

UK Audience attitudes to the Broadcast Media 2012

May 2013

Background and methodology

Background

The Ofcom UK Audience attitudes to the Broadcast Media survey explores public attitudes and opinion covering a number of media areas:

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Data tables from the 2012 survey can also be accessed on the Ofcom website via the following link:
<http://stakeholders.ofcom.org.uk/market-data-research/statistics/?a=0>

Methodology



- UK representative quota sample of approx. 1,830 adults (aged 16+).
- Interviews are face to face using Paper and Pencil interviewing (PAPI) technique.
- Questionnaire conducted in two dip-stick waves to counter seasonality issues:
 - Wave 1 in April
 - Wave 2 in October

Time-series data

- Some data reported here dates from prior to 2005 and was collected in the ITC's 'Public's View' survey. Please see http://www.ofcom.org.uk/static/archive/itc/uploads/The_Publics_View_2002.pdf for further details on this survey's content, results and methodology.
- In 2005 the survey became Ofcom's Residential Tracker. From 2008 the Residential Tracker split into two separate surveys – the Technology Tracker and the Media Tracker.
- Key changes in the methodology between 2005 and 2008 surveys include
 - switch from continuous research to two waves in the Spring and Autumn
 - Move from computer assisted personal interview (CAPI) to paper assisted personal interview (PAPI)
- Where relevant data from 2012 has been compared with results from the Media Tracker in previous years (2005-2011).
- The historical data prior to 2005 is presented in this chart pack in the interest of providing a central place for relevant question results. Due to methodological changes, please view trends prior to 2008 as indicative only.

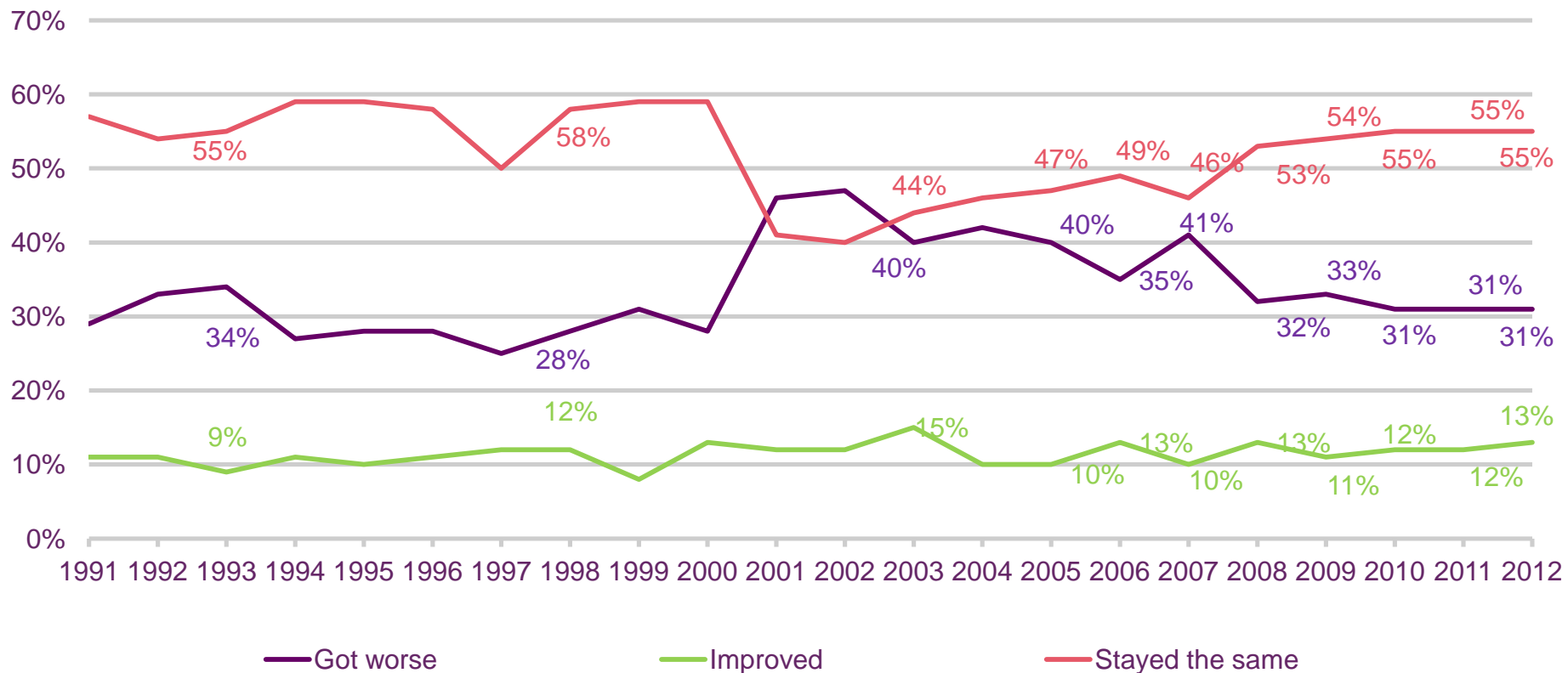
Definitions

- Parents/Non-parents – Parents are defined as someone who is the parent or guardian of a child in their household. A non-parent is someone who either has no children in their household or who does live with children in their household, but is not parent or guardian of any of them.
- Pay TV- Anyone with paid for TV services via any of cable/satellite/DSL/Freeview top-up TV

Perceived quality of TV programmes

Opinion on programmes over the last 12 months

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

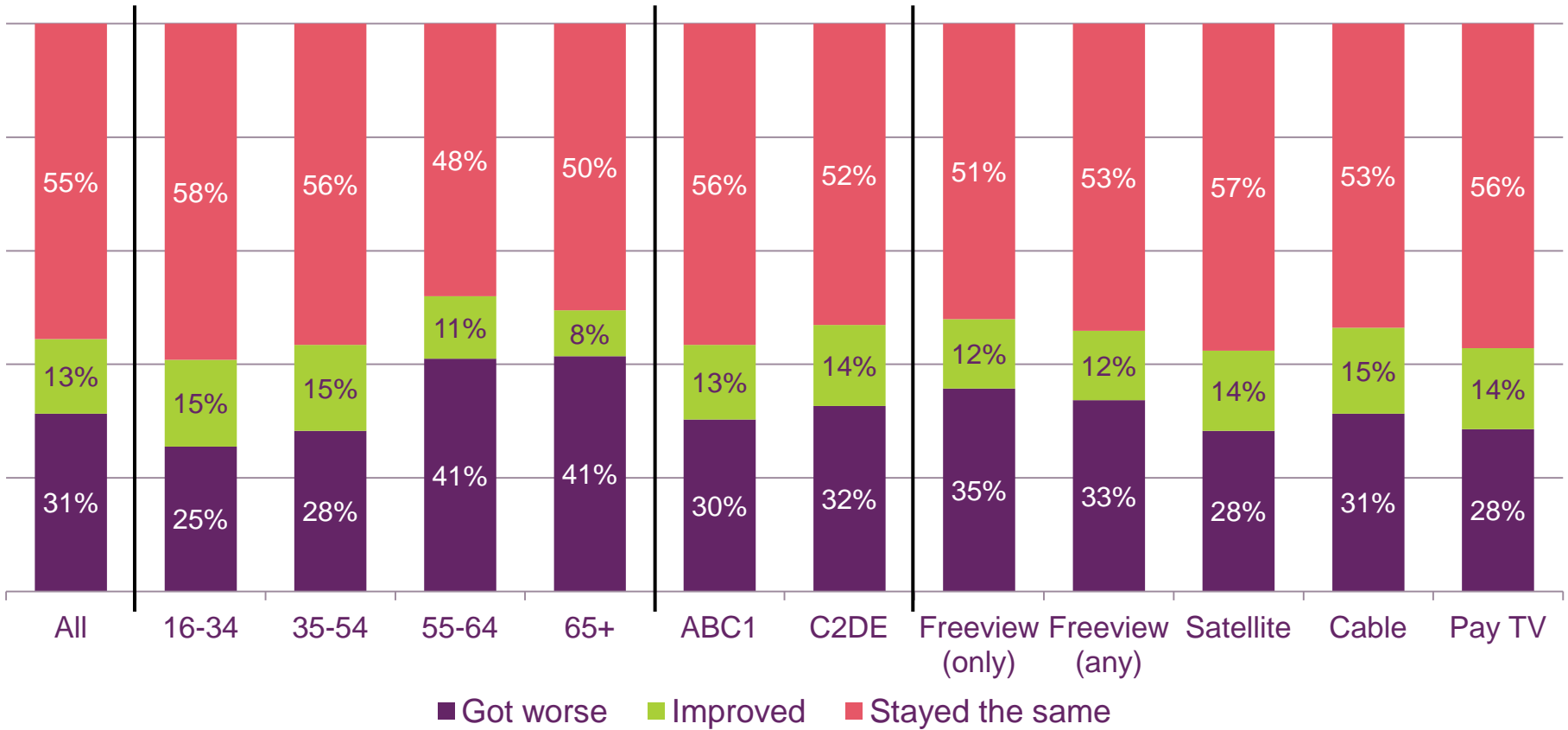


Source: Ofcom Media tracker 2012. Base: All with TV, but excluding those never watching (1,830).

Opinion on programme over the last 12 months



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



Source: Ofcom Media tracker 2012. 'Don't know' responses not charted.

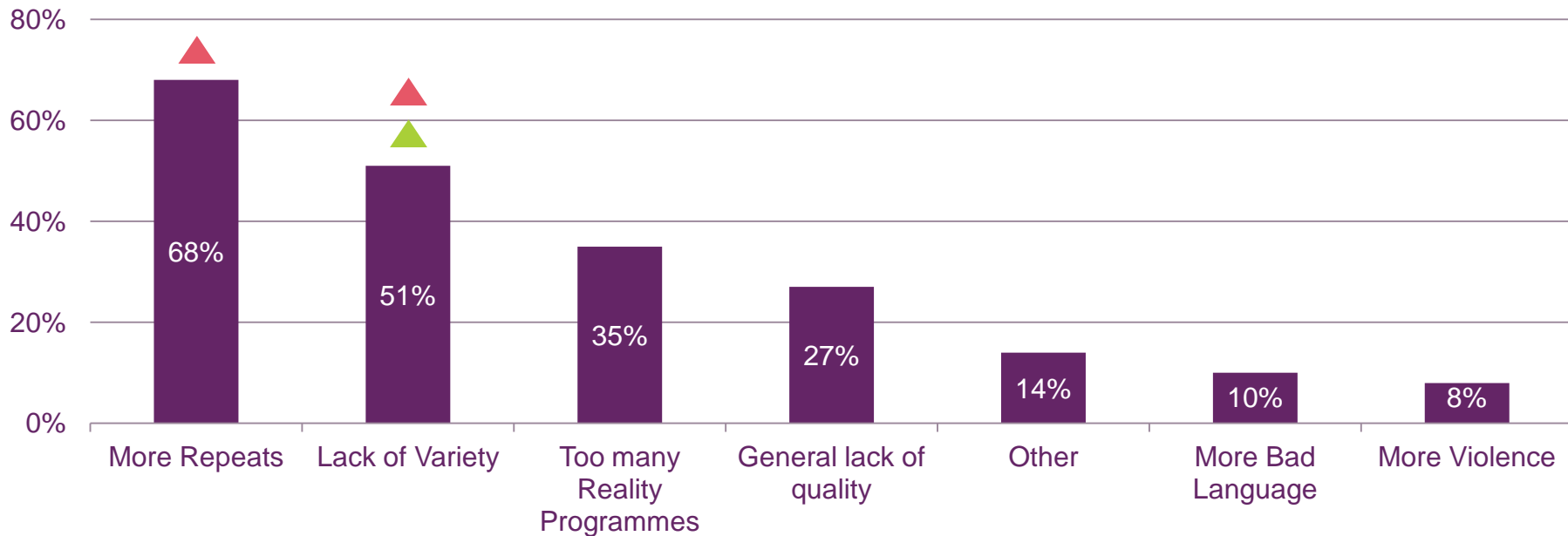
Base: All with TV, but excluding those never watching (1,830); 16-34 (609); 35-54 (640); 55-64 (247); 65+ (334); ABC1 (962); C2DE (868); Freeview (only) (596); Freeview (any) (1254); Satellite (834), Cable (293), Pay TV (1,164).

Top reasons given for programmes getting worse - 2012

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

Base: All who say programmes have got worse

Year	More Repeats	Lack of Variety	Too many Reality Programmes	General lack of quality	Other	More Bad Language	More Violence
2010	60%	38%	34%	27%	17%	8%	8%
2011	71%	43%	34%	28%	16%	12%	11%



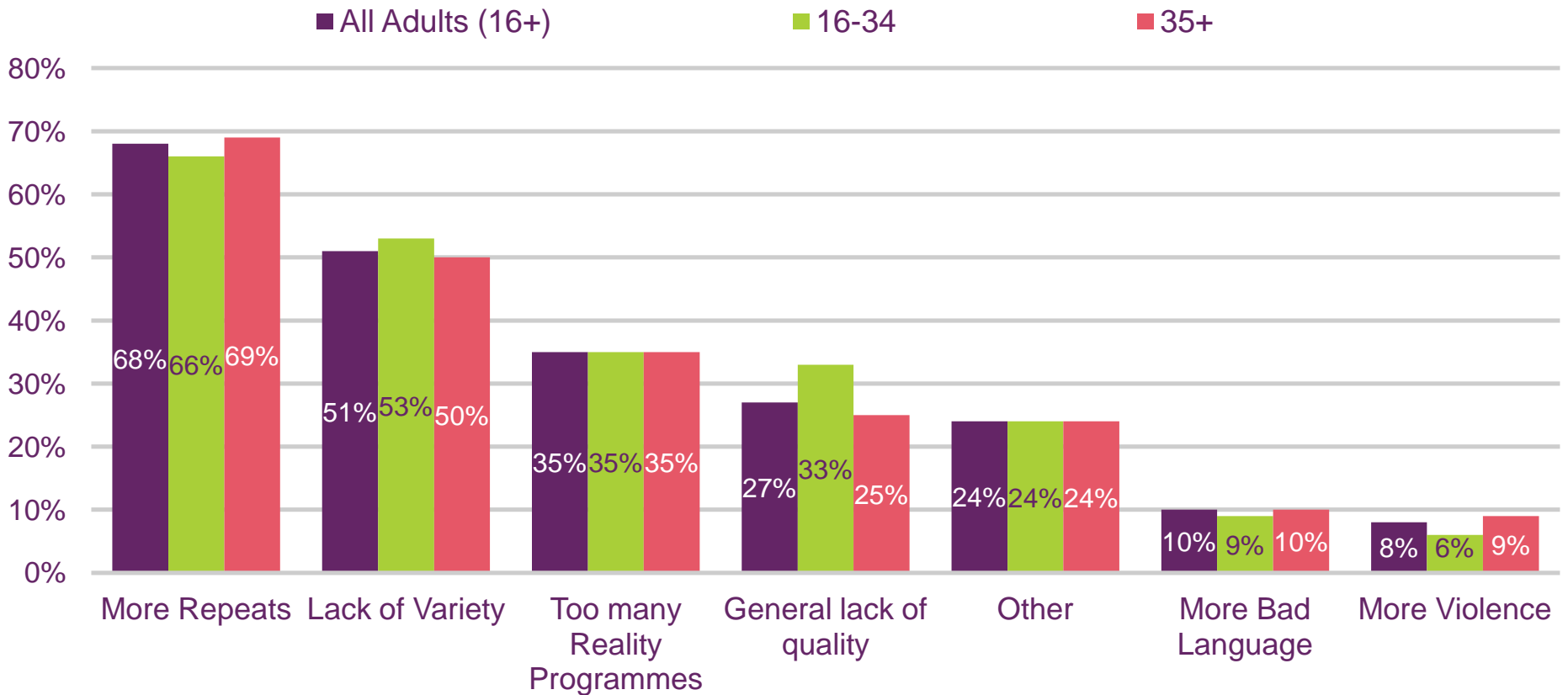
▲ Indicates a significant change from 2010. ▲ Indicates a significant change from 2011.
The direction of the arrow indicates whether the change is an increase or decrease.

Source: Ofcom Media tracker 2012. Base: All saying programmes 'got worse' over past year 2012 (548), 2011 (527), 2010 (673). Unprompted. Multicode. Only top individual responses are charted.

Top reasons given for programmes getting worse - 2012

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

Base: All who say programmes have got worse

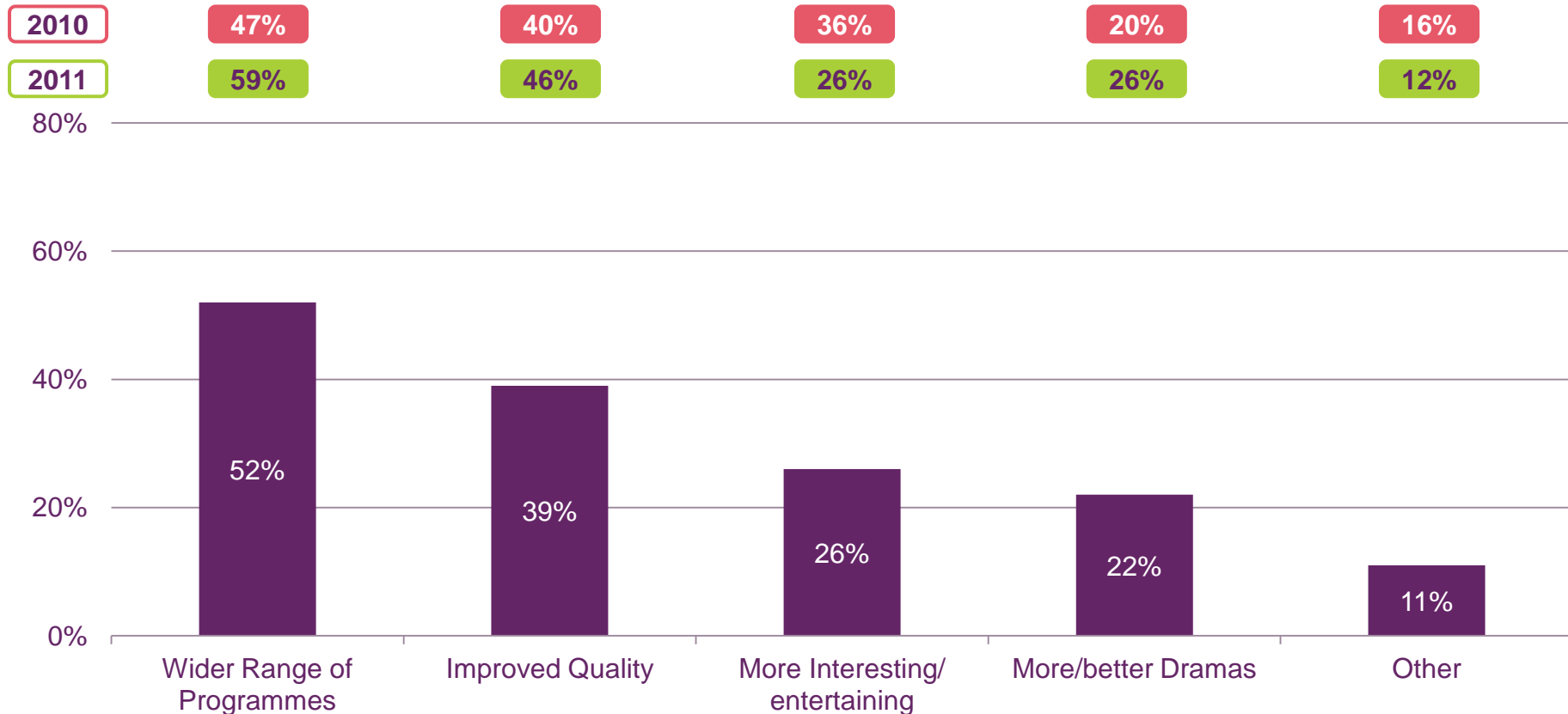


Source: Ofcom Media tracker. Base: All saying programmes 'got worse' over past year (548); 16-34 (141); 35+ (407). Unprompted. Multicode. Only top individual responses are charted.

Top reasons given for programmes having improved - 2012

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

Base: All who say programmes have improved

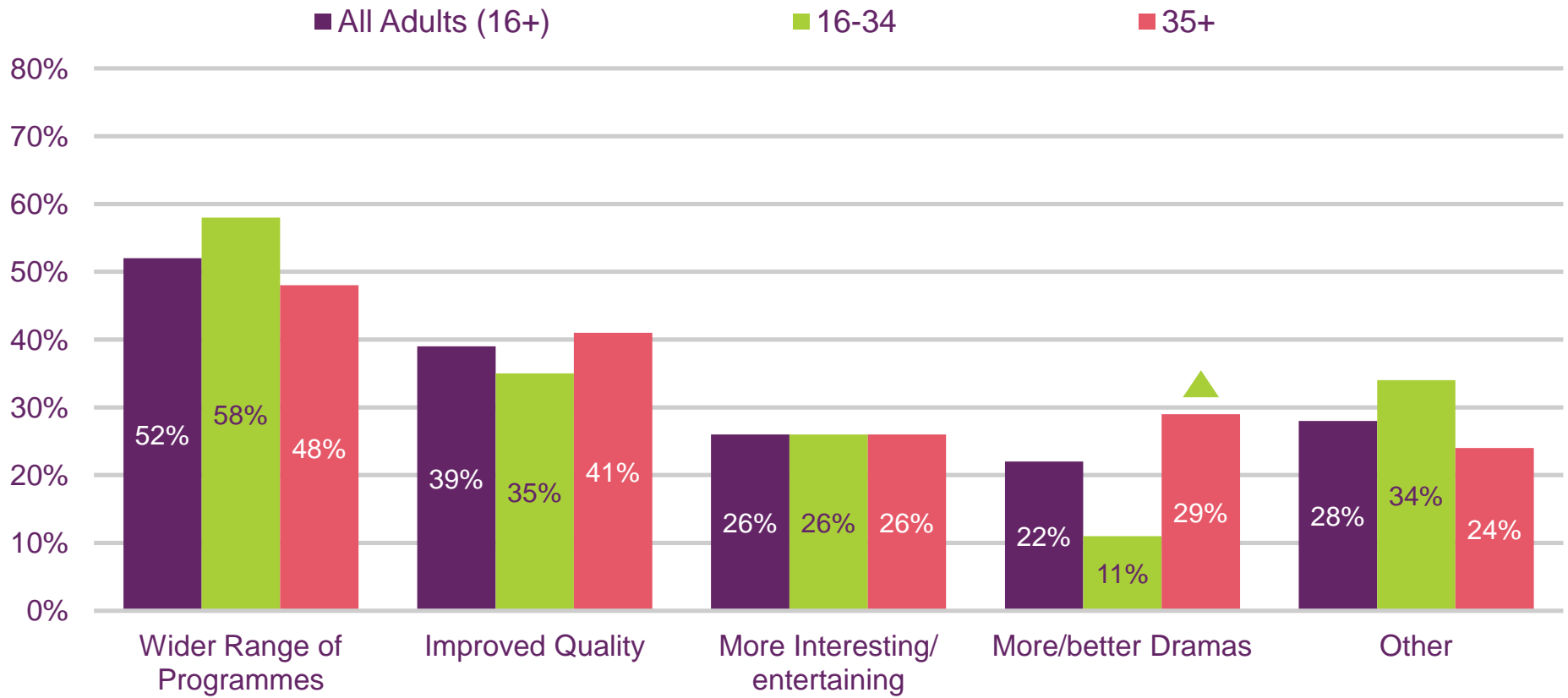


Source: Ofcom Media tracker 2012. Base: All saying programmes 'improved' over past year 2012 (235), 2011 (206), 2010 (257). Unprompted. Multicode. Only top individual responses are charted.

Top reasons given for programmes having improved - 2012

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

Base: All who say programmes have improved



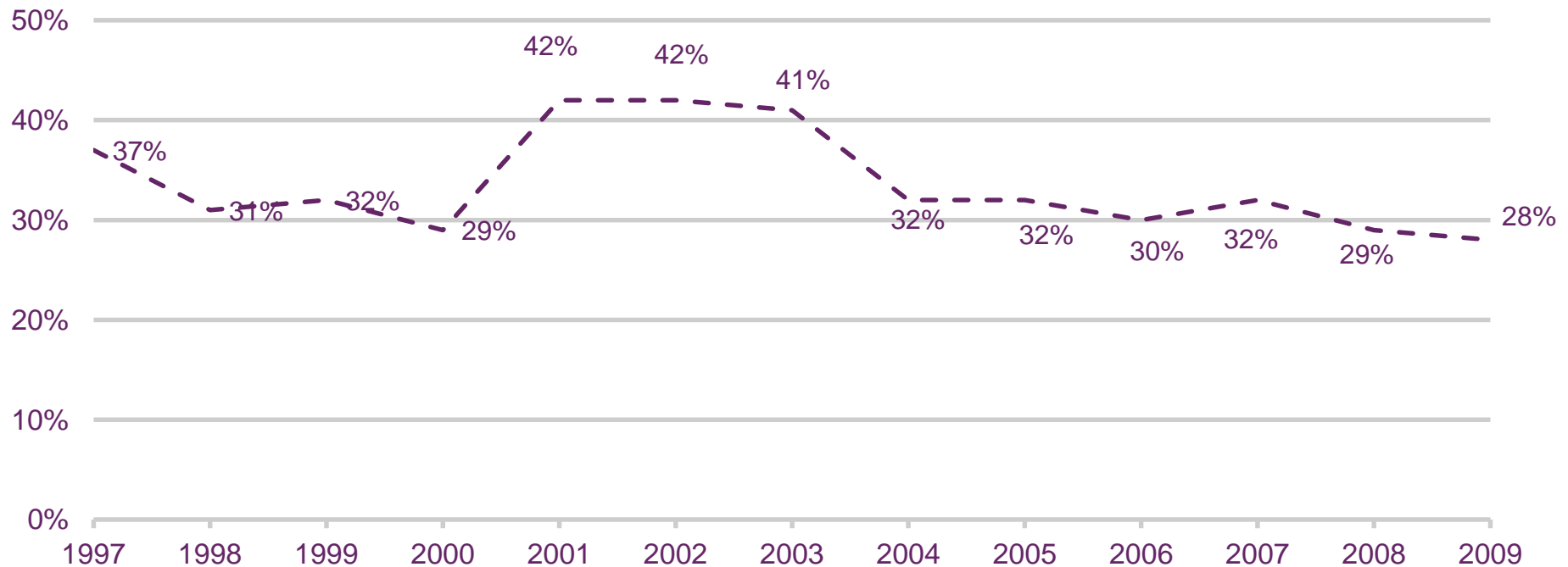
Source: Ofcom Media tracker. Base: All saying programmes 'improved' over past year (235); 16-34 (89*); 35+ (146). Unprompted. Multicode. Only top individual responses charted. *Caution: small base - treat as indicative.

Levels of offence on TV

Overall % of respondents who have been offended by something on TV over time

Pre 2010: Q - Have you personally ever found anything on television to be offensive?

From 2010: Q - In the last 12 months, have you personally found anything on television to be offensive?



Source: Ofcom Media tracker.

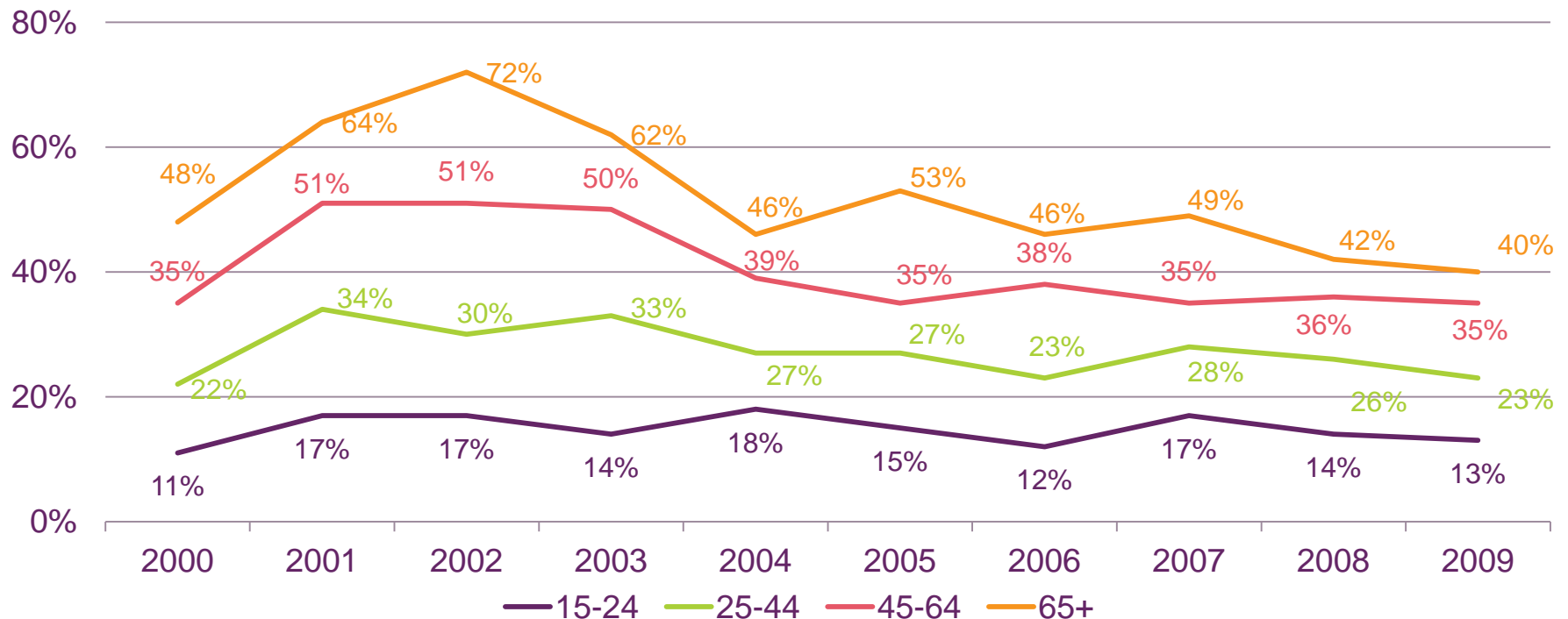
Base: All respondents.

Note: Prior to 2010 respondents were asked whether they had ever found anything offensive – from 2010 onwards this was changed to whether they had found anything offensive in the last 12 months.

Overall % of respondents who have been offended by something on TV over time by age group

Pre 2010: Q - Have you personally ever found anything on television to be offensive?

From 2010: Q - In the last 12 months, have you personally found anything on television to be offensive?



Source: Ofcom Media tracker.

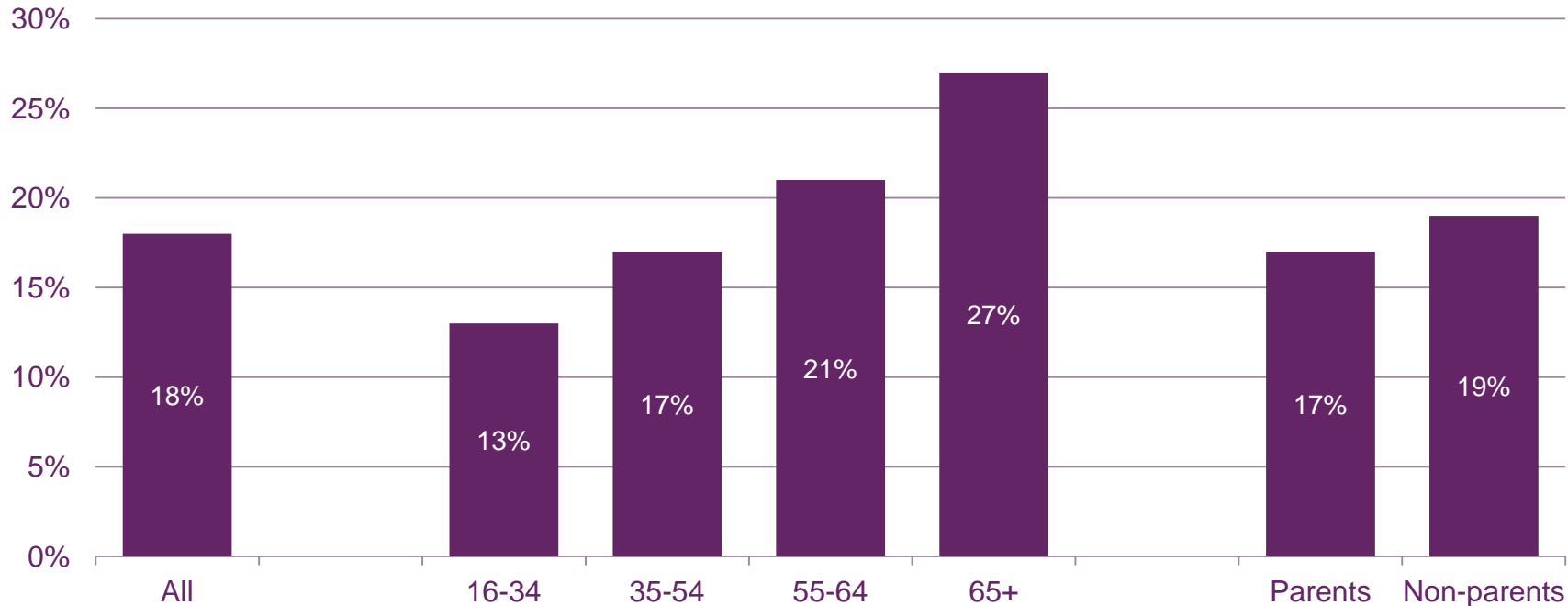
Base: All respondents.

Note: Prior to 2010 respondents were asked whether they had ever found anything offensive – from 2010 onwards this was changed to whether they had found anything offensive in the last 12 months. Prior to 2010, figures for the youngest age band included 15 year olds.

Overall % of respondents who have been offended by something on TV

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

Year	All	16-34	35-54	55-64	65+	Parents	Non-parents
2010	19%	11%	19%	23%	29%	19%	19%
2011	19%	11%	19%	22%	30%	20%	18%



Source: Ofcom Media tracker 2012. Base: All with TV, but excluding those never watching 2012 (1,830), 2011 (1,723), 2010 (2,104); 16-34 2012 (609), 2011(573), 2010 (643); 35-54 2012 (640), 2011 (602), 2010 (710); 55-64 2012 (247), 2011 (223), 2010 (328); 65+ 2012 (334), 2011 (325), 2010 (423); Parents 2012 (629), 2011 (581), 2010 (619); Non-parents 2012 (1191), 2011 (1,137), 2010 (1,478).

Type of material which offended

Q - What kind of thing offended you?



Source: Ofcom Media tracker 2012. Base: All who said they'd seen something offensive in last 12 months 2012 (322), 2011 (315), 2010 (415). Multicode, unprompted. Top reasons charted.

Type of material which offended amongst parents

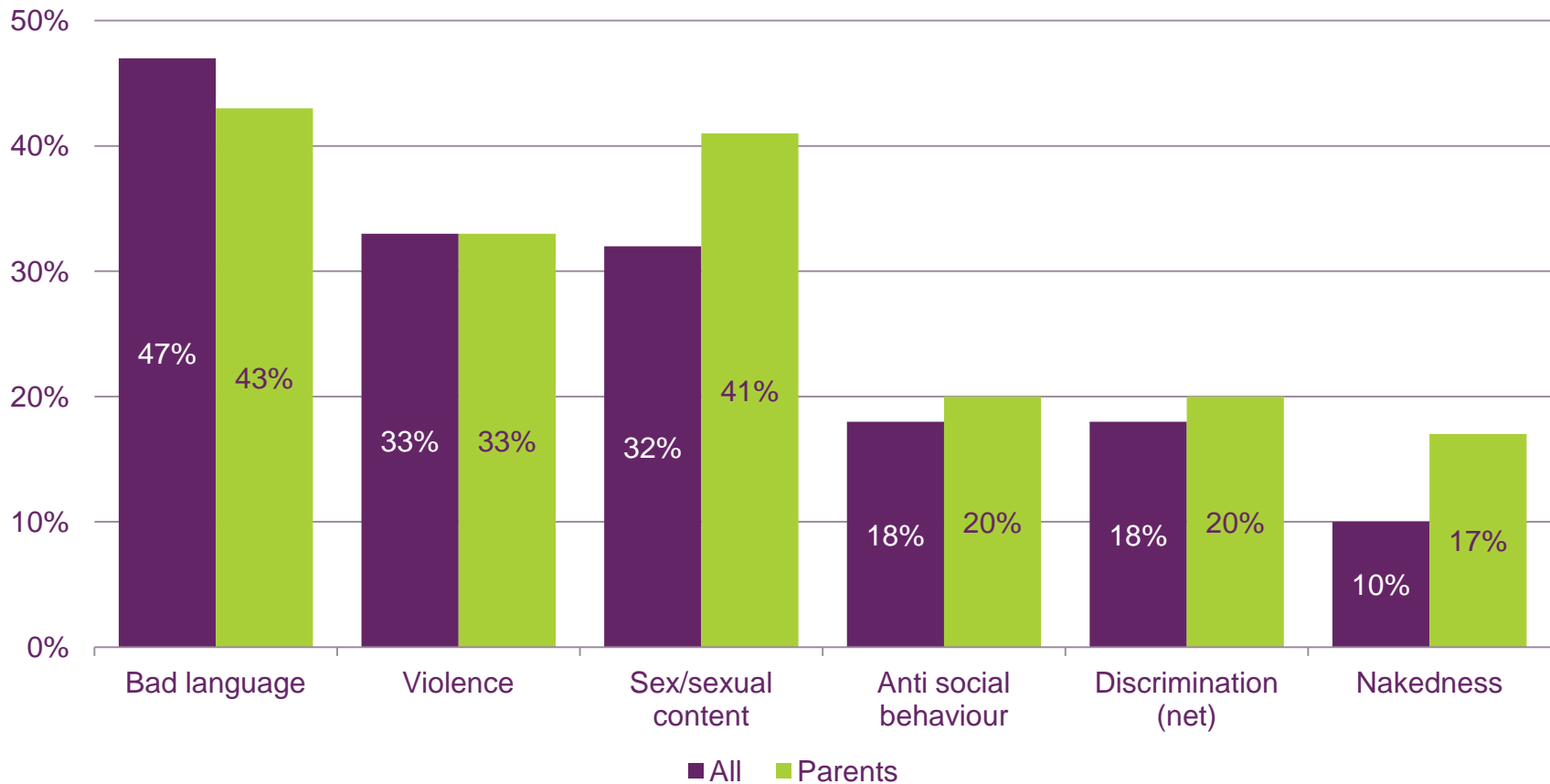
Q - What kind of thing offended you?



Source: Ofcom Media tracker 2012. Base: All parents who said they'd seen something offensive in last 12 months 2012 (102*), 2011 (114*). Multicode, unprompted. Top reasons charted. *Caution: small base - treat as indicative.

Type of material which offended: All vs. parents

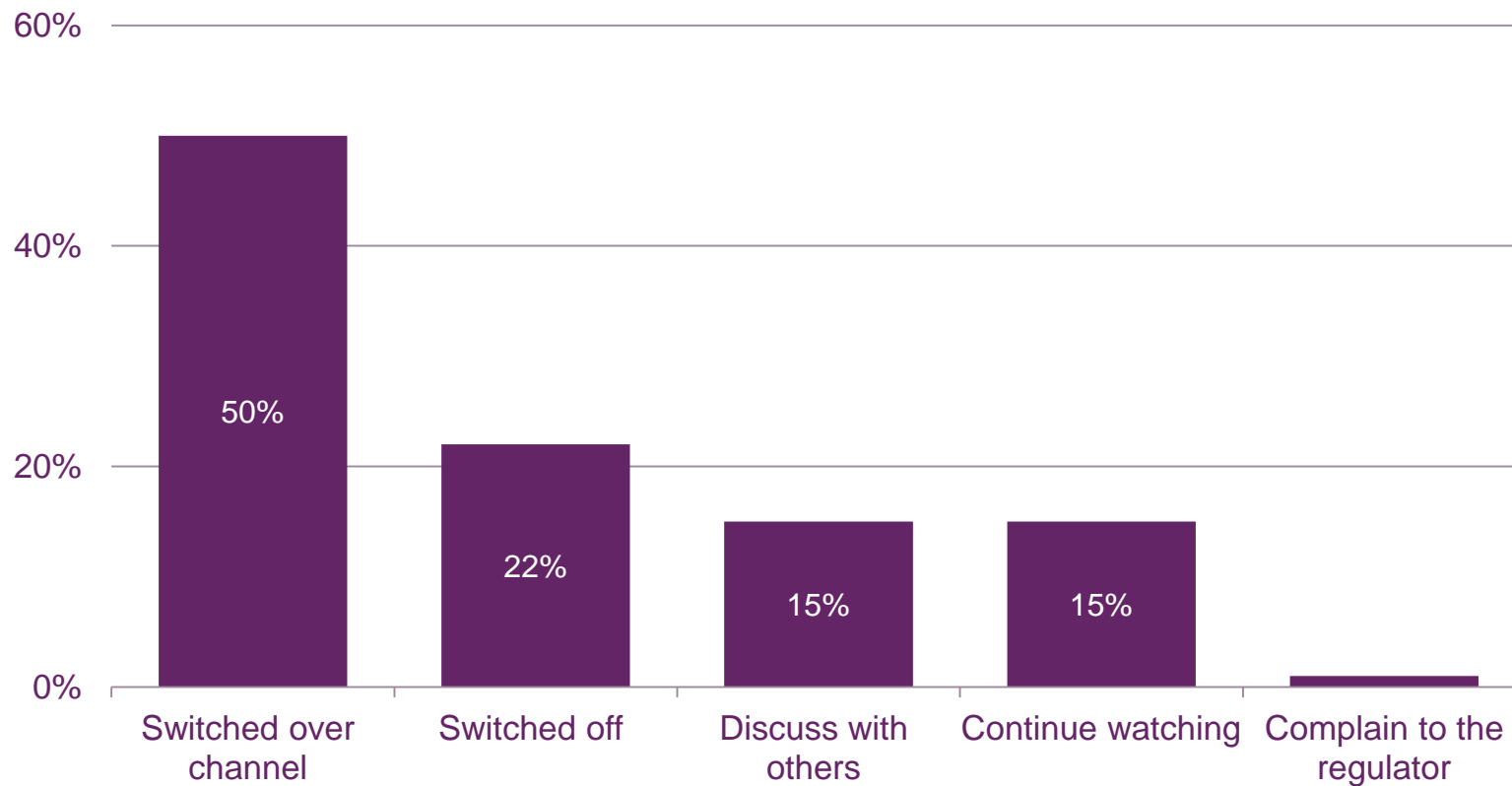
Q - What kind of thing offended you?



Source: Ofcom Media tracker 2011. Base: All who said they'd seen something offensive in last 12 months (322); Parents (102*). Multicode, unprompted. Top reasons charted. *Caution: small base - treat as indicative.

Reaction following offence by something on TV

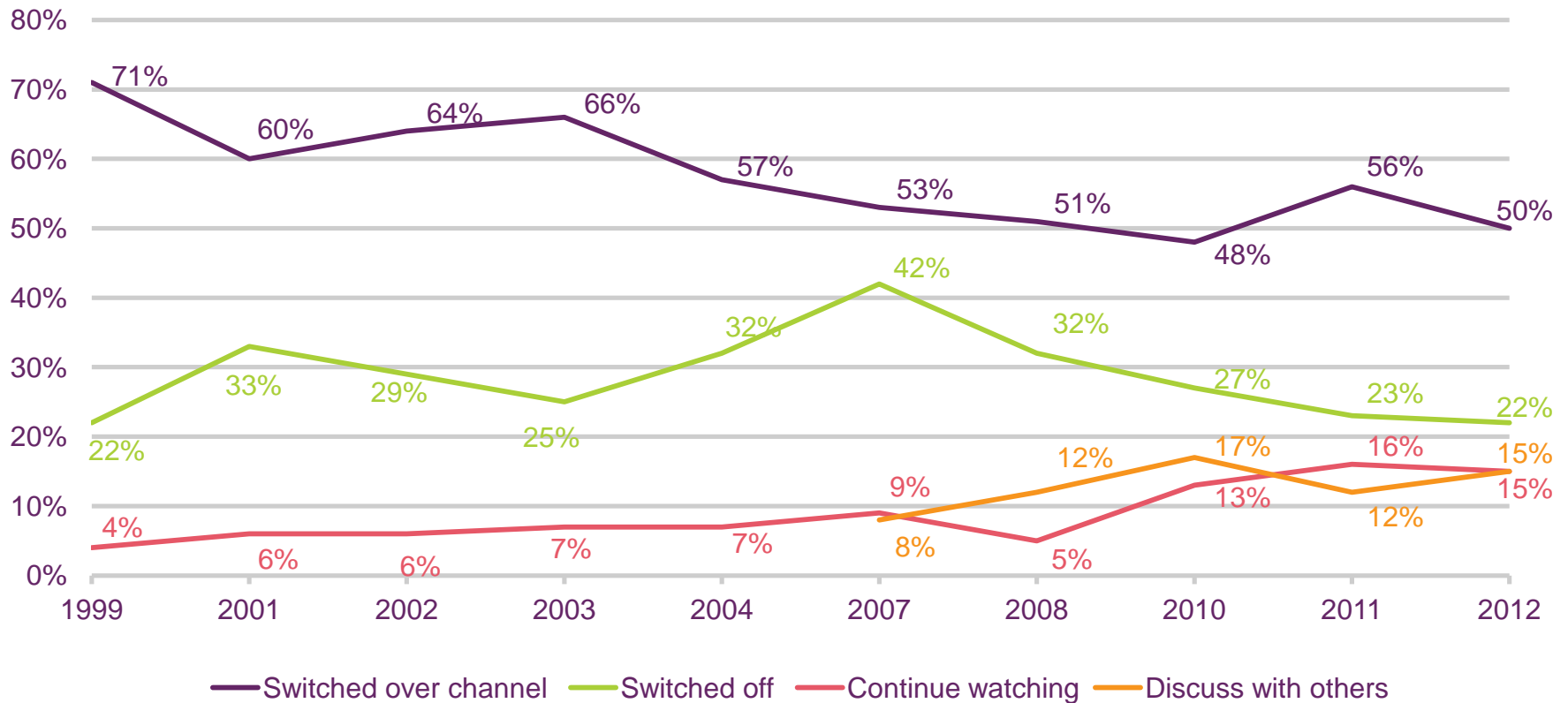
Q - How did you react when you were offended by what you saw on television? In other words what did you do?



Source: Ofcom Media tracker 2012. Base: All who said they'd seen something offensive in last 12 months (322). Prompted. Multicode.

Reaction following offence by something on TV over time

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



Source: Ofcom Media tracker.

Base: All who said they'd seen something offensive in last 12 months.

Prompted. Multicode.

Reasons for not complaining to regulator

Q – Among those who saw something that offended them and they did not complain to the regulator - What was the main reason you didn't complain to the regulator?

	%
Couldn't be bothered/wasn't worth the effort	25%
I didn't think it is something the regulator would care/do anything about	23%
Don't know who the regulator is	14%
I didn't feel the offensive content was that serious it needed complaining about	14%
I know who the regulator is but didn't know how to contact them	5%
Didn't know there was a regulator	4%
Other	18%
Don't know	5%

Source: Ofcom Media tracker 2012.

Base: All who said they'd seen something offensive in last 12 months but didn't complain to regulator (319).

Attitudes towards offensive material

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

Which of these statements best describes your attitude towards the things which have offended you on TV in the last 12 months?	2010	2011	2012
The things which have personally offended me should not be shown	22%	17%	20%
Even though I was offended, I accept that others should be allowed to see these things	38%	32%	36%
I think such things should only be shown when viewers are likely to expect them (e.g. after a clear warning)	33%	48%	39% ▼

Source: Ofcom Media tracker 2012.

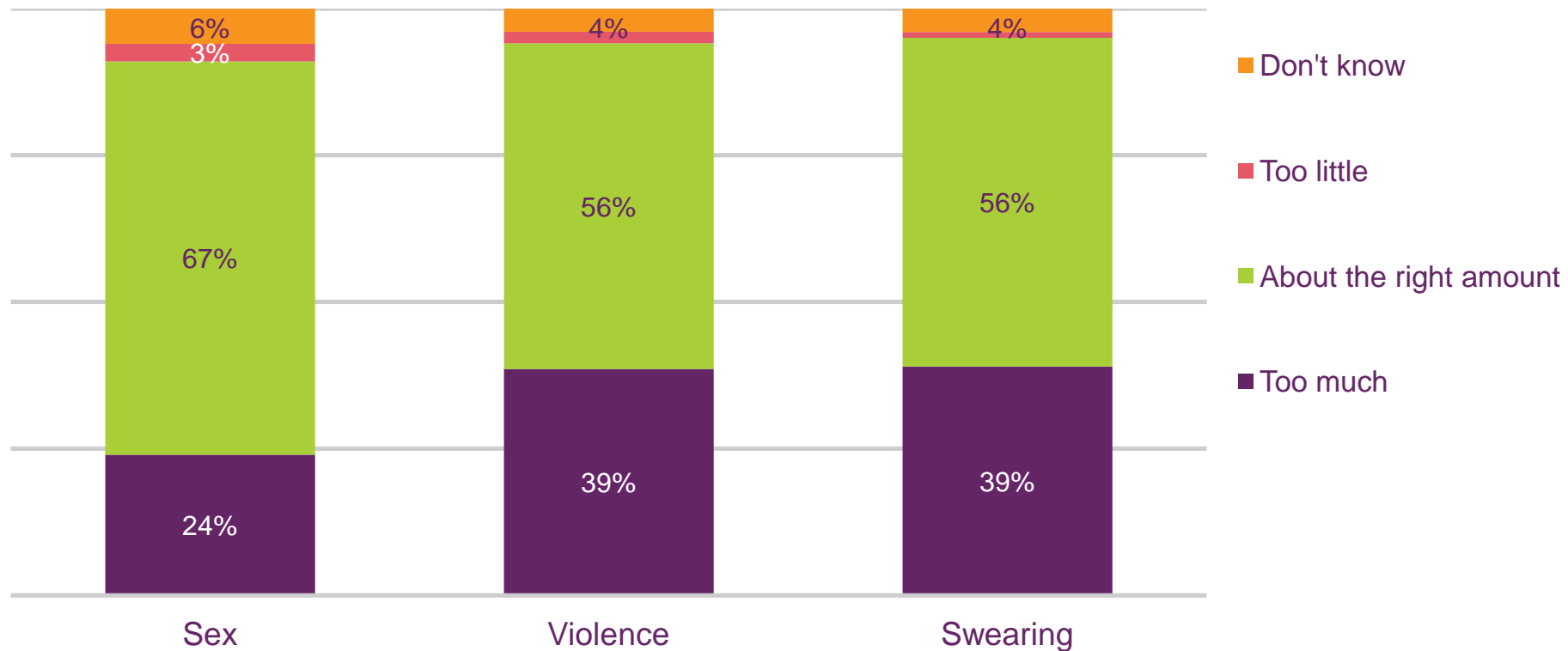
Base: All who said they'd seen something offensive in last 12 months 2010 (415), 2011 (315), 2012 (322).

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

Opinion on the amount of Sex/ Violence/ Swearing on TV

Q - Do you think, in general, that there is too much, too little or about the right amount of each of the following on television:

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

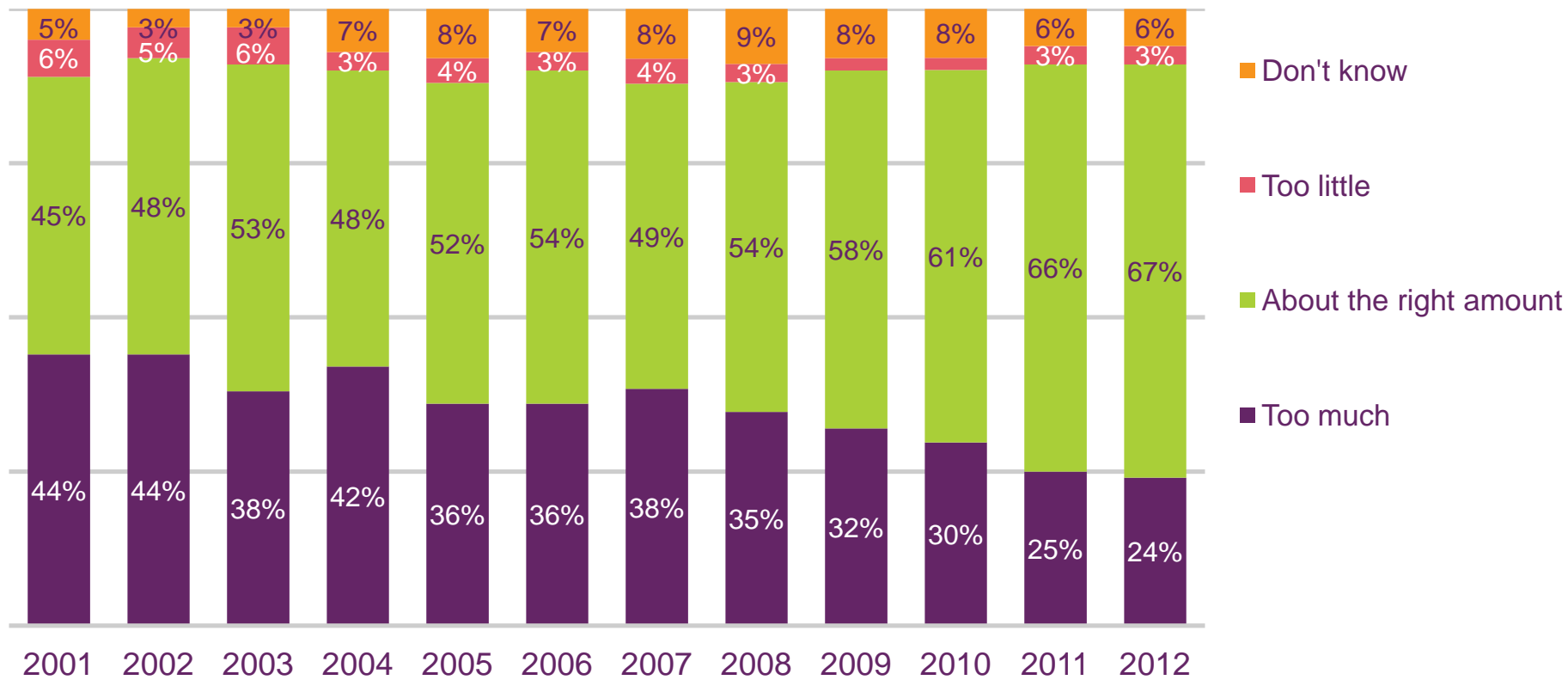


Source: Ofcom Media tracker 2012.

Base: All with TV, but excluding those never watching (1,830). Only responses $\geq 3\%$ labelled.

Opinion on the amount of sex on TV

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

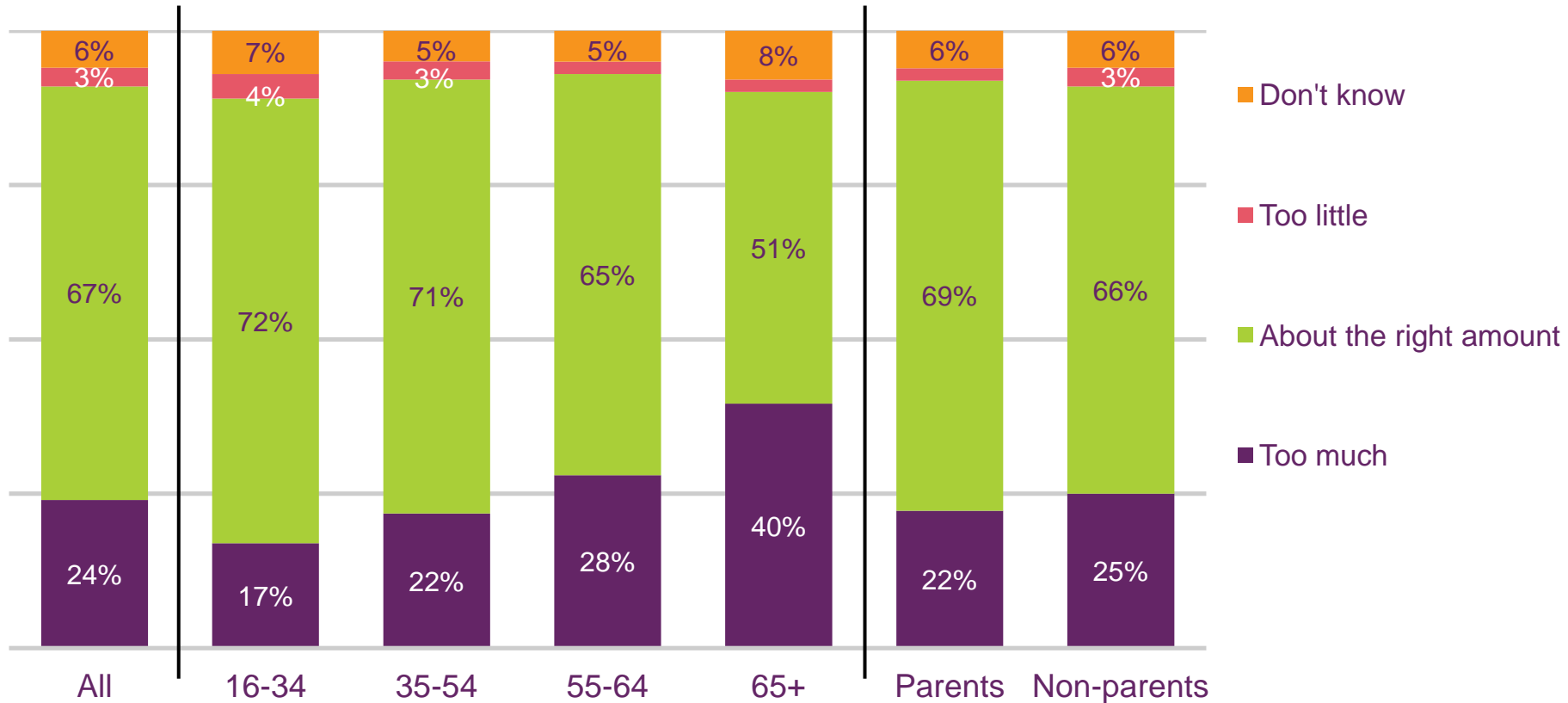


Source: Ofcom Media tracker.

Base: All with TV, but excluding those never watching. Only responses $\geq 3\%$ labelled.

Opinion on the amount of sex on TV

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



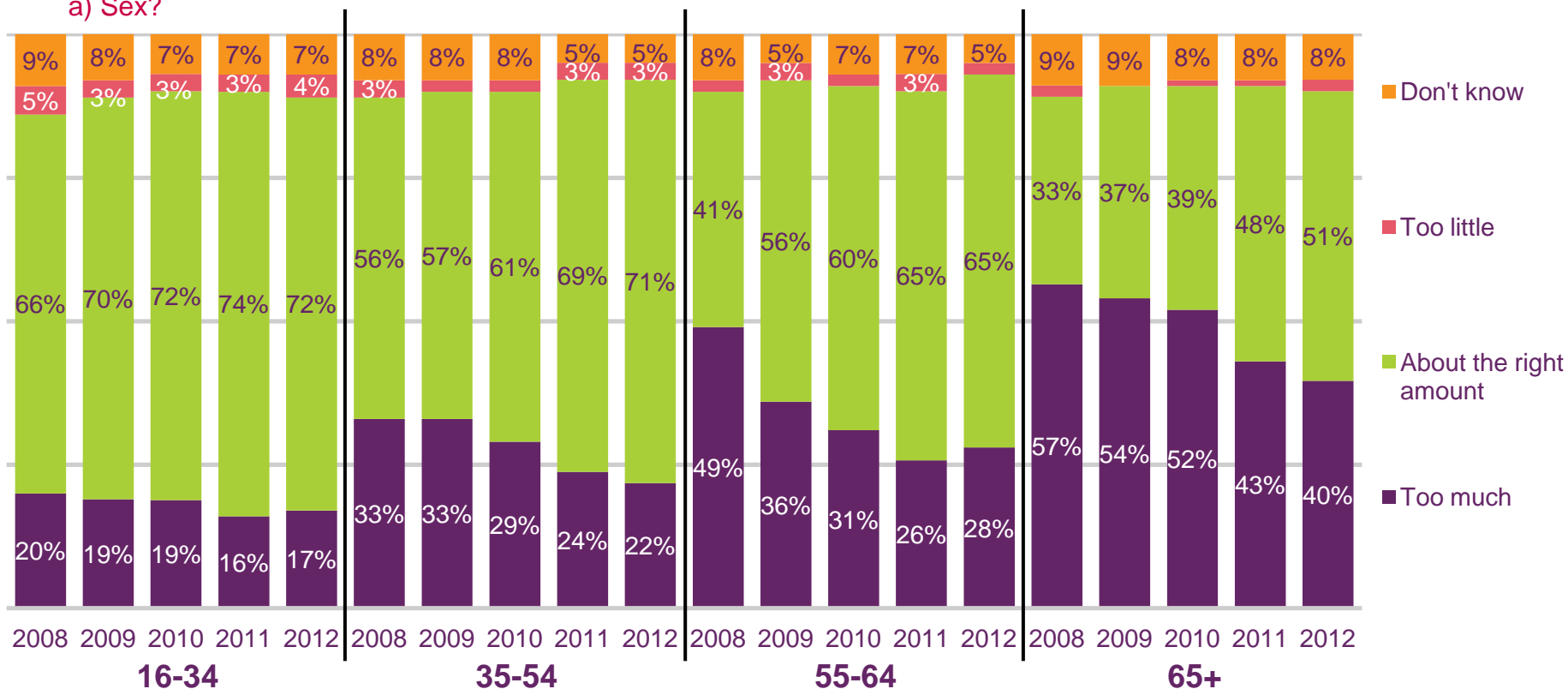
Source: Ofcom Media tracker 2012.

Base: All with TV, but excluding those never watching (1,830); 16-34 (609); 35-54 (640); 55-64 (247); 65+ (334); Parents (629); Non-parents (1,191). Only responses ≥ 3% labelled.

Opinion on the amount of sex on TV by age group over time



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



Source: Ofcom Media tracker 2012. Base: All with TV, but excluding those never watching. 16-34 2008 (653), 2009 (663), 2010 (643), 2011 (573), 2012 (609); 35-54 2008 (753), 2009 (789), 2010 (710), 2011 (602), 2012 (640); 55-64 2008 (256), 2009 (267), 2010 (328), 2011 (223), 2012 (247); 65+ 2008 (325), 2009 (325), 2010 (423), 2011 (325), 2012 (334). Only responses ≥ 3% labelled.

Note: Prior to 2010, figures for the youngest age band included 15 year olds.

Opinion on the amount of violence on TV

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

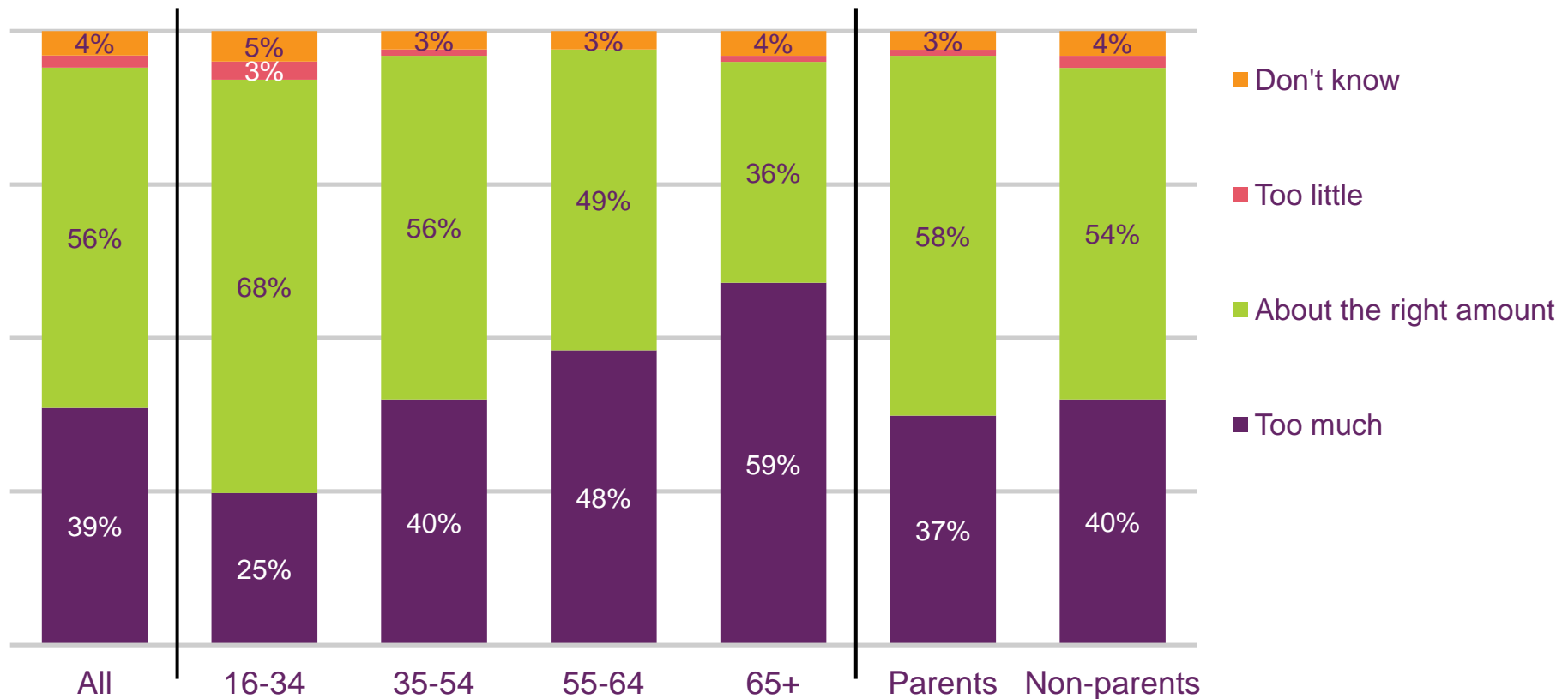


Source: Ofcom Media tracker.

Base: All with TV, but excluding those never watching. Only responses $\geq 3\%$ labelled.

Opinion on the amount of violence on TV

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



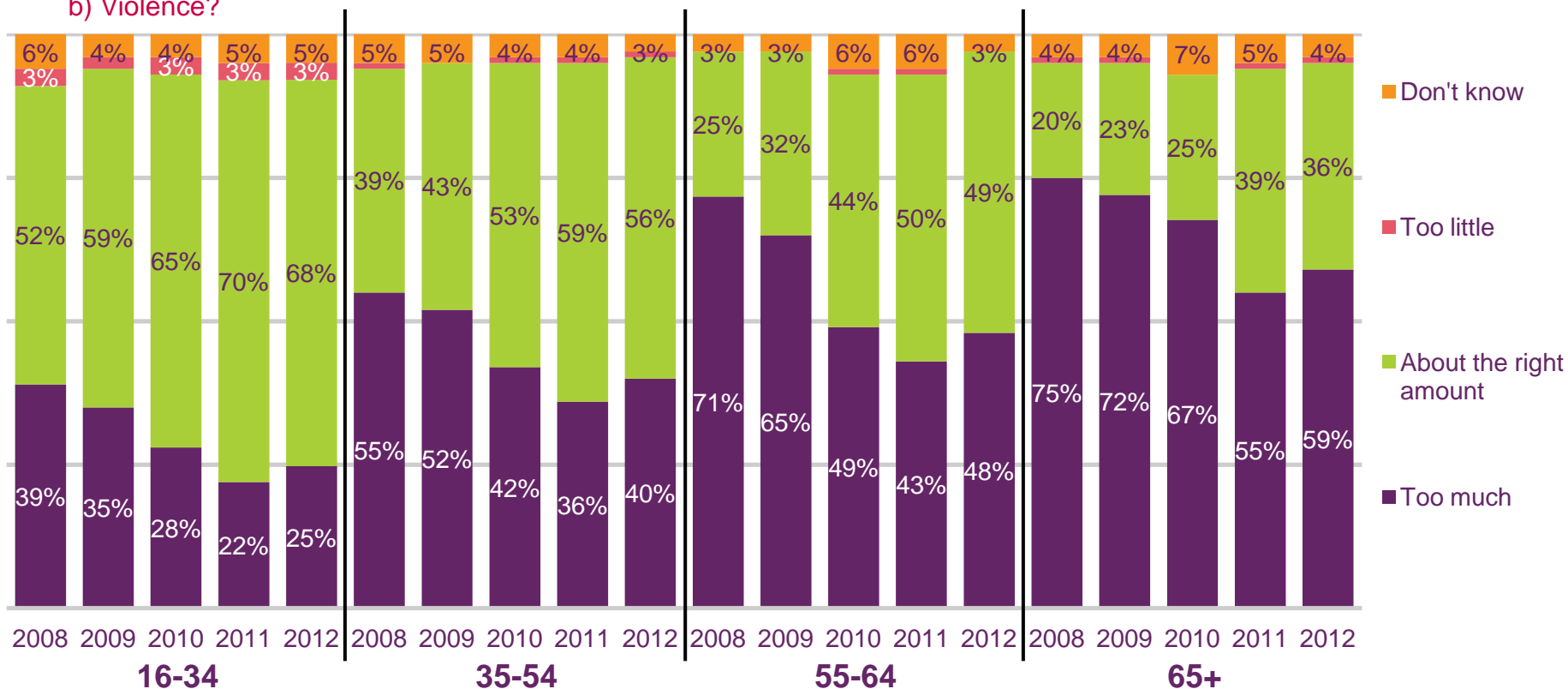
Source: Ofcom Media tracker 2012.

Base: All with TV, but excluding those never watching (1,830); 16-34 (609); 35-54 (640); 55-64 (247); 65+ (334); Parents (629); Non-parents (1,191). Only responses $\geq 3\%$ labelled.

Opinion on the amount of violence on TV by age group over time



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



Source: Ofcom Media tracker 2012. Base: All with TV, but excluding those never watching. 16-34 2008 (653), 2009 (663), 2010 (643), 2011 (573), 2012 (609); 35-54 2008 (753), 2009 (789), 2010 (710), 2011 (602), 2012 (640); 55-64 2008 (256), 2009 (267), 2010 (328), 2011 (223), 2012 (247); 65+ 2008 (325), 2009 (325), 2010 (423), 2011 (325), 2012 (334). Only responses $\geq 3\%$ labelled.

Note: Prior to 2010, figures for the youngest age band included 15 year olds.

Opinion on amount of swearing on TV



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

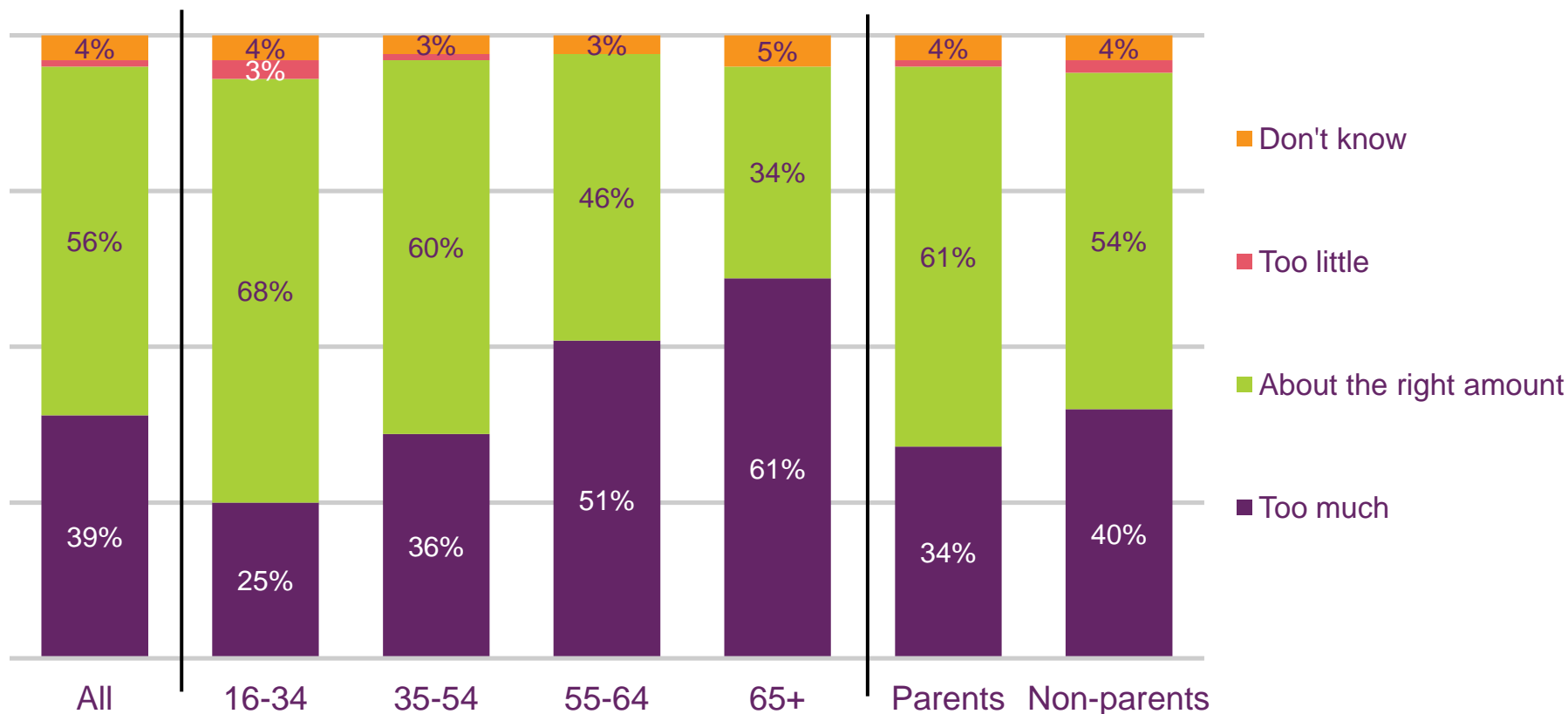


Source: Ofcom Media tracker.

Base: All with TV, but excluding those never watching. Only responses $\geq 3\%$ labelled.

Opinion on amount of swearing on TV

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



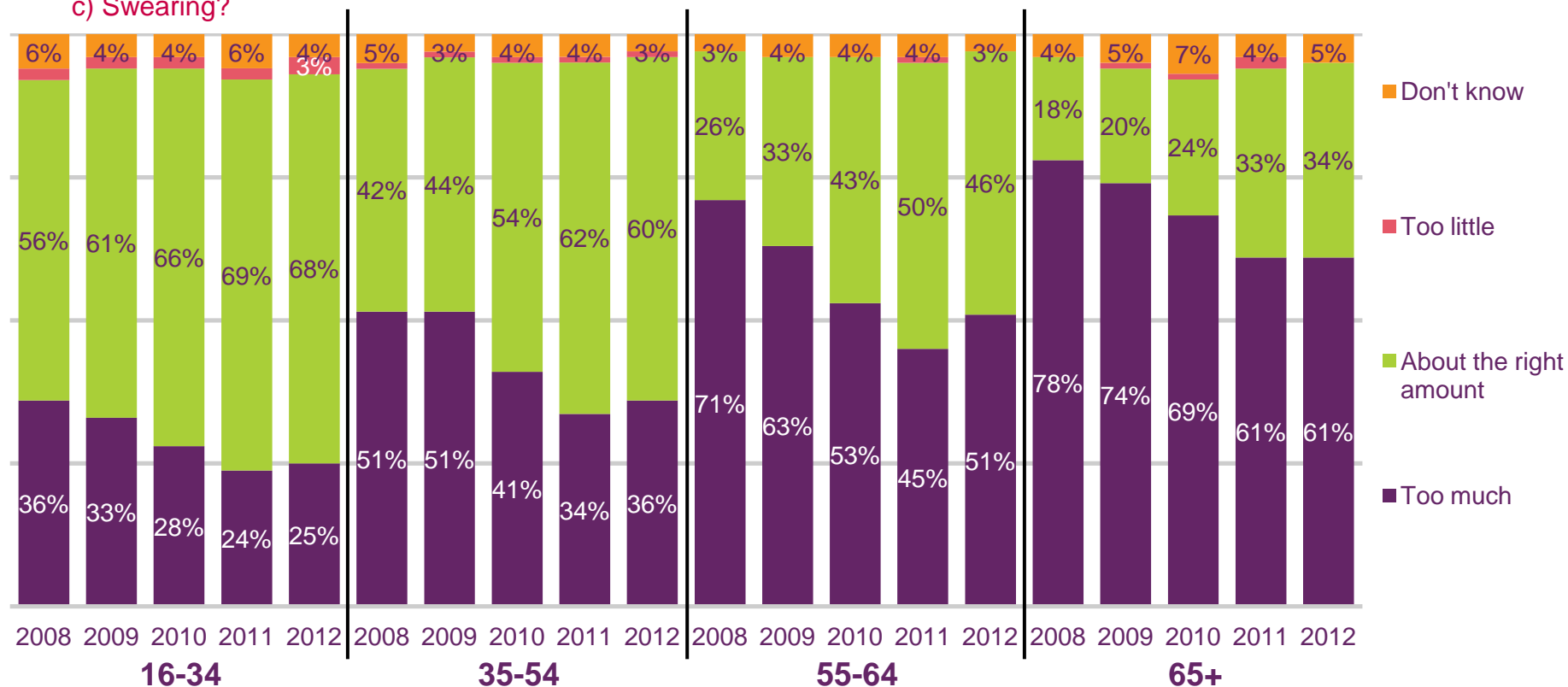
Source: Ofcom Media tracker 2012.

Base: All with TV, but excluding those never watching (1,830); 16-34 (609); 35-54 (640); 55-64 (247); 65+ (334); Parents (629); Non-parents (1,191). Only responses $\geq 3\%$ labelled.

Opinion on the amount of swearing on TV by age group over time



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

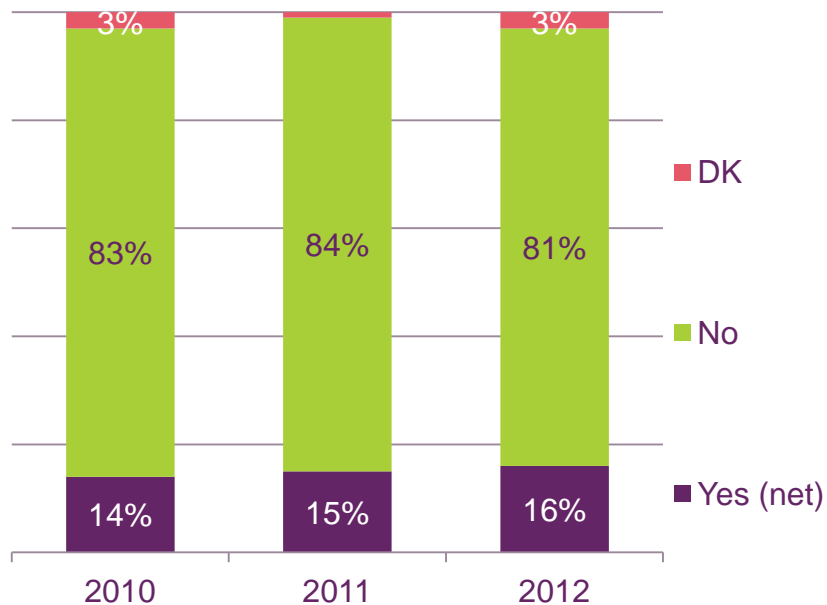


Source: Ofcom Media tracker 2012. Base: All with TV, but excluding those never watching. 16-34 2008 (653), 2009 (663), 2010 (643), 2011 (573), 2012 (609); 35-54 2008 (753), 2009 (789), 2010 (710), 2011 (602), 2012 (640); 55-64 2008 (256), 2009 (267), 2010 (328), 2011 (223), 2012 (247); 65+ 2008 (325), 2009 (325), 2010 (423), 2011 (325), 2012 (334). Only responses $\geq 3\%$ labelled.

Note: Prior to 2010, figures for the youngest age band included 15 year olds.

Overall % of respondents who have seen something on TV they consider harmful

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



BREAKDOWN:	2010	2011	2012
Yes – for children	11%	11%	13%
Yes – for other adults	4%	3%	3%
Yes – for myself	5%	5%	5%

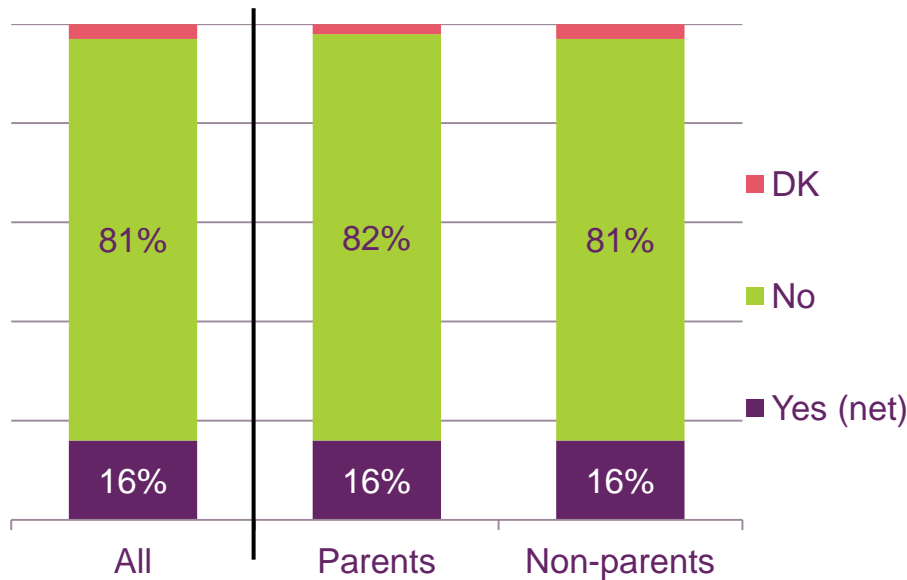
Qb - What was harmful? (Unprompted, Multicode)	2010	2011	2012
Violence	56%	51%	48%
Sex/ sexual content*	-	36%	45%
Bad language*	-	25%	40%
Antisocial behaviour	30%	24%	22%
Bullying*	-	8%	15%
Images of dead bodies before watershed*	-	12%	14%
Alcohol/Substance misuse	13%	14%	9%
Portrayal of self harm	5%	8%	8%
Portrayal of suicide	7%	9%	6%
Medical/Health advice	3%	4%	5%
Other	27%	10%	5%
Don't know	6%	4%	4%

*Introduced to pre-code list after 2010.

Source: Ofcom Media tracker 2012. Base: All with TV, but excluding those never watching 2012 (1,830), 2011 (1,723), 2010 (2,104); All who'd seen something harmful on TV 2012 (279), 2011 (251), 2010 (297). Prompted, Multicode. Only responses ≥ 3% labelled.

Overall % of respondents who have seen something on TV they consider harmful by family status

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



BREAKDOWN:	All	Parents	Non-parents
Yes – for children	13%	15%	12%
Yes – for other adults	3%	2%	4%
Yes – for myself	5%	4%	4%

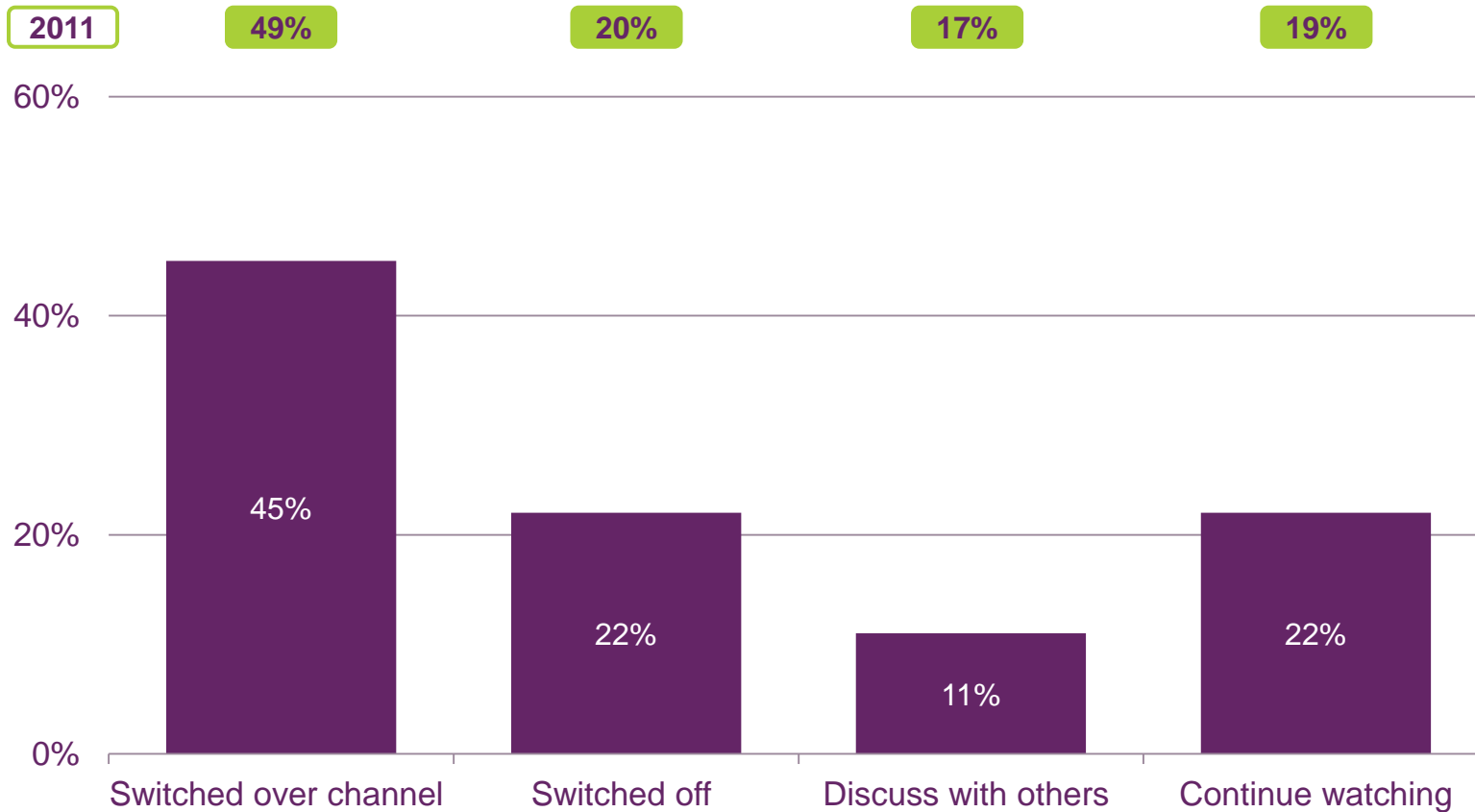
Qb - What was harmful? (Unprompted, Multicode)	Parents*	Non-parents
Violence	42%	52%
Sex/ sexual content	57%	37%
Bad language	42%	38%
Antisocial behaviour	21%	21%
Bullying	13%	16%
Images of dead bodies before watershed	13%	15%
Alcohol/Substance misuse	9%	9%
Portrayal of self harm	10%	8%
Portrayal of suicide	5%	7%
Medical/Health advice	4%	6%
Other	2%	7%
Don't know	4%	4%

Source: Ofcom Media tracker 2012. Base: All with TV, but excluding those never watching (1,830); Parents (629); Non-parents (1,191); All who'd seen something harmful on TV – Parents (100*); Non-parents (176).

*Caution: small base - treat as indicative. Only responses ≥ 3% labelled.

Reaction to harmful content on TV

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



Source: Ofcom Media tracker 2012. Base: All who said they'd seen something harmful on TV in last 12 months 2012 (279), 2011 (251 respondents). Prompted. Multicode.

Agreement with statements relating to potentially offensive material on TV



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

	Agree			Neither agree nor disagree			Disagree			Not stated/ No opinion		
	2010	2011	2012	2010	2011	2012	2010	2011	2012	2010	2011	2012
Sexually explicit programmes should never been shown on TV	25%	26%	26%	20%	22%	22%	51%	50%	51%	4%	2%	2%
If people want to watch sexually explicit programmes they should be allowed to but ONLY on subscription channels	54%	58%	54%	17%	17%	18%	25%	23%	26%	3%	2%	2%
Sexually explicit channels in the 'adult' section of the electronic programme guide (EPG) don't bother me. I can block them if I want	60%	64%	65%	20%	20%	20%	12%	10%	11%	9%	5%	5%
Sexually explicit programmes should be freely available on any channel after 9PM	23%	23%	24%	18%	20%	19%	55%	55%	55%	5%	2%	2%
If people want to watch particularly violent programmes they should be allowed to but ONLY on subscription channels	48%	50%	48%	18%	18%	19%	29%	30%	31%	5%	2%	2%
Particularly violent films should be freely available on any channel after 9PM	27%	32%	29%	18%	20%	21%	51%	46%	48%	4%	2%	3%

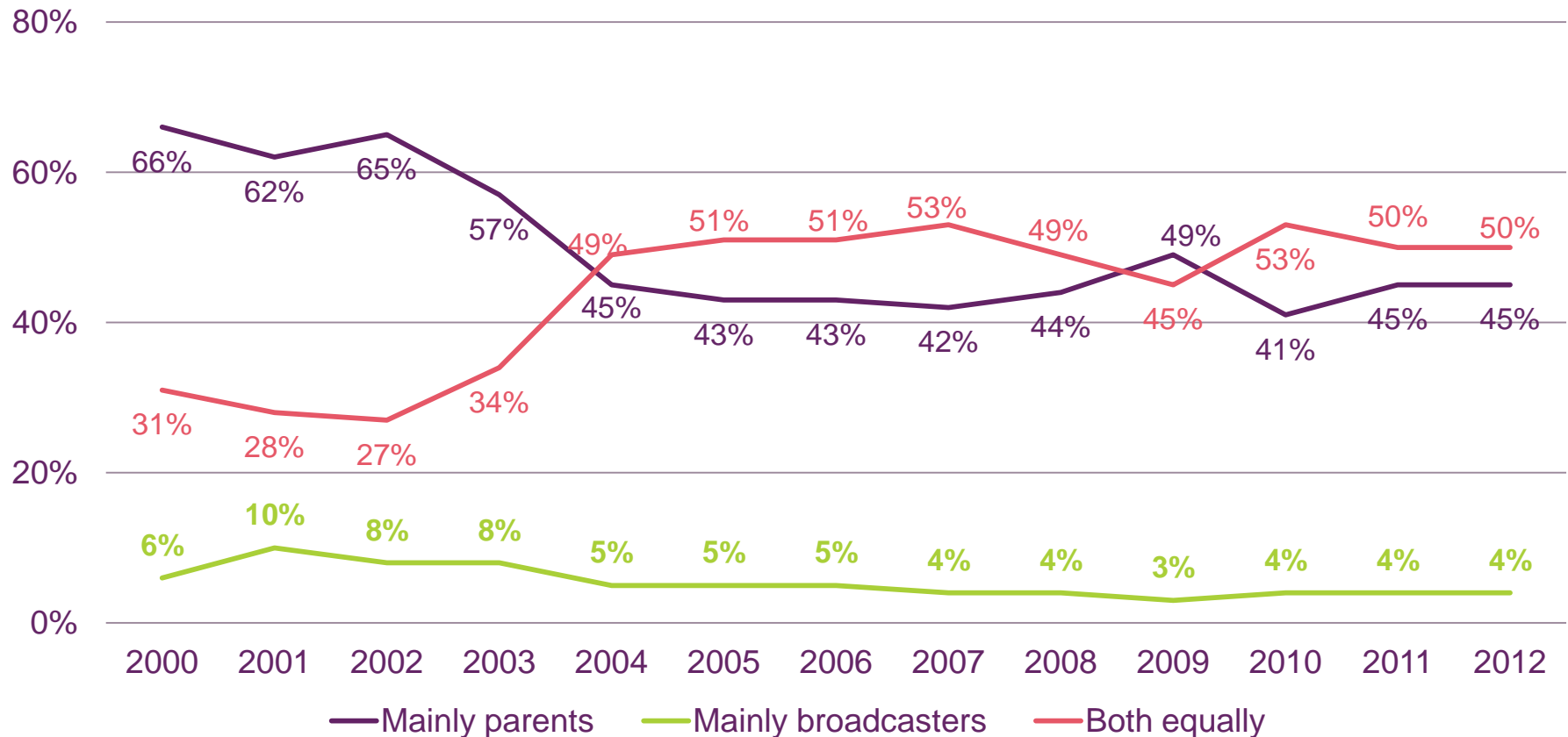
Source: Ofcom Media tracker 2012.

Base: All with TV, but excluding those never watching 2010 (2,104), 2011 (1,723), 2012 (1,830).

Protection of children and the watershed

Opinion on whose responsibility it is to ensure children do not see unsuitable programming

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

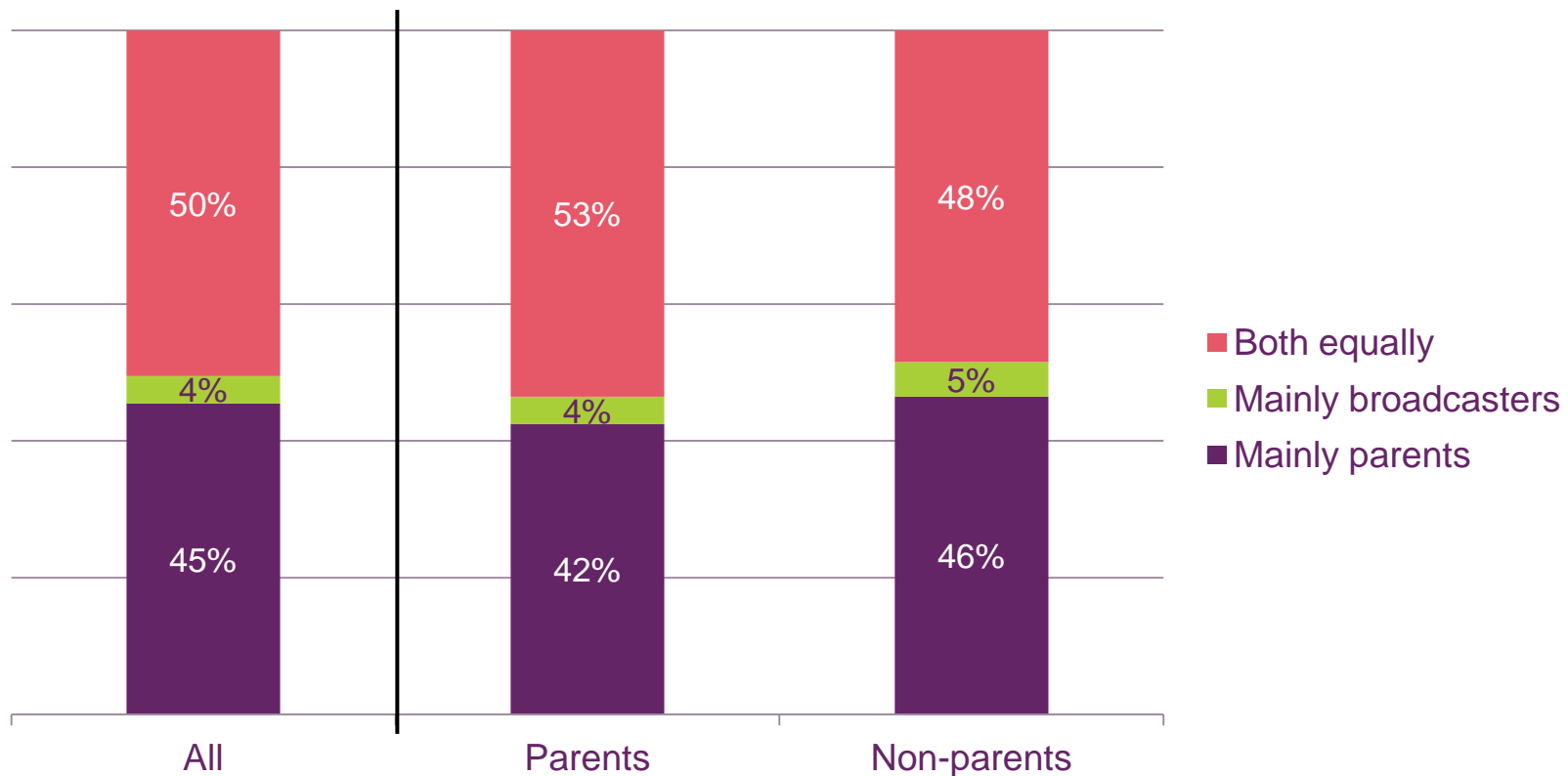


Source: Ofcom Media tracker.

Base: All with TV, but excluding those never watching.

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

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



Source: Ofcom Media tracker 2012.

Base: All with TV, but excluding those never watching (1,830); Parents (629); Non-parents (1,191).

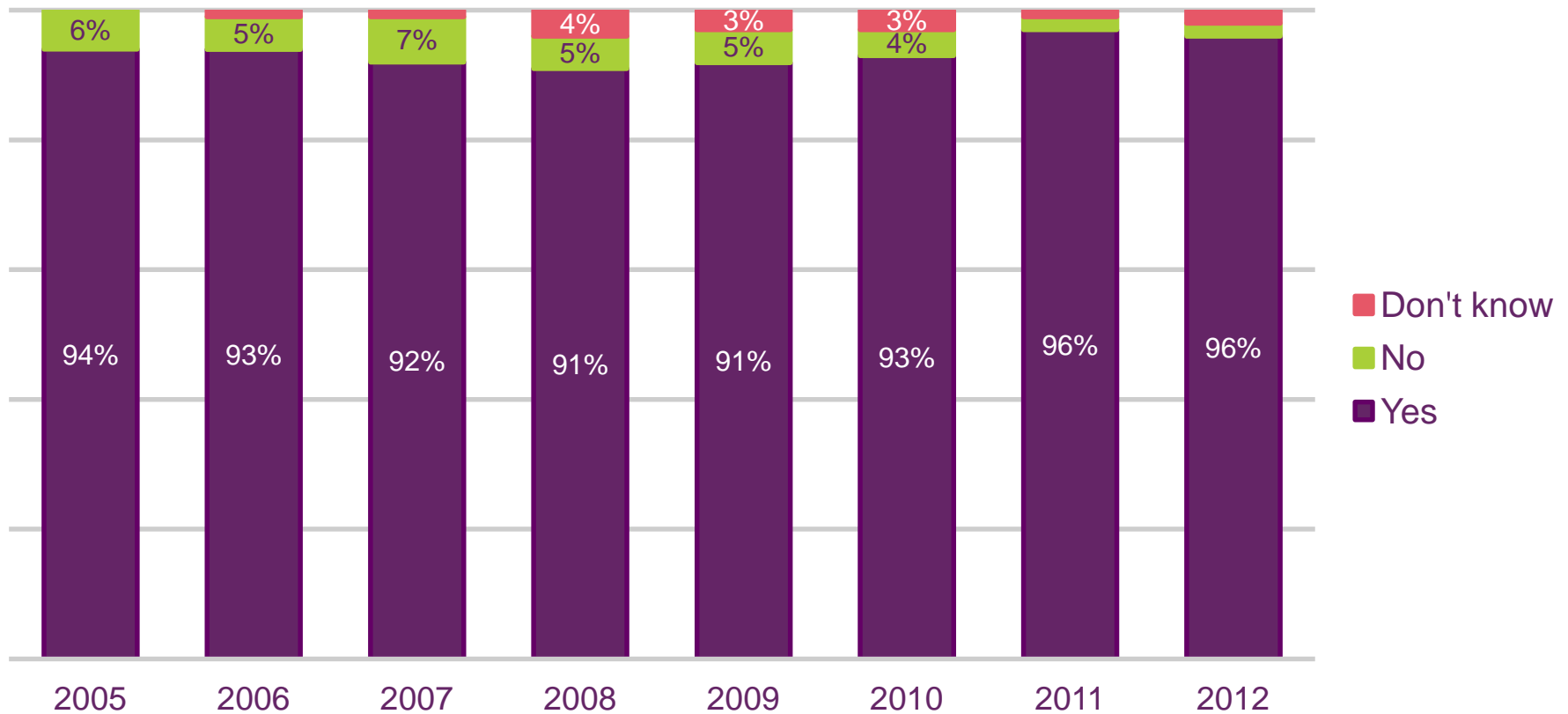
Awareness that broadcasters are only allowed to show programming unsuitable for children after a certain time



Intro to question:

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

Q - Before now, were you aware of this?



Source: Ofcom Media tracker.

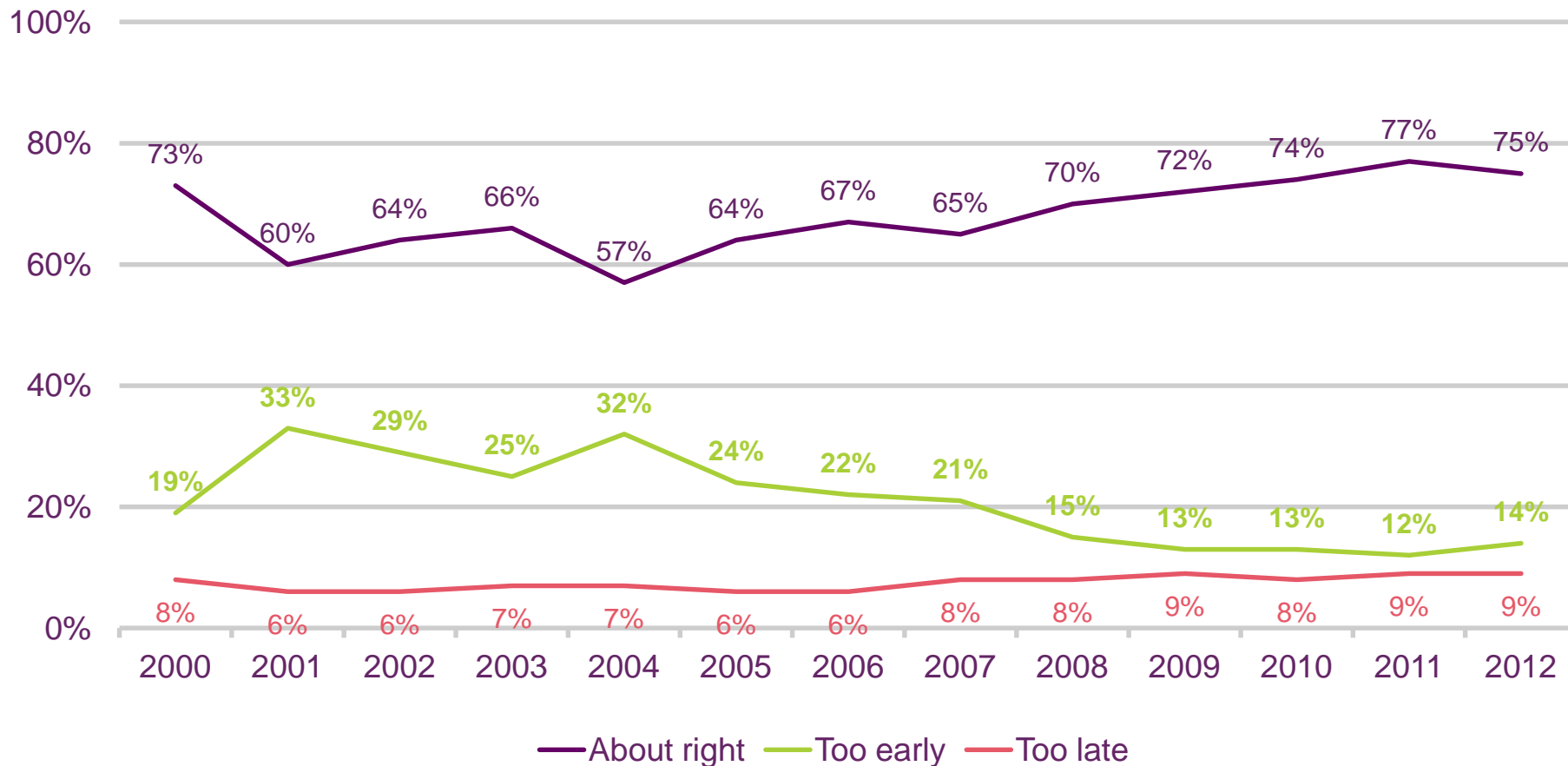
Base: All with TV, but excluding those never watching. Only responses $\geq 3\%$ labelled.

Opinion on current time of the watershed



Intro to question: On TV channels the time after which these programmes unsuitable for children may be shown is 9pm - usually known as the 9 o'clock watershed.

Q - Do you think this is....?



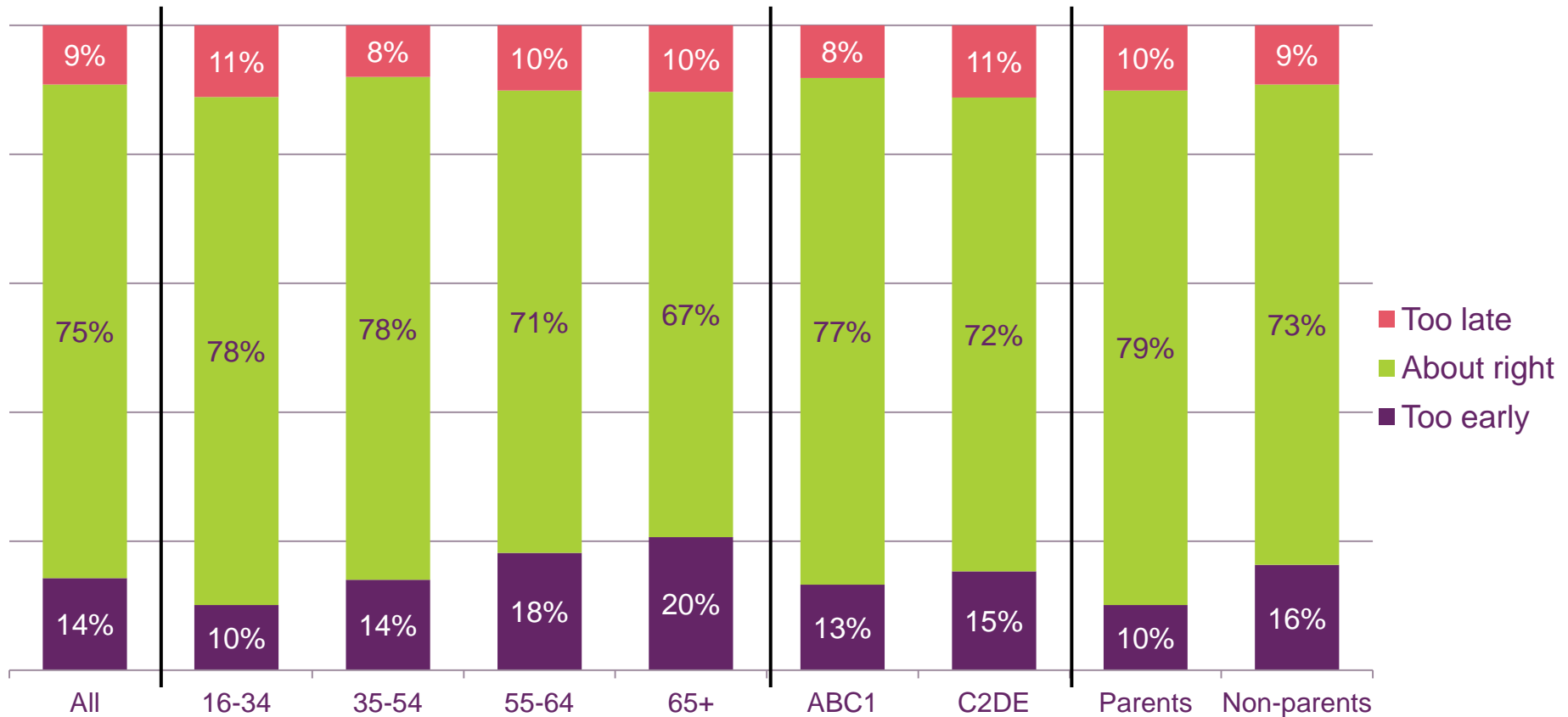
Source: Ofcom Media tracker.

Base: All with TV, but excluding those never watching.

Opinion on current time of the watershed

Intro to question: On TV channels the time after which these programmes unsuitable for children may be shown is 9pm - usually known as the 9 o'clock watershed.

Q - Do you think this is....?



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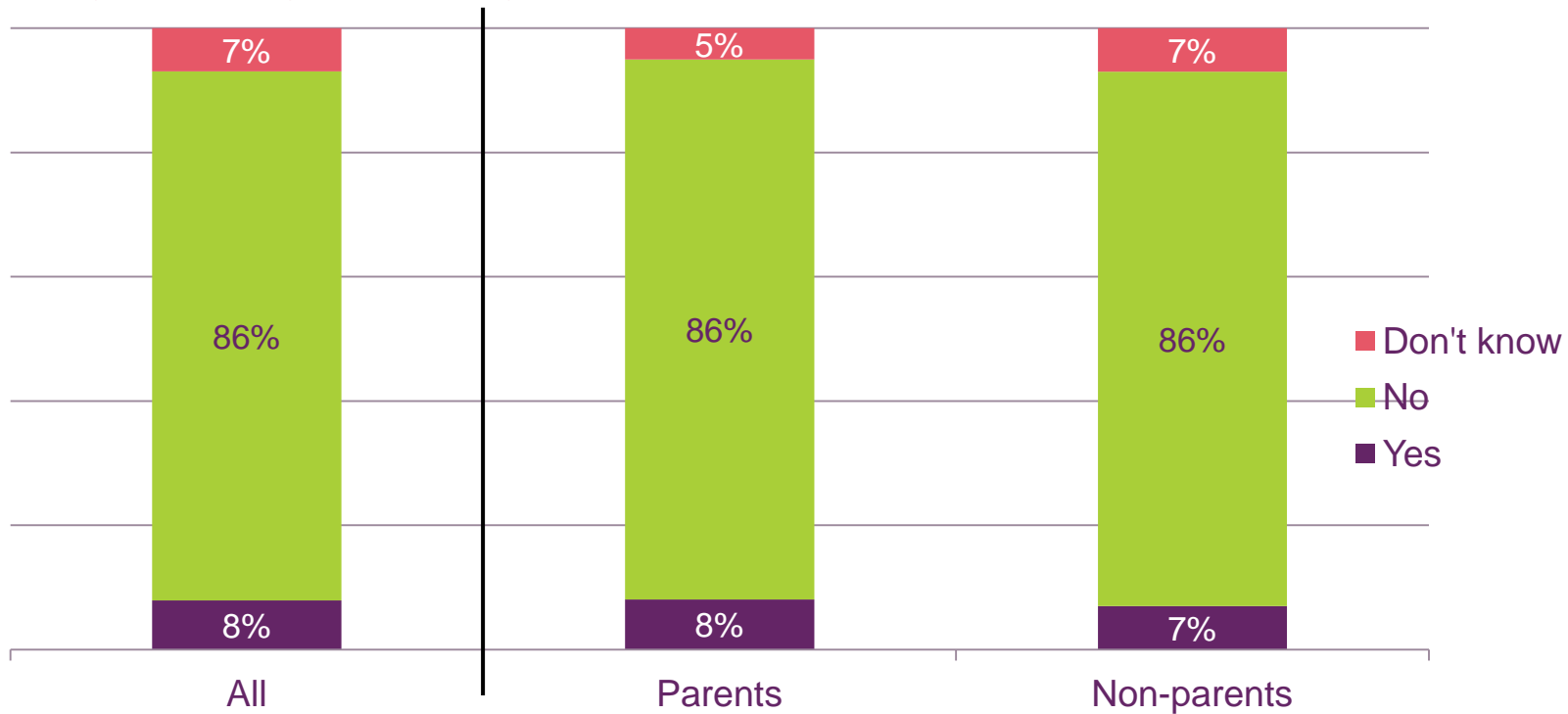
Base: All with TV, but excluding those never watching (1,830); 16-34 (609); 35-54 (640); 55-64 (247); 65+ (334); ABC1 (962); C2DE (868); Parents (629); Non-parents (1,191).

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

Intro to question:

You may be aware already that there are guidelines to protect the welfare of children and young people under eighteen when they take part in programmes on television.

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

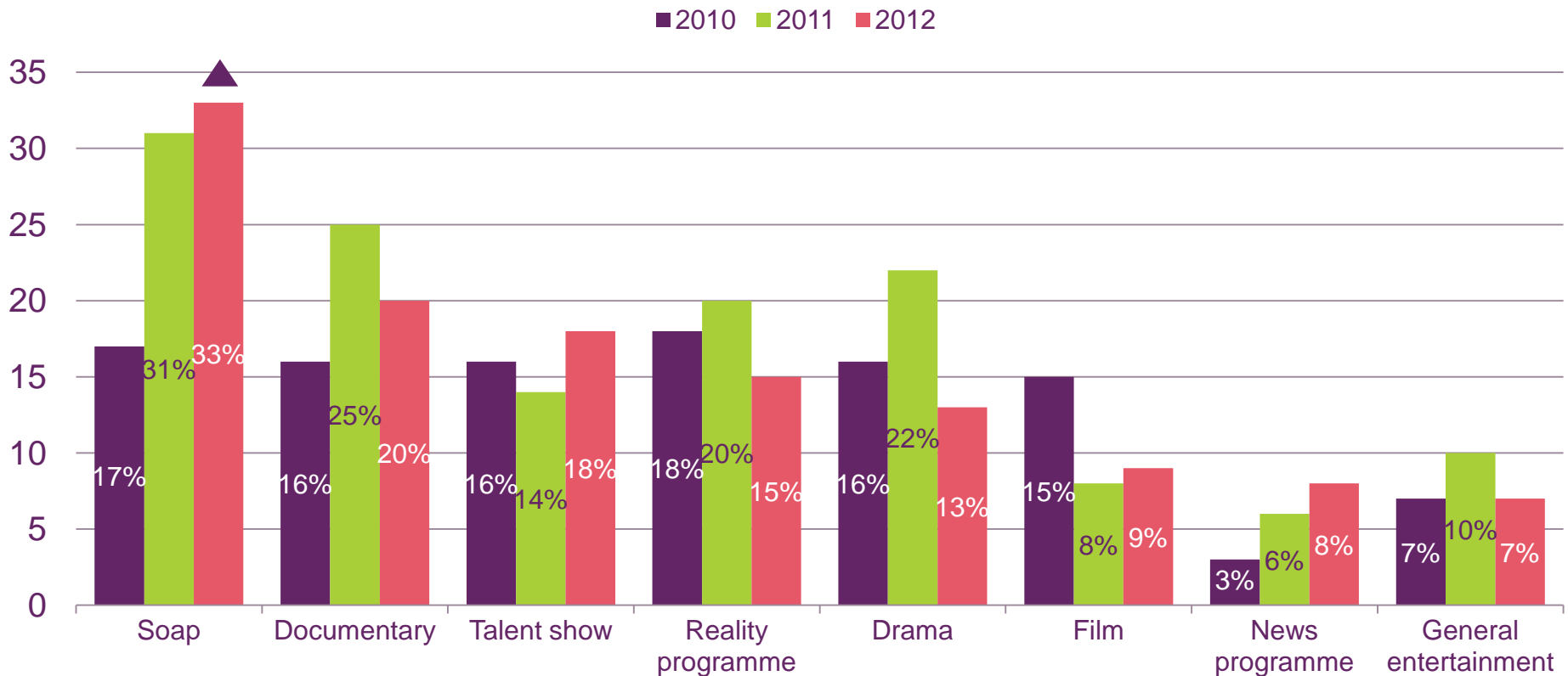


Source: Ofcom Media tracker 2012.

Base: All with TV, but excluding those never watching (1,830); Parents (629); Non-parents (1,191).

Programme which caused concern for the welfare of children taking part in TV programmes in the last 12 months

Q - Thinking about the programmes that you were watching at the time, can you say what type of programme/show it was?



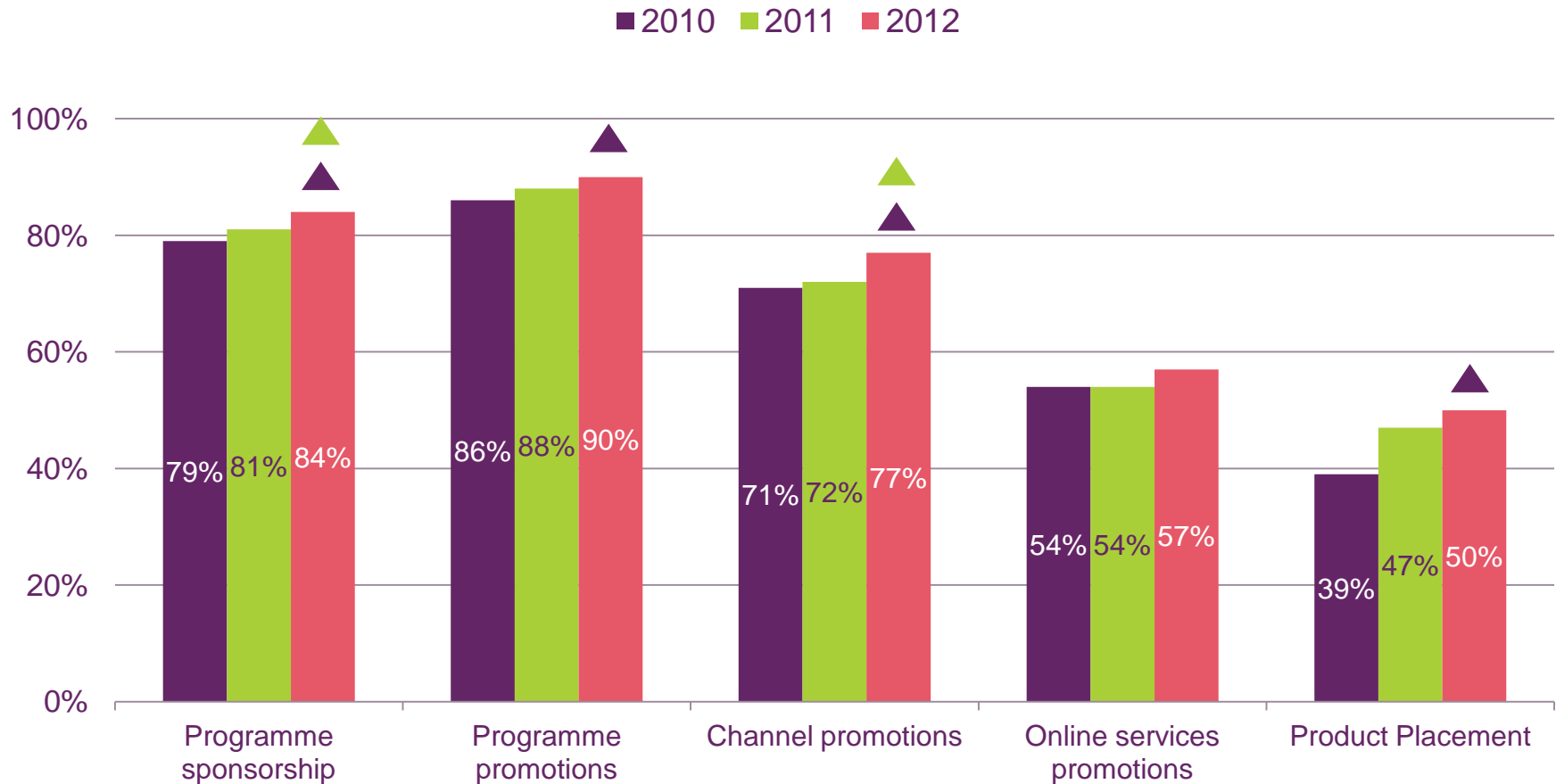
Source: Ofcom Media tracker 2012. Base: All seen anything on TV and were concerned about the welfare of children or young people taking part 2010 (179), 2011 (158), 2012 (150).

Note: Only responses $\geq 5\%$ charted. All responses prompted.

Attitudes towards TV advertising, sponsorship, product placement and promotions

Awareness of commercial messages

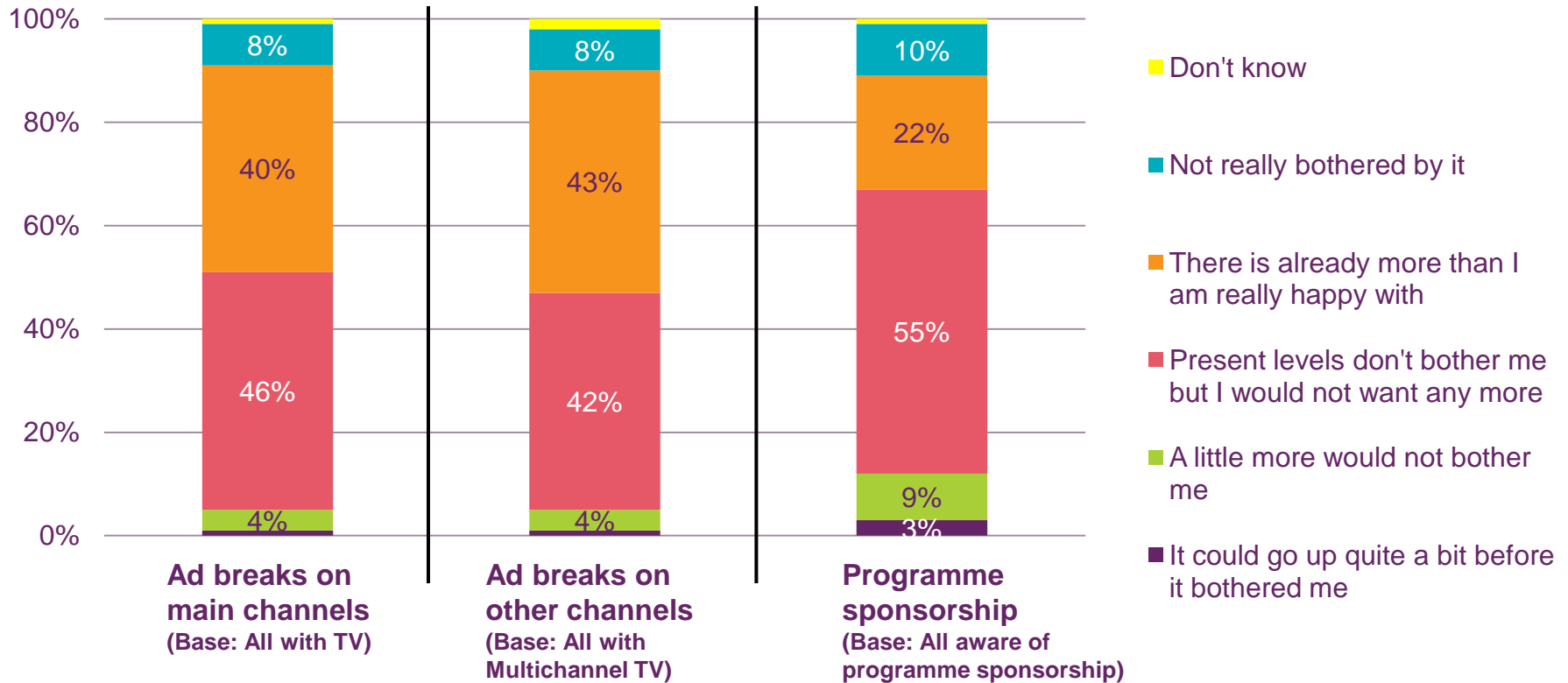
Q - Which of the following are you aware of on television?



Source: Ofcom Media tracker 2012. Base: All with TV, but excluding those never watching 2010 (2,104), 2011 (1,723), 2012 (1,830). Prompted. Multicode.

Opinion on 'amount' of TV ad breaks/programme sponsorship

- Q - Which of these statements best describes how you feel about the 'amount of advertising' on the 'main commercial free to air channels'?
- Q - And which of these statements best describes how you feel about the *amount* of ad breaks on the 'other commercial channels'?
- Q - And which of these statements best describes how you feel about the *amount* of programme sponsorship on TV channels as a whole?

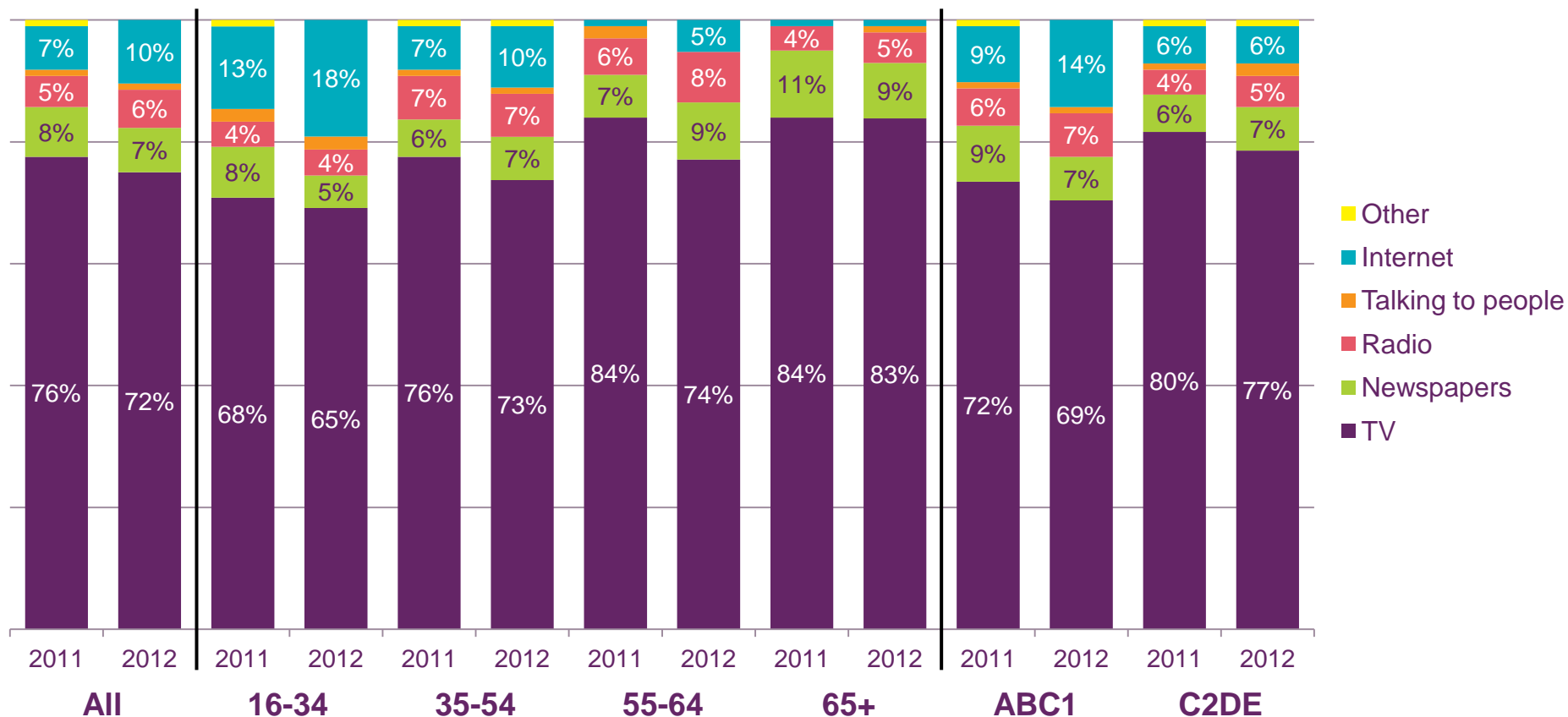


Source: Ofcom Media tracker 2012 Base: 'Main' - All with TV, but excluding those never watching (1,830); 'Other' - All with Multichannel TV (1,824); 'Programme sponsorship' – All aware of programme sponsorship (1,525)
 Note: 'Main' channels = ITV1, C4, Five. 'Other channels' = All other channels (except 'main' channels).
 Only responses ≥ 3% labelled.

News- sources used and attitudes towards impartiality

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

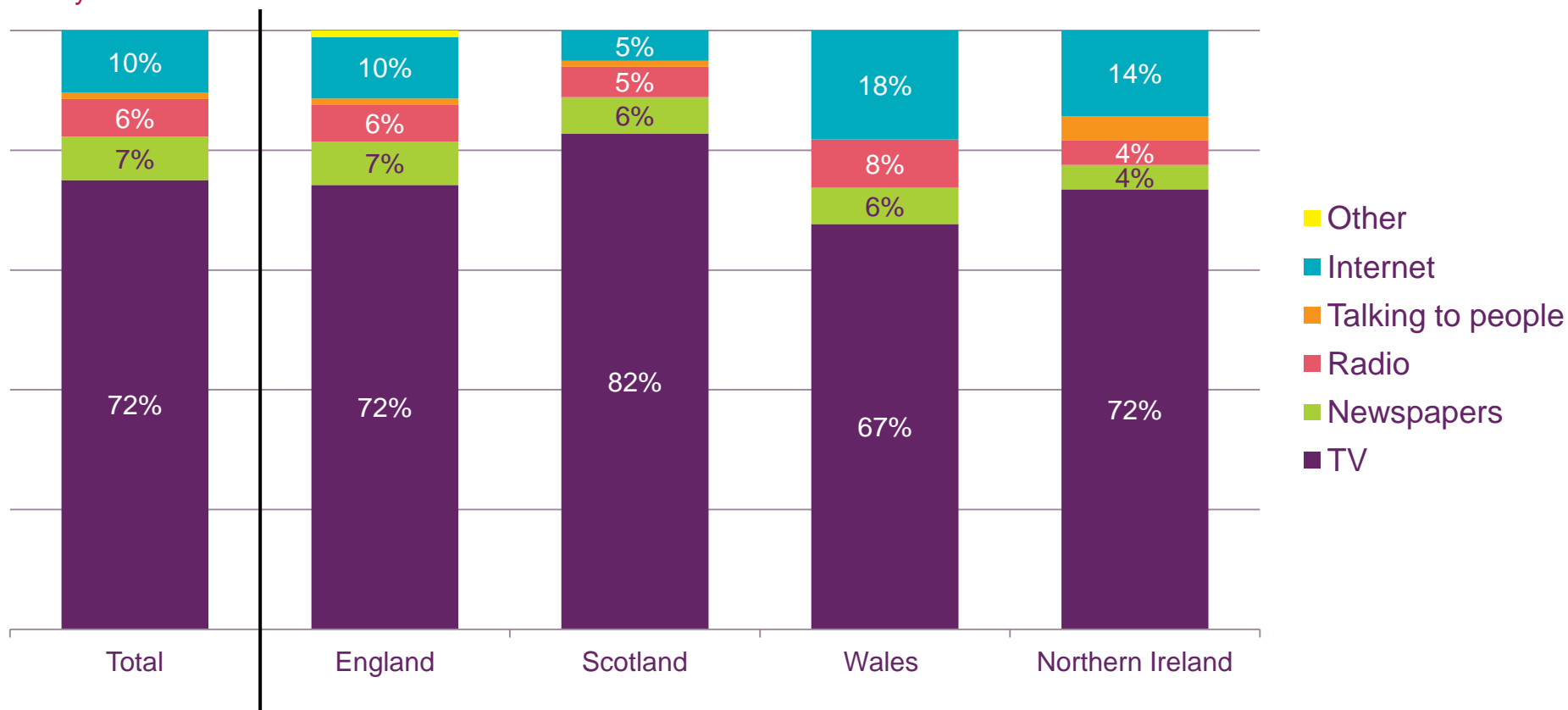
Q - Can you tell me what, if anything, is your *main* source of news about what is going on in the UK and in the world today?



Source: Ofcom Media tracker 2012. Base: All; 16-34 2011 (582), 2012 (614); 35-54 2011 (612), 2012 (649); 55-64 2011 (228), 2012 (249); 65+ 2011 (332), 2012 (342); ABC1 2011 (960), 2012 (978); C2DE 2011 (794), 2012 (876). Only responses $\geq 3\%$ labelled.

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

Q - Can you tell me what, if anything, is your *main* source of news about what is going on in the UK and in the world today?

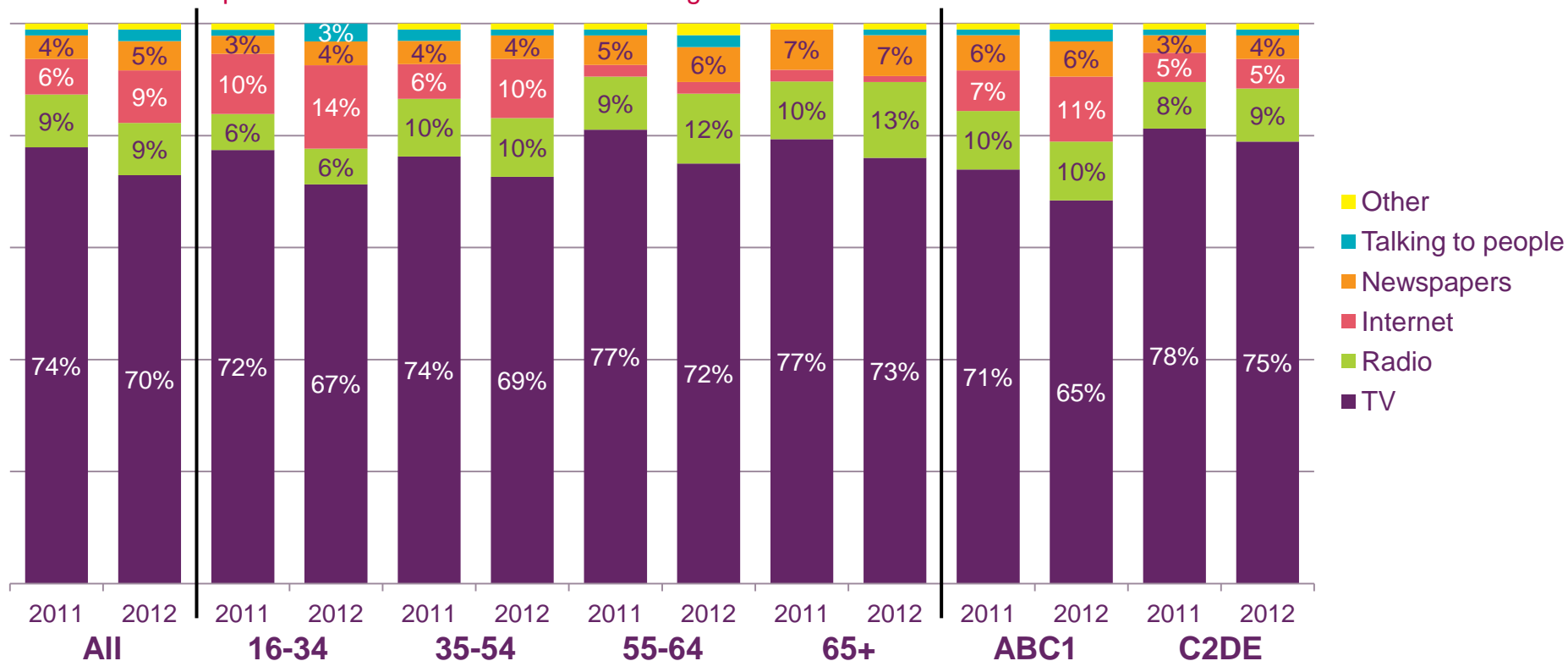


Source: Ofcom Media tracker 2012. Base: All (1,434); Scotland (189); Wales (118); Northern Ireland (113).

Only responses $\geq 3\%$ labelled. *Caution: small base.

Media source respondents trust the most for fair and unbiased UK and world news coverage by age and SEG

Q - Still thinking about news concerning events in the UK and in the world today, which one, if any, of these sources do you trust the most to present fair and unbiased news coverage?

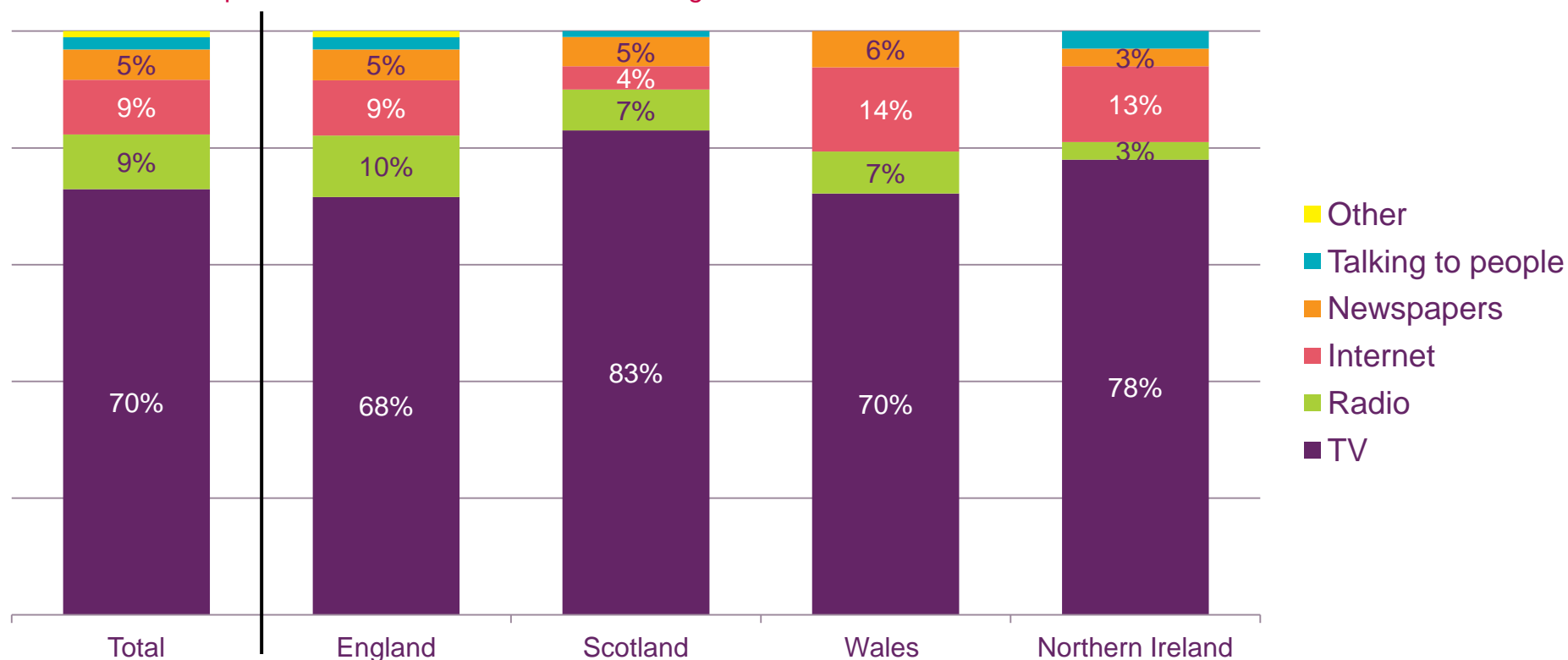


Source: Ofcom Media tracker 2012. Base: All; 16-34 2011 (582), 2012 (614); 35-54 2011 (612), 2012 (649); 55-64 2011 (228), 2012 (249); 65+ 2011 (332), 2012 (342); ABC1 2011 (960), 2012 (978); C2DE 2011 (794), 2012 (876). Only responses $\geq 3\%$ labelled.

Media source respondents trust the most for fair and unbiased UK and world news coverage by nation



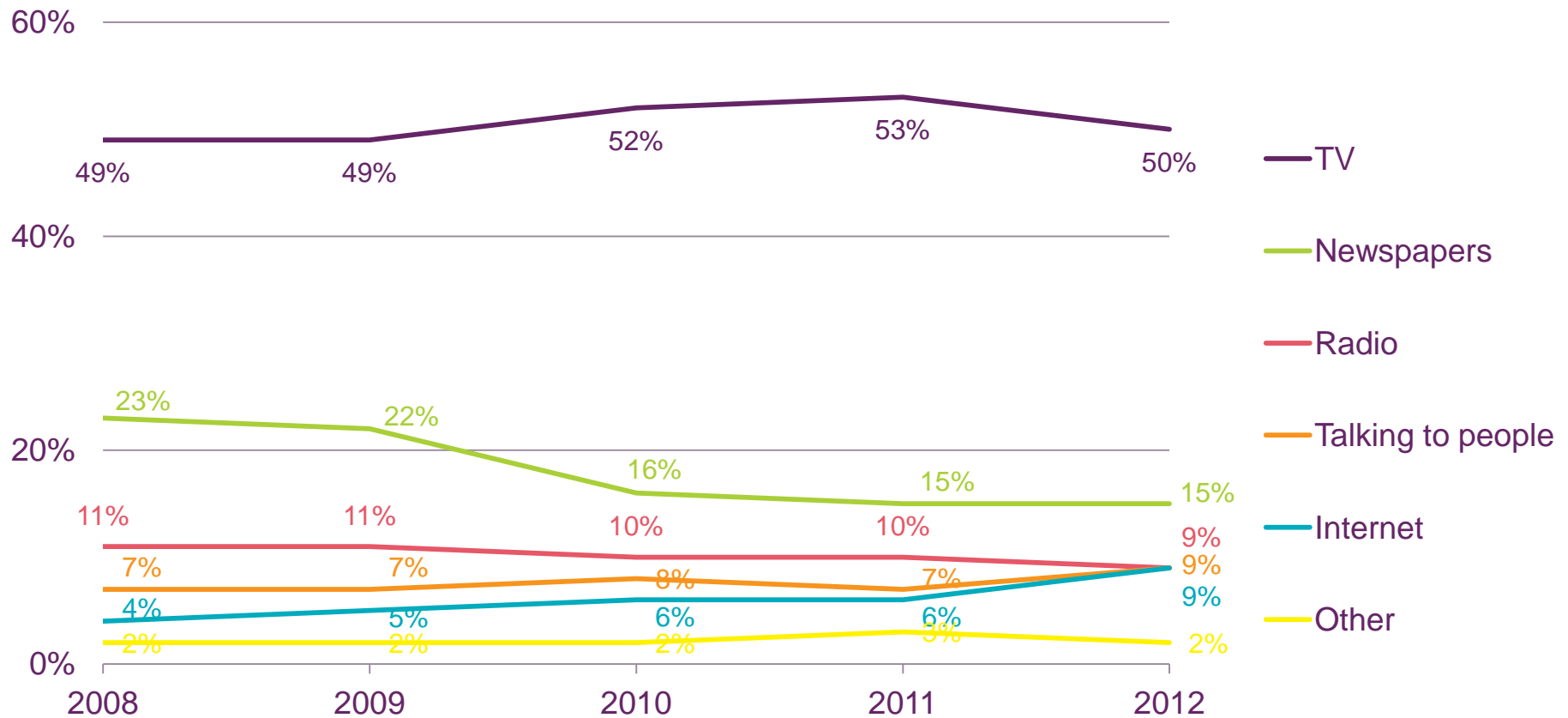
Q - Still thinking about news concerning events in the UK and in the world today, which one, if any, of these sources do you trust the most to present fair and unbiased news coverage?



Source: Ofcom Media tracker 2012. Base: All; (1,434); Scotland (189); Wales (118); Northern Ireland (113). Only responses $\geq 3\%$ labelled.

Respondents' main media source for local news over time

Q - Can you tell me what, if anything, is your *main* source of news about what is going on in your own local area? By this I mean local events in the area where you live.

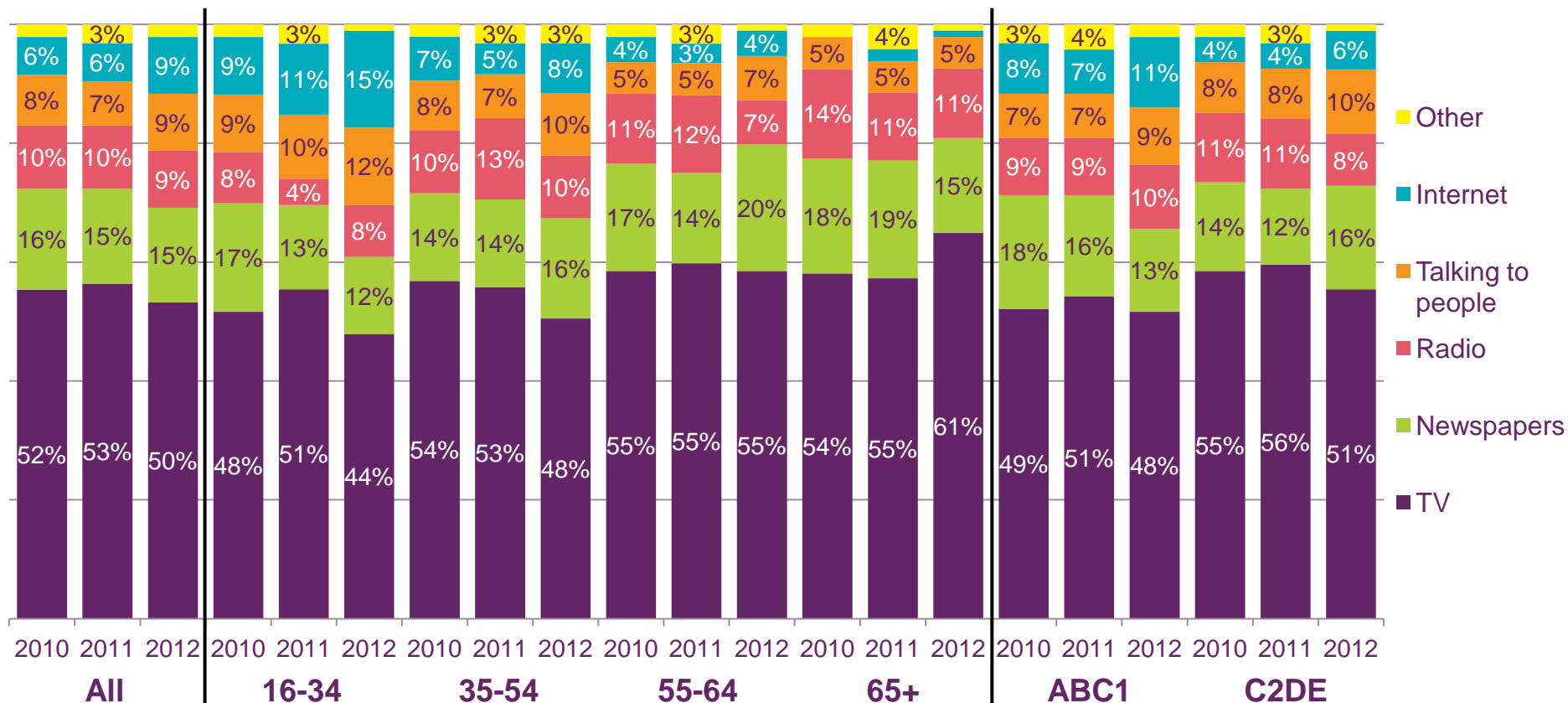


Source: Ofcom Media tracker.
Base: All respondents.

Respondents' main media source for local news by age and SEG



Q - Can you tell me what, if anything, is your *main* source of news about what is going on in your own local area? By this I mean local events in the area where you live.

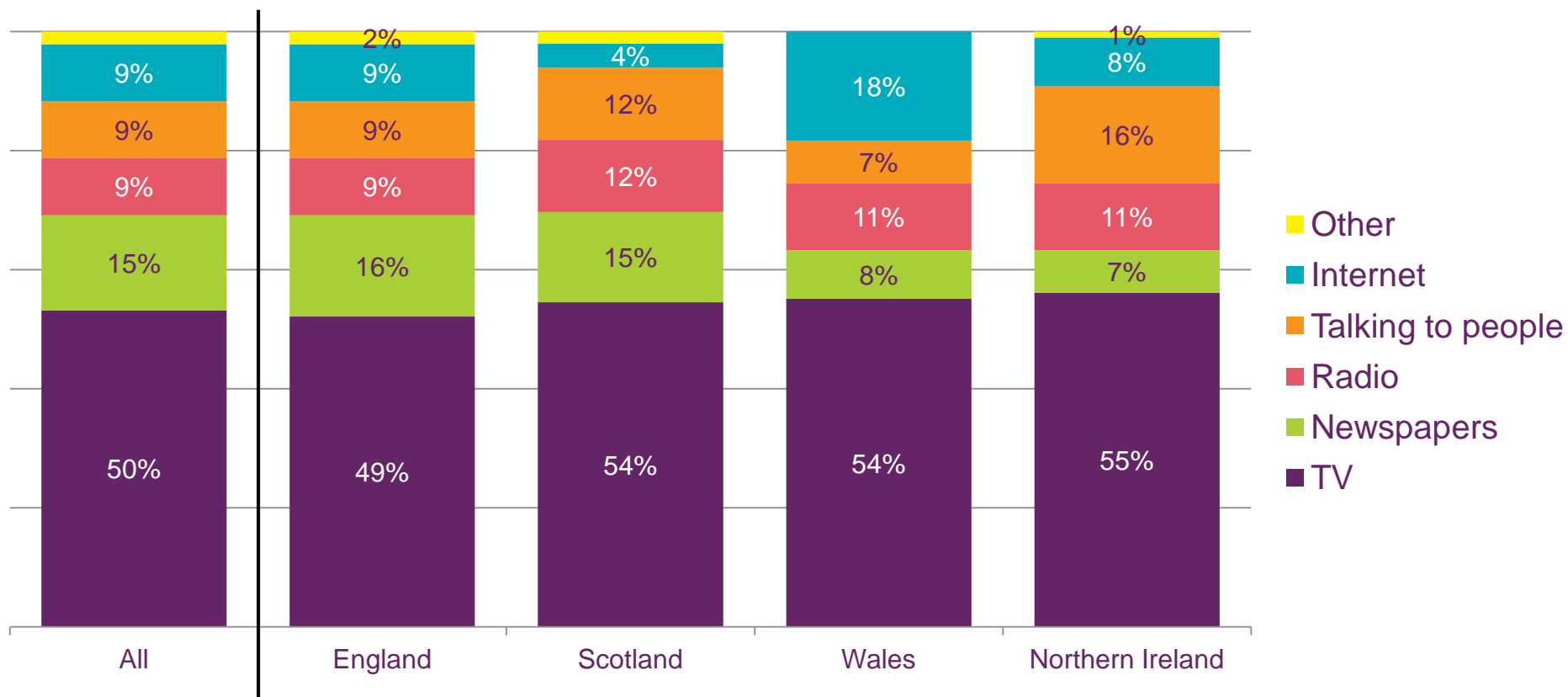


Source: Ofcom Media tracker. Base: All; 16-34 2010 (662), 2011 (582), 2012 (614); 35-54 2010 (718), 2011 (612), 2012 (649); 55-64 2010 (330), 2011 (228), 2012 (249); 65+ 2010 (431), 2011 (332), 2012 (342); ABC1 2010 (1136), 2011 (960), 2012 (978); C2DE 2010 (1005), 2011 (794), 2012 (876). Only responses ≥ 3% labelled.

Respondents' main media source for local news by nation



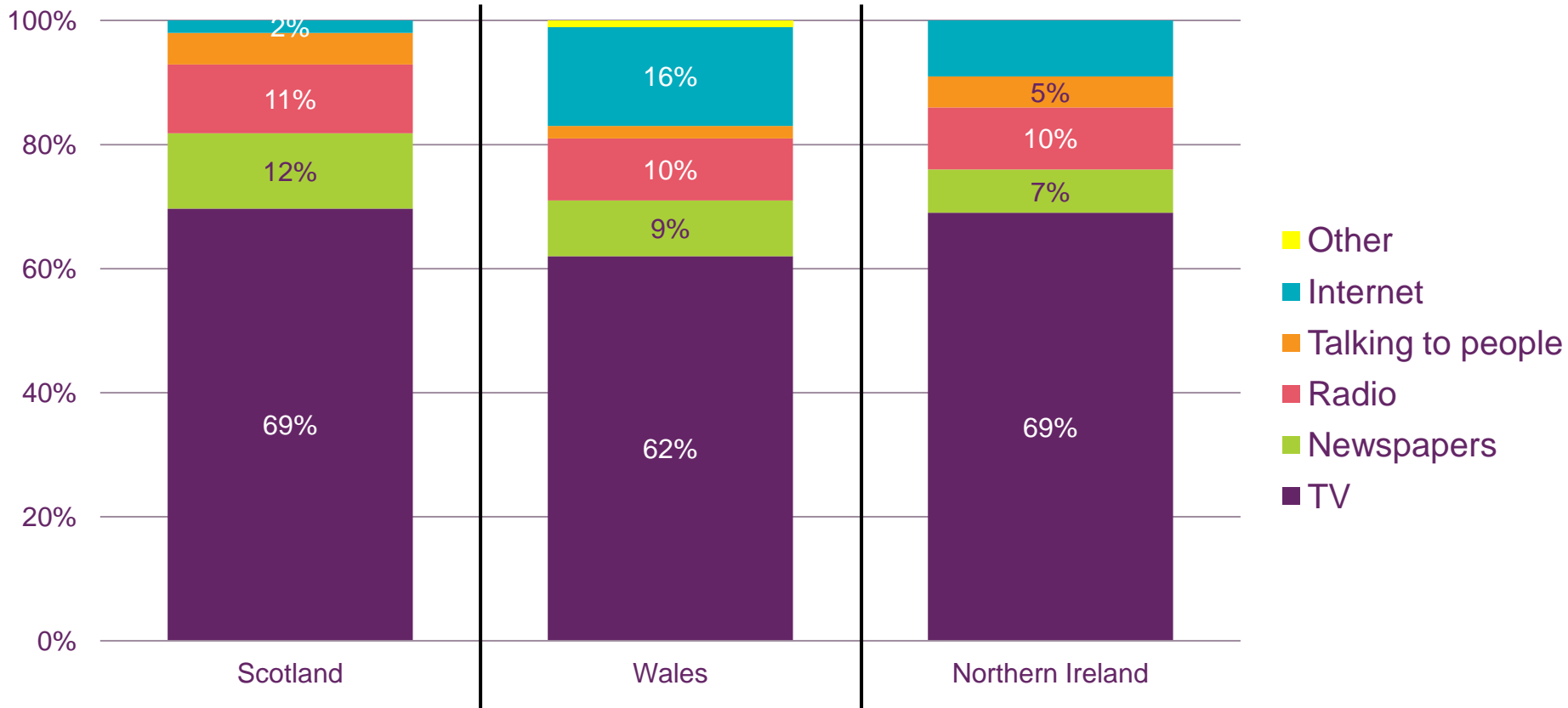
Q - Can you tell me what, if anything, is your *main* source of news about what is going on in your own local area? By this I mean local events in the area where you live.



Source: Ofcom Media tracker. Base: All; England (1,434); Scotland (189); Wales (118); Northern Ireland (113). Only responses ≥ 3% labelled.

Respondents' main media source for nation's news

Q - Can you tell me what, if anything, is your *main* source of news about what is going on in [Scotland, Wales, Northern Ireland]?



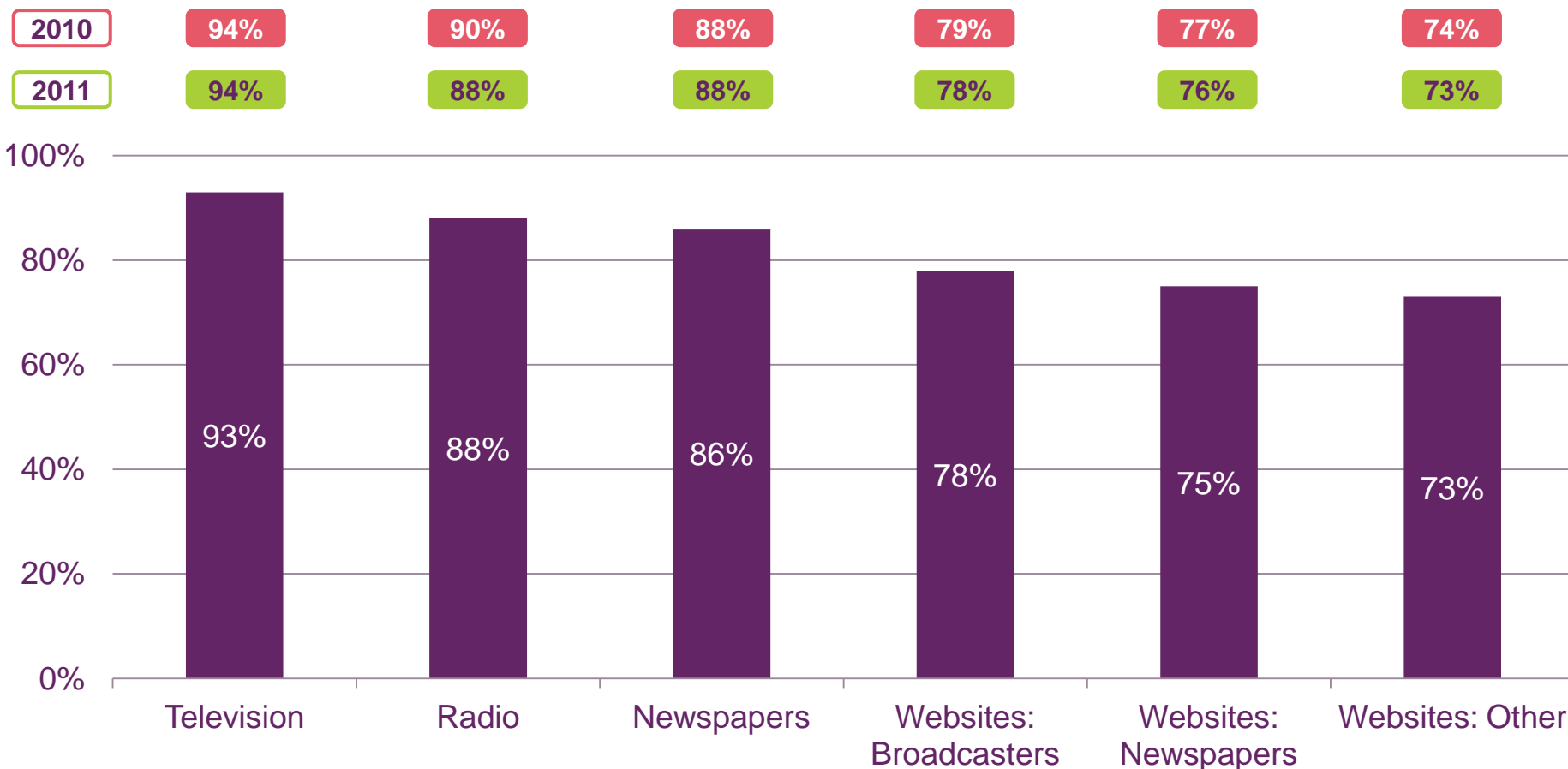
Source: Ofcom Media tracker. Base: All respondents in Scotland 2010 (194), 2011 (172), 2012 (189); Wales 2010 (113), 2011 (107*), 2012 (118); Northern Ireland 2010 (108), 2011 (106*), 2012 (113). Only responses $\geq 3\%$ labelled. *Caution: small base.

Opinion on importance of impartiality of news by source



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

% saying important



Source: Ofcom Media tracker 2012. Base: All respondents 2012 (1,854), 2011 (1,754), 2010 (2,141).

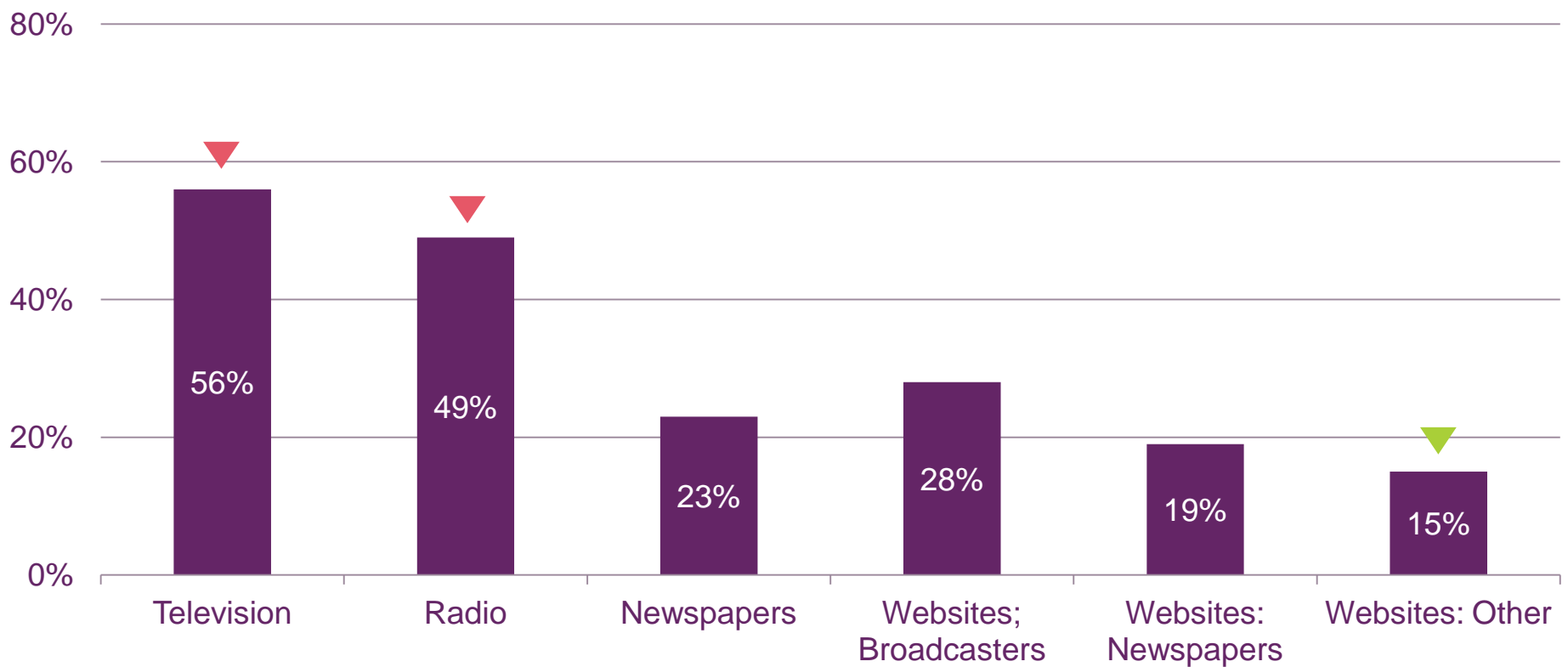
Opinion on impartiality of each news source



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

% saying impartial (= a score of 1 or 2 out of 5)

Year	Television	Radio	Newspapers	Websites; Broadcasters	Websites: Newspapers	Websites: Other
2010	66%	57%	25%	30%	19%	17%
2011	59%	52%	24%	29%	20%	18%



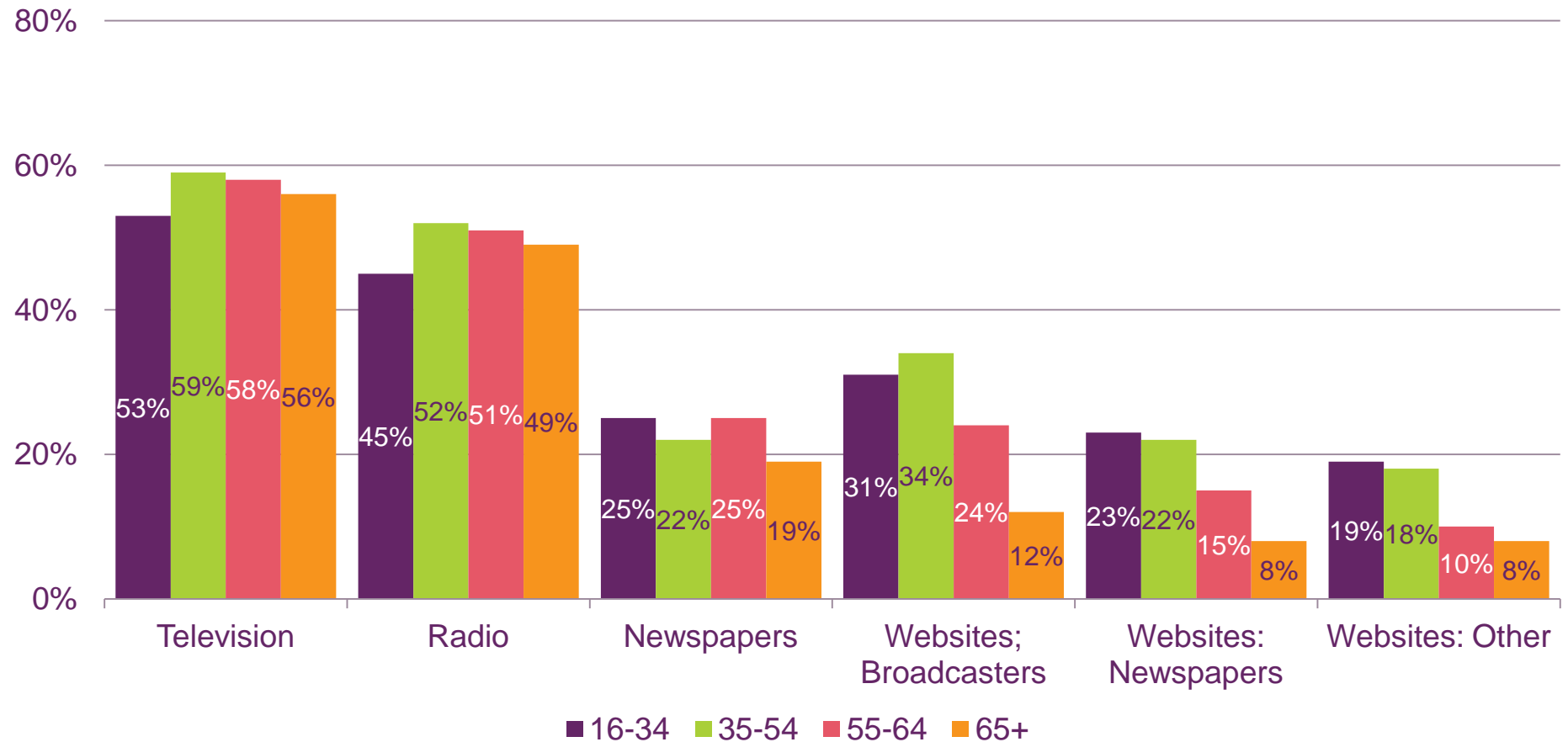
Source: Ofcom Media tracker 2012. Base: All respondents 2012 (1,854), 2011 (1,754), 2010 (2,141).

Opinion on impartiality of each news source by age



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

% saying impartial (= a score of 1 or 2 out of 5)



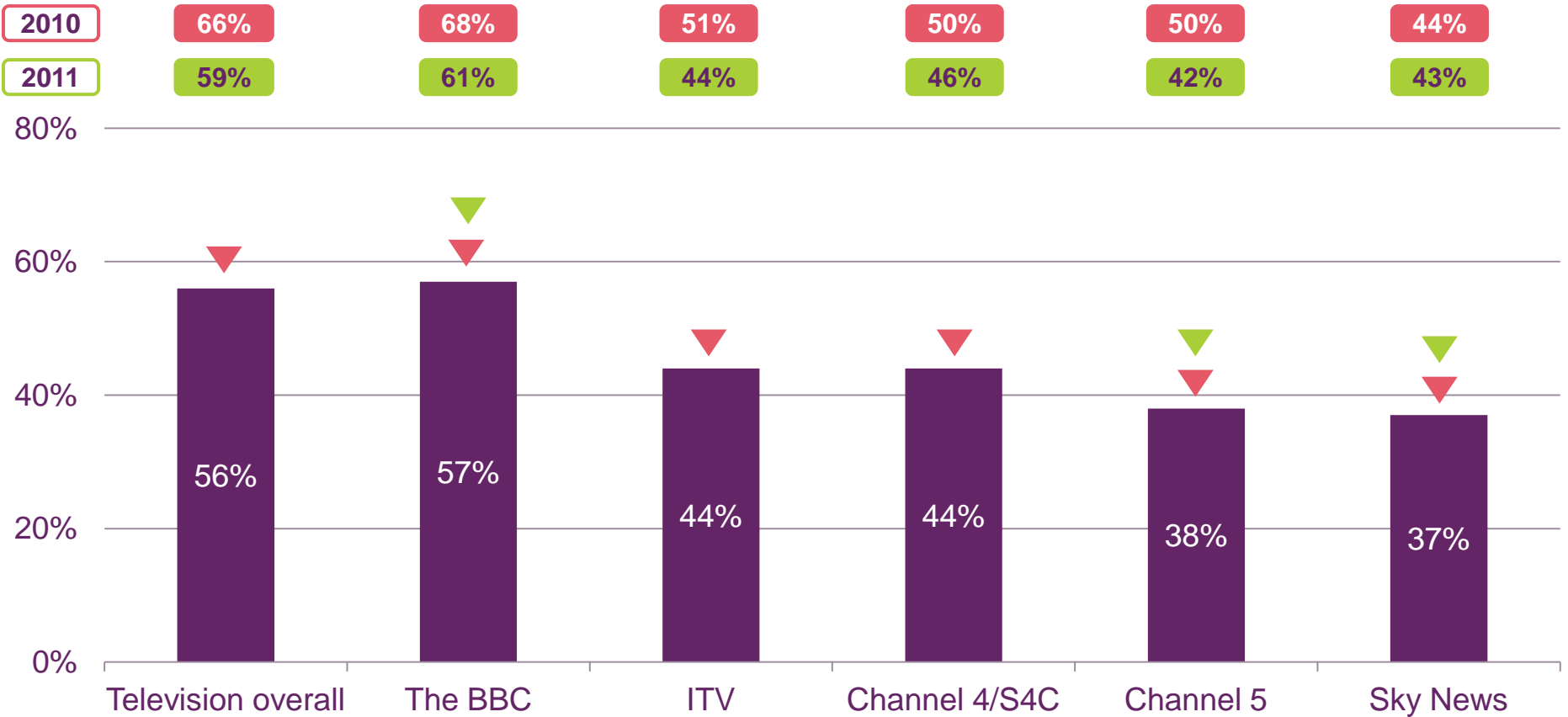
Source: Ofcom Media tracker 2012. Base: 16-34 (614); 35-54 (649); 55-64 (249); 65+ (342).

Opinion on impartiality of TV news sources



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

% saying impartial (= a score of 1 or 2 out of 5)



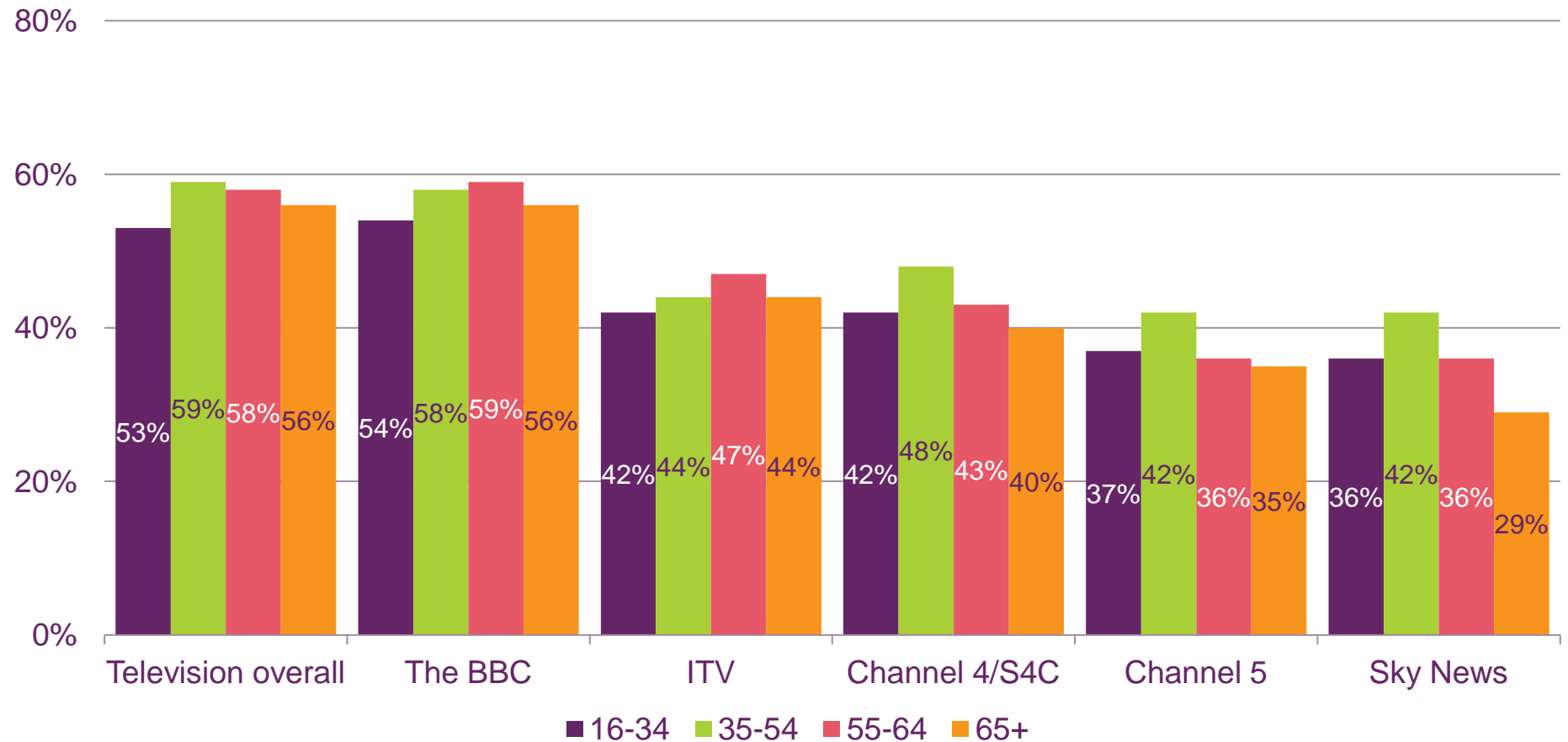
Source: Ofcom Media tracker 2012. Base: Base: All respondents 2012 (1,854), 2011 (1,754), 2010 (2,141). The BBC = BBC1, BBC2, BBC News.

Opinion on impartiality of TV news sources by age



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

% saying impartial (= a score of 1 or 2 out of 5)

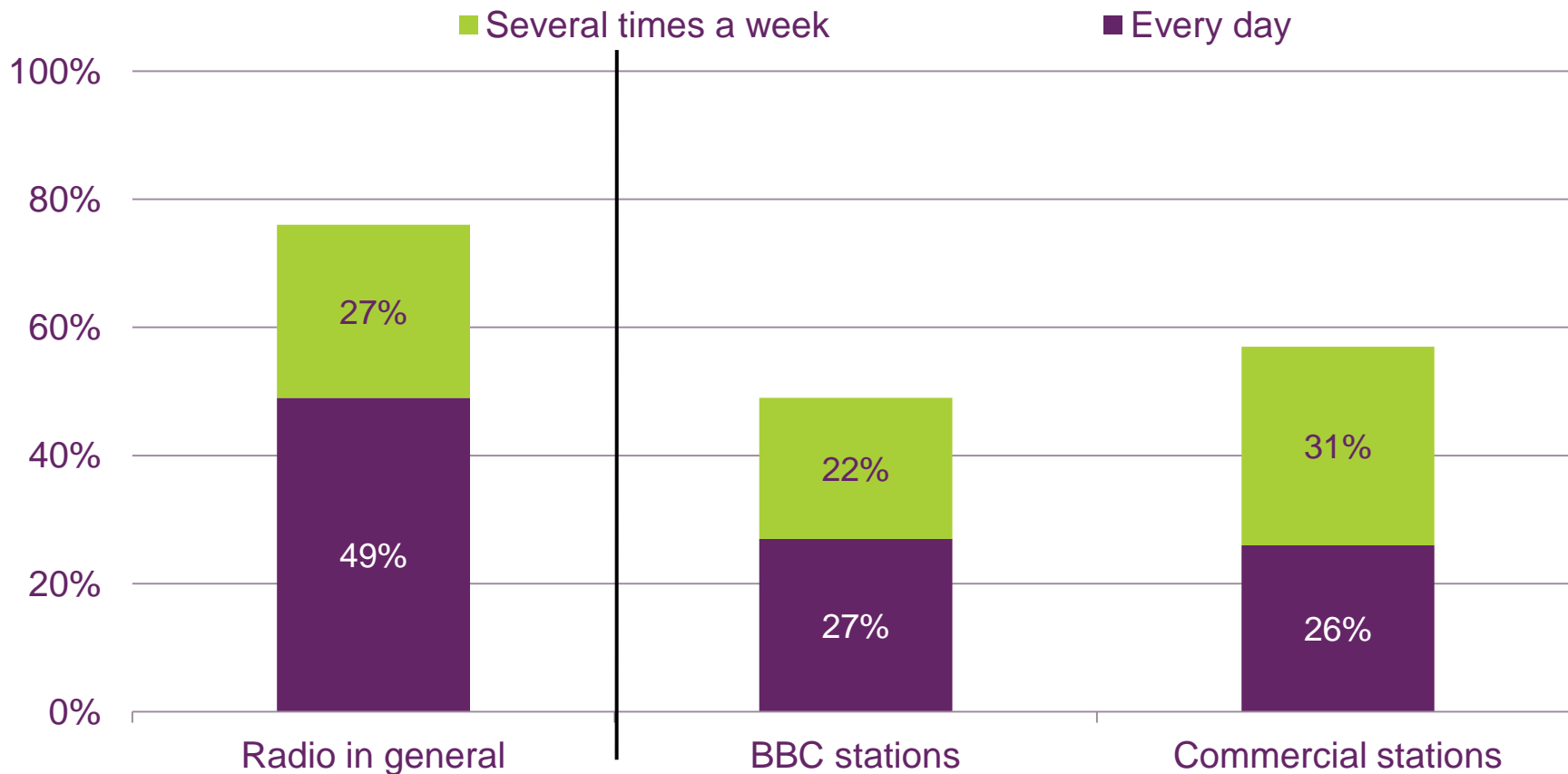


Source: Ofcom Media tracker 2011. Base: 16-34 (614); 35-54 (649); 55-64 (249); 65+ (342).
 The BBC = BBC1, BBC2, BBC News.

Radio

Frequency of radio listening

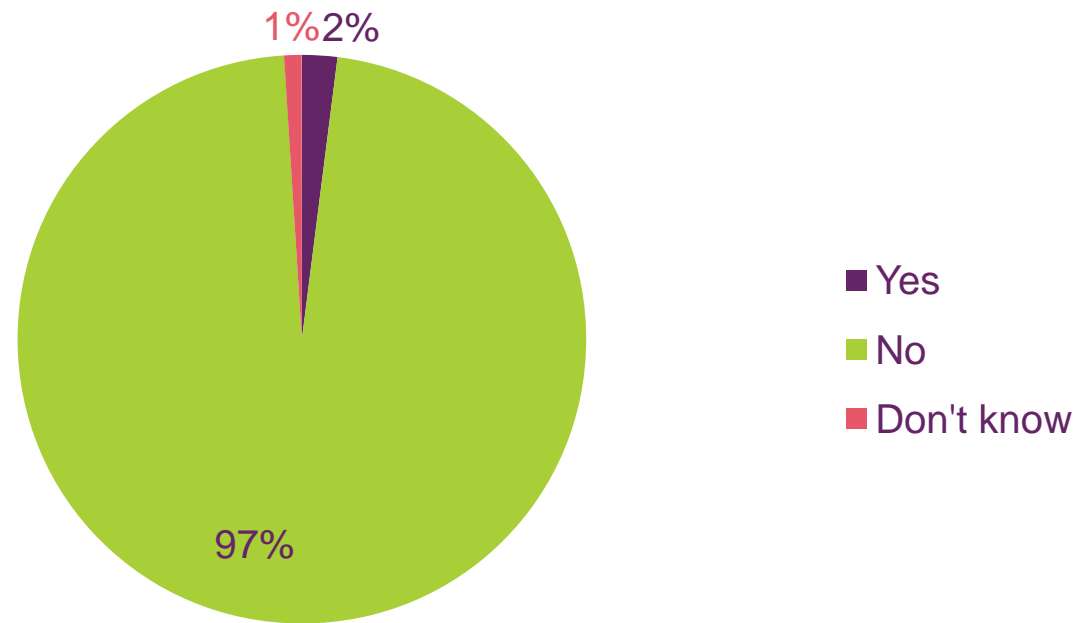
Q - How often, if at all do you listen to the following types of radio (including listening at home, at work, in the car, via a mobile phone, TV set or via the computer)?



Source: Ofcom Media tracker 2012. Base: All respondents 1,854.

Overall levels of offence on radio

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

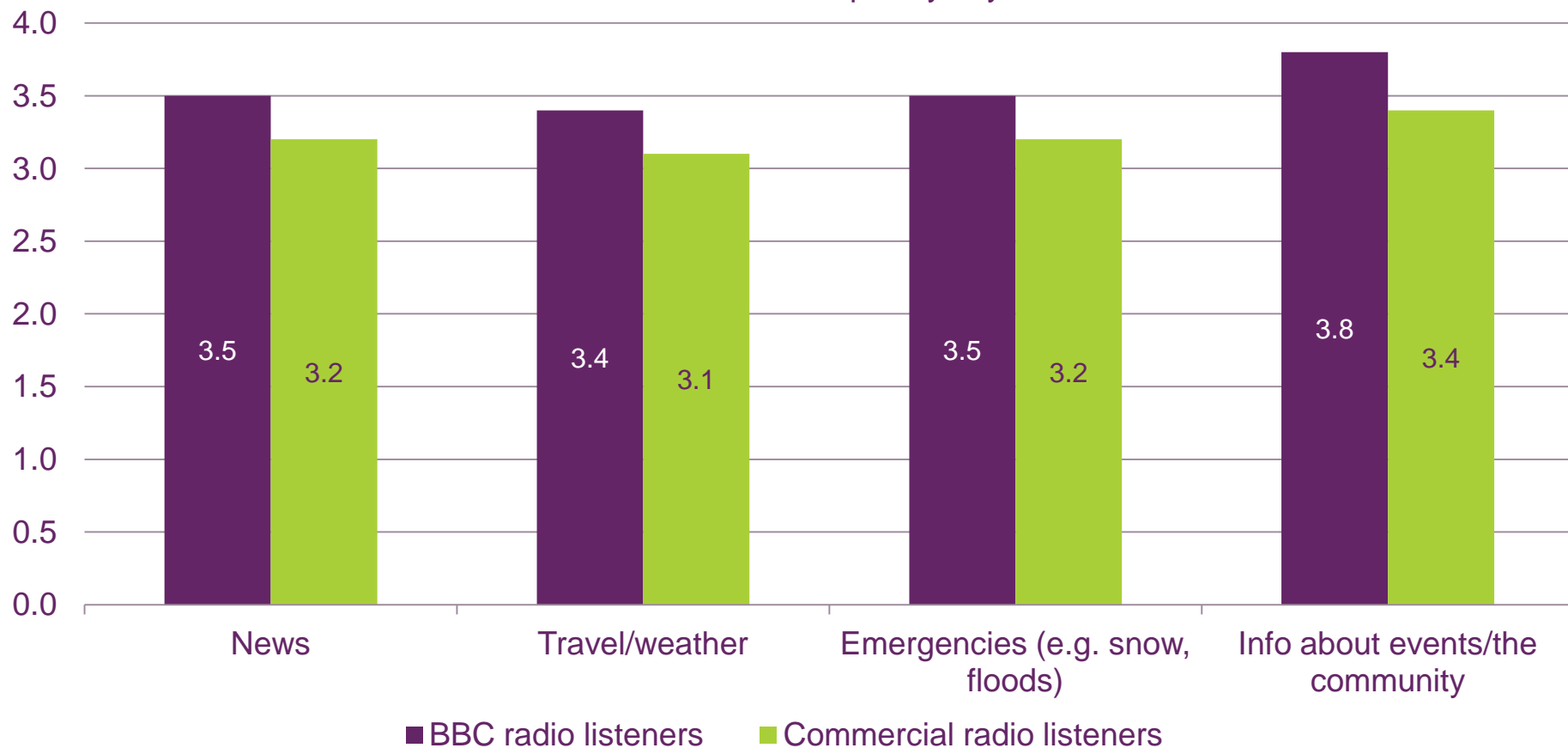


Source: Ofcom Media tracker 2012. Base: All respondents who listen to radio (1,545).

Reliance on BBC/Commercial stations for local issues and events

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

Mean scores on a scale of 1 to 5 where 1 is completely rely on



Source: Ofcom Media tracker 2012. Base: All who listen to BBC radio stations (1,155); All who listen to Commercial radio stations (1,252). Note: Mean scores

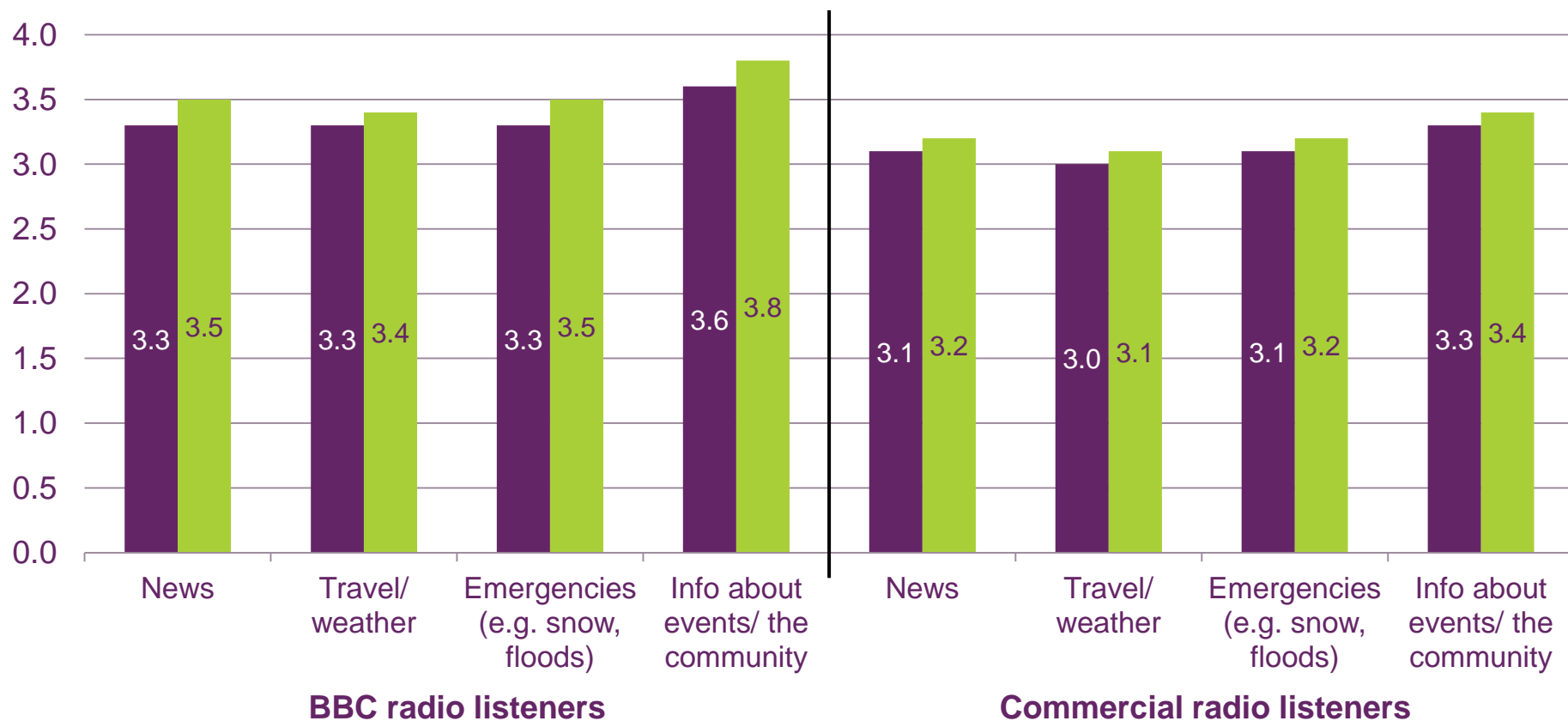
Reliance on BBC/Commercial stations for local issues and events over time



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

Mean scores on a scale of 1 to 5 where 1 is completely rely on

■ 2011 ■ 2012

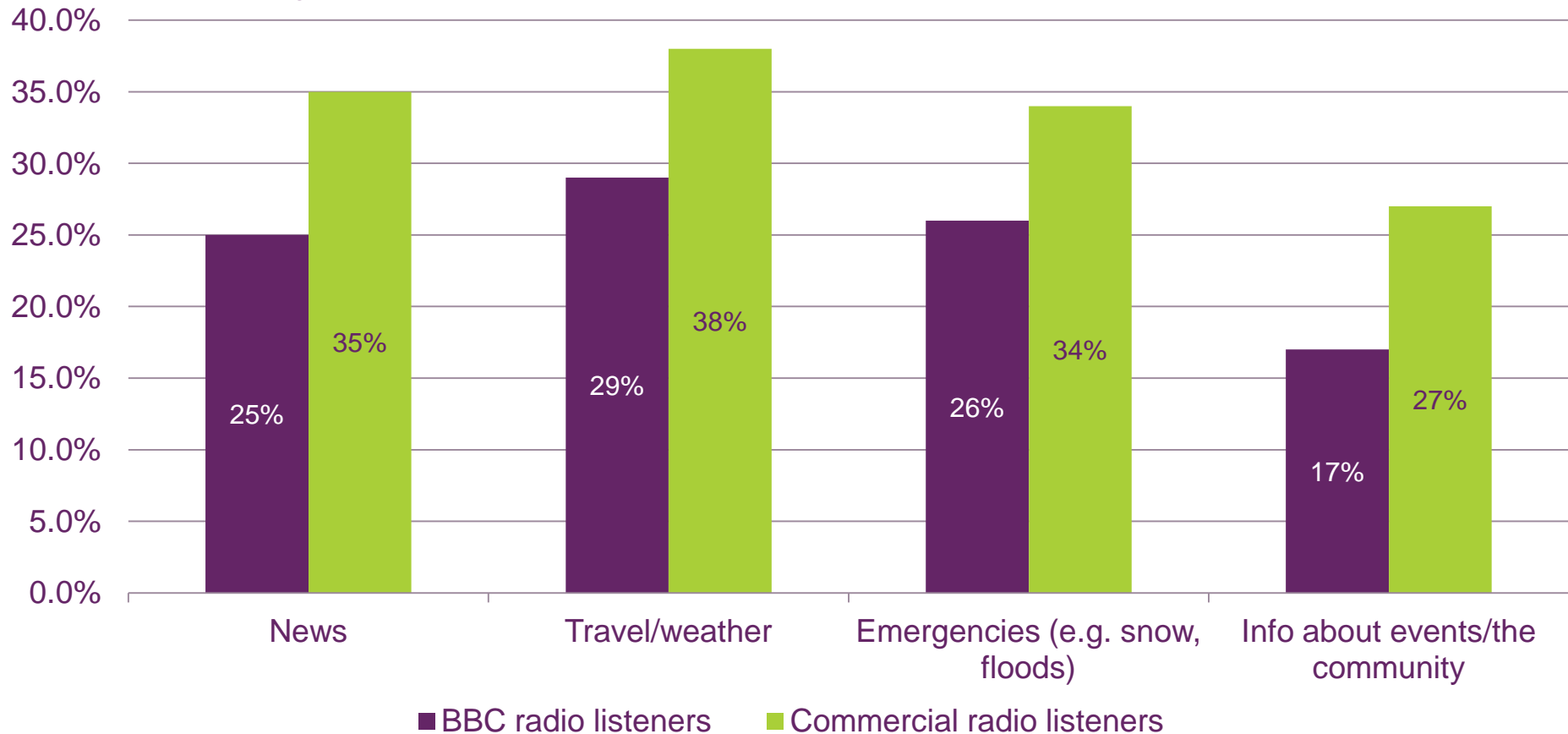


Source: Ofcom Media tracker 2012. Base: All who listen to BBC radio stations 2011 (1,092), 2012 (1,155); All who listen to Commercial radio stations 2011 (1,198), 2012 (1,252). Note: Mean scores

Reliance on BBC/Commercial stations for local issues and events

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

% saying rely on (= a score of 1 or 2 out of 5)



Source: Ofcom Media tracker 2012. Base: All who listen to BBC radio stations (1,155); All who listen to Commercial radio stations (1,252).

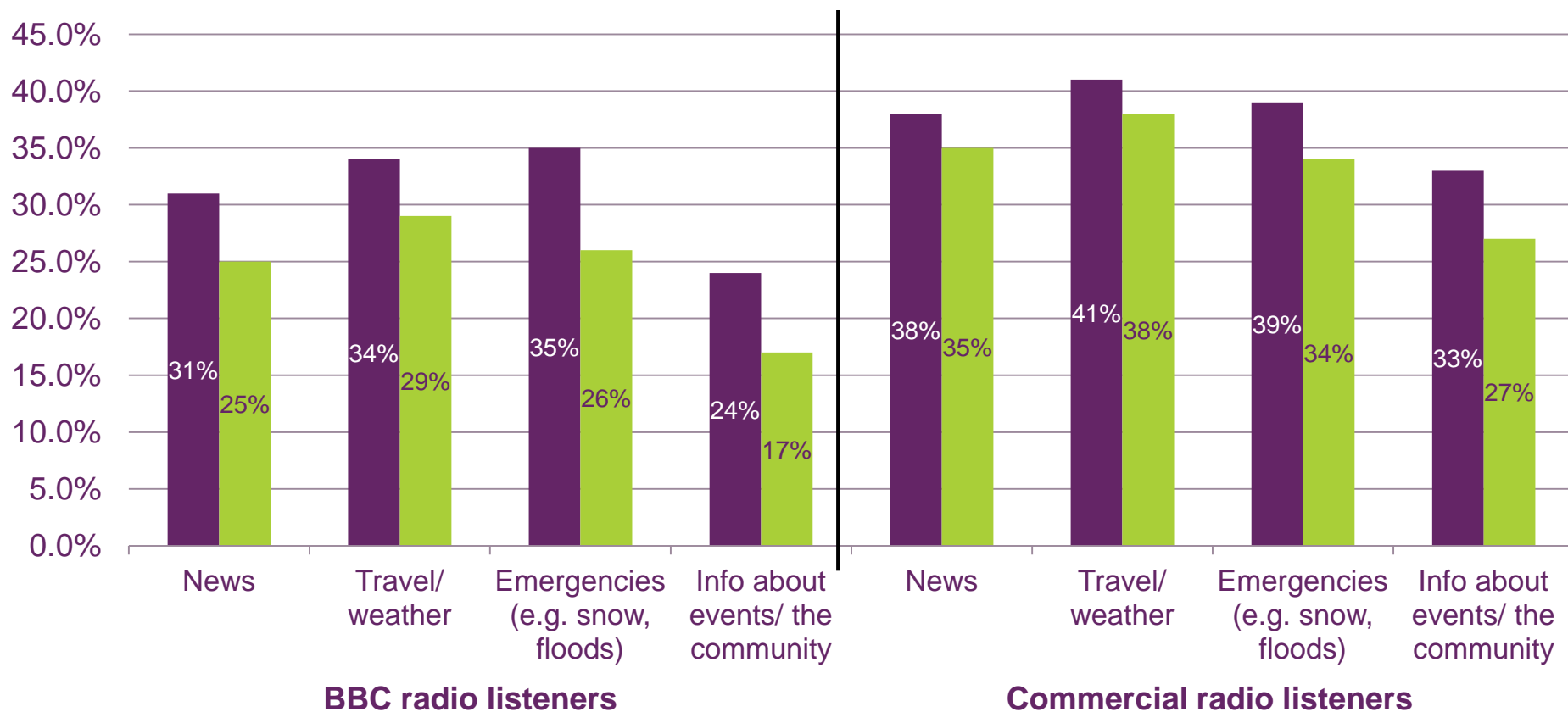
Reliance on BBC/Commercial stations for local issues and events over time



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

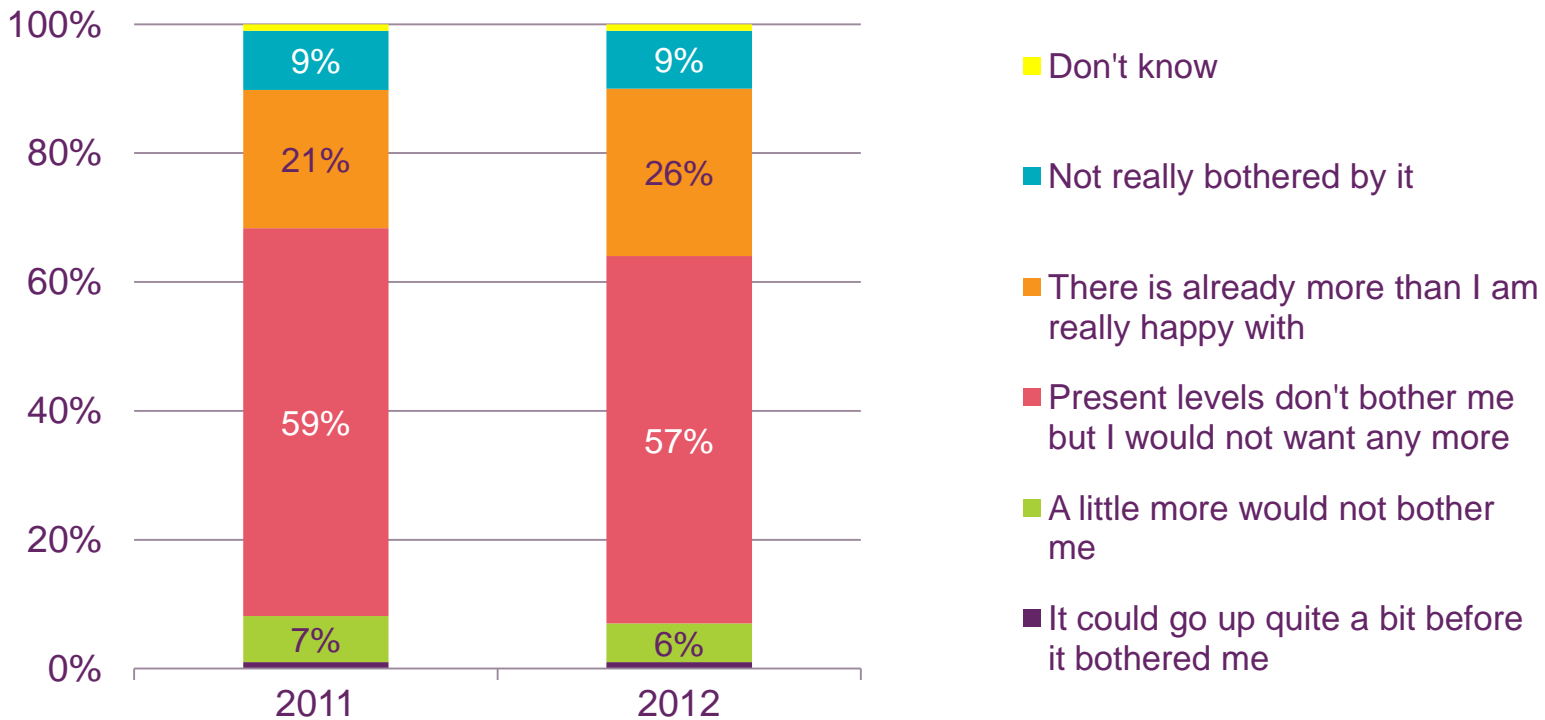
% saying rely on (= a score of 1 or 2 out of 5)

■ 2011 ■ 2012



Source: Ofcom Media tracker 2012. Base: All who listen to BBC radio stations 2011 (1,092), 2012 (1,155); All who listen to Commercial radio stations 2011 (1,155), 2012 (1,252).

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



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

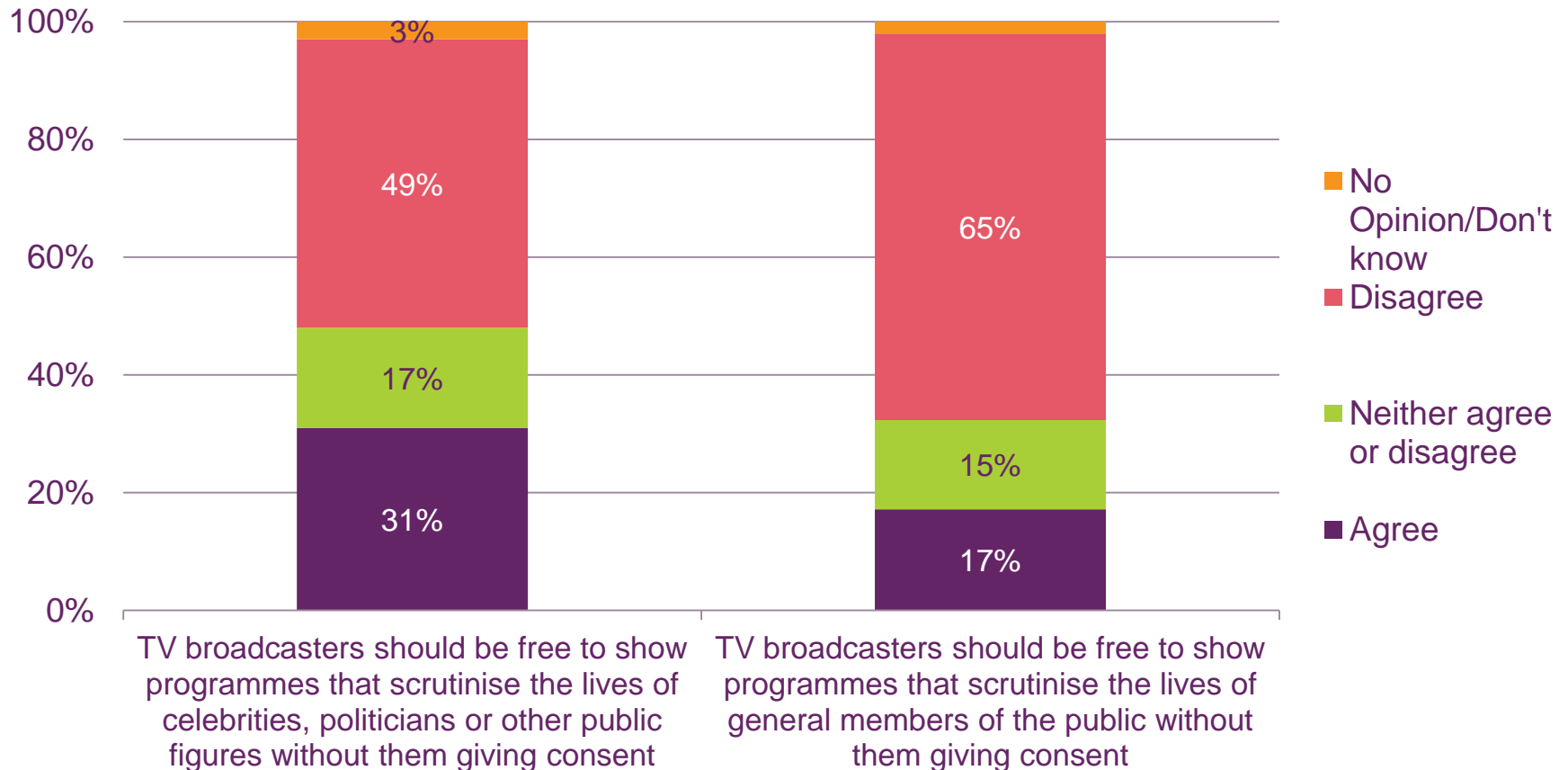
Q - Which of these statements best describes how you feel about the amount of advertising and programme sponsorships (e.g. sponsorship of the weather or a competition) on commercial radio stations?

Source: Ofcom Media tracker 2012. Base: All who listen to Commercial radio stations 2011 (1,198), 2012 (1,252). Only responses $\geq 3\%$ labelled.

Attitudes towards privacy

Level of agreement with statements relating to TV programmes about peoples lives

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



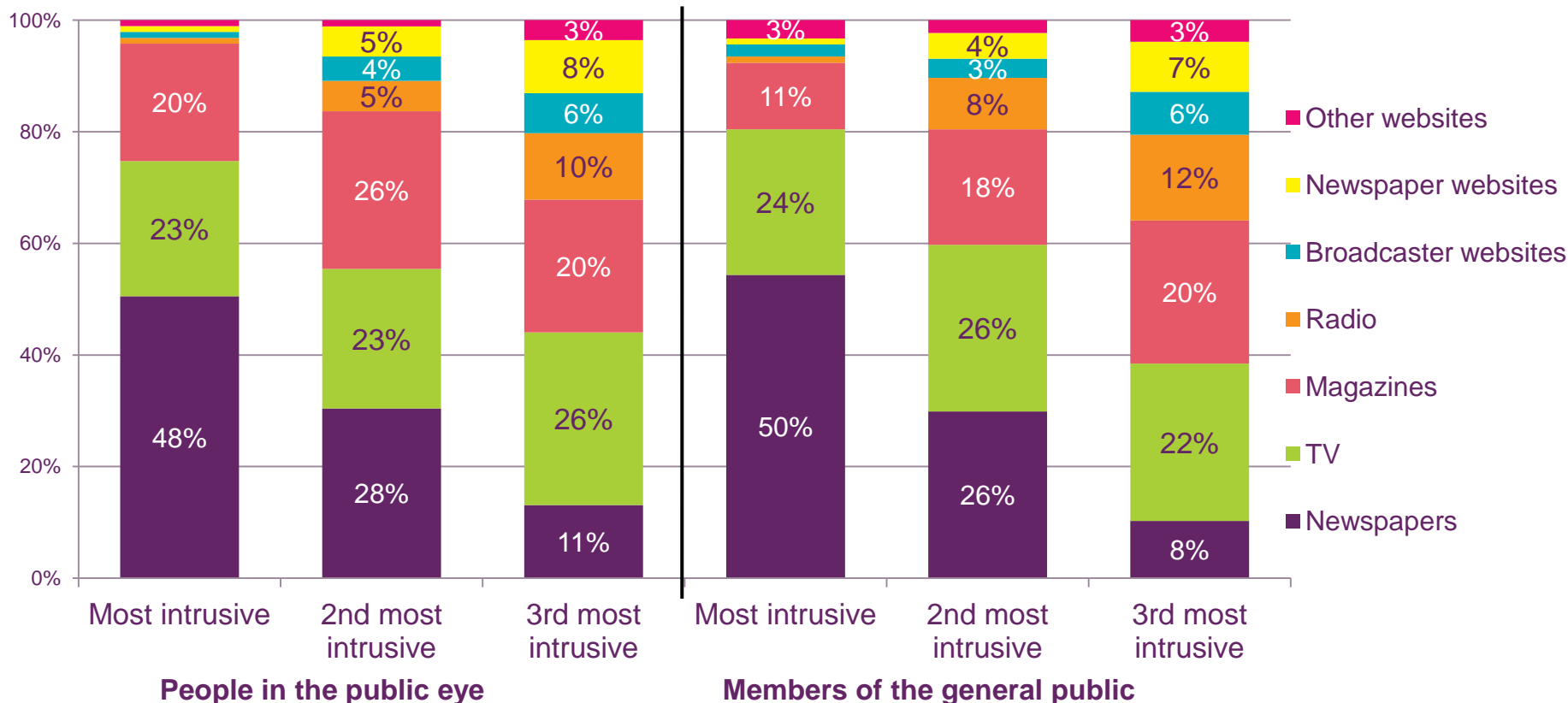
Source: Ofcom Media tracker 2012. Base: All respondents (1,854). Only responses ≥ 3% labelled.

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



Q -Thinking specifically about people in the public eye (that is celebrities, politicians and other public figures), which one, if any, of these sources do you feel is the most intrusive into the lives of these people?

Q -Now thinking specifically about members of the general public, which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public?

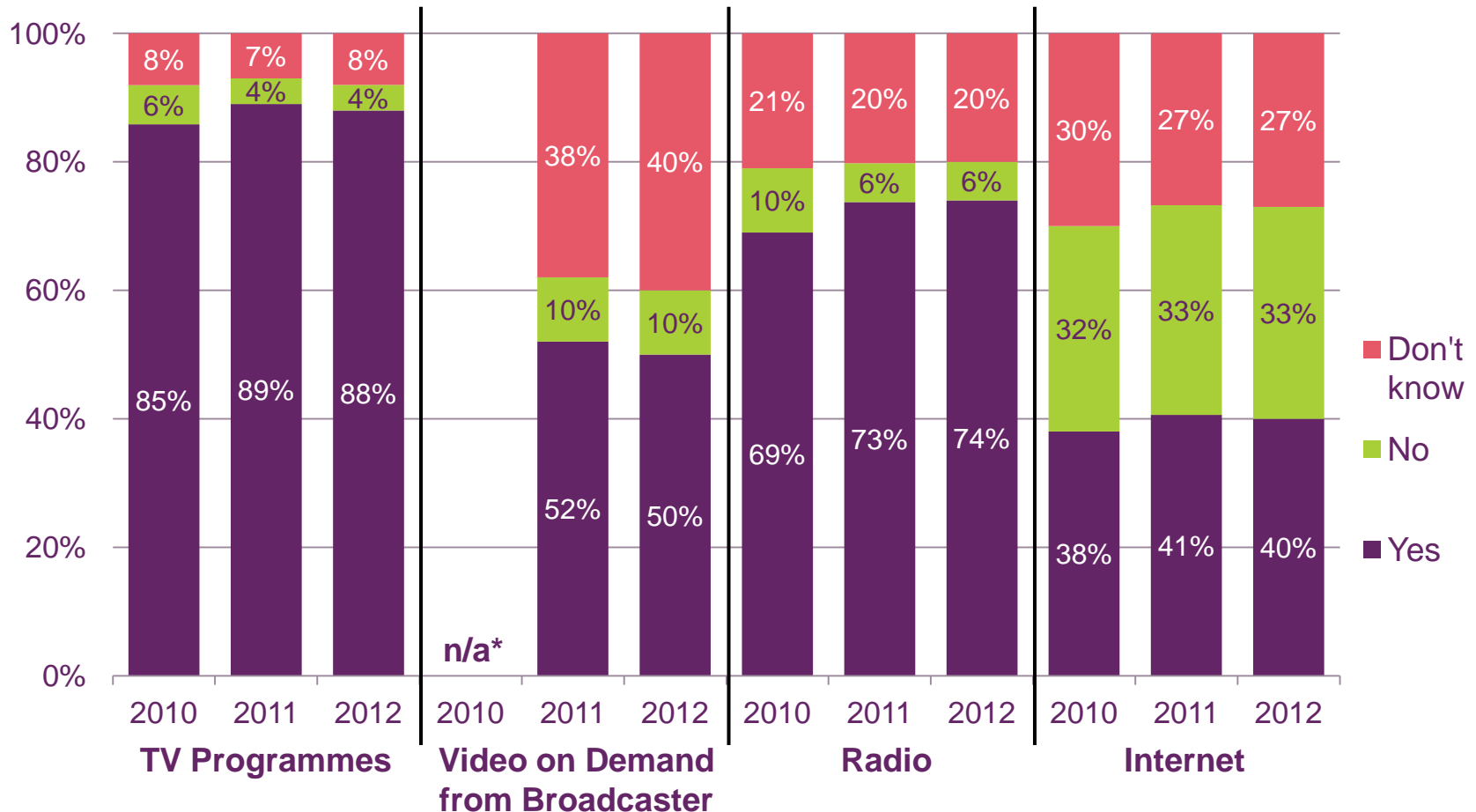


Source: Ofcom Media tracker 2012. Base: All respondents (1,854). Only responses ≥ 3% labelled.

Regulation

Awareness of whether regulation currently exists

Respondents were asked in separate questions whether they were aware if each of the different media types were regulated? (When needed note was used to define – “By Regulation I mean rules or guidelines about what can and can’t be shown”)



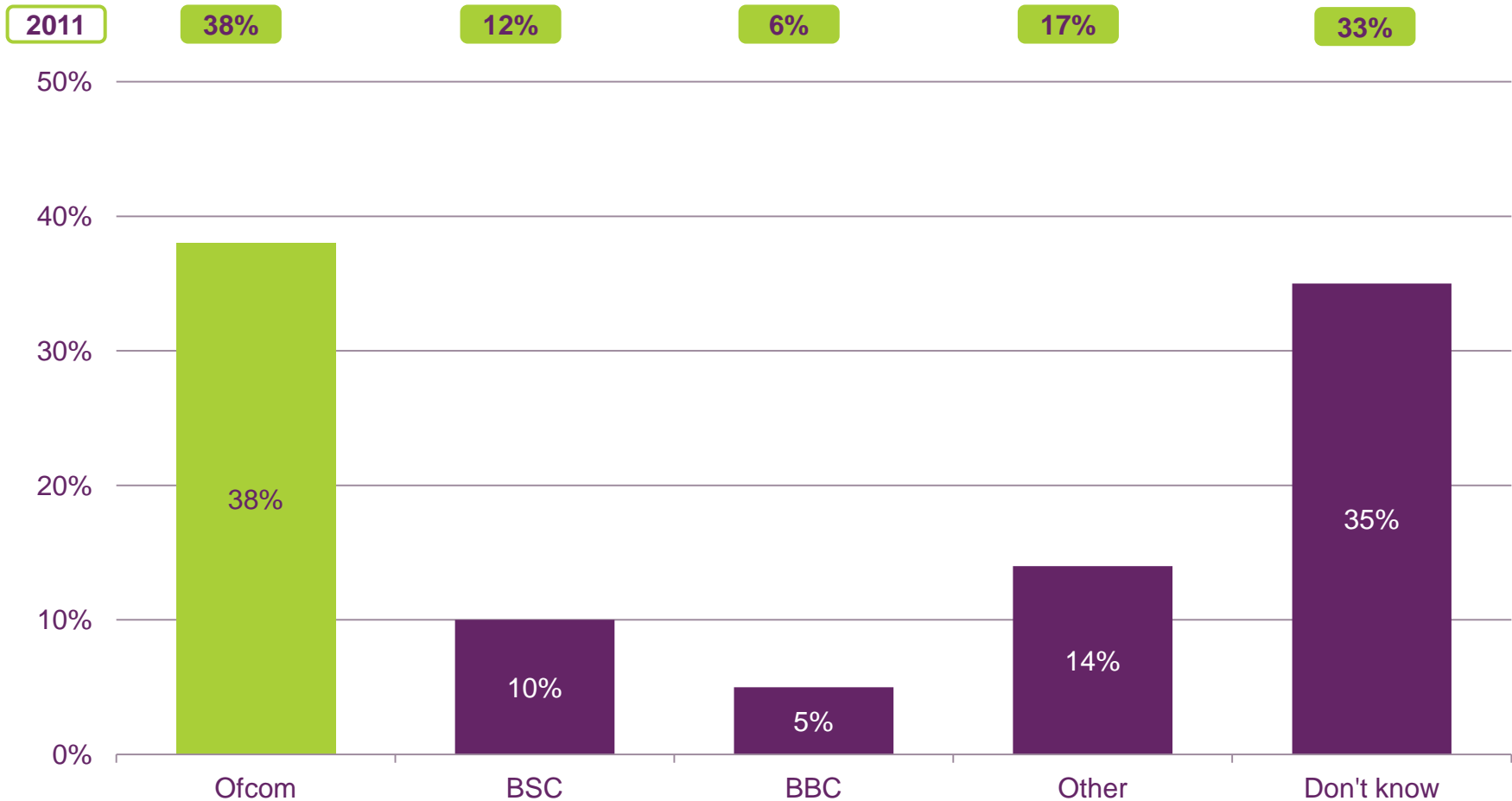
Source: Ofcom Media tracker. Base: All respondents 2010 (2,141), 2011 (1,754), 2012 (1,854).

* relevant question not covered in 2010 survey

Opinion on who regulates TV programmes



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



Source: Ofcom Media tracker 2012. Base: All respondents aware/unsure of TV programme regulation 2012 (1,786), 2011 (1,685). Note: Only responses $\geq 5\%$ charted. All responses unprompted first mentions.

Opinion on why TV programme regulation exists

Q - TV programmes on all channels are supposed to follow rules or guidelines about what can and can't be shown.
Why do you think there are these rules or guidelines?

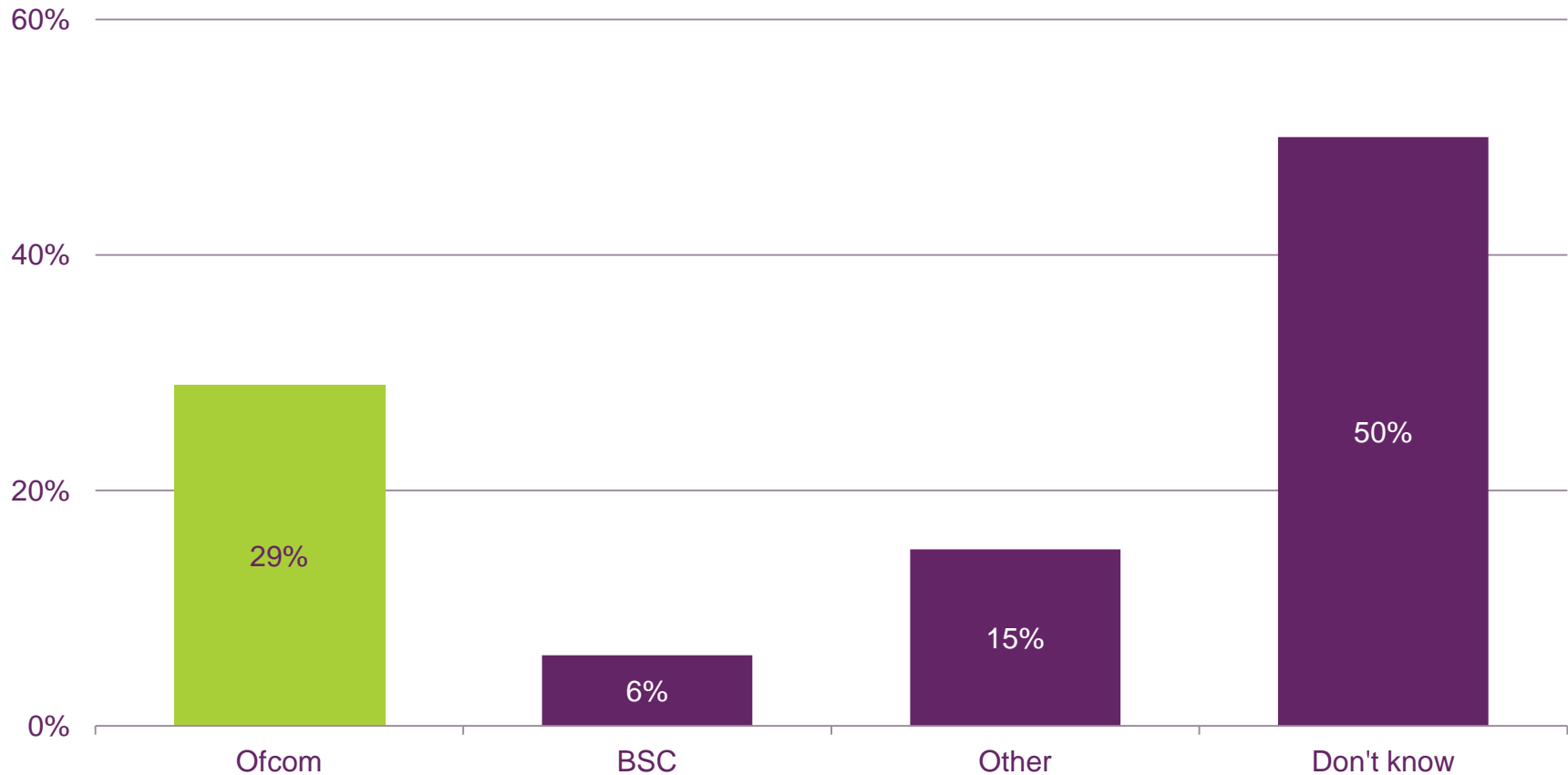
Year	Don't know	Protect young people	Protect everybody	Restrict offensive content	Protect certain groups	Maintain standards	Restrict bad language	Restrict sexual content/nakedness	Restrict violence/antisocial behaviour	Timing of watershed
2010	8%	52%	54%	13%	13%	15%	12%	11%	10%	9%
2011	4%	61%	50%	20%	19%	19%	18%	19%	16%	11%



Source: Ofcom Media tracker 2012. Base: All respondents (1,854)
Note: Only responses ≥ 5% charted. All responses unprompted, total mentions.

Opinion on who regulates video on demand

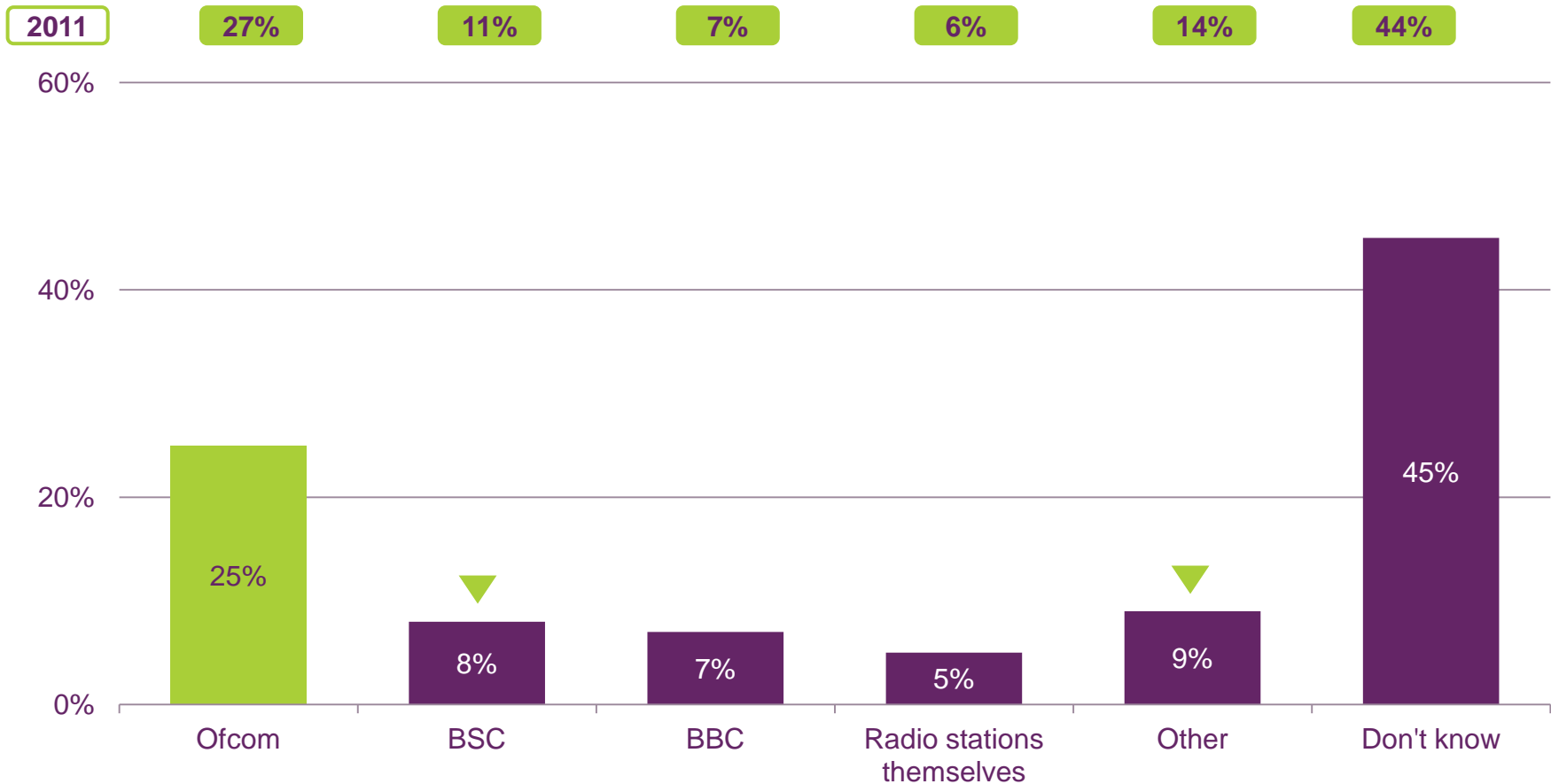
Q - Who do you think is responsible for regulating video on demand services?



Source: Ofcom Media tracker 2012. Base: All with Sky, Virgin of Digital TV via Broadband who believe/ Don't know if content is regulated (994). Note: Only responses $\geq 5\%$ charted. All responses unprompted first mentions.

Opinion on who regulates radio

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

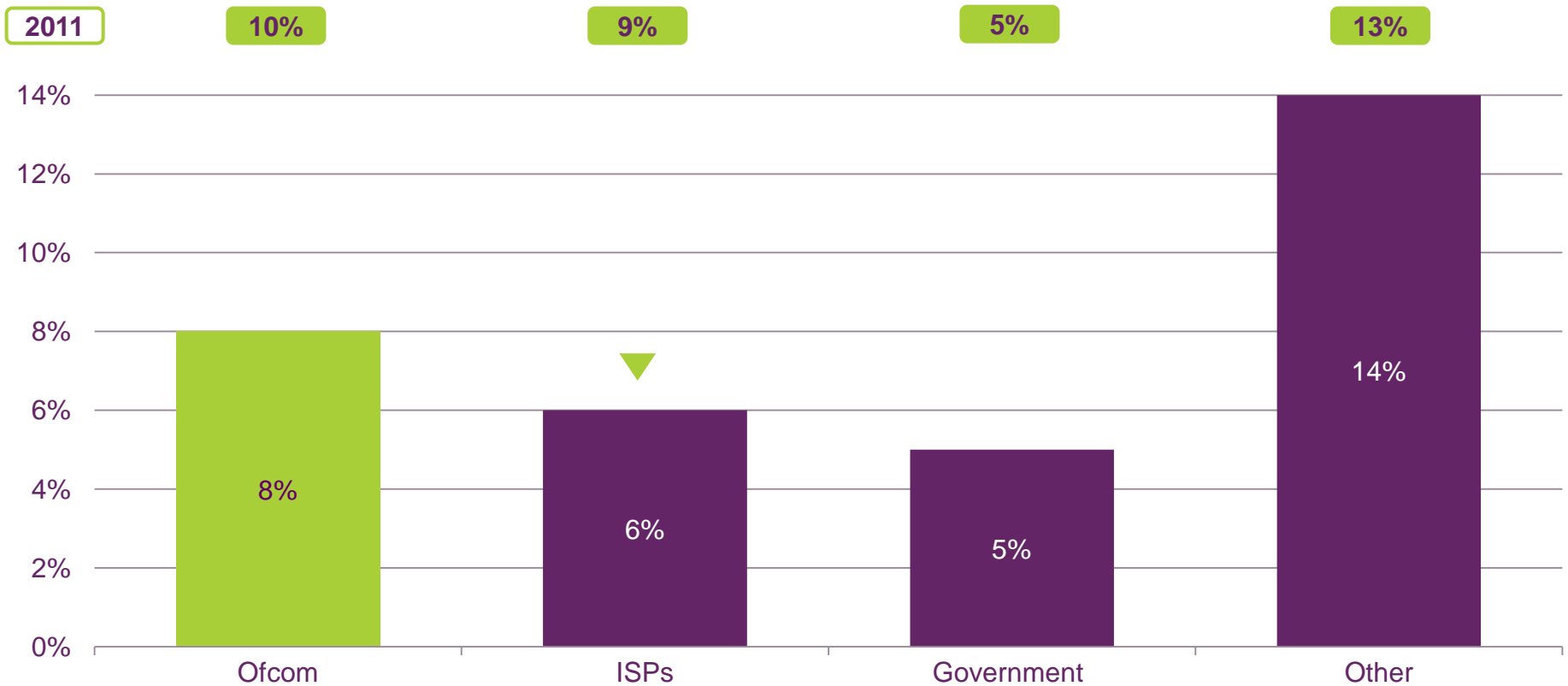


Source: Ofcom Media tracker 2012. Base: All respondents aware/unsure Radio regulated 2012 (1,734), 2011 (1,646). Note: Only responses ≥ 5% charted. All responses unprompted first mentions.

Opinion on who regulates the internet

Q - Who, if anyone, do you think is responsible for regulating the internet?

Note: "Don't know" who regulates internet = 68%

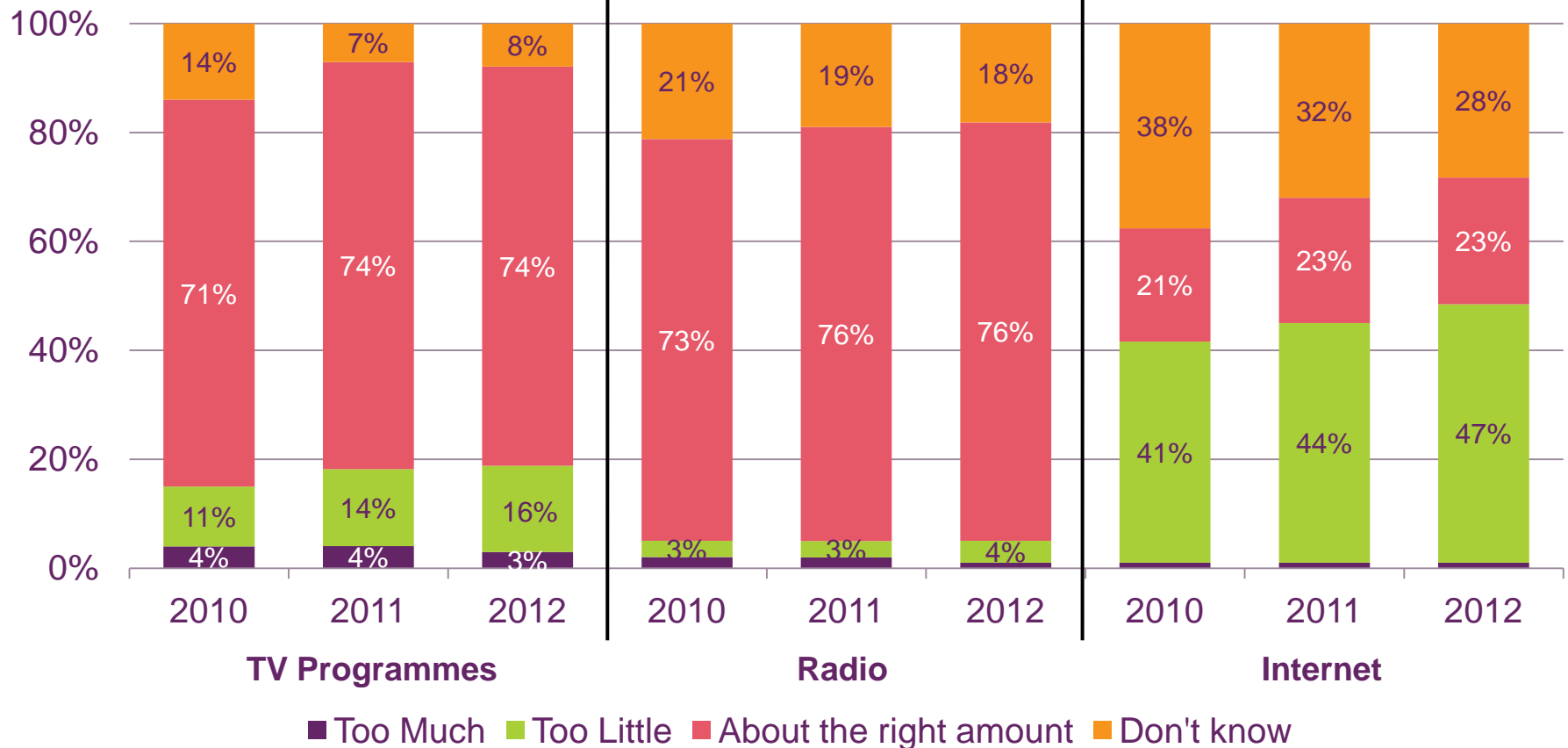


Source: Ofcom Media tracker 2012. Base: All respondents aware/unsure Internet regulated 2012 (1,260), 2011 (1,209). Note: Only responses ≥ 5% charted. All responses unprompted first mentions.

Opinion on current levels of regulation

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

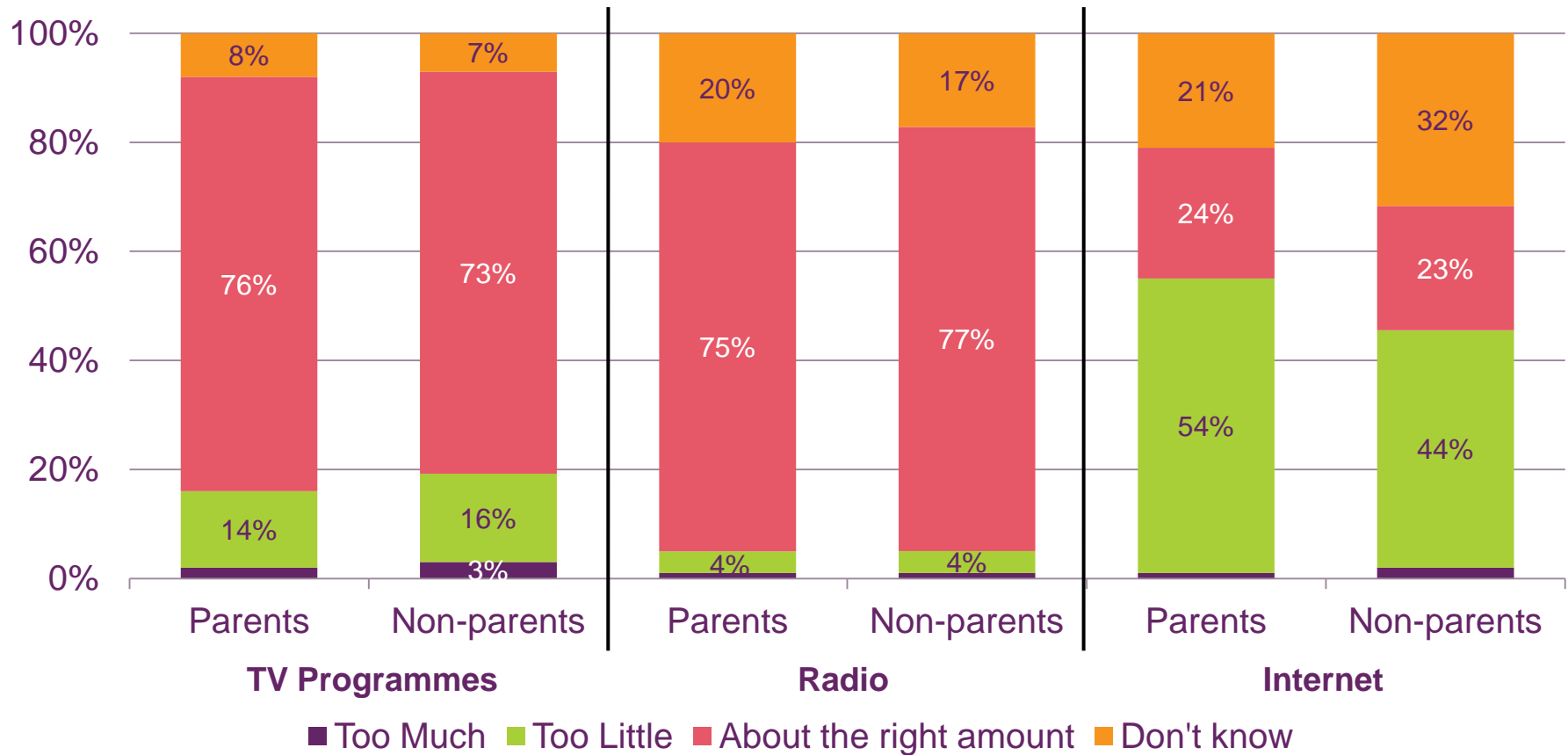
- i) Too much?
- ii) Too little?
- iii) About the right amount ?



Source: Ofcom Media tracker. Base: All respondents 2010 (2,141), 2011 (1,754), 2012 (1,854).
Only responses ≥ 3% labelled.

Opinion on current levels of regulation by family status

Q - Do you think the amount of regulation for [media type] is:
 i) Too much?; ii) Too little?; iii) About the right amount ?

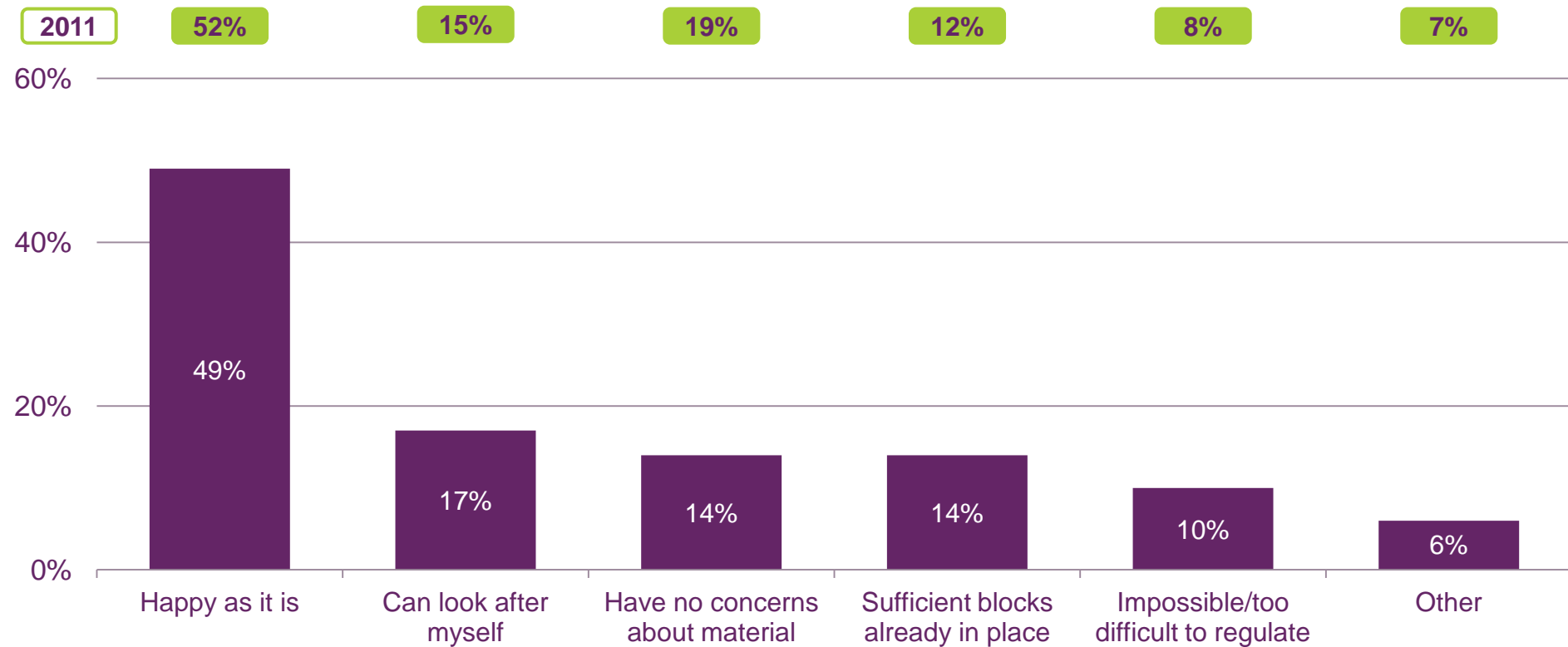


Source: Ofcom Media tracker 2012. Base: Parents (634); Non-parents (1,210).
 Only responses ≥ 3% labelled.

Reasons for opinion level of internet regulation ‘about right’

Q - Why do say that? [Asked to all those who stated they felt current level of internet regulation “about right”]

Reminder: 23% of all respondents felt current level of internet regulation ‘about right’

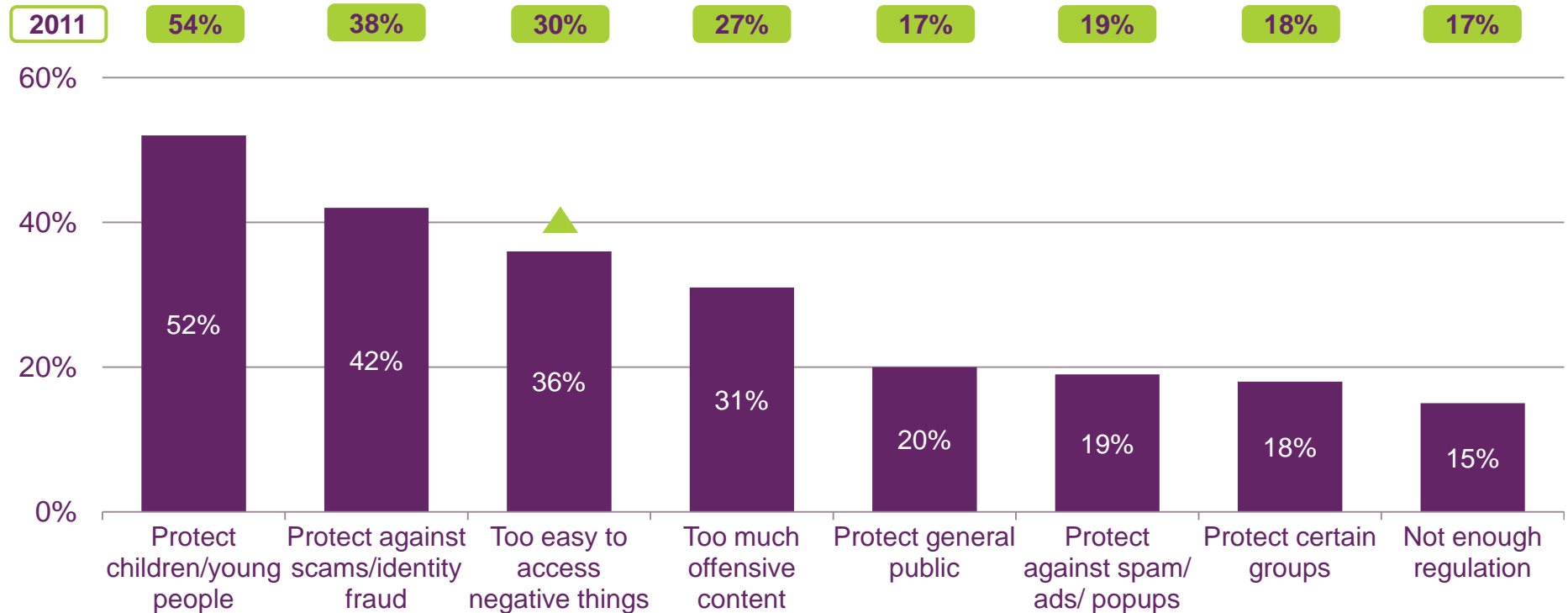


Source: Ofcom Media tracker 2012. Base: All who think current internet regulation level ‘about right’ 2012 (415), 2011 (407). Note: All responses unprompted.

Reasons for opinion level of internet regulation ‘too little’

Q - Why do say that? [Asked to all those who stated they felt current level of internet regulation “too little”]

Reminder: 47% of all respondents felt current level of internet regulation ‘too little’



Source: Ofcom Media tracker 2012. Base: All who think currently ‘too little’ internet regulation 2012 (873), 2011 (748). Note: Only responses ≥ 15% charted. All responses unprompted.

% aware can watch/download programmes online

Q - You may be aware that it's possible to watch programmes online or download programmes from TV broadcaster websites (such as BBC iPlayer, ITV player, 4OD, Demand Five, or Sky Player). Were you already aware of this?

2011

72%

82%

79%

69%

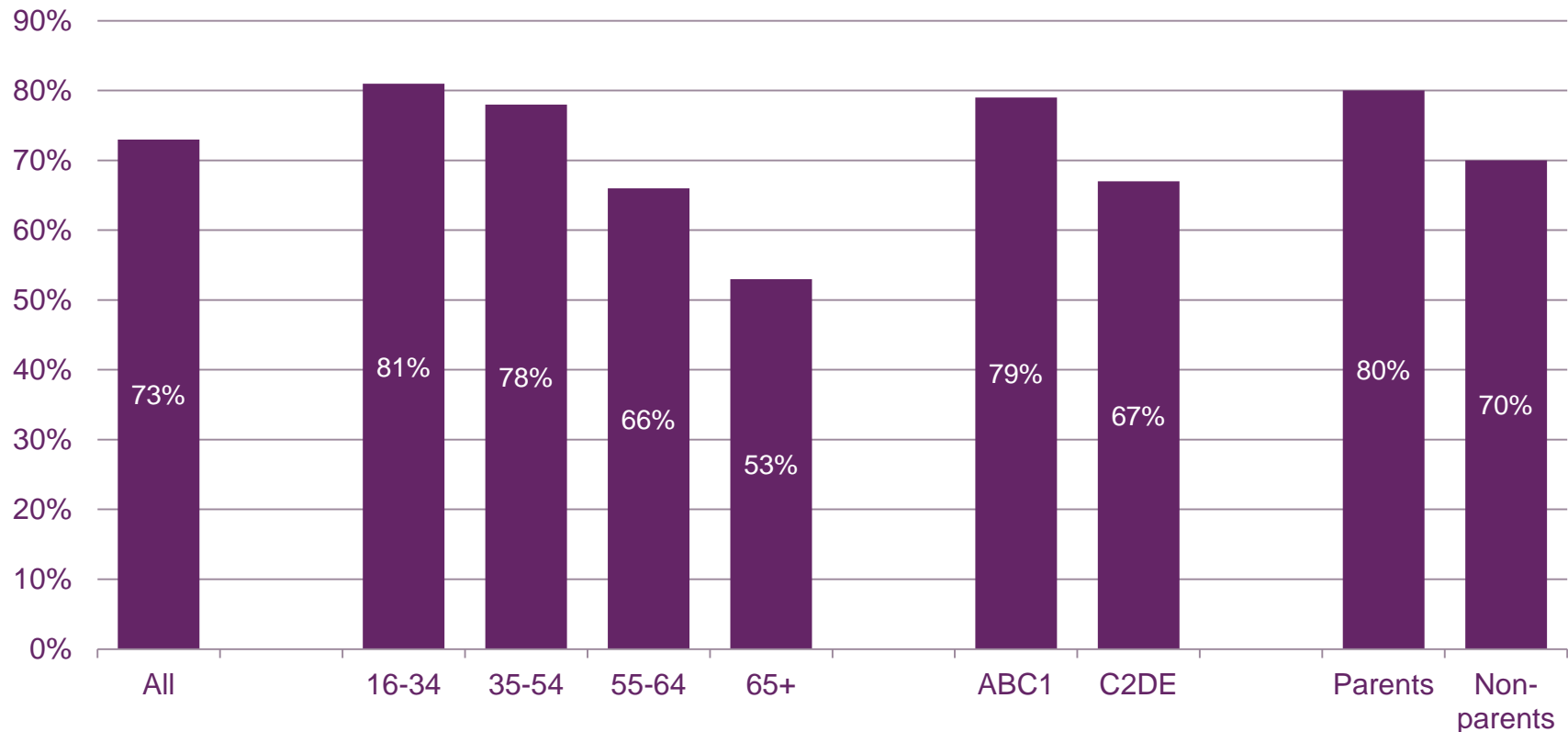
45%

76%

68%

81%

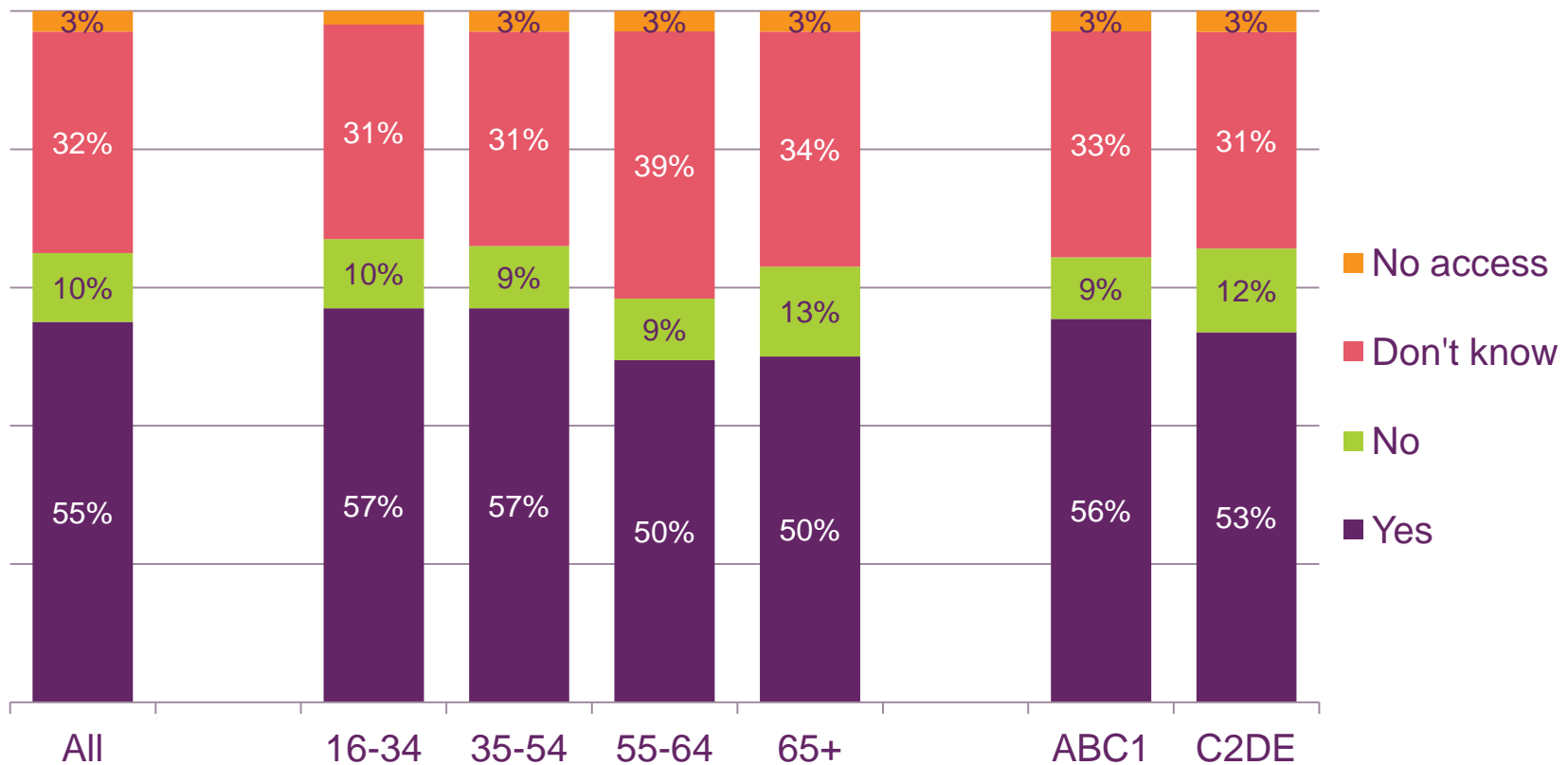
68%



Source: Ofcom Media tracker 2012. Base: All 2011 (1,754), 2012 (1,854); 16-34 2011 (582), 2012 (614); 35-54 2011 (612), 2012 (649); 55-64 2011 (228), 2012 (249); 65+ 2011 (332), 2012 (342); ABC1 2011 (960), 2012 (978); C2DE 2011 (794), 2012 (876); Parents 2011 (589), 2012 (634); Non-parents 2011 (1,160), 2012 (1,210).

Awareness of whether regulation currently exists for online video on demand on broadcaster websites

Q - As far as you know is the content on these broadcaster websites regulated in terms of what can and can't be shown?

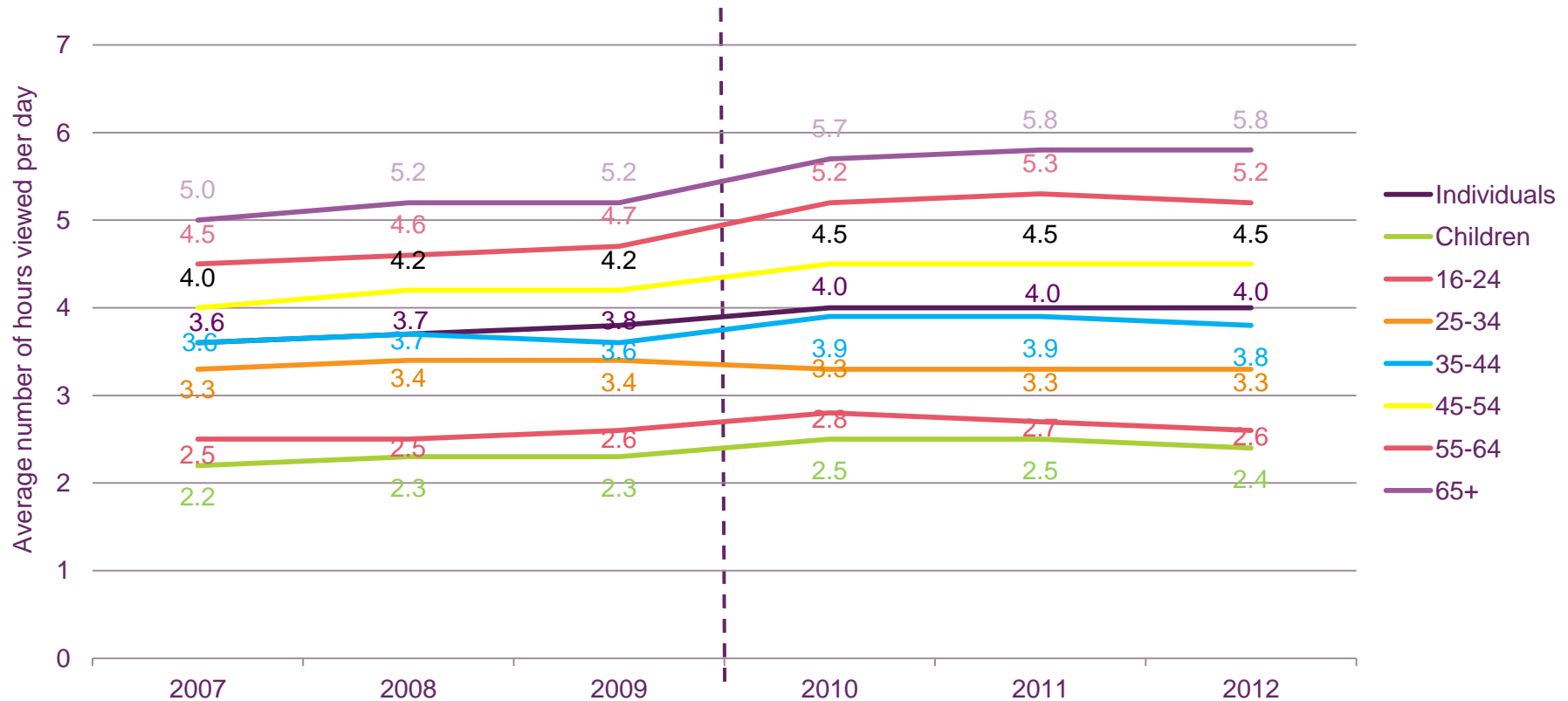


Source: Ofcom Media tracker 2012.

Base: All who are aware can watch/download programmes online (1,335); 16-34 (498); 35-54 (500); 55-64 (167); 65+ (170); ABC1 (766); C2DE (569). Only responses $\geq 3\%$ labelled.

Take up and use of technology

Average hours of daily viewing - Total TV, 2007-2012

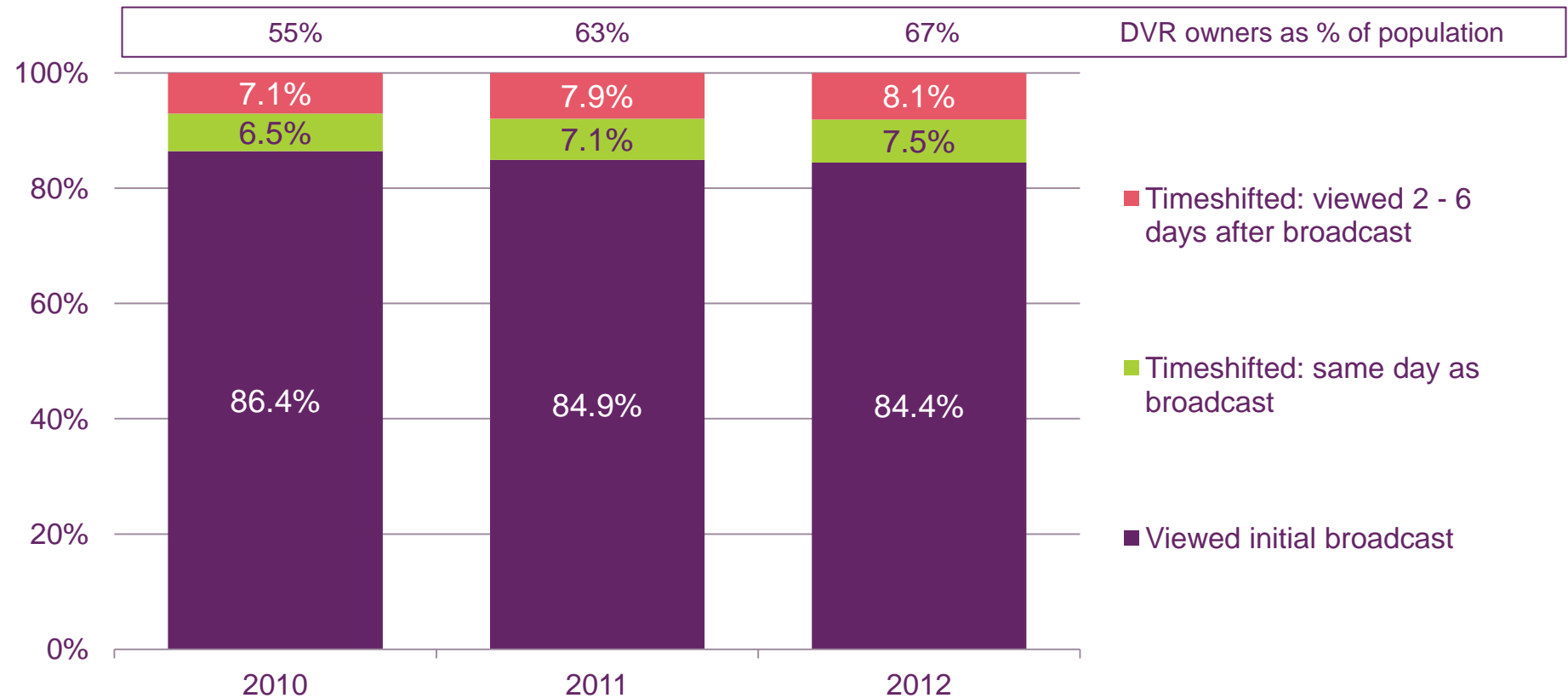


Source: BARB, All Individuals, Network. Individuals= 4+, Children= 4-15 years. Average hours of viewing per day, Total TV.
 - New BARB panel introduced 1st Jan 2010. As a result pre and post panel change data must be treated with caution (see dotted line).

Non-linear viewing via time-shifting



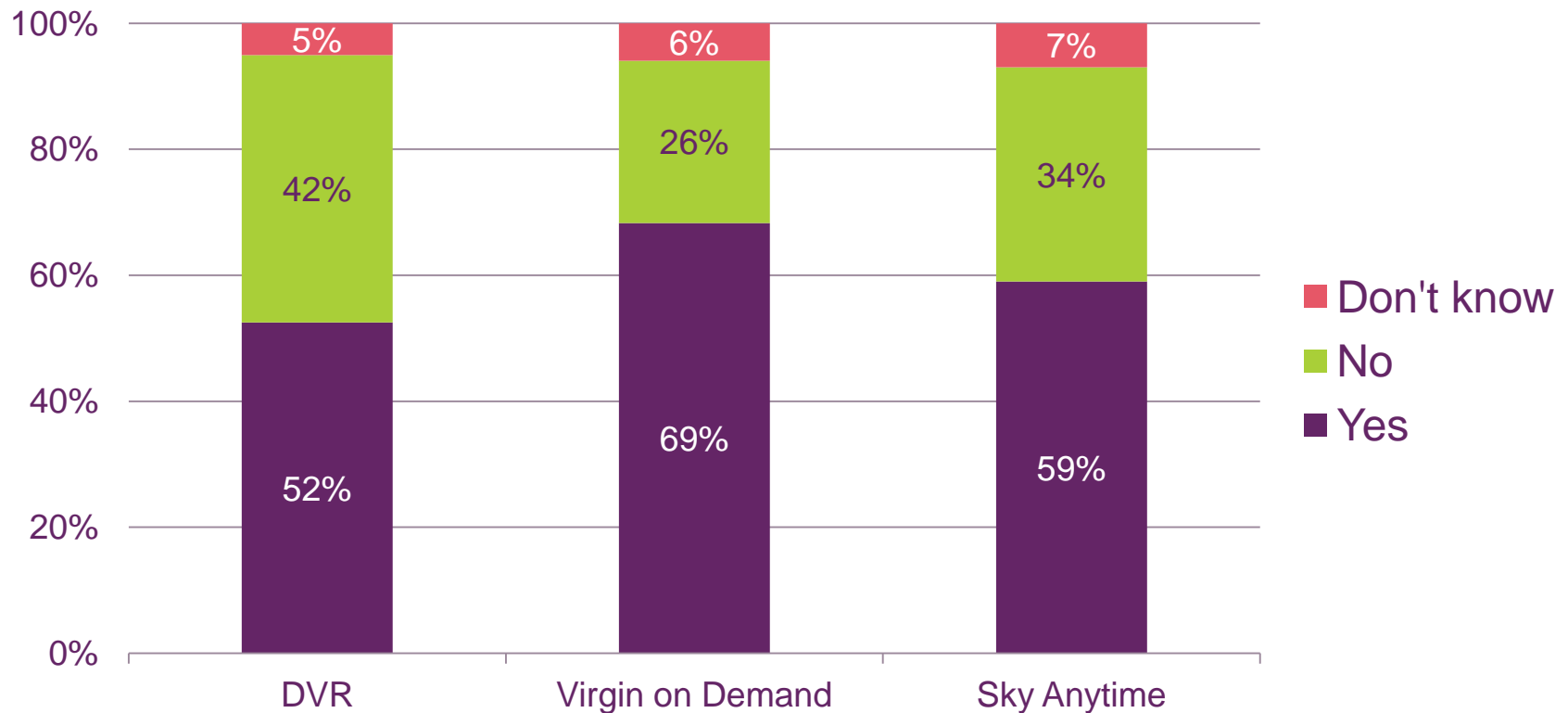
Proportion of live vs. time-shifted viewing- Total TV, 2010-2012



Source: BARB, All DVR owners. 2010-2012: Network homes

Ownership: DVR/Virgin on Demand/Sky Anytime

Q - Do you have a DVR system/Virgin on Demand Service/Sky Anytime?

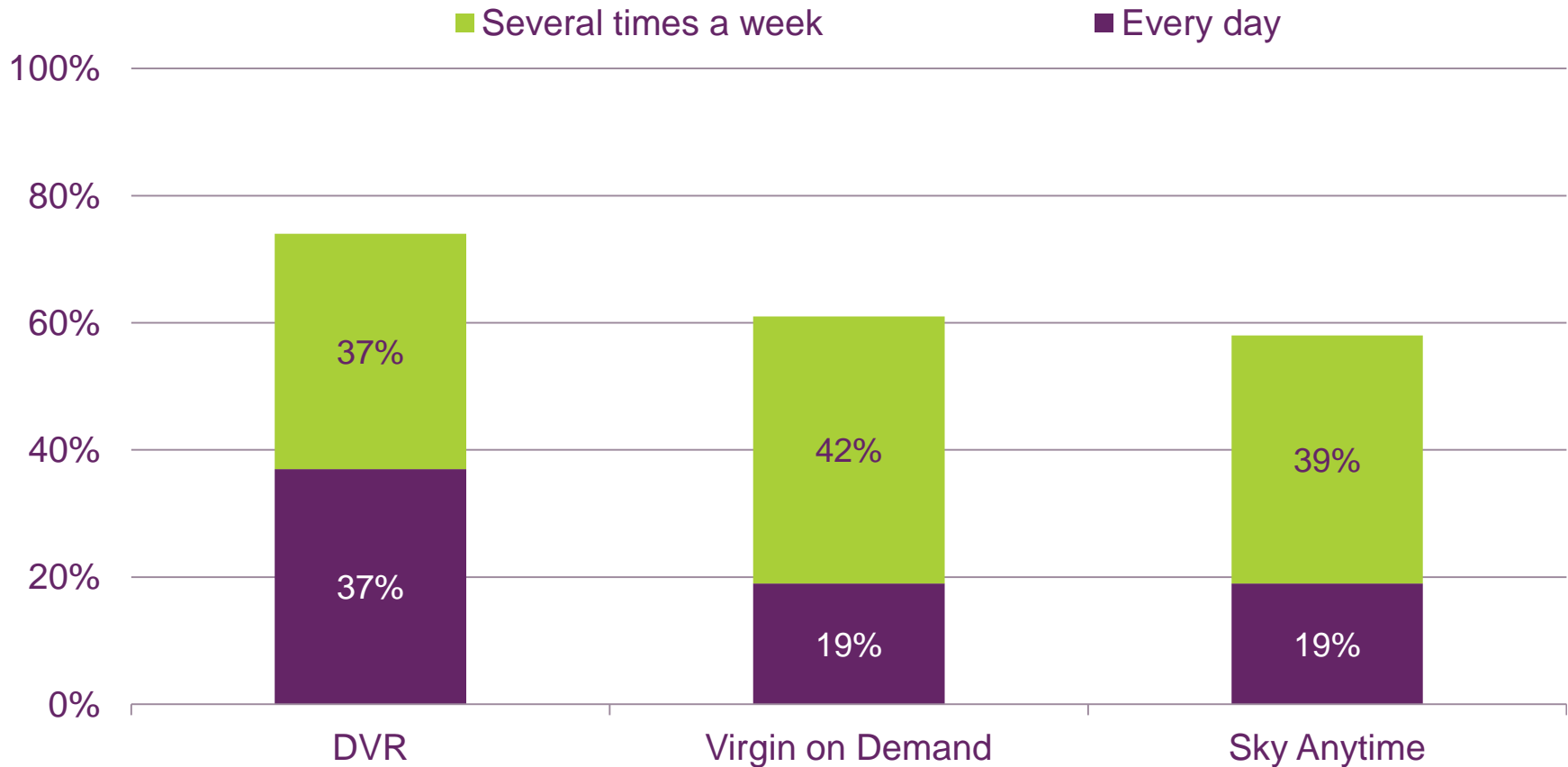


Source: Ofcom Media tracker 2012.

Bases: DVR - All with Multichannel TV (1,835); All with Virgin (294); All with Sky (808).

Frequency of use: DVR/Virgin on Demand/Sky Anytime

Q - How often do you use [each service]?

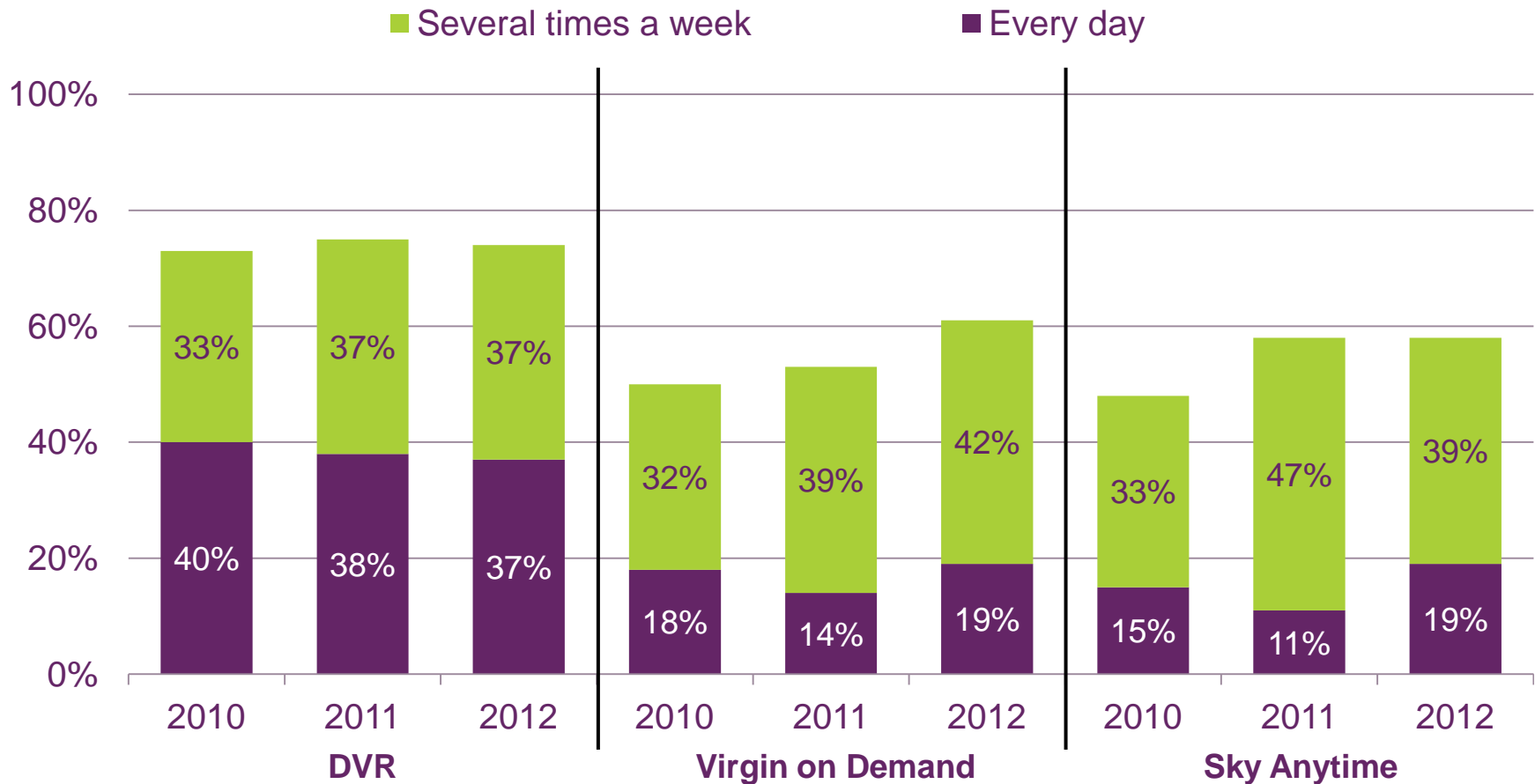


Source: Ofcom Media tracker 2012.

Bases: DVR – All with DVR (944); All with Virgin on Demand (202); All with Sky Anytime (473).

Frequency of use: DVR/Virgin on Demand/Sky Anytime over time

Q - How often do you use [each service]?

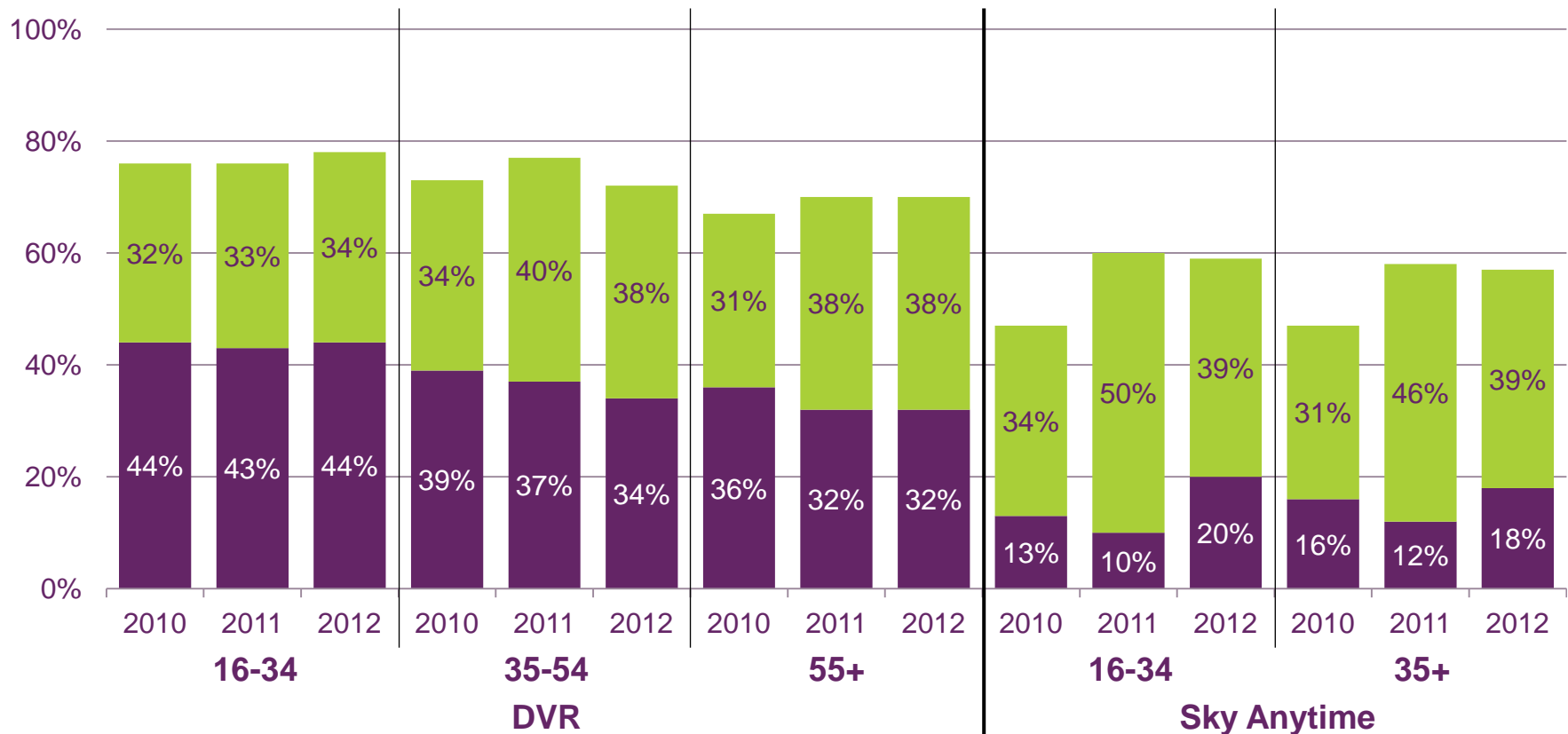


Source: Ofcom Media tracker 2012. Bases: DVR – All with DVR 2010 (799), 2011 (774), 2012 (944); All with Virgin on Demand 2010 (211), 2011 (213), 2012 (202); All with Sky Anytime 2010 (430), 2011 (388), 2012 (473).

Frequency of use: DVR/Sky Anytime by age over time

Q - How often do you use [each service]?

■ Several times a week ■ Every day

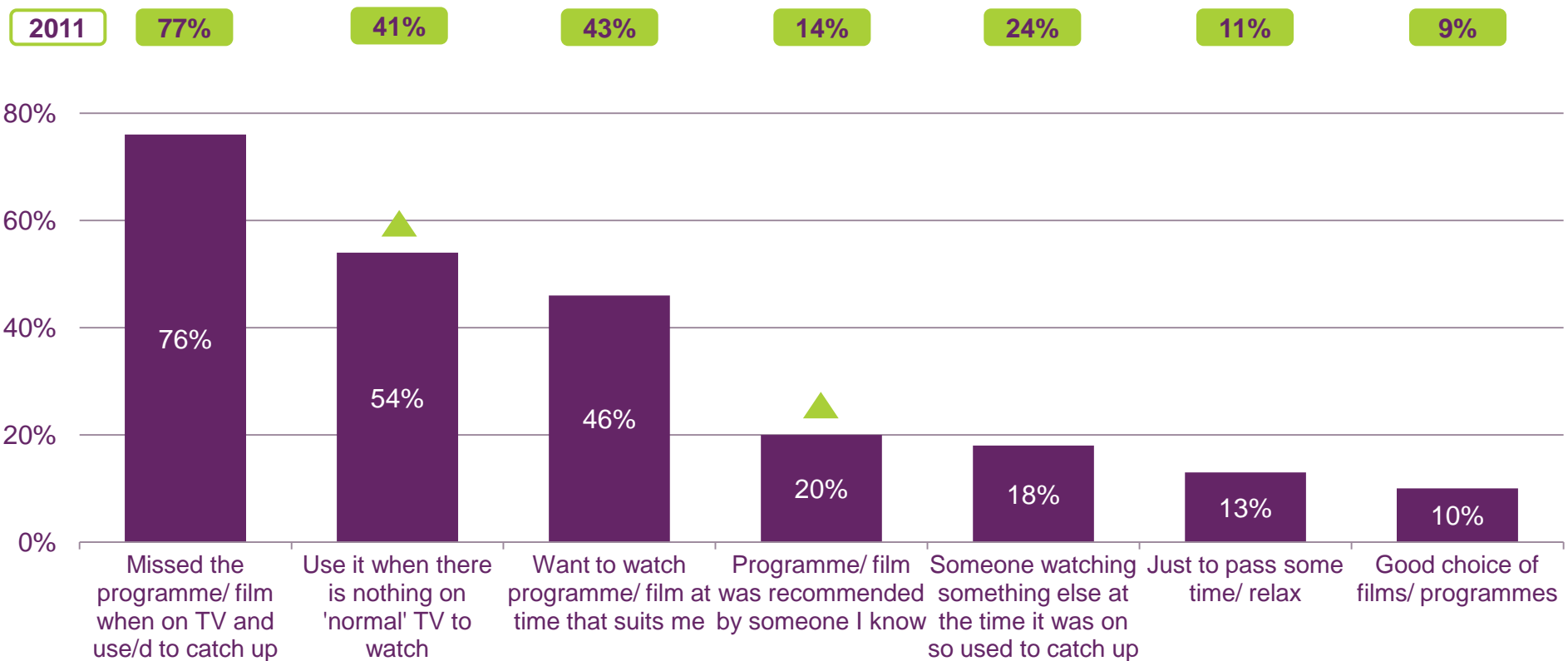


Source: Ofcom Media tracker 2012. Bases: Bases: DVR – All with DVR 16-34 2010 (274), 2011 (285), 2012 (340); 35-54 2010 (323), 2011 (306), 2012 (367); 55+ 2010 (202), 2011 (183), 2012 (237); All with Sky Anytime 16-34 2010 (160), 2011 (163), 2012 (182); 35+ 2010 (270), 2011 (225), 2012 (291).

Reasons for TV 'video on demand' usage

Q - What would you say are the reasons you use/ used your on demand service, whether you were catching up or accessing other content?

Base: All those who say they use TV 'video on demand' services – 29% of respondents



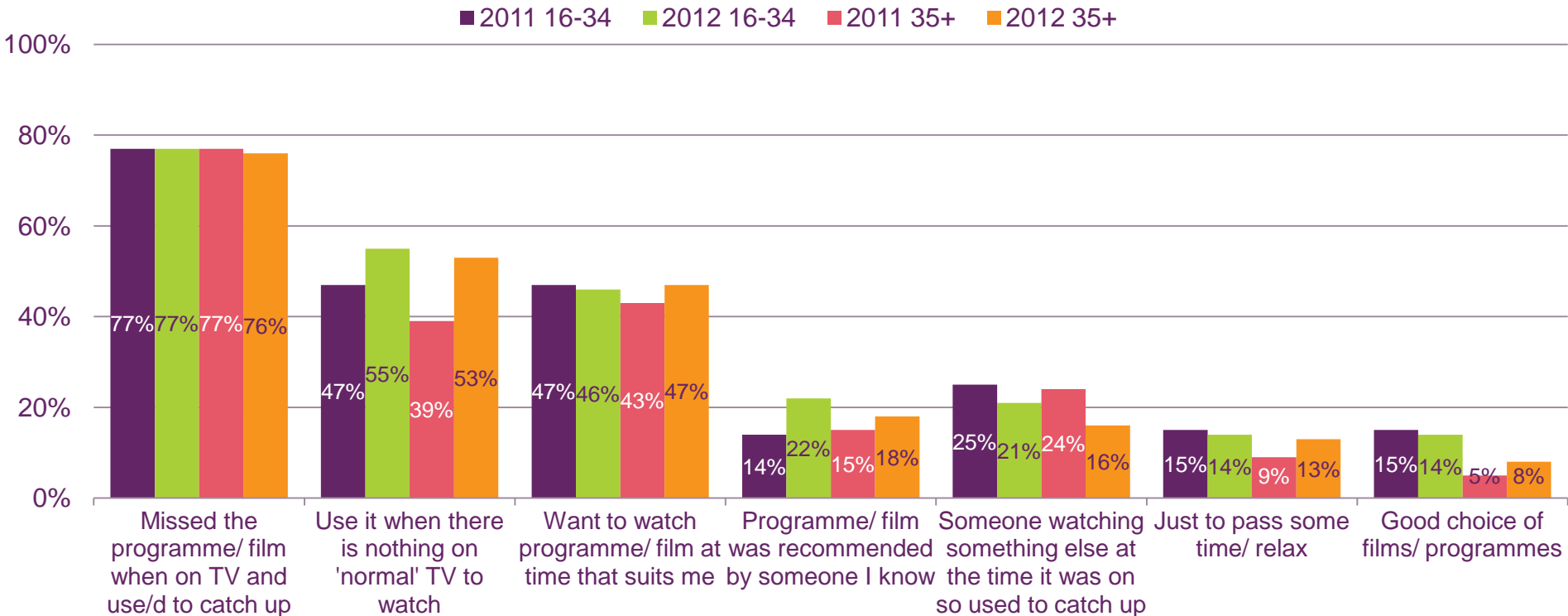
Source: Ofcom Media tracker 2012. Base: All who use 'video on demand' 2012 (541), 2011 (455).

Note: Only responses ≥ 10% charted. All responses unprompted.

Reasons for TV 'video on demand' usage by age

Q - What would you say are the reasons you use/ used your on demand service, whether you were catching up or accessing other content?

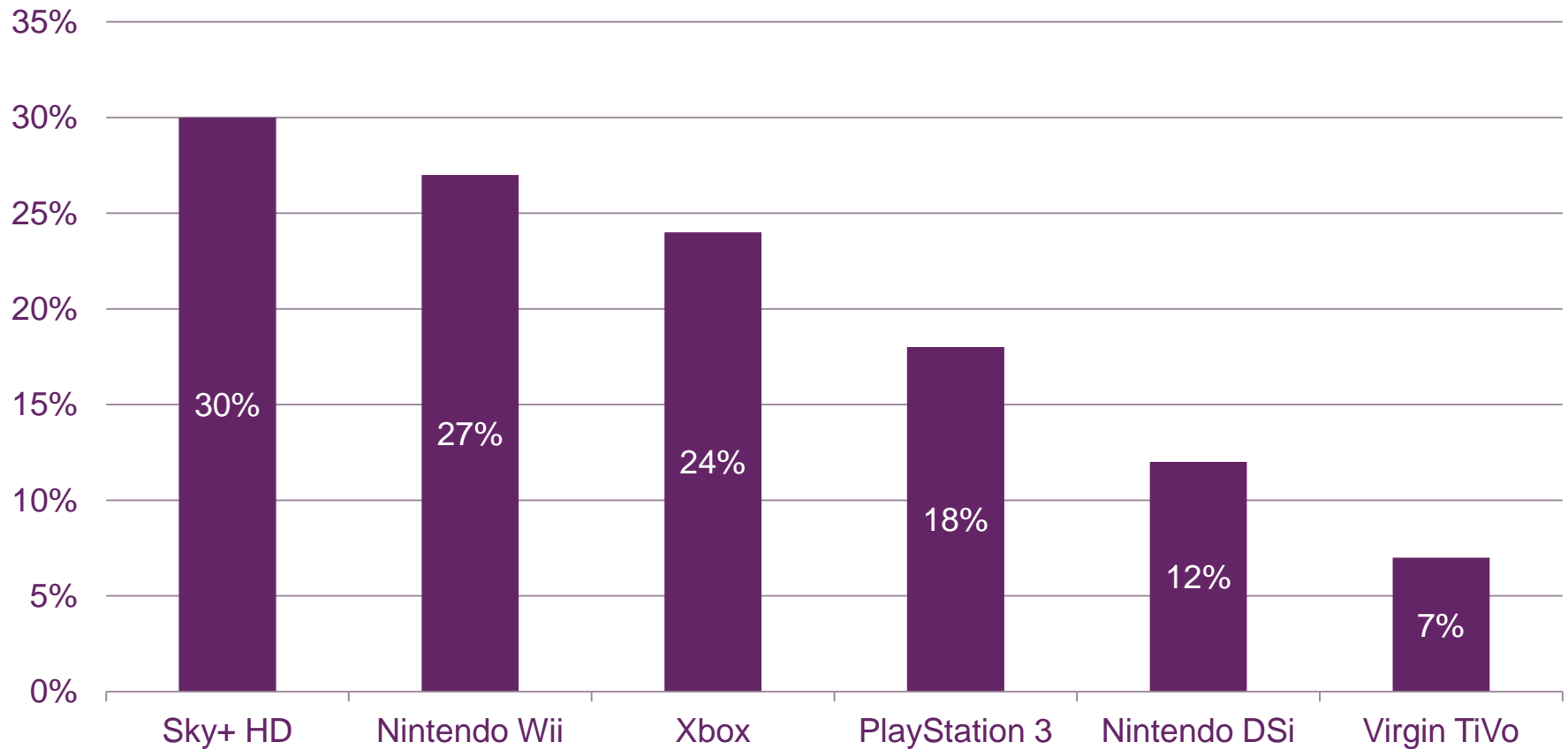
Base: All those who say they use TV 'video on demand' services



Source: Ofcom Media tracker 2012. Base: All who use 'video on demand' 16-34 2011 (194), 2012 (214); 35+ 2011 (261), 2012 (327). Note: Only responses ≥ 10% at a total level charted. All responses unprompted.

Ownership of devices

Q - Which, if any, of these devices does your household have at the moment?

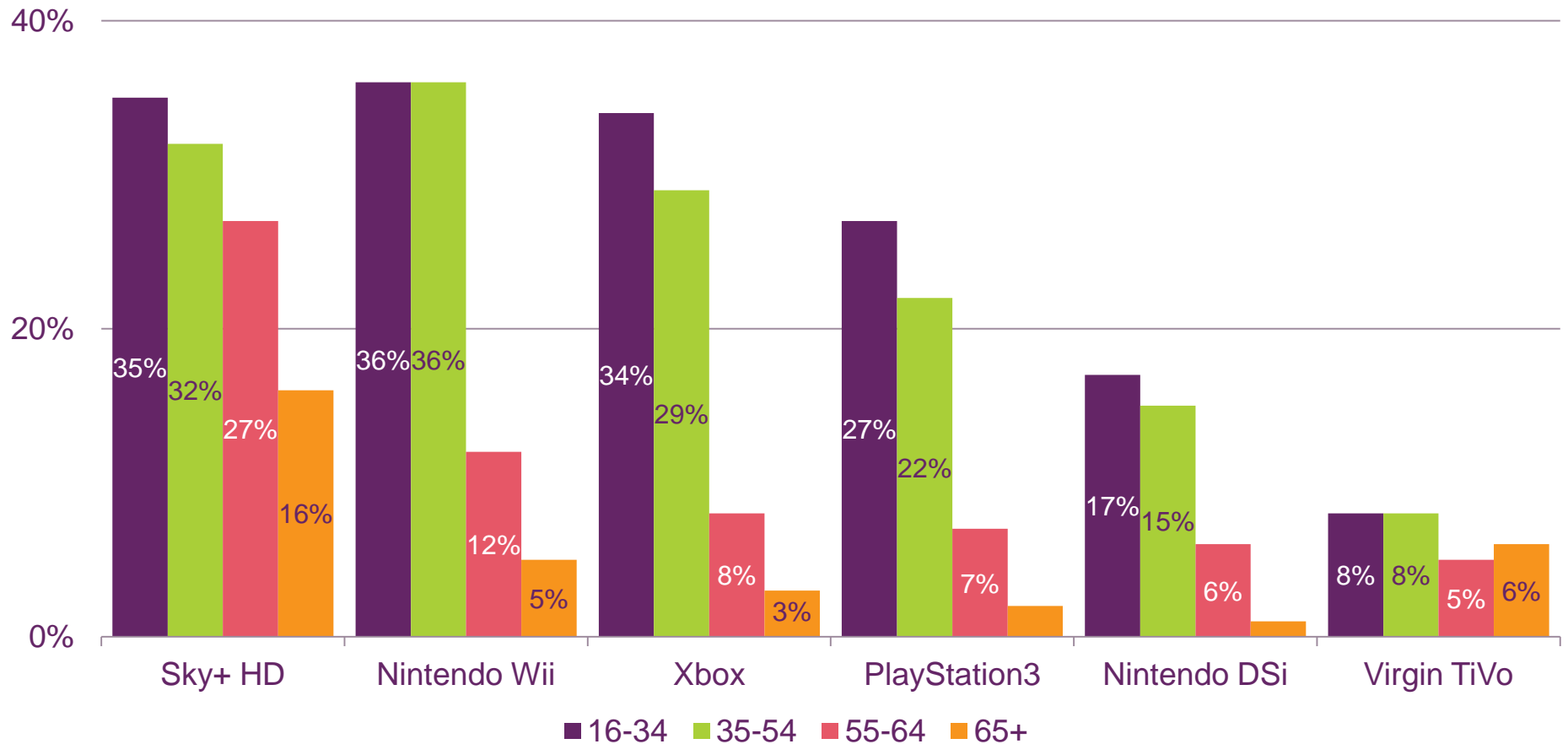


Source: Ofcom Media tracker 2012.

Base: All with TV, but excluding those never watching (1,830). Prompted. Multicode.

Ownership of devices by age

Q - Which, if any, of these devices does your household have at the moment?

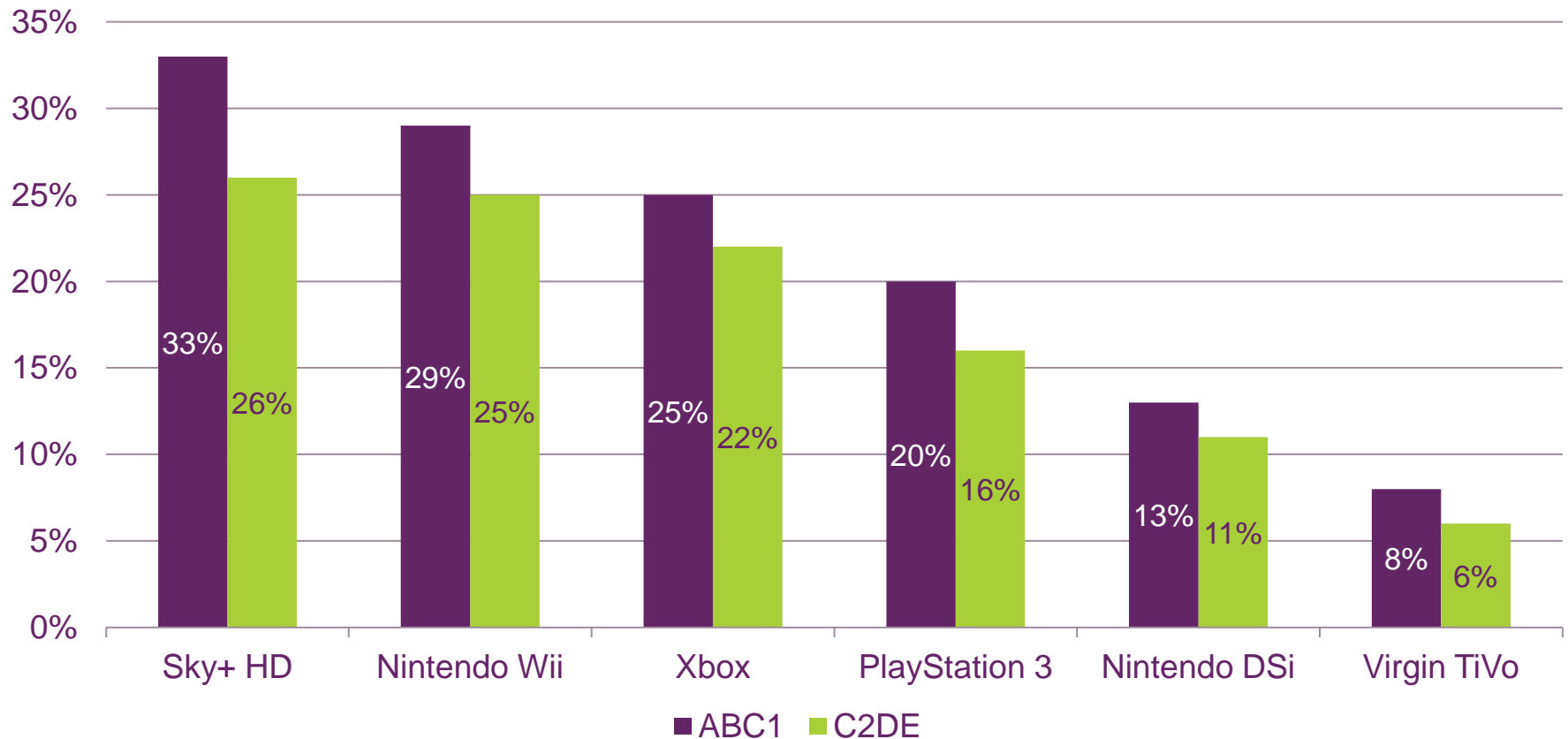


Source: Ofcom Media tracker 2012.

Base: 16-34 (609); 35-54 (640); 55-64 (247); 65+ (334).

Ownership of devices by SEG

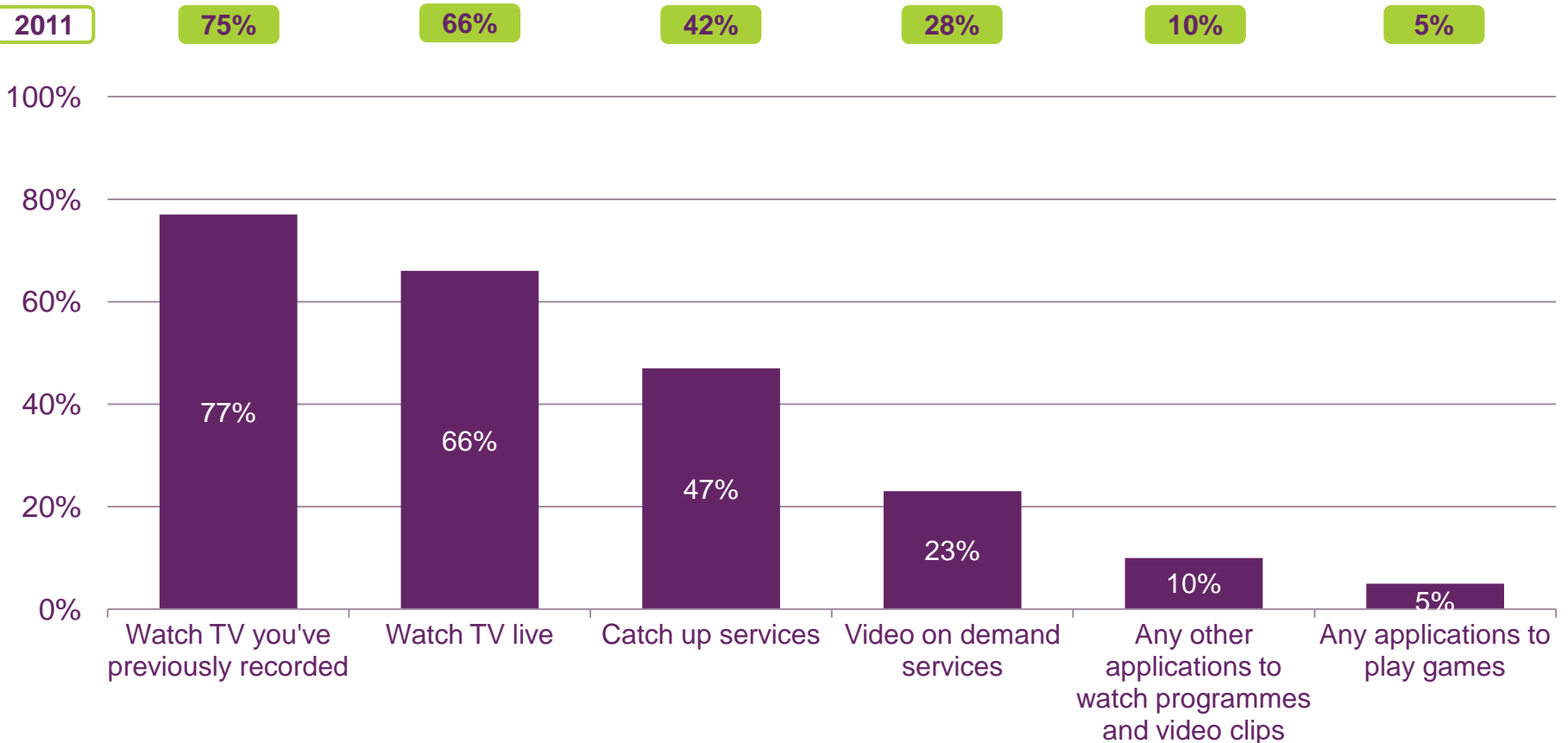
Q - Which, if any, of these devices does your household have at the moment?



Source: Ofcom Media tracker 2012.
 Base: ABC1 (962); C2DE (868).

Reasons for set-top box usage

Q - Which, if any, of the following have you used your...set-top box(es) for in the last 12 months?

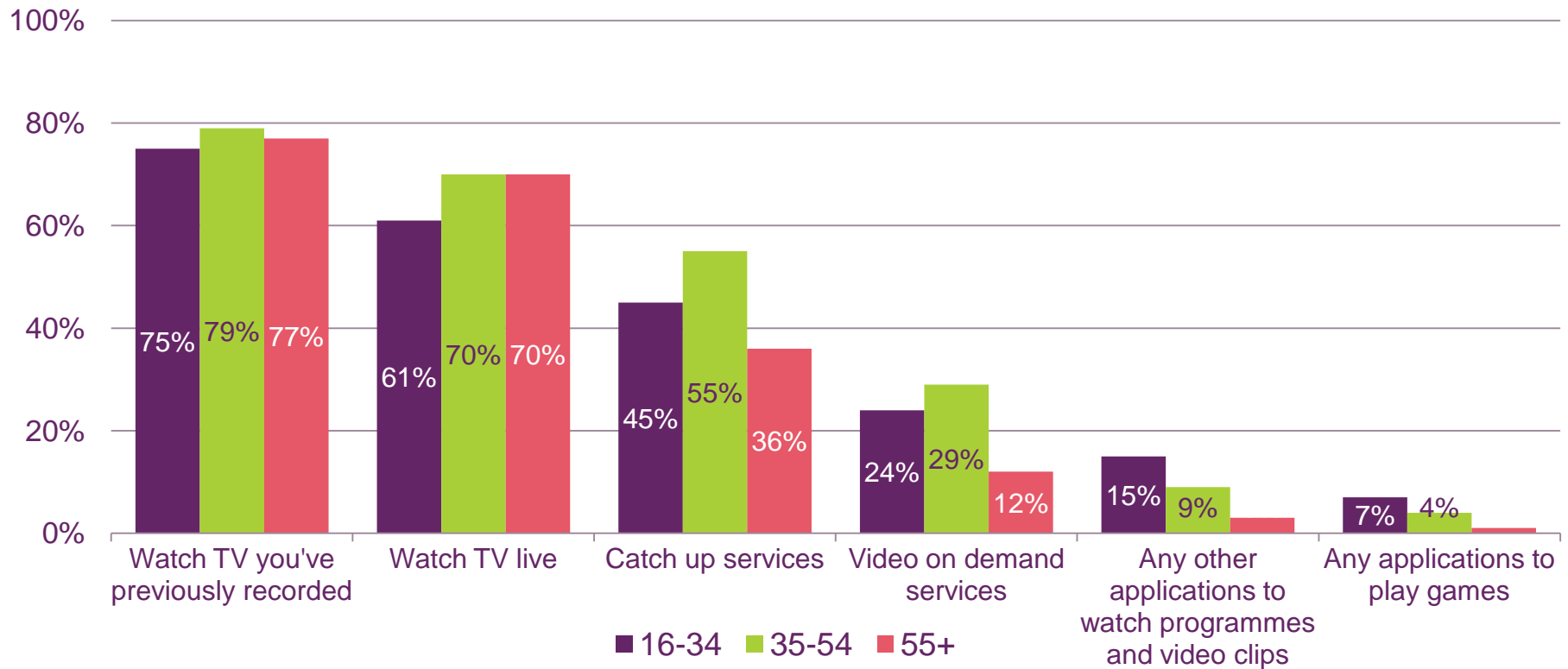


Source: Ofcom Media tracker 2012.

Base: All with Virgin TiVo, BT Vision+ or Sky+ HD 2012 (663), 2011 (271). Prompted. Multicode.

Reasons for set-top box usage by age

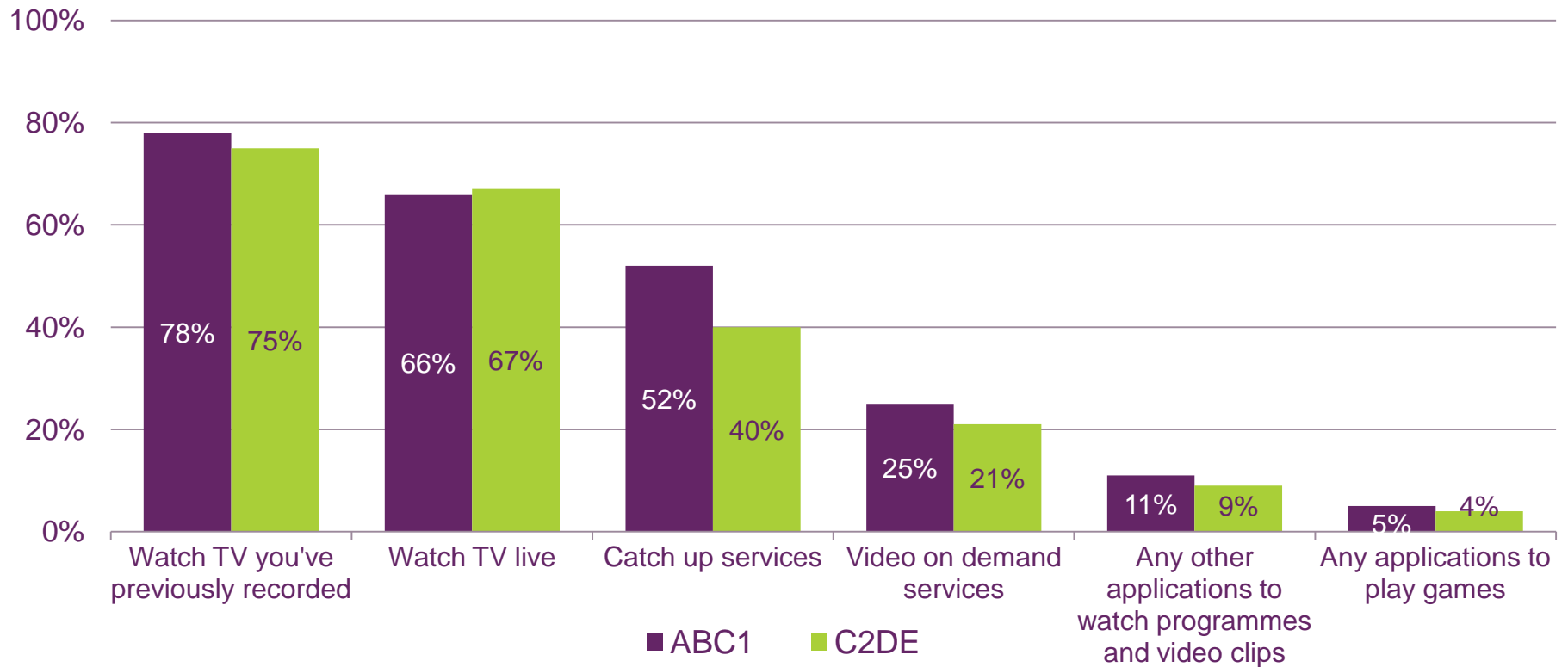
Q - Which, if any, of the following have you used your...set-top box(es) for in the last 12 months?



Source: Ofcom Media tracker 2012. Base: All with Virgin TiVo, BT Vision+ or Sky+ HD 16-34 (250); 35-54 (262); 55+ (151). Prompted. Multicode.

Reasons for set-top box usage by SEG

Q - Which, if any, of the following have you used your...set-top box(es) for in the last 12 months?

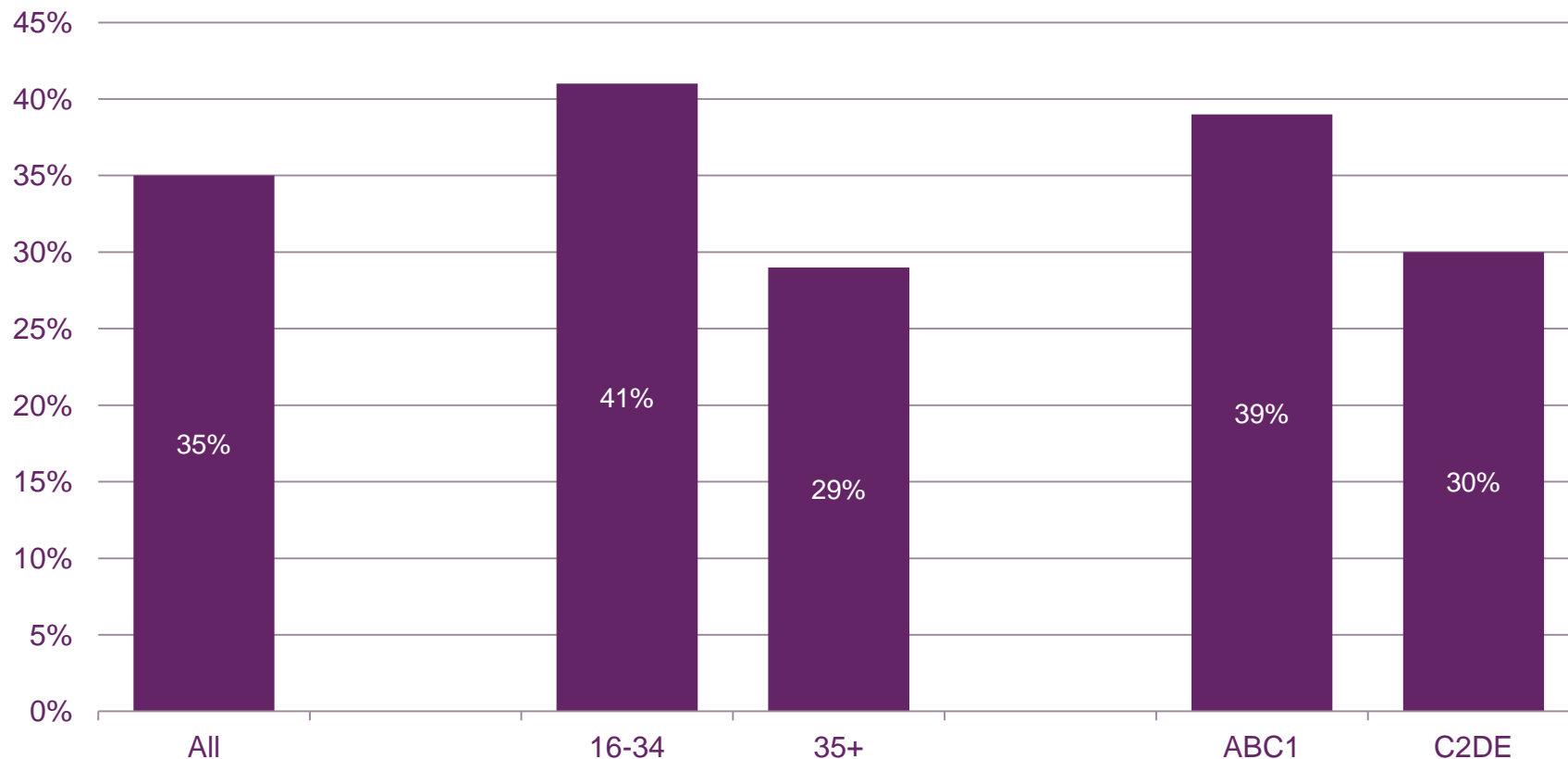


Source: Ofcom Media tracker 2012. Base: All with Virgin TiVo, BT Vision+ or Sky+ HD ABC1 (390); C2DE (273). Prompted. Multicode.

% who have connected games consoles to enable connection to the internet via TV



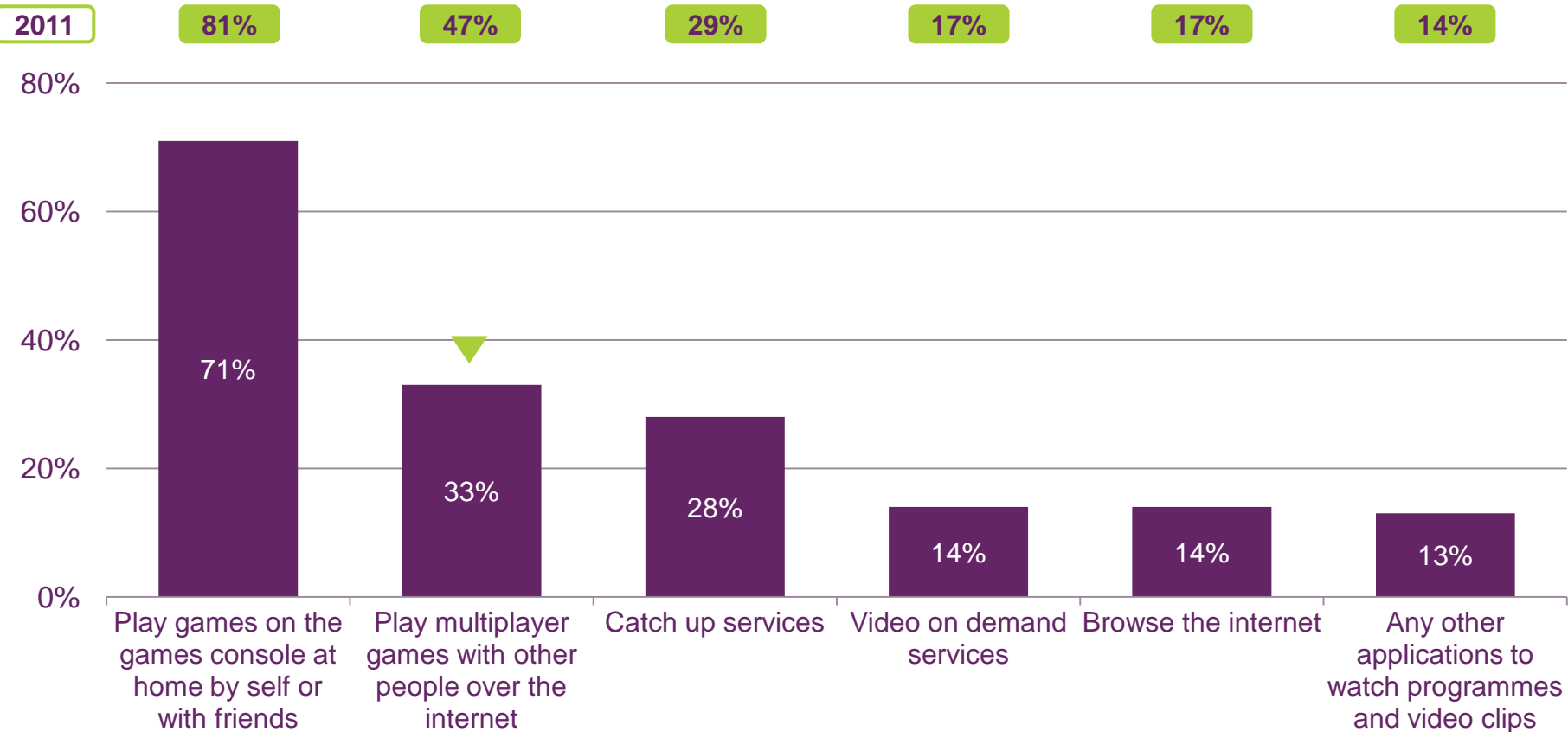
Q - Have you connected your [games console] to your TV to enable you to connect to the internet via your TV in the last 12 months?



Source: Ofcom Media tracker 2012. Base: All respondents with Xbox, PlayStation 3, Nintendo DSi, Nintendo Wii or Apple TV (844); 16-34 (398); 35+ (446); ABC1 (457); C2DE (387).

Reasons for connecting games consoles to enable connection to the internet via TV

Q - Which, if any, of the following have you connected your games console(s) to your TV for in the last 12 months?

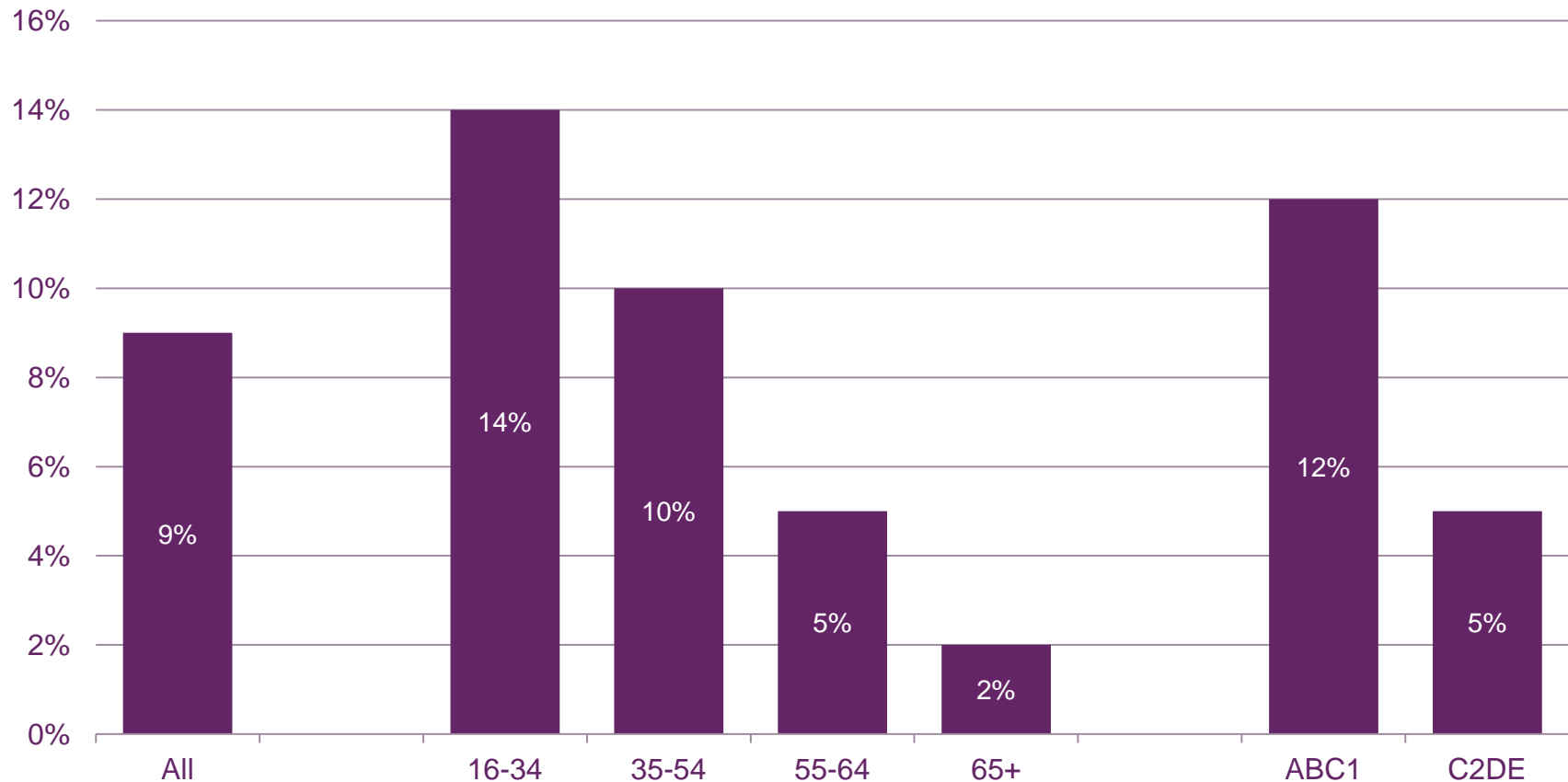


Source: Ofcom Media tracker 2012.

Base: All connecting a games console 2012 (278), 2011 (106*). Prompted. Multicode. *Caution: small base.

% who have connected laptop, home PC etc. to access/view internet via TV set

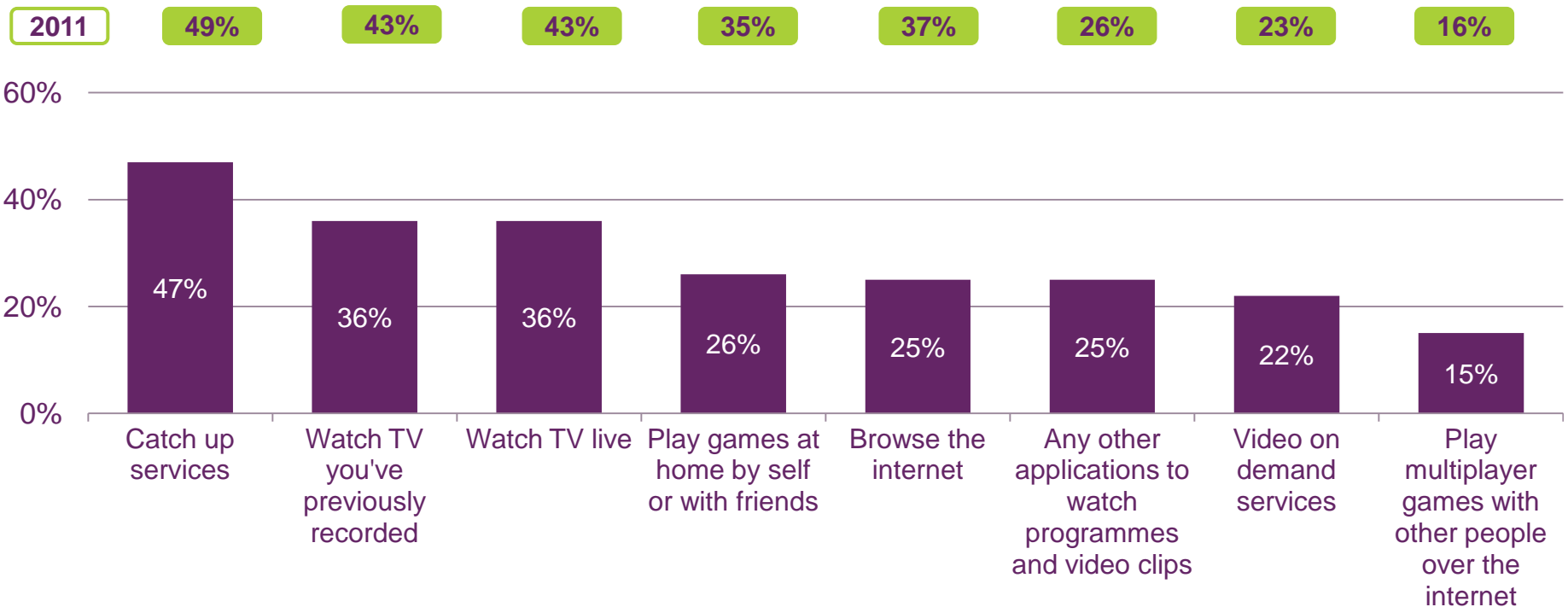
Q - Have you connected any other device, such as a laptop or home PC, to access or view the internet on your TV set in the last 12 months?



Source: Ofcom Media tracker 2012. Base: All with TV, but excluding those never watching (1,830); 16-34 (609); 35-54 (640); 55-64 (247); 65+ (334); ABC1 (962); C2DE (868).

Reasons for connecting laptop, home PC etc. to enable connection to the internet via TV

Q - And which, if any, of the following activities have you done this for in the last 12 months?

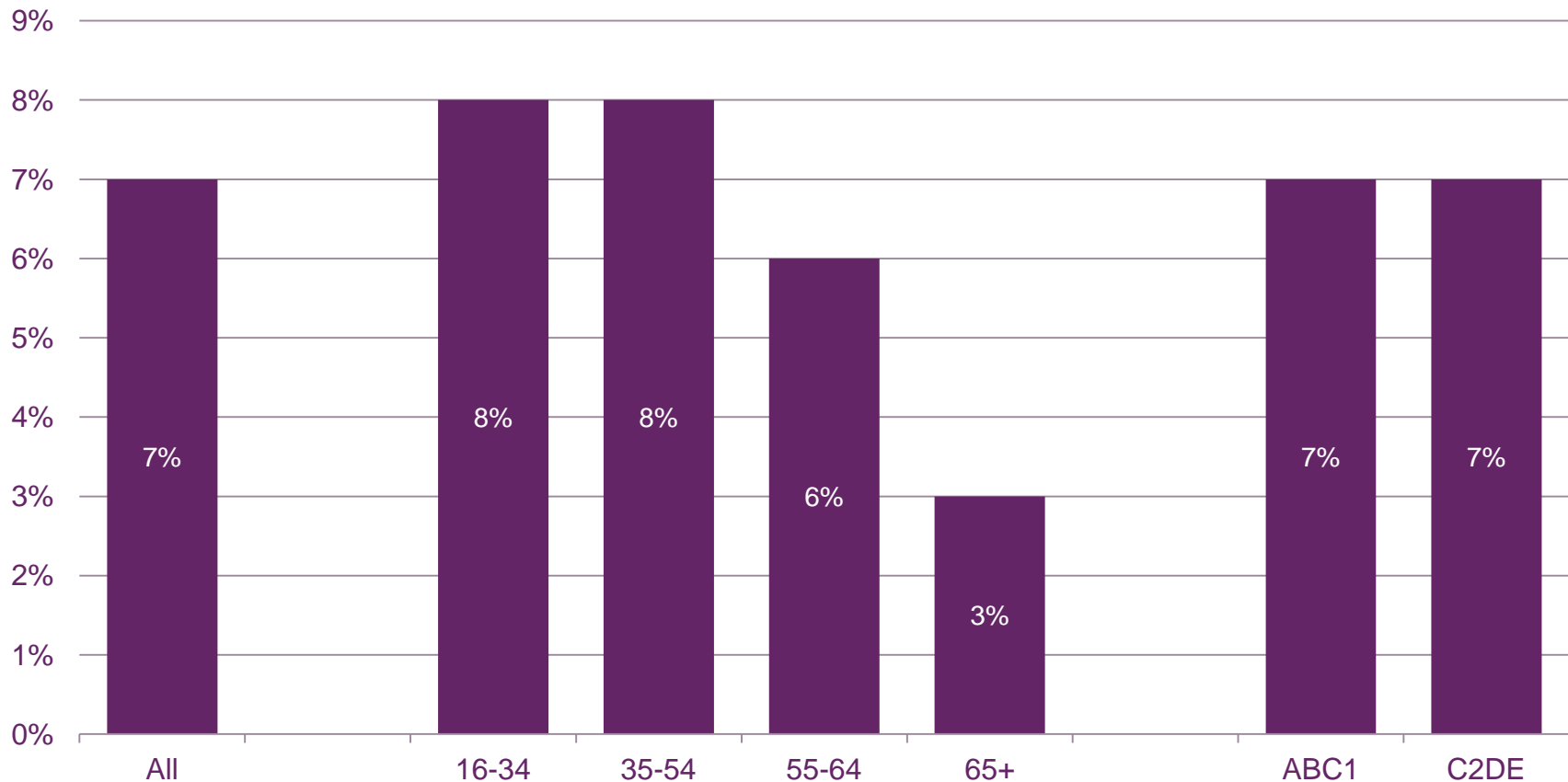


Source: Ofcom Media tracker 2012.

Base: All connecting a laptop, home PC etc. 2012 (176), 2011 (96*). Prompted. Multicode. *Caution: small base.

% who have a Smart TV by age and SEG

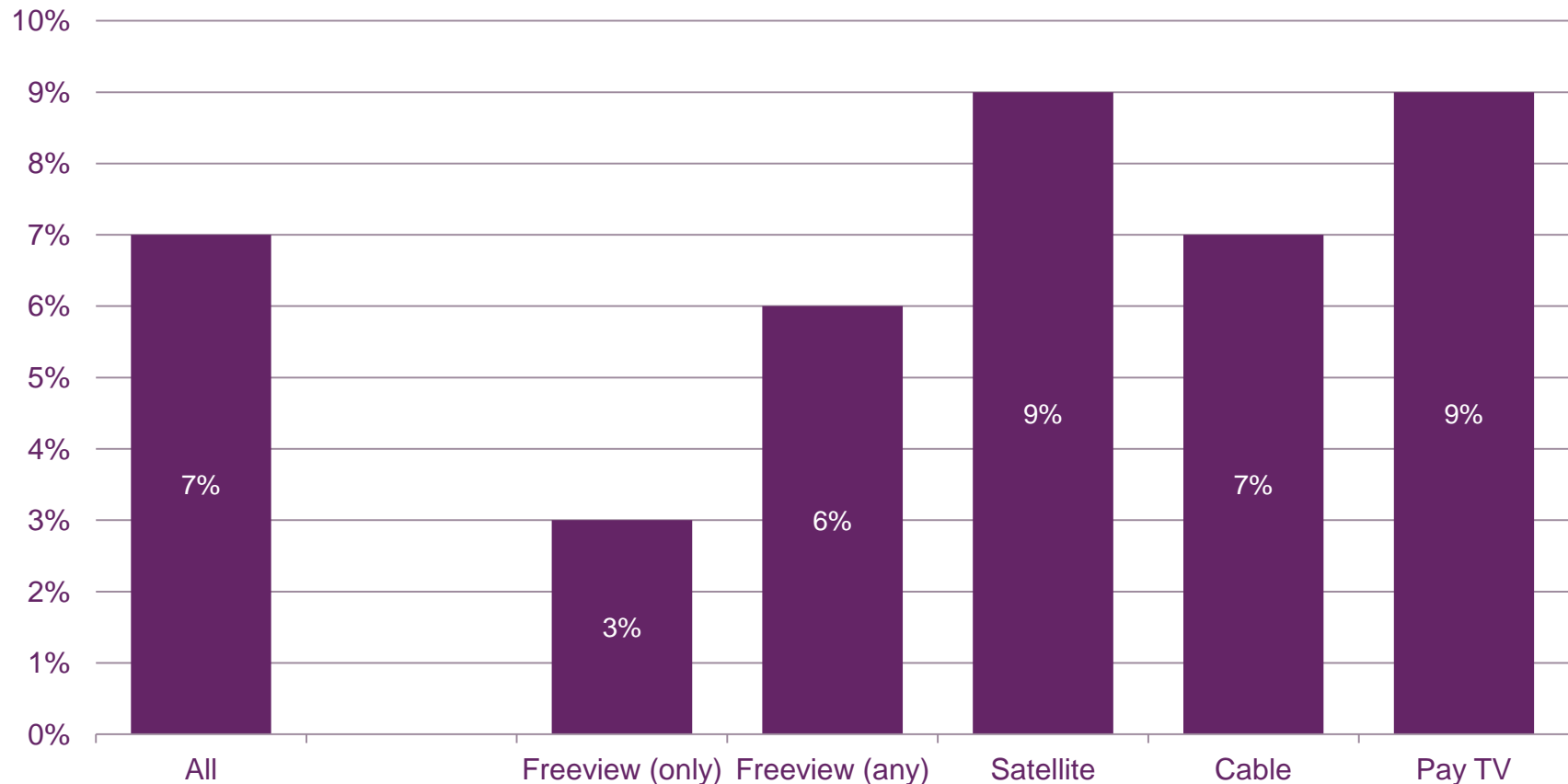
Q - Are any of your TV sets “Smart“ TVs? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.



Source: Ofcom Media tracker 2012. Base: All with TV, but excluding those never watching (1,830); 16-34 (609); 35-54 (640); 55-64 (247); 65+ (334); ABC1 (962); C2DE (868).

% who have a Smart TV by platform

Q - Are any of your TV sets “Smart“ TVs? These are new types of TV that are 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.

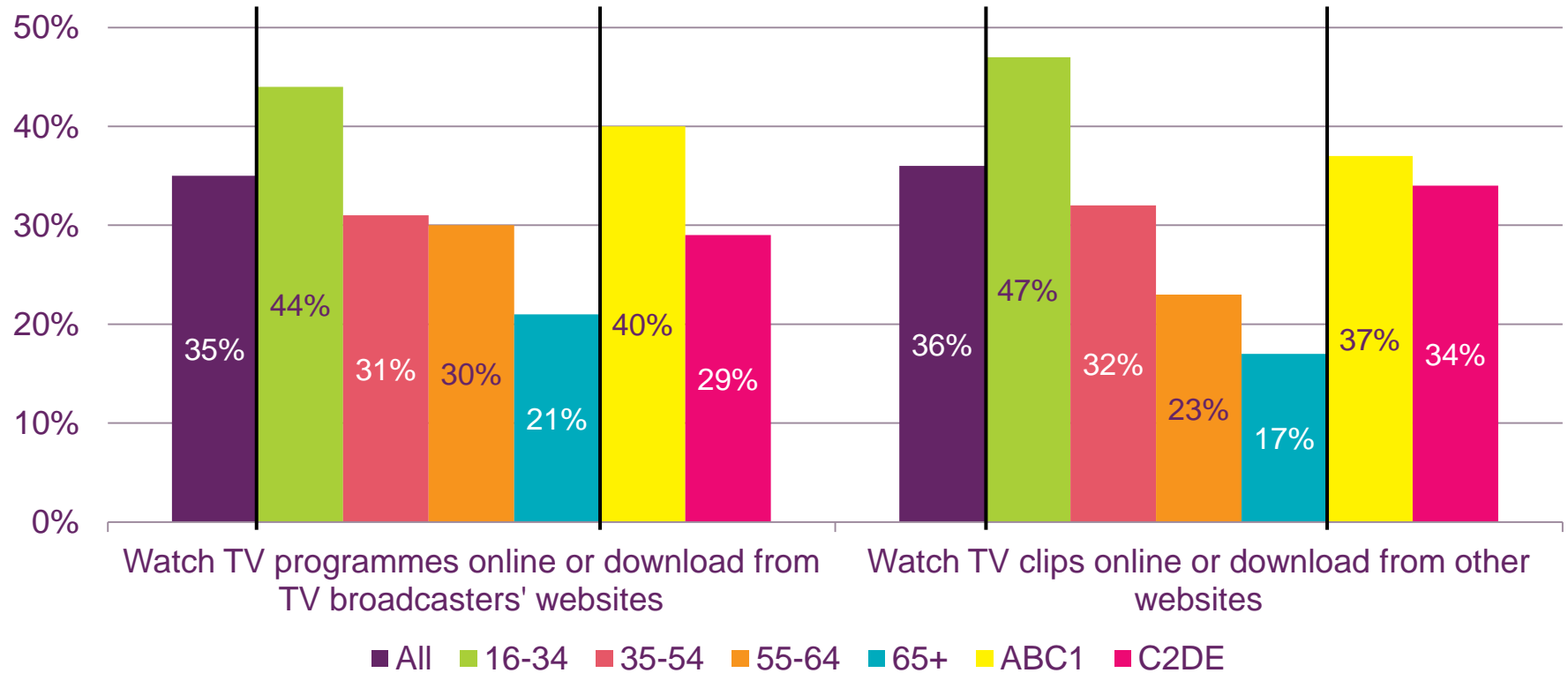


Source: Ofcom Media tracker 2012. Base: All with TV, but excluding those never watching (1,830); Freeview (only) (596); Freeview (any) (1,254); Satellite (834), Cable (293), Pay TV (1,164).

Viewing of TV programmes/films on the internet

(Q - Do you watch TV programmes/films/video clips in any of the following ways on the internet (via any device, e.g. PC, mobile phone), either at home or elsewhere?)

Base: All those who say they use the internet

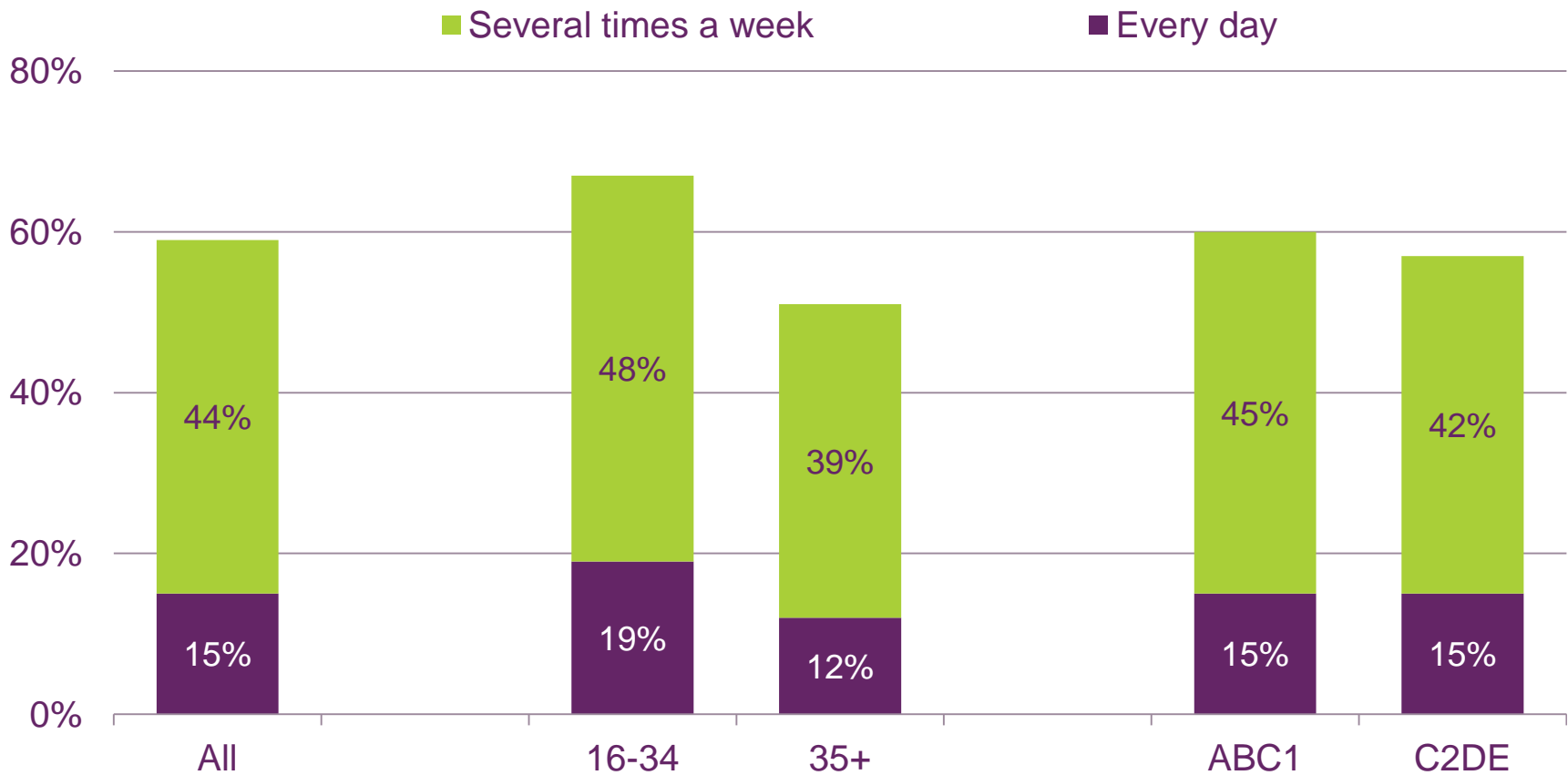


Source: Ofcom Media tracker 2012.

Base: All who use the internet (1,498); 16-34 (592); 35-54 (587); 55-64 (178); 65+ (141); ABC1 (869); C2DE (629).

Frequency of viewing: TV programmes/films on the internet

Q - And how often do you personally do this?



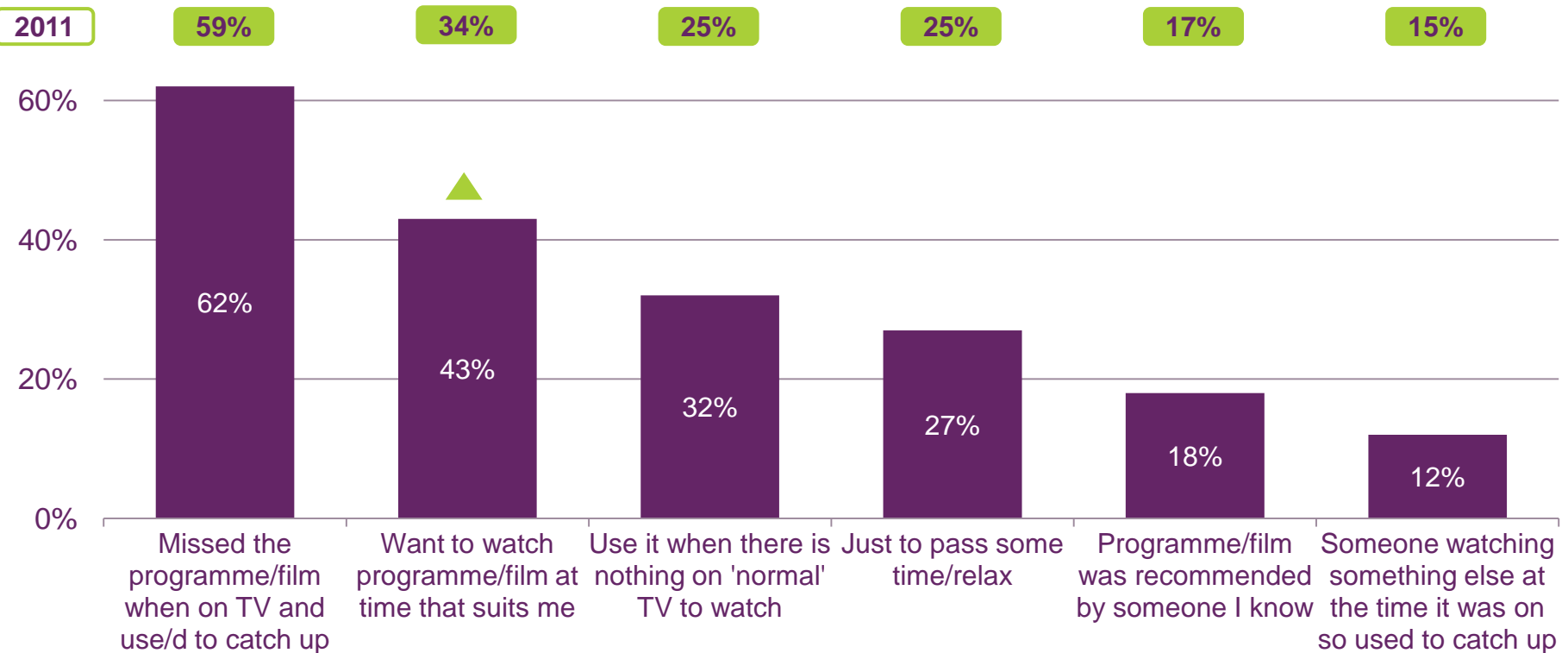
Source: Ofcom Media tracker 2012.

Base: All watching TV/films/video clips via the internet (727); 16-34 (356); 35+ (306); ABC1 (445); C2DE (282).

Reasons for online on demand usage

Q - What would you say are the reasons you use/ used your on demand service, whether you were catching up or accessing other content?

Base: All those who say they who use online 'video on demand' services

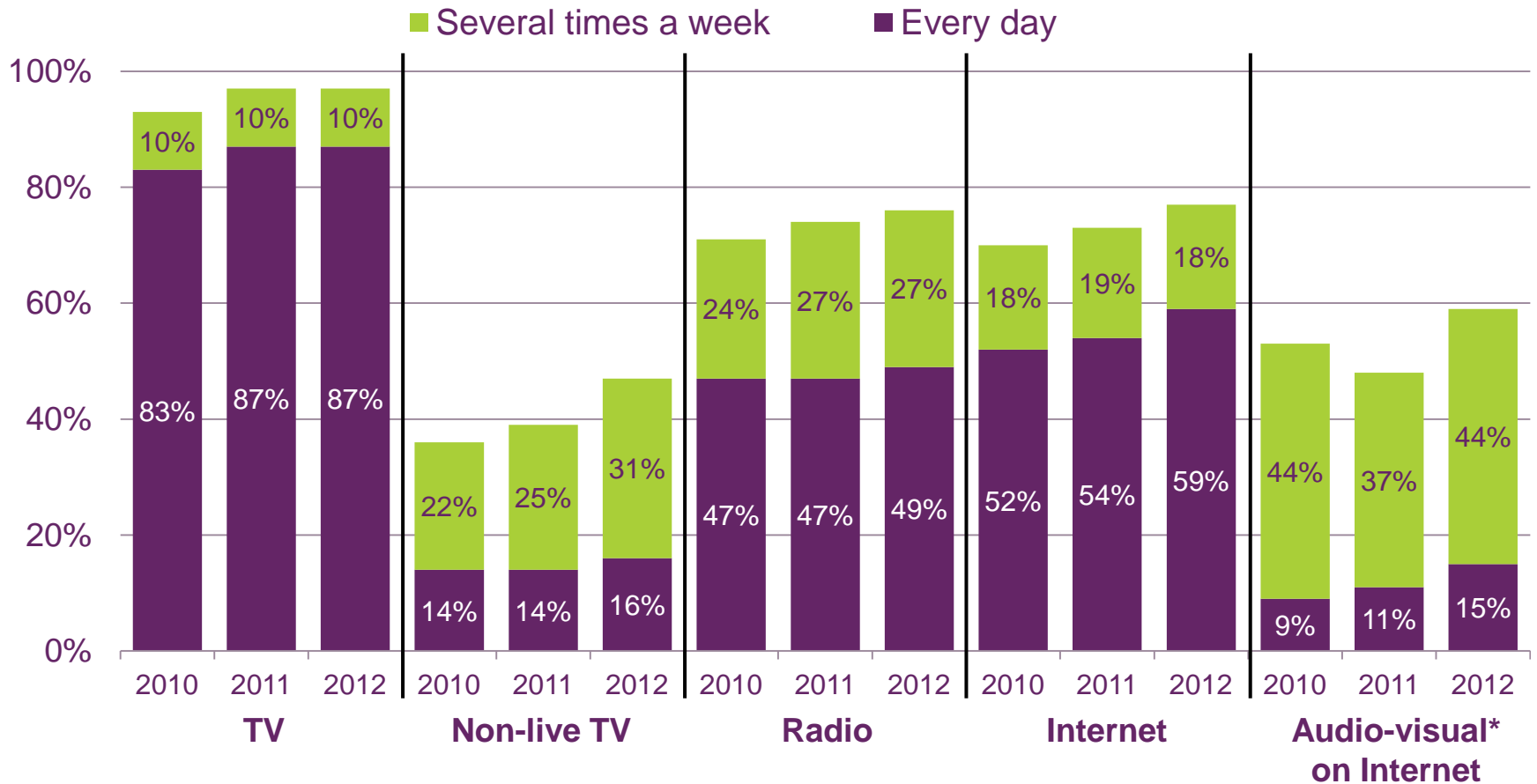


Source: Ofcom Media tracker 2012. Base: All who use online 'video on demand' 2012 (725), 2011 (658). Note: Only responses ≥ 10% charted. All responses unprompted.

Frequency of media use

Q - On average, how often, if at all, do you watch/listen/use the [media type] (via any device)?

[Scale: Every day / Several times a week / At least once a month / Several times a year / Never / Don't know]

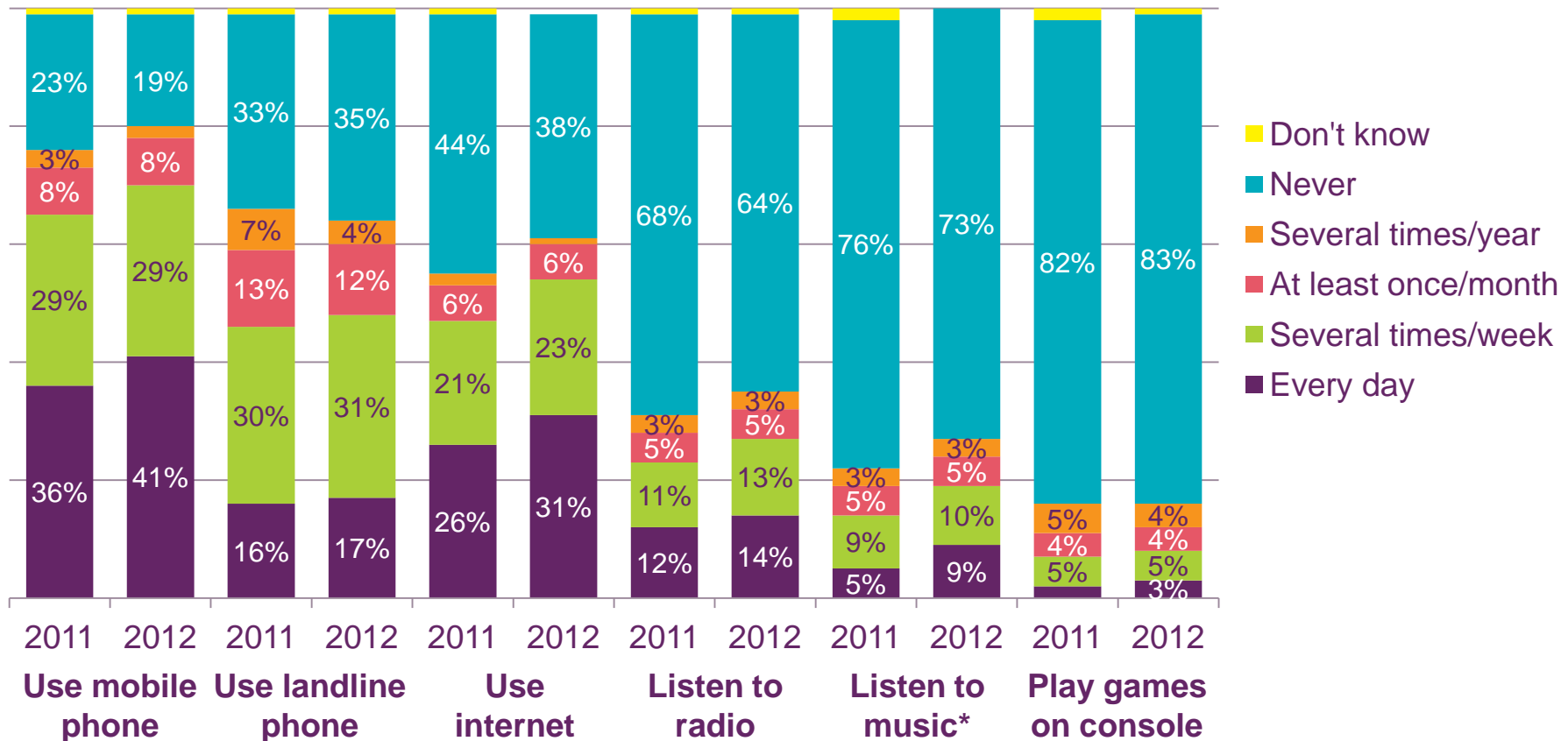


Source: Ofcom Media tracker. Base: All respondents 2010 (2,141), 2011 (1,754), 2012 (1,854).

*Audio-visual on Internet = TV programmes/films/video clips.

Simultaneity: Frequency of using other media whilst watching TV on a TV set

Q - At the same time as watching TV on your TV set, how frequently, if at all, do you also do any of the following activities?



Source: Ofcom Media tracker 2012. Base: All with TV, but excluding those never watching 2011 (1,723), 2012 (1,830). *On stereo or MP3 player or mobile phone or computer. Only responses ≥ 3% labelled.