

## Request for information

Thank you for your request for information dated 5 October which has been considered under the Freedom of Information Act 2000.

You asked:

*Can you confirm, as it is not clear in your research, how many people in Scotland were consulted regarding your report into offensive attitudes. As I understand it may be 4 or 5. Can you clarify and can you clarify their backgrounds in relation to their origin.*

You can find the information you need in the report here:

[https://www.ofcom.org.uk/\\_data/assets/pdf\\_file/0022/91624/OfcomOffensiveLanguage.pdf](https://www.ofcom.org.uk/_data/assets/pdf_file/0022/91624/OfcomOffensiveLanguage.pdf)

At the bottom of page 10, there is a statement that “Focus groups and in-depth interviews were conducted across the UK, in London, Chippenham, Stockport, Cardiff, Belfast and Paisley”, which then directs to the appendices for full details.

Page 61 onwards includes the methodology with a table on page 63 listing groups, including a focus group of 8-10 participants from Glasgow. Scottish participants were also included in the quantitative side of the research (an online poll) so numbers of people in Scotland that were consulted regarding the report exceeded 8-10.

Ofcom does not hold the details regarding the number of participants in the online sample who were from Scotland. However, the sample of 127 contained participants from around the UK and were selected by Ipsos Mori who conducted the report to be representative of the population as a whole.

I hope you find this information helpful.

Kind regards

Julia Snape

If you are unhappy with the response or level of service you have received in relation to your request from Ofcom, you may ask for an internal review. If you ask us for an internal review of our decision, it will be treated as a formal complaint and will be subject to an independent review within Ofcom. We will acknowledge the complaint and inform you of the date by which you might expect to be told the outcome.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

### Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter.**

There is no statutory deadline for undertaking internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exception cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact:

Steve Gettings  
The Secretary to the Corporation  
Ofcom  
Riverside House  
2a Southwark Bridge Road  
London SE1 9HA

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliff House

Water Lane  
Wilmslow  
Cheshire  
SK9 5AF