

Reference: 1950219

Information Requests
information.requests@ofcom.org.uk

6 March 2025

Freedom of Information request: Right to know request

Thank you for your request for information about project costs for offensive language publication.

We received this request on 3 February 2025 and we have considered your request under the Freedom of Information Act 2000 ("the FOI Act").

Your request

Would like to know how much Ofcom spent on the project that ran and published the 'Public attitudes towards offensive language on TV and radio: Quick Reference Guide'. Would like information about how many participants took part and what remuneration Ofcom gave them as well. Also any information about private companies/contractors that were hired for this project/publication.

Our response

The quick reference guide referred to in your request was designed as a form of quick reference for the full research report, which can be found [here](#). As such, we only hold the information requested with respect to the full research report.

Ipsos was commissioned by Ofcom to conduct this research. The total cost of the project was £173,500 ex VAT / £208,200 inc. VAT.

The incentives that were paid were:

- 368 quantitative respondents
 - o Received £10 after completing all 5 days of the survey
- 234 qualitative participants
 - o Focus group participants (209) received £70 (£10 for the completing the pre-task and £60 for taking part in the focus group)
 - o Individual depth interview participants (25) received £40.

We hope this information is helpful. If you have any further queries, then please send them to information.requests@ofcom.org.uk – quoting the reference number above in any future communications.

Yours sincerely,

Information Requests

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).