while three in ten feel they have ‘got worse’ and 16% feel they have improved. Among those who thought programmes had got worse, the top four reasons were ‘more repeats’ (57%), ‘lack of variety’ (43%), ‘general lack of quality’ (32%) and ‘too many reality shows’ (30%).
- **One in five adult viewers say they have found something on television to be offensive in the last 12 months**; the three main types of content that caused offence are bad language, violence and sexual content.
- **Four in ten adult viewers feel there is ‘too much’ violence and ‘too much’ swearing on television, while three in ten feel there is ‘too much’ sex**. Attitudes towards the amount of sex, violence and swearing on TV differ by age; older adults are more likely to feel there is ‘too much’ of this content on television and younger adults are more likely to feel there is ‘an acceptable amount’.
- **Nine in ten adult viewers are aware of the watershed**. Awareness is not higher among any particular age group, but is lower among those aged 16-24 compared to all adults (85% vs. 90%) and also lower among those in C2DE socio-economic groups compared to ABC1s (89% vs. 92%).
- **Eight in ten adults believe that TV programmes are regulated** and most adults (61%) believe that the amount of regulation is ‘about right’; the next most likely response is ‘don’t know’ (18%).
- **Less than half of adult viewers are aware of product placement** in television programmes, while 14% recognise that the ‘P’ symbol indicates product placement.
- **Forty-four per cent of UK adults have used connected TV¹ at home in the past 12 months**, enabling internet content to be watched on the TV screen.
- **Broadcaster catch-up services are the most commonly viewed connected TV content** and 34% of UK adults have used their connected TV to watch broadcaster catch-up services in the past 12 months. The next most popular activities are watching clips through other websites (21%), watching free VOD content through their TV service (20%) and browsing online (20%).
- **Almost a fifth of UK adults have used other broadband-connected devices to watch TV live as it is broadcast in the past 12 months**, while 29% have used it to watch broadcaster catch-up services.
- **Two-thirds of local radio listeners say the service that local radio stations provide is important to them**, with 30% saying it is very important. Local radio listeners in C2DE socio-economic groups are more likely than those in ABC1 socio-economic groups to say the service is very important to them (34% vs. 27%).

¹ ‘Connected TV’ is a TV that is connected to the internet. This could be either a smart TV that can connect to the internet directly or an internet-enabled device, like a set-top box or a laptop, which enables internet-based content to be watched on the TV screen.

Section 3

Methodology

The fieldwork for the Media Tracker study was conducted for Ofcom by the research agency Saville Rossiter-Base, using face-to-face interviews conducted in respondents' homes. The interviewing was conducted across three equal waves (May/June, August and November 2014) to counter potential seasonality issues. Over the three waves of fieldwork, a sample of 2,074 adults aged 16+ were interviewed and then weighted to be representative of the UK adult population. The data presented here are based on the weighted sample.

Changes in approach

There were several changes in approach to the Media Tracker study in 2014, including a change of research agency. Prior to 2014, interviews were conducted in-home using the paper and pencil interviewing (PAPI) technique. In 2014, interviews were conducted in-home using computer-assisted personal interviewing (CAPI).

Following an extensive review, changes were also made to the questionnaire used for the Media Tracker study in 2014. The changes included new questions and amendments to the wording, and/or the order of questions, that had been included in previous Media Tracker studies.

Because of these changes in approach in 2014, no significance testing has been conducted to compare 2014 data to 2013 data. However, significance testing has been conducted within the 2014 data; to make comparisons across different demographic groups. Significant differences are shown within the Figures in this report, using arrows, and the text underneath the Figures explains the testing that has been conducted in each case. These differences are highlighted at the 95% level, meaning that where findings are commented on, there is only a 5% or smaller probability that the difference between the samples is by chance.

Time series data

Some of the questions in the Media Tracker study have been tracked for some years and prior to 2005 were published in the ITC *The Public's View* survey. Please see http://www.ofcom.org.uk/static/archive/itc/uploads/The_Publics_View_2002.pdf for further details on the content, results and methodology.

In 2005 this survey became Ofcom's Residential Tracker, which in 2008 split into two separate surveys – the Technology Tracker and the Media Tracker. As when comparing the Media Tracker study in 2014 to the 2013 results, key changes in the methodology also occurred between the 2005 and 2008 surveys, including switching from continuous research to two dipstick waves, and moving from computer-assisted personal interviewing (CAPI) to paper-assisted personal interviewing (PAPI).

Any comparisons over time should therefore be made with caution and treated as indicative only, as variances in the results may be due in part to changes in the methodology, and not necessarily indicate a shift in consumer attitudes.

Section 4

Traditional broadcast content

This section provides a summary of the findings set out in Annex 1² relating to traditional broadcast content on TV and radio.

http://stakeholders.ofcom.org.uk/binaries/research/tv-research/attitudes-to-media/Annex_1.pdf

Adults with a TV set were asked about their opinion on a range of topics, including the quality of TV programmes, whether they had found anything on TV to be offensive, their opinion on the amount of sex, violence and swearing on TV, and awareness of commercial messages and regulation on TV.

Radio listeners were also asked their opinions on the importance of radio services and their awareness of regulation.

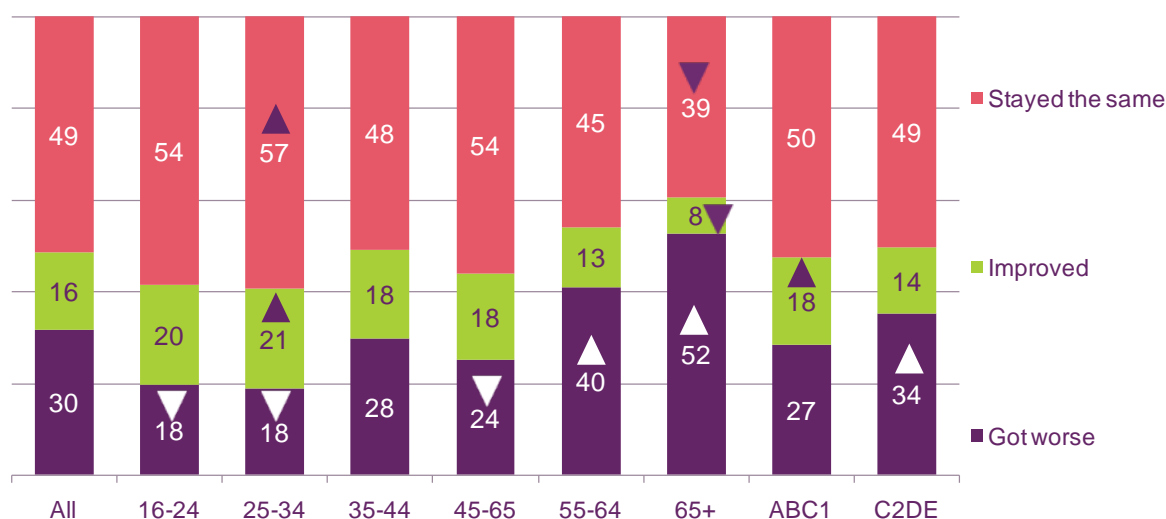
4.1 Quality of TV programmes (see Annex 1: Slides 5 to 9)

About half of adult viewers say that TV programmes have ‘stayed the same’ over the past 12 months

- When asked whether TV programmes had improved, stayed the same or got worse in the past 12 months, half (49%) of adult viewers said they had ‘stayed the same’. Three in ten (30%) felt programmes had ‘got worse’, while around half this number (16%) felt programmes had ‘improved’.
- As shown in Figure 1, older adults aged 55-64 and aged 65 and over are more likely than all adults to feel that programmes have ‘got worse’ (40% and 52% vs. 30%), and those in C2DE socio-economic groups are more likely than those in ABC1 socio-economic groups (34% vs. 27%) to feel this.

² Annex 1 provides a chart pack analysis of the research results.

Figure 1: Opinion on the quality of programmes over the past 12 months (% of adults with a TV)

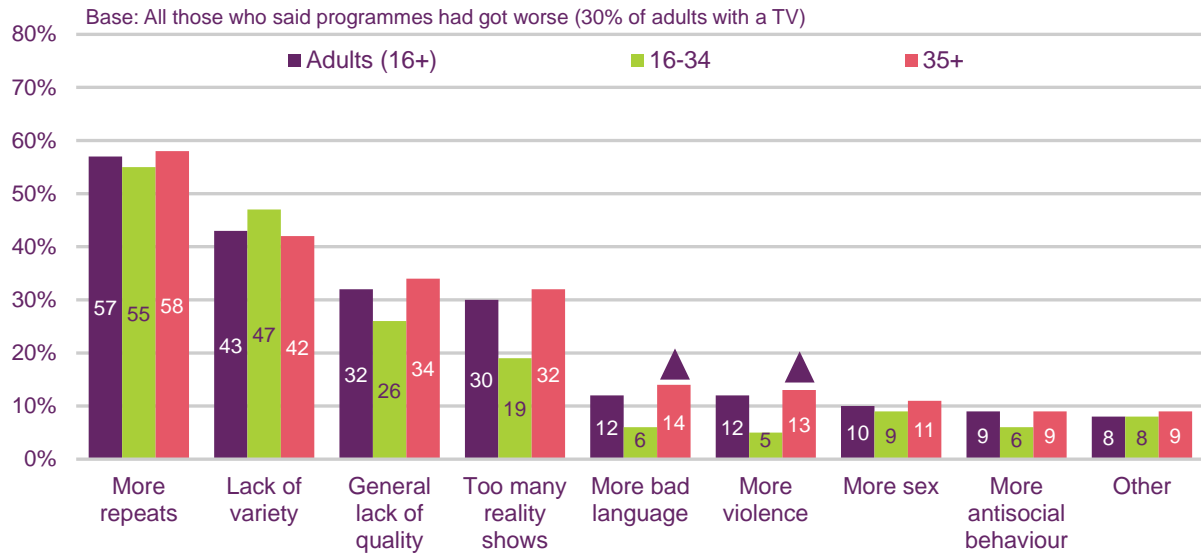


Source: Ofcom Media Tracker 2014. 'Don't know' responses not charted. Q20 - Do you feel that over the past year television programmes have improved, got worse or stayed about the same? Base: All with any TV sets (2,016); 16-24 (285), 25-34 (316); 35-44 (324) 45-54 (325); 55-64 (312); 65+ (454); ABC1 (1,045), C2DE (970). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between socio-economic groups.

Over half of those who say TV programmes have 'got worse' blame repeats

- Among those who said programmes had got worse, the top four reasons given were 'more repeats' (57%), 'lack of variety' (43%), 'general lack of quality' (32%) and 'too many reality shows' (30%). These responses did not vary between younger (16-34) and older (35+) adults who felt that programmes had got worse (Figure 2).
- Among those who thought programmes had improved, the top four reasons given were 'wider range of programmes' (50%), 'improved quality' (48%), 'more interesting/entertaining' (37%) and 'more/ better dramas' (33%).

Figure 2: Top reasons given for programmes getting worse in past 12 months



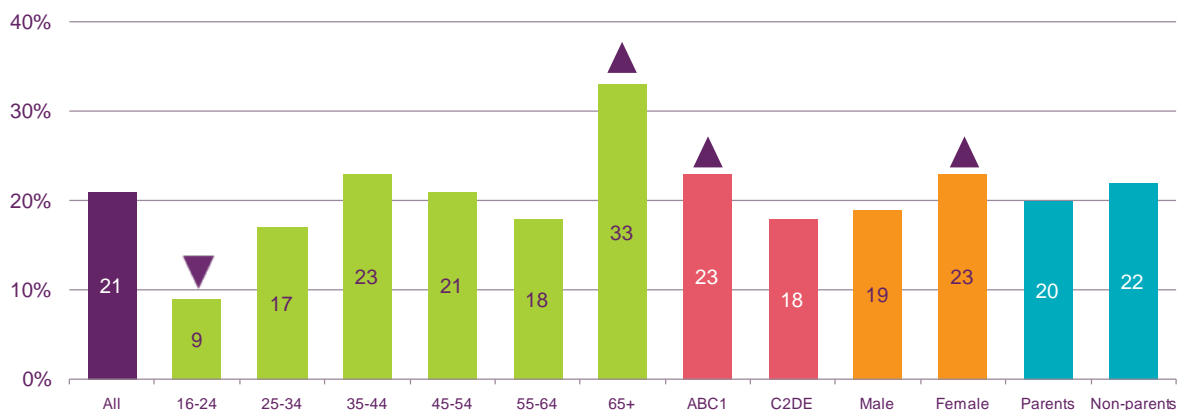
Source: Ofcom Media Tracker 2014. Q22 - In what ways do you think that the television programmes have got worse over the past year? Base: All saying programmes 'got worse' over past year (639); 16-34 (114); 35+ (525). Unprompted, multicode. Only top individual responses are charted. Significance testing shows any difference between age groups.

4.2 Levels of offence on TV (see Annex 1: Slides 10 to 15)

One in five adult viewers say they have found something on television offensive in the past 12 months, rising to one-third of those aged 65 and over

- One-fifth (21%) of adult viewers in the UK said they had personally found something on television offensive in the past 12 months. Figure 3 shows the incidence of being offended by something on TV, by age, socio-economic group, gender, and among parents and non-parents.

Figure 3: Overall % of those who have been offended by something on TV (% of adults with a TV)



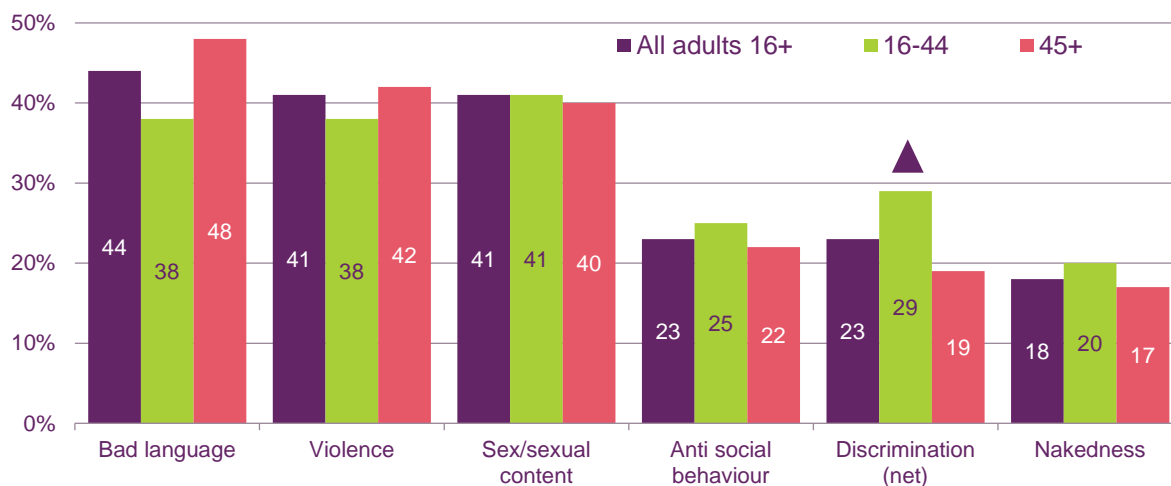
Source: Ofcom Media Tracker 2014. Q41 - In the past 12 months, have you personally found anything on television to be offensive? Base: All with any TV sets (2016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454); ABC1 (1045); C2DE (970); Male (964); Female (1052); Parents (642); Non-parents (1,374). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between socio-economic groups, by gender and between parents and non-parents

The three main types of content that caused offence in the last 12 months were bad language, violence and sexual content

- As shown in Figure 4, among those who had been offended by something on television, three main types of content stand out: bad language (44%), violence (41%) and sex/sexual content (41%). Responses did not differ between younger (under 45) and older adults for the three main types of material that caused offence, but younger adults were more likely to say they had been offended by some type of discrimination (29% vs. 19%).
- Parents were not more or less likely than non-parents to have been offended by something on television. However, there were some difference between these groups in the type of material which offended them, with parents more likely than non-parents to point to violence (49% vs. 36%), sex/sexually explicit content (48% vs. 37%), anti-social behaviour (31% vs. 19%) and nakedness (24% vs. 15%).
- Half (50%) said they reacted by switching channels, a quarter (24%) switched off the TV completely, one in five (20%) reacted by discussing it with others, while 14% continued watching.
- Among those who had been offended, close to four in ten (37%) agreed with the statement 'I think such things should only be shown when viewers are likely to expect them (e.g. after a clear warning or on a specific type of channel or programme)'. Around three in ten (30%) agreed instead with the statement 'Even though I was offended, I accept that others should be allowed to see these things' and a similar number (29%) agreed with the third option 'The things which have personally offended me should not be shown'.

Figure 4: Type of material which offended

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



Source: Ofcom Media Tracker 2014. Q42 - What kind of thing offended you? Base: All who said they'd seen something offensive in past 12 months 2014 (421), 16-44 (147), 45+ (274). Unprompted, multicode. Top reasons charted. Significance testing shows any difference between age groups. Base too low for 16-34/35+ analysis.

4.3 Attitudes towards sex, violence, swearing and harmful content on TV (see Annex 1: Slides 16 to 26)

Four in ten adult viewers feel there is ‘too much’ violence and ‘too much’ swearing on television, while three in ten feel there is ‘too much’ sex

- Figure 5 shows that around four in ten adult viewers felt there was ‘too much’ violence (43%) and swearing (40%) on television, while around three in ten (28%) felt there was ‘too much’ sex on television. Adults were most likely to feel there was ‘an acceptable amount’ of sex, violence or swearing on television, and very few felt there was ‘too little’ of each type of content.
- Attitudes towards the amount of sex, violence and swearing on television differ by age; older adults were more likely to feel there was ‘too much’ of this content on television and younger adults were more likely to feel there was ‘an acceptable amount’ and less likely to feel there was ‘too much’.
- While three in ten (28%) adult viewers felt there was ‘too much’ sex on television, this was more likely among those aged 65 and over (44%) and less likely among those aged 16-24 (13%). Attitudes did not differ between parents and non-parents.
- Overall, four in ten (43%) adult viewers felt there was ‘too much’ violence on television. This was more likely among those aged 65 and over (63%) and less likely among those aged 16-24 (25%) and 25-34 (33%). Attitudes did not differ between parents and non-parents.
- As with attitudes to violence, overall, four in ten (40%) adult viewers felt there was ‘too much’ swearing on television. Attitudes to the amount of swearing varied most clearly according to age; feeling there was ‘too much’ swearing was more likely among those aged 55-64 (48%) and 65 and over (65%) than among those aged 16-24 (21%) and 25-34 (30%). Attitudes differed between parents and non-parents; non-parents were more likely to feel there was ‘too much’ swearing on television (42% vs. 37%). As non-parents are older on average, it seems likely that this difference in attitude is also age-related.

Figure 5: Opinion on the amount of sex, violence and swearing on TV (% of adults with a TV)

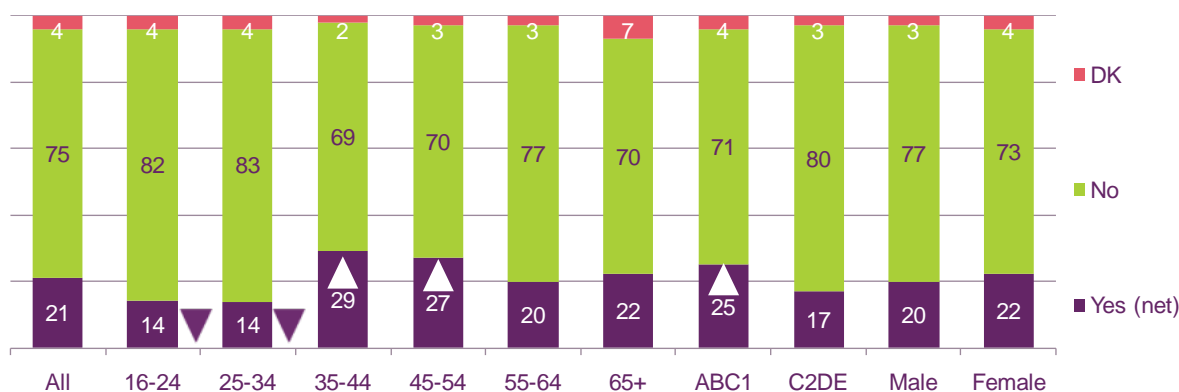


Source: Ofcom Media Tracker 2014. Q46 - Do you think, in general, that there is too much, too little or an acceptable amount of each of the following on television: a) Sex? b) Violence? c) Swearing? Base: All with any TV sets (2,016). Prompted, single code.

One in six adult viewers say they have seen something on television they thought was harmful to children

- One in five (21%) said they had seen something on TV in the past 12 months that they thought was harmful, either to themselves, or to other adults or children. This was more likely among those aged 35-44 (29%) and 45-54 (27%) than among those aged 16-24 and 25-34 (both 14%). Those in ABC1 socio-economic groups were more likely than those in C2DE socio-economic groups to have seen something they considered harmful on TV in the past 12 months (25% vs. 17%), but with no difference between men and women.
- The overall incidence of 21% of adult viewers seeing something harmful is a combination of those who said they saw something harmful to children (16%), to themselves (8%) or to other adults (7%).
- Seeing content considered harmful to children was more likely among those aged 35-44 (22% vs. 16% of all), more likely among ABC1s than C2DEs (19% vs. 12%), and more likely among parents than non-parents (19% vs. 14%). Older adults, aged 65+, were more likely than all adults to have seen something they considered to be harmful to themselves (12% vs. 8% of all).
- Unprompted responses given by more than one in ten as to what content they saw and considered to be harmful were: violence (53%), offensive language (40%), sex/ sexual content (37%), anti-social behaviour (25%), bullying (19%) and alcohol/ substance misuse (13%).
- Among those who said they had seen something harmful, half (48%) said they reacted by switching channels (43%), a quarter (24%) continued watching, one-fifth (21%) switched off the TV completely and 16% reacted by discussing it with others.

Figure 6: Overall % of respondents who have seen something on TV they consider harmful (% of adults with a TV)



Source: Ofcom Media Tracker 2014. Q48 - Have you seen anything on TV in the past 12 months that you thought was harmful or damaging either to yourself, other adults or children? Base: All with any TV sets (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454); ABC1 (1,045); C2DE (970); Male (964); Female (1,052). Prompted, multicode. Significance testing shows any difference in the proportion saying Yes between any age group and all adults and any difference between socio-economic groups and by gender.

A minority of adult viewers say that sexually explicit programmes should never be shown on TV

- Adult viewers were asked to consider six statements relating to potentially offensive material on television and say for each how much they agreed or disagreed with the statement. Figure 7 shows the proportion who agreed with each statement. A minority of adults – one-third (33%) – agreed that sexually explicit programmes should never be shown, and at the same time a minority – one-fifth (19%) – agreed that sexually explicit programmes should be freely available on any channel after 9pm. In contrast, more adults agreed that particularly violent films should be freely available on any channel after 9pm (28% vs. 19%), though this was a minority opinion.
- Significance testing (Figure 7) indicates that older adults aged 65 and over generally have a lower tolerance for sexually explicit content and particularly violent content on television, and are more likely to feel that these types of content should be restricted to subscription channels. Younger adults, aged 16-24, and 25-34 in some cases, generally have a higher tolerance for sexually explicit content and particularly violent content on television, and are less likely to feel that these types of content should be restricted.
- There were some differences by gender; women were more likely than men to agree that sexually explicit programmes should never be shown on TV (36% vs. 29%) and that people should only be allowed to watch sexually explicit programmes on subscription channels (59% vs. 53%), while men were more likely to agree that particularly violent films should be freely available on any channel after 9pm (31% vs. 25%). Agreement with the statements did not vary between ABC1 and C2DE adults.

Figure 7: Agreement with statements relating to potentially offensive material on TV (% of adults with a TV)

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

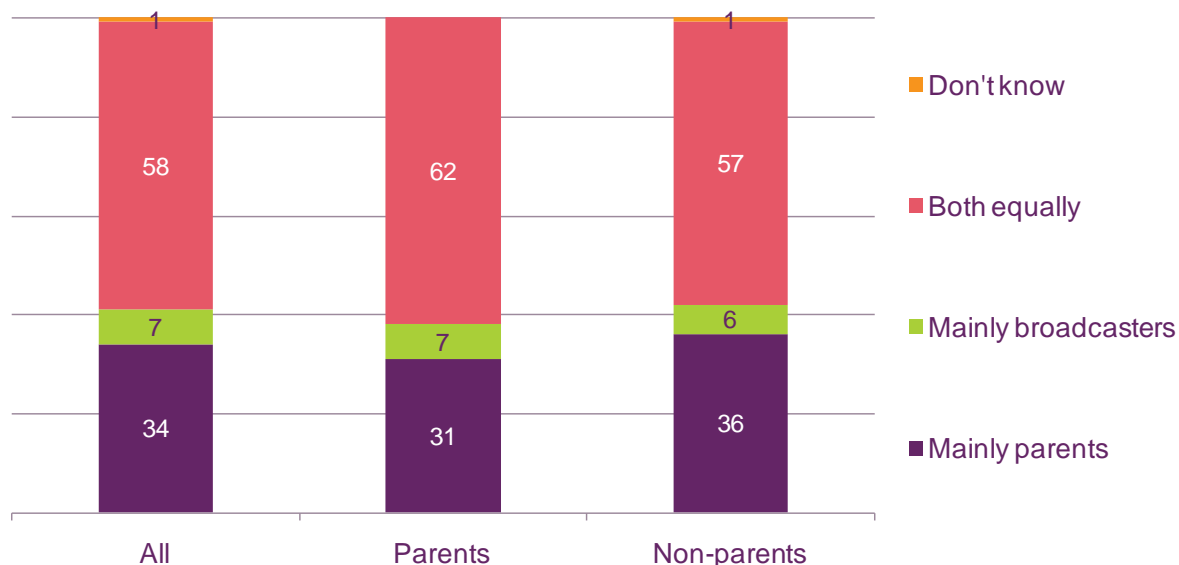
Source: Ofcom Media Tracker 2014. Q47 - I am going to read out some statements and I would like you to tell me how much you agree or disagree with them. Base: All with any TV sets (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454). Prompted, multicode. Significance testing shows any difference in the proportion saying Yes between any age group and all adults and any difference between socio-economic groups and by gender.

4.4 Protection of children and the TV watershed (see Annex 1: Slides 27 to 34)

Most adult viewers feel that broadcasters and parents share the responsibility for ensuring children do not see unsuitable programmes on TV

- More than half (58%) of adult viewers felt it was equally the responsibility of broadcasters and parents to make sure that children did not see unsuitable programmes, while a third (34%) felt it was mainly parents' responsibility, and 7% felt it was mainly the broadcasters' responsibility. Responses did not vary between parents and non-parents, as shown in Figure 8, nor by the age of the child.
- Men were more likely than women to feel that it is mainly the responsibility of parents to make sure that children do not see unsuitable programmes (37% vs. 31%), while women were more likely to feel that it is shared equally between parents and broadcasters (61% vs. 55%).

Figure 8: Opinion on whose responsibility it is to ensure children do not see unsuitable programming (% of adults with a TV)



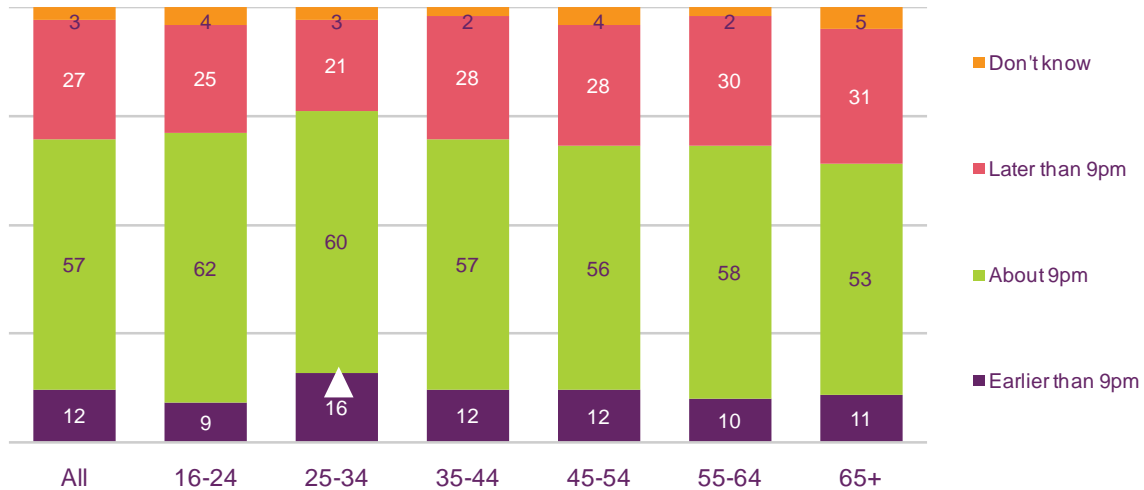
Source: Ofcom Media Tracker 2014. Q37 - Do you think it is mainly the responsibility of the parents, the broadcasters, or both equally, to make sure that children don't see unsuitable programmes? Base: All with any TV sets (2,016); Parents (642); Non-parents (1,374). Prompted, single code. Significance testing shows any difference between parents and non-parents.

Nine in ten adult TV viewers are aware of the watershed

- Nine in ten (90%) adult viewers were aware that broadcasters must not show television programmes that are unsuitable for children until after a certain time in the evening. Awareness of the TV watershed was lower among those aged 16-24 (85% vs. 90%) and also lower among those in C2DE socio-economic groups compared to ABC1s (89% vs. 92%).
- Adult viewers were asked to say after which time in the evening programmes unsuitable for children may be shown on TV. Around three-quarters (77%) said this time was after 9pm. Again, awareness of the timing of the watershed was less likely among adults aged 16-24 (67% vs. 77%).

- When given the chance to choose a time at which TV channels should be allowed to broadcast programmes that may be unsuitable for children, over half (57%) of adult TV viewers said “about 9pm” (Figure 9).
- Around one in ten (12%) said a time earlier than 9pm, and this response was more likely among those aged 25-34 (16% vs. 12%). Around a quarter (27%) said a time later than 9pm, although no particular demographic group was more likely to feel that the TV watershed should be later in the evening.

Figure 9: Opinion on when TV channels should be allowed to broadcast programmes not suitable for children (% of adults with a TV)



Source: Ofcom Media Tracker 2014. Q40 - Programmes that are not suitable for children may be shown on TV channels after 9pm - usually known as the 9 o'clock watershed. Which of these best describes when TV channels should be allowed to broadcast programmes that may not be suitable for children? Base: All with any TV sets (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454). Prompted, single code. Significance testing shows any difference between any age group and all adults.

4.5 TV advertising, sponsorship, product placement and promotions (see Annex 1: Slides 35 to 43)

Less than half of adult TV viewers are aware of product placement

- Adult viewers were shown descriptions of different types of commercial messages on television and were asked to say which they were aware of, as shown in Figure 10. More than half were aware of trailers or promotions for TV programmes (73%), programme sponsorship announcements (62%) and trailers or promotions for TV channels (57%). A minority – around four in ten – were aware of trailers or promotions for TV channel websites (38%) or were aware of product placement (36%).
- Awareness of each of these types of commercial messages was lower among older adults, aged 65 and over, with higher awareness of some types of messages among 35-44 and 45-54 year olds.

Figure 10: Awareness of commercial messages, by age (% of adults with a TV)

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

Source: Ofcom Media Tracker 2014. Q24 - Which of the following, if any, are you aware of on television? Base: All with any TV sets (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454). Prompted, single code. Significance testing shows any difference between any age group and all adults.

Awareness of all types of commercial messages is lower among those in C2DE socio-economic groups

- Awareness of all five types of commercial message was higher among those in ABC1 socio-economic groups than among those in C2DE socio-economic groups (Figure 11).
- Men were more likely than women to be aware of most types of commercial message, the exception being trailers or promotions for TV channel websites.

Figure 11: Awareness of commercial messages, by socio-economic group and gender (% of adults with a TV)

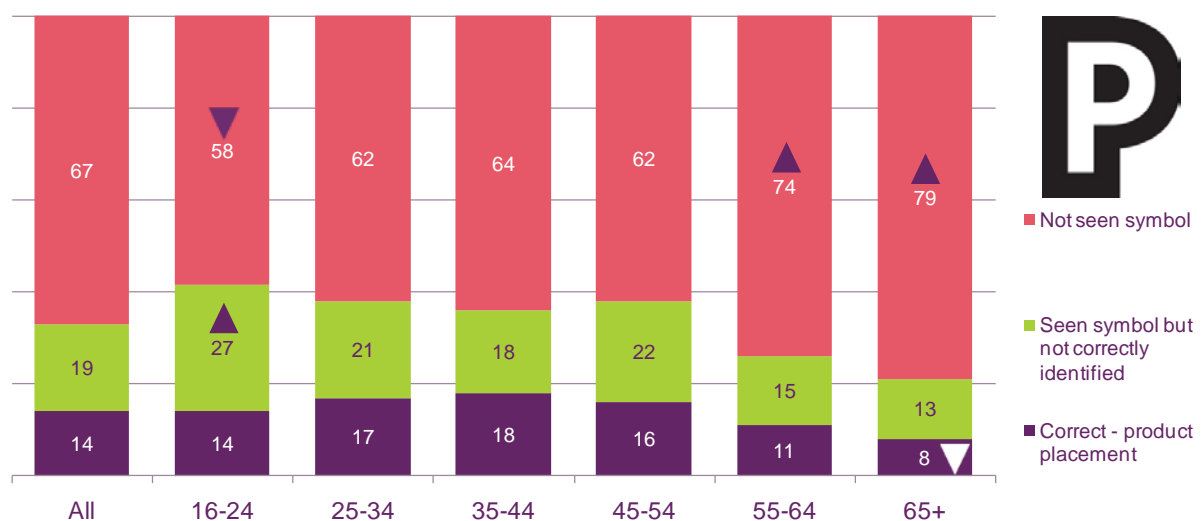
% Aware	All %	ABC1 %	C2DE %	Male %	Female %
Trailers or promotions for particular TV programmes	73	75 ▲	70	76 ▲	70
Programme sponsorship announcements	62	68 ▲	56	66 ▲	59
Trailers or promotions for particular TV channels	57	60 ▲	54	61 ▲	54
Trailers or promotions for websites or other online services provided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

Source: Ofcom Media Tracker 2014. Q24 - Which of the following, if any, are you aware of on television? Base: All with any TV sets (2,016); ABC1 (1,045); C2DE (970); Male (964); Female (1,052). Prompted, multicode. Significance testing shows any difference in the proportion aware between socio-economic groups and by gender.

Fourteen per cent of adult TV viewers recognise the ‘P’ symbol to indicate product placement

- Adult viewers were shown the ‘P’ symbol (see Figure 12) designed to let viewers know that an Ofcom-licensed TV channel, or the programme-maker, has been paid to include products in that programme (i.e. product placement). They were then asked if they had ever noticed the symbol at the beginning or end of a TV programme, or following an advertising break. Those saying “yes” were asked if they knew – without any prompting – what the symbol was used for.
- Among adult viewers, two-thirds (67%) said they had not seen the ‘P’ symbol. This response was more likely among older adults aged 55-64 (74%) and aged 65 and over (79%), and did not vary by gender or socio-economic group.
- A further one in five adult viewers (19%) said they had seen the symbol, but could not correctly identify what it is used for. This response was more likely among younger adults aged 16-24 (27%), and again did not vary by gender or socio-economic group.
- In total, 14% of adult TV viewers could correctly say that the symbol is used to indicate product placement in the TV programme. No particular age group or gender was more likely to be correctly aware of the product placement symbol, but awareness was more likely among ABC1 adults than C2DE adults (16% vs. 12%).

Figure 12: Awareness of product placement symbol (% of adults with a TV)



Source: Ofcom Media Tracker 2014. Q23 – Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? IF YES - Do you know what this symbol is used for? Base: All with any TV sets (2,016); 16-24 (285); 25-34 (316); 35-44 (324); 45-54 (325); 55-64 (312); 65+ (454). Prompted, single code. Significance testing shows any difference between any age group and all adults.

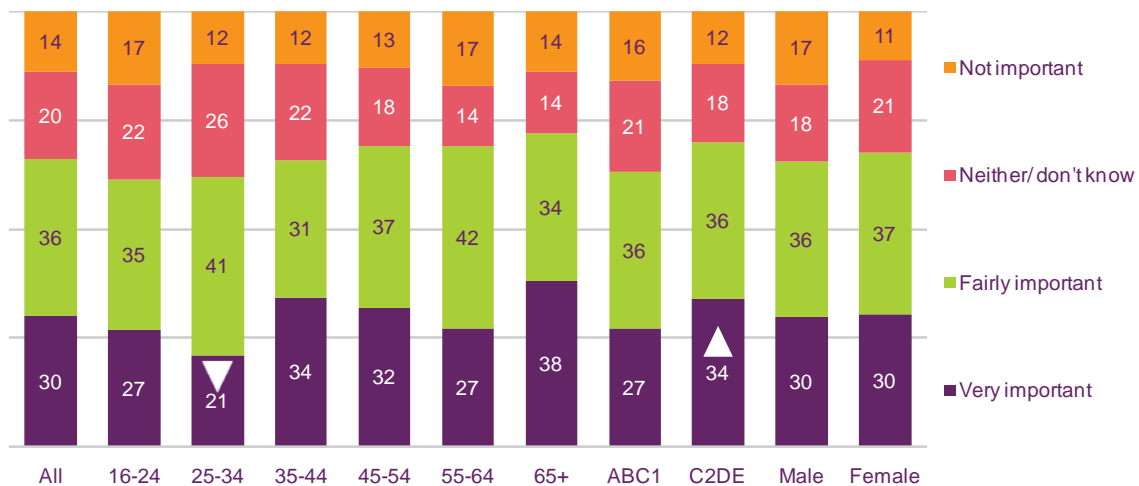
4.6 Radio (see Annex 1: Slides 56 to 67)

Three in ten local radio listeners say the service is very important to them

- Close to six in ten UK adults (57%) ever listen to any local radio stations, with 41% ever listening to BBC local radio and 42% ever listening to local commercial radio.

- Among those who listen to any type of local radio, two-thirds (66%) said that the service that local radio stations provide was important to them, with 30% saying it was very important.
- As shown in Figure 13, local radio listeners in C2DE socio-economic groups were more likely than those in ABC1 socio-economic groups to say the service was very important to them (34% vs. 27%). Otherwise, no demographic group stood out as saying the local radio station service was important to them.

Figure 13: Importance of local radio station service, among local radio listeners (%)

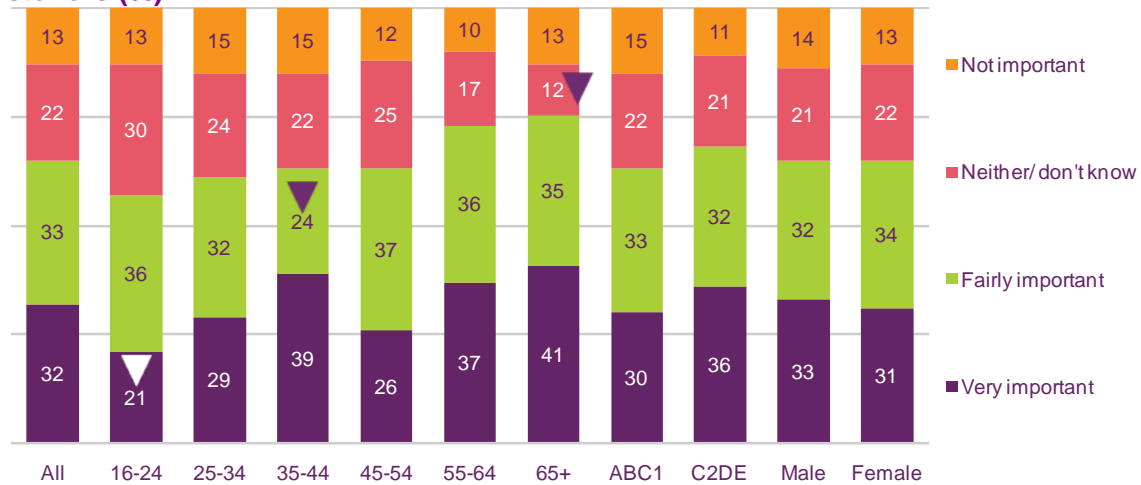


Source: Ofcom Media Tracker 2014. Q59 – How important to you is the service that local radio stations provide? Base: All who listen to a local radio station (769); 16-24 (105); 25-34 (124); 35-44 (130); 45-54 (136); 55-64 (109); 65+ (165); ABC1 (419); C2DE (349); Male (383); Female (386). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between socio-economic groups and by gender.

Three in ten local radio listeners say it is very important that their local radio station is based locally to them

- Local radio listeners were asked how important it is to them that their local radio station is based in their local area. This was important to two-thirds (65%) of local radio listeners, with 32% saying it was very important.
- As shown in Figure 14, no demographic group stood out as more likely to say that the location of the radio station was very important to them; younger listeners aged 16-24 were less likely to say this (21% vs. 32%).

Figure 14: Importance that local radio station is based locally, among local radio listeners (%)



Source: Ofcom Media Tracker 2014. Q60 – How important is to you that your local radio station is based in your local area? Base: All who listen to a local radio station (769); 16-24 (105); 25-34 (124); 35-44 (130); 45-54 (136); 55-64 (109); 65+ (165); ABC1 (419); C2DE (349); Male (383); Female (386). Prompted, single code. Significance testing shows any difference between any age group and all adults and any difference between socio-economic groups and by gender.

4.7 Regulation (see Annex 1: Slides 72 to 84)

Eight in ten adults believe that TV programmes are regulated

- Eight in ten (82%) UK adults believe that TV programmes are regulated, with rules and guidelines about what can and can't be shown. Awareness of TV programme regulation was more likely among adults aged 35 and over (85% vs. 76% aged 16-34) and among adults in ABC1 socio-economic groups (87% vs. 77% C2DE).
- While most UK adults were aware that TV programmes are regulated, there was no consensus as to who was responsible for this. Two-thirds (65%) of those who said TV programmes are, or might be, regulated gave the wrong response or said they didn't know.

Figure 15: Whether TV programme regulation currently exists (% of all adults)

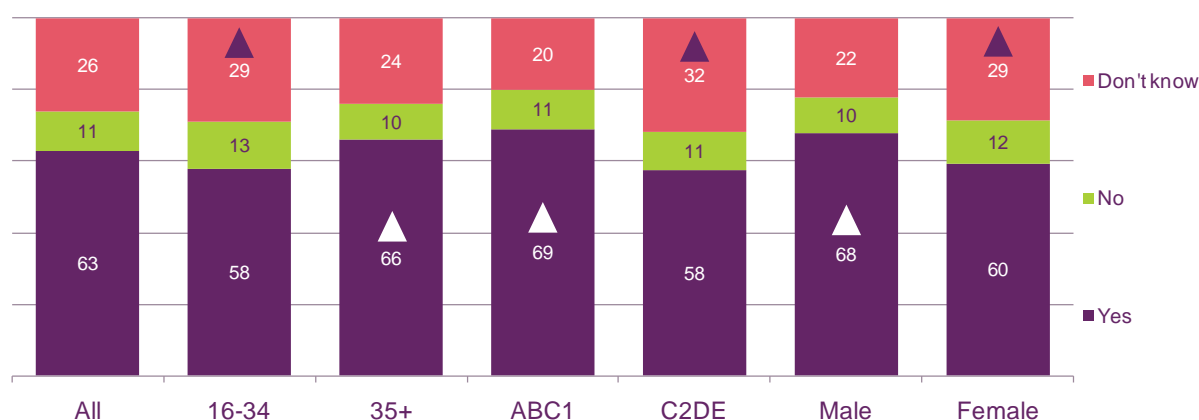


Source: Ofcom Media Tracker 2014. Q30 – As far as you know, are TV programmes regulated? Are there rules or guidelines about what can and can't be shown? Base: All 2014 (2,074); 16-34 (628); 35+ (1,446); ABC1 (1,076); C2DE (997); Male (1,002); Female (1,072). Prompted, single code. Significance testing shows any difference between age groups, between socio-economic groups and by gender.

Six in ten adults believe that radio is regulated

- Six in ten (63%) UK adults believe that radio is regulated. with rules and guidelines about what can and can't be broadcast. Awareness of radio regulation was more likely among adults aged 35 and over (66% vs. 58% aged 16-34), among adults in ABC1 socio-economic groups (69% vs. 58% C2DE) and among men (68% vs. 60% women).
- While most UK adults were aware that radio is regulated, there was no consensus as to who was responsible for this. Three-quarters (73%) of those who said radio is, or might be, regulated gave the wrong response or said they didn't know.

Figure 16: Whether radio regulation currently exists (% of all adults)

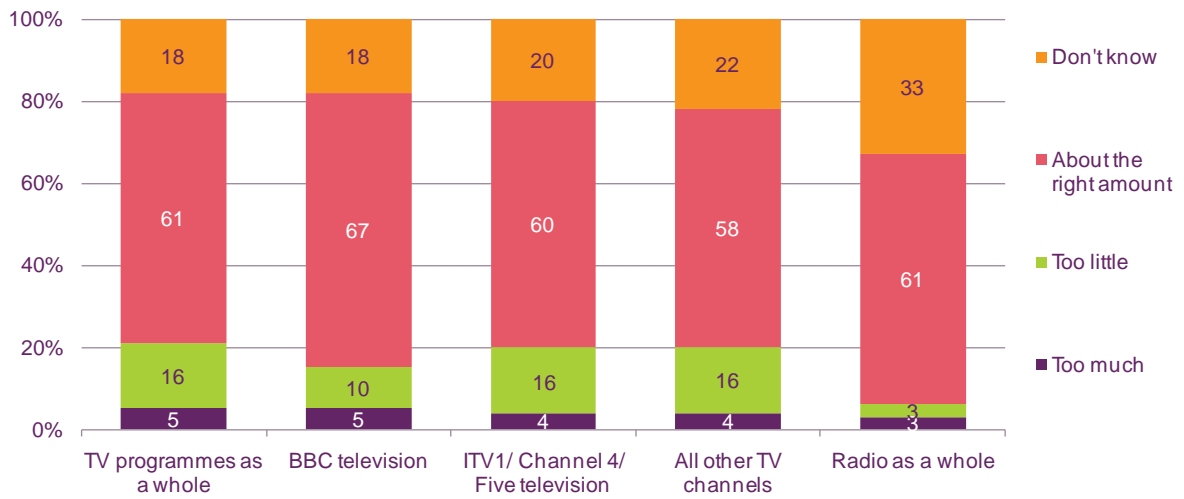


Source: Ofcom Media Tracker 2014. Q34 – As far as you know, is the radio regulated in terms of what can be broadcast? By regulation I mean rules or guidelines about what can and can't be broadcast. Base: All 2014 (2,074); 16-34 (628); 35+ (1,446); ABC1 (1,076); C2DE (997); Male (1,002); Female (1,072). Prompted, single code. Significance testing shows any difference between age groups, between socio-economic groups and by gender.

Most adults believe that the amount of regulation for TV and radio is 'about right', but one in six feel there is 'too little' TV regulation

- When asked to consider the amount of regulation for different media, most UK adults said they thought there was 'about the right amount' for TV programmes as a whole (61%), BBC television (67%), ITV1/ Channel 4/ Five television (60%), all other TV channels (58%) and for radio as a whole (61%).
- As shown in Figure 17, the next most likely response regarding opinions on the current levels of regulation was 'don't know' for each of the media shown (from 18% to 33%). One in six adults (16%) felt there was 'too little' regulation for TV programmes as a whole. Fewer (10%) said there was 'too little' regulation for BBC television, and very few (3%) said this for radio as a whole. Very few adults (from 3% to 5%) felt there was 'too much' regulation for any of the media.
- Opinions on the current level of regulation relating to television show a consistent pattern: adults aged 65+ are more likely than all adults to say there is 'too little' regulation, men are more likely than women to say there is 'too much' regulation, and adults aged 16-24 are more likely to say 'don't know'.

Figure 17: Opinion on current levels of regulation (% of all adults)



Source: Ofcom Media Tracker 2014. Q32/ Q36 - Do you think the amount of regulation for [media type] is: i) Too much? ii) Too little? iii) About the right amount? Base: All 2014 (2,074) Prompted, single code.

Section 5

Connected devices

This section provides a summary of the findings set out in Annex 1³ relating to connected TV and other broadband-connected devices.

‘Connected TV’ is defined as a TV connected to an internet-enabled device (e.g. a set-top box or a laptop) and to the home broadband service, in order to watch internet content on the TV screen.

‘Broadband-connected devices’ refers to desktop/laptop computers, tablets, smartphones or e-readers that have been used to go online at home (without being connected to the TV).

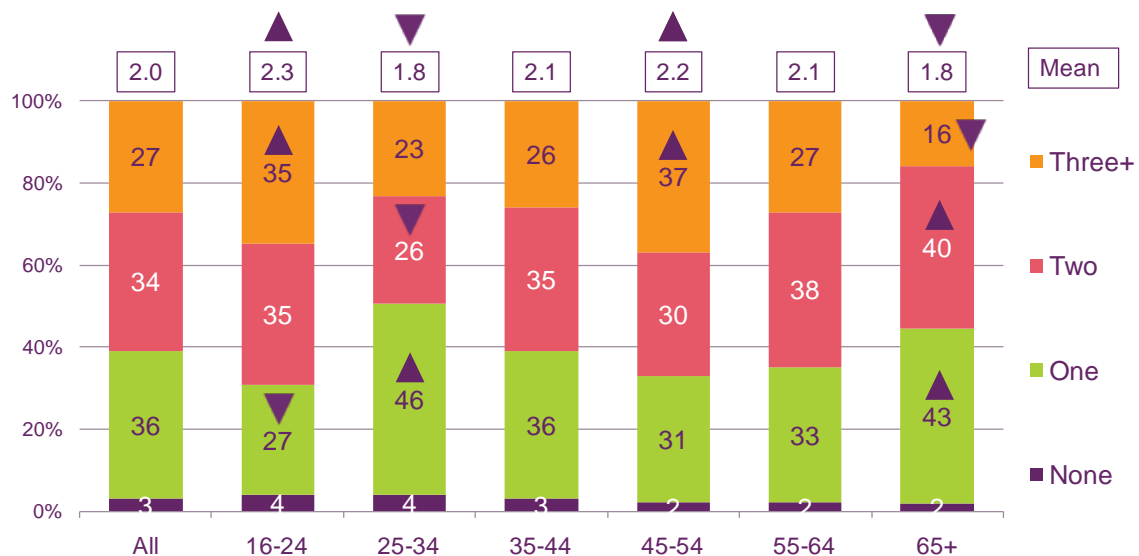
http://stakeholders.ofcom.org.uk/binaries/research/tv-research/attitudes-to-media/Annex_1.pdf

5.1 TV ownership and use of connected TVs (see Annex 1: Slides 85 to 110)

Almost all UK adults live in a household with at least one working TV set

- Across all households there is an average of 2.0 working TV sets (Figure 18).

Figure 18: Working TV sets in the household



Source: Ofcom Media Tracker 2014. Q2—how many working TV sets do you have across all the rooms in your home? Base: All respondents (2,074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333); 55-64 (318); 65+ (462). Prompted, single code. Significance testing shows any difference between any age group and all adults.

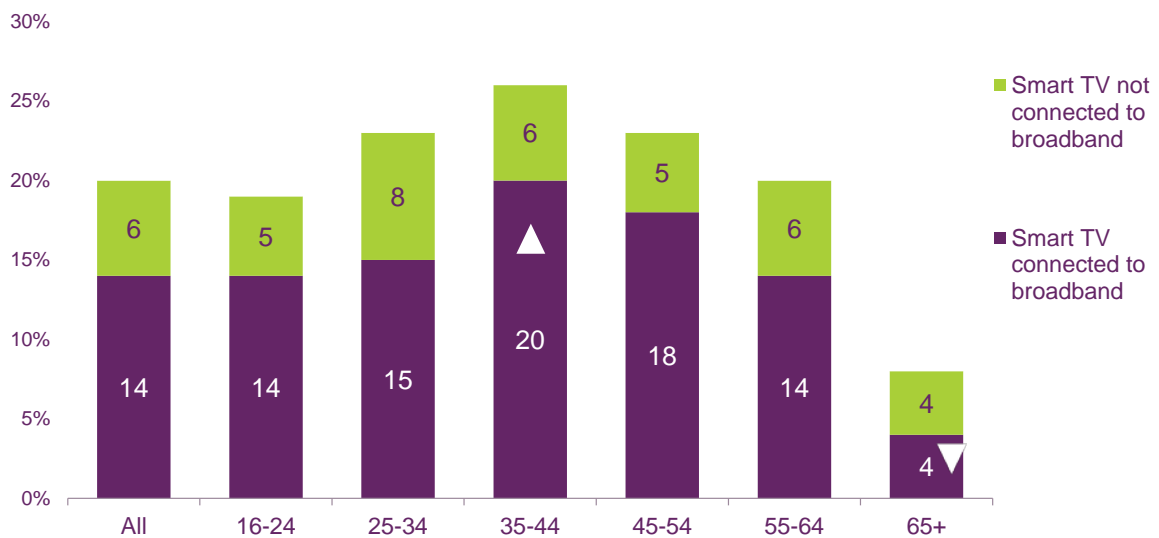
³ Annex 1 provides a chart pack analysis of the research results.

- Very few (3%) UK adults said they planned to get rid of all of the household TV sets in the next 12 months, and less than 1% said they had got rid of all of their TV sets in the past 12 months.

One in five households has a smart TV and most of these are broadband connected

- Twenty per cent of UK adults have a smart TV in the household (Figure 19). Ownership of a smart TV is more likely among 35-44s (26%) and less likely among those aged 65 and over (8%). Ownership is also higher among those in ABC1 socio-economic groups than among C2DEs (25% vs. 14%).
- Seventy per cent of those with a smart TV have this set connected to their home broadband service, accounting for 14% of UK adults overall.

Figure 19: Ownership of connected smart TV (% of all adults)



Source: Ofcom Media Tracker 2014. Q12 - Are any of your TV sets 'smart TVs'? These are newer types of TV that can be connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. Q13 - And are any of your Smart TV sets connected to your home broadband service? Base: All respondents (2,074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462). Prompted, single code. Significance testing shows any difference between any age group and all adults.

Half of UK adults have had access to connected TV at home in the past 12 months

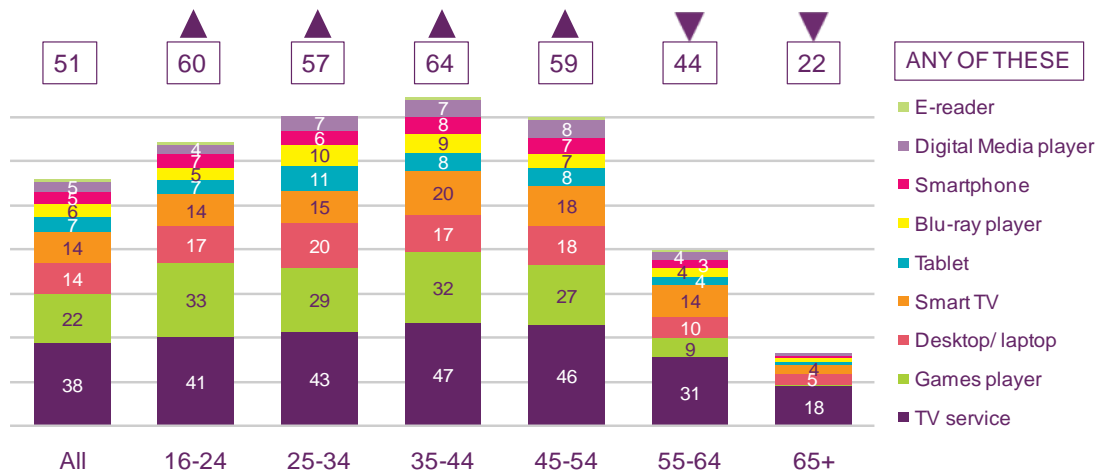
- Figure 20 shows that 51% of UK adults have had access to connected TV⁴ at home in the past 12 months. This is more likely among each age group under 55, and less likely

⁴ Connected TV has been defined as connecting particular devices to the home broadband service in order to watch something on the TV screen. The questionnaire established access to connected TV through asking about household ownership of nine types of device, then asking whether these devices had been connected to a TV set in the home, and then whether these devices had been connected to both a TV set and the home broadband service to watch something on the TV screen in the last 12 months. The nine types of device are shown in Figure 20. 'Games player' refers to any of the following six games consoles and games players: Xbox 360, Xbox One, PlayStation 3,

among those aged 55 and over. Access to connected TV is also more likely among adults in ABC1 socio-economic groups (57% vs. 43% C2DE).

- More than one in ten UK adults have had access to connected TV through four of the nine devices in the past 12 months: a connected TV service (38%), a games player (22%), a desktop or laptop computer (14%) and a smart TV set (14%).

Figure 20: Access to connected TV in past 12 months, by device (% of all adults)



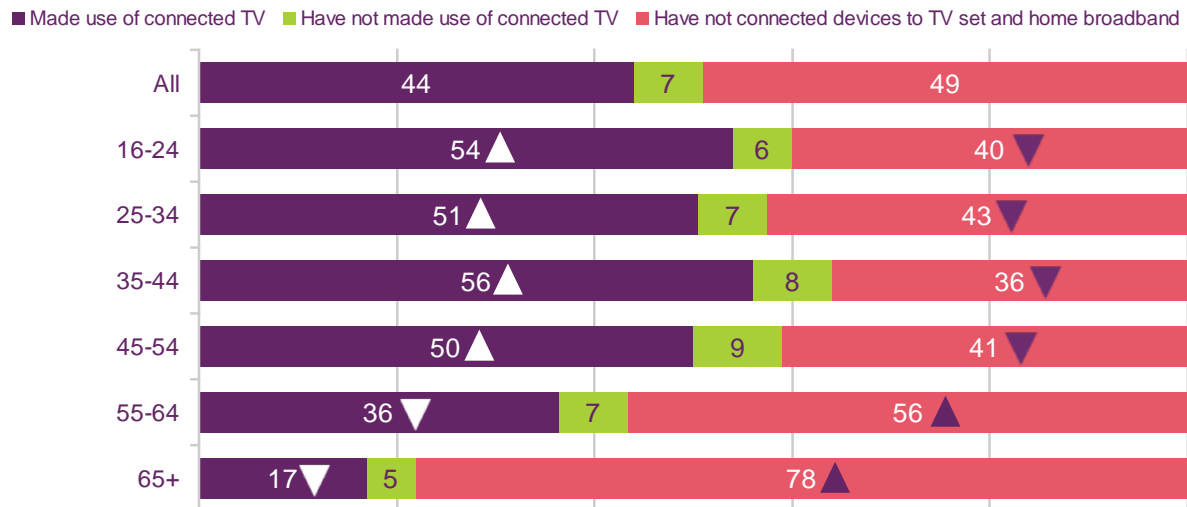
Source: Ofcom Media Tracker 2014. Q7/ Q9C/ Q10C/ Q11C/ Q13 - And which, if any of these devices have been connected to your home broadband service as well as to a TV set in the home in the last 12 months to view something on the TV screen? Base: All respondents (2074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462). Only responses >3% labelled. Prompted, multicode. Significance testing shows any difference at 'Any of these' level between any age group and all adults.

Forty-four per cent of UK adults have used connected TV at home in the past 12 months

- Figure 21 shows that 44% of adults had made use⁵ of connected TV through any device in the last 12 months. This was more likely among each age group under 55, and less likely among those aged 55 and over. Use of connected TV was also more likely among adults in ABC1 socio-economic groups (51% vs. 35% C2DE).

PlayStation 4, Nintendo Wii, Nintendo Wii U. 'Digital Media player' refers to any of the following five devices: Apple TV digital media player, Now TV box, Android TV player/ Google TV player, Chromecast player, Roku player.

⁵ Use of connected TV was established through asking adults about seven types of content they may have viewed on their TV screen using a connected device and their home broadband service.

Figure 21: Access to and use of connected TV in past 12 months (% of all adults)

Source: Ofcom Media Tracker 2014. Q14A-H/ Q15 – Which, if any, of these activities have you used your device for in the last 12 months when connected to a TV? Base: All respondents (2074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462) Prompted, single code per device. Significance testing shows any difference between any age group and all adults.

Broadcaster catch-up services are the activity most commonly carried out using connected TV

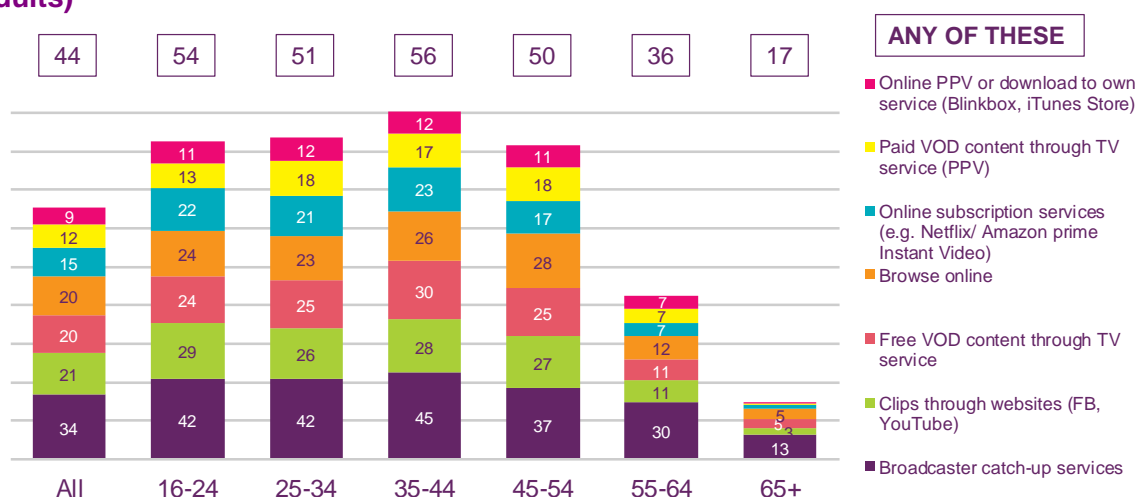
- Figure 22 shows the extent to which UK adults have undertaken different types of connected TV activities⁶.
- Watching broadcaster catch-up services (34%) was the activity most commonly carried out using connected TV, followed by: watching clips through websites such as Facebook or YouTube (21%), watching free video-on-demand content through the TV service (20%) and browsing online (20%).

⁶ The full descriptions of the seven connected TV activities that were provided to respondents are as follows:

- Watch TV programmes or films that have been broadcast using broadcaster catch-up services such as BBC iPlayer, ITV Player, 4OD or demand 5
- 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
- Watch paid video-on-demand content available through your TV service provider – e.g. film rental or events on a pay-per-view basis
- Watch TV, box sets or films from an online subscription service such as Netflix or Amazon Prime Instant Video (formerly LoveFilm Instant)
- Watch TV, box sets or films from an online pay-per-view or download to own service such as Blinkbox, PlayStation Store, iTunes Store or Google Play
- Watch clips through websites such as YouTube or Facebook
- Browse the internet – such as shopping, emails or social media

Experience of any of these seven activities totals the 44% of UK adults who have used connected TV in the past 12 months, shown in Figure 22.

Figure 22: Activities undertaken in past 12 months using connected TV (% of all adults)



Source: Ofcom Media Tracker 2014. Q14A-H/ Q15 – Which, if any, of these activities have you used your device for in the last 12 months when connected to a TV? Base: All respondents (2074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462). Only responses ≥3% labelled. Prompted, multicode. Significance testing shows any difference at ‘Any of these’ level between any age group and all adults.

The types of activity carried out using connected TV varies according to the device used

- Among those with a connected TV service (e.g. through their Sky or Virgin set-top box), those with a connected smart TV or those with a connected Blu-ray player, the most popular activity was watching broadcaster catch-up services, accounting for 73%, 54% and 39% of those with access to these connected devices.
- Among those with a connected games player, the most common activity was watching online subscription services (26%) such as Netflix or Amazon Prime Instant Video.
- Among those with a connected desktop or laptop computer, the most popular activity was browsing the internet (48%).
- Among those with a connected tablet computer, the most common activity was watching clips through websites such as YouTube or Facebook (52%).

Figure 23: Use of connected TV in past 12 months, by device, among all with connected devices (%)

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

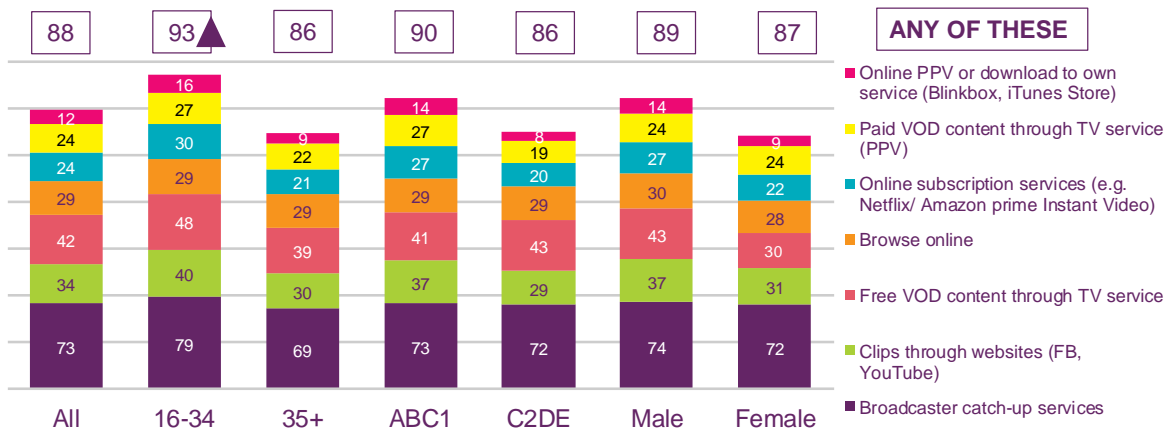
Source: Ofcom Media Tracker 2014. Q14A-H/ Q15 – Which, if any, of these activities have you used your device for in the last 12 months when connected to a TV? Base: All who have connected the device to their home broadband service and their TV set in the last 12 months – TV service (727); Games player (412); desktop/ laptop (284); smart TV (260); tablet (129); Blu-ray player (117). Prompted, multicode.

Among those with a connected TV service, broadcaster catch-up services are the most popular activity

- Figure 24 shows that almost three-quarters of adults with a TV connected through their TV service have used it to watch TV programmes or films using broadcaster catch-up services such as BBC iPlayer, ITV Player, 4OD or demand 5, in the past 12 months.
- Almost nine in ten with a TV connected through their TV service have done any of the seven activities that we asked about. Younger adults, aged 16-34, were more likely than those aged 35 and over to have undertaken any of these activities through their connected TV service (93% vs. 86%).

Figure 24: Activities undertaken in past 12 months among those with a TV connected through their TV service (%)

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



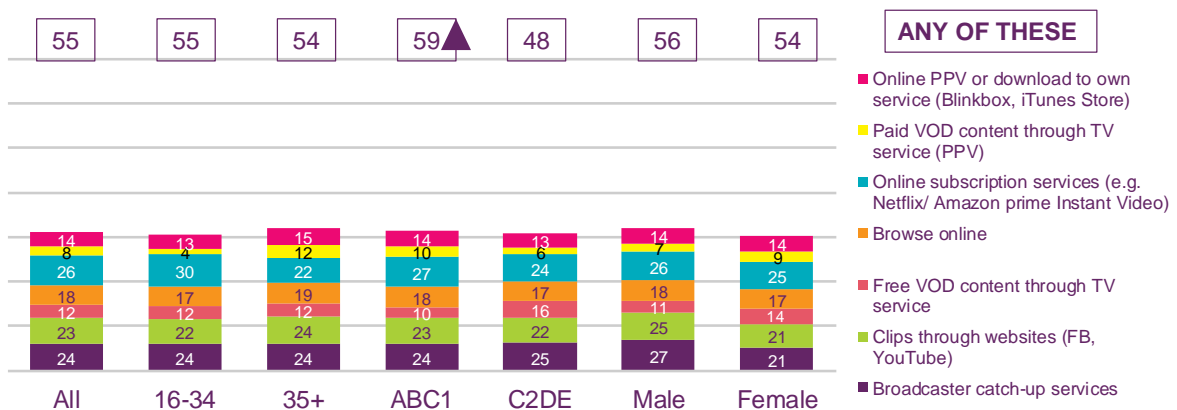
Source: Ofcom Media Tracker 2014. Q14A Which, if any, of these activities have you used your TV service for in the last 12 months? Base: All respondents using connected TV service (727); 16-34 (256); 35+ (471); ABC1 (438); C2DE (289); Male (359); Female (368). Prompted, multicode. Significance testing shows any difference at ‘Any of these’ level between age groups, between socio-economic groups and by gender.

Among those with a connected games player, about a quarter use the device to watch broadcaster catch-up services

- About a quarter of the adults with a connected games player had used their console to watch TV programmes or films using broadcaster catch-up services such as BBC iPlayer, ITV Player, 4OD or demand 5 in the past 12 months. Similarly, about a quarter had used their console to watch clips through websites (23%) and to watch content on online subscription services (26%).
- Over half with a connected games player (55%) had used their device for any of the seven activities that we asked about. Adults in ABC1 socio-economic groups were more likely than those in C2DE socio-economic groups to have undertaken any of these activities through their games player (59% vs. 48%).

Figure 25: Activities undertaken in past 12 months among those with a TV connected through their games player (%)

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

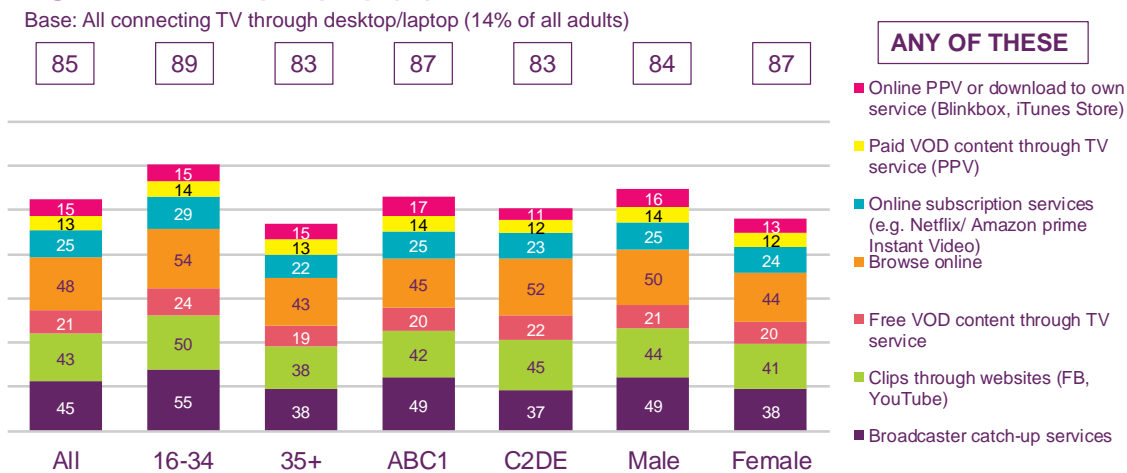


Source: Ofcom Media Tracker 2014. Q14D Which, if any, of these activities have you used your games player for in the last 12 months? Base: All respondents using connected games player (412); 16-34 (192); 35+ (220); ABC1 (244); C2DE (168); Male (222); Female (190). Prompted, multicode. Significance testing shows any difference at 'Any of these' level between age groups, between socio-economic groups and by gender.

Among those with a connected desktop/ laptop computer, browsing online is the most popular activity

- Forty-eight per cent of the adults who had connected their desktop/laptop to their TV as well as to the home internet service had used it to browse online, while 45% had used it to watch TV programmes or films using broadcaster catch-up services, and 43% had used it to watch clips through websites such as YouTube or Facebook in the past 12 months.
- Over eight in ten (85%) who connected their TV via a desktop/laptop had used it for any of the seven activities that we asked about.

Figure 26: Activities undertaken in past 12 months among those with a TV connected through their desktop/ laptop (%)



Source: Ofcom Media Tracker 2014. Q14E Which, if any, of these activities have you used your desktop/ laptop for in the last 12 months? Base: All respondents using connected desktop/ laptop (284); 16-34 (116); 35+ (168); ABC1 (180); C2DE (104); Male (168); Female (116). Prompted, multicode. Significance testing shows any difference at 'Any of these' level between age groups, between socio-economic groups and by gender.

5.2 Use of stand-alone broadband-connected devices (see Annex 1: Slides 111 to 121)

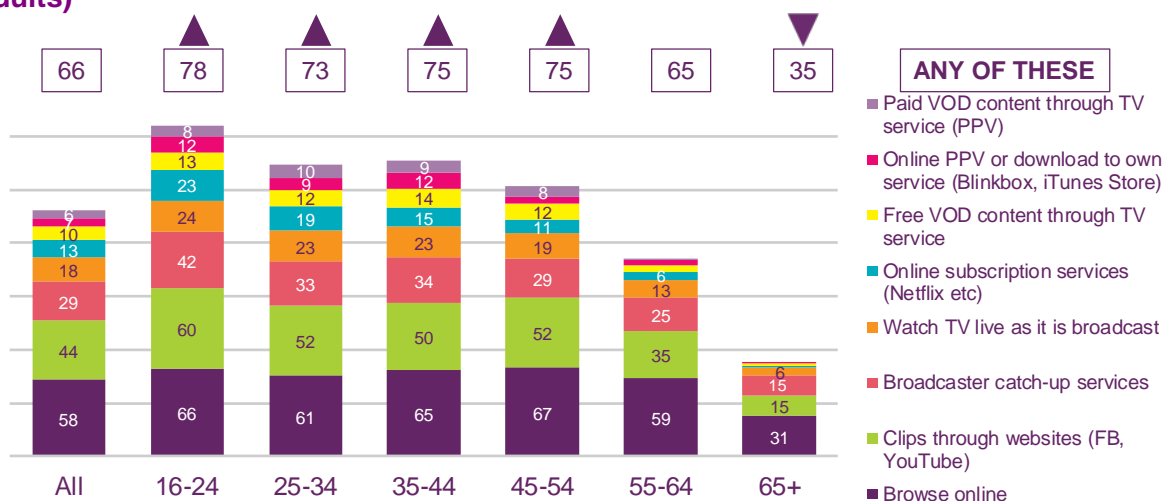
Almost a fifth of UK adults have used a broadband-connected device to watch TV live (as it is broadcast) in the past 12 months

- Broadband-connected devices are defined as a laptop/ desktop computer, tablet, smartphone or e-reader, connected to the home broadband service⁷ in order to go online directly⁸.
- These broadband-connected devices had been used for any of the eight activities asked about by two-thirds (66%) of UK adults in the past 12 months (Figure 11). This was more likely among each of the age groups under 55. Use of broadband-connected devices was also more likely among those in ABC1 socio-economic groups (76% vs. 54% C2DE).
- The four most popular activities were browsing online (58%), watching clips through websites such as Facebook or YouTube (44%), watching broadcaster catch-up services (29%) and watching TV live as it is broadcast (18%).

⁷ It was explained that the connection to the home broadband service could be through a wired or wireless/ WiFi connection.

⁸ Using the device screen rather than using a TV screen to differentiate this use of broadband-connected devices from use of connected TV.

Figure 27: Activities undertaken in past 12 months using a connected device (% of all adults)



Source: Ofcom Media Tracker 2014. Q77A-D – Which, if any, of these activities have you gone online to do using your [device] (and the home broadband service) in the last 12 months? Base: All respondents (2074); 16-24 (297); 25-34 (331); 35-44 (333); 45-54 (333) 55-64 (318); 65+ (462). Only responses ≥ 6% labelled. Prompted, multicode. Significance testing shows any difference at ‘Any of these’ level between any age group and all adults.

The most likely uses of a broadband-connected device are browsing the internet and viewing clips through websites like YouTube and Facebook

- Figure 28 shows that the most likely activity undertaken using each of the connected devices was browsing the internet, accounting for 78% of those going online using a desktop/ laptop, 76% of those going online using a tablet, 76% of those going online using a smartphone and 38% of those going online using an e-reader.
- The next most likely activity was viewing clips through websites like YouTube or Facebook, at 58% of those going online using a desktop/ laptop and the home broadband service, 58% of those going online using a tablet, 59% of those going online using a smartphone and 12% of those going online using an e-reader.

Figure 28: Activities undertaken in past 12 months using a connected device (% of all with each connected device)

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

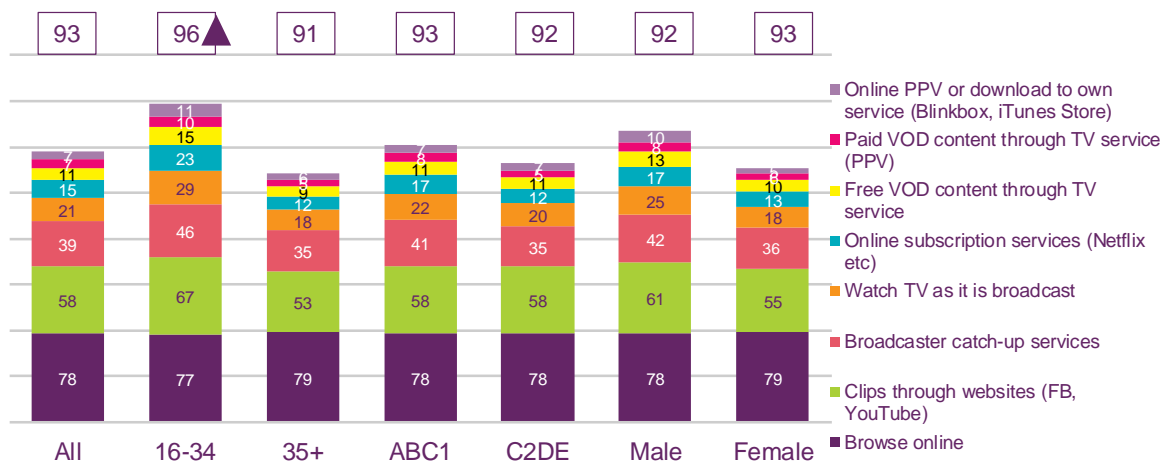
Source: Ofcom Media Tracker 2014. Q14A-H/ Q77A-D – Which, if any, of these activities have you gone online to do using your [device] (and the home broadband service) in the last 12 months? Base: All who have connected device to their home broadband service in the last 12 months - Desktop/ laptop (1,242); Tablet (708); Smartphone (796); E-reader (141). Prompted, multicode.

Among those with a broadband-connected desktop/ laptop, browsing online is the most popular activity

- Figure 29 compares the activities of those in different demographic groups going online using a desktop/ laptop and the home broadband service to view something on the desktop/ laptop screen (63% of adults).
- Seventy-eight per cent of adults with a broadband-connected desktop/ laptop had used it in the past 12 months to browse online, while 58% had used it to watch clips through websites such as YouTube or Facebook, and four in ten had used it to watch TV programmes or films using broadcaster catch-up services.

Figure 29: Activities undertaken in past 12 months among those with a connected desktop/ laptop (%)

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



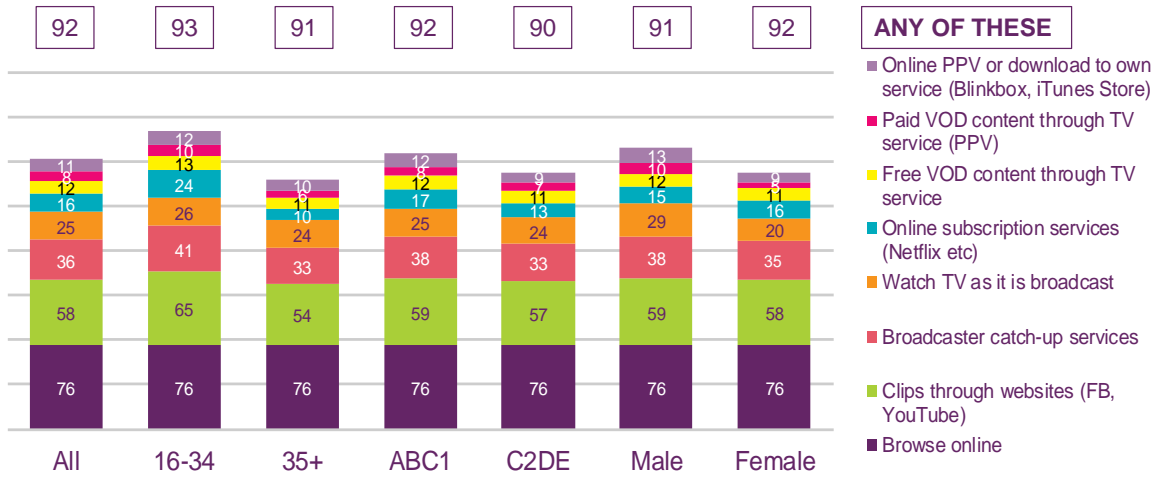
Source: Ofcom Media Tracker 2014. Q77A – Which, if any, of these activities have you gone online to do using your desktop/ laptop computer in the last 12 months? Base: All respondents using home broadband- connected desktop/ laptop (1,242); 16-34 (395); 35+ (847); ABC1 (777); C2DE (465); Male (617); Female (625). Prompted, multicode. Significance testing shows any difference at ‘Any of these’ level between age groups, between socio-economic groups and by gender.

Among those with a broadband-connected tablet, over half had used it to watch clips on websites such as YouTube or Facebook

- Figure 30 compares the activities of those in different demographic groups going online using a tablet and the home broadband service to view something on the tablet (37% of adults). Nine in ten (92%) had made any of the eight uses that we asked about. No particular group stands out as being more or less likely to have made any of these uses.
- The most popular activity carried out among adults using a broadband-connected tablet was browsing online (76%), followed by watching clips through websites (58%) and watching broadcaster catch-up services (36%).

Figure 30: Activities undertaken in past 12 months among those with a connected tablet (%)

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



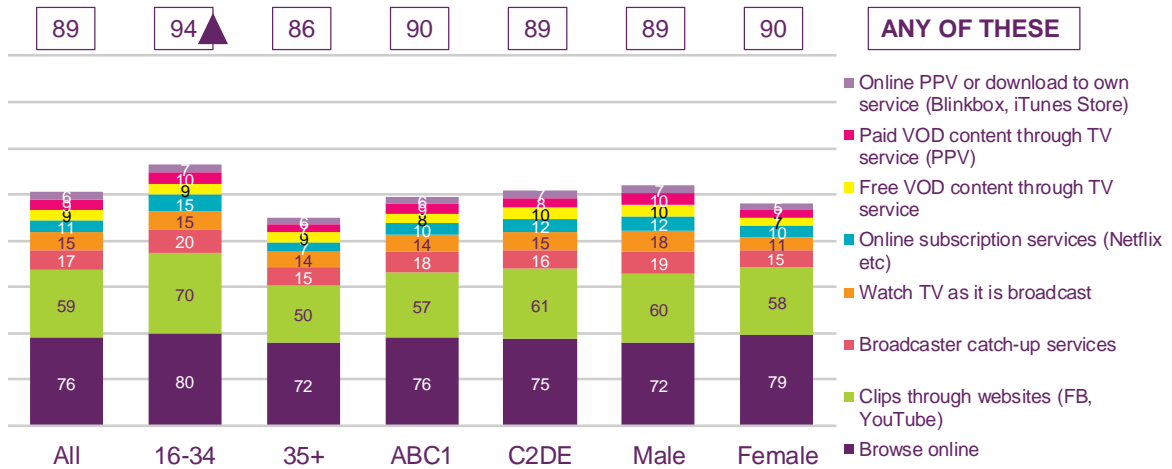
Source: Ofcom Media Tracker 2014. Q77B – Which, if any, of these activities have you gone online to do using your tablet computer in the last 12 months? Base: All respondents using home broadband-connected tablet (708); 16-34 (256); 35+ (452); ABC1 (460); C2DE (248); Male (349); Female (359). Prompted, multicode. Significance testing shows any difference at ‘Any of these’ level between age groups, between socio-economic groups and by gender.

Among those with a connected smartphone, browsing online is the most popular activity

- Figure 16 shows that nine in ten (89%) had used a connected smartphone for any of the eight activities that we asked about. Younger adults, aged 16-34, were more likely than those aged 35 and over to have undertaken any of these activities through their broadband-connected smartphone (94% vs. 86%).
- Over three-quarters (76%) of adults using a broadband-connected smartphone said they had used it to browse online in the past 12 months, while almost six in ten (59%) had used it to watch clips through websites like YouTube and Facebook.

Figure 31: Activities undertaken in past 12 months among those with a connected smartphone (%)

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



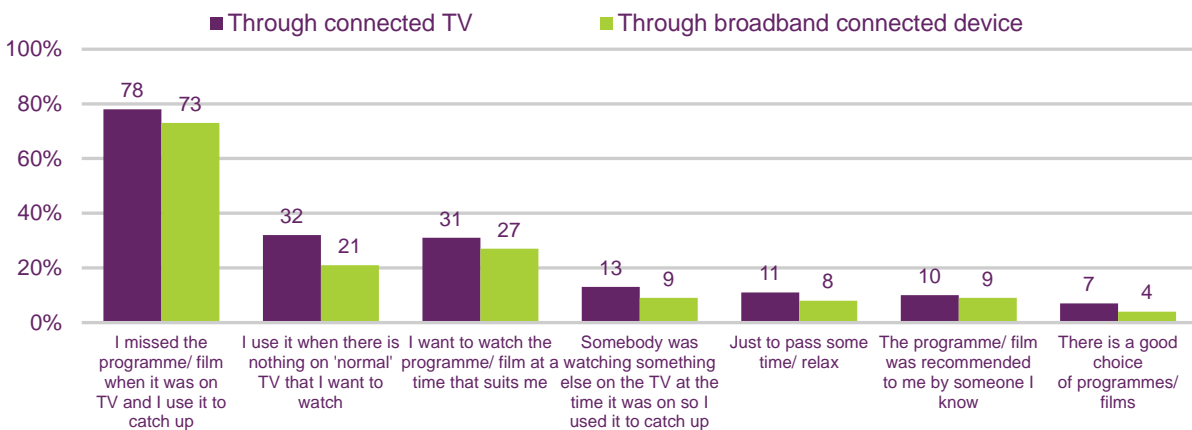
Source: Ofcom Media Tracker 2014. Q77C – Which, if any, of these activities have you gone online to do using your smartphone in the last 12 months? Base: All respondents using home broadband-connected smartphone (796); 16-34 (336); 35+ (460); ABC1 (494); C2DE (302); male (398); female (398). Prompted, multicode. Significance testing shows any difference at ‘Any of these’ level between age groups, between socio-economic groups and by gender.

Catching up on missed TV programmes is the main reason given for using broadcaster catch-up players

- The key reason given by around three-quarters of those using broadcaster catch-up services through connected TV (78%) and through broadband-connected devices (73%) was “I missed the programme/ film when it was on TV and I use it to catch up”.

Figure 32: Reasons for using broadcaster catch-up services

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



Source: Ofcom Media Tracker 2014. Q16/ Q78 - You said that you use broadcaster catch-up services. What would you say are the reasons that you use the broadcaster catch-up TV services (through any of those devices)? Base: Those using broadcaster catch-up services through connected TV (659); through any broadband-connected devices (554). Showing responses of 5% or more among all adults. Prompted, multicode.