

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

RESPONDENT'S AGE	1
Base : All respondents	
RESPONDENT'S GENDER	3
Base : All respondents	
NATION/ REGION	5
Base : All respondents	
Which one of these best describes where you live?	9
Base : All respondents	
HOUSEHOLD SOCIO-ECONOMIC GROUP	11
Base : All respondents	
TOTAL NUMBER OF PEOPLE IN THE HOUSEHOLD	15
Base : All respondents	
ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD	17
Base : All respondents	
WHETHER RESPONDENT IS A PARENT/ GUARDIAN OF ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD	19
Base : All respondents	
QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)	21
Base : All respondents	
QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)	27
Base : All respondents	
QA3. Does anyone in your household ever use any of these to watch television programmes or films at home or elsewhere? Please include all types of viewing – so watching television programmes or films as they are broadcast, anything recorded from the TV to view later, any use of catch-up services (such as BBC iPlayer or ITVX) or other paid-for streaming services (such as Netflix or Amazon Prime Video). (MULTI CODE)	32
Base : All respondents	
QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)	36
Base : All respondents	
QA5. Which, if any, of these TV channels have you personally watched in the past 12 months? Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX, Channel 4 streaming service and My5. Please include watching on any device. (MULTI CODE)	42
Base : All respondents	
QA6. Which, if any, of these TV catch-up or on-demand services have you personally watched in the past 12 months? Please include watching programmes or films as they are broadcast, to catch-up or on-demand. Please include watching on any device. (MULTI CODE)	46
Base : All respondents	
QA7. Which, if any, of these paid-for on-demand services have you personally watched in the past 12 months? Please include watching on any device. (MULTI CODE)	50
Base : All respondents	
QB1. Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? (SINGLE CODE)	54
Base : Those who have watched any live broadcast TV in the last 12 months	
QB2. In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. (MULTI CODE)	56
Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have improved over the past year	
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Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year	

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QC1. SHOW PRODUCT PLACEMENT 'P' SYMBOL. Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? (SINGLE CODE)	66
Base : Those who have watched any live broadcast TV in the last 12 months	
QC2. Do you know what this symbol is used for? (MULTI CODE)	68
Base : Those who have ever noticed the 'P' symbol	
AWARENESS AND IDENTIFICATION OF PRODUCT PLACEMENT SYMBOL	70
Base : Those who have watched any live broadcast TV in the last 12 months	
QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)	72
Base : Those who have watched any live broadcast TV in the last 12 months	
QC4. Do you have any concerns about advertising on television? (SINGLE CODE)	76
Base : Those who have watched any live broadcast TV in the last 12 months	
QC5. What do you have concerns about? (MULTI CODE)	78
Base : Those who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months	
QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)	82
Base : Those who have watched any live broadcast TV in the last 12 months	
QC7. What specifically concerns you about advertising in children's programming or when children could be watching? (MULTI CODE)	86
Base : Those with any concerns about adverts during children's programming or when children could be watching	
QC8. What specifically concerns you about TV advertising for alcohol? (MULTI CODE)	90
Base : Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months	
QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar? (MULTI CODE)	94
Base : Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months	
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Base : Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months	
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Base : Those with any concerns about adverts that make claims to be environmentally friendly and who have watched any live broadcast TV in the last 12 months	
QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)	104
Base : Those who have watched any live broadcast TV in the last 12 months	
QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic. (SINGLE CODE)	108
Base : Those who have watched any live broadcast TV in the last 12 months	
QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)	112
Base : Those who have watched any live broadcast TV in the last 12 months	
QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV. (SINGLE CODE)	116
Base : Those who have watched any live broadcast TV in the last 12 months	
QD1. Please think about TV programmes that people can watch 'live' at the time they are shown on scheduled TV or record to watch later... As far as you know, are TV programmes regulated – so are there rules or guidelines about what can and can't be shown on TV? (SINGLE CODE)	120
Base : All respondents	

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QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)	122
Base : Those who say that TV programmes are regulated	
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Base : All respondents	
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Base : All respondents	
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Base : All respondents	
QD3D. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - All other TV channels? (SINGLE CODE)	132
Base : All respondents	
QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? (MULTI CODE)	134
Base : All respondents	
QE1. Still thinking about TV programmes that people can watch 'live' on scheduled TV or record to watch later... Do you think it is mainly the responsibility of the parents/ guardians, the broadcasters showing the programmes, or both equally, to make sure that children don't see unsuitable programmes? (SINGLE CODE)	144
Base : Those who have watched any live broadcast TV in the last 12 months	
QE2. Thinking of the types of TV programmes which are not suitable for children... Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)	146
Base : Those who have watched any live broadcast TV in the last 12 months	
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Base : Those who have watched any live broadcast TV in the last 12 months	
QE4. Programmes that are not suitable for children may only be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Programmes shown later than 9pm may not be suitable for children as they may contain strong language, scenes of a sexual nature, or violent scenes. When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)	153
Base : Those aged 18 or over who have watched any live broadcast TV in the last 12 months	
QF1. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television that you found to be offensive? (SINGLE CODE)	157
Base : Those who have watched any live broadcast TV in the last 12 months	
QF2. What type of programme showed something that offended you? (MULTI CODE)	159
Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months	
QF3. What kind of things in the programme offended you? (MULTI CODE)	163
Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months	
QF4. What did you do when you were offended by what you saw? (MULTI CODE)	167
Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months	
QF5. Which one of these statements best describes how you feel about the things which have offended you on TV in the last 12 months? (SINGLE CODE)	169
Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months	
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Base : Those who have watched any live broadcast TV in the last 12 months	
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Base : Those who have watched any live broadcast TV in the last 12 months	

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Base : Those who have watched any live broadcast TV in the last 12 months	
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Base : Those who have watched any live broadcast TV in the last 12 months	
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Base : Those who have watched any live broadcast TV in the last 12 months	
QF10. What type of programme showed something harmful or damaging? (MULTI CODE)	183
Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months	
QF11. What kind of things in the programme were harmful or damaging? (MULTI CODE)	187
Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months	
QF12. What did you do when you saw something harmful or damaging? (MULTI CODE)	193
Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months	
QF13. As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you seen anything on television where you were concerned about the children or young people taking part in the programme? (SINGLE CODE)	195
Base : Those who have watched any live broadcast TV in the last 12 months	
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Base : Those who have watched any live broadcast TV in the last 12 months	
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Base : Those who have watched any live broadcast TV in the last 12 months	
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Base : Those who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months	
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Base : Those who have watched any live broadcast TV in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on scheduled TV)	
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Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months	
QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)	212
Base : All respondents	
QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)	217
Base : Those who have listened to any commercial radio in the last 12 months	
QH3. This next section of questions is about offensive content on radio – so anything which has offended you or which you thought was inappropriate. In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)	221
Base : Those who have listened to any radio in the last 12 months	
QH4. What type of radio programme broadcast something that offended you? (MULTI CODE)	223
Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months	

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QH5. What kinds of things in the programme offended you? (MULTI CODE)	227
Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months	
QH6. What did you do when you were offended by what you heard on the radio? (MULTI CODE)	231
Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months	
QJ1. We're interested in your views on the regulation of radio – meaning any rules or guidelines that should be followed in terms of what can and what can't be broadcast on radio. As far as you know, are radio programmes regulated – so are there rules or guidelines about what can and can't be broadcast on radio? (SINGLE CODE)	233
Base : All respondents	
QJ2. Who do you think is responsible for regulating radio? (SINGLE CODE)	235
Base : Those who say that radio programmes are regulated	
QJ3. Do you think the amount of regulation for radio shows is too much, too little, or about the right amount? (SINGLE CODE)	237
Base : All respondents	
QK1. In the last 12 months have you personally seen anything on any of these services that you thought caused any concern to you, to other adults, or to children? (SINGLE CODE)	239
Base : Those who have watched any catch-up or on-demand services in the last 12 months	
QK2. What type of programme caused any concern? (MULTI CODE)	241
Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months	
QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)	245
Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months	
QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched? (MULTI CODE)	251
Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months	
QK5. What did you do when you saw something of concern? (MULTI CODE)	256
Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months	
QK6. You said you complained to the broadcaster or service/ the broadcaster or service and the regulator/ the regulator about the content that caused concern. Who was this? (MULTI CODE)	259
Base : Those who complained to the broadcaster/ service and/ or the regulator having seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months	
QK7. Please think about the types of programmes your child watches on catch-up and on-demand services – such as (SERVICES FROM QA6 AND QA7). How concerned are you, if at all, by the types of things your child has seen on these services in the last 12 months? (SINGLE CODE)	261
Base : Those who have watched any catch-up or on-demand services in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on catch-up or on-demand services)	
QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)	263
Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months	
QL1A. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)	268
Base : All respondents	
QL1B. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)	270
Base : All respondents	
QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)	272
Base : Those who say that TV broadcaster catch-up services are regulated	
QL3. Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5 is too much, too little or about the right amount? (SINGLE CODE)	276
Base : Those who say that TV broadcaster catch-up services either are or are not regulated	

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QL4. Do you think the amount of regulation (i.e. official rules) for TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+ is too much, too little or about the right amount? (SINGLE CODE)	278
Base : Those who say that paid-for on-demand services either are or are not regulated	
QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)	280
Base : All respondents	
QM1B. Please can you say how much regulation there should be for - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)	284
Base : All respondents	
QM2. At the moment, what can be shown on broadcast TV – so channels like BBC or ITV – is more regulated than what can be shown on catch-up and on-demand services like ITVX (formerly ITV Hub), Netflix or Amazon Prime Video. How do you feel about this difference? (SINGLE CODE)	288
Base : All respondents	
QN1. Some TV services – like Freeview, Sky and Virgin – have settings for parental controls which restrict what can be watched. A PIN or password would need to be entered to watch something that’s been restricted. Did you know about being able to set a PIN or password like this before today? (SINGLE CODE)	290
Base : Parents/ guardians of any children aged under 16 in their household who have a TV service	
QN2. Do you have these parental controls in place on your home TV service? (SINGLE CODE)	292
Base : Parents/ guardians of any children aged under 16 in their household who have a TV service and knew about being able to set parental controls	
QN3. Some programmes and films on TV catch-up services (like the BBC iPlayer, ITVX and Channel 4 streaming service) show a guidance label or G rating which let viewers know when the programme may be unsuitable for younger audiences. Did you know about guidance labels on these catch-up services before today? (SINGLE CODE)	294
Base : Parents/ guardians of any children aged under 16 in their household	
QN4. Do you have a parental lock on any TV catch up services (like BBC iPlayer, ITVX and Channel 4 streaming service) – so a PIN or password is needed to watch something with a guidance label or G rating? (SINGLE CODE)	296
Base : Parents/ guardians of any children aged under 16 in their household and knew about guidance labels	
HOURS SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)	298
Base : All respondents	
WAYS THE HOUSEHOLD USES TO CONNECT TO THE INTERNET AT HOME (MULTI CODE)	300
Base : All respondents	
RESPONDENT’S WORKING STATUS (SINGLE CODE)	302
Base : All respondents	
QP4. Which one of these – if any – is the highest educational or professional qualification that you currently have? (SINGLE CODE)	304
Base : All respondents completing the survey online	
RESPONDENT’S ETHNICITY (SINGLE CODE)	310
Base : All respondents	
ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)	317
Base : All respondents	
RESPONDENT’S SEXUALITY (SINGLE CODE)	324
Base : All respondents	
WHETHER RESPONDENT’S CURRENT GENDER IDENTITY IS THE SAME AS THAT ASSIGNED AT BIRTH (SINGLE CODE)	326
Base : All respondents	

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Table 1

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S AGE

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16				
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO			
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b			
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498			
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236			
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495			
16-17 years	13 1%	13 5%	- -%	- -%	- -%	- -%	- -%	- -%	6 1%	5 1%	10 1%	1 1%	1 1%	- -%	4 *%	9 1%	2 *%	11 1%			
		bcdefg																			
18-24 years	252 12%	252 95%	- -%	- -%	- -%	- -%	- -%	- -%	147 14%	96 11%	213 12%	25 15%	8 9%	6 10%	104 11%	131 13%	50 9%	197 13%			
		bcdefg																			
25-34 years	326 16%	- -%	326 100%	- -%	- -%	- -%	- -%	- -%	204 19%	121 13%	286 17%	19 11%	10 10%	10 18%	164 17%	158 15%	162 30%	163 11%			
			acdefg								b										
35-44 years	326 16%	- -%	- -%	326 100%	- -%	- -%	- -%	- -%	176 16%	147 16%	270 16%	27 16%	17 18%	12 21%	149 15%	170 16%	186 35%	138 9%			
				abdefg															b		
45-54 years	326 16%	- -%	- -%	- -%	326 100%	- -%	- -%	- -%	169 16%	151 16%	262 15%	35 21%	18 18%	10 18%	145 15%	181 17%	108 20%	218 15%			
					abcefg															b	
55-64 years	326 16%	- -%	- -%	- -%	- -%	326 100%	- -%	- -%	156 14%	168 18%	272 16%	27 16%	18 19%	9 16%	161 17%	164 16%	18 3%	308 21%			
						abcdfg														a	
65-74 years	244 12%	- -%	- -%	- -%	- -%	- -%	244 100%	- -%	113 10%	126 14%	204 12%	18 11%	16 17%	6 10%	114 12%	129 12%	6 1%	238 16%			
							abcdeg														a
75 years or over	224 11%	- -%	- -%	- -%	- -%	- -%	- -%	224 100%	106 10%	102 11%	197 12%	15 9%	7 8%	4 7%	123 13%	99 9%	1 *%	222 15%			
								abcdef													a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

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Table 1

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S AGE

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
16-17 years	13 1%	7 *%	6 2%	4 1%	7 1%	9 *%	4 2%	13 1%	7 *%	13 1%	- -%	9 *%	4 3%	- -%	9 1%	- -%	9 1%	2 1%	9 1%
18-24 years	252 12%	163 10%	88 27% a	92 16% b	119 10%	211 11%	41 22% a	235 14%	199 12%	240 13%	12 7%	217 12%	35 22% a	22 6%	155 12%	53 12%	126 11%	32 15%	187 12%
25-34 years	326 16%	232 14%	90 28% a	64 11% a	222 18% a	284 15%	42 23%	313 19% d	279 17% d	318 17% d	8 5%	288 15%	38 24%	47 14%	214 16%	81 18%	175 15%	50 24%	253 16%
35-44 years	326 16%	262 16%	50 15%	72 13%	206 17%	277 15%	49 26% a	288 18%	264 16%	305 16%	20 12%	283 15%	43 27% a	43 13%	213 16%	63 14%	182 16%	34 16%	252 16%
45-54 years	326 16%	274 16%	50 15%	97 17%	193 16%	300 16%	26 14%	276 17%	280 17%	306 16%	20 12%	306 16%	19 12%	44 13%	220 16%	62 14%	191 17%	25 12%	258 17%
55-64 years	326 16%	298 18% b	26 8%	82 14%	221 18%	309 17%	17 9%	255 16%	290 17%	304 16%	22 13%	313 17%	12 8%	61 18%	222 17%	60 13%	199 17%	24 12%	267 17%
65-74 years	244 12%	231 14% b	11 3%	68 12%	160 13%	236 13% b	8 4%	165 10%	204 12%	220 12%	25 15%	239 13% b	6 4%	59 18%	160 12%	62 14%	141 12%	21 10%	187 12%
75 years or over	224 11%	216 13% b	6 2%	91 16% b	114 9%	224 12% b	- -%	88 5%	162 10% a	166 9% a	58 35% abc	224 12% b	- -%	60 18% b	147 11%	70 15%	119 10%	21 10%	127 8%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 2

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S GENDER

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Man	964	108	164	149	145	161	114	123	527	416	814	80	43	27	964	-	255	703
	47%	41%	50%	46%	44%	49%	47%	55%	49%	45%	48%	47%	45%	48%	100%	-%	48%	47%
Woman	1041	140	158	170	181	164	129	99	531	493	872	88	52	29	-	1041	273	768
	51%	53%	49%	52%	56%	50%	53%	44%	49%	54%	51%	52%	54%	51%	-%	100%	51%	51%
																a		
Non-binary	13	8	2	2	-	1	-	-	9	4	12	1	*	-	-	-	2	11
	1%	3%	1%	1%	-%	*%	-%	-%	1%	*%	1%	*%	*%	-%	-%	-%	*%	1%
		def																
Prefer not to say	18	9	1	5	-	-	*	2	9	4	16	1	*	1	-	-	4	13
	1%	3%	*%	2%	-%	-%	*%	1%	1%	*%	1%	1%	*%	2%	-%	-%	1%	1%
		bdef																

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 2

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S GENDER

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Man	964	789	166	247	623	894	70	767	806	889	75	906	58	188	631	232	554	107	728
	47%	47%	51%	43%	50%	48%	37%	47%	48%	48%	45%	48%	37%	56%	47%	52%	49%	51%	47%
														b					
Woman	1041	875	154	308	614	934	107	841	858	956	84	949	92	146	695	215	574	99	793
	51%	52%	47%	54%	49%	51%	57%	51%	51%	51%	51%	51%	58%	44%	52%	48%	50%	47%	52%
Non-binary	13	12	*	11	-	9	4	13	10	13	-	12	2	1	6	3	6	2	10
	1%	1%	*%	2%	-%	1%	2%	1%	1%	1%	-%	1%	1%	*%	*%	1%	1%	1%	1%
				b															
Prefer not to say	18	8	5	5	5	11	7	12	10	12	5	11	7	1	6	*	5	1	8
	1%	*%	2%	1%	*%	1%	4%	1%	1%	1%	3%	1%	4%	*%	*%	*%	*%	*%	*%
							a				abc		a						

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 3

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NATION/ REGION

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
North East	122	19	26	10	23	15	16	14	59	61	122	-	-	-	61	61	37	86
	6%	7%	8%	3%	7%	5%	7%	6%	5%	7%	7%	-%	-%	-%	6%	6%	7%	6%
			c								bcd							
Yorkshire and Humberside	166	28	19	30	34	25	11	19	61	95	166	-	-	-	77	83	37	127
	8%	11%	6%	9%	10%	8%	5%	8%	6%	10%	10%	-%	-%	-%	8%	8%	7%	8%
				f					a		bcd							
North West	214	36	37	24	35	38	28	16	100	110	214	-	-	-	90	124	55	159
	11%	14%	11%	7%	11%	12%	11%	7%	9%	12%	12%	-%	-%	-%	9%	12%	10%	11%
											bcd							
West Midlands	163	16	25	40	17	31	14	21	79	82	163	-	-	-	79	79	52	110
	8%	6%	8%	12%	5%	9%	6%	9%	7%	9%	10%	-%	-%	-%	8%	8%	10%	7%
				df							bcd							
East Midlands	154	15	17	39	19	27	20	18	85	64	154	-	-	-	69	81	45	109
	8%	6%	5%	12%	6%	8%	8%	8%	8%	7%	9%	-%	-%	-%	7%	8%	8%	7%
				b							bcd							
East of England	207	22	32	34	38	30	25	26	121	84	207	-	-	-	99	105	41	165
	10%	8%	10%	10%	12%	9%	10%	12%	11%	9%	12%	-%	-%	-%	10%	10%	8%	11%
											bcd							
South West	174	17	27	22	21	28	32	27	95	76	174	-	-	-	75	98	30	145
	9%	6%	8%	7%	7%	8%	13%	12%	9%	8%	10%	-%	-%	-%	8%	9%	6%	10%
							cd				bcd							a
South East	255	19	35	31	53	38	43	37	145	103	255	-	-	-	131	123	58	197
	13%	7%	11%	10%	16%	12%	18%	16%	13%	11%	15%	-%	-%	-%	14%	12%	11%	13%
							ac				bcd							
London	258	51	69	42	23	39	15	19	145	107	258	-	-	-	133	119	105	151
	13%	19%	21%	13%	7%	12%	6%	9%	13%	12%	15%	-%	-%	-%	14%	11%	20%	10%
		dfg	cdefg	f							bcd						b	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 3

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NATION/ REGION

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16			
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b	
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498	
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236	
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495	
ENGLAND	1714	223	286	270	262	272	204	197	890	782	1714	-	-	-	814	872	459	1249	
		84%	84%	88%	83%	81%	83%	83%	88%	83%	85%	100%	-%	-%	-%	84%	84%	86%	84%
											bcd								
SCOTLAND	169	27	19	27	35	27	18	15	99	70	-	169	-	-	80	88	42	125	
		8%	10%	6%	8%	11%	8%	8%	9%	8%	-%	100%	-%	-%	8%	8%	8%	8%	
											acd								
WALES	96	9	10	17	18	18	16	7	52	43	-	-	96	-	43	52	19	77	
		5%	3%	3%	5%	5%	6%	7%	5%	5%	-%	-%	100%	-%	4%	5%	4%	5%	
													abd						
NORTHERN IRELAND	57	6	10	12	10	9	6	4	35	21	-	-	-	57	27	29	13	44	
		3%	2%	3%	4%	3%	3%	2%	2%	3%	2%	-%	-%	-%	100%	3%	3%	2%	3%
														abc					

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 3

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NATION/ REGION

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
North East	122	106	16	31	81	112	10	102	96	109	13	112	10	12	94	29	70	13	92
	6%	6%	5%	5%	7%	6%	5%	6%	6%	6%	8%	6%	6%	4%	7%	7%	6%	6%	6%
Yorkshire and Humberside	166	131	33	54	81	140	26	115	126	142	24	144	22	13	108	33	88	7	119
	8%	8%	10%	9%	7%	8%	14%	7%	7%	8%	14%	8%	14%	4%	8%	7%	8%	3%	8%
							a				abc								
North West	214	177	36	66	116	198	16	178	175	192	22	205	9	33	138	40	114	17	162
	11%	11%	11%	12%	9%	11%	9%	11%	10%	10%	13%	11%	5%	10%	10%	9%	10%	8%	11%
West Midlands	163	128	30	47	95	147	17	139	136	157	6	149	15	39	87	38	93	24	123
	8%	8%	9%	8%	8%	8%	9%	8%	8%	8%	4%	8%	9%	12%	7%	9%	8%	12%	8%
														b					
East Midlands	154	136	14	34	103	141	12	118	129	145	9	142	12	25	102	36	84	8	129
	8%	8%	4%	6%	8%	8%	7%	7%	8%	8%	6%	8%	7%	8%	8%	8%	7%	4%	8%
East of England	207	172	35	45	146	191	16	161	168	187	21	192	15	33	145	52	116	21	158
	10%	10%	11%	8%	12%	10%	9%	10%	10%	10%	13%	10%	10%	10%	11%	11%	10%	10%	10%
South West	174	160	11	54	103	165	9	133	152	161	14	168	7	32	122	39	101	18	135
	9%	10%	3%	9%	8%	9%	5%	8%	9%	9%	8%	9%	4%	10%	9%	9%	9%	9%	9%
		b																	
South East	255	223	31	84	150	233	22	196	215	240	15	236	19	51	167	55	152	38	187
	13%	13%	10%	15%	12%	13%	12%	12%	13%	13%	9%	13%	12%	15%	12%	12%	13%	18%	12%
London	258	157	95	60	168	218	40	219	200	235	23	222	36	54	140	55	127	29	183
	13%	9%	29%	10%	14%	12%	21%	13%	12%	13%	14%	12%	23%	16%	10%	12%	11%	14%	12%
			a				a						a	b					

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 3

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

NATION/ REGION

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
ENGLAND	1714	1391	300	475	1043	1546	168	1361	1397	1568	147	1570	144	292	1103	377	946	175	1287
	84%	83%	92%	83%	84%	84%	90%	83%	83%	84%	89%	84%	91%	87%	82%	84%	83%	84%	84%
			a																
SCOTLAND	169	151	16	49	104	160	9	140	148	156	13	162	7	25	120	39	104	18	128
	8%	9%	5%	9%	8%	9%	5%	9%	9%	8%	8%	9%	4%	8%	9%	9%	9%	9%	8%
WALES	96	87	7	31	59	91	4	81	86	93	3	92	3	11	75	21	59	13	75
	5%	5%	2%	6%	5%	5%	2%	5%	5%	5%	2%	5%	2%	3%	6%	5%	5%	6%	5%
NORTHERN IRELAND	57	54	3	16	35	52	5	51	51	55	2	53	4	7	41	13	32	3	49
	3%	3%	1%	3%	3%	3%	3%	3%	3%	3%	1%	3%	2%	2%	3%	3%	3%	1%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 4

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

Which one of these best describes where you live?

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Large city	455	85	116	78	59	62	27	27	245	201	393	45	8	8	232	214	171	279
	22%	32%	36%	24%	18%	19%	11%	12%	23%	22%	23%	27%	8%	15%	24%	21%	32%	19%
		defg	cdefg	fg		f					c	cd				b		
Smaller city or large town	445	71	72	92	61	64	47	37	253	181	385	29	18	14	196	237	115	329
	22%	27%	22%	28%	19%	20%	19%	17%	23%	20%	22%	17%	18%	24%	20%	23%	21%	22%
				dg														
Medium town	531	63	78	74	90	86	67	72	271	249	459	35	18	19	250	276	137	393
	26%	24%	24%	23%	28%	26%	27%	32%	25%	27%	27%	20%	19%	34%	26%	26%	26%	26%
														bc				
Small town	369	30	38	51	74	79	56	41	195	169	290	43	29	6	179	189	80	289
	18%	11%	12%	16%	23%	24%	23%	19%	18%	18%	17%	26%	31%	11%	19%	18%	15%	19%
				ab	ab	ab	ab					ad	ad					
Rural area	236	15	21	30	42	35	47	46	112	117	187	17	23	9	108	126	30	206
	12%	6%	7%	9%	13%	11%	19%	21%	10%	13%	11%	10%	24%	16%	11%	12%	6%	14%
				b			abce	abce					ab					a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 4

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

Which one of these best describes where you live?

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Large city	455	285	158	121	281	400	54	389	375	425	30	406	49	90	276	109	243	52	344
	22%	17%	48%	21%	23%	22%	29%	24%	22%	23%	18%	22%	31%	27%	21%	24%	21%	25%	22%
			a																
Smaller city or large town	445	342	94	112	270	386	60	359	345	408	38	392	53	56	293	69	264	35	347
	22%	20%	29%	20%	22%	21%	32%	22%	21%	22%	23%	21%	34%	17%	22%	15%	23%	17%	23%
			a				a						a				a		
Medium town	531	490	37	156	315	485	45	419	443	486	45	500	31	78	351	113	305	55	396
	26%	29%	11%	27%	25%	26%	24%	26%	26%	26%	27%	27%	20%	23%	26%	25%	27%	26%	26%
			b																
Small town	369	342	26	113	235	349	20	295	322	346	24	351	18	67	254	88	201	43	284
	18%	20%	8%	20%	19%	19%	11%	18%	19%	18%	14%	19%	12%	20%	19%	19%	18%	21%	18%
			b																
Rural area	236	224	11	68	141	229	7	172	199	207	29	229	6	44	163	72	127	23	169
	12%	13%	3%	12%	11%	12%	4%	11%	12%	11%	17%	12%	4%	13%	12%	16%	11%	11%	11%
			b				b					b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 5

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
A	116	18	30	22	17	9	7	12	116	-	99	11	4	3	68	45	55	62
	6%	7%	9%	7%	5%	3%	3%	6%	11%	-%	6%	6%	4%	6%	7%	4%	10%	4%
			ef						b								b	
B	433	45	75	61	74	72	50	55	433	-	363	34	22	14	245	183	123	309
	21%	17%	23%	19%	23%	22%	21%	25%	40%	-%	21%	20%	23%	25%	25%	18%	23%	21%
									b						b			
C1	527	89	98	93	78	74	55	39	527	-	428	54	26	17	214	303	121	402
	26%	34%	30%	28%	24%	23%	23%	17%	49%	-%	25%	32%	28%	31%	22%	29%	23%	27%
		g	g						b						a			
C2	407	37	78	73	67	86	38	29	-	407	348	36	15	8	232	174	130	277
	20%	14%	24%	22%	20%	26%	16%	13%	-%	44%	20%	21%	16%	15%	24%	17%	24%	19%
			fg			afg			a						b		b	
D	178	30	26	37	32	33	15	4	-	178	147	16	10	5	70	106	39	135
	9%	11%	8%	11%	10%	10%	6%	2%	-%	19%	9%	9%	11%	9%	7%	10%	7%	9%
		g		g	g	g			a									
E	331	35	16	38	52	48	73	69	-	331	287	18	18	7	115	213	58	272
	16%	13%	5%	12%	16%	15%	30%	31%	-%	36%	17%	11%	19%	13%	12%	20%	11%	18%
		b		b	b	b	abcde	abcde	a						a		a	a
Prefer not to say	44	11	1	3	6	2	5	15	-	-	42	-	*	1	21	17	7	37
	2%	4%	*%	1%	2%	1%	2%	7%	-%	-%	2%	-%	*%	2%	2%	2%	1%	2%
		be						bcde										
SUMMARY																		
AB	550	63	105	83	91	82	58	68	550	-	462	45	26	17	313	228	178	371
	27%	24%	32%	26%	28%	25%	24%	30%	51%	-%	27%	26%	27%	31%	32%	22%	33%	25%
									b						b		b	
DE	509	65	43	74	84	82	88	73	-	509	434	34	28	13	184	319	98	408
	25%	24%	13%	23%	26%	25%	36%	33%	-%	56%	25%	20%	29%	22%	19%	31%	18%	27%
		b		b	b	b	bcde	b	a						a		a	a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 5

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
ABC1	1076	152	204	176	169	156	113	106	1076	-	890	99	52	35	527	531	299	773
	53%	58%	63%	54%	52%	48%	46%	48%	100%	-%	52%	59%	54%	61%	55%	51%	56%	52%
			defg						b									
C2DE	916	101	121	147	151	168	126	102	-	916	782	70	43	21	416	493	227	685
	45%	38%	37%	45%	46%	52%	52%	46%	-%	100%	46%	41%	45%	37%	43%	47%	43%	46%
						ab	ab		a									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 5

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
A	116	84	32	24	75	111	5	105	110	113	3	112	4	25	78	37	64	17	88
	6%	5%	10%	4%	6%	6%	3%	6%	7%	6%	2%	6%	3%	7%	6%	8%	6%	8%	6%
			a																
B	433	369	60	96	310	412	21	361	388	406	27	416	17	95	296	127	242	65	324
	21%	22%	18%	17%	25%	22%	11%	22%	23%	22%	16%	22%	11%	28%	22%	28%	21%	31%	21%
			a		a	b						b			b		b		b
C1	527	428	91	121	354	466	60	452	432	507	19	474	53	74	340	97	307	52	430
	26%	25%	28%	21%	28%	25%	32%	28%	26%	27%	12%	25%	33%	22%	25%	22%	27%	25%	28%
			a		a			d	d	d									
C2	407	342	61	119	255	375	33	343	343	379	28	379	28	56	284	88	230	37	312
	20%	20%	19%	21%	21%	20%	17%	21%	20%	20%	17%	20%	18%	17%	21%	20%	20%	18%	20%
D	178	145	31	51	108	161	17	142	148	163	15	164	14	19	125	26	108	13	138
	9%	9%	10%	9%	9%	9%	9%	9%	9%	9%	9%	9%	9%	6%	9%	6%	9%	6%	9%
E	331	286	41	145	128	289	42	211	242	278	53	295	36	58	195	70	170	24	232
	16%	17%	13%	25%	10%	16%	22%	13%	14%	15%	32%	16%	23%	17%	15%	16%	15%	12%	15%
			b								abc								
Prefer not to say	44	31	9	14	11	35	9	21	21	24	19	39	5	8	20	6	19	-	16
	2%	2%	3%	3%	1%	2%	5%	1%	1%	1%	12%	2%	3%	3%	2%	1%	2%	-%	1%
											abc								
SUMMARY																			
AB	550	453	92	121	385	524	26	466	498	520	30	528	22	120	374	163	306	82	412
	27%	27%	28%	21%	31%	28%	14%	29%	30%	28%	18%	28%	14%	36%	28%	36%	27%	40%	27%
			a		a	b			d			b			b		b		b

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 5

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
DE	509	430	73	196	237	450	59	352	390	441	68	458	51	78	320	96	278	37	370
	25%	26%	22%	34%	19%	24%	32%	22%	23%	24%	41%	24%	32%	23%	24%	21%	24%	18%	24%
				b							abc								
ABC1	1076	880	183	242	739	990	86	918	930	1027	49	1002	74	194	715	261	613	134	842
	53%	52%	56%	42%	60%	54%	46%	56%	55%	55%	30%	53%	47%	58%	53%	58%	54%	64%	55%
					a			d	d	d									
C2DE	916	772	134	315	491	824	92	695	732	820	96	838	78	133	603	184	508	75	682
	45%	46%	41%	55%	40%	45%	49%	43%	44%	44%	58%	45%	50%	40%	45%	41%	45%	36%	44%
				b							abc								

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 6

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TOTAL NUMBER OF PEOPLE IN THE HOUSEHOLD

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
1	348	16	26	31	47	81	58	88	149	187	283	38	15	12	170	173	-	348
	17%	6%	8%	9%	15%	25%	24%	39%	14%	20%	17%	22%	16%	21%	18%	17%	-%	23%
						abcd	abcd	abcdef		a								a
2	785	60	103	85	101	158	155	121	456	316	652	60	51	22	376	399	45	740
	39%	23%	32%	26%	31%	48%	64%	54%	42%	35%	38%	36%	53%	38%	39%	38%	8%	49%
						abcd	abcde	abcd	b				abd					a
3	415	78	82	90	81	56	18	10	208	201	365	28	13	9	172	234	197	217
	20%	30%	25%	28%	25%	17%	8%	4%	19%	22%	21%	17%	13%	16%	18%	23%	37%	14%
		efg	efg	efg	fg	fg											b	
4 or more	488	110	114	120	96	31	13	4	263	212	415	42	17	14	246	234	292	190
	24%	41%	35%	37%	29%	10%	5%	2%	24%	23%	24%	25%	17%	25%	26%	23%	55%	13%
		efg	efg	efg	efg	g											b	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

TOTAL NUMBER OF PEOPLE IN THE HOUSEHOLD

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
1	348	313	31	126	200	325	23	224	264	290	58	328	20	64	240	80	206	20	257
	17%	19%	10%	22%	16%	18%	12%	14%	16%	16%	35%	17%	13%	19%	18%	18%	18%	10%	17%
		b		b							abc								
2	785	702	77	210	495	712	73	600	648	721	63	721	63	137	513	173	436	70	606
	39%	42%	23%	37%	40%	39%	39%	37%	38%	39%	38%	38%	40%	41%	38%	38%	38%	34%	39%
		b																	
3	415	328	80	123	252	377	38	362	365	391	25	388	28	51	274	82	224	44	319
	20%	19%	25%	22%	20%	20%	20%	22%	22%	21%	15%	21%	18%	15%	20%	18%	20%	21%	21%
4 or more	488	340	138	111	294	435	53	448	406	469	19	441	46	83	311	116	274	74	357
	24%	20%	42%	19%	24%	24%	28%	27%	24%	25%	11%	23%	29%	25%	23%	26%	24%	36%	23%
			a					d	d	d								b	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 7

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Yes, aged 0-2	140	38	62	30	5	4	-	-	71	65	120	13	3	4	61	75	130	7
	7%	14%	19%	9%	2%	1%	-%	-%	7%	7%	7%	8%	3%	6%	6%	7%	24%	*%
		defg	cdefg	defg													b	
Yes, aged 3-4	111	13	56	35	6	2	-	-	70	39	97	9	4	2	54	57	107	4
	5%	5%	17%	11%	2%	1%	-%	-%	6%	4%	6%	5%	4%	3%	6%	6%	20%	*%
		efg	adefg	defg													b	
Yes, aged 5-10	263	32	84	103	35	6	1	1	145	115	227	19	11	5	126	135	240	22
	13%	12%	26%	32%	11%	2%	1%	1%	13%	13%	13%	11%	11%	10%	13%	13%	45%	1%
		efg	adefg	adefg	efg												b	
Yes, aged 11-15	294	48	36	95	91	16	6	1	165	125	249	27	9	8	140	147	247	42
	14%	18%	11%	29%	28%	5%	2%	1%	15%	14%	15%	16%	10%	14%	14%	14%	46%	3%
		efg	efg	befg	befg												b	
No children aged under 16	1402	157	149	128	211	302	234	221	725	651	1169	117	75	41	660	725	-	1402
	69%	59%	46%	39%	65%	93%	96%	99%	67%	71%	68%	69%	78%	72%	69%	70%	-%	94%
		bc			bc	abcd	abcd	abcde					a				a	
Prefer not to say	32	9	7	7	3	2	3	1	10	12	28	1	1	2	16	11	-	32
	2%	3%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	3%	2%	1%	-%	2%
																		a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 7

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Yes, aged 0-2	140	96	42	38	87	113	27	128	112	130	9	117	23	21	80	33	64	24	96
	7%	6%	13%	7%	7%	6%	15%	8%	7%	7%	6%	6%	15%	6%	6%	7%	6%	11%	6%
			a				a						a						
Yes, aged 3-4	111	78	31	19	77	102	9	108	99	110	1	102	9	24	70	39	52	23	78
	5%	5%	10%	3%	6%	6%	5%	7%	6%	6%	1%	5%	6%	7%	5%	9%	5%	11%	5%
			a													b		b	
Yes, aged 5-10	263	189	66	59	162	229	34	237	222	250	13	235	28	49	153	61	146	43	191
	13%	11%	20%	10%	13%	12%	18%	14%	13%	13%	8%	13%	18%	15%	11%	13%	13%	21%	12%
			a															b	
Yes, aged 11-15	294	218	73	71	179	262	32	273	250	281	13	269	25	38	194	70	160	38	223
	14%	13%	22%	12%	14%	14%	17%	17%	15%	15%	8%	14%	16%	11%	14%	16%	14%	18%	14%
			a					d											
No children aged under 16	1402	1227	163	428	857	1295	106	1053	1153	1271	131	1310	91	240	945	305	802	114	1080
	69%	73%	50%	75%	69%	70%	57%	64%	69%	68%	79%	70%	58%	71%	71%	68%	70%	55%	70%
		b				b					ac	b						a	
Prefer not to say	32	22	6	4	11	22	10	26	20	26	6	24	8	3	10	4	10	2	16
	2%	1%	2%	1%	1%	1%	5%	2%	1%	1%	3%	1%	5%	1%	1%	1%	1%	1%	1%
							a						a						

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 8

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

WHETHER RESPONDENT IS A PARENT/ GUARDIAN OF ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Yes	533	52	162	186	108	18	6	1	299	227	459	42	19	13	255	273	533	-
	26%	20%	50%	57%	33%	6%	3%	1%	28%	25%	27%	25%	20%	23%	26%	26%	100%	-%
		efg	adefg	adefg	aefg												b	
No	1495	208	163	138	218	308	238	222	773	685	1249	125	77	44	703	768	-	1495
	73%	78%	50%	42%	67%	94%	97%	99%	72%	75%	73%	74%	80%	77%	73%	74%	-%	100%
		bc		bc	abcd	abcd	abcd										a	
Prefer not to say	8	5	1	1	-	-	-	-	4	4	6	1	-	*	6	-	-	-
	*%	2%	*%	*%	-%	-%	-%	-%	*%	*%	*%	1%	-%	*%	1%	-%	-%	-%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 8

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

WHETHER RESPONDENT IS A PARENT/ GUARDIAN OF ANY CHILDREN AGED UNDER 16 IN THE HOUSEHOLD

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Yes	533	396	126	124	337	468	65	495	454	509	24	481	53	84	340	127	285	85	394
	26%	24%	39%	22%	27%	25%	35%	30%	27%	27%	15%	26%	33%	25%	25%	28%	25%	41%	26%
			a					d	d	d								b	
No	1495	1285	194	447	899	1374	121	1131	1223	1354	141	1391	104	251	995	322	851	123	1141
	73%	76%	60%	78%	72%	74%	64%	69%	73%	72%	85%	74%	66%	75%	74%	72%	75%	59%	74%
		b									abc							a	
Prefer not to say	8	2	6	-	6	6	1	8	6	8	-	6	1	1	3	1	3	1	5
	*%	*%	2%	-%	1%	*%	1%	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%	*%
			a																

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 9

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Freeview or Freeview Play (free TV via an aerial or set top box)	851	57	108	107	142	158	129	149	449	386	725	65	35	25	447	394	174	677
	42%	21%	33%	33%	44%	49%	53%	67%	42%	42%	42%	39%	37%	44%	46%	38%	33%	45%
				abc	abc	abc	abc	abcdef							b			a
Sky (satellite TV with a monthly subscription)	634	72	121	104	103	101	80	52	357	272	523	62	35	14	304	325	207	425
	31%	27%	37%	32%	32%	31%	33%	23%	33%	30%	31%	37%	36%	24%	32%	31%	39%	28%
			g									d					b	
Apps for broadcaster catch-up services like BBC iPlayer, ITVX, Channel 4 streaming service and My5	620	85	113	99	109	100	75	40	395	219	501	65	33	22	285	328	171	449
	30%	32%	35%	30%	33%	31%	31%	18%	37%	24%	29%	38%	34%	38%	30%	32%	32%	30%
		g	g	g	g	g	g		b									
Amazon Fire TV (plug in stick, plug in box or cube)	425	63	78	71	76	68	46	24	237	184	342	39	30	14	202	222	127	298
	21%	24%	24%	22%	23%	21%	19%	11%	22%	20%	20%	23%	32%	25%	21%	21%	24%	20%
		g	g	g	g	g							a					
Virgin Media (cable TV subscription)	273	39	59	32	36	48	30	29	158	112	232	24	8	9	145	124	98	174
	13%	15%	18%	10%	11%	15%	12%	13%	15%	12%	14%	14%	8%	16%	15%	12%	18%	12%
			c														b	
NOW	162	23	53	25	32	15	7	8	108	52	137	14	5	5	76	86	66	96
	8%	9%	16%	8%	10%	5%	3%	3%	10%	6%	8%	9%	6%	9%	8%	8%	12%	6%
		f	cefg	f	f				b								b	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 9

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Freesat (satellite TV with no subscription)	142	9	23	9	19	29	30	24	90	50	112	15	12	3	75	66	25	117
	7%	3%	7%	3%	6%	9%	12%	11%	8%	5%	7%	9%	12%	6%	8%	6%	5%	8%
					c	ac	c						a					
BT TV	137	17	34	14	20	19	17	17	82	49	118	11	3	5	68	69	48	86
	7%	6%	10%	4%	6%	6%	7%	7%	8%	5%	7%	6%	3%	9%	7%	7%	9%	6%
			c															
Google Chromecast	75	12	19	11	14	7	10	2	42	32	54	11	6	5	41	34	22	52
	4%	5%	6%	3%	4%	2%	4%	1%	4%	4%	3%	6%	6%	8%	4%	3%	4%	4%
														a				
Roku	75	10	20	17	13	8	6	2	48	28	59	7	6	3	34	40	40	35
	4%	4%	6%	5%	4%	2%	2%	1%	4%	3%	3%	4%	6%	5%	3%	4%	8%	2%
																	b	
TalkTalk TV	65	13	18	7	3	9	3	12	39	24	56	5	3	1	26	39	23	41
	3%	5%	5%	2%	1%	3%	1%	5%	4%	3%	3%	3%	3%	2%	3%	4%	4%	3%
			df					d										
YouView	47	13	8	6	3	6	4	7	20	27	40	3	2	2	22	25	17	30
	2%	5%	3%	2%	1%	2%	2%	3%	2%	3%	2%	2%	2%	3%	2%	2%	3%	2%
Other satellite TV	34	9	7	6	5	2	1	4	23	9	27	4	2	*	19	11	13	20
	2%	3%	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	3%	1%	2%	1%	2%	1%
No one watches broadcast TV channels	184	51	39	52	18	17	7	-	104	76	160	13	7	4	76	103	54	126
	9%	19%	12%	16%	5%	5%	3%	-	10%	8%	9%	8%	7%	7%	8%	10%	10%	8%
		defg	defg	defg	g	g												
Don't know	36	13	6	3	6	3	2	3	12	15	31	1	1	2	12	21	7	27
	2%	5%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	3%	1%	2%	1%	2%
			cf															

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 9

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
SUMMARY																		
ANY BROADCAST TV SERVICE	1621	149	244	234	267	282	224	220	859	734	1367	132	76	45	800	801	422	1197
	80%	56%	75%	72%	82%	87%	92%	98%	80%	80%	80%	78%	80%	79%	83%	77%	79%	80%
			a	a	ac	abc	abcd	abcdef							b			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 9

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Freeview or Freeview Play (free TV via an aerial or set top box)	851	763	82	229	544	835	16	619	736	764	86	836	15	180	575	225	492	85	630
	42%	45%	25%	40%	44%	45%	8%	38%	44%	41%	52%	45%	9%	54%	43%	50%	43%	41%	41%
		b				b			a		a	b		b					
Sky (satellite TV with a monthly subscription)	634	522	106	172	408	631	3	558	582	609	25	631	3	108	471	141	397	57	521
	31%	31%	32%	30%	33%	34%	2%	34%	35%	33%	15%	34%	2%	32%	35%	31%	35%	27%	34%
						b		d	d	d		b							
Apps for broadcaster catch-up services like BBC iPlayer, ITVX, Channel 4 streaming service and My5	620	550	65	168	404	611	9	562	613	619	1	618	3	107	458	144	387	60	526
	30%	33%	20%	29%	32%	33%	5%	34%	36%	33%	1%	33%	2%	32%	34%	32%	34%	29%	34%
		b				b		d	d	d		b							
Amazon Fire TV (plug in stick, plug in box or cube)	425	355	65	118	266	412	14	401	407	424	2	419	6	90	287	123	254	59	347
	21%	21%	20%	21%	21%	22%	7%	25%	24%	23%	1%	22%	4%	27%	21%	27%	22%	28%	23%
						b		d	d	d		b							
Virgin Media (cable TV subscription)	273	226	46	74	172	265	8	244	251	266	7	268	5	66	177	74	164	48	202
	13%	13%	14%	13%	14%	14%	4%	15%	15%	14%	4%	14%	3%	20%	13%	16%	14%	23%	13%
						b		d	d	d		b		b				b	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
NOW	162	129	33	47	101	158	4	161	161	161	1	161	1	35	110	50	94	29	120
	8%	8%	10%	8%	8%	9%	2%	10%	10%	9%	*	9%	*	10%	8%	11%	8%	14%	8%
						b		d	d	d		b						b	
Freesat (satellite TV with no subscription)	142	123	18	45	85	140	2	108	132	135	8	140	2	36	95	44	75	21	99
	7%	7%	6%	8%	7%	8%	1%	7%	8%	7%	5%	7%	1%	11%	7%	10%	7%	10%	6%
						b													
BT TV	137	109	26	43	81	136	1	118	129	131	6	136	1	40	87	49	71	26	95
	7%	6%	8%	8%	7%	7%	*	7%	8%	7%	4%	7%	1%	12%	7%	11%	6%	13%	6%
						b						b		b		b		b	
Google Chromecast	75	56	19	20	49	74	2	72	70	74	1	74	2	16	55	33	33	13	57
	4%	3%	6%	3%	4%	4%	1%	4%	4%	4%	1%	4%	1%	5%	4%	7%	3%	6%	4%
																b			
Roku	75	60	15	21	49	70	6	74	67	74	1	70	6	16	47	21	40	10	58
	4%	4%	5%	4%	4%	4%	3%	5%	4%	4%	1%	4%	4%	5%	3%	5%	3%	5%	4%
TalkTalk TV	65	46	19	13	44	65	-	53	58	60	4	65	-	23	39	26	31	17	42
	3%	3%	6%	2%	4%	3%	-	3%	3%	3%	3%	3%	-	7%	3%	6%	3%	8%	3%
														b		b		b	
YouView	47	39	8	16	30	47	-	42	46	46	1	47	-	15	32	22	22	9	36
	2%	2%	2%	3%	2%	3%	-	3%	3%	2%	*	2%	-	4%	2%	5%	2%	5%	2%
																b			
Other satellite TV	34	21	9	14	14	31	2	28	29	29	4	34	-	13	14	15	11	10	16
	2%	1%	3%	2%	1%	2%	1%	2%	2%	2%	3%	2%	-	4%	1%	3%	1%	5%	1%
														b		b		b	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 9

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA1. Which of the following ways of watching broadcast TV channels like BBC, ITV, Channel 4 or Channel 5 are used in your household – please include watching on a TV set, on a tablet, smartphone or laptop or any other device? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
No one watches broadcast TV channels	184	122	58	50	101	61	123	143	55	149	35	73	111	8	40	5	44	24	114
	9%	7%	18%	9%	8%	3%	66%	9%	3%	8%	21%	4%	70%	2%	3%	1%	4%	11%	7%
			a				a	b		b	abc		a				a		
Don't know	36	21	12	6	17	23	13	26	16	26	9	23	12	5	10	5	12	2	17
	2%	1%	4%	1%	1%	1%	7%	2%	1%	1%	6%	1%	8%	1%	1%	1%	1%	1%	1%
			a				a				abc		a						
SUMMARY																			
ANY BROADCAST TV SERVICE	1621	1393	211	445	1020	1593	27	1284	1434	1502	119	1597	24	307	1149	401	967	169	1238
	80%	83%	65%	78%	82%	86%	15%	79%	85%	80%	72%	85%	15%	92%	86%	89%	85%	81%	80%
		b				b			acd			b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 10

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Sky (satellite TV with a monthly subscription)	544	51	94	93	87	94	75	50	301	237	447	54	31	12	254	285	175	367
	27%	19%	29%	29%	27%	29%	31%	22%	28%	26%	26%	32%	32%	21%	26%	27%	33%	25%
																	b	
Freeview or Freeview Play (free TV via an aerial or set top box)	471	23	37	56	87	89	81	98	218	242	403	35	20	14	252	215	73	399
	23%	9%	11%	17%	27%	27%	33%	44%	20%	26%	24%	21%	21%	24%	26%	21%	14%	27%
					abc	abc	abc	abcde		a					b			a
Virgin Media (cable TV subscription)	203	23	35	23	27	43	24	28	108	94	170	18	7	8	104	97	68	136
	10%	9%	11%	7%	8%	13%	10%	12%	10%	10%	10%	11%	7%	15%	11%	9%	13%	9%
Apps for broadcaster catch-up services like BBC iPlayer, ITVX, Channel 4 streaming service and My5	197	41	38	39	25	29	20	5	121	76	165	21	6	5	80	113	41	156
	10%	15%	12%	12%	8%	9%	8%	2%	11%	8%	10%	12%	6%	9%	8%	11%	8%	10%
		g	g	g		g												
Amazon Fire TV (plug in stick, plug in box or cube)	145	31	29	28	29	17	7	5	76	67	121	9	9	6	62	82	40	105
	7%	12%	9%	8%	9%	5%	3%	2%	7%	7%	7%	5%	10%	10%	6%	8%	7%	7%
		fg	fg	f	fg													
BT TV	76	8	12	10	14	13	9	10	42	29	67	4	2	2	38	38	20	56
	4%	3%	4%	3%	4%	4%	4%	5%	4%	3%	4%	3%	2%	4%	4%	4%	4%	4%
Freesat (satellite TV with no subscription)	52	2	4	4	9	13	12	7	30	22	43	2	7	1	25	27	8	43
	3%	1%	1%	1%	3%	4%	5%	3%	3%	2%	2%	1%	7%	2%	3%	3%	2%	3%
							bc						ab					

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 10

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
NOW	34	8	13	5	6	3	-	-	18	16	30	3	1	1	14	20	13	21
	2%	3%	4%	1%	2%	1%	-%	-%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%
		f	f															
TalkTalk TV	24	2	5	3	2	2	2	9	17	7	22	1	1	*	9	15	8	16
	1%	1%	1%	1%	*%	1%	1%	4%	2%	1%	1%	*%	1%	*%	1%	1%	2%	1%
Roku	20	6	4	4	3	1	2	-	9	11	15	3	2	*	8	9	10	10
	1%	2%	1%	1%	1%	*%	1%	-%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%
Google Chromecast	16	1	5	3	5	-	2	-	8	7	12	2	1	1	13	3	8	7
	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	1%	1%	1%	2%	1%	*%	1%	*%
Other satellite TV	9	-	3	3	2	-	-	2	4	4	8	-	1	-	6	1	2	7
	*%	-%	1%	1%	1%	-%	-%	1%	*%	*%	*%	-%	1%	-%	1%	*%	*%	*%
YouView	7	2	1	-	2	-	-	3	2	6	6	1	-	-	3	4	-	7
	*%	1%	*%	-%	*%	-%	-%	1%	*%	1%	*%	1%	-%	-%	*%	*%	-%	*%
No one watches broadcast TV channels	184	51	39	52	18	17	7	-	104	76	160	13	7	4	76	103	54	126
	9%	19%	12%	16%	5%	5%	3%	-%	10%	8%	9%	8%	7%	7%	8%	10%	10%	8%
		defg	defg	defg	g	g												
Don't know	53	15	8	3	11	4	3	9	19	24	46	3	2	3	20	30	13	39
	3%	6%	2%	1%	3%	1%	1%	4%	2%	3%	3%	2%	2%	5%	2%	3%	2%	3%
		cef																
SUMMARY																		
ANY BROADCAST TV SERVICE	1386	112	191	192	229	253	203	205	720	640	1166	115	67	38	691	681	355	1030
	68%	42%	59%	59%	70%	78%	83%	92%	67%	70%	68%	68%	70%	66%	72%	65%	66%	69%
			a	a	abc	abc	abcd	abcde							b			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 10

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Sky (satellite TV with a monthly subscription)	544	455	82	147	352	540	3	471	496	521	23	540	3	87	406	117	339	47	446
	27%	27%	25%	26%	28%	29%	2%	29%	29%	28%	14%	29%	2%	26%	30%	26%	30%	23%	29%
								b	d	d		b							
Freeview or Freeview Play (free TV via an aerial or set top box)	471	421	47	135	283	460	11	283	375	392	80	461	10	92	325	124	269	33	334
	23%	25%	14%	24%	23%	25%	6%	17%	22%	21%	48%	25%	6%	27%	24%	27%	24%	16%	22%
		b				b			a		abc	b							
Virgin Media (cable TV subscription)	203	171	33	52	131	198	6	178	186	197	6	201	3	38	143	50	129	33	151
	10%	10%	10%	9%	11%	11%	3%	11%	11%	11%	4%	11%	2%	11%	11%	11%	11%	16%	10%
						b			d			b							
Apps for broadcaster catch-up services like BBC iPlayer, ITVX, Channel 4 streaming service and My5	197	168	28	62	122	191	6	183	195	197	-	195	2	26	150	43	121	19	166
	10%	10%	8%	11%	10%	10%	3%	11%	12%	11%	-%	10%	1%	8%	11%	9%	11%	9%	11%
						b		d	d	d		b							
Amazon Fire TV (plug in stick, plug in box or cube)	145	121	20	41	88	133	12	138	136	145	-	139	6	20	97	32	94	15	126
	7%	7%	6%	7%	7%	7%	7%	8%	8%	8%	-%	7%	4%	6%	7%	7%	8%	7%	8%
								d	d	d									
BT TV	76	68	7	23	46	75	1	62	72	74	2	75	1	26	45	29	39	15	52
	4%	4%	2%	4%	4%	4%	*%	4%	4%	4%	1%	4%	1%	8%	3%	6%	3%	7%	3%
														b					

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

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QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Freesat (satellite TV with no subscription)	52 3%	41 2%	10 3%	16 3%	29 2%	50 3%	1 1%	39 2%	47 3%	49 3%	3 2%	50 3%	1 1%	9 3%	38 3%	9 2%	34 3%	4 2%	41 3%
NOW	34 2%	27 2%	8 2%	10 2%	20 2%	32 2%	3 1%	34 2%	34 2%	34 2%	- -%	34 2%	1 *%	6 2%	23 2%	7 2%	21 2%	4 2%	29 2%
TalkTalk TV	24 1%	21 1%	3 1%	7 1%	14 1%	24 1%	- -%	17 1%	23 1%	24 1%	- -%	24 1%	- -%	8 2%	16 1%	8 2%	10 1%	6 3%	18 1%
Roku	20 1%	15 1%	5 2%	7 1%	11 1%	15 1%	5 3%	19 1%	14 1%	19 1%	1 1%	15 1%	5 3%	1 *%	12 1%	2 1%	9 1%	- -%	17 1%
Google Chromecast	16 1%	9 1%	7 2% a	2 *%	14 1%	14 1%	2 1%	15 1%	12 1%	15 1%	1 1%	14 1%	2 1%	2 1%	12 1%	5 1%	8 1%	2 1%	12 1%
Other satellite TV	9 *%	5 *%	1 *%	2 *%	4 *%	9 *%	- -%	6 *%	7 *%	7 *%	2 1%	9 *%	- -%	4 1%	3 *%	6 1%	2 *%	4 2%	2 *%
YouView	7 *%	5 *%	2 1%	2 *%	5 *%	7 *%	- -%	6 *%	7 *%	7 *%	- -%	7 *%	- -%	1 *%	6 *%	3 1%	1 *%	- -%	7 *%
No one watches broadcast TV channels	184 9%	122 7%	58 18% a	50 9%	101 8%	61 3%	123 66% a	143 9% b	55 3%	149 8% b	35 21% abc	73 4%	111 70% a	8 2%	40 3%	5 1%	44 4% a	24 11%	114 7%
Don't know	53 3%	35 2%	17 5% a	16 3%	22 2%	39 2%	14 7% a	40 2%	25 1%	41 2%	12 7% abc	40 2%	13 8% a	7 2%	22 2%	10 2%	20 2%	4 2%	26 2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 10

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA2. And which of these is the main way used in your household to watch broadcast TV channels like BBC, ITV, Channel 4 or Channel 5? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
SUMMARY																			
ANY BROADCAST TV SERVICE	1386	1187	184	384	863	1364	22	1062	1213	1270	116	1368	18	266	982	346	823	142	1050
	68%	71%	56%	67%	69%	74%	12%	65%	72%	68%	70%	73%	12%	79%	73%	77%	72%	68%	68%
		b				b			a			b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 11

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA3. Does anyone in your household ever use any of these to watch television programmes or films at home or elsewhere? Please include all types of viewing – so watching television programmes or films as they are broadcast, anything recorded from the TV to view later, any use of catch-up services (such as BBC iPlayer or ITVX) or other paid-for streaming services (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
A television set – including Smart TV sets	1667	149	246	265	280	287	228	213	908	734	1396	142	81	49	792	858	434	1230
	82%	56%	75%	81%	86%	88%	93%	95%	84%	80%	81%	84%	84%	85%	82%	82%	81%	82%
			a	a	ab	ab	abcd	abcd										
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	951	187	203	183	154	110	74	39	529	410	810	72	43	26	450	485	336	610
	47%	71%	62%	56%	47%	34%	30%	17%	49%	45%	47%	43%	45%	46%	47%	47%	63%	41%
		cdefg	defg	efg	efg	g	g										b	
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	800	128	131	145	137	111	99	49	470	324	675	64	37	24	381	411	279	518
	39%	48%	40%	44%	42%	34%	40%	22%	44%	35%	39%	38%	39%	43%	39%	39%	52%	35%
		eg	g	eg	g	g	g		b								b	
A desktop computer/ laptop/ netbook	679	139	133	86	104	95	66	55	430	244	590	45	29	16	363	300	177	498
	33%	52%	41%	26%	32%	29%	27%	25%	40%	27%	34%	27%	30%	27%	38%	29%	33%	33%
		cdefg	cefg						b						b			
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch)	394	109	110	72	61	28	12	3	203	189	340	28	17	10	209	180	178	216
	19%	41%	34%	22%	19%	9%	5%	1%	19%	21%	20%	16%	17%	17%	22%	17%	33%	14%
		cdefg	cdefg	efg	efg	g											b	
Any other type of device	12	-	1	5	-	5	1	-	7	4	10	2	-	-	7	5	3	9
	1%	-%	*%	2%	-%	2%	*%	-%	1%	*%	1%	1%	-%	-%	1%	*%	*%	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 11

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA3. Does anyone in your household ever use any of these to watch television programmes or films at home or elsewhere? Please include all types of viewing – so watching television programmes or films as they are broadcast, anything recorded from the TV to view later, any use of catch-up services (such as BBC iPlayer or ITVX) or other paid-for streaming services (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
None of these/ no one watches TV programmes or films	65 3%	9 4%	12 4%	13 4%	10 3%	11 3%	4 2%	5 2%	23 2%	40 4%	53 3%	6 4%	4 4%	2 3%	27 3%	38 4%	17 3%	46 3%
Don't know	30 1%	9 3%	6 2%	4 1%	5 2%	5 2%	- -%	1 1%	10 1%	10 1%	26 2%	1 1%	1 1%	1 2%	13 1%	13 1%	7 1%	24 2%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 11

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA3. Does anyone in your household ever use any of these to watch television programmes or films at home or elsewhere? Please include all types of viewing – so watching television programmes or films as they are broadcast, anything recorded from the TV to view later, any use of catch-up services (such as BBC iPlayer or ITVX) or other paid-for streaming services (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE a	MINORITY ETHNIC b	ANY a	NONE b	YES a	NO b	SVOD a	BVOD b	EITHER c	NO d	YES a	NO b	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
A television set – including Smart TV sets	1667	1446	203	459	1059	1578	88	1340	1431	1557	110	1593	73	286	1153	382	973	170	1290
	82%	86%	62%	80%	85%	85%	47%	82%	85%	83%	67%	85%	47%	85%	86%	85%	85%	82%	84%
		b				b		d	d	d		b							
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	951	721	218	286	558	864	87	863	822	920	31	879	73	163	628	223	539	122	741
	47%	43%	67%	50%	45%	47%	47%	53%	49%	49%	19%	47%	46%	49%	47%	50%	47%	58%	48%
			a					d	d	d									
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	800	657	135	214	503	747	53	731	727	788	13	760	40	146	552	195	454	100	644
	39%	39%	41%	38%	40%	40%	28%	45%	43%	42%	8%	40%	26%	43%	41%	43%	40%	48%	42%
						b		d	d	d		b							
A desktop computer/ laptop/ netbook	679	528	145	187	430	622	58	596	591	661	19	631	48	126	443	161	392	89	533
	33%	31%	44%	33%	35%	34%	31%	36%	35%	35%	11%	34%	30%	38%	33%	36%	34%	43%	35%
			a					d	d	d									
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch)	394	289	99	137	217	364	30	380	354	389	5	371	23	60	266	102	221	49	306
	19%	17%	30%	24%	17%	20%	16%	23%	21%	21%	3%	20%	15%	18%	20%	23%	19%	24%	20%
			a	b				d	d	d									

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 11

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA3. Does anyone in your household ever use any of these to watch television programmes or films at home or elsewhere? Please include all types of viewing – so watching television programmes or films as they are broadcast, anything recorded from the TV to view later, any use of catch-up services (such as BBC iPlayer or ITVX) or other paid-for streaming services (such as Netflix or Amazon Prime Video). (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Any other type of device	12	9	3	3	9	11	1	7	7	8	3	12	-	3	7	2	8	2	6
	1%	1%	1%	*%	1%	1%	1%	*%	*%	*%	2%	1%	-%	1%	1%	*%	1%	1%	*%
None of these/ no one watches TV programmes or films	65	44	19	16	39	32	32	31	24	39	26	34	31	7	20	7	15	5	32
	3%	3%	6%	3%	3%	2%	17%	2%	1%	2%	16%	2%	19%	2%	2%	2%	1%	2%	2%
			a				a				abc		a						
Don't know	30	17	10	4	9	16	14	18	14	19	11	18	12	-	8	1	11	-	11
	1%	1%	3%	1%	1%	1%	7%	1%	1%	1%	7%	1%	8%	-%	1%	*%	1%	-%	1%
							a				abc		a						

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 12

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Watch TV programmes or films at the time they are shown on scheduled TV – for example, watching EastEnders at 7.30pm on BBC One. This would include watching 'live' through broadcaster services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5.	1846 91%	220 83%	282 87%	277 85%	299 92%	309 95%	236 97%	224 100%	990 92%	822 90%	1544 90%	160 95%	91 95%	52 90%	894 93%	932 90%	468 88%	1372 92%
Watch TV programmes or films that you or someone in your household has set up to record from scheduled TV and watch later	769 38%	57 22%	100 31%	103 32%	128 39%	144 44%	123 50%	113 51%	451 42%	309 34%	643 38%	67 40%	40 42%	19 34%	372 39%	393 38%	198 37%	570 38%
Catch up on TV programmes or films that have already been shown on scheduled TV using broadcaster catch-up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5	1683 83%	205 77%	279 86%	264 81%	280 86%	290 89%	204 83%	162 72%	930 86%	732 80%	1397 82%	148 88%	86 90%	51 90%	806 84%	858 82%	454 85%	1223 82%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

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QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION					GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Watch TV programmes or films from a paid-for on-demand service such as Netflix, Amazon Prime, Disney+ or Apple TV+	1634	248	313	288	276	255	165	88	918	695	1361	140	81	51	767	841	495	1131
	80%	94%	96%	89%	85%	78%	68%	39%	85%	76%	79%	83%	85%	89%	80%	81%	93%	76%
		defg	cdefg	efg	fg	fg	g		b					a			b	
Watch programmes or films that are available 'on demand' from Sky TV/ Virgin Media TV. For example, this could include binge watching a series of 'Game of Thrones'.	409	44	83	62	79	76	44	21	244	163	343	39	18	9	207	201	149	261
	20%	17%	25%	19%	24%	23%	18%	10%	23%	18%	20%	23%	19%	16%	21%	19%	28%	17%
			g		g	g											b	
Watch a 'pay per view' sporting or music event, pay to buy or rent a film from home	211	43	45	40	45	23	12	3	146	63	176	22	10	4	114	93	86	124
	10%	16%	14%	12%	14%	7%	5%	1%	14%	7%	10%	13%	10%	7%	12%	9%	16%	8%
		efg	efg	fg	efg				b								b	
None of these	37	6	5	9	8	9	1	-	12	25	33	3	*	*	12	24	12	25
	2%	2%	2%	3%	2%	3%	1%	0%	1%	3%	2%	2%	1%	1%	1%	2%	2%	2%
Don't know	6	3	1	1	-	1	-	-	3	1	6	-	-	*	2	1	4	2
	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

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QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
SUMMARY																		
ANY LIVE BROADCAST TV (CODES 1-2)	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
	91%	83%	87%	85%	92%	95%	97%	100%	92%	90%	90%	95%	95%	91%	93%	90%	88%	92%
				ac	abc	abc	abcde											a
ANY ONLINE OR ON-DEMAND TV (CODES 3-4)	1871	253	318	305	306	304	220	166	1027	820	1568	156	93	55	889	956	509	1354
	92%	95%	98%	94%	94%	93%	90%	74%	95%	89%	91%	92%	97%	96%	92%	92%	96%	91%
		g	efg	g	g	g	g	g	b				a				b	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 12

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Watch TV programmes or films at the time they are shown on scheduled TV – for example, watching EastEnders at 7.30pm on BBC One. This would include watching 'live' through broadcaster services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5.	1846	1564	263	517	1145	1846	-	1493	1651	1725	122	1846	-	336	1337	450	1139	183	1433
	91%	93%	81%	91%	92%	100%	-%	91%	98%	92%	74%	98%	-%	100%	100%	100%	100%	88%	93%
		b				b		d	acd	d		b							a
Watch TV programmes or films that you or someone in your household has set up to record from scheduled TV and watch later	769	680	82	210	505	769	-	639	727	739	30	769	-	164	543	193	472	89	609
	38%	40%	25%	37%	41%	42%	-%	39%	43%	39%	18%	41%	-%	49%	41%	43%	41%	43%	40%
		b				b		d	d	d		b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

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QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Catch up on TV programmes or films that have already been shown on scheduled TV using broadcaster catch-up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5	1683	1435	235	474	1051	1654	29	1446	1683	1683	-	1683	-	309	1190	412	1022	184	1395
	83%	85%	72%	83%	85%	89%	16%	88%	100%	90%	-%	90%	-%	92%	89%	92%	90%	88%	91%
		b				b		d	acd	d		b							
Watch TV programmes or films from a paid-for on-demand service such as Netflix, Amazon Prime, Disney+ or Apple TV+	1634	1329	287	452	1014	1496	138	1634	1446	1634	-	1519	115	262	1098	370	929	190	1341
	80%	79%	88%	79%	82%	81%	74%	100%	86%	87%	-%	81%	73%	78%	82%	82%	82%	91%	87%
			a					bcd	d	d									
Watch programmes or films that are available 'on demand' from Sky TV/ Virgin Media TV. For example, this could include binge watching a series of 'Game of Thrones'.	409	353	54	108	271	409	1	395	403	407	2	409	-	70	308	86	267	40	345
	20%	21%	17%	19%	22%	22%	*%	24%	24%	22%	1%	22%	-%	21%	23%	19%	23%	19%	22%
						b		d	d	d		b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 12

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA4. We'd like to ask you about different ways of watching TV and films... Which, if any, of these have you done in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Watch a 'pay per view' sporting or music event, pay to buy or rent a film from home	211	180	27	47	143	201	10	205	194	211	*	201	10	34	150	62	115	32	161
	10%	11%	8%	8%	11%	11%	5%	13%	12%	11%	11%	11%	6%	10%	11%	14%	10%	16%	10%
								d	d	d	*	11%	6%	10%	11%	14%	10%	16%	10%
None of these	37	20	16	8	21	-	37	-	-	-	37	-	37	-	-	-	-	-	-
	2%	1%	5%	1%	2%	-	20%	-	-	-	23%	-	24%	-	-	-	-	-	-
			a				a				abc		a						
Don't know	6	1	5	-	3	-	6	-	-	-	6	-	6	-	-	-	-	-	-
	*%	*%	1%	-	*%	-	3%	-	-	-	4%	-	4%	-	-	-	-	-	-
			a				a				abc		a						
SUMMARY																			
ANY LIVE BROADCAST TV (CODES 1-2)	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
	91%	93%	81%	91%	92%	100%	-	92%	98%	92%	74%	98%	-	100%	100%	100%	100%	88%	93%
		b				b		d	acd	d		b							
ANY ONLINE OR ON-DEMAND TV (CODES 3-4)	1871	1555	295	526	1155	1727	144	1634	1683	1871	-	1757	115	316	1249	426	1069	209	1539
	92%	92%	91%	92%	93%	93%	77%	100%	100%	100%	-	94%	73%	94%	93%	95%	94%	100%	100%
						b		d	d	d		b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 13

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA5. Which, if any, of these TV channels have you personally watched in the past 12 months? Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX, Channel 4 streaming service and My5. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Any BBC Channel (e.g. BBC One, BBC Two, BBC Three, BBC Four, BBC News)	1574	172	224	212	249	274	226	216	853	690	1320	130	80	45	764	793	382	1190
	77%	65%	69%	65%	77%	84%	93%	96%	79%	75%	77%	77%	83%	78%	79%	76%	72%	80%
				c	abc	abcde	abcde											a
Any ITV Channel (e.g. ITV, STV, UTV, ITV2, ITV Be)	1485	129	199	213	244	269	218	214	802	653	1244	119	77	44	694	781	350	1132
	73%	49%	61%	65%	75%	83%	89%	95%	75%	71%	73%	71%	80%	78%	72%	75%	66%	76%
				a	ab	abc	abcd	abcde										a
Any Channel 4 Channel (e.g. Channel 4, E4, Film4, More4, 4Seven)	1370	117	186	184	217	258	209	198	740	602	1145	118	68	39	658	704	317	1048
	67%	44%	57%	56%	67%	79%	85%	88%	69%	66%	67%	70%	71%	69%	68%	68%	60%	70%
			a		a	abcd	abcd	abcd										a
Any Channel 5 Channel (e.g. Channel 5, 5USA, 5Star)	1047	34	99	148	179	219	187	182	558	475	887	78	51	31	493	549	226	819
	51%	13%	30%	45%	55%	67%	76%	81%	52%	52%	52%	46%	54%	55%	51%	53%	42%	55%
			a	ab	ab	abcd	abcd	abcde										a
Any Sky channel (e.g. Sky Atlantic, Sky Sports, Sky News, Sky Showcase)	855	97	151	128	137	145	110	87	492	353	716	76	45	19	454	398	265	588
	42%	37%	46%	39%	42%	44%	45%	39%	46%	39%	42%	45%	47%	34%	47%	38%	50%	39%
									b				d		b		b	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 13

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA5. Which, if any, of these TV channels have you personally watched in the past 12 months? Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX, Channel 4 streaming service and My5. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Any U channel (formerly UKTV) (e.g. U&Dave, U&Yesterday, U&Drama)	455 22%	22 8%	34 10%	39 12%	85 26%	105 32%	79 32%	90 40%	254 24%	191 21%	387 23%	38 22%	21 22%	10 17%	245 25%	205 20%	79 15%	376 25%
Discovery Channel	255 13%	14 5%	47 14%	43 13%	43 13%	46 14%	35 15%	26 12%	147 14%	105 11%	213 12%	22 13%	15 15%	6 10%	147 15%	106 10%	81 15%	174 12%
GB News	219 11%	12 5%	28 8%	20 6%	33 10%	50 15%	29 12%	47 21%	121 11%	95 10%	186 11%	18 11%	10 10%	6 10%	141 15%	77 7%	44 8%	174 12%
Al Jazeera	133 7%	31 12%	39 12%	11 3%	6 2%	14 4%	14 6%	18 8%	82 8%	48 5%	117 7%	8 5%	5 5%	3 6%	82 9%	50 5%	54 10%	79 5%
S4C (Welsh)	56 3%	5 2%	6 2%	4 1%	14 4%	10 3%	11 4%	4 2%	37 3%	19 2%	26 2%	2 1%	28 29%	1 1%	32 3%	25 2%	12 2%	44 3%
Any other broadcast TV channels	91 4%	- -%	6 2%	14 4%	8 3%	23 7%	22 9%	17 8%	43 4%	48 5%	81 5%	4 2%	3 3%	3 5%	53 5%	37 4%	15 3%	76 5%
None	195 10%	45 17%	46 14%	51 16%	28 9%	17 5%	8 3%	- -%	88 8%	98 11%	174 10%	11 6%	5 5%	5 10%	74 8%	111 11%	67 13%	127 8%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 13

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA5. Which, if any, of these TV channels have you personally watched in the past 12 months? Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX, Channel 4 streaming service and My5. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Any BBC Channel (e.g. BBC One, BBC Two, BBC Three, BBC Four, BBC News)	1574	1356	201	440	993	1574	-	1262	1427	1470	104	1574	-	298	1139	400	963	164	1211
	77%	81%	62%	77%	80%	85%	-%	77%	85%	79%	63%	84%	-%	89%	85%	89%	84%	79%	79%
		b				b		d	acd	d		b							
Any ITV Channel (e.g. ITV, STV, UTV, ITV2, ITV Be)	1485	1325	148	409	943	1485	-	1179	1353	1386	99	1485	-	276	1078	356	926	136	1171
	73%	79%	45%	72%	76%	80%	-%	72%	80%	74%	60%	79%	-%	82%	81%	79%	81%	65%	76%
		b				b		d	acd	d		b							a
Any Channel 4 Channel (e.g. Channel 4, E4, Film4, More4, 4Seven)	1370	1235	125	394	862	1370	-	1090	1263	1288	82	1370	-	263	988	337	840	133	1077
	67%	73%	38%	69%	69%	74%	-%	67%	75%	69%	50%	73%	-%	78%	74%	75%	74%	64%	70%
		b				b		d	acd	d		b							
Any Channel 5 Channel (e.g. Channel 5, 5USA, 5Star)	1047	970	73	279	685	1047	-	793	953	976	71	1047	-	211	745	253	650	95	825
	51%	58%	22%	49%	55%	57%	-%	49%	57%	52%	43%	56%	-%	63%	56%	56%	57%	46%	54%
		b				b			ad			b							
Any Sky channel (e.g. Sky Atlantic, Sky Sports, Sky News, Sky Showcase)	855	705	142	222	567	855	-	749	789	826	29	855	-	167	622	213	532	93	690
	42%	42%	43%	39%	46%	46%	-%	46%	47%	44%	18%	46%	-%	50%	46%	47%	47%	44%	45%
						b		d	d	d		b							

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 13

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA5. Which, if any, of these TV channels have you personally watched in the past 12 months? Please include watching programmes or films at the time they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX, Channel 4 streaming service and My5. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Any U channel (formerly UKTV) (e.g. U&Dave, U&Yesterday, U&Drama)	455	430	23	131	290	455	-	333	405	419	36	455	-	112	313	120	272	43	347
	22%	26%	7%	23%	23%	25%	-%	20%	24%	22%	22%	24%	-%	33%	23%	27%	24%	21%	23%
		b				b						b		b					
Discovery Channel	255	208	43	64	174	255	-	225	236	242	12	255	-	58	179	77	147	39	193
	13%	12%	13%	11%	14%	14%	-%	14%	14%	13%	7%	14%	-%	17%	13%	17%	13%	19%	13%
						b						b							
GB News	219	189	29	60	141	219	-	170	196	204	15	219	-	62	140	73	130	33	165
	11%	11%	9%	11%	11%	12%	-%	10%	12%	11%	9%	12%	-%	18%	10%	16%	11%	16%	11%
						b						b		b					
Al Jazeera	133	76	55	36	84	133	-	109	110	118	15	133	-	38	86	49	70	24	89
	7%	5%	17%	6%	7%	7%	-%	7%	7%	6%	9%	7%	-%	11%	6%	11%	6%	12%	6%
			a			b						b		b		b		b	
S4C (Welsh)	56	56	1	17	35	56	-	50	55	56	*	56	-	17	35	20	30	12	40
	3%	3%	*	3%	3%	3%	-%	3%	3%	3%	*	3%	-%	5%	3%	4%	3%	6%	3%
		b																	
Any other broadcast TV channels	91	81	10	32	54	91	-	64	79	83	8	91	-	21	59	28	46	16	63
	4%	5%	3%	6%	4%	5%	-%	4%	5%	4%	5%	5%	-%	6%	4%	6%	4%	8%	4%
						b													
None	195	122	66	57	98	8	187	145	35	151	44	38	158	2	5	2	3	28	109
	10%	7%	20%	10%	8%	*	100%	9%	2%	8%	27%	2%	100%	1%	*	*	*	13%	7%
			a			a		b		b	abc		a					b	

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 14

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA6. Which, if any, of these TV catch-up or on-demand services have you personally watched in the past 12 months? Please include watching programmes or films as they are broadcast, to catch-up or on-demand. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
BBC iPlayer	1358	164	194	192	230	248	183	147	764	579	1130	114	72	42	646	696	343	1014
	67%	62%	60%	59%	71%	76%	75%	66%	71%	63%	66%	67%	75%	74%	67%	67%	64%	68%
					bc	abc	abc		b				a					
ITVX or ITVX Premium (formerly ITV Hub/ITV Hub+)	1162	122	181	175	203	215	156	109	660	489	990	78	56	37	528	627	303	854
	57%	46%	56%	54%	62%	66%	64%	49%	61%	53%	58%	46%	59%	65%	55%	60%	57%	57%
					ag	abcg	ag		b		b			b				
Channel 4 or Channel 4+ streaming service (previously All/All4+)	951	97	152	153	164	177	128	80	527	415	791	84	47	29	444	501	258	690
	47%	37%	47%	47%	50%	54%	53%	36%	49%	45%	46%	50%	49%	51%	46%	48%	48%	46%
					ag	ag	ag											
My5 (previously Demand 5)	618	31	65	92	119	141	101	69	320	296	516	53	29	19	285	331	157	460
	30%	12%	20%	28%	36%	43%	41%	31%	30%	32%	30%	32%	31%	34%	30%	32%	29%	31%
				a	ab	abc	abc	ab										
Sky On Demand or Sky Go	402	46	100	73	72	62	37	12	242	159	341	33	20	8	210	189	148	254
	20%	17%	31%	22%	22%	19%	15%	5%	22%	17%	20%	19%	21%	14%	22%	18%	28%	17%
		g	aefg	g	g	g	g		b								b	
Discovery+	245	30	57	36	50	41	22	9	139	103	213	14	11	7	129	116	89	155
	12%	11%	17%	11%	15%	13%	9%	4%	13%	11%	12%	8%	11%	12%	13%	11%	17%	10%
			fg		g	g											b	
U streaming service (formerly UKTV Play)	212	4	19	24	48	55	31	32	111	101	185	15	9	3	121	89	41	172
	10%	2%	6%	7%	15%	17%	13%	14%	10%	11%	11%	9%	10%	6%	13%	9%	8%	11%
					abc	abc	ab	ab							b			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 14

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA6. Which, if any, of these TV catch-up or on-demand services have you personally watched in the past 12 months? Please include watching programmes or films as they are broadcast, to catch-up or on-demand. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
STV Player or STV Player VIP (Scotland)	123 6%	9 3%	22 7%	19 6%	33 10%	19 6%	12 5%	9 4%	67 6%	56 6%	43 2%	77 46%	1 1%	2 4%	65 7%	58 6%	38 7%	85 6%
Virgin TV Catch-up or Virgin TV Go	81 4%	11 4%	28 9% cdefg	10 3%	9 3%	12 4%	7 3%	5 2%	51 5%	28 3%	69 4%	5 3%	3 3%	4 8%	49 5%	32 3%	35 7%	46 3%
S4C Clic (Welsh language)	20 1%	6 2%	6 2%	3 1%	1 *% e	1 *% e	2 1%	1 *% bde	16 2%	4 *% a	10 1%	3 2%	7 7%	1 1%	8 1%	12 1%	11 2%	10 1%
Any other TV catch-up or on-demand service	40 2%	1 *% e	2 1%	14 4% b	6 2%	8 3%	6 2%	3 1%	23 2%	17 2%	33 2%	4 2%	2 2%	1 2%	21 2%	19 2%	10 2%	30 2%
None of these	370 18%	60 23% e	54 17%	64 20% e	49 15%	37 11%	44 18%	64 28% bde	155 14%	193 21% a	334 19% cd	21 12%	10 11%	6 11%	166 17%	192 18%	84 16%	285 19%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 14

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA6. Which, if any, of these TV catch-up or on-demand services have you personally watched in the past 12 months? Please include watching programmes or films as they are broadcast, to catch-up or on-demand. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
BBC iPlayer	1358	1189	158	379	858	1349	9	1168	1358	1358	-	1358	-	260	969	340	830	155	1115
	67%	71%	48%	66%	69%	73%	5%	71%	81%	73%	-%	72%	-%	77%	72%	76%	73%	74%	72%
		b		b		b		d	acd	d		b							
ITVX or ITVX Premium (formerly ITV Hub/ITV Hub+)	1162	1025	128	308	749	1148	14	1010	1162	1162	-	1162	-	206	831	281	709	118	974
	57%	61%	39%	54%	60%	62%	7%	62%	69%	62%	-%	62%	-%	61%	62%	62%	62%	57%	63%
		b		b		b		d	acd	d		b							
Channel 4 or Channel 4+ streaming service (previously All/All4+)	951	851	94	241	621	945	6	843	951	951	-	951	-	181	679	221	587	104	789
	47%	51%	29%	42%	50%	51%	3%	52%	56%	51%	-%	51%	-%	54%	51%	49%	52%	50%	51%
		b		a	b	b		d	acd	d		b							
My5 (previously Demand 5)	618	578	39	166	404	614	4	532	618	618	-	618	-	129	427	155	372	69	512
	30%	34%	12%	29%	33%	33%	2%	33%	37%	33%	-%	33%	-%	38%	32%	34%	33%	33%	33%
		b		b		b		d	d	d		b							
Sky On Demand or Sky Go	402	329	70	107	271	400	2	387	402	402	-	402	-	74	301	105	241	41	339
	20%	20%	21%	19%	22%	22%	1%	24%	24%	21%	-%	21%	-%	22%	23%	23%	21%	20%	22%
				b		b		d	d	d		b							
Discovery+	245	195	48	60	166	245	-	239	245	245	-	245	-	58	167	57	156	33	197
	12%	12%	15%	11%	13%	13%	-%	15%	15%	13%	-%	13%	-%	17%	12%	13%	14%	16%	13%
						b		d	d	d		b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 14

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA6. Which, if any, of these TV catch-up or on-demand services have you personally watched in the past 12 months? Please include watching programmes or films as they are broadcast, to catch-up or on-demand. Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
U streaming service (formerly UKTV Play)	212	197	15	66	128	211	1	168	212	212	-	212	-	54	139	52	130	22	176
	10%	12%	5%	12%	10%	11%	1%	10%	13%	11%	-%	11%	-%	16%	10%	11%	11%	10%	11%
		b				b		d	d	d		b		b					
STV Player or STV Player VIP (Scotland)	123	119	4	38	72	121	1	113	123	123	-	123	-	25	86	31	80	13	102
	6%	7%	1%	7%	6%	7%	1%	7%	7%	7%	-%	7%	-%	7%	6%	7%	7%	6%	7%
		b				b		d	d	d		b							
Virgin TV Catch-up or Virgin TV Go	81	64	17	16	57	81	*	78	81	81	-	81	-	21	55	28	48	18	59
	4%	4%	5%	3%	5%	4%	*%	5%	5%	4%	-%	4%	-%	6%	4%	6%	4%	8%	4%
																		b	b
S4C Clic (Welsh language)	20	17	3	5	14	20	-	19	20	20	-	20	-	8	12	13	8	7	12
	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	-%	1%	-%	2%	1%	3%	1%	3%	1%
																b		b	b
Any other TV catch-up or on-demand service	40	36	4	13	24	36	3	39	40	40	-	40	-	8	28	8	23	5	34
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	-%	2%	-%	2%	2%	2%	2%	3%	2%
None of these	370	264	93	101	201	210	161	200	18	206	165	213	158	28	160	39	129	26	159
	18%	16%	29%	18%	16%	11%	86%	12%	1%	11%	100%	11%	100%	8%	12%	9%	11%	13%	10%
			a				a	b		b	abc		a						

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 15

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA7. Which, if any, of these paid-for on-demand services have you personally watched in the past 12 months? Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Netflix	1372 67%	225 85%	302 93%	257 79%	225 69%	191 59%	111 46%	60 27%	787 73%	567 62%	1147 67%	116 69%	63 66%	45 80%	620 64%	731 70%	458 86%	906 61%
		defg	acdefg	defg	efg	fg	g		b					ac			b	
Amazon Prime Video	1132 56%	166 63%	231 71%	197 60%	188 58%	177 54%	119 49%	54 24%	661 61%	459 50%	948 55%	90 53%	59 62%	35 61%	542 56%	571 55%	349 65%	779 52%
		fg	cdefg	fg	g	g	g		b								b	
Disney+	752 37%	138 52%	194 60%	166 51%	135 41%	76 23%	35 14%	8 4%	455 42%	284 31%	614 36%	76 45%	35 37%	27 48%	347 36%	395 38%	314 59%	434 29%
		efg	defg	efg	efg	fg	g		b					a			b	
Apple TV+	286 14%	46 17%	67 21%	53 16%	56 17%	37 12%	19 8%	6 3%	193 18%	87 9%	243 14%	21 12%	11 12%	10 18%	153 16%	129 12%	107 20%	179 12%
		fg	efg	fg	fg	g			b								b	
NOW	285 14%	46 17%	70 21%	41 12%	59 18%	41 12%	16 6%	14 6%	176 16%	104 11%	241 14%	25 15%	11 11%	9 15%	136 14%	144 14%	100 19%	183 12%
		fg	cefg		fg				b								b	
Paramount+	265 13%	45 17%	74 23%	54 16%	37 12%	37 11%	16 7%	2 1%	161 15%	98 11%	223 13%	21 12%	12 13%	9 16%	127 13%	134 13%	107 20%	158 11%
		fg	defg	fg	g	g	g		b								b	
BritBox	46 2%	2 1%	10 3%	9 3%	11 3%	7 2%	2 1%	5 2%	26 2%	20 2%	38 2%	4 2%	3 3%	1 2%	24 3%	22 2%	19 4%	27 2%
Hayu	39 2%	4 2%	16 5%	9 3%	8 2%	3 1%	- -%	- -%	32 3%	7 1%	34 2%	2 1%	1 1%	1 2%	10 1%	29 3%	20 4%	20 1%
			efg	f	f				b							a	b	
Starzplay	21 1%	4 2%	7 2%	4 1%	3 1%	2 1%	1 *%	- -%	11 1%	9 1%	18 1%	1 1%	1 1%	1 1%	16 2%	5 *%	13 2%	8 1%
																	b	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 15

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA7. Which, if any, of these paid-for on-demand services have you personally watched in the past 12 months? Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Any other paid-for on-demand services	22	2	4	5	-	5	4	2	11	11	18	4	*	*	6	14	4	18
	1%	1%	1%	2%	-%	1%	2%	1%	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%
None	404	17	13	36	51	72	81	135	159	222	356	27	14	7	196	202	38	366
	20%	6%	4%	11%	16%	22%	33%	60%	15%	24%	21%	16%	15%	12%	20%	19%	7%	25%
				b	ab	abc	abcde	abcdef		a	d							a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 15

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA7. Which, if any, of these paid-for on-demand services have you personally watched in the past 12 months? Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Netflix	1372 67%	1095 65%	261 80% a	368 64%	854 69%	1240 67%	131 70%	1372 84% bcd	1206 72% d	1372 73% d	- -%	1263 67%	108 69%	210 62%	920 69%	306 68%	778 68%	164 79%	1121 73%
Amazon Prime Video	1132 56%	937 56%	183 56%	314 55%	721 58%	1054 57% b	78 42%	1132 69% bcd	1027 61% d	1132 60% d	- -%	1069 57% b	63 40%	183 54%	786 59%	257 57%	666 58%	137 66%	939 61%
Disney+	752 37%	628 37%	117 36%	206 36%	473 38%	681 37%	70 38%	752 46% bcd	670 40% d	752 40% d	- -%	692 37%	60 38%	97 29%	520 39% a	155 34%	431 38%	80 38%	626 41%
Apple TV+	286 14%	239 14%	44 13%	64 11%	198 16%	264 14%	21 11%	286 17% d	263 16% d	286 15% d	- -%	266 14%	19 12%	56 17%	188 14%	65 15%	160 14%	38 18%	231 15%
NOW	285 14%	242 14%	39 12%	87 15%	168 13%	265 14%	20 11%	285 17% d	265 16% d	285 15% d	- -%	272 14%	13 8%	54 16%	182 14%	73 16%	162 14%	46 22% b	219 14%
Paramount+	265 13%	224 13%	36 11%	78 14%	163 13%	245 13%	19 10%	265 16% d	242 14% d	265 14% d	- -%	249 13%	15 10%	42 12%	187 14%	59 13%	164 14%	31 15%	214 14%
BritBox	46 2%	42 2%	5 1%	11 2%	29 2%	46 3%	- -%	46 3%	46 3%	46 2%	- -%	46 2%	- -%	18 5% b	28 2%	17 4%	28 2%	10 5%	35 2%
Hayu	39 2%	33 2%	6 2%	7 1%	29 2%	37 2%	2 1%	39 2%	36 2%	39 2%	- -%	37 2%	2 1%	9 3%	26 2%	10 2%	25 2%	7 4%	32 2%
Starzplay	21 1%	17 1%	4 1%	6 1%	12 1%	21 1%	- -%	21 1%	21 1%	21 1%	- -%	21 1%	- -%	8 2%	13 1%	11 2% b	8 1%	8 4% b	12 1%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QA7. Which, if any, of these paid-for on-demand services have you personally watched in the past 12 months? Please include watching on any device. (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Any other paid-for on-demand services	22	19	1	7	14	19	4	17	17	21	1	19	4	4	12	7	11	3	17
	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
None	404	357	39	119	231	355	49	7	240	241	163	361	43	74	242	81	210	18	200
	20%	21%	12%	21%	19%	19%	26%	*%	14%	13%	99%	19%	27%	22%	18%	18%	18%	9%	13%
			b						a	a	abc								

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 16

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QB1. Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Improved	326	61	98	47	47	40	19	14	193	131	275	24	18	9	180	143	138	182
	18%	28%	35%	17%	16%	13%	8%	6%	20%	16%	18%	15%	20%	16%	20%	15%	30%	13%
		defg	cdefg	fg	fg												b	
Got worse	500	64	60	72	78	89	68	69	239	246	409	55	23	14	233	264	117	382
	27%	29%	21%	26%	26%	29%	29%	31%	24%	30%	26%	34%	25%	27%	26%	28%	25%	28%
Stayed about the same	922	64	112	145	159	167	143	131	506	408	776	71	47	27	439	478	190	730
	50%	29%	39%	53%	53%	54%	61%	59%	51%	50%	50%	45%	52%	52%	49%	51%	41%	53%
			ab	ab	ab	ab	ab	ab									a	
Don't know	102	31	14	12	16	13	6	10	52	39	86	10	3	3	42	48	22	79
	6%	14%	5%	4%	5%	4%	3%	4%	5%	5%	6%	6%	3%	5%	5%	5%	5%	6%
		bcd	defg															

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 16

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QB1. Do you feel that, over the past year, television programmes have improved, got worse, or stayed about the same? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Improved	326	222	103	91	205	326	**	299	306	318	7	326	**	75	228	113	187	51	251
	18%	14%	39%	18%	18%	18%	**	20%	19%	18%	6%	18%	**	22%	17%	25%	16%	28%	17%
			a					d	d	d						b		b	
Got worse	500	447	45	156	299	500	**	391	446	470	30	500	**	111	346	137	296	55	386
	27%	29%	17%	30%	26%	27%	**	26%	27%	27%	24%	27%	**	33%	26%	30%	26%	30%	27%
			b																
Stayed about the same	922	825	90	237	599	922	**	726	820	853	69	922	**	130	706	184	601	69	738
	50%	53%	34%	46%	52%	50%	**	49%	50%	49%	57%	50%	**	39%	53%	41%	53%	38%	51%
			b											a		a		a	
Don't know	102	72	25	34	44	102	**	80	81	86	16	102	**	21	57	17	56	8	59
	6%	5%	9%	7%	4%	6%	**	5%	5%	5%	13%	6%	**	6%	4%	4%	5%	4%	4%
			a								abc								

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 17

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QB2. In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have improved over the past year

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	332	32	112	54	47	47	29	11	183	146	234	28	39	31	192	139	141	188
Effective Weighted Sample	271	31	109	41	39	41	25	10	149	122	212	26	36	29	158	112	120	149
Total	326	61	98	47	47	40	19	14	193	131	275	24	18	9	180	143	138	182
More choice/ variety	85 26%	** **	15 16%	** **	** **	** **	** **	** **	37 19%	47 36%	69 25%	** **	** **	** **	40 22%	45 32%	20 14%	62 34%
Better quality	74 23%	** **	32 33%	** **	** **	** **	** **	** **	51 26%	23 18%	64 23%	** **	** **	** **	43 24%	29 20%	36 26%	36 20%
Better writing/ acting/ stories	47 14%	** **	17 18%	** **	** **	** **	** **	** **	33 17%	14 11%	38 14%	** **	** **	** **	31 17%	16 11%	22 16%	25 14%
Better drama	44 13%	** **	4 4%	** **	** **	** **	** **	** **	28 15%	15 12%	38 14%	** **	** **	** **	20 11%	24 17%	15 11%	29 16%
Better technical quality/ sound/ picture	41 13%	** **	18 19%	** **	** **	** **	** **	** **	29 15%	13 10%	37 14%	** **	** **	** **	25 14%	16 11%	27 19%	15 8%
Better documentaries/ nature programmes/ educational programmes	35 11%	** **	14 15%	** **	** **	** **	** **	** **	13 7%	22 17%	32 12%	** **	** **	** **	20 11%	15 11%	13 10%	22 12%
More entertaining/ interesting	28 8%	** **	9 9%	** **	** **	** **	** **	** **	17 9%	11 8%	22 8%	** **	** **	** **	14 8%	14 10%	9 7%	19 10%
More inclusive/ diverse content	20 6%	** **	9 10%	** **	** **	** **	** **	** **	15 8%	5 4%	16 6%	** **	** **	** **	15 8%	4 3%	12 9%	8 4%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QB2. In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have improved over the past year

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	332	32	112	54	47	47	29	11	183	146	234	28	39	31	192	139	141	188
Effective Weighted Sample	271	31	109	41	39	41	25	10	149	122	212	26	36	29	158	112	120	149
Total	326	61	98	47	47	40	19	14	193	131	275	24	18	9	180	143	138	182
More ways to watch/ easy to access	18 6%	** **	6 6%	** **	** **	** **	** **	** **	13 7%	5 4%	14 5%	** **	** **	** **	10 5%	9 6%	10 7%	8 5%
More new shows/ fewer repeats	12 4%	** **	5 5%	** **	** **	** **	** **	** **	5 2%	8 6%	11 4%	** **	** **	** **	7 4%	5 4%	8 6%	4 2%
Return after Covid restrictions to TV	4 1%	** **	- -%	** **	** **	** **	** **	** **	1 1%	3 2%	2 1%	** **	** **	** **	1 1%	3 2%	2 2%	2 1%
More big budget programmes	4 1%	** **	1 1%	** **	** **	** **	** **	** **	4 2%	- -%	3 1%	** **	** **	** **	1 1%	3 2%	4 3%	- -%
Better/ more sport	3 1%	** **	- -%	** **	** **	** **	** **	** **	* *%	2 2%	2 1%	** **	** **	** **	1 1%	1 1%	1 1%	1 1%
Better news coverage	2 *%	** **	2 2%	** **	** **	** **	** **	** **	1 *%	1 1%	1 *%	** **	** **	** **	1 *%	1 1%	- -%	2 1%
More US/ international programmes	1 *%	** **	- -%	** **	** **	** **	** **	** **	- -%	- -%	1 *%	** **	** **	** **	1 1%	- -%	- -%	1 1%
More live programmes	1 *%	** **	1 1%	** **	** **	** **	** **	** **	1 *%	- -%	1 *%	** **	** **	** **	1 1%	- -%	1 1%	- -%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 17

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QB2. In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have improved over the past year

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	332	236	96	91	214	332	-	305	315	325	7	332	-	75	238	111	198	52	258
Effective Weighted Sample	271	190	81	70	179	271	-	248	257	264	6	271	-	62	193	91	160	44	207
Total	326	222	103	91	205	326	-	299	306	318	7	326	-	75	228	113	187	51	251
More choice/ variety	85	66	**	**	57	85	**	77	84	85	**	85	**	**	66	24	55	**	71
	26%	30%	**	**	28%	26%	**	26%	28%	27%	**	26%	**	**	29%	21%	29%	**	28%
Better quality	74	50	**	**	47	74	**	67	70	72	**	74	**	**	56	31	37	**	61
	23%	22%	**	**	23%	23%	**	22%	23%	23%	**	23%	**	**	24%	28%	20%	**	24%
Better writing/ acting/ stories	47	32	**	**	29	47	**	46	47	47	**	47	**	**	30	16	29	**	34
	14%	14%	**	**	14%	14%	**	15%	15%	15%	**	14%	**	**	13%	14%	15%	**	14%
Better drama	44	34	**	**	27	44	**	40	43	43	**	44	**	**	32	12	29	**	38
	13%	15%	**	**	13%	13%	**	14%	14%	14%	**	13%	**	**	14%	11%	16%	**	15%
Better technical quality/ sound/ picture	41	14	**	**	23	41	**	41	37	41	**	41	**	**	22	17	20	**	26
	13%	6%	**	**	11%	13%	**	14%	12%	13%	**	13%	**	**	10%	15%	11%	**	10%
Better documentaries/ nature programmes/ educational programmes	35	24	**	**	26	35	**	29	30	31	**	35	**	**	24	9	22	**	23
	11%	11%	**	**	13%	11%	**	10%	10%	10%	**	11%	**	**	11%	8%	12%	**	9%
More entertaining/ interesting	28	21	**	**	17	28	**	26	25	28	**	28	**	**	22	10	15	**	24
	8%	10%	**	**	8%	8%	**	9%	8%	9%	**	8%	**	**	9%	9%	8%	**	9%
More inclusive/ diverse content	20	14	**	**	12	20	**	18	18	20	**	20	**	**	11	7	11	**	13
	6%	6%	**	**	6%	6%	**	6%	6%	6%	**	6%	**	**	5%	6%	6%	**	5%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 17

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QB2. In what ways do you think that television programmes have improved over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have improved over the past year

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	332	236	96	91	214	332	-	305	315	325	7	332	-	75	238	111	198	52	258
Effective Weighted Sample	271	190	81	70	179	271	-	248	257	264	6	271	-	62	193	91	160	44	207
Total	326	222	103	91	205	326	-	299	306	318	7	326	-	75	228	113	187	51	251
More ways to watch/ easy to access	18 6%	13 6%	** **	** **	11 5%	18 6%	** **	18 6%	17 6%	18 6%	** **	18 6%	** **	** **	13 6%	9 8%	6 3%	** **	9 4%
More new shows/ fewer repeats	12 4%	7 3%	** **	** **	12 6%	12 4%	** **	11 4%	11 4%	11 3%	** **	12 4%	** **	** **	10 4%	7 7%	5 2%	** **	7 3%
Return after Covid restrictions to TV	4 1%	3 2%	** **	** **	1 1%	4 1%	** **	4 1%	4 1%	4 1%	** **	4 1%	** **	** **	2 1%	2 1%	3 2%	** **	4 2%
More big budget programmes	4 1%	2 1%	** **	** **	3 1%	4 1%	** **	4 1%	4 1%	4 1%	** **	4 1%	** **	** **	* *%	3 3%	* *%	** **	1 1%
Better/ more sport	3 1%	3 1%	** **	** **	- -%	3 1%	** **	3 1%	3 1%	3 1%	** **	3 1%	** **	** **	3 1%	1 1%	1 1%	** **	3 1%
Better news coverage	2 *%	1 *%	** **	** **	2 1%	2 *%	** **	2 1%	2 1%	2 *%	** **	2 *%	** **	** **	2 1%	- -%	1 *%	** **	2 1%
More US/ international programmes	1 *%	- -%	** **	** **	1 1%	1 *%	** **	1 *%	1 *%	1 *%	** **	1 *%	** **	** **	- -%	1 1%	- -%	** **	1 *%
More live programmes	1 *%	- -%	** **	** **	1 *%	1 *%	** **	1 *%	1 *%	1 *%	** **	1 *%	** **	** **	1 *%	1 1%	- -%	** **	1 *%

* indicates a low base size (less than 100)
Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	500	36	75	72	78	98	92	49	237	254	340	63	48	49	243	253	122	377
Effective Weighted Sample	417	34	68	59	67	89	85	45	192	219	313	59	43	46	202	213	102	314
Total	500	64	60	72	78	89	68	69	239	246	409	55	23	14	233	264	117	382
Too many repeats/ not enough new shows	206 41%	**	**	**	**	**	**	**	87 36%	115 47%	165 40%	**	**	**	92 39%	113 43%	51 44%	154 40%
Less entertaining/ interesting/ now boring	106 21%	**	**	**	**	**	**	**	63 26%	41 17%	86 21%	**	**	**	41 18%	63 24%	31 27%	75 20%
Poor quality	89 18%	**	**	**	**	**	**	**	46 19%	41 17%	76 19%	**	**	**	52 22%	36 13%	23 20%	65 17%
Poor writing/ acting/ stories	68 14%	**	**	**	**	**	**	**	39 16%	24 10%	58 14%	**	**	**	32 14%	36 14%	19 16%	50 13%
Too many reality shows	65 13%	**	**	**	**	**	**	**	33 14%	31 13%	58 14%	**	**	**	31 13%	34 13%	11 10%	54 14%
Not enough variety	60 12%	**	**	**	**	**	**	**	27 11%	33 14%	53 13%	**	**	**	21 9%	39 15%	7 6%	54 14%
Woke/ political correctness	30 6%	**	**	**	**	**	**	**	15 6%	15 6%	27 7%	**	**	**	21 9%	9 3%	4 4%	26 7%
Lack of quality drama	28 6%	**	**	**	**	**	**	**	21 9%	8 3%	24 6%	**	**	**	11 5%	17 7%	5 4%	24 6%
Dumbed down/ downmarket	19 4%	**	**	**	**	**	**	**	12 5%	7 3%	18 4%	**	**	**	15 6%	4 2%	3 2%	17 4%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	500	36	75	72	78	98	92	49	237	254	340	63	48	49	243	253	122	377
Effective Weighted Sample	417	34	68	59	67	89	85	45	192	219	313	59	43	46	202	213	102	314
Total	500	64	60	72	78	89	68	69	239	246	409	55	23	14	233	264	117	382
Too many talent/ competition/ quiz shows	14 3%	**	**	**	**	**	**	**	6 3%	7 3%	11 3%	**	**	**	5 2%	9 3%	1 1%	13 3%
Bias/ not impartial	12 2%	**	**	**	**	**	**	**	4 2%	8 3%	11 3%	**	**	**	8 3%	4 2%	* *	12 3%
Too much violence	12 2%	**	**	**	**	**	**	**	4 2%	6 2%	10 2%	**	**	**	4 2%	8 3%	3 2%	10 2%
Too many adverts/ on too long	12 2%	**	**	**	**	**	**	**	2 1%	7 3%	10 2%	**	**	**	6 3%	6 2%	5 4%	7 2%
Too many cookery/ home/ gardening shows	11 2%	**	**	**	**	**	**	**	5 2%	5 2%	10 2%	**	**	**	6 2%	5 2%	1 1%	9 2%
Too many celebrity programmes	10 2%	**	**	**	**	**	**	**	7 3%	3 1%	8 2%	**	**	**	6 3%	4 2%	3 2%	7 2%
Sex/ sexual content	9 2%	**	**	**	**	**	**	**	* *%	6 2%	9 2%	**	**	**	3 1%	6 2%	3 2%	7 2%
Poor technical quality/ sound/ picture	9 2%	**	**	**	**	**	**	**	3 1%	2 1%	9 2%	**	**	**	7 3%	3 1%	- -	9 2%
Sports coverage	9 2%	**	**	**	**	**	**	**	2 1%	7 3%	7 2%	**	**	**	3 1%	6 2%	- -	9 2%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	500	36	75	72	78	98	92	49	237	254	340	63	48	49	243	253	122	377
Effective Weighted Sample	417	34	68	59	67	89	85	45	192	219	313	59	43	46	202	213	102	314
Total	500	64	60	72	78	89	68	69	239	246	409	55	23	14	233	264	117	382
Bad language	1 *%	** **	** **	** **	** **	** **	** **	** **	- -%	1 *%	1 *%	** **	** **	** **	- -%	1 *%	- -%	1 *%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 18

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b	*a
Significance Level: 99%																				
Unweighted total	500	457	36	150	306	500	-	396	449	474	26	500	-	116	344	138	296	57	390	
Effective Weighted Sample	417	382	31	127	254	417	-	326	372	394	23	417	-	100	283	114	247	50	322	
Total	500	447	45	156	299	500	-	391	446	470	30	500	-	111	346	137	296	55	386	
Too many repeats/ not enough new shows	206	196	**	64	120	206	**	149	179	190	**	206	**	38	146	53	119	**	157	
	41%	44%	**	41%	40%	41%	**	38%	40%	40%	**	41%	**	34%	42%	39%	40%	**	41%	
Less entertaining/ interesting/ now boring	106	91	**	34	60	106	**	93	98	103	**	106	**	25	68	19	65	**	81	
	21%	20%	**	22%	20%	21%	**	24%	22%	22%	**	21%	**	22%	20%	14%	22%	**	21%	
Poor quality	89	73	**	28	56	89	**	73	79	86	**	89	**	29	53	31	46	**	74	
	18%	16%	**	18%	19%	18%	**	19%	18%	18%	**	18%	**	26%	15%	23%	16%	**	19%	
Poor writing/ acting/ stories	68	62	**	27	40	68	**	47	58	61	**	68	**	15	41	17	41	**	43	
	14%	14%	**	17%	13%	14%	**	12%	13%	13%	**	14%	**	14%	12%	13%	14%	**	11%	
Too many reality shows	65	64	**	21	43	65	**	52	59	63	**	65	**	20	43	18	36	**	51	
	13%	14%	**	14%	14%	13%	**	13%	13%	13%	**	13%	**	18%	12%	13%	12%	**	13%	
Not enough variety	60	52	**	13	40	60	**	44	53	55	**	60	**	15	44	20	34	**	46	
	12%	12%	**	8%	13%	12%	**	11%	12%	12%	**	12%	**	13%	13%	15%	12%	**	12%	
Woke/ political correctness	30	29	**	7	21	30	**	23	26	26	**	30	**	10	20	3	24	**	21	
	6%	6%	**	5%	7%	6%	**	6%	6%	6%	**	6%	**	9%	6%	2%	8%	**	6%	
Lack of quality drama	28	25	**	7	21	28	**	24	27	28	**	28	**	6	22	7	20	**	25	
	6%	6%	**	5%	7%	6%	**	6%	6%	6%	**	6%	**	5%	6%	5%	7%	**	6%	
Dumbed down/ downmarket	19	19	**	6	13	19	**	10	19	19	**	19	**	12	6	7	7	**	15	
	4%	4%	**	4%	4%	4%	**	3%	4%	4%	**	4%	**	10%	2%	5%	2%	**	4%	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 18

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	500	457	36	150	306	500	-	396	449	474	26	500	-	116	344	138	296	57	390
Effective Weighted Sample	417	382	31	127	254	417	-	326	372	394	23	417	-	100	283	114	247	50	322
Total	500	447	45	156	299	500	-	391	446	470	30	500	-	111	346	137	296	55	386
Too many talent/ competition/ quiz shows	14 3%	12 3%	** **	3 2%	8 3%	14 3%	** **	10 3%	14 3%	14 3%	** **	14 3%	** **	3 3%	10 3%	3 2%	10 3%	** **	12 3%
Bias/ not impartial	12 2%	7 2%	** **	2 2%	5 2%	12 2%	** **	9 2%	11 2%	12 2%	** **	12 2%	** **	6 6%	6 2%	5 3%	8 3%	** **	9 2%
Too much violence	12 2%	10 2%	** **	7 5%	4 1%	12 2%	** **	9 2%	11 2%	12 3%	** **	12 2%	** **	5 5%	6 2%	6 4%	6 2%	** **	5 1%
Too many adverts/ on too long	12 2%	7 1%	** **	2 1%	10 3%	12 2%	** **	9 2%	7 2%	10 2%	** **	12 2%	** **	5 5%	7 2%	4 3%	8 3%	** **	9 2%
Too many cookery/ home/ gardening shows	11 2%	11 2%	** **	2 1%	9 3%	11 2%	** **	6 2%	10 2%	10 2%	** **	11 2%	** **	5 4%	6 2%	3 2%	7 2%	** **	6 2%
Too many celebrity programmes	10 2%	9 2%	** **	2 1%	7 2%	10 2%	** **	10 3%	10 2%	10 2%	** **	10 2%	** **	3 3%	7 2%	1 1%	8 3%	** **	8 2%
Sex/ sexual content	9 2%	4 1%	** **	4 3%	4 1%	9 2%	** **	7 2%	8 2%	8 2%	** **	9 2%	** **	8 7%	2 *%	9 6%	1 *%	** **	2 *%
Poor technical quality/ sound/ picture	9 2%	9 2%	** **	5 3%	4 1%	9 2%	** **	3 1%	6 1%	6 1%	** **	9 2%	** **	2 2%	7 2%	4 3%	3 1%	** **	4 1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 18

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QB3. In what ways do you think that television programmes have got worse over the past year? Again, please just think about programmes that you watch at the time of broadcast, or that you record to watch later. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and feel that television programmes have got worse over the past year

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE			
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO		
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b	*a	b
Significance Level: 99%																					
Unweighted total	500	457	36	150	306	500	-	396	449	474	26	500	-	116	344	138	296	57	390		
Effective Weighted Sample	417	382	31	127	254	417	-	326	372	394	23	417	-	100	283	114	247	50	322		
Total	500	447	45	156	299	500	-	391	446	470	30	500	-	111	346	137	296	55	386		
Sports coverage	9	9	**	3	6	9	**	3	7	7	**	9	**	1	8	3	5	**	7		
	2%	2%	**	2%	2%	2%	**	1%	2%	2%	**	2%	**	1%	2%	2%	2%	**	2%		
Bad language	1	-	**	-	-	1	**	-	1	1	**	1	**	1	-	-	1	**	-		
	*%	-%	**	-%	-%	*%	**	-%	*%	*%	**	*%	**	1%	-%	-%	*%	**	-%		

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 19

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC1. SHOW PRODUCT PLACEMENT 'P' SYMBOL. Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Yes	559	78	142	100	86	86	36	31	292	260	474	50	25	11	273	282	194	362
	30%	35%	50%	36%	29%	28%	15%	14%	30%	32%	31%	31%	28%	21%	31%	30%	41%	26%
		fg	acdefg	fg	fg	fg					d						b	
No	1290	142	141	176	214	223	200	193	698	564	1072	110	66	41	621	652	274	1012
	70%	65%	50%	64%	71%	72%	85%	86%	70%	68%	69%	69%	72%	79%	69%	70%	59%	74%
		b		b	b	b	abcde	abcde						a				a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 19

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC1. SHOW PRODUCT PLACEMENT 'P' SYMBOL. Have you ever noticed this symbol featured at the beginning or end of a TV programme, or following an advertising break? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Yes	559	452	101	162	351	559	**	503	531	542	17	559	**	130	384	162	331	75	428
	30%	29%	38%	31%	31%	30%	**	34%	32%	31%	14%	30%	**	39%	29%	36%	29%	41%	30%
			a					d	d	d				b				b	
No	1290	1114	162	356	795	1290	**	993	1123	1185	105	1290	**	206	954	289	809	108	1006
	70%	71%	62%	69%	69%	70%	**	66%	68%	69%	86%	70%	**	61%	71%	64%	71%	59%	70%
		b									abc			a				a	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 20

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC2. Do you know what this symbol is used for? (MULTI CODE)

Base : Those who have ever noticed the 'P' symbol

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 b	35-44 c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	558	43	170	104	79	95	46	21	279	274	406	57	54	41	285	271	195	360
Effective Weighted Sample	472	41	161	85	70	85	44	20	233	238	374	53	49	39	246	227	166	304
Total	559	78	142	100	86	86	36	31	292	260	474	50	25	11	273	282	194	362
Product placement/ company has paid for product to be featured in the programme	283 51%	** **	65 45%	58 58%	** **	** **	** **	** **	158 54%	121 47%	242 51%	** **	** **	** **	142 52%	141 50%	100 51%	181 50%
Protected content – it can't be copied or shared	83 15%	** **	28 20%	19 18%	** **	** **	** **	** **	39 13%	40 16%	72 15%	** **	** **	** **	47 17%	34 12%	35 18%	48 13%
Previously shown - it's a repeat	61 11%	** **	20 14%	8 8%	** **	** **	** **	** **	33 11%	26 10%	51 11%	** **	** **	** **	31 11%	30 11%	29 15%	31 8%
Other	* *%	** **	- -%	- -%	** **	** **	** **	** **	- -%	* *%	- -%	** **	** **	** **	* *%	- -%	- -%	* *%
Don't know	162 29%	** **	41 29%	20 20%	** **	** **	** **	** **	79 27%	80 31%	136 29%	** **	** **	** **	73 27%	87 31%	44 23%	118 33%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 20

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC2. Do you know what this symbol is used for? (MULTI CODE)

Base : Those who have ever noticed the 'P' symbol

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b	*a
Significance Level: 99%																				
Unweighted total	558	464	89	156	357	558	-	504	532	542	16	558	-	127	387	159	330	76	429	
Effective Weighted Sample	472	391	77	130	305	472	-	426	451	459	13	472	-	110	324	135	279	64	364	
Total	559	452	101	162	351	559	-	503	531	542	17	559	-	130	384	162	331	75	428	
Product placement/ company has paid for product to be featured in the programme	283 51%	244 54%	** **	77 48%	185 53%	283 51%	** **	253 50%	272 51%	277 51%	** **	283 51%	** **	60 46%	207 54%	79 49%	174 53%	** **	225 53%	
Protected content – it can't be copied or shared	83 15%	47 10%	** **	21 13%	52 15%	83 15%	** **	79 16%	79 15%	81 15%	** **	83 15%	** **	23 18%	51 13%	31 19%	45 14%	** **	61 14%	
Previously shown - it's a repeat	61 11%	39 9%	** **	28 18%	32 9%	61 11%	** **	59 12%	59 11%	59 11%	** **	61 11%	** **	25 19% b	34 9%	31 19% b	27 8%	** **	41 9%	
Other	* *%	* *%	** **	* *%	- -%	* *%	** **	* *%	* *%	* *%	** **	* *%	** **	- -%	* *%	* *%	- -%	** **	* *%	
Don't know	162 29%	138 30%	** **	46 28%	99 28%	162 29%	** **	137 27%	145 27%	151 28%	** **	162 29%	** **	36 28%	107 28%	37 23%	97 29%	** **	118 27%	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 21

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

AWARENESS AND IDENTIFICATION OF PRODUCT PLACEMENT SYMBOL

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
CORRECT IDENTIFICATION OF PRODUCT PLACEMENT SYMBOL	283	25	65	58	50	50	21	15	158	121	242	21	13	7	142	141	100	181
	15%	11%	23%	21%	17%	16%	9%	7%	16%	15%	16%	13%	14%	14%	16%	15%	21%	13%
			afg	fg	fg	fg											b	
SEEN SYMBOL BUT NOT CORRECTLY IDENTIFIED	277	53	77	43	36	35	15	17	134	139	232	28	13	3	132	141	94	181
	15%	24%	27%	15%	12%	11%	7%	7%	14%	17%	15%	18%	14%	7%	15%	15%	20%	13%
		defg	cdefg	f					d	d							b	
NOT SEEN SYMBOL	1290	142	141	176	214	223	200	193	698	564	1072	110	66	41	621	652	274	1012
	70%	65%	50%	64%	71%	72%	85%	86%	70%	68%	69%	69%	72%	79%	69%	70%	59%	74%
		b		b	b	b	abcde	abcde						a				a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 21

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

AWARENESS AND IDENTIFICATION OF PRODUCT PLACEMENT SYMBOL

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
CORRECT IDENTIFICATION OF PRODUCT PLACEMENT SYMBOL	283	244	37	77	185	283	**	253	272	277	6	283	**	60	207	79	174	35	225
	15%	16%	14%	15%	16%	15%	**	17%	16%	16%	5%	15%	**	18%	15%	18%	15%	19%	16%
								d	d	d									
SEEN SYMBOL BUT NOT CORRECTLY IDENTIFIED	277	208	64	84	166	277	**	250	259	266	11	277	**	70	178	83	156	40	203
	15%	13%	24%	16%	14%	15%	**	17%	16%	15%	9%	15%	**	21%	13%	18%	14%	22%	14%
			a											b					
NOT SEEN SYMBOL	1290	1114	162	356	795	1290	**	993	1123	1185	105	1290	**	206	954	289	809	108	1006
	70%	71%	62%	69%	69%	70%	**	66%	68%	69%	86%	70%	**	61%	71%	64%	71%	59%	70%
		b									abc				a				a

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 22

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Trailers or promotions for particular TV programmes	1249	124	170	163	189	229	193	181	712	518	1041	113	60	34	610	632	276	968
	68%	57%	60%	59%	63%	74%	82%	81%	72%	63%	67%	71%	66%	66%	68%	68%	59%	70%
					abcd	abcd	abcd		b								a	
Programme sponsorship announcements	936	98	138	131	143	170	139	119	545	376	786	81	45	25	510	417	217	716
	51%	44%	49%	47%	48%	55%	59%	53%	55%	46%	51%	51%	49%	48%	57%	45%	46%	52%
									b						b			
Trailers or promotions for particular TV channels	906	97	126	114	135	167	142	125	532	361	754	86	44	23	460	439	208	699
	49%	44%	44%	41%	45%	54%	60%	56%	54%	44%	49%	54%	48%	45%	51%	47%	44%	51%
						c	abcd	c	b									
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	820	104	150	135	142	149	89	52	495	314	681	75	40	24	401	409	221	598
	44%	47%	53%	49%	47%	48%	38%	23%	50%	38%	44%	47%	44%	46%	45%	44%	47%	44%
		g	fg	g	g	g	g		b									
Trailers or promotions for websites or other online services provided by TV channels	643	77	132	95	109	102	72	57	383	252	539	59	30	16	349	284	187	452
	35%	35%	47%	34%	36%	33%	30%	25%	39%	31%	35%	37%	32%	30%	39%	30%	40%	33%
			cefg						b						b			
None of these	157	14	16	29	36	39	11	12	67	87	130	17	7	3	68	89	41	116
	8%	6%	6%	10%	12%	13%	5%	6%	7%	11%	8%	10%	8%	6%	8%	9%	9%	8%
					bf	bf			a									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 22

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Don't know	115	24	18	19	17	9	13	15	40	65	101	3	6	4	48	60	30	85
	6%	11%	6%	7%	6%	3%	5%	7%	4%	8%	7%	2%	7%	8%	5%	6%	6%	6%
		e								a				b				

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 22

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Trailers or promotions for particular TV programmes	1249	1095	147	362	805	1249	**	997	1146	1182	67	1249	**	245	921	309	775	125	991
	68%	70%	56%	70%	70%	68%	**	67%	69%	68%	55%	68%	**	73%	69%	69%	68%	68%	69%
		b							d	d									
Programme sponsorship announcements	936	814	117	276	592	936	**	760	867	890	46	936	**	189	675	236	586	96	744
	51%	52%	44%	53%	52%	51%	**	51%	52%	52%	38%	51%	**	56%	50%	52%	51%	53%	52%
									d										
Trailers or promotions for particular TV channels	906	799	101	266	589	906	**	742	841	862	45	906	**	208	632	255	538	104	712
	49%	51%	38%	51%	51%	49%	**	50%	51%	50%	37%	49%	**	62%	47%	57%	47%	57%	50%
		b							d					b		b			
Product placement (where companies pay for their products to be used or featured in a TV programme or film)	820	715	98	243	529	820	**	729	771	800	21	820	**	146	611	198	506	94	668
	44%	46%	37%	47%	46%	44%	**	49%	47%	46%	17%	44%	**	43%	46%	44%	44%	51%	47%
								d	d	d									
Trailers or promotions for websites or other online services provided by TV channels	643	556	83	200	393	643	**	549	602	622	20	643	**	116	468	177	389	74	512
	35%	35%	32%	39%	34%	35%	**	37%	36%	36%	17%	35%	**	35%	35%	39%	34%	40%	36%
								d	d	d									

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 22

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC3. Which of the following, if any, are you aware of on television? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
None of these	157	140	15	45	89	157	**	117	122	135	23	157	**	11	126	28	104	9	117
	8%	9%	6%	9%	8%	8%	**	8%	7%	8%	19%	8%	**	3%	9%	6%	9%	5%	8%
											abc				a				
Don't know	115	88	21	16	58	115	**	88	88	97	18	115	**	16	64	15	66	3	74
	6%	6%	8%	3%	5%	6%	**	6%	5%	6%	15%	6%	**	5%	5%	3%	6%	2%	5%
											abc								

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 23

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC4. Do you have any concerns about advertising on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Yes	452	39	47	58	66	83	84	74	267	174	385	33	23	11	240	203	90	362
	24%	18%	17%	21%	22%	27%	36%	33%	27%	21%	25%	21%	25%	21%	27%	22%	19%	26%
						b	abcd	abc	b									a
No	1397	180	236	219	234	226	152	150	723	651	1161	127	69	41	654	731	378	1013
	76%	82%	83%	79%	78%	73%	64%	67%	73%	79%	75%	79%	75%	79%	73%	78%	81%	74%
		fg	efg	fg	f				a								b	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 23

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC4. Do you have any concerns about advertising on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Yes	452	398	45	138	267	452	**	349	410	424	27	452	**	139	269	164	221	68	328
	24%	25%	17%	27%	23%	24%	**	23%	25%	25%	23%	24%	**	41%	20%	36%	19%	37%	23%
														b		b		b	
No	1397	1168	219	380	880	1397	**	1147	1244	1303	94	1397	**	197	1069	287	919	115	1106
	76%	75%	83%	73%	77%	76%	**	77%	75%	75%	77%	76%	**	59%	80%	64%	81%	63%	77%
														a		a		a	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 24

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC5. What do you have concerns about? (MULTI CODE)

Base : Those who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	456	21	57	61	59	92	115	51	260	189	325	40	51	40	251	198	91	365
Effective Weighted Sample	379	20	54	49	52	82	105	47	213	163	300	38	48	38	212	164	77	303
Total	452	39	47	58	66	83	84	74	267	174	385	33	23	11	240	203	90	362
Too many advertising breaks	157 35%	** **	** **	** **	** **	** **	33 39%	** **	83 31%	71 41%	136 35%	** **	** **	** **	81 34%	74 36%	** **	136 38%
Adverts for gambling/ alcohol/ encouraging addictions	70 16%	** **	** **	** **	** **	** **	18 22%	** **	50 19%	19 11%	59 15%	** **	** **	** **	34 14%	36 18%	** **	54 15%
Annoying/ irritating/ don't make sense	69 15%	** **	** **	** **	** **	** **	9 11%	** **	36 13%	32 18%	61 16%	** **	** **	** **	43 18%	24 12%	** **	63 17%
Advertising breaks are too long	47 10%	** **	** **	** **	** **	** **	16 19%	** **	23 9%	21 12%	42 11%	** **	** **	** **	25 10%	22 11%	** **	42 12%
Adverts that are inappropriate for the programme	39 9%	** **	** **	** **	** **	** **	4 5%	** **	27 10%	12 7%	33 9%	** **	** **	** **	17 7%	22 11%	** **	23 6%
Encourage debt/ spending people can't afford/ in cost of living crisis	36 8%	** **	** **	** **	** **	** **	5 6%	** **	25 9%	11 6%	31 8%	** **	** **	** **	21 9%	16 8%	** **	30 8%
Brainwashing/ targeting vulnerable people	35 8%	** **	** **	** **	** **	** **	4 4%	** **	24 9%	11 7%	30 8%	** **	** **	** **	18 7%	16 8%	** **	28 8%
Woke/ politically correct adverts	32 7%	** **	** **	** **	** **	** **	7 9%	** **	20 7%	12 7%	28 7%	** **	** **	** **	23 10%	8 4%	** **	25 7%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC5. What do you have concerns about? (MULTI CODE)

Base : Those who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	456	21	57	61	59	92	115	51	260	189	325	40	51	40	251	198	91	365
Effective Weighted Sample	379	20	54	49	52	82	105	47	213	163	300	38	48	38	212	164	77	303
Total	452	39	47	58	66	83	84	74	267	174	385	33	23	11	240	203	90	362
Adverts for unhealthy food/ fast food/ sugar/ encouraging obesity	28 6%	**	**	**	**	**	7 9%	**	23 9%	5 3%	25 6%	**	**	**	8 4%	20 10%	**	21 6%
Interrupt programmes/ distracting	25 6%	**	**	**	**	**	2 3%	**	14 5%	6 3%	23 6%	**	**	**	17 7%	8 4%	**	22 6%
Adverts of a sensitive nature/ embarrassing	23 5%	**	**	**	**	**	5 6%	**	14 5%	9 5%	19 5%	**	**	**	10 4%	11 5%	**	19 5%
Aimed at/ targeting children	20 4%	**	**	**	**	**	* 1%	**	15 6%	5 3%	16 4%	**	**	**	7 3%	13 7%	**	12 3%
Charity advertising	13 3%	**	**	**	**	**	2 3%	**	6 2%	7 4%	11 3%	**	**	**	8 3%	5 2%	**	13 3%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 24

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC5. What do you have concerns about? (MULTI CODE)

Base : Those who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	456	407	41	135	277	456	-	356	415	432	24	456	-	140	274	165	224	69	338
Effective Weighted Sample	379	337	35	113	231	379	-	294	343	358	21	379	-	120	223	138	186	59	279
Total	452	398	45	138	267	452	-	349	410	424	27	452	-	139	269	164	221	68	328
Too many advertising breaks	157	142	**	51	90	157	**	112	141	147	**	157	**	36	109	47	84	**	123
	35%	36%	**	37%	34%	35%	**	32%	34%	35%	**	35%	**	26%	40%	29%	38%	**	37%
															a				
Adverts for gambling/ alcohol/ encouraging addictions	70	69	**	18	48	70	**	58	67	69	**	70	**	22	42	26	30	**	51
	16%	17%	**	13%	18%	16%	**	17%	16%	16%	**	16%	**	16%	15%	16%	14%	**	15%
Annoying/ irritating/ don't make sense	69	58	**	20	40	69	**	56	57	62	**	69	**	19	40	25	36	**	50
	15%	15%	**	14%	15%	15%	**	16%	14%	15%	**	15%	**	14%	15%	15%	16%	**	15%
Advertising breaks are too long	47	43	**	14	30	47	**	36	45	45	**	47	**	14	28	13	26	**	39
	10%	11%	**	10%	11%	10%	**	10%	11%	11%	**	10%	**	10%	10%	8%	12%	**	12%
Adverts that are inappropriate for the programme	39	27	**	10	22	39	**	34	36	36	**	39	**	14	20	17	18	**	27
	9%	7%	**	7%	8%	9%	**	10%	9%	9%	**	9%	**	10%	7%	10%	8%	**	8%
Encourage debt/ spending people can't afford/ in cost of living crisis	36	34	**	14	18	36	**	31	35	35	**	36	**	11	22	12	16	**	29
	8%	8%	**	10%	7%	8%	**	9%	9%	8%	**	8%	**	8%	8%	7%	7%	**	9%
Brainwashing/ targeting vulnerable people	35	30	**	12	18	35	**	29	30	31	**	35	**	14	18	15	16	**	26
	8%	7%	**	9%	7%	8%	**	8%	7%	7%	**	8%	**	10%	7%	9%	7%	**	8%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 24

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC5. What do you have concerns about? (MULTI CODE)

Base : Those who have any concerns about advertising on television and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b	*a
Significance Level: 99%																				
Unweighted total	456	407	41	135	277	456	-	356	415	432	24	456	-	140	274	165	224	69	338	
Effective Weighted Sample	379	337	35	113	231	379	-	294	343	358	21	379	-	120	223	138	186	59	279	
Total	452	398	45	138	267	452	-	349	410	424	27	452	-	139	269	164	221	68	328	
Woke/ politically correct adverts	32	31	**	9	20	32	**	25	30	31	**	32	**	17	13	14	12	**	25	
	7%	8%	**	7%	8%	7%	**	7%	7%	7%	**	7%	**	12%	5%	9%	6%	**	8%	
														b						
Adverts for unhealthy food/ fast food/ sugar/ encouraging obesity	28	25	**	4	23	28	**	19	25	25	**	28	**	12	14	8	16	**	18	
	6%	6%	**	3%	9%	6%	**	6%	6%	6%	**	6%	**	9%	5%	5%	7%	**	6%	
Interrupt programmes/ distracting	25	20	**	6	17	25	**	20	23	23	**	25	**	8	15	6	16	**	20	
	6%	5%	**	4%	7%	6%	**	6%	6%	5%	**	6%	**	6%	6%	4%	7%	**	6%	
Adverts of a sensitive nature/ embarrassing	23	20	**	10	10	23	**	14	21	21	**	23	**	12	9	9	9	**	13	
	5%	5%	**	7%	4%	5%	**	4%	5%	5%	**	5%	**	9%	3%	6%	4%	**	4%	
Aimed at/ targeting children	20	18	**	6	13	20	**	17	19	19	**	20	**	4	16	11	10	**	12	
	4%	4%	**	4%	5%	4%	**	5%	5%	4%	**	4%	**	3%	6%	6%	4%	**	4%	
Charity advertising	13	13	**	2	8	13	**	8	12	13	**	13	**	1	9	4	7	**	9	
	3%	3%	**	2%	3%	3%	**	2%	3%	3%	**	3%	**	1%	4%	3%	3%	**	3%	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 25

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Adverts for gambling/ bookmakers/ gambling websites	850	86	105	112	132	143	148	125	487	348	719	68	39	24	408	429	175	673
	46%	39%	37%	41%	44%	46%	62%	56%	49%	42%	47%	42%	42%	47%	46%	46%	37%	49%
							abcde	abc	b									a
Adverts for foods that are high in fat, salt or sugar	469	53	54	63	68	71	87	73	289	171	391	40	22	16	226	233	110	358
	25%	24%	19%	23%	23%	23%	37%	33%	29%	21%	25%	25%	24%	31%	25%	25%	23%	26%
							bcde	b	b									
Adverts for alcohol	450	57	75	62	76	59	59	62	248	196	385	33	20	13	214	227	108	342
	24%	26%	26%	22%	25%	19%	25%	28%	25%	24%	25%	21%	22%	25%	24%	24%	23%	25%
Adverts for credit cards	405	45	58	53	62	70	60	56	218	175	347	27	17	13	206	190	88	317
	22%	21%	20%	19%	21%	23%	25%	25%	22%	21%	22%	17%	18%	25%	23%	20%	19%	23%
Adverts during children's programming or when children could be watching	374	35	53	51	57	60	70	47	220	151	304	37	21	12	163	203	103	271
	20%	16%	19%	19%	19%	19%	30%	21%	22%	18%	20%	23%	23%	23%	18%	22%	22%	20%
							abcde											
Adverts for charities/ refugee appeals	323	33	39	38	54	58	58	43	157	156	277	21	17	9	170	152	54	266
	17%	15%	14%	14%	18%	19%	24%	19%	16%	19%	18%	13%	19%	16%	19%	16%	12%	19%
							bc											a
Adverts for children's toys	210	26	34	30	23	33	26	38	137	70	176	16	11	7	108	98	63	145
	11%	12%	12%	11%	8%	11%	11%	17%	14%	8%	11%	10%	12%	14%	12%	10%	14%	11%
								d	b									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 25

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Adverts that make claims to be environmentally friendly	192	27	23	20	33	26	36	26	120	68	159	20	9	4	113	72	42	149
	10%	12%	8%	7%	11%	9%	15%	11%	12%	8%	10%	13%	9%	7%	13%	8%	9%	11%
							bc								b			
Adverts for public health campaigns	127	21	26	15	23	20	9	12	66	57	105	11	8	3	66	58	43	82
	7%	10%	9%	6%	8%	6%	4%	5%	7%	7%	7%	7%	9%	5%	7%	6%	9%	6%
			f															
None of these	546	45	85	88	109	114	45	61	264	276	455	50	27	13	262	284	150	395
	30%	20%	30%	32%	36%	37%	19%	27%	27%	33%	29%	31%	30%	26%	29%	30%	32%	29%
			f	f	af	af				a								
Don't know	80	20	13	13	11	10	6	9	28	45	66	8	3	3	27	49	23	57
	4%	9%	5%	5%	4%	3%	2%	4%	3%	6%	4%	5%	4%	5%	3%	5%	5%	4%
			f							a								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 25

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Adverts for gambling/ bookmakers/ gambling websites	850 46%	757 48% b	85 32%	244 47%	543 47%	850 46%	** **	684 46% d	780 47% d	812 47% d	39 32%	850 46%	** **	199 59% b	575 43%	252 56% b	468 41%	109 59% b	647 45%
Adverts for foods that are high in fat, salt or sugar	469 25%	412 26%	52 20%	132 25%	306 27%	469 25%	** **	382 26%	433 26%	448 26%	21 18%	469 25%	** **	121 36% b	308 23%	141 31% b	251 22%	67 37% b	348 24%
Adverts for alcohol	450 24%	371 24%	71 27%	127 24%	284 25%	450 24%	** **	370 25%	418 25%	430 25%	20 16%	450 24%	** **	122 36% b	280 21%	149 33% b	227 20%	72 39% b	321 22%
Adverts for credit cards	405 22%	355 23%	46 17%	140 27% b	230 20%	405 22%	** **	323 22%	367 22%	383 22%	21 17%	405 22%	** **	103 31% b	264 20%	149 33% b	195 17%	61 34% b	295 21%
Adverts during children's programming or when children could be watching	374 20%	325 21%	43 16%	112 22%	231 20%	374 20%	** **	297 20%	348 21%	360 21%	14 12%	374 20%	** **	100 30% b	239 18%	137 30% b	180 16%	58 32% b	276 19%
Adverts for charities/ refugee appeals	323 17%	275 18%	44 17%	94 18%	187 16%	323 17%	** **	244 16%	293 18%	302 18%	21 17%	323 17%	** **	72 21%	227 17%	95 21%	183 16%	33 18%	249 17%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC6. Do you have any concerns about any of these types of advertising on television? Please include any you may have already mentioned. (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Adverts for children's toys	210	167	40	69	127	210	**	167	194	197	14	210	**	58	137	79	101	42	138
	11%	11%	15%	13%	11%	11%	**	11%	12%	11%	11%	11%	**	17%	10%	18%	9%	23%	10%
														b		b		b	
Adverts that make claims to be environmentally friendly	192	167	22	64	108	192	**	157	177	185	7	192	**	56	123	67	95	30	143
	10%	11%	9%	12%	9%	10%	**	11%	11%	11%	6%	10%	**	17%	9%	15%	8%	16%	10%
														b		b			
Adverts for public health campaigns	127	95	30	43	72	127	**	111	119	122	5	127	**	48	70	52	63	37	81
	7%	6%	11%	8%	6%	7%	**	7%	7%	7%	4%	7%	**	14%	5%	12%	6%	20%	6%
			a											b		b		b	
None of these	546	463	80	145	354	546	**	427	466	492	54	546	**	48	455	62	419	23	454
	30%	30%	30%	28%	31%	30%	**	29%	28%	28%	45%	30%	**	14%	34%	14%	37%	12%	32%
											abc			a		a		a	
Don't know	80	63	12	10	43	80	**	64	63	68	13	80	**	2	50	6	45	*	49
	4%	4%	5%	2%	4%	4%	**	4%	4%	4%	10%	4%	**	1%	4%	1%	4%	1%	3%
											abc			a					

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC7. What specifically concerns you about advertising in children's programming or when children could be watching? (MULTI CODE)

Base : Those with any concerns about adverts during children's programming or when children could be watching

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	392	19	67	50	53	69	100	34	228	162	256	46	48	42	171	215	102	290
Effective Weighted Sample	322	18	61	42	46	60	90	31	185	135	237	43	47	40	144	174	85	237
Total	374	35	53	51	57	60	70	47	220	151	304	37	21	12	163	203	103	271
May be inappropriate content/ adult content/ not age appropriate	150 40%	**	**	**	**	**	26 36%	**	81 37%	69 46%	127 42%	**	**	**	60 37%	90 45%	45 44%	105 39%
Children are easily influenced/ impressionable	112 30%	**	**	**	**	**	20 28%	**	77 35%	35 23%	83 27%	**	**	**	48 29%	59 29%	28 27%	84 31%
Puts pressure on parents to buy/ pester power	66 18%	**	**	**	**	**	19 27%	**	41 19%	25 16%	49 16%	**	**	**	26 16%	36 18%	8 8%	57 21% a
Advertising fast food/ sugar/ encouraging obesity	44 12%	**	**	**	**	**	9 13%	**	29 13%	13 8%	37 12%	**	**	**	16 10%	27 14%	11 11%	33 12%
Advertising alcohol/ gambling/ encouraging addiction	28 7%	**	**	**	**	**	3 4%	**	14 7%	13 9%	22 7%	**	**	**	18 11%	10 5%	11 11%	17 6%
Could be damaging to children	26 7%	**	**	**	**	**	6 9%	**	15 7%	11 7%	23 8%	**	**	**	17 11%	9 4%	10 10%	16 6%
Should be no advertising within children's TV programmes	15 4%	**	**	**	**	**	2 3%	**	9 4%	6 4%	13 4%	**	**	**	8 5%	7 3%	4 4%	11 4%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC7. What specifically concerns you about advertising in children's programming or when children could be watching? (MULTI CODE)

Base : Those with any concerns about adverts during children's programming or when children could be watching

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	392	19	67	50	53	69	100	34	228	162	256	46	48	42	171	215	102	290
Effective Weighted Sample	322	18	61	42	46	60	90	31	185	135	237	43	47	40	144	174	85	237
Total	374	35	53	51	57	60	70	47	220	151	304	37	21	12	163	203	103	271
Encourages consumerism	10	**	**	**	**	**	*	**	8	2	9	**	**	**	4	6	3	7
	3%	**	**	**	**	**	1%	**	4%	1%	3%	**	**	**	2%	3%	3%	3%
Encourages debt/ spending people can't afford/ in cost of living crisis	9	**	**	**	**	**	4	**	6	3	6	**	**	**	5	4	*	8
	2%	**	**	**	**	**	6%	**	3%	2%	2%	**	**	**	3%	2%	*%	3%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 26

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC7. What specifically concerns you about advertising in children's programming or when children could be watching? (MULTI CODE)

Base : Those with any concerns about adverts during children's programming or when children could be watching

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	392	347	40	116	246	392	-	318	370	380	12	392	-	105	254	144	194	60	299
Effective Weighted Sample	322	283	34	94	203	322	-	258	303	311	11	322	-	91	204	122	156	51	242
Total	374	325	43	112	231	374	-	297	348	360	14	374	-	100	239	137	180	58	276
May be inappropriate content/ adult content/ not age appropriate	150	125	**	49	84	150	**	118	145	148	**	150	**	43	92	52	74	**	107
	40%	38%	**	44%	36%	40%	**	40%	42%	41%	**	40%	**	43%	38%	38%	41%	**	39%
Children are easily influenced/ impressionable	112	104	**	31	78	112	**	90	102	105	**	112	**	19	83	44	53	**	87
	30%	32%	**	27%	34%	30%	**	30%	29%	29%	**	30%	**	20%	35%	32%	29%	**	31%
															a				
Puts pressure on parents to buy/ pester power	66	65	**	21	42	66	**	48	57	61	**	66	**	22	36	22	34	**	52
	18%	20%	**	18%	18%	18%	**	16%	16%	17%	**	18%	**	22%	15%	16%	19%	**	19%
Advertising fast food/ sugar/ encouraging obesity	44	38	**	11	29	44	**	31	39	40	**	44	**	11	29	14	22	**	31
	12%	12%	**	9%	12%	12%	**	10%	11%	11%	**	12%	**	11%	12%	11%	12%	**	11%
Advertising alcohol/ gambling/ encouraging addiction	28	20	**	9	16	28	**	21	26	26	**	28	**	15	13	12	12	**	16
	7%	6%	**	8%	7%	7%	**	7%	8%	7%	**	7%	**	15%	6%	9%	6%	**	6%
														b					
Could be damaging to children	26	18	**	6	17	26	**	22	26	26	**	26	**	11	15	16	7	**	17
	7%	6%	**	6%	7%	7%	**	7%	7%	7%	**	7%	**	11%	6%	12%	4%	**	6%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC7. What specifically concerns you about advertising in children's programming or when children could be watching? (MULTI CODE)

Base : Those with any concerns about adverts during children's programming or when children could be watching

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b	*a
Significance Level: 99%																				
Unweighted total	392	347	40	116	246	392	-	318	370	380	12	392	-	105	254	144	194	60	299	
Effective Weighted Sample	322	283	34	94	203	322	-	258	303	311	11	322	-	91	204	122	156	51	242	
Total	374	325	43	112	231	374	-	297	348	360	14	374	-	100	239	137	180	58	276	
Should be no advertising within children's TV programmes	15	14	**	3	8	15	**	11	13	15	**	15	**	2	10	3	8	**	11	
	4%	4%	**	2%	4%	4%	**	4%	4%	4%	**	4%	**	2%	4%	2%	4%	**	4%	
Encourages consumerism	10	6	**	3	6	10	**	10	10	10	**	10	**	2	8	2	8	**	8	
	3%	2%	**	3%	2%	3%	**	3%	3%	3%	**	3%	**	2%	3%	2%	4%	**	3%	
Encourages debt/ spending people can't afford/ in cost of living crisis	9	9	**	1	8	9	**	5	8	8	**	9	**	3	5	4	4	**	7	
	2%	3%	**	1%	3%	2%	**	2%	2%	2%	**	2%	**	3%	2%	3%	2%	**	2%	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC8. What specifically concerns you about TV advertising for alcohol? (MULTI CODE)

Base : Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	446	31	94	63	66	65	83	44	235	206	319	38	43	46	217	222	108	338
Effective Weighted Sample	370	30	87	51	60	59	75	40	191	177	294	35	40	44	182	183	90	280
Total	450	57	75	62	76	59	59	62	248	196	385	33	20	13	214	227	108	342
Encourages drinking/ excess drinking	168 37%	** **	** **	** **	** **	** **	** **	** **	80 32%	83 42%	143 37%	** **	** **	** **	72 34%	90 40%	34 31%	134 39%
It's addictive/ a harmful drug/ leads to alcoholism/ dangerous	105 23%	** **	** **	** **	** **	** **	** **	** **	58 23%	47 24%	92 24%	** **	** **	** **	47 22%	54 24%	25 23%	80 24%
Encourages underage drinking/ children	71 16%	** **	** **	** **	** **	** **	** **	** **	31 12%	39 20%	58 15%	** **	** **	** **	35 16%	36 16%	25 23%	46 13%
Glamourises/ glorifies alcohol/ makes it look cool	55 12%	** **	** **	** **	** **	** **	** **	** **	35 14%	20 10%	45 12%	** **	** **	** **	24 11%	31 14%	11 11%	44 13%
Should not be shown when children are watching/ pre-watershed	39 9%	** **	** **	** **	** **	** **	** **	** **	23 9%	15 8%	33 9%	** **	** **	** **	17 8%	22 10%	16 14%	23 7%
Should not be advertised at all	35 8%	** **	** **	** **	** **	** **	** **	** **	22 9%	12 6%	31 8%	** **	** **	** **	17 8%	16 7%	7 6%	28 8%
Adverts are too frequent	30 7%	** **	** **	** **	** **	** **	** **	** **	20 8%	10 5%	28 7%	** **	** **	** **	14 6%	17 7%	7 7%	23 7%
No need for alcohol advertising	24 5%	** **	** **	** **	** **	** **	** **	** **	16 7%	8 4%	20 5%	** **	** **	** **	16 7%	8 4%	3 3%	22 6%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC8. What specifically concerns you about TV advertising for alcohol? (MULTI CODE)

Base : Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	446	31	94	63	66	65	83	44	235	206	319	38	43	46	217	222	108	338
Effective Weighted Sample	370	30	87	51	60	59	75	40	191	177	294	35	40	44	182	183	90	280
Total	450	57	75	62	76	59	59	62	248	196	385	33	20	13	214	227	108	342
Should warn of excess drinking/ effects of alcohol	3 1%	**	**	**	**	**	**	**	3 1%	- -%	2 1%	**	**	**	- -%	3 1%	1 1%	1 *%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 27

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC8. What specifically concerns you about TV advertising for alcohol? (MULTI CODE)

Base : Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b	*a
Significance Level: 99%																				
Unweighted total	446	379	60	128	280	446	-	373	418	429	17	446	-	121	280	151	229	71	326	
Effective Weighted Sample	370	314	50	104	234	370	-	307	346	355	15	370	-	103	228	128	185	61	266	
Total	450	371	71	127	284	450	-	370	418	430	20	450	-	122	280	149	227	72	321	
Encourages drinking/ excess drinking	168	138	**	46	103	168	**	126	148	154	**	168	**	42	103	52	89	**	116	
	37%	37%	**	36%	36%	37%	**	34%	35%	36%	**	37%	**	35%	37%	35%	39%	**	36%	
It's addictive/ a harmful drug/ leads to alcoholism/ dangerous	105	81	**	33	64	105	**	86	101	102	**	105	**	35	61	31	58	**	73	
	23%	22%	**	26%	23%	23%	**	23%	24%	24%	**	23%	**	29%	22%	21%	25%	**	23%	
Encourages underage drinking/ children	71	54	**	22	44	71	**	63	67	69	**	71	**	19	45	29	27	**	42	
	16%	15%	**	17%	15%	16%	**	17%	16%	16%	**	16%	**	15%	16%	19%	12%	**	13%	
Glamourises/ glorifies alcohol/ makes it look cool	55	52	**	16	35	55	**	48	53	53	**	55	**	16	37	22	26	**	45	
	12%	14%	**	13%	12%	12%	**	13%	13%	12%	**	12%	**	13%	13%	15%	12%	**	14%	
Should not be shown when children are watching/ pre-watershed	39	32	**	8	26	39	**	37	39	39	**	39	**	12	23	11	22	**	27	
	9%	9%	**	6%	9%	9%	**	10%	9%	9%	**	9%	**	10%	8%	7%	10%	**	8%	
Should not be advertised at all	35	24	**	14	18	35	**	30	34	35	**	35	**	11	22	12	19	**	27	
	8%	6%	**	11%	6%	8%	**	8%	8%	8%	**	8%	**	9%	8%	8%	9%	**	8%	
Adverts are too frequent	30	26	**	11	19	30	**	25	28	30	**	30	**	9	18	9	17	**	23	
	7%	7%	**	9%	7%	7%	**	7%	7%	7%	**	7%	**	7%	7%	6%	7%	**	7%	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC8. What specifically concerns you about TV advertising for alcohol? (MULTI CODE)

Base : Those with any concerns about adverts for alcohol and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	446	379	60	128	280	446	-	373	418	429	17	446	-	121	280	151	229	71	326
Effective Weighted Sample	370	314	50	104	234	370	-	307	346	355	15	370	-	103	228	128	185	61	266
Total	450	371	71	127	284	450	-	370	418	430	20	450	-	122	280	149	227	72	321
No need for alcohol advertising	24	22	**	6	18	24	**	24	22	24	**	24	**	3	19	8	11	**	23
	5%	6%	**	5%	6%	5%	**	7%	5%	6%	**	5%	**	2%	7%	6%	5%	**	7%
Should warn of excess drinking/ effects of alcohol	3	3	**	-	3	3	**	2	3	3	**	3	**	1	*	1	-	**	2
	1%	1%	**	-%	1%	1%	**	1%	1%	1%	**	1%	**	1%	*%	1%	-%	**	1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar? (MULTI CODE)

Base : Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	476	30	65	67	63	79	120	52	286	184	326	43	50	57	229	239	102	373
Effective Weighted Sample	390	28	61	53	54	69	108	48	231	156	301	39	48	54	192	193	88	301
Total	469	53	54	63	68	71	87	73	289	171	391	40	22	16	226	233	110	358
Encourages unhealthy eating/ bad habits	237 51%	**	**	**	**	**	48 55%	**	141 49%	93 54%	194 50%	**	**	**	104 46%	124 53%	47 43%	190 53%
Obesity/ diabetes/ ill health/ drain on NHS	168 36%	**	**	**	**	**	31 36%	**	103 36%	59 35%	140 36%	**	**	**	86 38%	82 35%	31 29%	135 38%
Aimed at/ influences children	54 11%	**	**	**	**	**	7 8%	**	26 9%	28 16%	45 11%	**	**	**	22 10%	29 13%	21 19%	33 9%
Should not be advertised at all	39 8%	**	**	**	**	**	6 7%	**	33 11% b	6 3%	33 9%	**	**	**	24 10%	16 7%	10 9%	29 8%
Should promote healthy eating	28 6%	**	**	**	**	**	4 5%	**	22 8%	6 4%	24 6%	**	**	**	13 6%	14 6%	4 4%	24 7%
Should warn of excess eating/ effects of this food	21 5%	**	**	**	**	**	4 4%	**	14 5%	7 4%	17 4%	**	**	**	10 4%	12 5%	8 7%	13 4%
Glamourises unhealthy food/ makes it look cool/ fun	9 2%	**	**	**	**	**	1 1%	**	7 2%	2 1%	7 2%	**	**	**	3 1%	6 3%	4 4%	5 1%
Adverts are too frequent	6 1%	**	**	**	**	**	1 1%	**	4 1%	2 1%	5 1%	**	**	**	3 1%	4 2%	1 1%	5 1%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar? (MULTI CODE)

Base : Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	476	30	65	67	63	79	120	52	286	184	326	43	50	57	229	239	102	373
Effective Weighted Sample	390	28	61	53	54	69	108	48	231	156	301	39	48	54	192	193	88	301
Total	469	53	54	63	68	71	87	73	289	171	391	40	22	16	226	233	110	358
Big profits/ major companies profiting	4 1%	** **	** **	** **	** **	** **	1 1%	** **	1 *%	2 1%	2 1%	** **	** **	** **	1 1%	2 1%	1 1%	2 1%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 28

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar? (MULTI CODE)

Base : Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	476	428	43	130	315	476	-	392	444	458	18	476	-	120	314	149	258	68	363
Effective Weighted Sample	390	351	36	104	260	390	-	319	362	374	17	390	-	101	255	120	211	55	296
Total	469	412	52	132	306	469	-	382	433	448	21	469	-	121	308	141	251	67	348
Encourages unhealthy eating/ bad habits	237	207	**	69	149	237	**	188	217	229	**	237	**	63	154	77	126	**	178
	51%	50%	**	53%	49%	51%	**	49%	50%	51%	**	51%	**	52%	50%	55%	50%	**	51%
Obesity/ diabetes/ ill health/ drain on NHS	168	154	**	48	109	168	**	133	152	157	**	168	**	41	118	55	86	**	121
	36%	37%	**	36%	36%	36%	**	35%	35%	35%	**	36%	**	34%	38%	39%	34%	**	35%
Aimed at/ influences children	54	46	**	20	29	54	**	47	51	52	**	54	**	12	37	17	29	**	38
	11%	11%	**	16%	10%	11%	**	12%	12%	12%	**	11%	**	10%	12%	12%	12%	**	11%
Should not be advertised at all	39	38	**	11	24	39	**	33	35	37	**	39	**	9	23	8	21	**	33
	8%	9%	**	8%	8%	8%	**	9%	8%	8%	**	8%	**	8%	8%	6%	8%	**	10%
Should promote healthy eating	28	20	**	3	25	28	**	23	25	25	**	28	**	6	17	4	18	**	18
	6%	5%	**	2%	8%	6%	**	6%	6%	6%	**	6%	**	5%	6%	3%	7%	**	5%
Should warn of excess eating/ effects of this food	21	21	**	5	16	21	**	18	20	20	**	21	**	5	17	8	9	**	17
	5%	5%	**	4%	5%	5%	**	5%	5%	5%	**	5%	**	4%	5%	6%	4%	**	5%
Glamourises unhealthy food/ makes it look cool/ fun	9	6	**	5	5	9	**	9	9	9	**	9	**	1	8	4	4	**	9
	2%	2%	**	4%	2%	2%	**	2%	2%	2%	**	2%	**	1%	3%	3%	1%	**	3%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC9. What specifically concerns you about TV advertising for foods that are high in fat, salt or sugar? (MULTI CODE)

Base : Those with any concerns about adverts for foods that are high in fat, salt or sugar and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	476	428	43	130	315	476	-	392	444	458	18	476	-	120	314	149	258	68	363
Effective Weighted Sample	390	351	36	104	260	390	-	319	362	374	17	390	-	101	255	120	211	55	296
Total	469	412	52	132	306	469	-	382	433	448	21	469	-	121	308	141	251	67	348
Adverts are too frequent	6	6	**	-	6	6	**	6	6	6	**	6	**	3	3	2	3	**	3
	1%	2%	**	-%	2%	1%	**	2%	1%	1%	**	1%	**	3%	1%	2%	1%	**	1%
Big profits/ major companies profiting	4	1	**	1	1	4	**	1	2	2	**	4	**	2	1	2	1	**	1
	1%	*%	**	1%	*%	1%	**	*%	1%	1%	**	1%	**	2%	*%	1%	1%	**	*%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 29

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC10. What specifically concerns you about TV advertising for gambling? (MULTI CODE)

Base : Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 b	35-44 c	45-54 d	55-64 e	65-74 f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	855	48	125	114	115	163	203	87	472	372	605	79	85	86	417	427	169	685
Effective Weighted Sample	712	45	117	94	103	142	185	81	387	320	559	73	78	81	351	354	145	567
Total	850	86	105	112	132	143	148	125	487	348	719	68	39	24	408	429	175	673
It's addictive/ destructive/ damaging	314 37%	** **	40 38%	39 35%	49 38%	40 28%	63 43%	** **	181 37%	126 36%	265 37%	** **	** **	** **	153 38%	155 36%	62 36%	251 37%
Encourages people to gamble	221 26%	** **	25 24%	39 35%	32 24%	29 20%	33 23%	** **	118 24%	99 28%	188 26%	** **	** **	** **	78 19%	140 33% a	48 28%	171 25%
Should not be advertised at all	128 15%	** **	17 16%	14 13%	15 12%	29 20%	22 15%	** **	80 16%	47 14%	103 14%	** **	** **	** **	62 15%	63 15%	18 10%	110 16%
Encourages debt/ spending people can't afford	104 12%	** **	8 8%	10 9%	13 10%	19 14%	27 18%	** **	54 11%	47 13%	91 13%	** **	** **	** **	52 13%	52 12%	20 11%	84 12%
Impact on vulnerable people	88 10%	** **	10 9%	10 9%	17 13%	18 13%	13 9%	** **	58 12%	29 8%	68 9%	** **	** **	** **	33 8%	53 12%	14 8%	74 11%
Adverts are too frequent	67 8%	** **	8 7%	5 5%	12 9%	15 11%	13 9%	** **	40 8%	28 8%	61 9%	** **	** **	** **	37 9%	30 7%	21 12%	47 7%
Glamourises gambling/ makes it cool/ fun	63 7%	** **	8 7%	7 6%	7 5%	17 12%	11 7%	** **	52 11% b	12 3%	58 8%	** **	** **	** **	40 10%	23 5%	14 8%	49 7%
Suggests people will win/ make money	44 5%	** **	7 7%	4 3%	2 2%	11 8%	13 8%	** **	22 4%	22 6%	36 5%	** **	** **	** **	23 6%	21 5%	8 5%	36 5%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 29

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC10. What specifically concerns you about TV advertising for gambling? (MULTI CODE)

Base : Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	e	f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	855	48	125	114	115	163	203	87	472	372	605	79	85	86	417	427	169	685
Effective Weighted Sample	712	45	117	94	103	142	185	81	387	320	559	73	78	81	351	354	145	567
Total	850	86	105	112	132	143	148	125	487	348	719	68	39	24	408	429	175	673
Should not be shown when children are watching/ pre-watershed	41	**	11	9	4	3	2	**	25	15	36	**	**	**	22	17	20	22
	5%	**	11%	8%	3%	2%	1%	**	5%	4%	5%	**	**	**	5%	4%	11%	3%
			ef	f													b	
Easy access to gambling	13	**	2	3	1	5	2	**	10	3	10	**	**	**	7	6	4	9
	1%	**	2%	2%	1%	3%	1%	**	2%	1%	1%	**	**	**	2%	1%	2%	1%
Free deals to hook people into gambling	7	**	1	-	1	2	2	**	3	4	7	**	**	**	5	2	-	7
	1%	**	1%	-%	1%	1%	1%	**	1%	1%	1%	**	**	**	1%	1%	-%	1%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 29

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC10. What specifically concerns you about TV advertising for gambling? (MULTI CODE)

Base : Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	855	774	73	240	557	855	-	692	792	819	36	855	-	196	586	258	475	106	667
Effective Weighted Sample	712	644	62	197	466	712	-	575	659	682	31	712	-	167	482	212	395	90	553
Total	850	757	85	244	543	850	-	684	780	812	39	850	-	199	575	252	468	109	647
It's addictive/ destructive/ damaging	314	282	**	100	194	314	**	243	285	298	**	314	**	78	207	89	174	41	236
	37%	37%	**	41%	36%	37%	**	35%	37%	37%	**	37%	**	39%	36%	35%	37%	38%	36%
Encourages people to gamble	221	184	**	62	143	221	**	182	206	215	**	221	**	64	133	77	113	36	164
	26%	24%	**	25%	26%	26%	**	27%	26%	27%	**	26%	**	32%	23%	31%	24%	33%	25%
Should not be advertised at all	128	120	**	39	76	128	**	106	120	123	**	128	**	22	88	32	76	11	100
	15%	16%	**	16%	14%	15%	**	16%	15%	15%	**	15%	**	11%	15%	13%	16%	10%	16%
Encourages debt/ spending people can't afford	104	99	**	21	75	104	**	67	90	92	**	104	**	22	74	30	60	10	71
	12%	13%	**	9%	14%	12%	**	10%	12%	11%	**	12%	**	11%	13%	12%	13%	10%	11%
Impact on vulnerable people	88	74	**	25	56	88	**	70	80	85	**	88	**	18	65	22	50	11	70
	10%	10%	**	10%	10%	10%	**	10%	10%	10%	**	10%	**	9%	11%	9%	11%	10%	11%
Adverts are too frequent	67	65	**	16	42	67	**	56	60	63	**	67	**	17	45	20	35	12	47
	8%	9%	**	7%	8%	8%	**	8%	8%	8%	**	8%	**	8%	8%	8%	7%	11%	7%
Glamourises gambling/ makes it cool/ fun	63	58	**	21	42	63	**	57	62	63	**	63	**	17	44	21	35	7	55
	7%	8%	**	9%	8%	7%	**	8%	8%	8%	**	7%	**	9%	8%	8%	8%	6%	8%
Suggests people will win/ make money	44	41	**	11	30	44	**	36	43	44	**	44	**	15	25	17	21	7	32
	5%	5%	**	5%	6%	5%	**	5%	6%	5%	**	5%	**	7%	4%	7%	5%	7%	5%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 29

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC10. What specifically concerns you about TV advertising for gambling? (MULTI CODE)

Base : Those with any concerns about adverts for gambling/ bookmakers/ gambling websites and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	855	774	73	240	557	855	-	692	792	819	36	855	-	196	586	258	475	106	667
Effective Weighted Sample	712	644	62	197	466	712	-	575	659	682	31	712	-	167	482	212	395	90	553
Total	850	757	85	244	543	850	-	684	780	812	39	850	-	199	575	252	468	109	647
Should not be shown when children are watching/ pre-watershed	41	31	**	13	29	41	**	35	39	40	**	41	**	8	30	16	20	9	27
	5%	4%	**	5%	5%	5%	**	5%	5%	5%	**	5%	**	4%	5%	6%	4%	8%	4%
Easy access to gambling	13	13	**	2	9	13	**	13	13	13	**	13	**	1	10	2	9	4	9
	1%	2%	**	1%	2%	1%	**	2%	2%	2%	**	1%	**	1%	2%	1%	2%	4%	1%
Free deals to hook people into gambling	7	7	**	4	2	7	**	7	7	7	**	7	**	1	5	2	3	1	6
	1%	1%	**	2%	*%	1%	**	1%	1%	1%	**	1%	**	1%	1%	1%	1%	1%	1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC11. What specifically concerns you about TV advertising that makes claims to be environmentally friendly? (MULTI CODE)

Base : Those with any concerns about adverts that make claims to be environmentally friendly and who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN *b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	187	16	27	20	29	28	50	17	115	70	133	22	19	13	112	69	41	146
Effective Weighted Sample	158	15	26	17	26	26	46	16	97	60	122	20	18	12	96	58	35	123
Total	192	27	23	20	33	26	36	26	120	68	159	20	9	4	113	72	42	149
Greenwashing/ covering up	73 38%	** **	** **	** **	** **	** **	** **	** **	45 37%	** **	62 39%	** **	** **	** **	38 33%	** **	** **	58 39%
False claims/ not true	67 35%	** **	** **	** **	** **	** **	** **	** **	47 39%	** **	55 34%	** **	** **	** **	42 37%	** **	** **	60 40%
Can't tell if this is truthful/ accurate	57 30%	** **	** **	** **	** **	** **	** **	** **	36 30%	** **	51 32%	** **	** **	** **	35 31%	** **	** **	40 27%
Just selling products/ marketing	16 8%	** **	** **	** **	** **	** **	** **	** **	12 10%	** **	11 7%	** **	** **	** **	9 8%	** **	** **	12 8%
Virtue signalling/ preaching	2 1%	** **	** **	** **	** **	** **	** **	** **	2 2%	** **	1 1%	** **	** **	** **	2 2%	** **	** **	1 1%

* indicates a low base size (less than 100)
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC11. What specifically concerns you about TV advertising that makes claims to be environmentally friendly? (MULTI CODE)

Base : Those with any concerns about adverts that make claims to be environmentally friendly and who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	b	*a	*b	*a	b
Significance Level: 99%																			
Unweighted total	187	166	18	56	113	187	-	155	176	182	5	187	-	54	122	69	92	30	143
Effective Weighted Sample	158	140	16	46	96	158	-	130	148	153	5	158	-	47	102	56	78	26	120
Total	192	167	22	64	108	192	-	157	177	185	7	192	-	56	123	67	95	30	143
Greenwashing/ covering up	73	61	**	**	44	73	**	58	66	68	**	73	**	**	43	**	**	**	49
	38%	36%	**	**	41%	38%	**	37%	37%	37%	**	38%	**	**	35%	**	**	**	34%
False claims/ not true	67	61	**	**	34	67	**	57	65	65	**	67	**	**	42	**	**	**	51
	35%	37%	**	**	31%	35%	**	36%	37%	35%	**	35%	**	**	34%	**	**	**	36%
Can't tell if this is truthful/ accurate	57	54	**	**	34	57	**	45	53	57	**	57	**	**	39	**	**	**	46
	30%	32%	**	**	31%	30%	**	28%	30%	31%	**	30%	**	**	32%	**	**	**	32%
Just selling products/ marketing	16	13	**	**	8	16	**	12	13	15	**	16	**	**	12	**	**	**	10
	8%	8%	**	**	7%	8%	**	7%	7%	8%	**	8%	**	**	10%	**	**	**	7%
Virtue signalling/ preaching	2	1	**	**	2	2	**	2	2	2	**	2	**	**	*	**	**	**	1
	1%	1%	**	**	2%	1%	**	1%	1%	1%	**	1%	**	**	%	**	**	**	1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
There could be quite a few more advertising breaks before it bothered me	117 6%	24 11%	37 13%	15 5%	23 8%	14 4%	1 *	3 1%	62 6%	55 7%	99 6%	10 6%	5 6%	3 5%	60 7%	57 6%	53 11%	62 5%
		fg	cefg	f	fg	f											b	
A small increase in advertising breaks would not bother me	181 10%	23 10%	47 16%	39 14%	27 9%	23 7%	10 4%	12 5%	96 10%	85 10%	151 10%	16 10%	8 9%	6 11%	98 11%	82 9%	72 15%	110 8%
			efg	fg													b	
The present number doesn't bother me, but I would not want any more	653 35%	53 24%	78 27%	86 31%	113 38%	127 41%	113 48%	84 37%	374 38%	273 33%	544 35%	55 35%	35 39%	19 37%	333 37%	316 34%	140 30%	513 37%
				b	ab	abc											a	
There are already more advertising breaks than I am happy with	810 44%	98 45%	103 36%	122 44%	125 42%	134 43%	106 45%	121 54%	428 43%	360 44%	682 44%	69 43%	38 42%	21 40%	369 41%	429 46%	179 38%	630 46%
							b										a	
Don't know	87 5%	21 10%	19 7%	15 5%	12 4%	11 4%	6 3%	4 2%	30 3%	51 6%	70 5%	10 6%	4 4%	4 7%	35 4%	50 5%	25 5%	59 4%
		fg							a									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 31

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
SUMMARY																		
HAPPY WITH AT LEAST A SMALL INCREASE	298	47	83	54	50	37	11	15	158	140	250	26	14	8	158	139	124	172
	16%	22%	29%	20%	17%	12%	5%	7%	16%	17%	16%	16%	15%	16%	18%	15%	27%	13%
		fg	cdefg	fg	fg	f											b	
NOT HAPPY WITH ANY INCREASE	1463	151	181	208	238	261	219	205	801	634	1226	124	74	40	701	745	319	1143
	79%	69%	64%	75%	79%	85%	93%	92%	81%	77%	79%	78%	81%	77%	78%	80%	68%	83%
				b	b	abc	abcde	abcd										a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 31

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
There could be quite a few more advertising breaks before it bothered me	117	81	36	40	66	117	**	104	109	114	3	117	**	25	86	53	55	19	88
	6%	5%	14%	8%	6%	6%	**	7%	7%	7%	2%	6%	**	7%	6%	12%	5%	10%	6%
			a												b				
A small increase in advertising breaks would not bother me	181	134	48	49	121	181	**	161	169	174	8	181	**	34	133	48	124	27	142
	10%	9%	18%	9%	11%	10%	**	11%	10%	10%	6%	10%	**	10%	10%	11%	11%	14%	10%
			a																
The present number doesn't bother me, but I would not want any more	653	570	77	184	413	653	**	525	594	615	38	653	**	126	475	143	426	67	517
	35%	36%	29%	35%	36%	35%	**	35%	36%	36%	31%	35%	**	37%	35%	32%	37%	37%	36%
There are already more advertising breaks than I am happy with	810	715	87	220	512	810	**	636	707	746	64	810	**	144	597	199	487	67	634
	44%	46%	33%	43%	45%	44%	**	43%	43%	43%	52%	44%	**	43%	45%	44%	43%	36%	44%
			b																
Don't know	87	67	17	24	34	87	**	70	75	78	10	87	**	7	47	7	48	4	54
	5%	4%	6%	5%	3%	5%	**	5%	5%	4%	8%	5%	**	2%	3%	2%	4%	2%	4%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 31

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC12. Please think about the frequency of advertising breaks – so how often there are advertising breaks within an hour of programmes on free-to-air commercial channels. Which of these statements best describes how you feel about the frequency of advertising breaks on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
SUMMARY																			
HAPPY WITH AT LEAST A SMALL INCREASE	298	215	83	89	186	298	**	265	278	288	10	298	**	59	219	102	179	46	229
	16%	14%	32%	17%	16%	16%	**	18%	17%	17%	8%	16%	**	18%	16%	23%	16%	25%	16%
			a													b		b	
NOT HAPPY WITH ANY INCREASE	1463	1285	164	404	926	1463	**	1161	1301	1362	102	1463	**	270	1072	342	913	134	1151
	79%	82%	62%	78%	81%	79%	**	78%	79%	79%	83%	79%	**	80%	80%	76%	80%	73%	80%
		b																	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 32

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
There could be quite a few more advertising breaks before it bothered me	95 5%	24 11%	30 11%	15 6%	15 5%	10 3%	1 *%	- -%	50 5%	45 5%	82 5%	7 5%	4 4%	2 3%	48 5%	45 5%	46 10%	48 3%
		efg	efg	fg	fg	f											b	
A small increase in advertising breaks would not bother me	168 9%	24 11%	39 14%	38 14%	26 9%	19 6%	12 5%	11 5%	83 8%	85 10%	140 9%	16 10%	6 7%	6 11%	92 10%	74 8%	71 15%	95 7%
			efg	efg													b	
The present number doesn't bother me, but I would not want any more	670 36%	73 33%	89 31%	87 31%	119 40%	126 41%	103 44%	73 33%	394 40%	270 33%	556 36%	57 36%	37 40%	21 40%	323 36%	341 36%	143 30%	527 38%
							bc		b								a	
There are already more advertising breaks than I am happy with	789 43%	75 34%	110 39%	122 44%	125 42%	142 46%	106 45%	110 49%	420 42%	355 43%	661 43%	70 44%	39 43%	19 37%	379 42%	403 43%	181 39%	607 44%
Don't know	126 7%	23 11%	16 6%	15 5%	16 5%	11 4%	14 6%	31 14%	42 4%	70 9%	107 7%	9 6%	6 6%	5 9%	51 6%	71 8%	27 6%	97 7%
		e						bcd	a									
SUMMARY																		
HAPPY WITH AT LEAST A SMALL INCREASE	263 14%	48 22%	69 24%	54 19%	41 14%	29 9%	13 6%	11 5%	133 13%	130 16%	223 14%	23 15%	10 11%	7 14%	141 16%	119 13%	118 25%	143 10%
		efg	defg	efg	fg												b	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
NOT HAPPY WITH ANY INCREASE	1460	149	198	209	244	268	209	183	815	625	1217	128	76	40	703	744	324	1135
	79%	68%	70%	75%	81%	87%	89%	82%	82%	76%	79%	80%	83%	77%	79%	80%	69%	83%
					ab	abc	abc	b	b									a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 32

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
There could be quite a few more advertising breaks before it bothered me	95 5%	58 4%	37 14% a	26 5%	54 5%	95 5%	** **	90 6%	90 5%	92 5%	3 2%	95 5%	** **	17 5%	77 6%	31 7%	60 5%	15 8%	74 5%
A small increase in advertising breaks would not bother me	168 9%	119 8%	48 18% a	49 9%	108 9%	168 9%	** **	145 10%	154 9%	161 9%	7 6%	168 9%	** **	37 11%	119 9%	51 11%	110 10%	30 16% b	125 9%
The present number doesn't bother me, but I would not want any more	670 36%	580 37%	84 32%	190 37%	426 37%	670 36%	** **	553 37%	613 37%	636 37%	34 28%	670 36%	** **	123 37%	499 37%	149 33%	441 39%	61 34%	547 38%
There are already more advertising breaks than I am happy with	789 43%	706 45% b	75 28%	216 42%	508 44%	789 43%	** **	626 42%	699 42%	732 42%	58 48%	789 43%	** **	141 42%	574 43%	196 44%	468 41%	74 40%	613 43%
Don't know	126 7%	103 7%	19 7%	37 7%	50 4%	126 7%	** **	83 6%	97 6%	106 6%	20 17% abc	126 7%	** **	19 6%	69 5%	23 5%	61 5%	4 2%	76 5%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 32

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC13. And which of these statements best describes how you feel about the frequency of advertising breaks on the other commercial channels? 'Other commercial channels' are all the other channels with adverts except for ITV1, Channel 4 and Channel 5. So, for example, ITV2, E4, More4, Sky Atlantic. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
SUMMARY																			
HAPPY WITH AT LEAST A SMALL INCREASE	263	177	85	75	162	263	**	235	244	254	9	263	**	53	197	82	170	44	198
	14%	11%	32%	15%	14%	14%	**	16%	15%	15%	8%	14%	**	16%	15%	18%	15%	24%	14%
			a															b	
NOT HAPPY WITH ANY INCREASE	1460	1286	159	405	934	1460	**	1178	1313	1368	92	1460	**	264	1073	345	910	135	1160
	79%	82%	60%	78%	81%	79%	**	79%	79%	79%	76%	79%	**	79%	80%	77%	80%	74%	81%
		b																	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 33

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
There could be quite a few more minutes of advertising before it bothered me	98 5%	14 6%	31 11%	12 4%	22 7%	12 4%	* *%	7 3%	48 5%	50 6%	82 5%	8 5%	5 6%	3 5%	60 7%	38 4%	29 6%	67 5%
		f	cefg	f	f	f		f										
A small increase in the number of minutes of advertising would not bother me	198 11%	40 18%	41 14%	39 14%	25 8%	23 8%	14 6%	16 7%	98 10%	100 12%	174 11%	14 8%	7 7%	4 8%	90 10%	101 11%	85 18%	112 8%
		defg	ef	f													b	
The present number of minutes of advertising doesn't bother me, but I would not want any more	665 36%	54 25%	97 34%	90 32%	122 41%	117 38%	111 47%	74 33%	378 38%	280 34%	546 35%	62 39%	36 39%	21 41%	331 37%	331 35%	153 33%	512 37%
					a		abcg											
There are already more minutes of advertising than I am really happy with	802 43%	89 40%	99 35%	124 45%	118 39%	145 47%	105 44%	123 55%	437 44%	345 42%	669 43%	72 45%	40 44%	21 40%	375 42%	418 45%	172 37%	630 46%
						b	bd											a
Don't know	85 5%	23 10%	16 6%	11 4%	13 4%	11 3%	6 3%	5 2%	29 3%	50 6%	75 5%	4 2%	4 4%	3 6%	38 4%	46 5%	30 6%	53 4%
		efg								a								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 33

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
SUMMARY																		
HAPPY WITH AT LEAST A SMALL INCREASE	296	54	71	52	47	36	15	22	146	150	256	22	12	7	150	139	114	179
	16%	25%	25%	19%	16%	12%	6%	10%	15%	18%	17%	14%	13%	13%	17%	15%	24%	13%
		efg	defg	f	f												b	
NOT HAPPY WITH ANY INCREASE	1467	143	196	214	240	262	215	197	815	625	1216	134	76	42	707	749	325	1142
	79%	65%	69%	77%	80%	85%	91%	88%	82%	76%	79%	84%	83%	81%	79%	80%	69%	83%
				ab	ab	abcd	ab	b									a	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 33

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
There could be quite a few more minutes of advertising before it bothered me	98 5%	61 4%	37 14% a	32 6%	59 5%	98 5%	** **	85 6%	87 5%	92 5%	6 5%	98 5%	** **	26 8%	65 5%	31 7%	60 5%	16 9%	68 5%
A small increase in the number of minutes of advertising would not bother me	198 11%	142 9%	56 21% a	66 13%	116 10%	198 11%	** **	168 11%	180 11%	188 11%	11 9%	198 11%	** **	36 11%	148 11%	62 14%	123 11%	32 17% b	149 10%
The present number of minutes of advertising doesn't bother me, but I would not want any more	665 36%	572 37%	86 33%	182 35%	426 37%	665 36%	** **	549 37%	607 37%	633 37%	32 27%	665 36%	** **	120 36%	494 37%	147 33%	435 38%	63 34%	540 38%
There are already more minutes of advertising than I am really happy with	802 43%	728 46% b	65 25%	215 42%	512 45%	802 43%	** **	626 42%	709 43%	738 43%	65 53%	802 43%	** **	145 43%	587 44%	195 43%	482 42%	68 37%	625 44%
Don't know	85 5%	64 4%	20 8%	22 4%	33 3%	85 5%	** **	69 5%	70 4%	77 4%	8 7%	85 5%	** **	8 2%	44 3%	15 3%	41 4%	4 2%	52 4%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 33

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC14. Please think about the total number of minutes of advertising within an hour of programmes on commercial channels. Which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the main commercial free to air channels – that is, ITV1, Channel 4 and Channel 5? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
SUMMARY																			
HAPPY WITH AT LEAST A SMALL INCREASE	296	202	92	98	175	296	**	252	268	280	16	296	**	62	213	93	182	48	218
	16%	13%	35%	19%	15%	16%	**	17%	16%	16%	13%	16%	**	19%	16%	21%	16%	26%	15%
			a															b	
NOT HAPPY WITH ANY INCREASE	1467	1300	151	398	938	1467	**	1174	1316	1370	97	1467	**	265	1081	342	917	131	1165
	79%	83%	57%	77%	82%	79%	**	79%	80%	79%	80%	79%	**	79%	81%	76%	80%	71%	81%
		b																a	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 34

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
There could be quite a few more minutes of advertising before it bothered me	74 4%	19 9%	23 8%	13 5%	12 4%	4 1%	2 1%	2 1%	41 4%	33 4%	63 4%	5 3%	4 5%	1 2%	38 4%	36 4%	25 5%	49 4%
		efg	efg	f														
A small increase in the number of minutes of advertising would not bother me	171 9%	27 12%	44 15%	33 12%	24 8%	28 9%	11 5%	4 2%	79 8%	92 11%	142 9%	13 8%	10 11%	6 11%	86 10%	79 8%	75 16%	94 7%
		fg	dfg	fg		g											b	
The present number of minutes of advertising doesn't bother me, but I would not want any more	646 35%	67 31%	95 34%	87 31%	121 40%	111 36%	98 42%	66 29%	368 37%	270 33%	538 35%	54 34%	34 38%	20 38%	312 35%	330 35%	163 35%	483 35%
There are already more minutes of advertising than I am really happy with	804 43%	83 38%	108 38%	130 47%	118 39%	153 50%	105 44%	107 48%	449 45%	345 42%	670 43%	75 47%	38 42%	21 40%	398 44%	399 43%	181 39%	621 45%
						b												
Don't know	154 8%	23 11%	13 5%	14 5%	25 8%	14 4%	21 9%	45 20%	53 5%	85 10%	133 9%	13 8%	4 5%	5 9%	60 7%	90 10%	25 5%	127 9%
							bcdef			a								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 34

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
SUMMARY																		
HAPPY WITH AT LEAST A SMALL INCREASE	245	46	67	46	36	31	12	6	120	125	205	19	14	7	124	115	100	143
	13%	21%	24%	17%	12%	10%	5%	3%	12%	15%	13%	12%	15%	13%	14%	12%	21%	10%
		efg	defg	fg	fg	g											b	
NOT HAPPY WITH ANY INCREASE	1450	150	203	217	240	264	203	173	816	615	1208	129	73	40	710	729	344	1104
	78%	68%	72%	78%	80%	85%	86%	77%	82%	75%	78%	81%	80%	78%	79%	78%	73%	80%
						ab	ab		b								a	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 34

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
There could be quite a few more minutes of advertising before it bothered me	74 4%	53 3%	21 8% a	20 4%	48 4%	74 4%	** **	63 4%	67 4%	70 4%	4 3%	74 4%	** **	17 5%	53 4%	29 6%	41 4%	18 10% b	47 3%
A small increase in the number of minutes of advertising would not bother me	171 9%	121 8%	47 18% a	49 10%	107 9%	171 9%	** **	147 10%	160 10%	162 9%	9 7%	171 9%	** **	41 12%	118 9%	55 12%	108 9%	21 11%	132 9%
The present number of minutes of advertising doesn't bother me, but I would not want any more	646 35%	549 35%	93 35%	187 36%	406 35%	646 35%	** **	542 36% d	594 36%	618 36%	28 23%	646 35%	** **	108 32%	488 36%	129 29%	441 39% a	63 35%	532 37%
There are already more minutes of advertising than I am really happy with	804 43%	715 46% b	80 30%	207 40%	525 46%	804 43%	** **	648 43%	716 43%	749 43%	55 45%	804 43%	** **	147 44%	588 44%	207 46%	475 42%	69 38%	631 44%
Don't know	154 8%	129 8%	22 8%	54 11% b	61 5%	154 8%	** **	96 6%	117 7%	128 7%	26 21% abc	154 8%	** **	22 7%	91 7%	29 7%	75 7%	11 6%	92 6%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 34

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QC15. And which of these statements best describes how you feel about the amount of advertising within an hour of programmes on the other commercial channels? 'Other commercial channels' are all the other channels with adverts - for example, ITV2, E4, More4, Sky Atlantic, The Discovery Channel, MTV. (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
SUMMARY																			
HAPPY WITH AT LEAST A SMALL INCREASE	245	173	69	69	155	245	**	210	227	232	13	245	**	59	171	84	148	39	180
	13%	11%	26%	13%	14%	13%	**	14%	14%	13%	11%	13%	**	17%	13%	19%	13%	22%	13%
			a													b		b	
NOT HAPPY WITH ANY INCREASE	1450	1264	173	394	931	1450	**	1190	1310	1368	82	1450	**	255	1077	337	916	133	1163
	78%	81%	66%	76%	81%	78%	**	80%	79%	79%	68%	78%	**	76%	80%	75%	80%	73%	81%
		b						d	d	d									

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 35

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD1. Please think about TV programmes that people can watch 'live' at the time they are shown on scheduled TV or record to watch later... As far as you know, are TV programmes regulated – so are there rules or guidelines about what can and can't be shown on TV? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Yes	1574	158	247	242	247	278	214	187	880	667	1326	129	76	44	776	785	398	1172
	77%	60%	76%	74%	76%	85%	88%	83%	82%	73%	77%	76%	79%	77%	80%	75%	75%	78%
			a	a	a	abcd	abcd	a	b									
No	151	40	37	30	22	10	4	7	75	72	128	15	5	2	59	88	44	106
	7%	15%	11%	9%	7%	3%	2%	3%	7%	8%	7%	9%	6%	4%	6%	8%	8%	7%
		defg	efg	ef	f													
Don't know	311	66	42	54	57	37	26	30	121	176	261	25	15	11	130	168	91	216
	15%	25%	13%	16%	17%	11%	11%	13%	11%	19%	15%	15%	15%	18%	13%	16%	17%	14%
		bef								a								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD1. Please think about TV programmes that people can watch 'live' at the time they are shown on scheduled TV or record to watch later... As far as you know, are TV programmes regulated – so are there rules or guidelines about what can and can't be shown on TV? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Yes	1574	1351	210	464	982	1452	122	1273	1341	1464	110	1476	98	300	1058	375	901	169	1223
	77%	80%	64%	81%	79%	79%	65%	78%	80%	78%	67%	79%	62%	89%	79%	83%	79%	81%	79%
		b				b		d	d	d		b		b					
No	151	99	49	36	85	143	8	129	122	138	13	144	7	20	113	36	97	17	113
	7%	6%	15%	6%	7%	8%	4%	8%	7%	7%	8%	8%	4%	6%	8%	8%	8%	8%	7%
			a																
Don't know	311	234	67	71	175	254	57	231	219	269	42	258	53	17	167	39	143	22	203
	15%	14%	20%	12%	14%	14%	31%	14%	13%	14%	25%	14%	34%	5%	12%	9%	13%	11%	13%
			a				a				abc		a		a				

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 36

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)

Base : Those who say that TV programmes are regulated

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1602	87	300	244	239	310	290	132	866	716	1120	155	170	157	818	771	399	1199
Effective Weighted Sample	1333	82	280	200	204	274	268	122	709	614	1037	145	162	148	689	637	340	991
Total	1574	158	247	242	247	278	214	187	880	667	1326	129	76	44	776	785	398	1172
Ofcom/ Office of Communications	578	**	88	91	100	111	74	65	379	191	492	39	31	16	297	275	128	448
	37%	**	36%	38%	40%	40%	35%	35%	43%	29%	37%	30%	41%	37%	38%	35%	32%	38%
									b									
BSC/ Broadcasting Standards Commission	290	**	24	36	50	74	49	34	159	125	237	29	14	9	144	145	65	224
	18%	**	10%	15%	20%	27%	23%	18%	18%	19%	18%	23%	19%	20%	19%	18%	16%	19%
				b	bc	b												
ASA/ Advertising Standards Authority	199	**	19	21	42	36	37	37	94	102	156	28	9	6	105	94	46	153
	13%	**	8%	9%	17%	13%	17%	20%	11%	15%	12%	22%	12%	15%	14%	12%	12%	13%
				b	b	bc					a							
BBC	94	**	34	25	10	10	2	3	38	56	80	10	2	2	40	54	42	50
	6%	**	14%	10%	4%	4%	1%	1%	4%	8%	6%	7%	2%	5%	5%	7%	10%	4%
			defg	efg					a								b	
TV channels themselves	75	**	15	13	10	9	8	4	37	34	65	5	3	3	26	47	22	53
	5%	**	6%	6%	4%	3%	4%	2%	4%	5%	5%	4%	3%	6%	3%	6%	6%	4%
ITC/ Independent Television Commission	60	**	5	12	5	17	11	5	24	36	51	4	5	*	31	27	14	46
	4%	**	2%	5%	2%	6%	5%	3%	3%	5%	4%	3%	6%	1%	4%	3%	4%	4%
													d					
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	59	**	18	11	3	1	6	7	31	28	52	4	1	2	36	21	24	35
	4%	**	7%	5%	1%	*%	3%	3%	3%	4%	4%	3%	1%	5%	5%	3%	6%	3%
			de	e														

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)

Base : Those who say that TV programmes are regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1602	87	300	244	239	310	290	132	866	716	1120	155	170	157	818	771	399	1199
Effective Weighted Sample	1333	82	280	200	204	274	268	122	709	614	1037	145	162	148	689	637	340	991
Total	1574	158	247	242	247	278	214	187	880	667	1326	129	76	44	776	785	398	1172
BBFC/ British Board of Film Classification	37	**	6	2	8	3	1	2	19	18	33	2	2	*	19	18	12	25
	2%	**	2%	1%	3%	1%	*%	1%	2%	3%	3%	1%	2%	1%	2%	2%	3%	2%
Don't know	183	**	38	29	20	17	26	29	100	77	159	9	9	5	77	103	44	139
	12%	**	16%	12%	8%	6%	12%	16%	11%	11%	12%	7%	12%	11%	10%	13%	11%	12%
			e				e											
NET - ALL OTHER OPTIONS NOT INCLUDING OFCOM	814	**	121	122	127	150	113	92	402	399	674	81	35	23	401	406	226	586
	52%	**	49%	50%	51%	54%	53%	49%	46%	60%	51%	63%	47%	52%	52%	52%	57%	50%
									a		ac							
NET - ALL OTHER OPTIONS AND DONT KNOW NOT INCLUDING OFCOM	996	**	159	151	148	168	140	121	501	476	833	91	44	28	478	509	270	725
	63%	**	64%	62%	60%	60%	65%	65%	57%	71%	63%	70%	59%	63%	62%	65%	68%	62%
									a									

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 36

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)

Base : Those who say that TV programmes are regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1602	1402	188	461	1016	1493	109	1314	1392	1502	100	1516	86	301	1101	391	928	170	1267
Effective Weighted Sample	1333	1158	165	379	849	1242	93	1084	1155	1245	88	1261	74	256	906	321	772	143	1048
Total	1574	1351	210	464	982	1452	122	1273	1341	1464	110	1476	98	300	1058	375	901	169	1223
Ofcom/ Office of Communications	578 37%	514 38%	60 29%	167 36%	374 38%	539 37%	39 32%	481 38%	505 38%	548 37%	30 28%	544 37%	** **	108 36%	403 38%	134 36%	344 38%	61 36%	472 39%
BSC/ Broadcasting Standards Commission	290 18%	256 19%	30 14%	80 17%	192 20%	272 19%	17 14%	220 17%	255 19%	270 18%	20 18%	277 19%	** **	66 22%	185 17%	70 19%	160 18%	31 18%	226 18%
ASA/ Advertising Standards Authority	199 13%	175 13%	21 10%	63 14%	115 12%	193 13%	6 5%	157 12%	170 13%	181 12%	18 17%	195 13%	** **	39 13%	145 14%	55 15%	112 12%	21 12%	151 12%
BBC	94 6%	72 5%	22 11%	27 6%	56 6%	88 6%	6 5%	84 7%	86 6%	91 6%	3 3%	90 6%	** **	19 6%	62 6%	34 9%	47 5%	20 12%	67 5%
TV channels themselves	75 5%	54 4%	21 10%	21 4%	47 5%	69 5%	5 4%	65 5%	66 5%	71 5%	4 3%	71 5%	** **	19 6%	43 4%	20 5%	43 5%	6 3%	59 5%
ITC/ Independent Television Commission	60 4%	48 4%	12 6%	18 4%	37 4%	57 4%	3 3%	48 4%	52 4%	55 4%	5 5%	59 4%	** **	13 4%	42 4%	20 5%	30 3%	12 7%	38 3%
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	59 4%	42 3%	17 8%	18 4%	36 4%	51 4%	8 6%	53 4%	44 3%	55 4%	5 4%	52 4%	** **	10 3%	41 4%	13 3%	37 4%	5 3%	46 4%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 36

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD2. Who do you think is responsible for regulating TV programmes? (SINGLE CODE)

Base : Those who say that TV programmes are regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1602	1402	188	461	1016	1493	109	1314	1392	1502	100	1516	86	301	1101	391	928	170	1267
Effective Weighted Sample	1333	1158	165	379	849	1242	93	1084	1155	1245	88	1261	74	256	906	321	772	143	1048
Total	1574	1351	210	464	982	1452	122	1273	1341	1464	110	1476	98	300	1058	375	901	169	1223
BBFC/ British Board of Film Classification	37 2%	27 2%	10 5%	15 3%	20 2%	31 2%	6 5%	35 3%	31 2%	36 2%	1 1%	33 2%	** **	4 1%	24 2%	5 1%	23 3%	5 3%	30 2%
Don't know	183 12%	164 12%	17 8%	55 12%	106 11%	152 10%	30 25% a	130 10%	132 10%	159 11%	24 22% abc	155 11%	** **	22 7%	113 11%	25 7%	104 12%	9 5%	134 11%
NET - ALL OTHER OPTIONS NOT INCLUDING OFCOM	814 52%	673 50%	133 63% a	242 52%	502 51%	761 52%	52 43%	662 52%	704 52%	757 52%	56 51%	777 53%	** **	170 57%	542 51%	216 58%	453 50%	100 59%	617 50%
NET - ALL OTHER OPTIONS AND DON'T KNOW NOT INCLUDING OFCOM	996 63%	837 62%	150 71%	297 64%	609 62%	914 63%	83 68%	792 62%	836 62%	917 63%	80 72%	932 63%	** **	192 64%	654 62%	241 64%	557 62%	108 64%	751 61%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD3A. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - Television programmes as a whole? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Too much	204	36	41	47	34	29	13	4	98	103	175	15	8	5	111	90	80	124
	10%	14%	13%	14%	11%	9%	6%	2%	9%	11%	10%	9%	8%	9%	11%	9%	15%	8%
		fg	fg	fg	g	g											b	
Too little	319	50	57	53	47	47	25	38	167	141	269	27	15	8	146	163	85	231
	16%	19%	18%	16%	15%	14%	10%	17%	16%	15%	16%	16%	15%	13%	15%	16%	16%	15%
			f															
About the right amount	1175	111	174	171	191	197	168	163	648	516	980	103	57	34	578	592	295	874
	58%	42%	53%	52%	59%	60%	69%	73%	60%	56%	57%	61%	60%	60%	60%	57%	55%	58%
				a	a	abcd	abcd											
Don't know	339	67	53	55	53	53	37	20	163	157	290	23	16	10	129	195	73	266
	17%	25%	16%	17%	16%	16%	15%	9%	15%	17%	17%	14%	16%	18%	13%	19%	14%	18%
		g													a			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 37

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD3A. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - Television programmes as a whole? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Too much	204	162	41	76	105	175	28	185	168	196	8	185	18	43	126	49	113	27	163
	10%	10%	13%	13%	8%	9%	15%	11%	10%	10%	5%	10%	11%	13%	9%	11%	10%	13%	11%
				b															
Too little	319	244	67	82	195	292	26	259	263	291	27	298	20	111	161	112	143	60	205
	16%	14%	20%	14%	16%	16%	14%	16%	16%	16%	17%	16%	13%	33%	12%	25%	13%	29%	13%
														b		b		b	
About the right amount	1175	1004	161	323	753	1116	58	938	1022	1088	86	1127	48	155	862	244	734	101	936
	58%	60%	49%	57%	61%	60%	31%	57%	61%	58%	52%	60%	30%	46%	64%	54%	64%	48%	61%
		b				b						b		a	a	a	a	a	
Don't know	339	274	58	90	189	265	74	252	229	296	43	268	71	27	189	45	151	21	235
	17%	16%	18%	16%	15%	14%	40%	15%	14%	16%	26%	14%	45%	8%	14%	10%	13%	10%	15%
							a				abc		a		a				

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 38

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD3B. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - BBC television? (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Too much	225	48	36	52	44	27	14	5	124	99	199	14	9	4	117	104	69	154
	11%	18%	11%	16%	13%	8%	6%	2%	11%	11%	12%	8%	9%	7%	12%	10%	13%	10%
		efg	g	efg	fg													
Too little	300	33	59	50	54	46	26	33	150	141	257	21	14	8	157	138	90	210
	15%	12%	18%	15%	17%	14%	11%	15%	14%	15%	15%	12%	15%	14%	16%	13%	17%	14%
			f															
About the right amount	1154	107	173	164	174	201	171	163	639	503	955	108	56	35	553	592	287	864
	57%	40%	53%	50%	53%	62%	70%	73%	59%	55%	56%	64%	59%	61%	57%	57%	54%	58%
						ac	abcd	abcd										
Don't know	357	78	58	60	53	52	33	23	164	174	304	26	17	10	137	206	87	268
	18%	29%	18%	18%	16%	16%	14%	10%	15%	19%	18%	15%	17%	18%	14%	20%	16%	18%
		bdefg													a			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 38

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD3B. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - BBC television? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Too much	225 11%	181 11%	43 13%	78 14%	125 10%	194 11%	31 17%	203 12%	188 11%	214 11%	11 7%	206 11%	19 12%	36 11%	145 11%	42 9%	136 12%	27 13%	179 12%
Too little	300 15%	234 14%	58 18%	87 15%	176 14%	279 15%	21 11%	245 15%	249 15%	274 15%	27 16%	284 15%	16 10%	100 30% b	159 12%	116 26% b	136 12%	55 26% b	202 13%
About the right amount	1154 57%	992 59% b	151 46%	318 56%	735 59%	1108 60% b	46 25%	920 56%	1018 61% d	1076 57%	78 47%	1117 59% b	37 23%	172 51%	846 63% a	257 57%	710 62%	105 50%	915 59%
Don't know	357 18%	276 16%	73 22%	87 15%	205 17%	268 15%	89 47% a	266 16%	228 14%	308 16%	49 30% abc	271 14%	86 54% a	28 8%	188 14% a	35 8%	158 14% a	22 10%	244 16%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 39

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD3C. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - ITV1/ STV/ UTV / Channel 4/ Channel 5 television? (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Too much	179	33	36	39	30	25	10	6	87	89	155	14	6	4	99	77	69	110
	9%	12%	11%	12%	9%	8%	4%	3%	8%	10%	9%	8%	6%	7%	10%	7%	13%	7%
		fg	fg	fg													b	
Too little	286	44	40	52	45	40	34	29	156	124	238	26	15	7	130	151	75	207
	14%	17%	12%	16%	14%	12%	14%	13%	14%	14%	14%	15%	16%	12%	13%	14%	14%	14%
About the right amount	1183	102	183	171	193	203	167	164	643	526	989	102	57	34	580	598	298	881
	58%	39%	56%	53%	59%	62%	68%	73%	60%	57%	58%	60%	60%	60%	60%	57%	56%	59%
		a	a	a	a	a	abc	abcd										
Don't know	388	86	67	63	58	57	33	25	191	176	333	27	17	12	155	215	91	298
	19%	32%	20%	19%	18%	18%	13%	11%	18%	19%	19%	16%	18%	20%	16%	21%	17%	20%
		bcd	efg															

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 39

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD3C. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - ITV1/ STV/ UTV / Channel 4/ Channel 5 television? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Too much	179	151	28	81	80	153	26	162	150	171	8	165	13	31	113	44	97	27	137
	9%	9%	8%	14%	6%	8%	14%	10%	9%	9%	5%	9%	8%	9%	8%	10%	9%	13%	9%
				b															
Too little	286	218	58	87	167	266	20	235	241	265	20	268	18	103	142	103	128	50	192
	14%	13%	18%	15%	13%	14%	11%	14%	14%	14%	12%	14%	11%	31%	11%	23%	11%	24%	12%
														b		b		b	
About the right amount	1183	1016	160	304	773	1140	43	946	1042	1100	83	1150	33	171	878	256	748	103	948
	58%	60%	49%	53%	62%	62%	23%	58%	62%	59%	51%	61%	21%	51%	66%	57%	66%	49%	62%
		b		a	a	b						b		a	a	a	a	a	a
Don't know	388	299	80	99	222	290	98	290	250	336	53	295	94	31	206	47	167	29	262
	19%	18%	25%	17%	18%	16%	53%	18%	15%	18%	32%	16%	59%	9%	15%	11%	15%	14%	17%
							a				abc		a		a				

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 40

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD3D. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - All other TV channels? (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Too much	178	27	37	44	29	25	10	6	86	90	153	14	6	5	102	76	76	101
	9%	10%	11%	13%	9%	8%	4%	3%	8%	10%	9%	8%	6%	8%	11%	7%	14%	7%
		f	fg	fg													b	
Too little	303	57	50	53	38	49	28	27	171	126	261	22	13	8	149	148	80	222
	15%	21%	15%	16%	12%	15%	12%	12%	16%	14%	15%	13%	13%	13%	15%	14%	15%	15%
		df																
About the right amount	1065	79	164	157	185	188	152	140	577	476	885	94	57	30	513	546	266	795
	52%	30%	50%	48%	57%	58%	62%	63%	54%	52%	52%	56%	59%	52%	53%	52%	50%	53%
		a	a	a	a	a	abc	ac										
Don't know	490	102	75	72	74	63	54	50	242	225	416	39	20	15	200	271	111	377
	24%	39%	23%	22%	23%	19%	22%	22%	22%	25%	24%	23%	21%	26%	21%	26%	21%	25%
		bcdefg																

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 40

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD3D. Do you think the amount of regulation is too much, too little, or about the right amount for each of these programme types - All other TV channels? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Too much	178	149	28	71	86	157	21	160	147	169	9	165	13	37	115	45	101	30	135
	9%	9%	9%	13% b	7%	9%	11%	10%	9%	9%	5%	9%	8%	11%	9%	10%	9%	14%	9%
Too little	303	229	63	85	185	280	23	243	253	280	23	283	20	108	150	113	131	59	199
	15%	14%	19%	15%	15%	15%	12%	15%	15%	15%	14%	15%	13%	32% b	11% b	25% b	11% b	28% b	13% b
About the right amount	1065	916	144	279	687	1019	46	862	944	995	70	1030	35	146	798	224	687	86	857
	52%	54% b	44%	49%	55%	55% b	25%	53%	56% d	53%	43%	55% b	22%	44%	60% a	50%	60% a	41% a	56% a
Don't know	490	388	92	135	284	393	97	368	339	427	63	400	90	45	276	69	221	35	348
	24%	23%	28%	24%	23%	21%	52% a	23%	20%	23%	38% abc	21%	57% a	13% a	21% a	15%	19%	17%	23%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 41

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Ensure it is age appropriate/ protect children/ younger viewers	488	58	75	75	83	86	66	46	257	223	414	39	23	12	212	267	128	360
	24%	22%	23%	23%	25%	26%	27%	20%	24%	24%	24%	23%	24%	22%	22%	26%	24%	24%
Prevent inappropriate content/ ensure it is appropriate for all viewers/ audiences	363	45	71	70	50	48	40	40	230	129	302	34	17	11	147	210	101	258
	18%	17%	22%	21%	15%	15%	16%	18%	21%	14%	18%	20%	17%	19%	15%	20%	19%	17%
									b							a		
Safety/ safeguarding/ protect viewers/ the public	310	50	47	48	43	48	43	30	178	124	258	31	15	5	151	155	72	238
	15%	19%	14%	15%	13%	15%	18%	14%	17%	14%	15%	18%	16%	9%	16%	15%	14%	16%
												d						
Restrictions on harmful/ dangerous/ offensive/ upsetting content	241	15	36	34	50	45	39	23	137	101	205	20	10	7	112	127	45	195
	12%	5%	11%	10%	15%	14%	16%	10%	13%	11%	12%	12%	10%	11%	12%	12%	9%	13%
					a		a											
Regulate content/ maintain and set standards/ rules/ guidelines	157	19	34	26	21	18	19	21	84	67	141	5	6	5	81	73	54	103
	8%	7%	10%	8%	6%	6%	8%	9%	8%	7%	8%	3%	6%	9%	8%	7%	10%	7%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 41

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Stop people being misled/ misinformation/ false advertising	154	14	28	21	28	25	15	23	109	43	133	9	9	2	88	64	40	113
	8%	5%	9%	6%	9%	8%	6%	10%	10%	5%	8%	5%	10%	4%	9%	6%	8%	8%
									b									
Timing/ watershed	93	2	13	16	17	19	14	12	44	49	78	8	3	4	49	44	24	68
	5%	1%	4%	5%	5%	6%	6%	5%	4%	5%	5%	5%	4%	6%	5%	4%	5%	5%
Protecting vulnerable people	89	8	13	8	15	18	14	13	58	29	75	5	7	3	52	37	14	75
	4%	3%	4%	2%	5%	6%	6%	6%	5%	3%	4%	3%	7%	5%	5%	4%	3%	5%
For decency/ moral values/ ethics/ social norms	84	7	13	8	8	22	12	14	44	38	73	5	4	2	42	41	12	72
	4%	3%	4%	3%	2%	7%	5%	6%	4%	4%	4%	3%	4%	4%	4%	4%	2%	5%
Restrictions on adult/ sexual content/ nudity	79	9	11	7	12	11	13	16	45	34	67	6	3	3	37	42	12	67
	4%	3%	3%	2%	4%	3%	5%	7%	4%	4%	4%	3%	3%	6%	4%	4%	2%	4%
Ensure balance/ not pushing an agenda/ bias/ propaganda	67	6	8	11	7	11	11	12	49	18	56	5	4	1	37	27	19	48
	3%	2%	2%	3%	2%	3%	5%	5%	5%	2%	3%	3%	4%	2%	4%	3%	4%	3%
									b									
Nanny state/ government control/ brainwashing	64	-	12	10	12	17	9	3	35	28	58	2	3	1	38	24	13	51
	3%	-%	4%	3%	4%	5%	4%	1%	3%	3%	3%	1%	3%	2%	4%	2%	2%	3%
									a									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 41

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65-74 f	75+ g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Restrictions on violence	63 3%	10 4%	9 3%	5 2%	8 3%	8 3%	10 4%	12 5%	42 4%	21 2%	53 3%	3 2%	4 5%	3 5%	24 3%	37 4%	11 2%	52 3%
Restrictions on swearing/ bad/ inappropriate language	56 3%	6 2%	10 3%	6 2%	6 2%	5 2%	8 3%	14 6% e	37 3%	16 2%	48 3%	4 2%	2 2%	1 2%	18 2%	36 3%	13 2%	43 3%
Ensure no discrimination against a group/ community (racism/ sexism/ ableism/ religious)	52 3%	4 2%	7 2%	9 3%	2 1%	12 4%	12 5% d	7 3%	40 4% b	12 1%	46 3%	2 1%	3 3%	1 2%	29 3%	23 2%	14 3%	39 3%
Prevent illegal/ unlawful content	41 2%	4 2%	5 1%	7 2%	10 3%	7 2%	5 2%	3 1%	30 3% b	9 1%	37 2%	1 1%	2 2%	1 2%	20 2%	21 2%	9 2%	32 2%
There are enough rules/ doing a good job	27 1%	6 2%	6 2%	5 2%	1 *%	6 2%	4 2%	- -%	14 1%	13 1%	23 1%	2 1%	* *%	1 2%	12 1%	15 1%	9 2%	18 1%
Restrictions on drinking/ smoking/ gambling/ drugs/ unhealthy food	20 1%	6 2%	2 1%	3 1%	3 1%	1 *%	1 *%	3 2%	9 1%	10 1%	16 1%	2 1%	1 1%	* *%	6 1%	12 1%	2 *%	17 1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 41

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QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65-74 f	75+ g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Fear of complaints/ backlash/ legal action	16 1%	4 2%	2 1%	3 1%	3 1%	2 1%	* *%	2 1%	9 1%	7 1%	13 1%	1 *%	1 1%	* 1%	4 *%	12 1%	4 1%	11 1%
The rules don't go far enough/ don't work	15 1%	6 2%	2 1%	1 *%	1 *%	2 1%	1 *%	2 1%	9 1%	4 *%	14 1%	- -%	* *%	* *%	11 1%	3 *%	3 1%	11 1%
Censorship	12 1%	3 1%	1 *%	- -%	2 *%	2 1%	2 1%	2 1%	6 1%	6 1%	8 *%	1 1%	2 2%	* 1%	3 *%	9 1%	2 *%	10 1%
Don't know	318 16%	61 23%	47 14%	61 19%	55 17%	40 12%	25 10%	30 13%	114 11%	190 21%	276 16%	21 13%	10 11%	11 19%	151 16%	160 15%	92 17%	224 15%
SUMMARY																		
HARM AND OFFENCE	906 45%	106 40%	141 43%	125 38%	142 44%	155 48%	126 51%	111 50%	513 48%	372 41%	769 45%	70 41%	43 45%	24 42%	441 46%	455 44%	202 38%	704 47%
							c		b									a
PROTECTING THE UNDER-EIGHTEENS	813 40%	98 37%	140 43%	129 40%	124 38%	129 40%	103 42%	90 40%	454 42%	346 38%	680 40%	71 42%	39 41%	23 41%	347 36%	451 43%	212 40%	596 40%
															a			
DUE IMPARTIALITY AND DUE ACCURACY	204 10%	20 7%	34 10%	29 9%	33 10%	34 10%	26 10%	29 13%	145 14%	58 6%	175 10%	13 8%	13 13%	3 6%	115 12%	86 8%	57 11%	147 10%
									b									
OVER-PROTECTIVE/ CENSORSHIP	91 4%	7 3%	15 5%	14 4%	16 5%	21 6%	12 5%	6 3%	49 5%	41 4%	79 5%	4 2%	6 7%	2 4%	45 5%	45 4%	19 4%	72 5%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

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QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
FAIRNESS	52	4	7	9	2	12	12	7	40	12	46	2	3	1	29	23	14	39
	3%	2%	2%	3%	1%	4%	5%	3%	4%	1%	3%	1%	3%	2%	3%	2%	3%	3%
							d		b									
CRIME, DISORDER, HATRED AND ABUSE	41	4	5	7	10	7	5	3	30	9	37	1	2	1	20	21	9	32
	2%	2%	1%	2%	3%	2%	2%	1%	3%	1%	2%	1%	2%	2%	2%	2%	2%	2%
									b									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 41

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QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Ensure it is age appropriate/ protect children/ younger viewers	488	415	67	142	315	446	42	412	419	462	26	450	39	96	319	112	287	60	376
	24%	25%	21%	25%	25%	24%	23%	25%	25%	25%	16%	24%	24%	29%	24%	25%	25%	29%	24%
Prevent inappropriate content/ ensure it is appropriate for all viewers/ audiences	363	309	48	88	239	337	26	307	299	336	27	337	26	50	262	83	213	41	288
	18%	18%	15%	15%	19%	18%	14%	19%	18%	18%	16%	18%	17%	15%	20%	18%	19%	20%	19%
Safety/ safeguarding/ protect viewers/ the public	310	250	52	79	204	284	25	255	262	289	21	288	21	54	209	62	180	24	249
	15%	15%	16%	14%	16%	15%	14%	16%	16%	15%	13%	15%	14%	16%	16%	14%	16%	12%	16%
Restrictions on harmful/ dangerous/ offensive/ upsetting content	241	223	18	64	157	224	17	194	203	226	15	230	11	40	167	48	136	23	192
	12%	13%	5%	11%	13%	12%	9%	12%	12%	12%	9%	12%	7%	12%	12%	11%	12%	11%	12%
		b																	
Regulate content/ maintain and set standards/ rules/ guidelines	157	110	43	45	97	142	16	126	124	145	13	142	15	38	89	45	74	28	103
	8%	7%	13%	8%	8%	8%	8%	8%	7%	8%	8%	8%	9%	11%	7%	10%	6%	14%	7%
			a											b				b	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 41

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Stop people being misled/ misinformation/ false advertising	154 8%	125 7%	26 8%	42 7%	99 8%	139 8%	15 8%	123 8%	129 8%	145 8%	9 5%	139 7%	15 9%	26 8%	105 8%	38 8%	85 7%	27 13%	113 7%
Timing/ watershed	93 5%	88 5%	4 1%	34 6%	55 4%	91 5%	2 1%	76 5%	84 5%	87 5%	6 4%	92 5%	1 1%	20 6%	64 5%	19 4%	56 5%	8 4%	75 5%
Protecting vulnerable people	89 4%	78 5%	11 3%	20 4%	65 5%	82 4%	7 4%	77 5%	79 5%	86 5%	4 2%	83 4%	6 4%	12 4%	64 5%	23 5%	54 5%	15 7%	65 4%
For decency/ moral values/ ethics/ social norms	84 4%	70 4%	14 4%	20 3%	57 5%	78 4%	5 3%	51 3%	68 4%	73 4%	11 7%	78 4%	5 3%	20 6%	58 4%	20 4%	48 4%	5 2%	65 4%
Restrictions on adult/ sexual content/ nudity	79 4%	61 4%	16 5%	25 4%	43 3%	69 4%	10 6%	64 4%	67 4%	77 4%	2 1%	70 4%	9 6%	23 7%	43 3%	20 5%	40 3%	17 8%	55 4%
Ensure balance/ not pushing an agenda/ bias/ propaganda	67 3%	57 3%	10 3%	14 2%	47 4%	62 3%	5 3%	55 3%	61 4%	63 3%	4 3%	64 3%	3 2%	20 6%	39 3%	22 5%	33 3%	14 7%	48 3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 41

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Nanny state/ government control/ brainwashing	64 3%	48 3%	13 4%	19 3%	37 3%	53 3%	10 6%	46 3%	49 3%	58 3%	6 3%	55 3%	8 5%	21 6% b	28 2%	9 2%	37 3%	7 3%	44 3%
Restrictions on violence	63 3%	51 3%	13 4%	21 4%	36 3%	55 3%	8 4%	49 3%	53 3%	61 3%	2 1%	57 3%	6 4%	20 6% b	32 2%	15 3%	27 2%	16 8% b	39 3%
Restrictions on swearing/ bad/ inappropriate language	56 3%	52 3%	3 1%	20 3%	30 2%	52 3%	4 2%	45 3%	50 3%	52 3%	4 2%	54 3%	2 1%	15 4%	30 2%	14 3%	28 2%	11 5%	40 3%
Ensure no discrimination against a group/ community (racism/ sexism/ ableism/ religious)	52 3%	49 3%	3 1%	13 2%	36 3%	48 3%	4 2%	39 2%	46 3%	50 3%	2 1%	49 3%	3 2%	11 3%	32 2%	12 3%	31 3%	4 2%	46 3%
Prevent illegal/ unlawful content	41 2%	32 2%	10 3%	13 2%	27 2%	34 2%	7 4%	32 2%	33 2%	38 2%	3 2%	36 2%	5 3%	5 2%	24 2%	6 1%	24 2%	5 3%	29 2%
There are enough rules/ doing a good job	27 1%	16 1%	12 4% a	6 1%	18 1%	27 1%	- -%	26 2%	26 2%	26 1%	1 1%	27 1%	- -%	2 1%	20 1%	4 1%	18 2%	- -%	26 2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 41

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Restrictions on drinking/ smoking/ gambling/ drugs/ unhealthy food	20 1%	15 1%	4 1%	12 2%	8 1%	16 1%	3 2%	18 1%	17 1%	20 1%	- -%	17 1%	2 2%	7 2%	10 1%	6 1%	7 1%	3 2%	14 1%
Fear of complaints/ backlash/ legal action	16 1%	13 1%	2 1%	3 1%	10 1%	15 1%	* *%	15 1%	15 1%	15 1%	1 *%	15 1%	* *%	2 *%	11 1%	4 1%	11 1%	- -%	14 1%
The rules don't go far enough/ don't work	15 1%	8 *%	6 2%	5 1%	4 *%	12 1%	2 1%	11 1%	11 1%	15 1%	- -%	12 1%	2 1%	2 1%	9 1%	8 2%	4 *%	1 1%	12 1%
Censorship	12 1%	10 1%	2 1%	5 1%	5 *%	11 1%	* *%	10 1%	9 1%	12 1%	- -%	11 1%	* *%	2 *%	7 1%	* *%	11 1%	1 1%	11 1%
Don't know	318 16%	251 15%	61 19%	102 18%	142 11%	272 15%	46 25%	238 15%	230 14%	272 15%	46 28%	278 15%	40 26%	34 10%	187 14%	53 12%	168 15%	20 10%	207 13%
				b			a				abc		a						
SUMMARY																			
HARM AND OFFENCE	906 45%	756 45%	138 42%	247 43%	580 47%	827 45%	79 42%	714 44%	756 45%	841 45%	65 40%	842 45%	64 41%	174 52%	590 44%	199 44%	502 44%	99 48%	692 45%
PROTECTING THE UNDER-EIGHTEENS	813 40%	690 41%	110 34%	231 40%	520 42%	747 40%	66 35%	677 41%	686 41%	762 41%	51 31%	751 40%	62 39%	145 43%	551 41%	179 40%	478 42%	92 44%	639 41%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QD4. TV programmes on all TV channels are required to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
DUE IMPARTIALITY AND DUE ACCURACY	204	170	33	52	136	185	19	166	175	191	13	187	17	41	136	53	111	38	147
	10%	10%	10%	9%	11%	10%	10%	10%	10%	10%	8%	10%	11%	12%	10%	12%	10%	18%	10%
																		b	
OVER-PROTECTIVE/ CENSORSHIP	91	71	17	27	53	80	11	71	74	85	6	82	9	24	46	14	59	8	68
	4%	4%	5%	5%	4%	4%	6%	4%	4%	5%	4%	4%	6%	7%	3%	3%	5%	4%	4%
														b					
FAIRNESS	52	49	3	13	36	48	4	39	46	50	2	49	3	11	32	12	31	4	46
	3%	3%	1%	2%	3%	3%	2%	2%	3%	3%	1%	3%	2%	3%	2%	3%	3%	2%	3%
CRIME, DISORDER, HATRED AND ABUSE	41	32	10	13	27	34	7	32	33	38	3	36	5	5	24	6	24	5	29
	2%	2%	3%	2%	2%	2%	4%	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	3%	2%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 42

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE1. Still thinking about TV programmes that people can watch 'live' on scheduled TV or record to watch later... Do you think it is mainly the responsibility of the parents/ guardians, the broadcasters showing the programmes, or both equally, to make sure that children don't see unsuitable programmes? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Mainly parents/ guardians	588	72	110	89	103	86	56	72	320	262	482	58	30	17	271	314	160	428
	32%	33%	39%	32%	34%	28%	24%	32%	32%	32%	31%	37%	33%	33%	30%	34%	34%	31%
			ef		f													
Mainly broadcasters	178	33	31	34	28	24	19	8	91	87	149	16	8	5	105	70	63	115
	10%	15%	11%	12%	9%	8%	8%	4%	9%	11%	10%	10%	9%	10%	12%	8%	13%	8%
		g	g	g											b		b	
Both equally	1018	91	135	144	159	193	156	141	556	440	858	81	52	28	482	522	232	781
	55%	41%	48%	52%	53%	63%	66%	63%	56%	53%	55%	51%	56%	54%	54%	56%	50%	57%
						ab	abcd	ab										
Don't know	65	24	7	10	10	7	5	2	23	36	57	4	2	2	36	27	13	50
	4%	11%	3%	4%	3%	2%	2%	1%	2%	4%	4%	3%	2%	3%	4%	3%	3%	4%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 42

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE1. Still thinking about TV programmes that people can watch 'live' on scheduled TV or record to watch later... Do you think it is mainly the responsibility of the parents/ guardians, the broadcasters showing the programmes, or both equally, to make sure that children don't see unsuitable programmes? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Mainly parents/ guardians	588	515	70	181	362	588	**	492	533	555	33	588	**	101	458	121	409	50	488
	32%	33%	27%	35%	32%	32%	**	33%	32%	32%	27%	32%	**	30%	34%	27%	36%	28%	34%
																	a		
Mainly broadcasters	178	131	46	47	103	178	**	149	160	168	10	178	**	47	117	69	92	35	124
	10%	8%	17%	9%	9%	10%	**	10%	10%	10%	9%	10%	**	14%	9%	15%	8%	19%	9%
			a											b		b		b	
Both equally	1018	872	135	278	660	1018	**	807	912	950	68	1018	**	185	734	255	612	96	793
	55%	56%	51%	54%	58%	55%	**	54%	55%	55%	56%	55%	**	55%	55%	57%	54%	52%	55%
Don't know	65	50	12	11	22	65	**	48	49	55	10	65	**	3	29	6	27	2	30
	4%	3%	5%	2%	2%	4%	**	3%	3%	3%	8%	4%	**	1%	2%	1%	2%	1%	2%
											abc								

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE2. Thinking of the types of TV programmes which are not suitable for children... Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Yes	1604	160	219	231	259	289	227	218	867	708	1337	143	80	44	760	827	376	1225
	87%	73%	77%	83%	86%	93%	96%	98%	88%	86%	86%	89%	87%	86%	85%	89%	80%	89%
				ab	abcd	abcd	abcd											a
No	156	40	49	32	21	9	3	1	95	61	134	11	6	4	89	63	65	90
	8%	18%	17%	11%	7%	3%	1%	1%	10%	7%	9%	7%	7%	8%	10%	7%	14%	7%
		defg	defg	efg	fg												b	
Don't know	89	20	15	15	20	11	6	4	27	56	75	6	5	3	46	44	28	60
	5%	9%	5%	5%	7%	3%	2%	2%	3%	7%	5%	4%	6%	6%	5%	5%	6%	4%
		fg							a									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE2. Thinking of the types of TV programmes which are not suitable for children... Broadcasters are required to only show television programmes which are not suitable for children after a certain time in the evening. Before today, were you aware of this? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Yes	1604	1397	194	457	1017	1604	**	1283	1436	1501	103	1604	**	310	1179	390	1013	150	1275
	87%	89%	74%	88%	89%	87%	**	86%	87%	87%	84%	87%	**	92%	88%	86%	89%	82%	89%
		b																	
No	156	98	57	41	92	156	**	144	147	151	5	156	**	22	119	46	92	27	117
	8%	6%	21%	8%	8%	8%	**	10%	9%	9%	4%	8%	**	6%	9%	10%	8%	15%	8%
			a															b	
Don't know	89	72	13	20	37	89	**	69	71	75	14	89	**	4	40	15	34	5	42
	5%	5%	5%	4%	3%	5%	**	5%	4%	4%	11%	5%	**	1%	3%	3%	3%	3%	3%
											abc								

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 44

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65-74 f	75+ g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Before 6pm	13 1%	2 1%	5 2%	4 2%	1 *%	1 *%	* *%	- -%	6 1%	7 1%	10 1%	2 1%	1 1%	1 2%	9 1%	5 1%	5 1%	9 1%
6pm	26 1%	6 3%	7 3%	4 1%	3 1%	1 *%	1 *%	4 2%	12 1%	12 1%	24 2%	- -%	1 1%	- -%	6 1%	18 2%	11 2%	15 1%
6.30pm	18 1%	4 2%	2 1%	5 2%	5 2%	- -%	2 1%	- -%	7 1%	11 1%	15 1%	2 1%	* *%	* 1%	8 1%	10 1%	8 2%	10 1%
7pm	86 5%	22 10%	18 6%	21 7%	9 3%	4 1%	7 3%	6 3%	42 4%	44 5%	73 5%	7 4%	4 5%	3 5%	33 4%	52 6%	44 9%	41 3%
7.30pm	29 2%	6 3%	8 3%	8 3%	1 *%	1 *%	2 1%	1 1%	19 2%	10 1%	27 2%	2 1%	* *%	* *%	15 2%	13 1%	11 2%	18 1%
8pm	130 7%	18 8%	30 11%	24 9%	16 5%	20 6%	8 3%	15 6%	71 7%	58 7%	104 7%	17 11%	6 7%	3 6%	68 8%	59 6%	43 9%	87 6%
8.30pm	34 2%	8 4%	6 2%	12 4%	3 1%	3 1%	- -%	2 1%	13 1%	20 2%	32 2%	- -%	1 2%	1 1%	19 2%	13 1%	18 4%	17 1%
9pm	1272 69%	85 39%	145 51%	176 64%	227 76%	264 86%	200 84%	173 77%	702 71%	553 67%	1056 68%	108 68%	68 75%	39 76%	613 69%	652 70%	258 55%	1013 74%
9.30pm	34 2%	12 5%	8 3%	4 1%	2 1%	3 1%	4 2%	1 1%	18 2%	16 2%	28 2%	3 2%	2 2%	1 2%	17 2%	17 2%	11 2%	24 2%
10pm	69 4%	10 5%	22 8%	6 2%	10 3%	4 1%	6 2%	11 5%	31 3%	31 4%	55 4%	12 7%	2 2%	1 2%	38 4%	30 3%	25 5%	43 3%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 44

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
10.30pm	10	5	3	-	1	-	1	-	6	4	9	-	1	-	6	4	4	6
	1%	2%	1%	-%	*%	-%	*%	-%	1%	1%	1%	-%	1%	-%	1%	*%	1%	*%
		e																
11pm	9	2	3	1	3	-	-	-	2	7	8	1	-	*	1	8	4	5
	*%	1%	1%	1%	1%	-%	-%	-%	*%	1%	1%	1%	-%	1%	*%	1%	1%	*%
After 11pm	25	6	8	4	4	*	1	2	16	9	22	1	1	1	14	11	8	17
	1%	3%	3%	1%	1%	*%	*%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%
		e	e															
There isn't a time	17	8	3	3	3	1	-	-	8	9	17	-	-	-	8	10	4	13
	1%	4%	1%	1%	1%	*%	-%	-%	1%	1%	1%	-%	-%	-%	1%	1%	1%	1%
		ef																
Don't know	76	25	15	5	12	4	6	9	36	33	67	5	2	2	39	33	16	57
	4%	12%	5%	2%	4%	1%	2%	4%	4%	4%	4%	3%	3%	4%	4%	4%	3%	4%
		cdef	e															
SUMMARY																		
TOTAL BEFORE 9PM	337	66	76	77	38	31	20	28	170	162	284	30	15	8	158	170	139	196
	18%	30%	27%	28%	13%	10%	9%	12%	17%	20%	18%	19%	17%	15%	18%	18%	30%	14%
		defg	defg	defg													b	
TOTAL 9PM	1272	85	145	176	227	264	200	173	702	553	1056	108	68	39	613	652	258	1013
	69%	39%	51%	64%	76%	86%	84%	77%	71%	67%	68%	68%	75%	76%	69%	70%	55%	74%
				ab	abc	abcd	abc	abc									a	
TOTAL AFTER 9PM	147	35	44	15	20	8	11	14	74	67	122	17	5	3	77	70	52	96
	8%	16%	15%	6%	7%	3%	5%	6%	7%	8%	8%	11%	6%	6%	9%	7%	11%	7%
		cdef	cdefg														b	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 44

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Before 6pm	13	6	7	2	8	13	**	12	11	12	1	13	**	3	9	5	7	3	9
	1%	*%	3%	*%	1%	1%	**	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%
			a																
6pm	26	13	10	8	13	26	**	20	21	23	3	26	**	3	20	6	18	4	19
	1%	1%	4%	1%	1%	1%	**	1%	1%	1%	3%	1%	**	1%	1%	1%	2%	2%	1%
			a																
6.30pm	18	14	2	6	6	18	**	15	16	16	1	18	**	6	9	2	11	5	11
	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	**	2%	1%	1%	1%	3%	1%
			a																
7pm	86	67	19	27	48	86	**	75	81	85	1	86	**	10	65	33	42	9	67
	5%	4%	7%	5%	4%	5%	**	5%	5%	5%	1%	5%	**	3%	5%	7%	4%	5%	5%
			b																
7.30pm	29	18	11	11	14	29	**	27	26	28	1	29	**	9	17	13	14	5	20
	2%	1%	4%	2%	1%	2%	**	2%	2%	2%	1%	2%	**	3%	1%	3%	1%	3%	1%
			a																
8pm	130	94	35	38	77	130	**	108	112	122	8	130	**	21	101	35	83	14	101
	7%	6%	13%	7%	7%	7%	**	7%	7%	7%	7%	7%	**	6%	8%	8%	7%	8%	7%
			a																
8.30pm	34	22	12	11	17	34	**	30	28	30	4	34	**	7	24	12	15	3	22
	2%	1%	5%	2%	1%	2%	**	2%	2%	2%	3%	2%	**	2%	2%	3%	1%	2%	2%
			a																
9pm	1272	1177	86	363	821	1272	**	1007	1159	1194	77	1272	**	234	936	292	809	111	1019
	69%	75%	33%	70%	72%	69%	**	67%	70%	69%	64%	69%	**	70%	70%	65%	71%	61%	71%
		b																	a
9.30pm	34	21	12	8	22	34	**	30	29	33	1	34	**	7	24	7	21	3	29
	2%	1%	5%	1%	2%	2%	**	2%	2%	2%	1%	2%	**	2%	2%	2%	2%	1%	2%
			a																

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 44

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
10pm	69	49	19	16	43	69	**	52	56	59	10	69	**	16	43	15	47	10	44
	4%	3%	7%	3%	4%	4%	**	3%	3%	3%	8%	4%	**	5%	3%	3%	4%	6%	3%
			a																
10.30pm	10	5	5	3	5	10	**	9	9	10	-	10	**	4	5	4	3	4	5
	1%	*%	2%	1%	*%	1%	**	1%	1%	1%	-%	1%	**	1%	*%	1%	*%	2%	*%
																		b	
11pm	9	7	2	2	5	9	**	9	8	9	-	9	**	-	9	4	5	1	8
	*%	*%	1%	*%	*%	*%	**	1%	*%	1%	-%	*%	**	-%	1%	1%	*%	*%	1%
After 11pm	25	12	14	7	15	25	**	22	24	25	-	25	**	9	15	10	15	6	19
	1%	1%	5%	1%	1%	1%	**	1%	1%	1%	-%	1%	**	3%	1%	2%	1%	3%	1%
			a																
There isn't a time	17	7	9	3	6	17	**	16	16	17	-	17	**	3	15	1	14	-	17
	1%	*%	3%	1%	1%	1%	**	1%	1%	1%	-%	1%	**	1%	1%	*%	1%	-%	1%
			a																
Don't know	76	53	21	12	45	76	**	63	57	63	13	76	**	4	47	10	35	6	44
	4%	3%	8%	2%	4%	4%	**	4%	3%	4%	11%	4%	**	1%	4%	2%	3%	3%	3%
			a								abc								
SUMMARY																			
TOTAL BEFORE 9PM	337	235	96	103	183	337	**	288	297	316	20	337	**	59	245	106	192	42	249
	18%	15%	37%	20%	16%	18%	**	19%	18%	18%	17%	18%	**	18%	18%	24%	17%	23%	17%
			a													b			
TOTAL 9PM	1272	1177	86	363	821	1272	**	1007	1159	1194	77	1272	**	234	936	292	809	111	1019
	69%	75%	33%	70%	72%	69%	**	67%	70%	69%	64%	69%	**	70%	70%	65%	71%	61%	71%
		b																	a

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 44

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE3. As far as you know, from what time in the evening can TV channels show programmes that are not suitable for children? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
TOTAL AFTER 9PM	147	94	51	36	91	147	**	123	125	136	11	147	**	35	96	41	90	24	104
	8%	6%	19%	7%	8%	8%	**	8%	8%	8%	9%	8%	**	11%	7%	9%	8%	13%	7%
			a																

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 45

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE4. Programmes that are not suitable for children may only be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Programmes shown later than 9pm may not be suitable for children as they may contain strong language, scenes of a sexual nature, or violent scenes. When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)

Base : Those aged 18 or over who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1861	117	347	288	289	342	320	158	968	869	1290	186	200	185	936	910	474	1382
Effective Weighted Sample	1544	110	323	232	248	304	296	146	790	741	1192	173	188	174	780	756	399	1142
Total	1840	211	284	277	300	309	236	224	986	821	1540	158	90	52	890	930	466	1368
Much earlier than 9pm	95	13	25	19	8	10	12	7	46	48	83	5	5	2	43	51	37	58
	5%	6%	9%	7%	3%	3%	5%	3%	5%	6%	5%	3%	5%	4%	5%	6%	8%	4%
			de														b	
A bit earlier than 9pm	210	34	46	45	31	26	15	13	114	91	173	15	14	8	98	110	61	149
	11%	16%	16%	16%	10%	9%	6%	6%	12%	11%	11%	10%	15%	16%	11%	12%	13%	11%
		fg	efg	efg														
About 9pm	1007	99	131	156	180	200	133	107	564	434	834	96	49	28	504	494	243	763
	55%	47%	46%	56%	60%	65%	56%	48%	57%	53%	54%	61%	55%	53%	57%	53%	52%	56%
				b	abg													
A bit later than 9pm	288	34	35	38	37	46	48	49	153	133	242	25	12	8	132	149	62	225
	16%	16%	12%	14%	12%	15%	20%	22%	15%	16%	16%	16%	14%	16%	15%	16%	13%	16%
						b	b											
Much later than 9pm	167	14	35	13	26	20	20	40	81	76	147	11	5	5	75	89	50	114
	9%	7%	12%	5%	9%	6%	9%	18%	8%	9%	10%	7%	5%	9%	8%	10%	11%	8%
			c				cdef											
Don't know	75	17	12	6	18	7	8	8	28	40	61	7	6	1	39	36	13	58
	4%	8%	4%	2%	6%	2%	3%	4%	3%	5%	4%	4%	6%	2%	4%	4%	3%	4%
		e																
SUMMARY																		
TOTAL EARLIER THAN 9PM	304	47	71	64	39	36	27	20	161	139	256	20	18	10	141	162	98	207
	17%	22%	25%	23%	13%	12%	11%	9%	16%	17%	17%	13%	20%	20%	16%	17%	21%	15%
		efg	defg	defg													b	
TOTAL ABOUT 9PM	1007	99	131	156	180	200	133	107	564	434	834	96	49	28	504	494	243	763
	55%	47%	46%	56%	60%	65%	56%	48%	57%	53%	54%	61%	55%	53%	57%	53%	52%	56%
				b	abg													

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE4. Programmes that are not suitable for children may only be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Programmes shown later than 9pm may not be suitable for children as they may contain strong language, scenes of a sexual nature, or violent scenes. When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)

Base : Those aged 18 or over who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1861	117	347	288	289	342	320	158	968	869	1290	186	200	185	936	910	474	1382
Effective Weighted Sample	1544	110	323	232	248	304	296	146	790	741	1192	173	188	174	780	756	399	1142
Total	1840	211	284	277	300	309	236	224	986	821	1540	158	90	52	890	930	466	1368
TOTAL LATER THAN 9PM	455	48	70	50	63	66	69	89	233	209	389	36	17	13	207	239	113	340
	25%	23%	25%	18%	21%	21%	29%	40%	24%	25%	25%	23%	19%	25%	23%	26%	24%	25%
							c	abcde										

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 45

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE4. Programmes that are not suitable for children may only be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Programmes shown later than 9pm may not be suitable for children as they may contain strong language, scenes of a sexual nature, or violent scenes. When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)

Base : Those aged 18 or over who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1861	1619	223	509	1181	1861	-	1529	1687	1754	107	1861	-	333	1366	457	1154	186	1467
Effective Weighted Sample	1544	1340	192	417	986	1544	-	1258	1396	1451	94	1544	-	284	1125	376	958	155	1213
Total	1840	1562	260	515	1142	1840	-	1487	1647	1719	122	1840	-	336	1330	450	1131	183	1428
Much earlier than 9pm	95	72	22	26	57	95	**	82	83	90	5	95	**	26	57	38	43	17	64
	5%	5%	9%	5%	5%	5%	**	6%	5%	5%	4%	5%	**	8%	4%	8%	4%	9%	4%
																b			
A bit earlier than 9pm	210	163	45	62	126	210	**	185	196	202	7	210	**	45	154	52	135	22	173
	11%	10%	17%	12%	11%	11%	**	12%	12%	12%	6%	11%	**	13%	12%	12%	12%	12%	12%
			a																
About 9pm	1007	912	89	279	657	1007	**	825	928	956	50	1007	**	136	796	210	675	71	838
	55%	58%	34%	54%	58%	55%	**	55%	56%	56%	41%	55%	**	40%	60%	47%	60%	39%	59%
			b					d	d	d					a		a		a
A bit later than 9pm	288	235	50	87	168	288	**	225	252	267	21	288	**	62	194	83	163	36	217
	16%	15%	19%	17%	15%	16%	**	15%	15%	16%	17%	16%	**	18%	15%	18%	14%	20%	15%
Much later than 9pm	167	119	41	47	100	167	**	119	137	145	22	167	**	62	90	59	84	35	98
	9%	8%	16%	9%	9%	9%	**	8%	8%	8%	18%	9%	**	19%	7%	13%	7%	19%	7%
			a								abc			b		b		b	
Don't know	75	60	12	15	34	75	**	51	51	58	17	75	**	4	39	9	31	2	38
	4%	4%	5%	3%	3%	4%	**	3%	3%	3%	14%	4%	**	1%	3%	2%	3%	1%	3%
											abc								
SUMMARY																			
TOTAL EARLIER THAN 9PM	304	235	68	87	183	304	**	267	280	292	12	304	**	71	212	90	178	39	237
	17%	15%	26%	17%	16%	17%	**	18%	17%	17%	10%	17%	**	21%	16%	20%	16%	21%	17%
			a																
TOTAL ABOUT 9PM	1007	912	89	279	657	1007	**	825	928	956	50	1007	**	136	796	210	675	71	838
	55%	58%	34%	54%	58%	55%	**	55%	56%	56%	41%	55%	**	40%	60%	47%	60%	39%	59%
			b					d	d	d					a		a		a

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 45

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QE4. Programmes that are not suitable for children may only be shown on TV channels after 9pm – usually known as the 9 o'clock watershed. Programmes shown later than 9pm may not be suitable for children as they may contain strong language, scenes of a sexual nature, or violent scenes. When do you think TV channels should be allowed to start broadcasting programmes that contain adult themes and may not be suitable for those under the age of 18? (SINGLE CODE)

Base : Those aged 18 or over who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1861	1619	223	509	1181	1861	-	1529	1687	1754	107	1861	-	333	1366	457	1154	186	1467
Effective Weighted Sample	1544	1340	192	417	986	1544	-	1258	1396	1451	94	1544	-	284	1125	376	958	155	1213
Total	1840	1562	260	515	1142	1840	-	1487	1647	1719	122	1840	-	336	1330	450	1131	183	1428
TOTAL LATER THAN 9PM	455	354	91	134	267	455	**	344	389	412	43	455	**	124	283	142	247	71	315
	25%	23%	35%	26%	23%	25%	**	23%	24%	24%	35%	25%	**	37%	21%	31%	22%	39%	22%
			a								a			b		b		b	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 46

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF1. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television that you found to be offensive? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Yes	336	22	47	43	44	61	59	60	194	133	292	25	11	7	188	146	84	251
	18%	10%	17%	16%	15%	20%	25%	27%	20%	16%	19%	16%	13%	14%	21%	16%	18%	18%
							acd	acd							b			
No	1338	163	214	213	220	222	160	147	715	603	1103	120	75	41	631	695	340	995
	72%	74%	75%	77%	73%	72%	67%	65%	72%	73%	71%	75%	82%	79%	71%	74%	73%	72%
													a					
Don't know	175	35	22	20	36	27	18	17	81	88	151	15	5	3	75	93	44	129
	9%	16%	8%	7%	12%	9%	8%	8%	8%	11%	10%	9%	6%	7%	8%	10%	9%	9%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 46

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF1. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television that you found to be offensive? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Yes	336	267	61	113	189	336	**	262	309	316	20	336	**	336	-	187	107	104	190
	18%	17%	23%	22%	16%	18%	**	17%	19%	18%	16%	18%	**	100%	-%	42%	9%	57%	13%
														b		b		b	
No	1338	1152	181	358	871	1338	**	1098	1190	1249	89	1338	**	-	1338	232	971	61	1142
	72%	74%	69%	69%	76%	72%	**	73%	72%	72%	74%	72%	**	-%	100%	51%	85%	33%	80%
					a										a		a		a
Don't know	175	147	22	46	87	175	**	136	155	162	12	175	**	-	-	32	62	18	102
	9%	9%	8%	9%	8%	9%	**	9%	9%	9%	10%	9%	**	-%	-%	7%	5%	10%	7%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 47

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF2. What type of programme showed something that offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	333	11	58	40	42	63	78	41	183	144	251	30	26	26	187	144	83	249
Effective Weighted Sample	284	11	54	36	36	57	73	38	154	127	232	28	26	25	162	121	72	212
Total	336	22	47	43	44	61	59	60	194	133	292	25	11	7	188	146	84	251
Reality TV	107 32%	**	**	**	**	**	**	**	60 31%	42 32%	97 33%	**	**	**	58 31%	48 33%	**	75 30%
Film	95 28%	**	**	**	**	**	**	**	61 31%	32 24%	84 29%	**	**	**	51 27%	44 30%	**	66 26%
News or current affairs programme	81 24%	**	**	**	**	**	**	**	49 25%	29 22%	71 24%	**	**	**	55 29%	25 17%	**	65 26%
Soap or drama	74 22%	**	**	**	**	**	**	**	38 20%	32 24%	64 22%	**	**	**	39 21%	35 24%	**	61 24%
Comedy	50 15%	**	**	**	**	**	**	**	30 15%	17 12%	42 14%	**	**	**	25 14%	24 16%	**	43 17%
General entertainment	45 13%	**	**	**	**	**	**	**	26 14%	17 13%	40 14%	**	**	**	26 14%	19 13%	**	35 14%
Documentary	42 12%	**	**	**	**	**	**	**	22 11%	16 12%	39 13%	**	**	**	23 12%	19 13%	**	30 12%
Music video (on music channel or general channels)	40 12%	**	**	**	**	**	**	**	20 10%	18 14%	36 12%	**	**	**	26 14%	14 10%	**	26 10%
Game/ quiz show	22 6%	**	**	**	**	**	**	**	12 6%	8 6%	18 6%	**	**	**	11 6%	11 7%	**	16 7%
Children's TV	17 5%	**	**	**	**	**	**	**	6 3%	9 7%	16 5%	**	**	**	9 5%	8 5%	**	5 2%
Talent show	16 5%	**	**	**	**	**	**	**	4 2%	9 7%	14 5%	**	**	**	10 5%	6 4%	**	11 4%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF2. What type of programme showed something that offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	333	11	58	40	42	63	78	41	183	144	251	30	26	26	187	144	83	249
Effective Weighted Sample	284	11	54	36	36	57	73	38	154	127	232	28	26	25	162	121	72	212
Total	336	22	47	43	44	61	59	60	194	133	292	25	11	7	188	146	84	251
Religious programming	15	**	**	**	**	**	**	**	8	7	12	**	**	**	9	5	**	10
	4%	**	**	**	**	**	**	**	4%	5%	4%	**	**	**	5%	4%	**	4%
Sports	12	**	**	**	**	**	**	**	7	5	11	**	**	**	8	4	**	8
	4%	**	**	**	**	**	**	**	4%	4%	4%	**	**	**	4%	3%	**	3%
Other types of programme	11	**	**	**	**	**	**	**	6	5	11	**	**	**	8	3	**	10
	3%	**	**	**	**	**	**	**	3%	4%	4%	**	**	**	5%	2%	**	4%
Don't know	7	**	**	**	**	**	**	**	4	4	6	**	**	**	5	3	**	5
	2%	**	**	**	**	**	**	**	2%	3%	2%	**	**	**	3%	2%	**	2%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 47

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF2. What type of programme showed something that offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	*b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	333	270	56	106	197	333	-	263	308	316	17	333	-	333	-	187	106	98	199
Effective Weighted Sample	284	228	49	90	168	284	-	224	263	270	15	284	-	284	-	158	91	85	168
Total	336	267	61	113	189	336	-	262	309	316	20	336	-	336	-	187	107	104	190
Reality TV	107	80	**	37	61	107	**	83	96	100	**	107	**	107	**	65	30	**	47
	32%	30%	**	32%	32%	32%	**	32%	31%	32%	**	32%	**	32%	**	35%	28%	**	25%
Film	95	69	**	36	47	95	**	76	89	92	**	95	**	95	**	56	28	**	41
	28%	26%	**	32%	25%	28%	**	29%	29%	29%	**	28%	**	28%	**	30%	26%	**	22%
News or current affairs programme	81	70	**	29	46	81	**	62	76	76	**	81	**	81	**	42	34	**	55
	24%	26%	**	25%	25%	24%	**	24%	25%	24%	**	24%	**	24%	**	22%	32%	**	29%
Soap or drama	74	63	**	20	53	74	**	53	69	70	**	74	**	74	**	48	19	**	33
	22%	24%	**	18%	28%	22%	**	20%	22%	22%	**	22%	**	22%	**	26%	18%	**	17%
Comedy	50	37	**	18	23	50	**	37	42	43	**	50	**	50	**	28	12	**	22
	15%	14%	**	16%	12%	15%	**	14%	13%	14%	**	15%	**	15%	**	15%	11%	**	11%
General entertainment	45	36	**	17	24	45	**	31	39	40	**	45	**	45	**	28	9	**	23
	13%	13%	**	15%	13%	13%	**	12%	13%	13%	**	13%	**	13%	**	15%	8%	**	12%
Documentary	42	30	**	12	28	42	**	37	39	40	**	42	**	42	**	28	11	**	20
	12%	11%	**	11%	15%	12%	**	14%	12%	13%	**	12%	**	12%	**	15%	10%	**	11%
Music video (on music channel or general channels)	40	21	**	11	25	40	**	36	38	38	**	40	**	40	**	29	8	**	18
	12%	8%	**	10%	13%	12%	**	14%	12%	12%	**	12%	**	12%	**	15%	8%	**	9%
Game/ quiz show	22	16	**	5	16	22	**	16	18	19	**	22	**	22	**	14	5	**	11
	6%	6%	**	4%	8%	6%	**	6%	6%	6%	**	6%	**	6%	**	8%	5%	**	6%
Children's TV	17	5	**	6	7	17	**	14	15	15	**	17	**	17	**	12	5	**	4
	5%	2%	**	5%	4%	5%	**	5%	5%	5%	**	5%	**	5%	**	7%	4%	**	2%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF2. What type of programme showed something that offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	*b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	333	270	56	106	197	333	-	263	308	316	17	333	-	333	-	187	106	98	199
Effective Weighted Sample	284	228	49	90	168	284	-	224	263	270	15	284	-	284	-	158	91	85	168
Total	336	267	61	113	189	336	-	262	309	316	20	336	-	336	-	187	107	104	190
Talent show	16	10	**	6	8	16	**	10	14	14	**	16	**	16	**	10	4	**	8
	5%	4%	**	5%	4%	5%	**	4%	4%	4%	**	5%	**	5%	**	5%	4%	**	4%
Religious programming	15	9	**	9	5	15	**	14	13	15	**	15	**	15	**	6	7	**	7
	4%	3%	**	8%	3%	4%	**	5%	4%	5%	**	4%	**	4%	**	3%	7%	**	4%
Sports	12	9	**	5	7	12	**	12	10	12	**	12	**	12	**	8	3	**	5
	4%	3%	**	4%	4%	4%	**	5%	3%	4%	**	4%	**	4%	**	4%	3%	**	2%
Other types of programme	11	9	**	3	9	11	**	8	11	11	**	11	**	11	**	4	7	**	11
	3%	4%	**	3%	5%	3%	**	3%	3%	4%	**	3%	**	3%	**	2%	6%	**	6%
Don't know	7	7	**	4	3	7	**	2	4	4	**	7	**	7	**	4	3	**	3
	2%	3%	**	3%	1%	2%	**	1%	1%	1%	**	2%	**	2%	**	2%	3%	**	2%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF3. What kind of things in the programme offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	333	11	58	40	42	63	78	41	183	144	251	30	26	26	187	144	83	249
Effective Weighted Sample	284	11	54	36	36	57	73	38	154	127	232	28	26	25	162	121	72	212
Total	336	22	47	43	44	61	59	60	194	133	292	25	11	7	188	146	84	251
Sex/ explicit content	98 29%	**	**	**	**	**	**	**	57 29%	40 30%	79 27%	**	**	**	50 27%	48 33%	**	71 28%
Swearing/ bad/ hurtful words	77 23%	**	**	**	**	**	**	**	42 22%	31 23%	66 23%	**	**	**	42 22%	35 24%	**	62 25%
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	69 21%	**	**	**	**	**	**	**	39 20%	27 20%	60 21%	**	**	**	46 24%	23 16%	**	52 21%
Abuse/ violence/ sexual violence/ gore	64 19%	**	**	**	**	**	**	**	37 19%	25 18%	60 20%	**	**	**	22 12%	42 29% a	**	57 23%
Misinformation/ bias/ poor journalism	42 12%	**	**	**	**	**	**	**	28 14%	13 10%	38 13%	**	**	**	31 16%	10 7%	**	33 13%
Reality TV	25 8%	**	**	**	**	**	**	**	18 9%	6 5%	22 7%	**	**	**	12 6%	14 9%	**	15 6%
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	22 6%	**	**	**	**	**	**	**	12 6%	8 6%	18 6%	**	**	**	15 8%	6 4%	**	20 8%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF3. What kind of things in the programme offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	333	11	58	40	42	63	78	41	183	144	251	30	26	26	187	144	83	249
Effective Weighted Sample	284	11	54	36	36	57	73	38	154	127	232	28	26	25	162	121	72	212
Total	336	22	47	43	44	61	59	60	194	133	292	25	11	7	188	146	84	251
Unrealistic expectations/ influencing behaviours/ attitudes	18 5%	**	**	**	**	**	**	**	13 6%	5 4%	15 5%	**	**	**	13 7%	5 3%	**	12 5%
Specific mention of TV programme/ channel	14 4%	**	**	**	**	**	**	**	7 4%	7 5%	11 4%	**	**	**	5 3%	9 6%	**	10 4%
Sexism/ homophobia/ transphobia	13 4%	**	**	**	**	**	**	**	9 5%	4 3%	9 3%	**	**	**	5 3%	9 6%	**	8 3%
Racism	13 4%	**	**	**	**	**	**	**	8 4%	5 4%	11 4%	**	**	**	8 4%	5 3%	**	10 4%
Concerns about unsuitable content for children	11 3%	**	**	**	**	**	**	**	8 4%	3 2%	8 3%	**	**	**	8 4%	2 1%	**	8 3%
Smoking/ drugs/ alcohol	9 3%	**	**	**	**	**	**	**	4 2%	5 3%	7 2%	**	**	**	7 4%	2 1%	**	8 3%
Religious arguments	5 2%	**	**	**	**	**	**	**	5 3%	- -%	5 2%	**	**	**	4 2%	1 1%	**	5 2%
Poor impression of advertising	5 2%	**	**	**	**	**	**	**	- -%	5 4%	5 2%	**	**	**	2 1%	3 2%	**	2 1%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 48

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF3. What kind of things in the programme offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	*b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	333	270	56	106	197	333	-	263	308	316	17	333	-	333	-	187	106	98	199
Effective Weighted Sample	284	228	49	90	168	284	-	224	263	270	15	284	-	284	-	158	91	85	168
Total	336	267	61	113	189	336	-	262	309	316	20	336	-	336	-	187	107	104	190
Sex/ explicit content	98	77	**	29	59	98	**	76	94	94	**	98	**	98	**	62	26	**	50
	29%	29%	**	25%	32%	29%	**	29%	30%	30%	**	29%	**	29%	**	33%	24%	**	26%
Swearing/ bad/ hurtful words	77	66	**	24	48	77	**	43	64	65	**	77	**	77	**	42	16	**	30
	23%	25%	**	21%	25%	23%	**	17%	21%	21%	**	23%	**	23%	**	22%	15%	**	16%
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	69	51	**	23	39	69	**	57	66	67	**	69	**	69	**	35	29	**	47
	21%	19%	**	20%	20%	21%	**	22%	21%	21%	**	21%	**	21%	**	19%	27%	**	24%
Abuse/ violence/ sexual violence/ gore	64	54	**	23	36	64	**	49	56	59	**	64	**	64	**	45	14	**	28
	19%	20%	**	20%	19%	19%	**	19%	18%	19%	**	19%	**	19%	**	24%	13%	**	15%
Misinformation/ bias/ poor journalism	42	35	**	20	19	42	**	33	39	39	**	42	**	42	**	22	18	**	31
	12%	13%	**	18%	10%	12%	**	13%	12%	12%	**	12%	**	12%	**	12%	16%	**	16%
Reality TV	25	22	**	6	14	25	**	24	24	25	**	25	**	25	**	16	8	**	20
	8%	8%	**	5%	7%	8%	**	9%	8%	8%	**	8%	**	8%	**	8%	7%	**	10%
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	22	19	**	9	10	22	**	12	20	20	**	22	**	22	**	12	7	**	15
	6%	7%	**	8%	5%	6%	**	5%	6%	6%	**	6%	**	6%	**	7%	7%	**	8%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 48

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF3. What kind of things in the programme offended you? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	*b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	333	270	56	106	197	333	-	263	308	316	17	333	-	333	-	187	106	98	199
Effective Weighted Sample	284	228	49	90	168	284	-	224	263	270	15	284	-	284	-	158	91	85	168
Total	336	267	61	113	189	336	-	262	309	316	20	336	-	336	-	187	107	104	190
Unrealistic expectations/ behaviours/ attitudes	18 5%	18 7%	** **	8 7%	8 4%	18 5%	** **	12 4%	17 5%	17 5%	** **	18 5%	** **	18 5%	** **	13 7%	3 3%	** **	11 6%
Specific mention of TV programme/ channel	14 4%	10 4%	** **	5 5%	6 3%	14 4%	** **	14 5%	14 4%	14 4%	** **	14 4%	** **	14 4%	** **	7 4%	7 6%	** **	9 5%
Sexism/ homophobia/ transphobia	13 4%	9 3%	** **	4 3%	10 5%	13 4%	** **	12 5%	13 4%	13 4%	** **	13 4%	** **	13 4%	** **	7 4%	3 3%	** **	8 4%
Racism	13 4%	8 3%	** **	5 5%	6 3%	13 4%	** **	13 5%	13 4%	13 4%	** **	13 4%	** **	13 4%	** **	7 4%	3 3%	** **	9 5%
Concerns about unsuitable content for children	11 3%	5 2%	** **	3 3%	5 3%	11 3%	** **	9 3%	10 3%	10 3%	** **	11 3%	** **	11 3%	** **	6 3%	3 3%	** **	4 2%
Smoking/ drugs/ alcohol	9 3%	8 3%	** **	* *%	7 4%	9 3%	** **	6 2%	9 3%	9 3%	** **	9 3%	** **	9 3%	** **	4 2%	4 4%	** **	6 3%
Religious arguments	5 2%	5 2%	** **	2 1%	4 2%	5 2%	** **	2 1%	5 2%	5 2%	** **	5 2%	** **	5 2%	** **	4 2%	- -%	** **	2 1%
Poor impression of advertising	5 2%	3 1%	** **	3 3%	2 1%	5 2%	** **	5 2%	5 2%	5 2%	** **	5 2%	** **	5 2%	** **	4 2%	1 1%	** **	2 1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF4. What did you do when you were offended by what you saw? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	333	11	58	40	42	63	78	41	183	144	251	30	26	26	187	144	83	249
Effective Weighted Sample	284	11	54	36	36	57	73	38	154	127	232	28	26	25	162	121	72	212
Total	336	22	47	43	44	61	59	60	194	133	292	25	11	7	188	146	84	251
Stopped watching	170	**	**	**	**	**	**	**	104	64	149	**	**	**	90	77	**	124
	50%	**	**	**	**	**	**	**	53%	48%	51%	**	**	**	48%	53%	**	49%
Watched something else	132	**	**	**	**	**	**	**	76	52	113	**	**	**	80	51	**	99
	39%	**	**	**	**	**	**	**	39%	39%	39%	**	**	**	43%	35%	**	40%
Discussed it with other people	86	**	**	**	**	**	**	**	56	25	75	**	**	**	46	39	**	70
	26%	**	**	**	**	**	**	**	29%	19%	26%	**	**	**	25%	27%	**	28%
Continued watching/ did nothing	52	**	**	**	**	**	**	**	30	21	47	**	**	**	31	21	**	42
	16%	**	**	**	**	**	**	**	15%	16%	16%	**	**	**	17%	15%	**	17%
Complained to the broadcaster showing the programme (via letter/ phone/ email/ online)	25	**	**	**	**	**	**	**	20	5	25	**	**	**	16	8	**	9
	7%	**	**	**	**	**	**	**	10%	4%	8%	**	**	**	8%	6%	**	4%
Complained to the regulator (via letter/ phone/ email/ online)	10	**	**	**	**	**	**	**	5	5	9	**	**	**	5	4	**	4
	3%	**	**	**	**	**	**	**	2%	4%	3%	**	**	**	3%	2%	**	1%
Don't know	4	**	**	**	**	**	**	**	2	2	3	**	**	**	2	1	**	3
	1%	**	**	**	**	**	**	**	1%	1%	1%	**	**	**	1%	1%	**	1%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 49

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF4. What did you do when you were offended by what you saw? (MULTI CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	*b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	333	270	56	106	197	333	-	263	308	316	17	333	-	333	-	187	106	98	199
Effective Weighted Sample	284	228	49	90	168	284	-	224	263	270	15	284	-	284	-	158	91	85	168
Total	336	267	61	113	189	336	-	262	309	316	20	336	-	336	-	187	107	104	190
Stopped watching	170	133	**	56	95	170	**	135	158	163	**	170	**	170	**	92	58	**	99
	50%	50%	**	50%	50%	50%	**	51%	51%	52%	**	50%	**	50%	**	49%	54%	**	52%
Watched something else	132	92	**	32	83	132	**	97	118	123	**	132	**	132	**	80	34	**	70
	39%	34%	**	29%	44%	39%	**	37%	38%	39%	**	39%	**	39%	**	43%	32%	**	37%
Discussed it with other people	86	66	**	28	52	86	**	71	78	80	**	86	**	86	**	55	22	**	43
	26%	25%	**	25%	28%	26%	**	27%	25%	25%	**	26%	**	26%	**	29%	21%	**	22%
Continued watching/ did nothing	52	41	**	26	25	52	**	43	48	50	**	52	**	52	**	25	22	**	22
	16%	15%	**	23%	14%	16%	**	16%	16%	16%	**	16%	**	16%	**	13%	20%	**	12%
Complained to the broadcaster showing the programme (via letter/ phone/ email/ online)	25	21	**	11	14	25	**	25	25	25	**	25	**	25	**	18	7	**	8
	7%	8%	**	10%	7%	7%	**	10%	8%	8%	**	7%	**	7%	**	10%	7%	**	4%
Complained to the regulator (via letter/ phone/ email/ online)	10	5	**	4	4	10	**	8	10	10	**	10	**	10	**	6	3	**	5
	3%	2%	**	4%	2%	3%	**	3%	3%	3%	**	3%	**	3%	**	3%	3%	**	3%
Don't know	4	4	**	2	1	4	**	4	4	4	**	4	**	4	**	2	*	**	3
	1%	1%	**	2%	*%	1%	**	1%	1%	1%	**	1%	**	1%	**	1%	*%	**	1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF5. Which one of these statements best describes how you feel about the things which have offended you on TV in the last 12 months? (SINGLE CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	333	11	58	40	42	63	78	41	183	144	251	30	26	26	187	144	83	249
Effective Weighted Sample	284	11	54	36	36	57	73	38	154	127	232	28	26	25	162	121	72	212
Total	336	22	47	43	44	61	59	60	194	133	292	25	11	7	188	146	84	251
These things should not have been shown	113 34%	**	**	**	**	**	**	**	65 33%	46 34%	98 34%	**	**	**	67 36%	44 30%	**	79 32%
Although I was offended, I accept that others should be allowed to see these things	109 32%	**	**	**	**	**	**	**	67 34%	40 30%	98 33%	**	**	**	58 31%	51 35%	**	77 31%
I think that these things should only be shown when viewers are likely to expect them – for example after a clear warning to viewers, or late at night, or on a specific type of channel or programme	100 30%	**	**	**	**	**	**	**	57 29%	41 31%	83 28%	**	**	**	53 28%	46 32%	**	82 33%
Don't know	15 4%	**	**	**	**	**	**	**	6 3%	6 5%	14 5%	**	**	**	9 5%	6 4%	**	12 5%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 50

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF5. Which one of these statements best describes how you feel about the things which have offended you on TV in the last 12 months? (SINGLE CODE)

Base : Those who have personally seen anything on television they found to be offensive while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	*b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	333	270	56	106	197	333	-	263	308	316	17	333	-	333	-	187	106	98	199
Effective Weighted Sample	284	228	49	90	168	284	-	224	263	270	15	284	-	284	-	158	91	85	168
Total	336	267	61	113	189	336	-	262	309	316	20	336	-	336	-	187	107	104	190
These things should not have been shown	113	98	**	43	59	113	**	86	106	106	**	113	**	113	**	63	34	**	68
	34%	37%	**	38%	31%	34%	**	33%	34%	34%	**	34%	**	34%	**	33%	32%	**	36%
Although I was offended, I accept that others should be allowed to see these things	109	85	**	34	62	109	**	94	101	106	**	109	**	109	**	62	39	**	63
	32%	32%	**	30%	33%	32%	**	36%	33%	34%	**	32%	**	32%	**	33%	36%	**	33%
I think that these things should only be shown when viewers are likely to expect them – for example after a clear warning to viewers, or late at night, or on a specific type of channel or programme	100	73	**	29	61	100	**	72	91	92	**	100	**	100	**	59	28	**	49
	30%	27%	**	26%	32%	30%	**	27%	30%	29%	**	30%	**	30%	**	31%	26%	**	26%
Don't know	15	11	**	6	6	15	**	10	11	11	**	15	**	15	**	4	6	**	10
	4%	4%	**	5%	3%	4%	**	4%	3%	4%	**	4%	**	4%	**	2%	6%	**	5%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF6A. Do you think, in general, that there is too much, too little, or an acceptable amount of sex on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Too much	464	51	73	62	51	71	70	87	249	206	386	47	19	13	190	271	114	349
	25%	23%	26%	22%	17%	23%	29%	39%	25%	25%	25%	29%	20%	25%	21%	29%	24%	25%
							d	abcde								a		
Too little	145	29	31	25	26	19	6	8	76	63	120	11	8	4	94	45	55	89
	8%	13%	11%	9%	9%	6%	3%	4%	8%	8%	8%	7%	9%	8%	11%	5%	12%	6%
		fg	fg	f	f										b		b	
An acceptable amount	1022	90	155	169	174	189	140	106	562	451	853	85	54	30	515	507	259	761
	55%	41%	55%	61%	58%	61%	59%	47%	57%	55%	55%	53%	60%	57%	58%	54%	55%	55%
				ag	a	ag	a											
Don't know	218	50	25	20	50	30	21	23	102	104	187	16	10	5	94	112	39	175
	12%	23%	9%	7%	17%	10%	9%	10%	10%	13%	12%	10%	11%	10%	11%	12%	8%	13%
		bcefg			bcf													

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 51

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF6A. Do you think, in general, that there is too much, too little, or an acceptable amount of sex on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Too much	464	362	92	140	274	464	**	361	416	431	33	464	**	169	244	190	208	96	297
	25%	23%	35%	27%	24%	25%	**	24%	25%	25%	27%	25%	**	50%	18%	42%	18%	52%	21%
			a											b		b		b	
Too little	145	108	36	44	86	145	**	124	134	139	5	145	**	28	113	51	88	18	118
	8%	7%	14%	9%	7%	8%	**	8%	8%	8%	4%	8%	**	8%	8%	11%	8%	10%	8%
			a																
An acceptable amount	1022	918	101	261	682	1022	**	844	934	966	56	1022	**	119	844	184	724	67	867
	55%	59%	38%	51%	60%	55%	**	56%	56%	56%	46%	55%	**	36%	63%	41%	63%	36%	60%
		b		a										a		a		a	
Don't know	218	178	34	72	104	218	**	167	170	190	28	218	**	20	137	25	120	2	152
	12%	11%	13%	14%	9%	12%	**	11%	10%	11%	23%	12%	**	6%	10%	6%	11%	1%	11%
				b							abc					a		a	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 52

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF6B. Do you think, in general, that there is too much, too little, or an acceptable amount of violence on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Too much	661	57	78	62	87	115	115	147	360	287	553	59	29	19	274	382	129	531
	36%	26%	28%	22%	29%	37%	49%	66%	36%	35%	36%	37%	32%	37%	31%	41%	27%	39%
						bc	abcde	abcdef								a		a
Too little	108	26	27	21	21	10	1	1	51	52	93	8	4	3	68	36	52	56
	6%	12%	9%	8%	7%	3%	1%	1%	5%	6%	6%	5%	4%	5%	8%	4%	11%	4%
		efg	efg	fg	fg										b		b	
An acceptable amount	934	106	160	172	164	160	109	63	517	410	777	78	51	28	483	449	259	674
	51%	48%	56%	62%	55%	52%	46%	28%	52%	50%	50%	49%	56%	53%	54%	48%	55%	49%
		g	g	fg	g	g	g											
Don't know	146	31	18	21	29	24	11	12	62	75	123	14	7	3	70	68	29	113
	8%	14%	7%	8%	10%	8%	4%	6%	6%	9%	8%	9%	8%	5%	8%	7%	6%	8%
		f																

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 52

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF6B. Do you think, in general, that there is too much, too little, or an acceptable amount of violence on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Too much	661	559	88	203	391	661	**	480	578	600	60	661	**	208	385	265	302	110	444
	36%	36%	34%	39%	34%	36%	**	32%	35%	35%	50%	36%	**	62%	29%	59%	26%	60%	31%
											abc			b		b		b	
Too little	108	75	33	33	61	108	**	100	102	103	4	108	**	28	72	39	61	20	78
	6%	5%	13%	6%	5%	6%	**	7%	6%	6%	4%	6%	**	8%	5%	9%	5%	11%	5%
			a															b	
An acceptable amount	934	814	117	244	613	934	**	796	859	894	40	934	**	85	795	131	703	49	815
	51%	52%	44%	47%	53%	51%	**	53%	52%	52%	33%	51%	**	25%	59%	29%	62%	27%	57%
								d	d	d				a		a		a	
Don't know	146	118	25	38	81	146	**	120	115	130	17	146	**	14	86	15	74	4	98
	8%	8%	10%	7%	7%	8%	**	8%	7%	8%	14%	8%	**	4%	6%	3%	7%	2%	7%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 53

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF6C. Do you think, in general, that there is too much, too little, or an acceptable amount of swearing on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Too much	560	36	52	59	63	105	109	135	293	254	474	40	29	18	253	305	110	449
	30%	16%	18%	21%	21%	34%	46%	60%	30%	31%	31%	25%	32%	35%	28%	33%	24%	33%
						abcd	abcde	abcdef										a
Too little	125	22	34	25	27	13	2	3	66	52	103	11	8	3	82	40	42	82
	7%	10%	12%	9%	9%	4%	1%	1%	7%	6%	7%	7%	8%	6%	9%	4%	9%	6%
		fg	efg	fg	fg	f									b			
An acceptable amount	1040	136	180	181	182	173	116	72	575	461	869	95	49	28	499	534	291	748
	56%	62%	64%	65%	61%	56%	49%	32%	58%	56%	56%	59%	54%	54%	56%	57%	62%	54%
		g	fg	fg	fg	g	g								b			
Don't know	123	26	17	13	27	18	9	13	57	58	100	15	5	3	60	54	25	95
	7%	12%	6%	5%	9%	6%	4%	6%	6%	7%	6%	9%	6%	6%	7%	6%	5%	7%
		f																

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 53

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF6C. Do you think, in general, that there is too much, too little, or an acceptable amount of swearing on television? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Too much	560 30%	468 30%	86 32%	162 31%	343 30%	560 30%	** **	396 26%	491 30%	508 29%	52 43%	560 30%	** **	184 55%	311 23%	214 47%	261 23%	94 51%	376 26%
											abc			b		b		b	
Too little	125 7%	94 6%	31 12%	47 9%	68 6%	125 7%	** **	110 7%	115 7%	118 7%	7 6%	125 7%	** **	25 7%	95 7%	32 7%	83 7%	16 9%	97 7%
An acceptable amount	1040 56%	912 58%	120 46%	273 53%	670 59%	1040 56%	** **	894 60%	950 57%	993 57%	48 39%	1040 56%	** **	118 35%	865 65%	186 41%	747 66%	68 37%	883 62%
			a					d	d	d				a		a		a	
Don't know	123 7%	94 6%	26 10%	35 7%	64 6%	123 7%	** **	96 6%	98 6%	108 6%	15 12%	123 7%	** **	10 3%	66 5%	19 4%	50 4%	5 3%	78 5%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 54

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF7. Which one of these statements do you agree with most about programmes which show scenes which some people might find particularly violent? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Particularly violent programmes should be available on any channel after 9pm	956	103	156	146	164	174	122	92	511	432	796	86	49	25	478	473	230	723
	52%	47%	55%	53%	55%	56%	51%	41%	52%	52%	51%	54%	54%	48%	53%	51%	49%	53%
			g			g												
Particularly violent programmes should only be allowed, on paid-for TV services which restrict access to viewers aged over 18	493	70	91	78	74	72	57	50	282	202	414	41	23	14	233	252	158	335
	27%	32%	32%	28%	25%	23%	24%	22%	29%	24%	27%	26%	26%	28%	26%	27%	34%	24%
																		b
Particularly violent programmes should never be shown on television	238	10	17	33	30	37	44	67	130	102	202	17	12	8	108	128	40	195
	13%	5%	6%	12%	10%	12%	18%	30%	13%	12%	13%	10%	13%	15%	12%	14%	9%	14%
						b	abd	abcdef										a
Don't know	162	36	19	20	32	26	14	15	66	89	134	16	7	5	75	82	39	121
	9%	16%	7%	7%	11%	8%	6%	7%	7%	11%	9%	10%	8%	9%	8%	9%	8%	9%
		bcf								a								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 54

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF7. Which one of these statements do you agree with most about programmes which show scenes which some people might find particularly violent? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Particularly violent programmes should be available on any channel after 9pm	956	838	114	271	616	956	**	796	868	906	50	956	**	148	755	164	682	81	783
	52%	54%	43%	52%	54%	52%	**	53%	52%	52%	41%	52%	**	44%	56%	36%	60%	44%	55%
		b													a		a		
Particularly violent programmes should only be allowed, on paid-for TV services which restrict access to viewers aged over 18	493	386	102	144	306	493	**	427	455	474	19	493	**	112	342	186	256	71	383
	27%	25%	39%	28%	27%	27%	**	29%	28%	27%	16%	27%	**	33%	26%	41%	22%	39%	27%
			a					d						b		b		b	
Particularly violent programmes should never be shown on television	238	208	24	61	150	238	**	149	200	207	31	238	**	63	150	81	121	26	161
	13%	13%	9%	12%	13%	13%	**	10%	12%	12%	25%	13%	**	19%	11%	18%	11%	14%	11%
											abc			b		b			
Don't know	162	134	24	42	74	162	**	124	131	141	21	162	**	12	92	19	81	5	107
	9%	9%	9%	8%	6%	9%	**	8%	8%	8%	18%	9%	**	4%	7%	4%	7%	3%	7%
											abc								

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 55

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF8. Which one of these statements do you agree with most about programmes which show scenes of sexual violence? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Programmes showing sexual violence should be available on any channel after 9pm	798	83	142	144	133	149	90	56	445	345	667	66	42	23	397	397	212	586
	43%	38%	50%	52%	44%	48%	38%	25%	45%	42%	43%	41%	46%	44%	44%	42%	45%	43%
			fg	fg	g	g	g											
Programmes showing sexual violence should only be allowed on paid-for TV services which restrict access to viewers aged over 18	453	58	91	78	77	62	50	37	234	215	376	42	21	14	235	211	155	298
	24%	26%	32%	28%	26%	20%	21%	17%	24%	26%	24%	26%	23%	27%	26%	23%	33%	22%
			efg														b	
Programmes showing sexual violence should never be shown on television	455	47	33	36	58	79	85	119	258	183	387	37	21	11	199	251	68	384
	25%	21%	12%	13%	19%	25%	36%	53%	26%	22%	25%	23%	23%	21%	22%	27%	15%	28%
						bc	abcde	abcdef										a
Don't know	143	31	18	19	32	19	12	13	53	82	117	15	7	4	63	76	33	107
	8%	14%	6%	7%	11%	6%	5%	6%	5%	10%	8%	9%	8%	8%	7%	8%	7%	8%
		bef								a								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 55

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF8. Which one of these statements do you agree with most about programmes which show scenes of sexual violence? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Programmes showing sexual violence should be available on any channel after 9pm	798	710	84	234	510	798	**	672	726	761	37	798	**	103	654	130	587	58	667
	43%	45%	32%	45%	44%	43%	**	45%	44%	44%	30%	43%	**	31%	49%	29%	51%	32%	46%
		b						d		d					a		a		a
Programmes showing sexual violence should only be allowed on paid-for TV services which restrict access to viewers aged over 18	453	347	102	120	290	453	**	406	419	438	15	453	**	102	319	151	256	53	368
	24%	22%	39%	23%	25%	24%	**	27%	25%	25%	12%	24%	**	30%	24%	34%	22%	29%	26%
			a					d	d	d						b			
Programmes showing sexual violence should never be shown on television	455	394	53	129	282	455	**	305	390	402	53	455	**	120	280	150	231	64	304
	25%	25%	20%	25%	25%	25%	**	20%	24%	23%	44%	25%	**	36%	21%	33%	20%	35%	21%
										abc				b		b		b	
Don't know	143	115	24	35	64	143	**	113	118	126	17	143	**	11	85	19	65	8	95
	8%	7%	9%	7%	6%	8%	**	8%	7%	7%	14%	8%	**	3%	6%	4%	6%	4%	7%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 56

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF9. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television which you thought was harmful or damaging either to you, other adults, or children? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Yes – harmful to me	129	20	32	16	13	18	15	16	74	51	111	9	5	4	60	68	41	87
	7%	9%	11%	6%	4%	6%	6%	7%	8%	6%	7%	6%	5%	7%	7%	7%	9%	6%
Yes – harmful to other adults	219	23	38	33	22	32	32	41	129	86	180	24	9	6	116	103	49	169
	12%	10%	13%	12%	7%	10%	14%	18%	13%	10%	12%	15%	10%	11%	13%	11%	10%	12%
Yes – harmful to children	311	32	50	44	47	45	43	50	186	118	259	27	16	9	163	145	92	218
	17%	15%	18%	16%	16%	15%	18%	22%	19%	14%	17%	17%	18%	18%	18%	16%	20%	16%
SUMMARY																		
ANYTHING HARMFUL	450	53	81	63	62	60	62	70	261	184	377	39	21	13	232	215	127	322
	24%	24%	29%	23%	21%	19%	26%	31%	26%	22%	24%	24%	23%	26%	26%	23%	27%	23%
			e					e										
No	1140	134	175	182	191	199	141	119	613	508	946	104	59	32	554	574	285	851
	62%	61%	62%	66%	64%	64%	60%	53%	62%	62%	61%	65%	64%	61%	62%	61%	61%	62%
Don't know	259	33	27	32	48	50	33	36	116	133	223	17	11	7	108	145	56	200
	14%	15%	10%	12%	16%	16%	14%	16%	12%	16%	14%	11%	13%	13%	12%	16%	12%	15%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 56

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF9. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you personally seen anything on television which you thought was harmful or damaging either to you, other adults, or children? (MULTI CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Yes – harmful to me	129	93	35	58	62	129	**	115	123	125	3	129	**	69	53	129	-	39	77
	7%	6%	13%	11%	5%	7%	**	8%	7%	7%	3%	7%	**	20%	4%	29%	-%	22%	5%
			a	b										b		b		b	
Yes – harmful to other adults	219	181	36	67	132	219	**	175	198	206	13	219	**	104	100	219	-	74	118
	12%	12%	14%	13%	12%	12%	**	12%	12%	12%	11%	12%	**	31%	8%	49%	-%	40%	8%
														b		b		b	
Yes – harmful to children	311	255	52	95	183	311	**	251	284	291	19	311	**	126	161	311	-	88	185
	17%	16%	20%	18%	16%	17%	**	17%	17%	17%	16%	17%	**	37%	12%	69%	-%	48%	13%
														b		b		b	
SUMMARY																			
ANYTHING HARMFUL	450	366	80	151	257	450	**	370	412	426	24	450	**	187	232	450	-	123	278
	24%	23%	31%	29%	22%	24%	**	25%	25%	25%	20%	24%	**	56%	17%	100%	-%	67%	19%
			b											b		b		b	
No	1140	974	156	301	734	1140	**	929	1022	1069	71	1140	**	107	971	-	1140	46	986
	62%	62%	59%	58%	64%	62%	**	62%	62%	62%	59%	62%	**	32%	73%	-%	100%	25%	69%
														a		a		a	
Don't know	259	227	27	66	155	259	**	197	219	233	26	259	**	42	136	-	-	14	171
	14%	14%	10%	13%	14%	14%	**	13%	13%	13%	21%	14%	**	12%	10%	-%	-%	8%	12%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 57

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF10. What type of programme showed something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	457	29	98	63	63	68	88	48	260	192	317	45	49	46	241	213	127	329
Effective Weighted Sample	376	27	93	52	53	60	80	45	208	165	290	41	49	43	205	170	107	268
Total	450	53	81	63	62	60	62	70	261	184	377	39	21	13	232	215	127	322
Film	174 39%	** **	** **	** **	** **	** **	** **	** **	104 40%	66 36%	145 38%	** **	** **	** **	94 40%	80 37%	52 41%	121 37%
Reality TV	145 32%	** **	** **	** **	** **	** **	** **	** **	91 35%	50 27%	116 31%	** **	** **	** **	69 30%	75 35%	40 32%	105 32%
Soap or drama	139 31%	** **	** **	** **	** **	** **	** **	** **	70 27%	66 36%	112 30%	** **	** **	** **	60 26%	78 36%	20 16%	119 37% a
Documentary	124 28%	** **	** **	** **	** **	** **	** **	** **	72 28%	49 27%	105 28%	** **	** **	** **	60 26%	63 30%	31 24%	93 29%
News or current affairs programme	120 27%	** **	** **	** **	** **	** **	** **	** **	76 29%	42 23%	98 26%	** **	** **	** **	63 27%	56 26%	23 18%	97 30%
General entertainment	62 14%	** **	** **	** **	** **	** **	** **	** **	42 16%	18 10%	51 14%	** **	** **	** **	33 14%	29 14%	19 15%	43 13%
Music video (on music channel or general channels)	55 12%	** **	** **	** **	** **	** **	** **	** **	33 13%	21 11%	45 12%	** **	** **	** **	32 14%	22 10%	22 18%	33 10%
Comedy	35 8%	** **	** **	** **	** **	** **	** **	** **	16 6%	15 8%	29 8%	** **	** **	** **	17 7%	17 8%	10 8%	25 8%
Religious programming	33 7%	** **	** **	** **	** **	** **	** **	** **	17 6%	16 8%	28 7%	** **	** **	** **	19 8%	15 7%	15 12%	18 6%
Sports	30 7%	** **	** **	** **	** **	** **	** **	** **	16 6%	12 7%	24 6%	** **	** **	** **	19 8%	11 5%	9 7%	21 7%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF10. What type of programme showed something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	457	29	98	63	63	68	88	48	260	192	317	45	49	46	241	213	127	329
Effective Weighted Sample	376	27	93	52	53	60	80	45	208	165	290	41	49	43	205	170	107	268
Total	450	53	81	63	62	60	62	70	261	184	377	39	21	13	232	215	127	322
Game/ quiz show	24	**	**	**	**	**	**	**	12	10	19	**	**	**	14	9	9	15
	5%	**	**	**	**	**	**	**	4%	6%	5%	**	**	**	6%	4%	7%	5%
Talent show	23	**	**	**	**	**	**	**	9	12	20	**	**	**	13	10	8	15
	5%	**	**	**	**	**	**	**	3%	7%	5%	**	**	**	6%	5%	6%	5%
Children's TV	20	**	**	**	**	**	**	**	5	13	17	**	**	**	12	9	12	8
	5%	**	**	**	**	**	**	**	2%	7%	5%	**	**	**	5%	4%	10%	3%
																	b	
Other types of programme	8	**	**	**	**	**	**	**	4	4	8	**	**	**	6	2	1	7
	2%	**	**	**	**	**	**	**	2%	2%	2%	**	**	**	3%	1%	1%	2%
Don't know	19	**	**	**	**	**	**	**	11	8	18	**	**	**	14	5	3	15
	4%	**	**	**	**	**	**	**	4%	4%	5%	**	**	**	6%	2%	3%	5%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 57

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF10. What type of programme showed something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	*b	a	b
Significance Level: 99%																			
Unweighted total	457	378	75	143	274	457	-	380	424	437	20	457	-	187	239	457	-	125	287
Effective Weighted Sample	376	306	65	117	226	376	-	311	346	358	18	376	-	158	192	376	-	104	232
Total	450	366	80	151	257	450	-	370	412	426	24	450	-	187	232	450	-	123	278
Film	174	145	**	53	109	174	**	143	161	166	**	174	**	72	89	174	**	56	96
	39%	40%	**	35%	42%	39%	**	39%	39%	39%	**	39%	**	38%	38%	39%	**	46%	35%
Reality TV	145	114	**	55	80	145	**	121	135	136	**	145	**	64	69	145	**	51	72
	32%	31%	**	36%	31%	32%	**	33%	33%	32%	**	32%	**	34%	30%	32%	**	42%	26%
																		b	
Soap or drama	139	126	**	45	88	139	**	107	124	127	**	139	**	56	69	139	**	42	75
	31%	34%	**	30%	34%	31%	**	29%	30%	30%	**	31%	**	30%	30%	31%	**	34%	27%
Documentary	124	103	**	32	84	124	**	103	114	119	**	124	**	53	66	124	**	37	76
	28%	28%	**	21%	33%	28%	**	28%	28%	28%	**	28%	**	28%	28%	28%	**	30%	27%
News or current affairs programme	120	105	**	47	69	120	**	99	109	114	**	120	**	49	65	120	**	31	75
	27%	29%	**	31%	27%	27%	**	27%	26%	27%	**	27%	**	26%	28%	27%	**	25%	27%
General entertainment	62	46	**	19	37	62	**	48	56	58	**	62	**	42	17	62	**	30	25
	14%	13%	**	12%	14%	14%	**	13%	14%	14%	**	14%	**	22%	7%	14%	**	24%	9%
														b				b	
Music video (on music channel or general channels)	55	37	**	18	32	55	**	50	53	53	**	55	**	24	31	55	**	22	30
	12%	10%	**	12%	12%	12%	**	13%	13%	13%	**	12%	**	13%	13%	12%	**	18%	11%
Comedy	35	23	**	16	14	35	**	29	32	33	**	35	**	21	13	35	**	18	12
	8%	6%	**	11%	6%	8%	**	8%	8%	8%	**	8%	**	11%	6%	8%	**	15%	4%
																		b	
Religious programming	33	22	**	16	17	33	**	31	29	32	**	33	**	13	18	33	**	11	19
	7%	6%	**	11%	7%	7%	**	9%	7%	8%	**	7%	**	7%	8%	7%	**	9%	7%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF10. What type of programme showed something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	*b	a	b
Significance Level: 99%																			
Unweighted total	457	378	75	143	274	457	-	380	424	437	20	457	-	187	239	457	-	125	287
Effective Weighted Sample	376	306	65	117	226	376	-	311	346	358	18	376	-	158	192	376	-	104	232
Total	450	366	80	151	257	450	-	370	412	426	24	450	-	187	232	450	-	123	278
Sports	30	19	**	10	19	30	**	25	25	26	**	30	**	8	21	30	**	11	13
	7%	5%	**	7%	7%	7%	**	7%	6%	6%	**	7%	**	4%	9%	7%	**	9%	5%
Game/ quiz show	24	12	**	6	14	24	**	17	18	19	**	24	**	9	15	24	**	4	14
	5%	3%	**	4%	5%	5%	**	5%	4%	4%	**	5%	**	5%	6%	5%	**	4%	5%
Talent show	23	14	**	10	11	23	**	19	21	21	**	23	**	11	12	23	**	9	12
	5%	4%	**	7%	4%	5%	**	5%	5%	5%	**	5%	**	6%	5%	5%	**	7%	4%
Children's TV	20	9	**	8	9	20	**	18	18	19	**	20	**	10	9	20	**	8	10
	5%	2%	**	5%	4%	5%	**	5%	4%	4%	**	5%	**	6%	4%	5%	**	6%	3%
Other types of programme	8	7	**	2	5	8	**	4	7	7	**	8	**	4	4	8	**	-	7
	2%	2%	**	1%	2%	2%	**	1%	2%	2%	**	2%	**	2%	2%	2%	**	-%	2%
Don't know	19	10	**	3	8	19	**	14	16	17	**	19	**	1	14	19	**	1	15
	4%	3%	**	2%	3%	4%	**	4%	4%	4%	**	4%	**	1%	6%	4%	**	1%	6%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF11. What kind of things in the programme were harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	457	29	98	63	63	68	88	48	260	192	317	45	49	46	241	213	127	329
Effective Weighted Sample	376	27	93	52	53	60	80	45	208	165	290	41	49	43	205	170	107	268
Total	450	53	81	63	62	60	62	70	261	184	377	39	21	13	232	215	127	322
Abuse/ violence/ sexual violence/ gore	264 59%	**	**	**	**	**	**	**	146 56%	113 61%	221 59%	**	**	**	126 54%	136 63%	50 40%	214 66%
Sex/ explicit content	81 18%	**	**	**	**	**	**	**	47 18%	31 17%	70 19%	**	**	**	42 18%	39 18%	37 29%	43 13%
Swearing/ bad/ hurtful words	63 14%	**	**	**	**	**	**	**	33 13%	27 15%	54 14%	**	**	**	32 14%	30 14%	20 16%	43 13%
Unrealistic expectations/ influencing behaviours/ attitudes	53 12%	**	**	**	**	**	**	**	31 12%	20 11%	49 13%	**	**	**	28 12%	24 11%	17 13%	36 11%
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	42 9%	**	**	**	**	**	**	**	24 9%	18 10%	38 10%	**	**	**	26 11%	15 7%	8 6%	34 11%
Concerns about unsuitable content for children	40 9%	**	**	**	**	**	**	**	25 10%	15 8%	36 10%	**	**	**	20 9%	19 9%	19 15%	21 6%
Mental health/ Body image/ Bullying	39 9%	**	**	**	**	**	**	**	29 11%	8 4%	28 7%	**	**	**	11 5%	28 13%	9 7%	31 9%

* indicates a low base size (less than 100)
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF11. What kind of things in the programme were harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	457	29	98	63	63	68	88	48	260	192	317	45	49	46	241	213	127	329
Effective Weighted Sample	376	27	93	52	53	60	80	45	208	165	290	41	49	43	205	170	107	268
Total	450	53	81	63	62	60	62	70	261	184	377	39	21	13	232	215	127	322
Smoking/ drugs/ alcohol	27	**	**	**	**	**	**	**	15	12	21	**	**	**	14	12	7	20
	6%	**	**	**	**	**	**	**	6%	7%	5%	**	**	**	6%	6%	5%	6%
Reality TV	16	**	**	**	**	**	**	**	12	4	13	**	**	**	7	9	4	11
	4%	**	**	**	**	**	**	**	5%	2%	3%	**	**	**	3%	4%	4%	4%
Sexism/ homophobia/ transphobia	15	**	**	**	**	**	**	**	10	5	14	**	**	**	9	6	5	10
	3%	**	**	**	**	**	**	**	4%	3%	4%	**	**	**	4%	3%	4%	3%
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	14	**	**	**	**	**	**	**	6	7	11	**	**	**	12	2	6	8
	3%	**	**	**	**	**	**	**	2%	4%	3%	**	**	**	5%	1%	5%	2%
Misinformation/ bias/ poor journalism	13	**	**	**	**	**	**	**	8	4	12	**	**	**	9	4	4	9
	3%	**	**	**	**	**	**	**	3%	2%	3%	**	**	**	4%	2%	3%	3%
Specific mention of TV programme/ channel	12	**	**	**	**	**	**	**	5	7	11	**	**	**	6	6	2	11
	3%	**	**	**	**	**	**	**	2%	4%	3%	**	**	**	3%	3%	1%	3%
Poor impression of advertising	11	**	**	**	**	**	**	**	7	4	10	**	**	**	9	3	1	10
	3%	**	**	**	**	**	**	**	3%	2%	3%	**	**	**	4%	1%	1%	3%
Gambling/ betting	11	**	**	**	**	**	**	**	5	6	8	**	**	**	9	2	2	9
	2%	**	**	**	**	**	**	**	2%	3%	2%	**	**	**	4%	1%	2%	3%
Religious arguments	6	**	**	**	**	**	**	**	4	2	5	**	**	**	4	2	-	6
	1%	**	**	**	**	**	**	**	1%	1%	1%	**	**	**	2%	1%	-%	2%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF11. What kind of things in the programme were harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	*b	*c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	b
Unweighted total	457	29	98	63	63	68	88	48	260	192	317	45	49	46	241	213	127	329
Effective Weighted Sample	376	27	93	52	53	60	80	45	208	165	290	41	49	43	205	170	107	268
Total	450	53	81	63	62	60	62	70	261	184	377	39	21	13	232	215	127	322
Racism	3	**	**	**	**	**	**	**	2	1	2	**	**	**	2	1	2	1
	1%	**	**	**	**	**	**	**	1%	*%	*%	**	**	**	1%	*%	1%	*%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF11. What kind of things in the programme were harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	*b	a	b
Significance Level: 99%																			
Unweighted total	457	378	75	143	274	457	-	380	424	437	20	457	-	187	239	457	-	125	287
Effective Weighted Sample	376	306	65	117	226	376	-	311	346	358	18	376	-	158	192	376	-	104	232
Total	450	366	80	151	257	450	-	370	412	426	24	450	-	187	232	450	-	123	278
Abuse/ violence/ sexual violence/ gore	264	228	**	84	156	264	**	217	240	249	**	264	**	104	139	264	**	68	164
	59%	62%	**	56%	61%	59%	**	59%	58%	58%	**	59%	**	56%	60%	59%	**	55%	59%
Sex/ explicit content	81	56	**	17	54	81	**	69	78	78	**	81	**	36	40	81	**	26	44
	18%	15%	**	11%	21%	18%	**	19%	19%	18%	**	18%	**	19%	17%	18%	**	21%	16%
Swearing/ bad/ hurtful words	63	48	**	20	38	63	**	43	57	58	**	63	**	29	29	63	**	19	32
	14%	13%	**	13%	15%	14%	**	12%	14%	14%	**	14%	**	16%	13%	14%	**	15%	11%
Unrealistic expectations/ influencing behaviours/ attitudes	53	42	**	20	27	53	**	43	48	48	**	53	**	26	24	53	**	18	30
	12%	12%	**	13%	11%	12%	**	12%	12%	11%	**	12%	**	14%	10%	12%	**	15%	11%
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	42	35	**	13	26	42	**	30	39	40	**	42	**	20	19	42	**	7	30
	9%	10%	**	9%	10%	9%	**	8%	9%	9%	**	9%	**	11%	8%	9%	**	6%	11%
Concerns about unsuitable content for children	40	33	**	8	31	40	**	35	34	37	**	40	**	16	21	40	**	18	18
	9%	9%	**	5%	12%	9%	**	9%	8%	9%	**	9%	**	9%	9%	9%	**	14%	6%
Mental health/ Body image/ Bullying	39	37	**	22	18	39	**	28	35	35	**	39	**	23	16	39	**	14	18
	9%	10%	**	14%	7%	9%	**	8%	9%	8%	**	9%	**	12%	7%	9%	**	11%	6%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 58

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF11. What kind of things in the programme were harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	*b	a	b
Significance Level: 99%																			
Unweighted total	457	378	75	143	274	457	-	380	424	437	20	457	-	187	239	457	-	125	287
Effective Weighted Sample	376	306	65	117	226	376	-	311	346	358	18	376	-	158	192	376	-	104	232
Total	450	366	80	151	257	450	-	370	412	426	24	450	-	187	232	450	-	123	278
Smoking/ drugs/ alcohol	27	22	**	7	18	27	**	24	25	25	**	27	**	11	14	27	**	8	15
	6%	6%	**	4%	7%	6%	**	6%	6%	6%	**	6%	**	6%	6%	6%	**	7%	5%
Reality TV	16	14	**	6	8	16	**	13	15	15	**	16	**	11	3	16	**	4	9
	4%	4%	**	4%	3%	4%	**	4%	4%	4%	**	4%	**	6%	1%	4%	**	3%	3%
Sexism/ homophobia/ transphobia	15	15	**	5	9	15	**	15	14	15	**	15	**	5	9	15	**	6	9
	3%	4%	**	3%	3%	3%	**	4%	3%	4%	**	3%	**	2%	4%	3%	**	5%	3%
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	14	8	**	6	8	14	**	11	12	12	**	14	**	12	1	14	**	5	7
	3%	2%	**	4%	3%	3%	**	3%	3%	3%	**	3%	**	7%	1%	3%	**	4%	3%
Misinformation/ bias/ poor journalism	13	8	**	5	8	13	**	10	11	12	**	13	**	11	3	13	**	5	7
	3%	2%	**	3%	3%	3%	**	3%	3%	3%	**	3%	**	6%	1%	3%	**	4%	3%
Specific mention of TV programme/ channel	12	10	**	3	6	12	**	11	10	11	**	12	**	7	6	12	**	2	8
	3%	3%	**	2%	2%	3%	**	3%	2%	3%	**	3%	**	4%	2%	3%	**	2%	3%
Poor impression of advertising	11	10	**	3	6	11	**	8	11	11	**	11	**	9	3	11	**	2	9
	3%	3%	**	2%	2%	3%	**	2%	3%	2%	**	3%	**	5%	1%	3%	**	1%	3%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF11. What kind of things in the programme were harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	*b	a	b
Significance Level: 99%																			
Unweighted total	457	378	75	143	274	457	-	380	424	437	20	457	-	187	239	457	-	125	287
Effective Weighted Sample	376	306	65	117	226	376	-	311	346	358	18	376	-	158	192	376	-	104	232
Total	450	366	80	151	257	450	-	370	412	426	24	450	-	187	232	450	-	123	278
Gambling/ betting	11	9	**	4	7	11	**	8	9	9	**	11	**	6	4	11	**	4	5
	2%	2%	**	3%	3%	2%	**	2%	2%	2%	**	2%	**	3%	2%	2%	**	3%	2%
Religious arguments	6	6	**	1	5	6	**	2	6	6	**	6	**	4	2	6	**	2	2
	1%	2%	**	*%	2%	1%	**	*%	1%	1%	**	1%	**	2%	1%	1%	**	1%	1%
Racism	3	2	**	2	1	3	**	3	3	3	**	3	**	2	1	3	**	1	2
	1%	1%	**	1%	*%	1%	**	1%	1%	1%	**	1%	**	1%	*%	1%	**	1%	1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 59

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF12. What did you do when you saw something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	457	29	98	63	63	68	88	48	260	192	317	45	49	46	241	213	127	329
Effective Weighted Sample	376	27	93	52	53	60	80	45	208	165	290	41	49	43	205	170	107	268
Total	450	53	81	63	62	60	62	70	261	184	377	39	21	13	232	215	127	322
Stopped watching	207 46%	**	**	**	**	**	**	**	122 47%	81 44%	173 46%	**	**	**	92 40%	113 53%	64 51%	141 44%
Watched something else	188 42%	**	**	**	**	**	**	**	104 40%	79 43%	159 42%	**	**	**	102 44%	85 40%	56 44%	132 41%
Discussed it with other people	105 23%	**	**	**	**	**	**	**	64 24%	40 22%	88 23%	**	**	**	45 20%	60 28%	22 17%	84 26%
Continued watching/ did nothing	77 17%	**	**	**	**	**	**	**	41 16%	36 19%	63 17%	**	**	**	52 23%	24 11%	14 11%	63 20%
Complained to the broadcaster showing the programme (via letter/ phone/ email/ online)	29 6%	**	**	**	**	**	**	**	21 8%	8 5%	26 7%	**	**	**	19 8%	9 4%	15 12%	14 4%
Complained to the regulator (via letter/ phone/ email/ online)	14 3%	**	**	**	**	**	**	**	8 3%	6 3%	12 3%	**	**	**	8 4%	3 1%	4 3%	11 3%
Don't know	7 2%	**	**	**	**	**	**	**	5 2%	2 1%	6 1%	**	**	**	3 1%	5 2%	1 1%	6 2%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 59

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF12. What did you do when you saw something harmful or damaging? (MULTI CODE)

Base : Those who have personally seen anything on television they thought was harmful or damaging while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	*b	a	b
Significance Level: 99%																			
Unweighted total	457	378	75	143	274	457	-	380	424	437	20	457	-	187	239	457	-	125	287
Effective Weighted Sample	376	306	65	117	226	376	-	311	346	358	18	376	-	158	192	376	-	104	232
Total	450	366	80	151	257	450	-	370	412	426	24	450	-	187	232	450	-	123	278
Stopped watching	207	161	**	80	109	207	**	171	184	192	**	207	**	104	86	207	**	67	114
	46%	44%	**	53%	43%	46%	**	46%	45%	45%	**	46%	**	55%	37%	46%	**	55%	41%
														b					
Watched something else	188	135	**	54	113	188	**	155	168	178	**	188	**	82	97	188	**	54	112
	42%	37%	**	36%	44%	42%	**	42%	41%	42%	**	42%	**	44%	42%	42%	**	44%	40%
Discussed it with other people	105	86	**	38	61	105	**	86	97	99	**	105	**	47	53	105	**	36	56
	23%	24%	**	25%	24%	23%	**	23%	23%	23%	**	23%	**	25%	23%	23%	**	29%	20%
Continued watching/ did nothing	77	61	**	18	53	77	**	63	76	76	**	77	**	19	52	77	**	20	55
	17%	17%	**	12%	21%	17%	**	17%	18%	18%	**	17%	**	10%	23%	17%	**	16%	20%
														a					
Complained to the broadcaster showing the programme (via letter/ phone/ email/ online)	29	20	**	13	13	29	**	26	29	29	**	29	**	14	15	29	**	11	18
	6%	6%	**	9%	5%	6%	**	7%	7%	7%	**	6%	**	8%	6%	6%	**	9%	7%
Complained to the regulator (via letter/ phone/ email/ online)	14	8	**	6	8	14	**	13	14	14	**	14	**	4	11	14	**	4	11
	3%	2%	**	4%	3%	3%	**	4%	3%	3%	**	3%	**	2%	5%	3%	**	3%	4%
Don't know	7	7	**	3	3	7	**	7	7	7	**	7	**	1	6	7	**	-	5
	2%	2%	**	2%	1%	2%	**	2%	2%	2%	**	2%	**	1%	3%	2%	**	-%	2%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 60

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF13. As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you seen anything on television where you were concerned about the children or young people taking part in the programme? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Yes	224	46	49	32	20	23	21	31	120	100	193	19	6	6	119	103	80	144
	12%	21%	17%	12%	7%	8%	9%	14%	12%	12%	12%	12%	7%	11%	13%	11%	17%	11%
		def	def														b	
No	1341	134	208	209	232	242	173	143	736	587	1109	122	71	40	650	682	329	1009
	73%	61%	73%	75%	77%	78%	73%	64%	74%	71%	72%	76%	78%	76%	73%	73%	70%	73%
				a	ag	ag												
Don't know	284	39	26	36	48	44	42	49	133	138	244	19	14	7	125	149	60	221
	15%	18%	9%	13%	16%	14%	18%	22%	13%	17%	16%	12%	16%	13%	14%	16%	13%	16%
							b	b										

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 60

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF13. As you may know, there are guidelines to protect the welfare of children and young people under 18 when they take part in programmes on television. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... In the last 12 months, have you seen anything on television where you were concerned about the children or young people taking part in the programme? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Yes	224	165	56	76	126	224	**	191	213	215	9	224	**	99	107	122	82	84	120
	12%	11%	21%	15%	11%	12%	**	13%	13%	12%	7%	12%	**	29%	8%	27%	7%	46%	8%
			a											b		b		b	
No	1341	1159	173	352	877	1341	**	1087	1214	1263	78	1341	**	191	1086	252	966	87	1140
	73%	74%	66%	68%	77%	73%	**	73%	73%	73%	64%	73%	**	57%	81%	56%	85%	48%	79%
					a									a		a		a	
Don't know	284	242	34	89	143	284	**	218	227	249	35	284	**	46	145	77	92	12	174
	15%	15%	13%	17%	13%	15%	**	15%	14%	14%	29%	15%	**	14%	11%	17%	8%	6%	12%
											abc					b			

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF14. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... Have you seen anything on television where you were concerned about the adults taking part in the programme in the last 12 months? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
Yes	228	27	54	30	36	22	23	36	136	90	192	21	8	8	131	96	73	153
	12%	12%	19%	11%	12%	7%	10%	16%	14%	11%	12%	13%	8%	15%	15%	10%	16%	11%
			ef					e										
No	1372	154	206	213	221	250	181	147	751	600	1144	118	72	38	671	690	345	1025
	74%	70%	73%	77%	74%	81%	77%	66%	76%	73%	74%	74%	79%	73%	75%	74%	74%	75%
						g												
Don't know	249	39	24	34	43	37	32	41	103	134	210	21	12	7	92	148	50	196
	13%	18%	8%	12%	14%	12%	14%	18%	10%	16%	14%	13%	13%	13%	10%	16%	11%	14%
		b						b		a						a		

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF14. Still thinking about TV programmes that you have watched 'live' at the time they are shown on scheduled TV or that you have recorded to watch later... Have you seen anything on television where you were concerned about the adults taking part in the programme in the last 12 months? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
Yes	228	174	49	75	136	228	**	190	215	220	8	228	**	107	106	142	71	73	126
	12%	11%	19%	14%	12%	12%	**	13%	13%	13%	7%	12%	**	32%	8%	32%	6%	40%	9%
			a											b		b		b	
No	1372	1187	181	367	895	1372	**	1121	1232	1290	82	1372	**	187	1117	236	1002	96	1162
	74%	76%	69%	71%	78%	74%	**	75%	74%	75%	67%	74%	**	56%	83%	52%	88%	52%	81%
					a									a		a		a	
Don't know	249	206	33	76	115	249	**	185	207	218	32	249	**	42	116	73	67	14	146
	13%	13%	13%	15%	10%	13%	**	12%	13%	13%	26%	13%	**	13%	9%	16%	6%	8%	10%
											abc				b				

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 62

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF13/ QF14. WHETHER SEEN ANYTHING WHERE YOU WERE CONCERNED ABOUT CHILDREN OR YOUNG PEOPLE OR ABOUT ADULTS TAKING PART IN THE PROGRAMME IN THE LAST 12 MONTHS

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1866	122	347	288	289	342	320	158	970	871	1293	187	201	185	938	913	475	1386
Effective Weighted Sample	1548	115	323	232	248	304	296	146	792	742	1194	173	188	174	781	758	399	1145
Total	1849	220	284	277	300	309	236	224	990	824	1546	160	91	52	894	934	468	1374
CHILDREN OR YOUNG PEOPLE AND ADULTS	110	16	27	21	11	9	8	18	57	51	95	8	4	3	68	41	43	66
	6%	7%	9%	8%	4%	3%	3%	8%	6%	6%	6%	5%	4%	7%	8%	4%	9%	5%
			def					e							b		b	
CHILDREN OR YOUNG PEOPLE AND NOT ADULTS	114	30	23	11	9	15	14	13	63	49	98	11	3	2	51	62	36	78
	6%	14%	8%	4%	3%	5%	6%	6%	6%	6%	6%	7%	3%	4%	6%	7%	8%	6%
		cdef	d															
ADULTS AND NOT CHILDREN OR YOUNG PEOPLE	118	11	27	9	25	13	15	17	79	39	97	12	4	4	62	55	30	87
	6%	5%	9%	3%	8%	4%	6%	8%	8%	5%	6%	8%	4%	8%	7%	6%	6%	6%
			ce						b									
EITHER CHILDREN OR YOUNG PEOPLE OR ADULTS	342	57	76	42	45	36	37	48	199	139	290	32	10	10	181	158	109	231
	18%	26%	27%	15%	15%	12%	15%	22%	20%	17%	19%	20%	11%	19%	20%	17%	23%	17%
		e	cdef					e									b	
NEITHER CHILDREN OR YOUNG PEOPLE NOR ADULTS	1507	162	207	235	255	272	200	175	791	686	1256	128	81	42	713	776	359	1143
	82%	74%	73%	85%	85%	88%	85%	78%	80%	83%	81%	80%	89%	81%	80%	83%	77%	83%
				b	b	abg	b											a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 62

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF13/ QF14. WHETHER SEEN ANYTHING WHERE YOU WERE CONCERNED ABOUT CHILDREN OR YOUNG PEOPLE OR ABOUT ADULTS TAKING PART IN THE PROGRAMME IN THE LAST 12 MONTHS

Base : Those who have watched any live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1866	1622	225	510	1184	1866	-	1534	1691	1759	107	1866	-	333	1371	457	1159	186	1471
Effective Weighted Sample	1548	1342	194	417	989	1548	-	1261	1398	1455	94	1548	-	284	1128	376	961	155	1216
Total	1849	1567	263	517	1146	1849	-	1496	1654	1727	122	1849	-	336	1338	450	1140	183	1434
CHILDREN OR YOUNG PEOPLE AND ADULTS	110 6%	78 5%	29 11% a	43 8%	59 5%	110 6%	** **	91 6%	104 6%	106 6%	4 3%	110 6%	** **	68 20% b	35 3%	78 17% b	30 3%	57 31% b	42 3%
CHILDREN OR YOUNG PEOPLE AND NOT ADULTS	114 6%	87 6%	27 10%	33 6%	67 6%	114 6%	** **	100 7%	109 7%	109 6%	5 4%	114 6%	** **	31 9%	72 5%	44 10% b	52 5%	27 15% b	78 5%
ADULTS AND NOT CHILDREN OR YOUNG PEOPLE	118 6%	96 6%	21 8%	32 6%	77 7%	118 6%	** **	99 7%	111 7%	114 7%	4 3%	118 6%	** **	38 11% b	71 5%	64 14% b	41 4%	17 9%	85 6%
EITHER CHILDREN OR YOUNG PEOPLE OR ADULTS	342 18%	261 17%	76 29% a	108 21%	202 18%	342 18%	** **	291 19%	324 20%	329 19%	13 11%	342 18%	** **	137 41% b	177 13%	186 41% b	124 11%	100 55% b	205 14%
NEITHER CHILDREN OR YOUNG PEOPLE NOR ADULTS	1507 82%	1306 83% b	187 71%	409 79%	944 82%	1507 82%	** **	1205 81%	1330 80%	1398 81%	109 89%	1507 82%	** **	199 59%	1161 87% a	264 59%	1016 89% a	83 45%	1230 86% a

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF15. What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part? (MULTI CODE)

Base : Those who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	334	31	90	44	45	40	51	33	192	140	241	35	23	35	180	152	108	225
Effective Weighted Sample	276	30	85	35	37	35	47	31	156	119	219	32	23	33	150	125	90	185
Total	342	57	76	42	45	36	37	48	199	139	290	32	10	10	181	158	109	231
Reality TV	115 34%	** **	** **	** **	** **	** **	** **	** **	77 38%	37 26%	96 33%	** **	** **	** **	54 30%	61 38%	34 31%	80 35%
Film	86 25%	** **	** **	** **	** **	** **	** **	** **	46 23%	37 27%	70 24%	** **	** **	** **	55 30%	31 19%	32 30%	52 22%
Soap or drama	80 23%	** **	** **	** **	** **	** **	** **	** **	35 18%	43 31%	70 24%	** **	** **	** **	40 22%	40 25%	15 14%	65 28%
Documentary	67 20%	** **	** **	** **	** **	** **	** **	** **	35 18%	31 22%	60 21%	** **	** **	** **	38 21%	29 19%	22 20%	45 20%
General entertainment	57 17%	** **	** **	** **	** **	** **	** **	** **	37 18%	19 14%	44 15%	** **	** **	** **	32 17%	26 16%	15 14%	42 18%
News or current affairs programme	47 14%	** **	** **	** **	** **	** **	** **	** **	26 13%	22 16%	42 14%	** **	** **	** **	22 12%	25 16%	13 12%	34 15%
Comedy	34 10%	** **	** **	** **	** **	** **	** **	** **	16 8%	16 12%	33 11%	** **	** **	** **	20 11%	14 9%	17 15%	17 7%
Music video (on music channel or general channels)	33 10%	** **	** **	** **	** **	** **	** **	** **	17 9%	14 10%	24 8%	** **	** **	** **	21 11%	12 8%	14 13%	18 8%
Talent show	32 9%	** **	** **	** **	** **	** **	** **	** **	18 9%	13 9%	30 10%	** **	** **	** **	17 9%	16 10%	14 13%	18 8%
Game/ quiz show	31 9%	** **	** **	** **	** **	** **	** **	** **	22 11%	9 7%	27 9%	** **	** **	** **	21 12%	8 5%	8 8%	23 10%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF15. What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part? (MULTI CODE)

Base : Those who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	334	31	90	44	45	40	51	33	192	140	241	35	23	35	180	152	108	225
Effective Weighted Sample	276	30	85	35	37	35	47	31	156	119	219	32	23	33	150	125	90	185
Total	342	57	76	42	45	36	37	48	199	139	290	32	10	10	181	158	109	231
Sports	26 8%	**	**	**	**	**	**	**	14 7%	12 9%	23 8%	**	**	**	15 8%	11 7%	15 14%	11 5%
Religious programming	26 7%	**	**	**	**	**	**	**	12 6%	14 10%	23 8%	**	**	**	15 8%	11 7%	13 12%	13 6%
Children's TV	22 6%	**	**	**	**	**	**	**	9 4%	13 9%	17 6%	**	**	**	15 8%	7 4%	11 10%	11 5%
Other types of programme	6 2%	**	**	**	**	**	**	**	4 2%	2 2%	6 2%	**	**	**	3 2%	3 2%	- -%	6 3%
Don't know	20 6%	**	**	**	**	**	**	**	9 4%	9 7%	19 7%	**	**	**	12 6%	9 6%	5 4%	16 7%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 63

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF15. What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part? (MULTI CODE)

Base : Those who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b	*a
Significance Level: 99%																				
Unweighted total	334	264	66	103	202	334	-	286	319	324	10	334	-	143	168	191	111	99	205	
Effective Weighted Sample	276	215	57	85	166	276	-	235	263	267	9	276	-	119	137	156	93	83	167	
Total	342	261	76	108	202	342	-	291	324	329	13	342	-	137	177	186	124	100	205	
Reality TV	115	91	**	33	74	115	**	103	112	112	**	115	**	52	52	68	34	**	65	
	34%	35%	**	30%	36%	34%	**	35%	34%	34%	**	34%	**	38%	30%	37%	28%	**	32%	
Film	86	59	**	28	55	86	**	74	80	82	**	86	**	38	41	61	20	**	44	
	25%	23%	**	26%	27%	25%	**	25%	25%	25%	**	25%	**	27%	23%	33%	16%	**	22%	
																b				
Soap or drama	80	73	**	23	52	80	**	51	67	68	**	80	**	35	37	50	21	**	42	
	23%	28%	**	21%	25%	23%	**	17%	21%	21%	**	23%	**	26%	21%	27%	17%	**	21%	
Documentary	67	48	**	28	39	67	**	61	61	64	**	67	**	33	32	38	26	**	37	
	20%	18%	**	26%	19%	20%	**	21%	19%	20%	**	20%	**	24%	18%	20%	21%	**	18%	
General entertainment	57	40	**	14	34	57	**	45	55	55	**	57	**	26	26	38	14	**	25	
	17%	15%	**	13%	17%	17%	**	16%	17%	17%	**	17%	**	19%	15%	20%	11%	**	12%	
News or current affairs programme	47	40	**	16	27	47	**	36	42	44	**	47	**	22	24	30	12	**	25	
	14%	15%	**	15%	13%	14%	**	12%	13%	13%	**	14%	**	16%	13%	16%	10%	**	12%	
Comedy	34	20	**	12	19	34	**	30	31	32	**	34	**	14	19	22	11	**	17	
	10%	8%	**	11%	9%	10%	**	10%	10%	10%	**	10%	**	10%	11%	12%	9%	**	8%	
Music video (on music channel or general channels)	33	17	**	11	21	33	**	31	31	31	**	33	**	9	23	22	10	**	18	
	10%	6%	**	10%	10%	10%	**	11%	10%	9%	**	10%	**	7%	13%	12%	8%	**	9%	
Talent show	32	18	**	9	19	32	**	27	30	30	**	32	**	14	16	19	10	**	17	
	9%	7%	**	8%	9%	9%	**	9%	9%	9%	**	9%	**	10%	9%	10%	8%	**	8%	

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QF15. What type of programme were you watching at the time where you were concerned about the children/ children and adults/ adults taking part? (MULTI CODE)

Base : Those who have seen anything on television where they were concerned about the children or young people taking part and/ or the adults taking part in the programme while watching live broadcast TV in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	334	264	66	103	202	334	-	286	319	324	10	334	-	143	168	191	111	99	205
Effective Weighted Sample	276	215	57	85	166	276	-	235	263	267	9	276	-	119	137	156	93	83	167
Total	342	261	76	108	202	342	-	291	324	329	13	342	-	137	177	186	124	100	205
Game/ quiz show	31	20	**	7	22	31	**	31	31	31	**	31	**	12	20	18	11	**	21
	9%	8%	**	7%	11%	9%	**	11%	10%	10%	**	9%	**	9%	11%	10%	9%	**	10%
Sports	26	19	**	7	17	26	**	24	26	26	**	26	**	9	17	20	6	**	14
	8%	7%	**	7%	8%	8%	**	8%	8%	8%	**	8%	**	6%	10%	11%	5%	**	7%
Religious programming	26	16	**	9	15	26	**	25	24	26	**	26	**	12	14	12	11	**	16
	7%	6%	**	8%	8%	7%	**	8%	7%	8%	**	7%	**	8%	8%	6%	9%	**	8%
Children's TV	22	14	**	12	7	22	**	18	21	22	**	22	**	10	12	12	9	**	12
	6%	5%	**	11%	3%	6%	**	6%	7%	7%	**	6%	**	7%	7%	6%	8%	**	6%
Other types of programme	6	4	**	*	4	6	**	4	5	5	**	6	**	2	4	2	4	**	4
	2%	2%	**	*%	2%	2%	**	1%	2%	2%	**	2%	**	1%	2%	1%	4%	**	2%
Don't know	20	12	**	3	12	20	**	20	20	20	**	20	**	2	17	2	16	**	13
	6%	5%	**	3%	6%	6%	**	7%	6%	6%	**	6%	**	1%	10%	1%	13%	**	7%
														a		a			

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 64

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QG1. Please think about the types of programmes your child watches 'live' at the time they are shown on scheduled TV or which have been recorded for them to watch later – thinking specifically about TV programmes that are on during the day and evening up until 9pm. How concerned are you, if at all, by the types of things your child has seen 'live' on scheduled TV before 9pm in the last 12 months? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on scheduled TV)

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	*b
Unweighted total	415	18	149	144	80	15	8	1	243	170	292	44	34	45	224	191	415	-
Effective Weighted Sample	349	18	140	118	70	13	8	1	202	147	274	42	34	44	191	159	349	-
Total	409	35	124	143	87	13	6	1	245	163	347	36	15	11	211	198	409	-
Very concerned	39	**	18	11	**	**	**	**	21	18	35	**	**	**	22	17	39	**
	10%	**	15%	8%	**	**	**	**	9%	11%	10%	**	**	**	10%	9%	10%	**
Fairly concerned	92	**	33	30	**	**	**	**	55	37	80	**	**	**	49	43	92	**
	23%	**	27%	21%	**	**	**	**	23%	23%	23%	**	**	**	23%	22%	23%	**
Not very concerned	137	**	28	57	**	**	**	**	84	52	117	**	**	**	76	61	137	**
	33%	**	23%	40%	**	**	**	**	34%	32%	34%	**	**	**	36%	31%	33%	**
			b															
Not at all concerned	119	**	39	39	**	**	**	**	75	43	98	**	**	**	50	69	119	**
	29%	**	31%	27%	**	**	**	**	31%	27%	28%	**	**	**	23%	35%	29%	**
SUMMARY																		
TOTAL CONCERNED	131	**	51	42	**	**	**	**	77	55	116	**	**	**	71	60	131	**
	32%	**	41%	29%	**	**	**	**	31%	34%	33%	**	**	**	34%	30%	32%	**
TOTAL NOT CONCERNED	256	**	67	97	**	**	**	**	159	95	215	**	**	**	125	130	256	**
	62%	**	54%	68%	**	**	**	**	65%	58%	62%	**	**	**	59%	66%	62%	**
Don't know	22	**	5	5	**	**	**	**	9	13	17	**	**	**	15	8	22	**
	5%	**	4%	3%	**	**	**	**	4%	8%	5%	**	**	**	7%	4%	5%	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QG1. Please think about the types of programmes your child watches 'live' at the time they are shown on scheduled TV or which have been recorded for them to watch later – thinking specifically about TV programmes that are on during the day and evening up until 9pm. How concerned are you, if at all, by the types of things your child has seen 'live' on scheduled TV before 9pm in the last 12 months? (SINGLE CODE)

Base : Those who have watched any live broadcast TV in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on scheduled TV)

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	415	323	86	91	278	415	-	399	397	408	7	415	-	82	304	121	258	68	327
Effective Weighted Sample	349	266	77	73	237	349	-	334	334	343	6	349	-	71	253	103	215	59	274
Total	409	309	92	93	265	409	-	391	391	401	8	409	-	83	293	121	247	73	313
Very concerned	39	21	**	**	21	39	**	37	38	39	**	39	**	**	23	27	8	**	25
	10%	7%	**	**	8%	10%	**	9%	10%	10%	**	10%	**	**	8%	23% b	3%	**	8%
Fairly concerned	92	57	**	**	56	92	**	89	89	91	**	92	**	**	48	42	40	**	49
	23%	18%	**	**	21%	23%	**	23%	23%	23%	**	23%	**	**	16%	35% b	16%	**	16%
Not very concerned	137	109	**	**	96	137	**	132	129	136	**	137	**	**	105	38	89	**	121
	33%	35%	**	**	36%	33%	**	34%	33%	34%	**	33%	**	**	36%	31%	36%	**	39%
Not at all concerned	119	103	**	**	85	119	**	115	115	116	**	119	**	**	107	10	100	**	104
	29%	33%	**	**	32%	29%	**	29%	29%	29%	**	29%	**	**	37%	8%	40% a	**	33%
SUMMARY																			
TOTAL CONCERNED	131	78	**	**	77	131	**	126	127	130	**	131	**	**	71	70	49	**	74
	32%	25%	**	**	29%	32%	**	32%	33%	32%	**	32%	**	**	24%	58% b	20%	**	24%
TOTAL NOT CONCERNED	256	212	**	**	181	256	**	246	244	251	**	256	**	**	212	48	188	**	225
	62%	69%	**	**	68%	62%	**	63%	62%	63%	**	62%	**	**	72%	40%	76% a	**	72%
Don't know	22	19	**	**	7	22	**	18	20	20	**	22	**	**	10	3	10	**	14
	5%	6%	**	**	3%	5%	**	5%	5%	5%	**	5%	**	**	3%	2%	4%	**	4%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16			
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 *a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN *a	WOMAN *b	YES a	NO *b	
Significance Level: 99%																			
Unweighted total	130	6	60	37	20	4	2	1	75	55	100	12	10	8	74	56	130	-	
Effective Weighted Sample	112	6	57	33	17	3	2	1	63	49	93	12	10	8	66	47	112	-	
Total	131	13	51	42	20	3	1	1	77	55	116	9	4	2	71	60	131	-	
Bad language	81 61%	**	**	**	**	**	**	**	**	**	75 65%	**	**	**	**	**	**	81 61%	**
Sex or sexually explicit content	65 50%	**	**	**	**	**	**	**	**	**	59 51%	**	**	**	**	**	**	65 50%	**
Violence	64 49%	**	**	**	**	**	**	**	**	**	59 51%	**	**	**	**	**	**	64 49%	**
Lack of respect towards adults	51 39%	**	**	**	**	**	**	**	**	**	47 41%	**	**	**	**	**	**	51 39%	**
Portrayal of anti-social behaviour	49 38%	**	**	**	**	**	**	**	**	**	45 39%	**	**	**	**	**	**	49 38%	**
Sexualised performances (i.e. could be through acting or dancing in music videos etc)	48 36%	**	**	**	**	**	**	**	**	**	44 38%	**	**	**	**	**	**	48 36%	**
Nudity	47 36%	**	**	**	**	**	**	**	**	**	43 37%	**	**	**	**	**	**	47 36%	**
Makes me feel embarrassed or uncomfortable watching with my child/ children	42 32%	**	**	**	**	**	**	**	**	**	37 32%	**	**	**	**	**	**	42 32%	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 *a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN *a	WOMAN *b	YES a	NO *b
Significance Level: 99%																		
Unweighted total	130	6	60	37	20	4	2	1	75	55	100	12	10	8	74	56	130	-
Effective Weighted Sample	112	6	57	33	17	3	2	1	63	49	93	12	10	8	66	47	112	-
Total	131	13	51	42	20	3	1	1	77	55	116	9	4	2	71	60	131	-
Unsuitable content aired too early/ pre-watershed	36 28%	**	**	**	**	**	**	**	**	**	34 30%	**	**	**	**	**	36 28%	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	33 25%	**	**	**	**	**	**	**	**	**	32 27%	**	**	**	**	**	33 25%	**
Negative portrayal or objectification of women	31 24%	**	**	**	**	**	**	**	**	**	29 25%	**	**	**	**	**	31 24%	**
Invasion of privacy	31 24%	**	**	**	**	**	**	**	**	**	29 25%	**	**	**	**	**	31 24%	**
Glamorisation of certain lifestyles	31 23%	**	**	**	**	**	**	**	**	**	29 25%	**	**	**	**	**	31 23%	**
Other	3 3%	**	**	**	**	**	**	**	**	**	3 2%	**	**	**	**	**	3 3%	**
Don't know	1 1%	**	**	**	**	**	**	**	**	**	1 1%	**	**	**	**	**	1 1%	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		*a	*b	*a	*b	a	*b	a	b	c	*d	a	*b	*a	*b	*a	*b	*a	*b
Significance Level: 99%																			
Unweighted total	130	79	48	36	81	130	-	125	125	129	1	130	-	52	70	69	50	47	77
Effective Weighted Sample	112	66	43	29	72	112	-	107	108	111	1	112	-	45	60	60	42	41	65
Total	131	78	49	40	77	131	-	126	127	130	1	131	-	52	71	70	49	49	74
Bad language	81	**	**	**	**	81	**	75	77	80	**	81	**	**	**	**	**	**	**
	61%	**	**	**	**	61%	**	60%	61%	61%	**	61%	**	**	**	**	**	**	**
Sex or sexually explicit content	65	**	**	**	**	65	**	60	63	64	**	65	**	**	**	**	**	**	**
	50%	**	**	**	**	50%	**	48%	49%	49%	**	50%	**	**	**	**	**	**	**
Violence	64	**	**	**	**	64	**	60	62	63	**	64	**	**	**	**	**	**	**
	49%	**	**	**	**	49%	**	47%	48%	49%	**	49%	**	**	**	**	**	**	**
Lack of respect towards adults	51	**	**	**	**	51	**	48	51	51	**	51	**	**	**	**	**	**	**
	39%	**	**	**	**	39%	**	38%	40%	40%	**	39%	**	**	**	**	**	**	**
Portrayal of anti-social behaviour	49	**	**	**	**	49	**	46	48	49	**	49	**	**	**	**	**	**	**
	38%	**	**	**	**	38%	**	37%	37%	38%	**	38%	**	**	**	**	**	**	**
Sexualised performances (i.e. could be through acting or dancing in music videos etc)	48	**	**	**	**	48	**	45	48	48	**	48	**	**	**	**	**	**	**
	36%	**	**	**	**	36%	**	36%	38%	37%	**	36%	**	**	**	**	**	**	**
Nudity	47	**	**	**	**	47	**	44	45	46	**	47	**	**	**	**	**	**	**
	36%	**	**	**	**	36%	**	35%	35%	35%	**	36%	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		*a	*b	*a	*b	a	*b	a	b	c	*d	a	*b	*a	*b	*a	*b	*a	*b
Significance Level: 99%																			
Unweighted total	130	79	48	36	81	130	-	125	125	129	1	130	-	52	70	69	50	47	77
Effective Weighted Sample	112	66	43	29	72	112	-	107	108	111	1	112	-	45	60	60	42	41	65
Total	131	78	49	40	77	131	-	126	127	130	1	131	-	52	71	70	49	49	74
Makes me feel embarrassed or uncomfortable watching with my child/ children	42 32%	** **	** **	** **	** **	42 32%	** **	39 31%	42 33%	42 32%	** **	42 32%	** **	** **	** **	** **	** **	** **	** **
Unsuitable content aired too early/ pre-watershed	36 28%	** **	** **	** **	** **	36 28%	** **	34 27%	36 28%	36 28%	** **	36 28%	** **	** **	** **	** **	** **	** **	** **
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	33 25%	** **	** **	** **	** **	33 25%	** **	33 27%	33 26%	33 26%	** **	33 25%	** **	** **	** **	** **	** **	** **	** **
Negative portrayal or objectification of women	31 24%	** **	** **	** **	** **	31 24%	** **	30 24%	31 24%	31 24%	** **	31 24%	** **	** **	** **	** **	** **	** **	** **
Invasion of privacy	31 24%	** **	** **	** **	** **	31 24%	** **	31 25%	29 23%	31 24%	** **	31 24%	** **	** **	** **	** **	** **	** **	** **
Glamorisation of certain lifestyles	31 23%	** **	** **	** **	** **	31 23%	** **	30 24%	31 24%	31 24%	** **	31 23%	** **	** **	** **	** **	** **	** **	** **

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QG2. What kind of things concern you about what your child has seen on scheduled TV before 9pm in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen 'live' on scheduled TV before 9pm in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		*a	*b	*a	*b	a	*b	a	b	c	*d	a	*b	*a	*b	*a	*b	*a	*b
Significance Level: 99%																			
Unweighted total	130	79	48	36	81	130	-	125	125	129	1	130	-	52	70	69	50	47	77
Effective Weighted Sample	112	66	43	29	72	112	-	107	108	111	1	112	-	45	60	60	42	41	65
Total	131	78	49	40	77	131	-	126	127	130	1	131	-	52	71	70	49	49	74
Other	3	**	**	**	**	3	**	3	3	3	**	3	**	**	**	**	**	**	**
	3%	**	**	**	**	3%	**	3%	3%	3%	**	3%	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	1	**	1	1	1	**	1	**	**	**	**	**	**	**
	1%	**	**	**	**	1%	**	1%	1%	1%	**	1%	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 66

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
BBC national radio stations such as Radio 1, 2, 3, 4 or 5 Live or the digital stations such as 6 Music	958	97	132	129	144	181	141	133	580	364	825	61	47	25	498	454	220	737
	47%	37%	40%	40%	44%	56%	58%	60%	54%	40%	48%	36%	49%	44%	52%	44%	41%	49%
						abcd	abcd	abcd	b		b				b			a
BBC local radio stations for your local area services such as BBC Radio Leeds or BBC Three Counties Radio	402	45	65	50	60	58	57	68	236	156	338	31	17	16	225	173	108	294
	20%	17%	20%	15%	18%	18%	23%	30%	22%	17%	20%	18%	18%	27%	23%	17%	20%	20%
								acde							b			
National commercial radio stations so those with advertisements, such as Classic FM, talkSPORT, Absolute or Kiss	684	57	100	100	110	136	105	75	396	283	593	49	28	13	365	311	181	503
	34%	22%	31%	31%	34%	42%	43%	33%	37%	31%	35%	29%	29%	23%	38%	30%	34%	34%
						abc	abc				d				b			
Local commercial radio stations so those with advertisements such as Clyde 1, Key 103, Heart or Hallam FM	441	41	64	70	86	76	64	40	233	202	342	58	24	17	203	233	134	305
	22%	16%	20%	22%	26%	23%	26%	18%	22%	22%	20%	34%	25%	30%	21%	22%	25%	20%
												a		a				

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Community radio stations Not-for-profit stations which provide services to specific small local areas or groups of people	93	15	23	17	15	14	6	3	48	45	80	6	4	4	49	44	37	56
	5%	6%	7%	5%	5%	4%	2%	1%	4%	5%	5%	3%	4%	6%	5%	4%	7%	4%
			fg														b	
None of these	517	98	96	97	78	64	38	47	237	266	423	54	26	14	217	290	125	388
	25%	37%	29%	30%	24%	20%	15%	21%	22%	29%	25%	32%	27%	25%	22%	28%	23%	26%
		defg	ef	ef					a									
Don't know	54	19	10	6	9	5	1	3	13	32	50	1	1	1	24	24	20	32
	3%	7%	3%	2%	3%	2%	1%	1%	1%	3%	3%	1%	1%	2%	3%	2%	4%	2%
		cef	f				*		a			*						
SUMMARY																		
ANY RADIO	1465	148	220	222	239	256	206	174	826	619	1241	115	68	42	723	727	389	1075
	72%	56%	68%	68%	73%	79%	84%	77%	77%	68%	72%	68%	71%	73%	75%	70%	73%	72%
				a	abc	abcd	a	b										
ANY COMMERCIAL RADIO	920	81	133	142	159	171	140	94	512	399	763	87	44	26	459	450	255	663
	45%	30%	41%	44%	49%	52%	57%	42%	48%	44%	45%	51%	46%	45%	48%	43%	48%	44%
				a	ab	abcg												

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
BBC national radio stations such as Radio 1, 2, 3, 4 or 5 Live or the digital stations such as 6 Music	958	832	119	251	639	928	30	769	871	908	50	935	23	186	684	245	573	117	744
	47%	49%	36%	44%	51%	50%	16%	47%	52%	49%	30%	50%	15%	55%	51%	54%	50%	56%	48%
		b		a	b			d	d	d		b							
BBC local radio stations for your local area services such as BBC Radio Leeds or BBC Three Counties Radio	402	344	55	123	244	386	16	312	352	368	33	391	11	78	288	124	225	54	291
	20%	20%	17%	22%	20%	21%	9%	19%	21%	20%	20%	21%	7%	23%	22%	28%	20%	26%	19%
						b						b				b			
National commercial radio stations so those with advertisements, such as Classic FM, talkSPORT, Absolute or Kiss	684	599	81	172	471	647	37	555	607	643	40	655	29	127	489	168	414	74	548
	34%	36%	25%	30%	38%	35%	20%	34%	36%	34%	24%	35%	18%	38%	37%	37%	36%	36%	36%
		b		a	b				d			b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 66

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Local commercial radio stations so those with advertisements such as Clyde 1, Key 103, Heart or Hallam FM	441	372	62	136	269	419	22	377	401	424	16	424	17	74	305	109	254	55	347
	22%	22%	19%	24%	22%	23%	12%	23%	24%	23%	10%	23%	10%	22%	23%	24%	22%	27%	23%
								b	d	d		b							
Community radio stations Not-for-profit stations which provide services to specific small local areas or groups of people	93	59	30	29	55	85	8	80	86	91	1	87	6	23	58	36	42	17	69
	5%	4%	9%	5%	4%	5%	4%	5%	5%	5%	1%	5%	4%	7%	4%	8%	4%	8%	4%
			a													b			
None of these	517	397	113	150	280	401	116	398	338	444	74	414	103	59	293	82	247	39	362
	25%	24%	35%	26%	23%	22%	62%	24%	20%	24%	45%	22%	65%	18%	22%	18%	22%	19%	24%
			a				a	b			abc		a						
Don't know	54	33	15	10	21	44	10	43	34	44	9	44	9	1	19	3	17	2	26
	3%	2%	5%	2%	2%	2%	5%	3%	2%	2%	6%	2%	6%	*	1%	1%	2%	1%	2%
											b								
SUMMARY																			
ANY RADIO	1465	1254	199	411	941	1404	61	1193	1311	1383	82	1420	46	275	1026	365	876	167	1151
	72%	74%	61%	72%	76%	76%	33%	73%	78%	74%	50%	76%	29%	82%	77%	81%	77%	80%	75%
		b				b		d	ad	d		b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH1. Now we'd like to ask you about your use of radio - including listening at home, at work, in the car, via a mobile phone, TV set or a computer. Which, if any, of these different types of radio stations have you listened to in the last 12 months? (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
ANY COMMERCIAL RADIO	920	795	116	251	603	876	44	760	828	874	46	886	34	162	654	221	559	100	736
	45%	47%	35%	44%	49%	47%	24%	46%	49%	47%	28%	47%	21%	48%	49%	49%	49%	48%	48%
		b				b		d	d	d		b							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 67

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base : Those who have listened to any commercial radio in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
													N					
Significance Level: 99%		*a	b	c	d	e	f	*g	a	b	a	b	c	*d	a	b	a	b
Unweighted total	954	43	163	149	150	190	192	67	511	436	651	107	104	92	494	452	259	693
Effective Weighted Sample	793	41	152	119	130	169	178	62	420	371	603	102	103	87	415	374	219	573
Total	920	81	133	142	159	171	140	94	512	399	763	87	44	26	459	450	255	663
It could go up quite a bit before it bothered me	38 4%	** **	13 9%	3 2%	4 3%	9 5%	2 2%	** **	22 4%	16 4%	28 4%	8 9%	1 3%	** **	26 6%	12 3%	17 7%	21 3%
			cf									a						
A little more would not bother me	128 14%	** **	25 19%	25 17%	14 9%	14 8%	14 10%	** **	67 13%	59 15%	108 14%	10 12%	6 13%	** **	66 14%	60 13%	49 19%	79 12%
			e															
The present levels don't bother me, but I would not want any more	493 54%	** **	59 44%	72 51%	86 54%	95 56%	93 66%	** **	284 55%	202 51%	412 54%	42 49%	25 56%	** **	238 52%	252 56%	117 46%	376 57%
							bc											a
There is already more than I am happy with	243 26%	** **	33 25%	40 28%	50 32%	51 30%	28 20%	** **	134 26%	108 27%	201 26%	25 29%	11 25%	** **	125 27%	112 25%	66 26%	176 27%
Don't know	18 2%	** **	3 2%	3 2%	4 3%	2 1%	3 2%	** **	5 1%	13 3%	15 2%	1 1%	1 3%	** **	4 1%	13 3%	7 3%	10 2%
SUMMARY																		
HAPPY WITH AT LEAST A SMALL INCREASE	166 18%	** **	38 29%	27 19%	18 11%	23 13%	16 12%	** **	89 17%	75 19%	135 18%	19 21%	7 16%	** **	92 20%	72 16%	66 26%	100 15%
			def															b

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base : Those who have listened to any commercial radio in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	e	f	*g	a	b	a	b	c	*d	a	b	a	b
Unweighted total	954	43	163	149	150	190	192	67	511	436	651	107	104	92	494	452	259	693
Effective Weighted Sample	793	41	152	119	130	169	178	62	420	371	603	102	103	87	415	374	219	573
Total	920	81	133	142	159	171	140	94	512	399	763	87	44	26	459	450	255	663
NOT HAPPY WITH ANY INCREASE	736	**	92	112	136	146	120	**	418	311	613	67	36	**	363	365	183	552
	80%	**	69%	79%	86%	86%	86%	**	82%	78%	80%	78%	82%	**	79%	81%	71%	83%
				b	b	b												a

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 67

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base : Those who have listened to any commercial radio in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	954	849	97	257	632	916	38	796	873	913	41	926	28	167	688	232	584	99	776
Effective Weighted Sample	793	706	84	215	526	760	34	656	724	756	37	769	25	143	567	189	485	84	641
Total	920	795	116	251	603	876	44	760	828	874	46	886	34	162	654	221	559	100	736
It could go up quite a bit before it bothered me	38 4%	28 3%	** **	17 7%	18 3%	37 4%	** **	34 4%	32 4%	38 4%	** **	37 4%	** **	12 7%	22 3%	15 7%	20 4%	** **	24 3%
A little more would not bother me	128 14%	91 11%	** **	30 12%	85 14%	124 14%	** **	100 13%	110 13%	115 13%	** **	124 14%	** **	28 17%	83 13%	43 20%	69 12%	** **	87 12%
The present levels don't bother me, but I would not want any more	493 54%	444 56%	** **	138 55%	329 55%	470 54%	** **	405 53%	456 55%	477 55%	** **	478 54%	** **	85 52%	353 54%	105 47%	314 56%	** **	408 55%
There is already more than I am happy with	243 26%	219 28%	** **	61 24%	161 27%	230 26%	** **	206 27%	214 26%	227 26%	** **	232 26%	** **	37 23%	186 28%	56 25%	147 26%	** **	203 28%
Don't know	18 2%	13 2%	** **	4 2%	10 2%	16 2%	** **	15 2%	15 2%	16 2%	** **	16 2%	** **	* *%	10 2%	2 1%	10 2%	** **	15 2%
SUMMARY																			
HAPPY WITH AT LEAST A SMALL INCREASE	166 18%	119 15%	** **	48 19%	103 17%	160 18%	** **	134 18%	142 17%	153 18%	** **	160 18%	** **	40 24%	105 16%	58 26%	89 16%	** **	110 15%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH2. Advertising and sponsorship provide income for commercial radio stations. Without this income, commercial radio stations may not exist. Which of these statements best describes how you feel about the amount of advertising and programme sponsorship (for example sponsorship of the weather or a competition) on commercial radio stations? (SINGLE CODE)

Base : Those who have listened to any commercial radio in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	954	849	97	257	632	916	38	796	873	913	41	926	28	167	688	232	584	99	776
Effective Weighted Sample	793	706	84	215	526	760	34	656	724	756	37	769	25	143	567	189	485	84	641
Total	920	795	116	251	603	876	44	760	828	874	46	886	34	162	654	221	559	100	736
NOT HAPPY WITH ANY INCREASE	736	663	**	199	490	700	**	611	670	704	**	710	**	122	538	161	461	**	611
	80%	83%	**	79%	81%	80%	**	80%	81%	81%	**	80%	**	75%	82%	73%	82%	**	83%
																	a		

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 68

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH3. This next section of questions is about offensive content on radio – so anything which has offended you or which you thought was inappropriate. In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)

Base : Those who have listened to any radio in the last 12 months

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1489	80	270	231	227	282	279	120	808	667	1046	137	154	152	764	713	393	1094
Effective Weighted Sample	1234	76	251	185	195	250	257	112	660	571	966	128	146	144	642	587	329	904
Total	1465	148	220	222	239	256	206	174	826	619	1241	115	68	42	723	727	389	1075
Yes	77	**	25	6	4	5	6	11	47	29	67	7	1	2	46	29	35	42
	5%	**	11%	3%	2%	2%	3%	7%	6%	5%	5%	6%	2%	4%	6%	4%	9%	4%
			cdef														b	
No	1343	**	190	202	232	245	198	156	759	568	1136	101	66	40	657	675	339	1002
	92%	**	86%	91%	97%	96%	96%	90%	92%	92%	92%	88%	97%	95%	91%	93%	87%	93%
				bg	b	b							b					a
Don't know	45	**	5	14	3	5	2	7	21	23	38	6	1	*	20	22	15	31
	3%	**	2%	6%	1%	2%	1%	4%	3%	4%	3%	5%	1%	1%	3%	3%	4%	3%
				df														

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH3. This next section of questions is about offensive content on radio – so anything which has offended you or which you thought was inappropriate. In the last 12 months, have you personally heard anything on the radio you found offensive? (SINGLE CODE)

Base : Those who have listened to any radio in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1489	1301	176	410	970	1433	56	1234	1353	1418	71	1449	40	277	1059	373	897	160	1195
Effective Weighted Sample	1234	1075	151	336	809	1188	47	1013	1117	1171	64	1200	35	235	870	305	744	135	984
Total	1465	1254	199	411	941	1404	61	1193	1311	1383	82	1420	46	275	1026	365	876	167	1151
Yes	77	57	20	33	40	72	**	62	67	70	**	75	**	41	29	49	19	31	39
	5%	5%	10%	8%	4%	5%	**	5%	5%	5%	**	5%	**	15%	3%	13%	2%	19%	3%
			a	b										b		b		b	
No	1343	1159	172	362	883	1288	**	1097	1206	1275	**	1301	**	223	984	304	840	128	1094
	92%	92%	86%	88%	94%	92%	**	92%	92%	92%	**	92%	**	81%	96%	83%	96%	77%	95%
					a									a		a		a	
Don't know	45	37	7	16	19	44	**	34	37	38	**	44	**	10	13	12	18	8	18
	3%	3%	4%	4%	2%	3%	**	3%	3%	3%	**	3%	**	4%	1%	3%	2%	5%	2%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH4. What type of radio programme broadcast something that offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 *a	C2DE *b	ENGLAND *a	SCOTLAND *b	WALES *c	IRELAND *d	MAN *a	WOMAN *b	YES *a	NO *b
Significance Level: 99%																		
Unweighted total	74	9	30	7	5	6	10	7	41	32	55	9	3	7	48	25	32	42
Effective Weighted Sample	60	9	29	5	4	5	9	7	34	26	48	8	3	7	40	20	26	34
Total	77	18	25	6	4	5	6	11	47	29	67	7	1	2	46	29	35	42
News or current affairs programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Talk show/ phone-in	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Documentary/ history	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sports programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Children's programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comedy	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
General entertainment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Game/ quiz show	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Drama	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arts/ music	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Religious programming	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH4. What type of radio programme broadcast something that offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 *a	C2DE *b	ENGLAND *a	SCOTLAND *b	WALES *c	IRELAND *d	MAN *a	WOMAN *b	YES *a	NO *b
Significance Level: 99%																		
Unweighted total	74	9	30	7	5	6	10	7	41	32	55	9	3	7	48	25	32	42
Effective Weighted Sample	60	9	29	5	4	5	9	7	34	26	48	8	3	7	40	20	26	34
Total	77	18	25	6	4	5	6	11	47	29	67	7	1	2	46	29	35	42
Other types of programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH4. What type of radio programme broadcast something that offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b	*a	*b	*a	*b
Significance Level: 99%																			
Unweighted total	74	56	18	29	40	69	5	61	65	68	6	71	3	38	29	47	18	28	40
Effective Weighted Sample	60	45	15	24	32	56	4	49	52	55	5	57	3	31	24	37	16	23	32
Total	77	57	20	33	40	72	5	62	67	70	7	75	2	41	29	49	19	31	39
News or current affairs programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Talk show/ phone-in	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Documentary/ history	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sports programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Children's programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comedy	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
General entertainment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Game/ quiz show	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Drama	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Arts/ music	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Religious programming	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH4. What type of radio programme broadcast something that offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b	*a	*b	*a	*b	*a
Significance Level: 99%																				
Unweighted total	74	56	18	29	40	69	5	61	65	68	6	71	3	38	29	47	18	28	40	
Effective Weighted Sample	60	45	15	24	32	56	4	49	52	55	5	57	3	31	24	37	16	23	32	
Total	77	57	20	33	40	72	5	62	67	70	7	75	2	41	29	49	19	31	39	
Other types of programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH5. What kinds of things in the programme offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 *a	C2DE *b	ENGLAND *a	SCOTLAND *b	WALES *c	IRELAND *d	MAN *a	WOMAN *b	YES *a	NO *b
Significance Level: 99%																		
Unweighted total	74	9	30	7	5	6	10	7	41	32	55	9	3	7	48	25	32	42
Effective Weighted Sample	60	9	29	5	4	5	9	7	34	26	48	8	3	7	40	20	26	34
Total	77	18	25	6	4	5	6	11	47	29	67	7	1	2	46	29	35	42
Swearing/ bad/ hurtful words	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Abuse/ violence/ sexual violence/ gore	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Misinformation/ bias/ poor journalism	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Racism	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sexism/ homophobia/ transphobia	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH5. What kinds of things in the programme offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 *a	C2DE *b	ENGLAND *a	SCOTLAND *b	WALES *c	IRELAND *d	MAN *a	WOMAN *b	YES *a	NO *b
Significance Level: 99%																		
Unweighted total	74	9	30	7	5	6	10	7	41	32	55	9	3	7	48	25	32	42
Effective Weighted Sample	60	9	29	5	4	5	9	7	34	26	48	8	3	7	40	20	26	34
Total	77	18	25	6	4	5	6	11	47	29	67	7	1	2	46	29	35	42
Unrealistic expectations/ influencing behaviours/ attitudes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Religious arguments	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sex/ explicit content	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Smoking/ drugs/ alcohol	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mental health/ Body image/ Bullying	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 70

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH5. What kinds of things in the programme offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b	*a	*b	*a	*b	
Significance Level: 99%																				
Unweighted total	74	56	18	29	40	69	5	61	65	68	6	71	3	38	29	47	18	28	40	
Effective Weighted Sample	60	45	15	24	32	56	4	49	52	55	5	57	3	31	24	37	16	23	32	
Total	77	57	20	33	40	72	5	62	67	70	7	75	2	41	29	49	19	31	39	
Swearing/ bad/ hurtful words	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Abuse/ violence/ sexual violence/ gore	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Misinformation/ bias/ poor journalism	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Racism	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sexism/ homophobia/ transphobia	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH5. What kinds of things in the programme offended you? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b	*a	*b	*a	*b
Significance Level: 99%																			
Unweighted total	74	56	18	29	40	69	5	61	65	68	6	71	3	38	29	47	18	28	40
Effective Weighted Sample	60	45	15	24	32	56	4	49	52	55	5	57	3	31	24	37	16	23	32
Total	77	57	20	33	40	72	5	62	67	70	7	75	2	41	29	49	19	31	39
Unrealistic expectations/ influencing behaviours/ attitudes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Religious arguments	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sex/ explicit content	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Smoking/ drugs/ alcohol	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mental health/ Body image/ Bullying	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH6. What did you do when you were offended by what you heard on the radio? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 *a	C2DE *b	ENGLAND *a	SCOTLAND *b	WALES *c	IRELAND *d	MAN *a	WOMAN *b	YES *a	NO *b
Significance Level: 99%																		
Unweighted total	74	9	30	7	5	6	10	7	41	32	55	9	3	7	48	25	32	42
Effective Weighted Sample	60	9	29	5	4	5	9	7	34	26	48	8	3	7	40	20	26	34
Total	77	18	25	6	4	5	6	11	47	29	67	7	1	2	46	29	35	42
Continued listening/ did nothing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Stopped listening	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Listened to something else	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Complained to the broadcaster (via letter/ phone/ email/ online)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Complained to the regulator (via letter/ phone/ email/ online)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Discussed it with other people	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 71

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QH6. What did you do when you were offended by what you heard on the radio? (MULTI CODE)

Base : Those who have personally heard anything on radio they found to be offensive in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b	*a	*b	*a	*b
Significance Level: 99%																			
Unweighted total	74	56	18	29	40	69	5	61	65	68	6	71	3	38	29	47	18	28	40
Effective Weighted Sample	60	45	15	24	32	56	4	49	52	55	5	57	3	31	24	37	16	23	32
Total	77	57	20	33	40	72	5	62	67	70	7	75	2	41	29	49	19	31	39
Continued listening/ did nothing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Stopped listening	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Listened to something else	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Complained to the broadcaster (via letter/ phone/ email/ online)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Complained to the regulator (via letter/ phone/ email/ online)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Discussed it with other people	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 72

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QJ1. We're interested in your views on the regulation of radio – meaning any rules or guidelines that should be followed in terms of what can and what can't be broadcast on radio. As far as you know, are radio programmes regulated – so are there rules or guidelines about what can and can't be broadcast on radio? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Yes	1228	127	196	180	194	226	153	151	701	501	1045	95	56	33	633	584	300	925
	60%	48%	60%	55%	60%	69%	62%	67%	65%	55%	61%	56%	58%	58%	66%	56%	56%	62%
						ac	a	a	b						b			
No	262	57	54	64	42	21	12	12	129	124	218	23	13	7	116	142	96	165
	13%	21%	17%	20%	13%	6%	5%	5%	12%	13%	13%	14%	14%	12%	12%	14%	18%	11%
		efg	efg	efg	ef												b	
Don't know	547	81	76	81	90	79	79	61	247	291	451	51	27	17	215	315	137	405
	27%	30%	23%	25%	28%	24%	32%	27%	23%	32%	26%	30%	28%	30%	22%	30%	26%	27%
							b		a						a			

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QJ1. We're interested in your views on the regulation of radio – meaning any rules or guidelines that should be followed in terms of what can and what can't be broadcast on radio. As far as you know, are radio programmes regulated – so are there rules or guidelines about what can and can't be broadcast on radio? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Yes	1228	1047	172	369	770	1133	94	982	1047	1135	92	1151	76	239	828	297	704	136	949
	60%	62%	53%	65%	62%	61%	50%	60%	62%	61%	56%	61%	48%	71%	62%	66%	62%	65%	62%
		b										b		b					
No	262	196	63	60	158	252	10	224	227	243	18	255	7	39	189	71	156	32	201
	13%	12%	19%	10%	13%	14%	5%	14%	13%	13%	11%	14%	4%	12%	14%	16%	14%	15%	13%
			a			b						b							
Don't know	547	441	91	142	313	464	83	428	409	492	54	472	75	58	321	83	280	41	389
	27%	26%	28%	25%	25%	25%	44%	26%	24%	26%	33%	25%	48%	17%	24%	18%	25%	20%	25%
							a					a							

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 73

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QJ2. Who do you think is responsible for regulating radio? (SINGLE CODE)

Base : Those who say that radio programmes are regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1233	69	242	177	182	248	208	107	690	525	876	115	124	118	658	567	298	933
Effective Weighted Sample	1028	65	224	147	159	221	192	98	563	454	810	108	117	111	557	468	257	770
Total	1228	127	196	180	194	226	153	151	701	501	1045	95	56	33	633	584	300	925
Ofcom/ Office of Communications	479	**	65	71	84	93	62	60	307	162	404	39	24	13	271	203	102	376
	39%	**	33%	39%	43%	41%	41%	40%	44%	32%	39%	41%	42%	38%	43%	35%	34%	41%
									b						b			
BSC/ Broadcasting Standards Commission	344	**	38	39	57	85	53	47	191	148	294	23	19	7	165	179	84	259
	28%	**	19%	22%	29%	38%	35%	31%	27%	30%	28%	25%	34%	22%	26%	31%	28%	28%
						bc	bc											
ASA/ Advertising Standards Authority	71	**	6	4	15	11	13	18	33	37	57	10	2	2	41	30	12	59
	6%	**	3%	2%	8%	5%	9%	12%	5%	7%	5%	10%	4%	7%	7%	5%	4%	6%
							b	bc										
BBC	70	**	20	14	2	8	2	3	32	39	65	4	-	1	43	23	29	39
	6%	**	10%	8%	1%	3%	2%	2%	5%	8%	6%	5%	-%	4%	7%	4%	10%	4%
			def	df							c						b	
Radio stations themselves	69	**	17	11	11	10	5	6	31	35	54	10	3	2	20	49	17	53
	6%	**	9%	6%	5%	5%	3%	4%	4%	7%	5%	10%	5%	7%	3%	8%	6%	6%
																a		
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	41	**	14	7	4	5	3	1	25	15	36	4	*	1	24	16	15	26
	3%	**	7%	4%	2%	2%	2%	1%	4%	3%	3%	4%	1%	3%	4%	3%	5%	3%
Radiocentre	12	**	4	1	3	-	-	-	8	4	10	-	1	1	5	7	5	7
	1%	**	2%	1%	1%	-%	-%	-%	1%	1%	1%	-%	2%	3%	1%	1%	2%	1%
Don't know	142	**	32	31	18	15	14	15	75	62	125	5	7	5	63	76	37	105
	12%	**	17%	17%	9%	7%	9%	10%	11%	12%	12%	5%	12%	16%	10%	13%	12%	11%
			e	e														

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 73

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QJ2. Who do you think is responsible for regulating radio? (SINGLE CODE)

Base : Those who say that radio programmes are regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1233	1071	153	358	791	1150	83	1004	1077	1153	80	1168	65	238	849	305	720	132	978
Effective Weighted Sample	1028	889	133	295	664	960	70	831	896	957	71	975	55	202	703	251	600	111	810
Total	1228	1047	172	369	770	1133	94	982	1047	1135	92	1151	76	239	828	297	704	136	949
Ofcom/ Office of Communications	479	417	61	117	330	442	**	386	415	446	**	449	**	99	324	115	282	56	374
	39%	40%	35%	32%	43%	39%	**	39%	40%	39%	**	39%	**	41%	39%	39%	40%	42%	39%
					a														
BSC/ Broadcasting Standards Commission	344	296	44	114	214	325	**	267	307	323	**	332	**	79	230	89	193	32	274
	28%	28%	26%	31%	28%	29%	**	27%	29%	28%	**	29%	**	33%	28%	30%	27%	24%	29%
ASA/ Advertising Standards Authority	71	64	6	30	34	70	**	49	57	57	**	70	**	13	53	23	38	10	44
	6%	6%	3%	8%	4%	6%	**	5%	5%	5%	**	6%	**	5%	6%	8%	5%	7%	5%
BBC	70	50	20	30	31	65	**	64	64	68	**	68	**	20	40	26	38	21	43
	6%	5%	12%	8%	4%	6%	**	7%	6%	6%	**	6%	**	8%	5%	9%	5%	16%	5%
			a	b														b	
Radio stations themselves	69	55	13	23	39	62	**	55	53	60	**	62	**	10	49	14	41	2	53
	6%	5%	8%	6%	5%	6%	**	6%	5%	5%	**	5%	**	4%	6%	5%	6%	1%	6%
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	41	30	11	7	30	33	**	38	31	40	**	33	**	5	23	10	21	6	32
	3%	3%	6%	2%	4%	3%	**	4%	3%	4%	**	3%	**	2%	3%	3%	3%	4%	3%
Radiocentre	12	7	4	3	7	12	**	12	8	12	**	12	**	2	10	3	9	2	10
	1%	1%	3%	1%	1%	1%	**	1%	1%	1%	**	1%	**	1%	1%	1%	1%	1%	1%
Don't know	142	127	13	45	86	124	**	112	111	129	**	126	**	10	98	18	81	7	119
	12%	12%	7%	12%	11%	11%	**	11%	11%	11%	**	11%	**	4%	12%	6%	12%	5%	12%
															a				

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 74

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QJ3. Do you think the amount of regulation for radio shows is too much, too little, or about the right amount? (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Too much	93	25	23	17	16	7	3	1	44	46	79	10	2	3	53	40	33	61
	5%	10%	7%	5%	5%	2%	1%	1%	4%	5%	5%	6%	2%	5%	5%	4%	6%	4%
		efg	efg	f														
Too little	120	30	31	26	10	8	6	9	66	48	100	12	4	3	68	49	47	71
	6%	11%	9%	8%	3%	2%	3%	4%	6%	5%	6%	7%	4%	6%	7%	5%	9%	5%
		def	def	ef													b	
About the right amount	1226	127	186	185	206	221	161	140	692	521	1031	100	61	33	591	624	322	902
	60%	48%	57%	57%	63%	68%	66%	62%	64%	57%	60%	59%	64%	58%	61%	60%	60%	60%
		a			a	abc	a		b									
Don't know	596	83	85	98	94	89	73	74	274	301	504	46	29	17	251	327	132	461
	29%	31%	26%	30%	29%	27%	30%	33%	25%	33%	29%	27%	30%	30%	26%	31%	25%	31%
									a									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QJ3. Do you think the amount of regulation for radio shows is too much, too little, or about the right amount? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Too much	93	64	29	42	44	80	13	86	80	87	6	85	8	24	52	35	42	18	67
	5%	4%	9%	7%	4%	4%	7%	5%	5%	5%	4%	5%	5%	7%	4%	8%	4%	9%	4%
			a	b											b				
Too little	120	83	36	39	64	111	9	100	102	110	10	115	5	40	66	55	53	30	75
	6%	5%	11%	7%	5%	6%	5%	6%	6%	6%	6%	6%	3%	12%	5%	12%	5%	14%	5%
			a											b	b			b	
About the right amount	1226	1050	167	330	811	1162	64	1000	1074	1152	74	1176	50	190	894	260	768	111	986
	60%	62%	51%	58%	65%	63%	34%	61%	64%	62%	45%	63%	32%	57%	67%	58%	67%	53%	64%
		b		a	b			d	d	d		b		a	a		a	a	
Don't know	596	486	95	160	323	496	101	449	428	522	74	502	94	82	326	101	277	50	411
	29%	29%	29%	28%	26%	27%	54%	27%	25%	28%	45%	27%	60%	24%	24%	22%	24%	24%	27%
							a				abc		a						

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 75

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK1. In the last 12 months have you personally seen anything on any of these services that you thought caused any concern to you, to other adults, or to children? (SINGLE CODE)

Base : Those who have watched any catch-up or on-demand services in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65-74 f	75+ g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND b	WALES c	IRELAND d	MAN a	WOMAN b	YES a	NO b
Significance Level: 99%																		
Unweighted total	1891	141	388	314	294	335	299	120	1003	869	1311	182	204	194	937	935	512	1373
Effective Weighted Sample	1563	132	361	254	252	298	275	109	816	739	1208	169	189	181	779	773	432	1127
Total	1871	253	318	305	306	304	220	166	1027	820	1568	156	93	55	889	956	509	1354
Yes – caused concern to me	80 4%	10 4%	19 6%	13 4%	7 2%	13 4%	12 5%	6 3%	55 5%	24 3%	69 4%	6 4%	4 5%	1 1%	42 5%	37 4%	24 5%	55 4%
Yes – caused concern to other adults	82 4%	20 8% ef	20 6%	11 4%	9 3%	8 3%	5 2%	9 6%	54 5%	28 3%	67 4%	8 5%	5 5%	2 3%	39 4%	41 4%	33 6%	49 4%
Yes – caused concern to children	113 6%	15 6%	32 10% e	17 6%	16 5%	8 3%	11 5%	13 8%	68 7%	45 5%	94 6% d	10 6% d	8 9% d	1 1%	59 7%	53 6%	52 10% b	60 4%
SUMMARY																		
ANYTHING OF CONCERN	209 11%	34 13%	50 16% de	34 11%	25 8%	24 8%	21 9%	21 12%	134 13%	75 9%	175 11%	18 12%	13 14% d	3 5%	107 12%	99 10%	85 17% b	123 9%
No	1539 82%	195 77%	253 80%	252 83%	258 84%	267 88% abg	187 85%	127 76%	842 82%	682 83%	1287 82%	128 83%	75 80%	49 89%	728 82%	793 83%	394 77%	1141 84% a
Don't know	123 7%	24 9%	14 4%	19 6%	22 7%	12 4%	13 6%	19 11% be	51 5%	63 8%	106 7%	9 6%	5 6%	3 6%	54 6%	65 7%	31 6%	90 7%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 75

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK1. In the last 12 months have you personally seen anything on any of these services that you thought caused any concern to you, to other adults, or to children? (SINGLE CODE)

Base : Those who have watched any catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	*d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1891	1616	254	519	1190	1759	132	1660	1720	1891	-	1788	103	316	1291	437	1094	205	1572
Effective Weighted Sample	1563	1329	219	423	991	1455	110	1364	1422	1563	-	1479	86	270	1059	358	906	171	1298
Total	1871	1555	295	526	1155	1727	144	1634	1683	1871	-	1757	115	316	1249	426	1069	209	1539
Yes – caused concern to me	80 4%	56 4%	19 7%	27 5%	48 4%	70 4%	10 7%	73 4%	68 4%	80 4%	** **	70 4%	10 9%	47 15% b	20 2%	52 12% b	11 1%	80 38% b	- -%
Yes – caused concern to other adults	82 4%	61 4%	17 6%	28 5%	52 5%	75 4%	7 5%	75 5%	76 5%	82 4%	** **	78 4%	4 3%	47 15% b	18 1%	52 12% b	16 1%	82 39% b	- -%
Yes – caused concern to children	113 6%	82 5%	27 9%	36 7%	69 6%	101 6%	12 8%	102 6%	104 6%	113 6%	** **	104 6%	9 8%	54 17% b	34 3%	68 16% b	28 3%	113 54% b	- -%
SUMMARY																			
ANYTHING OF CONCERN	209 11%	154 10%	47 16% a	71 14%	124 11%	183 11%	26 18%	190 12%	184 11%	209 11%	** **	187 11%	21 19%	104 33% b	61 5%	123 29% b	46 4%	209 100% b	- -%
No	1539 82%	1301 84%	230 78% a	412 78%	981 85% a	1434 83% b	105 73%	1341 82%	1395 83%	1539 82%	** **	1459 83% b	80 70%	190 60%	1142 91% a	278 65%	986 92% a	- -%	1539 100% a
Don't know	123 7%	99 6%	19 6%	43 8% b	49 4%	110 6%	13 9%	102 6%	104 6%	123 7%	** **	110 6%	13 11%	22 7%	46 4%	25 6%	37 3%	- -%	- -%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 76

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK2. What type of programme caused any concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN *b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	205	18	60	33	24	26	29	15	122	83	147	20	27	11	107	96	78	126
Effective Weighted Sample	171	17	57	28	21	23	26	14	101	72	133	18	24	11	93	77	68	103
Total	209	34	50	34	25	24	21	21	134	75	175	18	13	3	107	99	85	123
Film	103 49%	**	**	**	**	**	**	**	59 44%	**	87 50%	**	**	**	63 59%	**	**	62 50%
Reality TV	56 27%	**	**	**	**	**	**	**	31 23%	**	49 28%	**	**	**	26 24%	**	**	31 25%
General entertainment	52 25%	**	**	**	**	**	**	**	37 27%	**	47 27%	**	**	**	28 27%	**	**	25 20%
Documentary	49 24%	**	**	**	**	**	**	**	28 21%	**	43 25%	**	**	**	26 24%	**	**	30 24%
Soap or drama	45 22%	**	**	**	**	**	**	**	30 23%	**	37 21%	**	**	**	22 21%	**	**	34 28%
News or current affairs programme	32 15%	**	**	**	**	**	**	**	20 15%	**	28 16%	**	**	**	18 16%	**	**	17 13%
Comedy	29 14%	**	**	**	**	**	**	**	21 15%	**	23 13%	**	**	**	18 17%	**	**	15 12%
Music video (on music channel or general channels)	22 10%	**	**	**	**	**	**	**	12 9%	**	20 12%	**	**	**	16 15%	**	**	12 10%
Children's TV	21 10%	**	**	**	**	**	**	**	15 11%	**	18 10%	**	**	**	11 10%	**	**	6 5%
Religious programming	17 8%	**	**	**	**	**	**	**	8 6%	**	13 8%	**	**	**	11 10%	**	**	6 5%
Sports	15 7%	**	**	**	**	**	**	**	12 9%	**	14 8%	**	**	**	9 9%	**	**	4 3%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK2. What type of programme caused any concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN *b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	205	18	60	33	24	26	29	15	122	83	147	20	27	11	107	96	78	126
Effective Weighted Sample	171	17	57	28	21	23	26	14	101	72	133	18	24	11	93	77	68	103
Total	209	34	50	34	25	24	21	21	134	75	175	18	13	3	107	99	85	123
Talent show	12 6%	** **	** **	** **	** **	** **	** **	** **	8 6%	** **	11 7%	** **	** **	** **	9 8%	** **	** **	3 2%
Game/ quiz show	12 6%	** **	** **	** **	** **	** **	** **	** **	6 4%	** **	11 7%	** **	** **	** **	10 9%	** **	** **	7 6%
Other types of programme	8 4%	** **	** **	** **	** **	** **	** **	** **	5 4%	** **	5 3%	** **	** **	** **	7 6%	** **	** **	6 5%
Don't know	3 2%	** **	** **	** **	** **	** **	** **	** **	3 3%	** **	3 2%	** **	** **	** **	2 2%	** **	** **	3 3%

* indicates a low base size (less than 100)
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 76

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK2. What type of programme caused any concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	*b	a	*b	a	*b
Significance Level: 99%																			
Unweighted total	205	155	43	73	119	186	19	186	185	205	-	189	16	98	68	125	47	205	-
Effective Weighted Sample	171	127	37	60	100	155	17	156	154	171	-	158	14	85	54	104	39	171	-
Total	209	154	47	71	124	183	26	190	184	209	-	187	21	104	61	123	46	209	-
Film	103	76	**	**	62	92	**	92	90	103	**	92	**	**	**	69	**	103	**
	49%	49%	**	**	50%	50%	**	49%	49%	49%	**	49%	**	**	**	56%	**	49%	**
Reality TV	56	43	**	**	36	48	**	51	49	56	**	49	**	**	**	37	**	56	**
	27%	28%	**	**	29%	26%	**	27%	27%	27%	**	26%	**	**	**	30%	**	27%	**
General entertainment	52	36	**	**	29	48	**	49	49	52	**	50	**	**	**	40	**	52	**
	25%	24%	**	**	24%	26%	**	26%	27%	25%	**	26%	**	**	**	32%	**	25%	**
Documentary	49	38	**	**	26	44	**	48	44	49	**	46	**	**	**	36	**	49	**
	24%	25%	**	**	21%	24%	**	25%	24%	24%	**	24%	**	**	**	29%	**	24%	**
Soap or drama	45	40	**	**	30	44	**	38	44	45	**	44	**	**	**	35	**	45	**
	22%	26%	**	**	24%	24%	**	20%	24%	22%	**	24%	**	**	**	28%	**	22%	**
News or current affairs programme	32	26	**	**	18	31	**	31	31	32	**	31	**	**	**	26	**	32	**
	15%	17%	**	**	14%	17%	**	16%	17%	15%	**	17%	**	**	**	21%	**	15%	**
Comedy	29	21	**	**	16	27	**	26	26	29	**	27	**	**	**	17	**	29	**
	14%	13%	**	**	13%	15%	**	14%	14%	14%	**	14%	**	**	**	14%	**	14%	**
Music video (on music channel or general channels)	22	14	**	**	14	17	**	21	19	22	**	19	**	**	**	13	**	22	**
	10%	9%	**	**	11%	10%	**	11%	10%	10%	**	10%	**	**	**	11%	**	10%	**
Children's TV	21	10	**	**	11	18	**	20	18	21	**	18	**	**	**	11	**	21	**
	10%	6%	**	**	9%	10%	**	10%	10%	10%	**	10%	**	**	**	9%	**	10%	**
Religious programming	17	10	**	**	7	15	**	15	14	17	**	15	**	**	**	14	**	17	**
	8%	7%	**	**	6%	8%	**	8%	8%	8%	**	8%	**	**	**	11%	**	8%	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK2. What type of programme caused any concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	*b	a	*b	a	*b
Significance Level: 99%																			
Unweighted total	205	155	43	73	119	186	19	186	185	205	-	189	16	98	68	125	47	205	-
Effective Weighted Sample	171	127	37	60	100	155	17	156	154	171	-	158	14	85	54	104	39	171	-
Total	209	154	47	71	124	183	26	190	184	209	-	187	21	104	61	123	46	209	-
Sports	15	13	**	**	10	13	**	14	13	15	**	13	**	**	**	8	**	15	**
	7%	8%	**	**	8%	7%	**	8%	7%	7%	**	7%	**	**	**	7%	**	7%	**
Talent show	12	9	**	**	7	11	**	11	11	12	**	11	**	**	**	7	**	12	**
	6%	6%	**	**	6%	6%	**	6%	6%	6%	**	6%	**	**	**	6%	**	6%	**
Game/ quiz show	12	8	**	**	5	10	**	11	10	12	**	10	**	**	**	8	**	12	**
	6%	5%	**	**	4%	6%	**	6%	5%	6%	**	5%	**	**	**	6%	**	6%	**
Other types of programme	8	7	**	**	4	7	**	5	8	8	**	8	**	**	**	2	**	8	**
	4%	5%	**	**	3%	4%	**	2%	5%	4%	**	4%	**	**	**	2%	**	4%	**
Don't know	3	2	**	**	2	3	**	3	3	3	**	3	**	**	**	3	**	3	**
	2%	2%	**	**	2%	2%	**	2%	2%	2%	**	2%	**	**	**	3%	**	2%	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 77

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN *b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	205	18	60	33	24	26	29	15	122	83	147	20	27	11	107	96	78	126
Effective Weighted Sample	171	17	57	28	21	23	26	14	101	72	133	18	24	11	93	77	68	103
Total	209	34	50	34	25	24	21	21	134	75	175	18	13	3	107	99	85	123
Netflix	102 49%	** **	** **	** **	** **	** **	** **	** **	69 51%	** **	84 48%	** **	** **	** **	50 46%	** **	** **	57 46%
BBC iPlayer	67 32%	** **	** **	** **	** **	** **	** **	** **	47 35%	** **	57 33%	** **	** **	** **	38 36%	** **	** **	45 36%
ITVX or ITVX Premium (formerly ITV Hub/ ITV Hub+)	48 23%	** **	** **	** **	** **	** **	** **	** **	33 24%	** **	41 24%	** **	** **	** **	29 27%	** **	** **	28 23%
Amazon Prime Video	44 21%	** **	** **	** **	** **	** **	** **	** **	29 21%	** **	38 22%	** **	** **	** **	31 29%	** **	** **	23 19%
Channel 4 or Channel 4+ streaming service (formerly All4/ All4+)	23 11%	** **	** **	** **	** **	** **	** **	** **	13 10%	** **	16 9%	** **	** **	** **	12 11%	** **	** **	16 13%
Disney+	16 8%	** **	** **	** **	** **	** **	** **	** **	12 9%	** **	16 9%	** **	** **	** **	14 13%	** **	** **	7 6%
My5 (previously Demand 5)	14 7%	** **	** **	** **	** **	** **	** **	** **	12 9%	** **	10 6%	** **	** **	** **	9 9%	** **	** **	9 7%
Sky On Demand or Sky Go	11 5%	** **	** **	** **	** **	** **	** **	** **	7 5%	** **	9 5%	** **	** **	** **	9 8%	** **	** **	3 3%
NOW	9 4%	** **	** **	** **	** **	** **	** **	** **	6 5%	** **	9 5%	** **	** **	** **	8 7%	** **	** **	3 2%
Apple TV+	7 3%	** **	** **	** **	** **	** **	** **	** **	5 4%	** **	6 4%	** **	** **	** **	5 5%	** **	** **	3 2%

* indicates a low base size (less than 100)
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 77

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN *b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	205	18	60	33	24	26	29	15	122	83	147	20	27	11	107	96	78	126
Effective Weighted Sample	171	17	57	28	21	23	26	14	101	72	133	18	24	11	93	77	68	103
Total	209	34	50	34	25	24	21	21	134	75	175	18	13	3	107	99	85	123
Discovery+	7 3%	** **	** **	** **	** **	** **	** **	** **	5 4%	** **	6 4%	** **	** **	** **	5 5%	** **	** **	4 4%
Virgin TV Catch-up or Virgin TV Go	6 3%	** **	** **	** **	** **	** **	** **	** **	5 4%	** **	6 3%	** **	** **	** **	4 4%	** **	** **	4 3%
STV Player/ STV Player VIP (Scotland)	5 2%	** **	** **	** **	** **	** **	** **	** **	3 2%	** **	2 1%	** **	** **	** **	2 2%	** **	** **	2 2%
U streaming service (formerly UKTV Play)	4 2%	** **	** **	** **	** **	** **	** **	** **	4 3%	** **	4 3%	** **	** **	** **	4 4%	** **	** **	4 4%
BritBox	3 1%	** **	** **	** **	** **	** **	** **	** **	3 2%	** **	3 1%	** **	** **	** **	3 2%	** **	** **	2 1%
Starzplay	1 *%	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	1 1%	** **	** **	** **	1 1%	** **	** **	- -%
Hayu	1 *%	** **	** **	** **	** **	** **	** **	** **	- -%	** **	1 *%	** **	** **	** **	1 1%	** **	** **	- -%
S4C Clic (Welsh language)	- -%	** **	** **	** **	** **	** **	** **	** **	- -%	** **	- -%	** **	** **	** **	- -%	** **	** **	- -%
Any other catch-up or on-demand services	3 1%	** **	** **	** **	** **	** **	** **	** **	2 1%	** **	3 2%	** **	** **	** **	1 1%	** **	** **	2 2%
Can't remember	29 14%	** **	** **	** **	** **	** **	** **	** **	15 11%	** **	22 13%	** **	** **	** **	11 10%	** **	** **	20 16%

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Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN *b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	205	18	60	33	24	26	29	15	122	83	147	20	27	11	107	96	78	126
Effective Weighted Sample	171	17	57	28	21	23	26	14	101	72	133	18	24	11	93	77	68	103
Total	209	34	50	34	25	24	21	21	134	75	175	18	13	3	107	99	85	123
NOT ANSWERED	-	**	**	**	**	**	**	**	-	**	-	**	**	**	-	**	**	-
	-%	**	**	**	**	**	**	**	-%	**	-%	**	**	**	-%	**	**	-%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 77

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	*b	a	*b	a	*b
Significance Level: 99%																			
Unweighted total	205	155	43	73	119	186	19	186	185	205	-	189	16	98	68	125	47	205	-
Effective Weighted Sample	171	127	37	60	100	155	17	156	154	171	-	158	14	85	54	104	39	171	-
Total	209	154	47	71	124	183	26	190	184	209	-	187	21	104	61	123	46	209	-
Netflix	102	66	**	**	57	82	**	102	82	102	**	84	**	**	**	54	**	102	**
	49%	43%	**	**	46%	45%	**	54%	45%	49%	**	45%	**	**	**	44%	**	49%	**
BBC iPlayer	67	52	**	**	43	65	**	57	67	67	**	67	**	**	**	50	**	67	**
	32%	34%	**	**	35%	36%	**	30%	37%	32%	**	36%	**	**	**	41%	**	32%	**
ITVX or ITVX Premium (formerly ITV Hub/ ITV Hub+)	48	40	**	**	30	48	**	41	48	48	**	48	**	**	**	35	**	48	**
	23%	26%	**	**	25%	26%	**	22%	26%	23%	**	25%	**	**	**	29%	**	23%	**
Amazon Prime Video	44	29	**	**	21	41	**	44	40	44	**	41	**	**	**	23	**	44	**
	21%	19%	**	**	17%	22%	**	23%	22%	21%	**	22%	**	**	**	18%	**	21%	**
Channel 4 or Channel 4+ streaming service (formerly All4/ All4+)	23	20	**	**	11	23	**	23	23	23	**	23	**	**	**	19	**	23	**
	11%	13%	**	**	9%	13%	**	12%	13%	11%	**	13%	**	**	**	16%	**	11%	**
Disney+	16	10	**	**	9	14	**	16	14	16	**	14	**	**	**	7	**	16	**
	8%	7%	**	**	7%	8%	**	9%	8%	8%	**	8%	**	**	**	6%	**	8%	**
My5 (previously Demand 5)	14	13	**	**	8	14	**	14	14	14	**	14	**	**	**	10	**	14	**
	7%	8%	**	**	6%	8%	**	7%	8%	7%	**	7%	**	**	**	8%	**	7%	**
Sky On Demand or Sky Go	11	6	**	**	4	11	**	11	11	11	**	11	**	**	**	6	**	11	**
	5%	4%	**	**	3%	6%	**	6%	6%	5%	**	6%	**	**	**	5%	**	5%	**
NOW	9	8	**	**	2	9	**	9	9	9	**	9	**	**	**	8	**	9	**
	4%	5%	**	**	2%	5%	**	5%	5%	4%	**	5%	**	**	**	6%	**	4%	**

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Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 77

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QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	*b	a	*b	a	*b
Significance Level: 99%																			
Unweighted total	205	155	43	73	119	186	19	186	185	205	-	189	16	98	68	125	47	205	-
Effective Weighted Sample	171	127	37	60	100	155	17	156	154	171	-	158	14	85	54	104	39	171	-
Total	209	154	47	71	124	183	26	190	184	209	-	187	21	104	61	123	46	209	-
Apple TV+	7	4	**	**	3	7	**	7	7	7	**	7	**	**	**	5	**	7	**
	3%	3%	**	**	3%	4%	**	4%	4%	3%	**	4%	**	**	**	4%	**	3%	**
Discovery+	7	3	**	**	3	7	**	7	7	7	**	7	**	**	**	3	**	7	**
	3%	2%	**	**	3%	4%	**	3%	4%	3%	**	4%	**	**	**	3%	**	3%	**
Virgin TV Catch-up or Virgin TV Go	6	4	**	**	6	6	**	4	6	6	**	6	**	**	**	4	**	6	**
	3%	3%	**	**	5%	3%	**	2%	3%	3%	**	3%	**	**	**	3%	**	3%	**
STV Player/ STV Player VIP (Scotland)	5	5	**	**	3	5	**	5	5	5	**	5	**	**	**	1	**	5	**
	2%	3%	**	**	3%	3%	**	2%	3%	2%	**	3%	**	**	**	1%	**	2%	**
U streaming service (formerly UKTV Play)	4	4	**	**	2	4	**	3	4	4	**	4	**	**	**	4	**	4	**
	2%	3%	**	**	1%	2%	**	1%	2%	2%	**	2%	**	**	**	4%	**	2%	**
BritBox	3	3	**	**	3	3	**	3	3	3	**	3	**	**	**	2	**	3	**
	1%	2%	**	**	2%	1%	**	1%	1%	1%	**	1%	**	**	**	1%	**	1%	**
Starzplay	1	1	**	**	1	1	**	1	1	1	**	1	**	**	**	-	**	1	**
	*%	1%	**	**	1%	1%	**	*%	1%	*%	**	1%	**	**	**	-%	**	*%	**
Hayu	1	1	**	**	1	1	**	1	1	1	**	1	**	**	**	-	**	1	**
	*%	1%	**	**	1%	*%	**	*%	*%	*%	**	*%	**	**	**	-%	**	*%	**
S4C Clic (Welsh language)	-	-	**	**	-	-	**	-	-	-	**	-	**	**	**	-	**	-	**
	-%	-%	**	**	-%	-%	**	-%	-%	-%	**	-%	**	**	**	-%	**	-%	**

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Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 77

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK3. Thinking about the things that caused any concern, which catch-up or on-demand service were you watching? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	*b	a	*b	a	*b
Significance Level: 99%																			
Unweighted total	205	155	43	73	119	186	19	186	185	205	-	189	16	98	68	125	47	205	-
Effective Weighted Sample	171	127	37	60	100	155	17	156	154	171	-	158	14	85	54	104	39	171	-
Total	209	154	47	71	124	183	26	190	184	209	-	187	21	104	61	123	46	209	-
Any other catch-up or on-demand services	3	1	**	**	2	2	**	3	1	3	**	2	**	**	**	1	**	3	**
	1%	1%	**	**	1%	1%	**	1%	1%	1%	**	1%	**	**	**	1%	**	1%	**
Can't remember	29	23	**	**	18	26	**	22	27	29	**	28	**	**	**	15	**	29	**
	14%	15%	**	**	14%	14%	**	11%	15%	14%	**	15%	**	**	**	12%	**	14%	**
NOT ANSWERED	-	-	**	**	-	-	**	-	-	-	**	-	**	**	**	-	**	-	**
	-%	-%	**	**	-%	-%	**	-%	-%	-%	**	-%	**	**	**	-%	**	-%	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN *b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	205	18	60	33	24	26	29	15	122	83	147	20	27	11	107	96	78	126
Effective Weighted Sample	171	17	57	28	21	23	26	14	101	72	133	18	24	11	93	77	68	103
Total	209	34	50	34	25	24	21	21	134	75	175	18	13	3	107	99	85	123
Abuse/ violence/ sexual violence/ gore	88 42%	**	**	**	**	**	**	**	55 41%	**	71 41%	**	**	**	41 38%	**	**	59 48%
Sex/ explicit content	75 36%	**	**	**	**	**	**	**	53 40%	**	62 35%	**	**	**	37 34%	**	**	46 37%
Swearing/ bad/ hurtful words	41 20%	**	**	**	**	**	**	**	26 19%	**	34 19%	**	**	**	23 21%	**	**	27 22%
Concerns about unsuitable content for children	36 17%	**	**	**	**	**	**	**	25 19%	**	31 18%	**	**	**	15 14%	**	**	21 17%
Specific mention of TV programme/ channel	14 7%	**	**	**	**	**	**	**	8 6%	**	13 8%	**	**	**	8 7%	**	**	10 8%
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	13 6%	**	**	**	**	**	**	**	7 6%	**	12 7%	**	**	**	7 7%	**	**	9 7%
Unrealistic expectations/ influencing behaviours/ attitudes	12 6%	**	**	**	**	**	**	**	8 6%	**	10 6%	**	**	**	6 6%	**	**	7 6%
Smoking/ drugs/ alcohol	10 5%	**	**	**	**	**	**	**	5 4%	**	8 5%	**	**	**	5 5%	**	**	8 6%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN *b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	205	18	60	33	24	26	29	15	122	83	147	20	27	11	107	96	78	126
Effective Weighted Sample	171	17	57	28	21	23	26	14	101	72	133	18	24	11	93	77	68	103
Total	209	34	50	34	25	24	21	21	134	75	175	18	13	3	107	99	85	123
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	9 4%	**	**	**	**	**	**	**	6 5%	**	9 5%	**	**	**	5 5%	**	**	*
Mental health/ Body image/ Bullying	7 4%	**	**	**	**	**	**	**	5 4%	**	7 4%	**	**	**	4 4%	**	**	4 3%
Reality TV	7 3%	**	**	**	**	**	**	**	5 4%	**	6 3%	**	**	**	4 3%	**	**	5 4%
Misinformation/ bias/ poor journalism	6 3%	**	**	**	**	**	**	**	4 3%	**	5 3%	**	**	**	4 3%	**	**	4 3%
Poor impression of advertising	5 2%	**	**	**	**	**	**	**	5 3%	**	4 2%	**	**	**	4 4%	**	**	4 3%
Sexism/ homophobia/ transphobia	4 2%	**	**	**	**	**	**	**	4 3%	**	3 2%	**	**	**	2 2%	**	**	3 3%
Gambling/ betting	4 2%	**	**	**	**	**	**	**	4 3%	**	4 2%	**	**	**	4 3%	**	**	3 2%
Racism	2 1%	**	**	**	**	**	**	**	2 1%	**	1 *%	**	**	**	1 1%	**	**	2 1%
Prefer not to say	6 3%	**	**	**	**	**	**	**	4 3%	**	6 4%	**	**	**	5 4%	**	**	5 4%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	*b	a	*b	a	*b
Significance Level: 99%																			
Unweighted total	205	155	43	73	119	186	19	186	185	205	-	189	16	98	68	125	47	205	-
Effective Weighted Sample	171	127	37	60	100	155	17	156	154	171	-	158	14	85	54	104	39	171	-
Total	209	154	47	71	124	183	26	190	184	209	-	187	21	104	61	123	46	209	-
Abuse/ violence/ sexual violence/ gore	88 42%	68 44%	** **	** **	62 50%	82 45%	** **	81 42%	82 45%	88 42%	** **	83 44%	** **	** **	** **	61 50%	** **	88 42%	** **
Sex/ explicit content	75 36%	55 36%	** **	** **	48 39%	68 37%	** **	69 36%	68 37%	75 36%	** **	68 36%	** **	** **	** **	49 40%	** **	75 36%	** **
Swearing/ bad/ hurtful words	41 20%	35 23%	** **	** **	24 19%	38 21%	** **	35 19%	38 20%	41 20%	** **	38 20%	** **	** **	** **	22 18%	** **	41 20%	** **
Concerns about unsuitable content for children	36 17%	22 15%	** **	** **	20 16%	29 16%	** **	31 16%	31 17%	36 17%	** **	31 17%	** **	** **	** **	14 12%	** **	36 17%	** **
Specific mention of TV programme/ channel	14 7%	10 7%	** **	** **	11 8%	11 6%	** **	11 6%	11 6%	14 7%	** **	11 6%	** **	** **	** **	6 5%	** **	14 7%	** **
Real life (documentaries/ war/ crime/ climate change/ politics etc.)	13 6%	8 5%	** **	** **	7 6%	12 6%	** **	13 7%	12 7%	13 6%	** **	13 7%	** **	** **	** **	10 8%	** **	13 6%	** **
Unrealistic expectations/ influencing behaviours/ attitudes	12 6%	11 7%	** **	** **	4 4%	12 7%	** **	11 6%	12 6%	12 6%	** **	12 6%	** **	** **	** **	8 6%	** **	12 6%	** **

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 78

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	*b	a	*b	a	*b
Significance Level: 99%																			
Unweighted total	205	155	43	73	119	186	19	186	185	205	-	189	16	98	68	125	47	205	-
Effective Weighted Sample	171	127	37	60	100	155	17	156	154	171	-	158	14	85	54	104	39	171	-
Total	209	154	47	71	124	183	26	190	184	209	-	187	21	104	61	123	46	209	-
Smoking/ drugs/ alcohol	10	9	**	**	6	10	**	10	10	10	**	10	**	**	**	9	**	10	**
	5%	6%	**	**	5%	5%	**	5%	5%	5%	**	5%	**	**	**	7%	**	5%	**
Over-representation (race/ sexuality/ bias towards woke/ politically correct views)	9	3	**	**	6	8	**	9	7	9	**	8	**	**	**	8	**	9	**
	4%	2%	**	**	5%	4%	**	5%	4%	4%	**	4%	**	**	**	6%	**	4%	**
Mental health/ Body image/ Bullying	7	5	**	**	3	5	**	6	5	7	**	5	**	**	**	4	**	7	**
	4%	4%	**	**	2%	3%	**	3%	3%	4%	**	3%	**	**	**	4%	**	4%	**
Reality TV	7	5	**	**	5	7	**	6	7	7	**	7	**	**	**	4	**	7	**
	3%	3%	**	**	4%	4%	**	3%	4%	3%	**	3%	**	**	**	3%	**	3%	**
Misinformation/ bias/ poor journalism	6	4	**	**	3	4	**	6	4	6	**	4	**	**	**	3	**	6	**
	3%	2%	**	**	3%	2%	**	3%	2%	3%	**	2%	**	**	**	3%	**	3%	**
Poor impression of advertising	5	5	**	**	2	5	**	5	5	5	**	5	**	**	**	4	**	5	**
	2%	3%	**	**	1%	3%	**	3%	3%	2%	**	3%	**	**	**	3%	**	2%	**
Sexism/ homophobia/ transphobia	4	1	**	**	1	4	**	4	3	4	**	4	**	**	**	3	**	4	**
	2%	1%	**	**	1%	2%	**	2%	2%	2%	**	2%	**	**	**	3%	**	2%	**
Gambling/ betting	4	4	**	**	3	4	**	4	4	4	**	4	**	**	**	4	**	4	**
	2%	2%	**	**	2%	2%	**	2%	2%	2%	**	2%	**	**	**	3%	**	2%	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 78

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK4. What kind of things in the programme caused any concern on the catch-up and on-demand services you have watched? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	*b	a	*b	a	*b
Significance Level: 99%																			
Unweighted total	205	155	43	73	119	186	19	186	185	205	-	189	16	98	68	125	47	205	-
Effective Weighted Sample	171	127	37	60	100	155	17	156	154	171	-	158	14	85	54	104	39	171	-
Total	209	154	47	71	124	183	26	190	184	209	-	187	21	104	61	123	46	209	-
Racism	2	1	**	**	2	1	**	1	2	2	**	2	**	**	**	1	**	2	**
	1%	1%	**	**	1%	1%	**	1%	1%	1%	**	1%	**	**	**	1%	**	1%	**
Prefer not to say	6	6	**	**	5	3	**	5	3	6	**	3	**	**	**	3	**	6	**
	3%	4%	**	**	4%	2%	**	3%	2%	3%	**	2%	**	**	**	2%	**	3%	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK5. What did you do when you saw something of concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN *b	YES *a	NO b
Significance Level: 99%																		
Unweighted total	205	18	60	33	24	26	29	15	122	83	147	20	27	11	107	96	78	126
Effective Weighted Sample	171	17	57	28	21	23	26	14	101	72	133	18	24	11	93	77	68	103
Total	209	34	50	34	25	24	21	21	134	75	175	18	13	3	107	99	85	123
Stopped watching	118 57%	**	**	**	**	**	**	**	79 59%	**	99 57%	**	**	**	59 55%	**	**	64 52%
Watched something else	79 38%	**	**	**	**	**	**	**	49 36%	**	65 37%	**	**	**	45 42%	**	**	45 37%
Discussed it with other people	52 25%	**	**	**	**	**	**	**	34 26%	**	44 25%	**	**	**	25 23%	**	**	39 31%
Continued watching/ did nothing	41 19%	**	**	**	**	**	**	**	22 16%	**	30 17%	**	**	**	26 24%	**	**	32 26%
Complained to the broadcaster/ service (via letter/ phone/ email/ online)	7 4%	**	**	**	**	**	**	**	4 3%	**	7 4%	**	**	**	7 7%	**	**	3 2%
Complained to the regulator (via letter/ phone/ email/ online)	6 3%	**	**	**	**	**	**	**	4 3%	**	5 3%	**	**	**	4 4%	**	**	2 2%
Other	4 2%	**	**	**	**	**	**	**	4 3%	**	4 2%	**	**	**	2 2%	**	**	- -%
SUMMARY																		
COMPLAINED TO A THIRD PARTY	12 6%	**	**	**	**	**	**	**	8 6%	**	11 7%	**	**	**	10 10%	**	**	4 3%

* indicates a low base size (less than 100)
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 79

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK5. What did you do when you saw something of concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	*b	a	*b	a	*b
Significance Level: 99%																			
Unweighted total	205	155	43	73	119	186	19	186	185	205	-	189	16	98	68	125	47	205	-
Effective Weighted Sample	171	127	37	60	100	155	17	156	154	171	-	158	14	85	54	104	39	171	-
Total	209	154	47	71	124	183	26	190	184	209	-	187	21	104	61	123	46	209	-
Stopped watching	118	79	**	**	68	110	**	108	112	118	**	113	**	**	**	78	**	118	**
	57%	51%	**	**	55%	60%	**	57%	60%	57%	**	60%	**	**	**	63%	**	57%	**
Watched something else	79	55	**	**	45	73	**	73	72	79	**	74	**	**	**	50	**	79	**
	38%	36%	**	**	36%	40%	**	39%	39%	38%	**	39%	**	**	**	41%	**	38%	**
Discussed it with other people	52	41	**	**	33	43	**	47	44	52	**	44	**	**	**	32	**	52	**
	25%	26%	**	**	27%	23%	**	25%	24%	25%	**	23%	**	**	**	26%	**	25%	**
Continued watching/ did nothing	41	30	**	**	27	33	**	35	33	41	**	33	**	**	**	19	**	41	**
	19%	19%	**	**	22%	18%	**	18%	18%	19%	**	18%	**	**	**	16%	**	19%	**
Complained to the broadcaster/ service (via letter/ phone/ email/ online)	7	6	**	**	2	7	**	7	7	7	**	7	**	**	**	7	**	7	**
	4%	4%	**	**	1%	4%	**	3%	4%	4%	**	4%	**	**	**	5%	**	4%	**
Complained to the regulator (via letter/ phone/ email/ online)	6	4	**	**	1	4	**	5	6	6	**	6	**	**	**	4	**	6	**
	3%	3%	**	**	1%	2%	**	3%	3%	3%	**	3%	**	**	**	3%	**	3%	**
Other	4	2	**	**	3	2	**	4	2	4	**	2	**	**	**	1	**	4	**
	2%	2%	**	**	2%	1%	**	2%	1%	2%	**	1%	**	**	**	1%	**	2%	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 79

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK5. What did you do when you saw something of concern? (MULTI CODE)

Base : Those who have personally seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	*b	a	*b	a	*b
Significance Level: 99%																			
Unweighted total	205	155	43	73	119	186	19	186	185	205	-	189	16	98	68	125	47	205	-
Effective Weighted Sample	171	127	37	60	100	155	17	156	154	171	-	158	14	85	54	104	39	171	-
Total	209	154	47	71	124	183	26	190	184	209	-	187	21	104	61	123	46	209	-
SUMMARY																			
COMPLAINED TO A THIRD PARTY	12	10	**	**	3	10	**	11	12	12	**	12	**	**	**	10	**	12	**
	6%	6%	**	**	2%	5%	**	6%	6%	6%	**	6%	**	**	**	8%	**	6%	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 80

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK6. You said you complained to the broadcaster or service/ the broadcaster or service and the regulator/ the regulator about the content that caused concern. Who was this? (MULTI CODE)

Base : Those who complained to the broadcaster/ service and/ or the regulator having seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 *a	C2DE *b	ENGLAND *a	SCOTLAND *b	WALES *c	IRELAND *d	MAN *a	WOMAN *b	YES *a	NO *b
Significance Level: 99%																		
Unweighted total	12	2	7	-	-	3	-	-	7	5	10	1	-	1	11	-	7	5
Effective Weighted Sample	10	2	6	-	-	3	-	-	5	5	9	1	-	1	9	-	6	4
Total	12	4	5	-	-	3	-	-	8	4	11	1	-	*	10	-	8	4
The TV channel/ service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Ofcom	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ASA	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember/ not specific/ prefer not to say/ not answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)
Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 80

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK6. You said you complained to the broadcaster or service/ the broadcaster or service and the regulator/ the regulator about the content that caused concern. Who was this? (MULTI CODE)

Base : Those who complained to the broadcaster/ service and/ or the regulator having seen anything they thought caused concern while watching programmes on catch-up or on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		*a	*b	*a	*b	*a	*b	*a	*b	*c	*d	*a	*b	*a	*b	*a	*b	*a	*b
Significance Level: 99%																			
Unweighted total	12	9	2	7	4	10	2	11	11	12	-	11	1	5	5	10	-	12	-
Effective Weighted Sample	10	7	2	6	4	8	2	9	9	10	-	9	1	4	5	8	-	10	-
Total	12	10	2	9	3	10	3	11	12	12	-	12	1	5	4	10	-	12	-
The TV channel/ service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Ofcom	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ASA	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember/ not specific/ prefer not to say/ not answered	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK7. Please think about the types of programmes your child watches on catch-up and on-demand services – such as (SERVICES FROM QA6 AND QA7). How concerned are you, if at all, by the types of things your child has seen on these services in the last 12 months? (SINGLE CODE)

Base : Those who have watched any catch-up or on-demand services in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on catch-up or on-demand services)

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	*b
Unweighted total	468	22	170	161	89	18	8	-	271	193	338	46	38	46	246	220	468	-
Effective Weighted Sample	396	22	161	133	78	16	8	-	227	167	316	44	38	44	211	185	396	-
Total	468	44	143	163	96	16	6	-	278	186	402	38	17	12	234	230	468	-
Very concerned	36	**	15	10	**	**	**	**	23	13	35	**	**	**	22	13	36	**
	8%	**	11%	6%	**	**	**	**	8%	7%	9%	**	**	**	9%	6%	8%	**
Fairly concerned	97	**	36	37	**	**	**	**	63	33	84	**	**	**	48	49	97	**
	21%	**	25%	22%	**	**	**	**	23%	18%	21%	**	**	**	20%	21%	21%	**
Not very concerned	142	**	27	55	**	**	**	**	87	52	123	**	**	**	72	68	142	**
	30%	**	19%	34%	**	**	**	**	31%	28%	30%	**	**	**	31%	30%	30%	**
Not at all concerned	166	**	54	58	**	**	**	**	97	68	140	**	**	**	78	88	166	**
	36%	**	38%	35%	**	**	**	**	35%	36%	35%	**	**	**	33%	38%	36%	**
Don't know	27	**	10	4	**	**	**	**	7	19	21	**	**	**	14	12	27	**
	6%	**	7%	2%	**	**	**	**	3%	10%	5%	**	**	**	6%	5%	6%	**
				b						a								
SUMMARY																		
TOTAL CONCERNED	133	**	51	46	**	**	**	**	86	47	119	**	**	**	70	61	133	**
	28%	**	36%	28%	**	**	**	**	31%	25%	30%	**	**	**	30%	27%	28%	**
TOTAL NOT CONCERNED	308	**	82	113	**	**	**	**	185	120	262	**	**	**	150	157	308	**
	66%	**	57%	69%	**	**	**	**	66%	65%	65%	**	**	**	64%	68%	66%	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 81

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK7. Please think about the types of programmes your child watches on catch-up and on-demand services – such as (SERVICES FROM QA6 AND QA7). How concerned are you, if at all, by the types of things your child has seen on these services in the last 12 months? (SINGLE CODE)

Base : Those who have watched any catch-up or on-demand services in the last 12 months and who are parents/ guardians of any children aged under 16 in their household (excluding those who respond that their child does not watch programmes on catch-up or on-demand services)

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	a	b	a	*b	a	b	c	*d	a	*b	*a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	468	367	97	106	308	429	39	457	422	468	-	439	29	78	320	119	269	75	373
Effective Weighted Sample	396	304	88	86	265	361	35	385	356	396	-	370	26	67	267	101	225	65	315
Total	468	357	106	109	303	425	43	455	419	468	-	436	32	79	312	120	260	82	366
Very concerned	36 8%	19 5%	** **	13 12%	20 7%	33 8%	** **	35 8%	33 8%	36 8%	** **	34 8%	** **	** **	22 7%	16 14% b	11 4%	** **	22 6%
Fairly concerned	97 21%	63 18%	** **	27 25%	61 20%	88 21%	** **	95 21%	89 21%	97 21%	** **	89 20%	** **	** **	50 16%	49 41% b	33 13%	** **	48 13%
Not very concerned	142 30%	111 31%	** **	32 29%	96 32%	125 29%	** **	141 31%	120 29%	142 30%	** **	128 29%	** **	** **	90 29%	40 33%	69 27%	** **	123 34%
Not at all concerned	166 36%	144 40%	** **	30 27%	117 39%	156 37%	** **	159 35%	157 38%	166 36%	** **	160 37%	** **	** **	137 44%	14 11%	133 51% a	** **	156 43%
Don't know	27 6%	20 6%	** **	8 7%	8 3%	23 5%	** **	25 6%	20 5%	27 6%	** **	25 6%	** **	** **	13 4%	1 1%	13 5%	** **	17 5%
SUMMARY																			
TOTAL CONCERNED	133 28%	82 23%	** **	40 37%	81 27%	121 28%	** **	130 29%	122 29%	133 28%	** **	123 28%	** **	** **	72 23%	65 54% b	44 17%	** **	70 19%
TOTAL NOT CONCERNED	308 66%	255 71%	** **	61 56%	213 70%	281 66%	** **	300 66%	277 66%	308 66%	** **	289 66%	** **	** **	227 73%	54 45%	202 78% a	** **	279 76%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 *a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN *a	WOMAN *b	YES a	NO *b
Significance Level: 99%																		
Unweighted total	126	6	58	41	17	3	1	-	79	47	101	13	6	6	70	55	126	-
Effective Weighted Sample	111	6	56	37	15	3	1	-	69	42	94	13	6	6	63	48	111	-
Total	133	13	51	46	20	3	1	-	86	47	119	10	3	2	70	61	133	-
Sex or sexually explicit content	63 47%	**	**	**	**	**	**	**	**	**	58 49%	**	**	**	**	**	63 47%	**
Violence (in general)	62 47%	**	**	**	**	**	**	**	**	**	58 49%	**	**	**	**	**	62 47%	**
Nudity	62 46%	**	**	**	**	**	**	**	**	**	57 48%	**	**	**	**	**	62 46%	**
Sexualised performances (i.e. could be through acting or dancing in music videos etc)	58 44%	**	**	**	**	**	**	**	**	**	54 45%	**	**	**	**	**	58 44%	**
Bad language	54 41%	**	**	**	**	**	**	**	**	**	49 41%	**	**	**	**	**	54 41%	**
Lack of respect towards adults	46 35%	**	**	**	**	**	**	**	**	**	43 36%	**	**	**	**	**	46 35%	**
Portrayal of anti-social behaviour	44 33%	**	**	**	**	**	**	**	**	**	40 34%	**	**	**	**	**	44 33%	**
Unsuitable content directed towards children	39 30%	**	**	**	**	**	**	**	**	**	38 32%	**	**	**	**	**	39 30%	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24 *a	25-34 *b	35-44 *c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 *a	C2DE *b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN *a	WOMAN *b	YES a	NO *b
Significance Level: 99%																		
Unweighted total	126	6	58	41	17	3	1	-	79	47	101	13	6	6	70	55	126	-
Effective Weighted Sample	111	6	56	37	15	3	1	-	69	42	94	13	6	6	63	48	111	-
Total	133	13	51	46	20	3	1	-	86	47	119	10	3	2	70	61	133	-
Glamorisation of certain lifestyles	38 29%	**	**	**	**	**	**	**	**	**	34 29%	**	**	**	**	**	38 29%	**
Negative portrayal or objectification of women	37 28%	**	**	**	**	**	**	**	**	**	34 28%	**	**	**	**	**	37 28%	**
Makes me feel embarrassed or uncomfortable watching with my child/ children	32 24%	**	**	**	**	**	**	**	**	**	31 26%	**	**	**	**	**	32 24%	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	31 23%	**	**	**	**	**	**	**	**	**	27 23%	**	**	**	**	**	31 23%	**
Invasion of privacy	20 15%	**	**	**	**	**	**	**	**	**	17 15%	**	**	**	**	**	20 15%	**
Other	3 2%	**	**	**	**	**	**	**	**	**	3 2%	**	**	**	**	**	3 2%	**
Don't know	4 3%	**	**	**	**	**	**	**	**	**	3 2%	**	**	**	**	**	4 3%	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		*a	*b	*a	*b	a	*b	a	b	c	*d	a	*b	*a	*b	*a	*b	*a	*b
Significance Level: 99%																			
Unweighted total	126	80	42	33	82	116	10	123	115	126	-	118	8	42	69	64	43	51	68
Effective Weighted Sample	111	68	39	29	74	101	10	108	101	111	-	103	8	37	60	55	38	46	59
Total	133	82	46	40	81	121	12	130	122	133	-	123	10	43	72	65	44	55	70
Sex or sexually explicit content	63 47%	** **	** **	** **	** **	57 47%	** **	60 46%	58 47%	63 47%	** **	58 47%	** **	** **	** **	** **	** **	** **	** **
Violence (in general)	62 47%	** **	** **	** **	** **	54 45%	** **	61 47%	54 44%	62 47%	** **	55 45%	** **	** **	** **	** **	** **	** **	** **
Nudity	62 46%	** **	** **	** **	** **	55 46%	** **	59 45%	56 46%	62 46%	** **	57 46%	** **	** **	** **	** **	** **	** **	** **
Sexualised performances (i.e. could be through acting or dancing in music videos etc)	58 44%	** **	** **	** **	** **	47 39%	** **	55 42%	48 40%	58 44%	** **	48 39%	** **	** **	** **	** **	** **	** **	** **
Bad language	54 41%	** **	** **	** **	** **	48 39%	** **	51 40%	47 38%	54 41%	** **	48 39%	** **	** **	** **	** **	** **	** **	** **
Lack of respect towards adults	46 35%	** **	** **	** **	** **	43 36%	** **	44 34%	44 36%	46 35%	** **	44 36%	** **	** **	** **	** **	** **	** **	** **
Portrayal of anti-social behaviour	44 33%	** **	** **	** **	** **	43 35%	** **	42 32%	42 35%	44 33%	** **	43 35%	** **	** **	** **	** **	** **	** **	** **

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		*a	*b	*a	*b	a	*b	a	b	c	*d	a	*b	*a	*b	*a	*b	*a	*b
Significance Level: 99%																			
Unweighted total	126	80	42	33	82	116	10	123	115	126	-	118	8	42	69	64	43	51	68
Effective Weighted Sample	111	68	39	29	74	101	10	108	101	111	-	103	8	37	60	55	38	46	59
Total	133	82	46	40	81	121	12	130	122	133	-	123	10	43	72	65	44	55	70
Unsuitable content directed towards children	39	**	**	**	**	32	**	37	33	39	**	33	**	**	**	**	**	**	**
	30%	**	**	**	**	27%	**	29%	27%	30%	**	27%	**	**	**	**	**	**	**
Glamorisation of certain lifestyles	38	**	**	**	**	36	**	37	36	38	**	36	**	**	**	**	**	**	**
	29%	**	**	**	**	29%	**	29%	29%	29%	**	29%	**	**	**	**	**	**	**
Negative portrayal or objectification of women	37	**	**	**	**	33	**	36	34	37	**	35	**	**	**	**	**	**	**
	28%	**	**	**	**	28%	**	28%	28%	28%	**	28%	**	**	**	**	**	**	**
Makes me feel embarrassed or uncomfortable watching with my child/ children	32	**	**	**	**	30	**	29	30	32	**	30	**	**	**	**	**	**	**
	24%	**	**	**	**	25%	**	22%	25%	24%	**	25%	**	**	**	**	**	**	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	31	**	**	**	**	27	**	30	27	31	**	28	**	**	**	**	**	**	**
	23%	**	**	**	**	22%	**	23%	23%	23%	**	23%	**	**	**	**	**	**	**
Invasion of privacy	20	**	**	**	**	19	**	19	19	20	**	19	**	**	**	**	**	**	**
	15%	**	**	**	**	15%	**	14%	15%	15%	**	15%	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QK8. Still thinking specifically about what your child watches on online and on-demand services. What types of things concern you about what your child has seen on these in the last 12 months? (MULTI CODE)

Base : Parents/ guardians of any children aged under 16 in their household who are concerned about the types of things their child has seen on catch-up and on-demand services in the last 12 months

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		*a	*b	*a	*b	a	*b	a	b	c	*d	a	*b	*a	*b	*a	*b	*a	*b
Significance Level: 99%																			
Unweighted total	126	80	42	33	82	116	10	123	115	126	-	118	8	42	69	64	43	51	68
Effective Weighted Sample	111	68	39	29	74	101	10	108	101	111	-	103	8	37	60	55	38	46	59
Total	133	82	46	40	81	121	12	130	122	133	-	123	10	43	72	65	44	55	70
Other	3	**	**	**	**	2	**	3	3	3	**	3	**	**	**	**	**	**	**
	2%	**	**	**	**	2%	**	2%	2%	2%	**	2%	**	**	**	**	**	**	**
Don't know	4	**	**	**	**	4	**	4	4	4	**	4	**	**	**	**	**	**	**
	3%	**	**	**	**	3%	**	3%	3%	3%	**	3%	**	**	**	**	**	**	**

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QL1A. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Yes - regulated	1319	140	229	203	222	237	168	121	761	545	1098	110	72	40	664	641	338	979
	65%	53%	70%	62%	68%	73%	69%	54%	71%	60%	64%	65%	75%	70%	69%	62%	63%	65%
			ag		ag	acg	ag		b				a		b			
No - not regulated	178	44	32	41	21	14	7	18	96	78	157	12	4	4	70	106	67	111
	9%	17%	10%	13%	6%	4%	3%	8%	9%	8%	9%	7%	4%	8%	7%	10%	13%	7%
		def	ef	ef													b	
Don't know	539	80	65	82	83	75	69	86	219	293	459	47	20	13	230	294	128	405
	26%	30%	20%	25%	26%	23%	28%	38%	20%	32%	27%	28%	21%	23%	24%	28%	24%	27%
								bcd		a								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QL1A. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Yes - regulated	1319	1117	191	365	852	1228	92	1114	1165	1257	62	1247	72	241	907	326	766	146	1055
	65%	66%	59%	64%	69%	66%	49%	68%	69%	67%	38%	66%	46%	72%	68%	72%	67%	70%	69%
						b		d	d	d		b							
No - not regulated	178	133	43	53	97	170	8	149	163	173	5	173	5	34	119	55	95	26	141
	9%	8%	13%	9%	8%	9%	4%	9%	10%	9%	3%	9%	3%	10%	9%	12%	8%	13%	9%
			a																
Don't know	539	433	92	153	292	451	87	371	355	441	98	458	80	61	312	69	279	36	343
	26%	26%	28%	27%	24%	24%	47%	23%	21%	24%	59%	24%	51%	18%	23%	15%	24%	17%	22%
							a				abc		a				a		

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 84

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QL1B. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Yes - regulated	1083	128	190	169	199	181	134	81	582	487	904	85	60	34	545	527	304	776
	53%	48%	58%	52%	61%	56%	55%	36%	54%	53%	53%	50%	63%	59%	57%	51%	57%	52%
			g	g	g	g	g						a					
No - not regulated	305	71	66	60	40	28	13	28	188	113	259	28	10	8	139	159	93	212
	15%	27%	20%	18%	12%	9%	5%	12%	17%	12%	15%	17%	11%	14%	14%	15%	17%	14%
		defg	def	ef	f		f	b										
Don't know	648	66	69	97	87	116	97	115	306	316	552	56	25	15	280	355	137	507
	32%	25%	21%	30%	27%	36%	40%	51%	28%	34%	32%	33%	27%	27%	29%	34%	26%	34%
					b	abd	abcde		a									a

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QL1B. As far as you know, are each of the following online services regulated – meaning there are rules or guidelines about what can and can't be shown on these services - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Yes - regulated	1083	912	161	299	697	999	83	940	936	1025	58	1012	71	180	762	263	634	110	873
	53%	54%	49%	52%	56%	54%	45%	58%	56%	55%	35%	54%	45%	54%	57%	58%	56%	53%	57%
								d	d	d									
No - not regulated	305	228	72	96	171	280	25	267	264	294	11	284	21	60	192	84	166	52	233
	15%	14%	22%	17%	14%	15%	14%	16%	16%	16%	6%	15%	14%	18%	14%	19%	15%	25%	15%
			a					d	d	d								b	
Don't know	648	544	93	175	374	570	78	427	482	552	96	583	66	96	384	104	340	47	433
	32%	32%	29%	31%	30%	31%	42%	26%	29%	30%	58%	31%	42%	29%	29%	23%	30%	23%	28%
							a				abc								

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 85

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services are regulated

	Total	AGE							SEG		NATION					GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO	
Significance Level: 99%		*a	b	c	d	e	f	*g	a	b	a	b	c	d	a	b	a	b	
Unweighted total	1366	78	281	209	214	265	232	87	759	596	933	131	158	144	711	645	349	1015	
Effective Weighted Sample	1129	73	260	169	183	233	213	79	617	509	864	122	147	137	594	530	294	834	
Total	1319	140	229	203	222	237	168	121	761	545	1098	110	72	40	664	641	338	979	
Ofcom/ Office of Communications	482	**	72	71	87	101	63	**	315	162	407	33	26	15	265	209	107	375	
	37%	**	31%	35%	39%	43%	38%	**	41%	30%	37%	30%	36%	38%	40%	33%	32%	38%	
BSC/ Broadcasting Standards Commission	261	**	27	35	45	63	49	**	145	112	222	19	15	7	126	133	58	203	
	20%	**	12%	17%	20%	27%	29%	**	19%	21%	20%	17%	20%	17%	19%	21%	17%	21%	
						b	bc												
ASA/ Advertising Standards Authority	101	**	14	10	18	18	20	**	46	53	76	17	5	2	55	45	24	77	
	8%	**	6%	5%	8%	8%	12%	**	6%	10%	7%	16%	7%	6%	8%	7%	7%	8%	
												ad							
BBC	76	**	28	17	7	6	2	**	37	40	63	7	4	2	45	30	38	37	
	6%	**	12%	9%	3%	3%	1%	**	5%	7%	6%	7%	5%	6%	7%	5%	11%	4%	
			def	ef													b		
The broadcasters themselves	63	**	10	11	8	7	4	**	32	31	47	9	5	2	23	41	10	54	
	5%	**	4%	6%	4%	3%	3%	**	4%	6%	4%	8%	7%	6%	3%	6%	3%	5%	
BBFC/ British Board of Film Classification	57	**	15	9	13	6	3	**	30	28	49	4	3	1	38	19	20	37	
	4%	**	7%	5%	6%	3%	2%	**	4%	5%	4%	4%	5%	3%	6%	3%	6%	4%	
ITC/ Independent Television Commission	44	**	3	9	9	8	6	**	27	17	36	5	2	1	15	29	12	32	
	3%	**	1%	4%	4%	4%	4%	**	4%	3%	3%	4%	3%	2%	2%	5%	4%	3%	

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 85

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services are regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	d	e	f	*g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1366	78	281	209	214	265	232	87	759	596	933	131	158	144	711	645	349	1015
Effective Weighted Sample	1129	73	260	169	183	233	213	79	617	509	864	122	147	137	594	530	294	834
Total	1319	140	229	203	222	237	168	121	761	545	1098	110	72	40	664	641	338	979
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	42	**	16	5	7	3	2	**	26	16	36	2	1	2	24	18	14	28
	3%	**	7%	2%	3%	1%	1%	**	3%	3%	3%	2%	2%	5%	4%	3%	4%	3%
			ef															
Don't know	193	**	45	35	29	23	18	**	104	87	162	14	11	7	73	117	54	139
	15%	**	20%	17%	13%	10%	11%	**	14%	16%	15%	13%	15%	17%	11%	18%	16%	14%
			ef													a		
NET - ALL OTHER OPTIONS NOT INCLUDING OFCOM	645	**	112	96	106	112	87	**	342	296	529	63	35	18	326	315	177	466
	49%	**	49%	47%	48%	47%	52%	**	45%	54%	48%	57%	49%	46%	49%	49%	52%	48%
									a									
NET - ALL OTHER OPTIONS AND DON'T KNOW NOT INCLUDING OFCOM	838	**	157	131	135	136	105	**	446	383	691	77	46	25	399	432	231	604
	63%	**	69%	65%	61%	57%	62%	**	59%	70%	63%	70%	64%	62%	60%	67%	68%	62%
			e						a									

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services are regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1366	1184	171	369	899	1282	84	1167	1223	1310	56	1300	66	246	961	342	806	147	1114
Effective Weighted Sample	1129	972	149	300	748	1059	71	959	1010	1080	50	1075	56	208	787	281	664	122	917
Total	1319	1117	191	365	852	1228	92	1114	1165	1257	62	1247	72	241	907	326	766	146	1055
Ofcom/ Office of Communications	482	425	53	132	321	452	**	402	435	461	**	457	**	81	348	111	293	51	392
	37%	38%	28%	36%	38%	37%	**	36%	37%	37%	**	37%	**	34%	38%	34%	38%	35%	37%
BSC/ Broadcasting Standards Commission	261	227	31	61	186	245	**	214	234	253	**	253	**	56	168	63	147	25	218
	20%	20%	16%	17%	22%	20%	**	19%	20%	20%	**	20%	**	23%	18%	19%	19%	17%	21%
ASA/ Advertising Standards Authority	101	88	11	42	51	100	**	80	89	91	**	100	**	18	77	35	58	14	74
	8%	8%	6%	12%	6%	8%	**	7%	8%	7%	**	8%	**	7%	8%	11%	8%	9%	7%
BBC	76	57	20	25	44	75	**	72	74	76	**	76	**	19	51	30	43	22	50
	6%	5%	10%	7%	5%	6%	**	6%	6%	6%	**	6%	**	8%	6%	9%	6%	15%	5%
																		b	
The broadcasters themselves	63	45	18	19	42	53	**	59	50	59	**	56	**	10	42	12	38	3	54
	5%	4%	10%	5%	5%	4%	**	5%	4%	5%	**	4%	**	4%	5%	4%	5%	2%	5%
			a																
BBFC/ British Board of Film Classification	57	41	15	18	33	54	**	54	53	57	**	55	**	9	39	20	29	10	44
	4%	4%	8%	5%	4%	4%	**	5%	5%	5%	**	4%	**	4%	4%	6%	4%	7%	4%
ITC/ Independent Television Commission	44	34	10	14	28	43	**	38	40	43	**	43	**	15	27	14	28	8	33
	3%	3%	5%	4%	3%	3%	**	3%	3%	3%	**	3%	**	6%	3%	4%	4%	6%	3%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QL2. Who do you think is responsible for regulating TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services are regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1366	1184	171	369	899	1282	84	1167	1223	1310	56	1300	66	246	961	342	806	147	1114
Effective Weighted Sample	1129	972	149	300	748	1059	71	959	1010	1080	50	1075	56	208	787	281	664	122	917
Total	1319	1117	191	365	852	1228	92	1114	1165	1257	62	1247	72	241	907	326	766	146	1055
The Government (including Scottish Exec/ Welsh Exec/ Northern Ireland Assembly)	42	30	12	10	26	34	**	38	32	42	**	34	**	5	28	10	22	3	38
	3%	3%	6%	3%	3%	3%	**	3%	3%	3%	**	3%	**	2%	3%	3%	3%	2%	4%
Don't know	193	171	20	43	122	173	**	158	158	176	**	174	**	28	127	31	108	11	152
	15%	15%	11%	12%	14%	14%	**	14%	14%	14%	**	14%	**	12%	14%	9%	14%	8%	14%
NET - ALL OTHER OPTIONS NOT INCLUDING OFCOM	645	521	118	190	410	603	**	555	572	620	**	615	**	132	432	185	365	84	511
	49%	47%	62%	52%	48%	49%	**	50%	49%	49%	**	49%	**	55%	48%	57%	48%	57%	48%
			a																
NET - ALL OTHER OPTIONS AND DON'T KNOW NOT INCLUDING OFCOM	838	691	138	233	532	776	**	712	730	796	**	790	**	160	559	215	473	95	663
	63%	62%	72%	64%	62%	63%	**	64%	63%	63%	**	63%	**	66%	62%	66%	62%	65%	63%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 86

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QL3. Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5 is too much, too little or about the right amount? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services either are or are not regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	*g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1523	101	321	247	234	280	242	98	835	674	1053	144	167	159	776	736	409	1112
Effective Weighted Sample	1257	95	297	202	200	247	222	90	678	575	971	134	156	151	649	603	344	911
Total	1497	185	261	244	242	251	175	138	857	623	1255	122	76	44	734	747	405	1090
Too much	76	15	23	13	12	8	6	**	37	38	68	5	1	2	50	26	29	47
	5%	8%	9%	5%	5%	3%	3%	**	4%	6%	5%	4%	2%	5%	7%	3%	7%	4%
			e												b			
Too little	157	30	40	33	18	15	10	**	93	63	128	14	9	6	81	71	66	89
	11%	16%	15%	13%	7%	6%	6%	**	11%	10%	10%	12%	12%	13%	11%	9%	16%	8%
		ef	def	ef													b	
About the right amount	1110	125	175	173	182	209	138	**	637	460	935	87	56	32	541	563	277	833
	74%	68%	67%	71%	75%	83%	79%	**	74%	74%	75%	71%	73%	72%	74%	75%	68%	76%
						abc	b										a	
Don't know	154	14	24	25	31	19	21	**	90	63	124	16	9	4	62	87	33	121
	10%	8%	9%	10%	13%	8%	12%	**	11%	10%	10%	13%	12%	9%	8%	12%	8%	11%

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QL3. Do you think the amount of regulation (i.e. official rules) for each of the following is too much, too little or about the right amount? - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5 is too much, too little or about the right amount? (SINGLE CODE)

Base : Those who say that TV broadcaster catch-up services either are or are not regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1523	1309	202	418	982	1433	90	1298	1368	1462	61	1453	70	277	1067	392	891	169	1238
Effective Weighted Sample	1257	1074	174	339	815	1181	76	1063	1126	1203	54	1198	59	234	871	320	733	140	1016
Total	1497	1250	234	418	950	1398	100	1263	1328	1430	67	1420	78	275	1026	381	861	173	1196
Too much	76	61	14	28	38	64	**	68	64	74	**	69	**	14	49	18	43	14	60
	5%	5%	6%	7%	4%	5%	**	5%	5%	5%	**	5%	**	5%	5%	5%	5%	8%	5%
Too little	157	109	43	51	93	145	**	142	144	154	**	149	**	67	71	85	52	61	87
	11%	9%	18%	12%	10%	10%	**	11%	11%	11%	**	10%	**	24%	7%	22%	6%	35%	7%
			a											b		b		b	
About the right amount	1110	953	152	292	733	1057	**	933	1007	1067	**	1069	**	164	815	246	695	87	938
	74%	76%	65%	70%	77%	76%	**	74%	76%	75%	**	75%	**	60%	79%	65%	81%	51%	78%
		b												a		a		a	
Don't know	154	127	25	46	86	132	**	120	112	135	**	133	**	30	90	33	71	10	110
	10%	10%	11%	11%	9%	9%	**	9%	8%	9%	**	9%	**	11%	9%	9%	8%	6%	9%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QL4. Do you think the amount of regulation (i.e. official rules) for TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+ is too much, too little or about the right amount? (SINGLE CODE)

Base : Those who say that paid-for on-demand services either are or are not regulated

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	*g	a	b	a	b	c	d	a	b	a	b
Unweighted total	1407	109	315	235	234	235	203	76	751	643	971	132	153	151	725	670	405	999
Effective Weighted Sample	1156	103	293	190	199	207	187	71	606	545	893	122	141	144	602	548	340	814
Total	1388	199	256	229	238	210	147	109	771	600	1163	113	70	42	684	686	397	988
Too much	86	24	17	17	14	9	4	**	41	44	74	4	5	3	58	27	30	54
	6%	12%	7%	7%	6%	4%	3%	**	5%	7%	6%	4%	6%	7%	9%	4%	8%	5%
		f													b			
Too little	207	51	54	36	23	21	10	**	135	72	179	16	8	4	100	99	81	124
	15%	26%	21%	16%	10%	10%	7%	**	18%	12%	15%	14%	12%	10%	15%	14%	21%	13%
		def	def	f					b								b	
About the right amount	941	105	169	153	173	161	108	**	500	427	780	81	48	31	459	475	266	675
	68%	53%	66%	67%	72%	77%	73%	**	65%	71%	67%	72%	69%	75%	67%	69%	67%	68%
					a	ab	a											
Don't know	154	18	16	23	29	18	25	**	95	58	129	12	9	4	66	85	19	134
	11%	9%	6%	10%	12%	9%	17%	**	12%	10%	11%	11%	13%	8%	10%	12%	5%	14%
							b										a	

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 87

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QL4. Do you think the amount of regulation (i.e. official rules) for TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+ is too much, too little or about the right amount? (SINGLE CODE)

Base : Those who say that paid-for on-demand services either are or are not regulated

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	*d	a	*b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	1407	1193	200	392	897	1312	95	1233	1240	1345	62	1327	80	242	992	357	829	156	1144
Effective Weighted Sample	1156	973	173	317	741	1077	80	1006	1016	1101	55	1090	67	205	806	291	677	129	936
Total	1388	1139	233	396	868	1279	109	1207	1201	1319	69	1296	92	240	954	346	800	162	1106
Too much	86	60	25	33	44	74	**	77	72	82	**	78	**	19	50	26	46	15	67
	6%	5%	11%	8%	5%	6%	**	6%	6%	6%	**	6%	**	8%	5%	8%	6%	9%	6%
			a																
Too little	207	136	65	56	129	185	**	191	178	202	**	191	**	64	107	83	80	74	120
	15%	12%	28%	14%	15%	14%	**	16%	15%	15%	**	15%	**	27%	11%	24%	10%	45%	11%
			a											b		b		b	
About the right amount	941	807	127	256	614	885	**	830	834	898	**	891	**	127	708	201	608	63	809
	68%	71%	55%	65%	71%	69%	**	69%	69%	68%	**	69%	**	53%	74%	58%	76%	39%	73%
		b												a		a		a	
Don't know	154	136	15	51	82	135	**	109	116	137	**	135	**	30	89	36	66	10	111
	11%	12%	7%	13%	9%	11%	**	9%	10%	10%	**	10%	**	13%	9%	10%	8%	6%	10%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b	
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498	
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236	
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495	
1 - This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	(1.0)	82 4%	8 3%	15 4%	7 2%	18 6%	16 5%	11 4%	8 4%	42 4%	37 4%	68 4%	10 6%	2 2%	3 5%	49 5%	32 3%	15 3%	67 5%
2	(2.0)	140 7%	29 11%	31 10%	30 9%	16 5%	14 4%	11 5%	8 3%	72 7%	60 7%	119 7%	9 5%	7 7%	4 8%	80 8%	56 5%	34 6%	104 7%
3	(3.0)	730 36%	120 45%	104 32%	109 34%	115 35%	118 36%	90 37%	74 33%	430 40%	299 33%	605 35%	69 41%	36 38%	19 34%	363 38%	355 34%	197 37%	531 36%
4	(4.0)	343 17%	35 13%	57 18%	64 20%	56 17%	63 19%	39 16%	29 13%	203 19%	140 15%	288 17%	30 18%	17 18%	8 15%	158 16%	183 18%	101 19%	242 16%
5 - This type of content should be highly regulated/ there should be lots of official rules about what can be shown	(5.0)	324 16%	18 7%	71 22%	58 18%	45 14%	52 16%	40 16%	40 18%	182 17%	135 15%	281 16%	19 11%	14 15%	10 17%	137 14%	183 18%	95 18%	226 15%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
I don't have an opinion on this	417	54	48	58	75	64	53	65	149	245	352	33	19	13	177	231	91	324
	20%	21%	15%	18%	23%	20%	22%	29%	14%	27%	21%	19%	20%	22%	18%	22%	17%	22%
				b				bc		a								
1-2 NO REGULATION	222	38	46	37	34	30	22	16	114	97	188	19	9	7	128	89	50	171
	11%	14%	14%	11%	11%	9%	9%	7%	11%	11%	11%	11%	9%	12%	13%	9%	9%	11%
															b			
4-5 REGULATION	667	53	128	122	101	115	80	69	384	275	569	49	31	18	295	365	196	468
	33%	20%	39%	37%	31%	35%	33%	31%	36%	30%	33%	29%	32%	32%	31%	35%	37%	31%
			a	a		a	a											
Mean score	3.4	3.1	3.5	3.5	3.4	3.5	3.5	3.5	3.4	3.4	3.4	3.3	3.5	3.4	3.3	3.5	3.5	3.4
			a	a		a	a	a								a		
Standard deviation	1.06	.89	1.14	1.03	1.08	1.05	1.06	1.08	1.03	1.08	1.07	1.02	.98	1.12	1.07	1.04	1.02	1.07
Standard error	.03	.08	.06	.06	.07	.06	.07	.10	.03	.04	.03	.08	.08	.09	.04	.04	.05	.03

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b	
Significance Level: 99%																				
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572	
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298	
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539	
1 - This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	(1.0)	82 4%	67 4%	15 5%	26 5%	49 4%	71 4%	11 6%	66 4%	67 4%	78 4%	4 3%	75 4%	8 5%	6 2%	64 5%	9 2%	60 5% a	5 2%	71 5%
2	(2.0)	140 7%	120 7%	20 6%	52 9% b	68 5%	131 7%	9 5%	122 7%	117 7%	133 7%	7 4%	136 7%	4 3%	19 6%	104 8%	27 6%	97 9%	9 4%	113 7%
3	(3.0)	730 36%	615 37%	111 34%	184 32%	486 39%	685 37% b	45 24%	619 38% d	650 39% d	700 37% d	30 18%	694 37% b	36 23%	123 36%	515 39%	168 37%	454 40%	77 37%	588 38%
4	(4.0)	343 17%	292 17%	49 15%	90 16%	232 19%	324 18%	19 10%	290 18% d	310 18% d	330 18% d	13 8%	332 18% b	11 7%	70 21%	222 17%	96 21%	190 17%	53 25%	267 17%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 88

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QM1A. Please can you say how much regulation there should be for - TV programmes or films that have already been shown on scheduled TV on broadcaster catch up services such as BBC iPlayer, ITVX, Channel 4 streaming service or My5? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
5 - This type of content should be highly regulated/ there should be lots of official rules about what can be shown (5.0)	324	250	68	93	207	289	35	247	259	293	31	290	34	77	181	99	141	50	221
	16%	15%	21%	16%	17%	16%	19%	15%	15%	16%	19%	15%	21%	23%	14%	22%	12%	24%	14%
														b		b		b	
I don't have an opinion on this	417	340	63	127	200	348	69	290	280	337	80	352	65	42	252	52	198	15	278
	20%	20%	19%	22%	16%	19%	37%	18%	17%	18%	48%	19%	41%	13%	19%	11%	17%	7%	18%
				b			a				abc		a			a		a	
1-2 NO REGULATION	222	187	35	77	117	203	20	188	184	211	11	210	12	25	168	36	157	14	185
	11%	11%	11%	14%	9%	11%	10%	11%	11%	11%	7%	11%	8%	7%	13%	8%	14%	7%	12%
																	a		
4-5 REGULATION	667	541	117	183	439	613	54	537	570	623	44	622	45	147	404	195	332	103	488
	33%	32%	36%	32%	35%	33%	29%	33%	34%	33%	27%	33%	28%	44%	30%	43%	29%	49%	32%
														b		b		b	
Mean score	3.4	3.4	3.5	3.4	3.5	3.4	3.5	3.4	3.4	3.4	3.7	3.4	3.6	3.7	3.3	3.6	3.3	3.7	3.4
											abc			b		b		b	
Standard deviation	1.06	1.04	1.13	1.11	1.03	1.04	1.25	1.04	1.03	1.05	1.19	1.05	1.25	1.00	1.05	1.00	1.04	.99	1.05
Standard error	.03	.03	.07	.05	.03	.03	.12	.03	.03	.03	.14	.03	.14	.06	.03	.05	.03	.07	.03

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 89

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QM1B. Please can you say how much regulation there should be for - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO	
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b	
Significance Level: 99%																			
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498	
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236	
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495	
1 - This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	(1.0)	103	16	28	8	21	17	7	7	56	43	85	10	5	3	64	38	23	80
		5%	6%	8%	2%	6%	5%	3%	3%	5%	5%	5%	6%	5%	6%	7%	4%	4%	5%
			cf													b			
2	(2.0)	186	31	38	33	22	33	17	13	111	70	164	11	8	4	105	79	53	132
		9%	12%	12%	10%	7%	10%	7%	6%	10%	8%	10%	6%	8%	8%	11%	8%	10%	9%
3	(3.0)	608	81	87	112	98	96	84	50	337	266	504	59	28	17	314	285	173	434
		30%	31%	27%	34%	30%	30%	34%	22%	31%	29%	29%	35%	29%	30%	33%	27%	32%	29%
4	(4.0)	399	62	74	67	67	63	37	29	244	155	333	36	19	11	178	217	120	277
		20%	23%	23%	20%	21%	19%	15%	13%	23%	17%	19%	21%	20%	19%	18%	21%	22%	19%
										b									
5 - This type of content should be highly regulated/ there should be lots of official rules about what can be shown	(5.0)	325	29	57	59	47	57	41	34	179	139	277	23	15	9	135	183	91	233
		16%	11%	18%	18%	15%	17%	17%	15%	17%	15%	16%	14%	16%	16%	14%	18%	17%	16%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 89

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QM1B. Please can you say how much regulation there should be for - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
I don't have an opinion on this	415	46	42	48	71	60	58	91	150	243	352	30	21	13	168	239	74	340
	20%	17%	13%	15%	22%	18%	24%	40%	14%	27%	21%	18%	22%	22%	17%	23%	14%	23%
				b			bc	abcdef	a						a		a	
1-2 NO REGULATION	289	47	66	41	43	50	24	20	167	114	248	21	13	8	168	117	76	212
	14%	18%	20%	12%	13%	15%	10%	9%	16%	12%	14%	12%	13%	13%	17%	11%	14%	14%
			cfg												b			
4-5 REGULATION	724	91	131	125	114	120	79	64	423	294	610	59	35	20	313	400	211	510
	36%	34%	40%	39%	35%	37%	32%	28%	39%	32%	36%	35%	36%	34%	32%	38%	40%	34%
									b									
Mean score	3.4	3.3	3.3	3.5	3.4	3.4	3.5	3.5	3.4	3.4	3.4	3.4	3.4	3.4	3.3	3.5	3.4	3.4
															a			
Standard deviation	1.12	1.09	1.22	1.04	1.13	1.14	1.05	1.13	1.11	1.12	1.12	1.08	1.13	1.15	1.13	1.09	1.08	1.13
Standard error	.03	.10	.07	.06	.07	.07	.07	.11	.04	.04	.03	.08	.09	.09	.04	.04	.05	.03

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 89

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QM1B. Please can you say how much regulation there should be for - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b	
Significance Level: 99%																				
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572	
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298	
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539	
1 - This type of content should not be regulated at all/ there shouldn't be any official rules about what can be shown	(1.0)	103	79	22	32	58	89	14	91	84	100	3	92	11	12	72	15	65	7	90
		5%	5%	7%	6%	5%	5%	7%	6%	5%	5%	2%	5%	7%	4%	5%	3%	6%	4%	6%
2	(2.0)	186	155	31	64	104	166	20	165	158	183	3	174	12	24	132	36	117	21	154
		9%	9%	10%	11%	8%	9%	11%	10%	9%	10%	2%	9%	8%	7%	10%	8%	10%	10%	10%
									d	d	d									
3	(3.0)	608	516	87	145	416	565	43	522	531	582	25	572	36	102	422	130	379	62	485
		30%	31%	27%	25%	34%	31%	23%	32%	32%	31%	15%	30%	23%	30%	32%	29%	33%	30%	32%
					a				d	d	d									
4	(4.0)	399	325	71	105	266	381	18	345	354	379	19	388	11	79	263	116	221	51	313
		20%	19%	22%	18%	21%	21%	9%	21%	21%	20%	12%	21%	7%	24%	20%	26%	19%	25%	20%
							b						b			b				

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QM1B. Please can you say how much regulation there should be for - TV programmes or films from paid-for on-demand services such as Netflix, Amazon Prime, Disney+ or Apple TV+? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b	
Significance Level: 99%																				
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572	
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298	
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539	
5 - This type of content should be highly regulated/ there should be lots of official rules about what can be shown	(5.0)	325	249	70	93	198	291	34	256	267	296	29	292	33	76	189	98	149	52	227
		16%	15%	21%	16%	16%	16%	18%	16%	16%	16%	18%	16%	21%	22%	14%	22%	13%	25%	15%
														b		b		b		
I don't have an opinion on this	415	359	45	132	200	356	59	255	288	331	85	360	56	44	260	55	209	15	270	
	20%	21%	14%	23%	16%	19%	32%	16%	17%	18%	51%	19%	35%	13%	19%	12%	18%	7%	18%	
		b		b			a				abc		a			a		a		
1-2 NO REGULATION	289	234	54	96	162	256	34	256	242	283	7	266	23	36	204	51	183	28	244	
	14%	14%	16%	17%	13%	14%	18%	16%	14%	15%	4%	14%	14%	11%	15%	11%	16%	13%	16%	
								d	d	d										
4-5 REGULATION	724	574	141	198	464	672	51	601	621	675	48	680	44	155	452	214	370	104	539	
	36%	34%	43%	35%	37%	36%	28%	37%	37%	36%	29%	36%	28%	46%	34%	48%	32%	50%	35%	
			a											b		b		b		
Mean score	3.4	3.4	3.5	3.4	3.4	3.4	3.3	3.4	3.4	3.4	3.8	3.4	3.4	3.6	3.3	3.6	3.3	3.6	3.3	
											abc			b		b		b		
Standard deviation	1.12	1.10	1.20	1.18	1.08	1.10	1.31	1.11	1.10	1.12	1.09	1.10	1.33	1.08	1.11	1.07	1.10	1.11	1.12	
Standard error	.03	.03	.08	.06	.03	.03	.12	.03	.03	.03	.13	.03	.14	.06	.03	.05	.04	.08	.03	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 90

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QM2. At the moment, what can be shown on broadcast TV – so channels like BBC or ITV – is more regulated than what can be shown on catch-up and on-demand services like ITVX (formerly ITV Hub), Netflix or Amazon Prime Video. How do you feel about this difference? (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Broadcast TV should be regulated more than catch-up and on-demand services	354	75	82	64	37	39	32	26	204	147	297	33	15	10	185	165	104	251
	17%	28%	25%	20%	11%	12%	13%	12%	19%	16%	17%	19%	16%	17%	19%	16%	19%	17%
		defg	defg	de														
Broadcast TV and catch-up and on-demand services should be regulated to the same level	1170	103	157	160	192	227	177	154	688	466	991	93	56	30	556	599	270	897
	57%	39%	48%	49%	59%	70%	73%	69%	64%	51%	58%	55%	59%	53%	58%	58%	51%	60%
					ab	abcd	abcd	abc	b									a
Catch-up and on-demand services should be regulated more than broadcast TV	144	25	33	38	18	11	9	11	72	70	122	11	8	3	68	72	58	84
	7%	10%	10%	12%	6%	3%	4%	5%	7%	8%	7%	6%	8%	6%	7%	7%	11%	6%
		ef	ef	ef													b	
Don't know	367	62	55	63	78	49	26	34	112	234	304	33	16	14	154	204	102	262
	18%	23%	17%	19%	24%	15%	11%	15%	10%	26%	18%	20%	17%	25%	16%	20%	19%	18%
		f		f	ef					a								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 90

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QM2. At the moment, what can be shown on broadcast TV – so channels like BBC or ITV – is more regulated than what can be shown on catch-up and on-demand services like ITVX (formerly ITV Hub), Netflix or Amazon Prime Video. How do you feel about this difference? (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Broadcast TV should be regulated more than catch-up and on-demand services	354	287	63	113	219	314	41	327	302	349	5	321	33	62	228	67	213	40	291
	17%	17%	19%	20%	18%	17%	22%	20%	18%	19%	3%	17%	21%	18%	17%	15%	19%	19%	19%
								d	d	d									
Broadcast TV and catch-up and on-demand services should be regulated to the same level	1170	1008	154	316	763	1104	66	933	1024	1102	69	1119	52	208	833	283	702	129	923
	57%	60%	47%	55%	61%	60%	35%	57%	61%	59%	42%	60%	33%	62%	62%	63%	62%	62%	60%
		b				b		d	d	d		b							
Catch-up and on-demand services should be regulated more than broadcast TV	144	102	40	33	89	136	8	116	126	134	10	137	7	37	78	53	69	25	98
	7%	6%	12%	6%	7%	7%	4%	7%	7%	7%	6%	7%	4%	11%	6%	12%	6%	12%	6%
			a											b		b		b	
Don't know	367	286	69	109	170	295	73	258	231	287	81	302	66	28	199	48	156	14	227
	18%	17%	21%	19%	14%	16%	39%	16%	14%	15%	49%	16%	42%	8%	15%	11%	14%	7%	15%
				b			a				abc		a		a				a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 91

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QN1. Some TV services – like Freeview, Sky and Virgin – have settings for parental controls which restrict what can be watched. A PIN or password would need to be entered to watch something that’s been restricted. Did you know about being able to set a PIN or password like this before today? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household who have a TV service

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	*b
Unweighted total	429	20	161	140	84	15	8	1	250	178	303	45	36	45	226	201	429	-
Effective Weighted Sample	360	20	153	113	73	13	8	1	206	154	283	43	36	44	192	168	360	-
Total	422	40	135	136	90	13	6	1	252	170	358	37	16	11	209	209	422	-
Yes	360	**	116	114	**	**	**	**	221	140	305	**	**	**	183	174	360	**
	85%	**	86%	84%	**	**	**	**	88%	82%	85%	**	**	**	88%	83%	85%	**
No	61	**	19	22	**	**	**	**	31	30	53	**	**	**	26	35	61	**
	15%	**	14%	16%	**	**	**	**	12%	18%	15%	**	**	**	12%	17%	15%	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QN1. Some TV services – like Freeview, Sky and Virgin – have settings for parental controls which restrict what can be watched. A PIN or password would need to be entered to watch something that’s been restricted. Did you know about being able to set a PIN or password like this before today? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household who have a TV service

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	429	339	84	85	292	420	9	412	404	423	6	423	6	73	315	115	263	64	339
Effective Weighted Sample	360	279	75	69	247	352	8	344	339	355	5	355	6	64	261	96	220	54	284
Total	422	323	91	90	276	410	12	402	395	415	6	413	8	75	301	113	251	68	327
Yes	360	281	**	**	239	351	**	349	343	358	**	355	**	**	268	95	216	**	287
	85%	87%	**	**	87%	86%	**	87%	87%	86%	**	86%	**	**	89%	84%	86%	**	88%
No	61	43	**	**	37	59	**	53	52	57	**	59	**	**	33	18	35	**	40
	15%	13%	**	**	13%	14%	**	13%	13%	14%	**	14%	**	**	11%	16%	14%	**	12%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QN2. Do you have these parental controls in place on your home TV service? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household who have a TV service and knew about being able to set parental controls

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 b	35-44 c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO *b
Significance Level: 99%																		
Unweighted total	368	16	138	120	74	12	7	1	220	148	259	40	30	39	199	167	368	-
Effective Weighted Sample	309	16	132	95	66	10	7	1	181	129	242	39	30	38	169	140	309	-
Total	360	31	116	114	82	10	6	1	221	140	305	33	13	10	183	174	360	-
Yes, parental controls are set	250	**	83	77	**	**	**	**	153	96	212	**	**	**	124	126	250	**
	69%	**	71%	68%	**	**	**	**	69%	69%	69%	**	**	**	67%	73%	69%	**
No, parental controls have not been set	95	**	28	34	**	**	**	**	56	40	79	**	**	**	49	44	95	**
	26%	**	24%	30%	**	**	**	**	25%	28%	26%	**	**	**	27%	26%	26%	**
Don't know whether parental controls have been set	10	**	4	1	**	**	**	**	8	2	9	**	**	**	9	1	10	**
	3%	**	3%	1%	**	**	**	**	4%	1%	3%	**	**	**	5%	1%	3%	**
Don't think our TV service has this function	5	**	2	1	**	**	**	**	3	2	5	**	**	**	2	2	5	**
	1%	**	2%	1%	**	**	**	**	2%	1%	2%	**	**	**	1%	1%	1%	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QN2. Do you have these parental controls in place on your home TV service? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household who have a TV service and knew about being able to set parental controls

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	ETHNIC *b	*a	b	a	*b	a	b	c	*d	a	*b	*a	b	*a	b	*a	b
Significance Level: 99%																			
Unweighted total	368	295	68	73	254	361	7	358	351	365	3	364	4	59	281	99	226	56	297
Effective Weighted Sample	309	243	61	59	217	303	6	300	295	307	2	305	4	51	234	81	190	48	249
Total	360	281	74	77	239	351	9	349	343	358	2	355	6	60	268	95	216	58	287
Yes, parental controls are set	250	196	**	**	164	247	**	245	243	250	**	248	**	**	184	**	148	**	195
	69%	70%	**	**	69%	71%	**	70%	71%	70%	**	70%	**	**	69%	**	69%	**	68%
No, parental controls have not been set	95	77	**	**	68	90	**	89	87	93	**	93	**	**	77	**	63	**	82
	26%	27%	**	**	28%	26%	**	26%	26%	26%	**	26%	**	**	29%	**	29%	**	29%
Don't know whether parental controls have been set	10	7	**	**	5	10	**	10	10	10	**	10	**	**	7	**	4	**	6
	3%	2%	**	**	2%	3%	**	3%	3%	3%	**	3%	**	**	2%	**	2%	**	2%
Don't think our TV service has this function	5	1	**	**	3	3	**	5	2	5	**	3	**	**	-	**	1	**	3
	1%	*%	**	**	1%	1%	**	1%	1%	1%	**	1%	**	**	-%	**	1%	**	1%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QN3. Some programmes and films on TV catch-up services (like the BBC iPlayer, ITVX and Channel 4 streaming service) show a guidance label or G rating which let viewers know when the programme may be unsuitable for younger audiences. Did you know about guidance labels on these catch-up services before today? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		*a	b	c	*d	*e	*f	*g	a	b	a	*b	*c	*d	a	b	a	*b
Unweighted total	532	26	193	185	99	20	8	1	291	236	385	52	43	52	269	260	532	-
Effective Weighted Sample	450	26	183	152	88	18	8	1	244	202	360	50	43	50	231	219	450	-
Total	533	52	162	186	108	18	6	1	299	227	459	42	19	13	255	273	533	-
Yes	306	**	110	93	**	**	**	**	182	124	260	**	**	**	149	153	306	**
	57%	**	68%	50%	**	**	**	**	61%	54%	57%	**	**	**	58%	56%	57%	**
			c															
No	228	**	52	93	**	**	**	**	118	103	199	**	**	**	106	119	228	**
	43%	**	32%	50%	**	**	**	**	39%	46%	43%	**	**	**	42%	44%	43%	**
				b														

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QN3. Some programmes and films on TV catch-up services (like the BBC iPlayer, ITVX and Channel 4 streaming service) show a guidance label or G rating which let viewers know when the programme may be unsuitable for younger audiences. Did you know about guidance labels on these catch-up services before today? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	*b	a	b	c	*d	a	*b	*a	b	a	b	*a	b
Significance Level: 99%																			
Unweighted total	532	409	114	118	347	475	57	500	461	512	20	486	46	83	350	127	295	78	405
Effective Weighted Sample	450	337	104	96	298	399	51	420	388	432	18	409	41	72	292	107	246	68	342
Total	533	396	126	124	337	468	65	495	454	509	24	481	53	84	340	127	285	85	394
Yes	306	223	79	75	199	281	**	299	281	305	**	292	**	**	206	89	165	**	237
	57%	56%	63%	61%	59%	60%	**	60%	62%	60%	**	61%	**	**	61%	70%	58%	**	60%
No	228	173	47	49	137	187	**	196	173	205	**	189	**	**	133	38	120	**	156
	43%	44%	37%	39%	41%	40%	**	40%	38%	40%	**	39%	**	**	39%	30%	42%	**	40%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QN4. Do you have a parental lock on any TV catch up services (like BBC iPlayer, ITVX and Channel 4 streaming service) – so a PIN or password is needed to watch something with a guidance label or G rating? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household and knew about guidance labels

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24 *a	25-34 b	35-44 c	45-54 *d	55-64 *e	65-74 *f	75+ *g	ABC1 a	C2DE b	ENGLAND a	SCOTLAND *b	WALES *c	IRELAND *d	MAN a	WOMAN b	YES a	NO *b
Significance Level: 99%																		
Unweighted total	314	16	129	101	55	12	1	-	180	134	223	31	28	32	164	148	314	-
Effective Weighted Sample	263	16	123	79	49	11	1	-	149	114	207	30	28	31	139	123	263	-
Total	306	32	110	93	60	11	1	-	182	124	260	25	12	8	149	153	306	-
Yes, any parental locks have been set	201	**	74	60	**	**	**	**	115	87	174	**	**	**	92	108	201	**
	66%	**	67%	65%	**	**	**	**	63%	70%	67%	**	**	**	62%	70%	66%	**
No, parental locks have not been set	89	**	32	27	**	**	**	**	59	30	72	**	**	**	47	40	89	**
	29%	**	30%	29%	**	**	**	**	32%	24%	28%	**	**	**	31%	26%	29%	**
Don't know whether parental locks have been set	16	**	4	6	**	**	**	**	8	8	15	**	**	**	10	6	16	**
	5%	**	3%	6%	**	**	**	**	5%	6%	6%	**	**	**	7%	4%	5%	**

* indicates a low base size (less than 100)

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QN4. Do you have a parental lock on any TV catch up services (like BBC iPlayer, ITVX and Channel 4 streaming service) – so a PIN or password is needed to watch something with a guidance label or G rating? (SINGLE CODE)

Base : Parents/ guardians of any children aged under 16 in their household and knew about guidance labels

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	*b	*a	b	a	*b	a	b	c	*d	a	*b	*a	b	*a	b	*a	b
Significance Level: 99%																			
Unweighted total	314	234	77	71	210	292	22	309	291	313	1	301	13	62	216	93	173	53	251
Effective Weighted Sample	263	191	69	57	180	243	19	258	243	262	1	251	11	53	178	76	145	45	209
Total	306	223	79	75	199	281	24	299	281	305	1	292	14	60	206	89	165	56	237
Yes, any parental locks have been set	201	150	**	**	128	187	**	197	183	201	**	190	**	**	143	**	118	**	155
	66%	67%	**	**	64%	67%	**	66%	65%	66%	**	65%	**	**	69%	**	72%	**	65%
No, parental locks have not been set	89	64	**	**	63	81	**	87	86	89	**	89	**	**	58	**	40	**	75
	29%	29%	**	**	32%	29%	**	29%	31%	29%	**	30%	**	**	28%	**	25%	**	31%
Don't know whether parental locks have been set	16	9	**	**	8	13	**	15	12	15	**	13	**	**	5	**	6	**	8
	5%	4%	**	**	4%	5%	**	5%	4%	5%	**	4%	**	**	2%	**	4%	**	3%

* indicates a low base size (less than 100)

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 95

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

HOURS SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
None	48 2%	- -%	- -%	- -%	1 *%	2 1%	6 3%	38 17%	11 1%	25 3%	43 3%	3 2%	1 1%	* 1%	18 2%	27 3%	- -%	48 3%
							bc	abcdef		a								a
Up to 2 hours	60 3%	10 4%	5 2%	10 3%	10 3%	6 2%	7 3%	12 5%	21 2%	34 4%	52 3%	4 2%	3 3%	1 2%	20 2%	39 4%	16 3%	44 3%
3 to 5 hours	149 7%	18 7%	32 10%	30 9%	27 8%	19 6%	14 6%	10 4%	69 6%	79 9%	125 7%	14 8%	6 6%	4 7%	55 6%	93 9%	46 9%	101 7%
																a		
6 to 8 hours	148 7%	28 10%	25 8%	14 4%	17 5%	18 5%	20 8%	26 12%	77 7%	69 8%	123 7%	12 7%	7 8%	6 11%	72 7%	72 7%	35 7%	113 8%
								c										
9 to 11 hours	186 9%	19 7%	34 10%	26 8%	35 11%	33 10%	23 10%	15 7%	93 9%	91 10%	154 9%	16 9%	9 9%	7 13%	81 8%	105 10%	50 9%	134 9%
12 to 15 hours	283 14%	24 9%	36 11%	49 15%	54 17%	56 17%	42 17%	22 10%	157 15%	125 14%	241 14%	20 12%	15 15%	7 12%	138 14%	142 14%	76 14%	206 14%
16 to 22 hours	376 18%	34 13%	62 19%	65 20%	60 18%	77 24%	45 18%	33 15%	219 20%	156 17%	320 19%	28 17%	18 19%	10 17%	191 20%	182 17%	122 23%	254 17%
						a											b	
Over 22 hours	730 36%	120 45%	125 38%	124 38%	109 33%	111 34%	79 32%	61 27%	410 38%	311 34%	603 35%	73 43%	35 36%	19 34%	361 37%	353 34%	175 33%	552 37%
			fg															
Don't know/ unsure	54 3%	10 4%	6 2%	7 2%	12 4%	3 1%	9 4%	6 3%	20 2%	25 3%	50 3%	- -%	2 2%	2 3%	28 3%	24 2%	13 2%	41 3%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 95

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

HOURS SPENT ONLINE IN A TYPICAL WEEK (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
None	48 2%	46 3%	- -	23 4%	16 1%	48 3%	- -	6 *	19 1%	19 1%	28 17%	48 3%	- -	8 2%	35 3%	8 2%	26 2%	- -	13 1%
		b		b							abc								
Up to 2 hours	60 3%	48 3%	11 3%	20 3%	23 2%	51 3%	9 5%	34 2%	41 2%	47 3%	13 8%	54 3%	6 4%	13 4%	32 2%	19 4%	24 2%	5 2%	33 2%
											abc								
3 to 5 hours	149 7%	109 6%	36 11%	44 8%	88 7%	128 7%	21 11%	119 7%	119 7%	135 7%	14 8%	130 7%	19 12%	24 7%	91 7%	27 6%	79 7%	9 4%	120 8%
6 to 8 hours	148 7%	117 7%	29 9%	43 8%	86 7%	136 7%	12 7%	109 7%	116 7%	132 7%	16 10%	139 7%	9 6%	25 7%	97 7%	34 8%	84 7%	14 7%	106 7%
9 to 11 hours	186 9%	153 9%	32 10%	36 6%	129 10%	170 9%	16 9%	145 9%	151 9%	167 9%	19 11%	173 9%	13 8%	28 8%	122 9%	35 8%	108 9%	20 9%	134 9%
12 to 15 hours	283 14%	240 14%	42 13%	71 12%	184 15%	257 14%	26 14%	243 15%	243 14%	269 14%	14 9%	257 14%	26 17%	49 15%	193 14%	56 13%	167 15%	31 15%	229 15%
16 to 22 hours	376 18%	317 19%	55 17%	83 15%	256 21%	349 19%	28 15%	310 19%	331 20%	357 19%	20 12%	350 19%	26 17%	69 20%	252 19%	87 19%	218 19%	39 18%	300 19%
					a														
Over 22 hours	730 36%	613 36%	109 33%	237 42%	435 35%	667 36%	63 34%	628 38%	632 38%	699 37%	31 19%	683 36%	47 30%	116 35%	493 37%	178 40%	416 36%	85 41%	575 37%
								d	d	d									
Don't know/ unsure	54 3%	40 2%	10 3%	11 2%	24 2%	43 2%	11 6%	38 2%	30 2%	43 2%	11 6%	43 2%	11 7%	4 1%	21 2%	5 1%	17 1%	6 3%	28 2%
							a				abc		a						

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 96

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

WAYS THE HOUSEHOLD USES TO CONNECT TO THE INTERNET AT HOME (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	1717	196	255	276	282	297	225	187	954	746	1439	146	82	50	826	874	444	1267
	84%	74%	78%	85%	86%	91%	92%	83%	89%	81%	84%	87%	86%	89%	86%	84%	83%	85%
				ab	ab	ab	ab	ab	b									
Access to the internet using a mobile network – using your phone's 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	763	136	166	143	103	92	72	52	437	318	646	64	36	18	356	389	254	507
	37%	51%	51%	44%	32%	28%	29%	23%	41%	35%	38%	38%	37%	31%	37%	37%	48%	34%
		defg	defg	defg													b	
Neither – Do not connect to the internet at home	47	1	4	5	6	6	4	21	11	27	39	5	1	1	15	31	9	38
	2%	1%	1%	1%	2%	2%	2%	9%	1%	3%	2%	3%	1%	2%	2%	3%	2%	3%
							abcdef		a									
Don't know	71	22	15	9	12	6	2	6	21	39	60	6	3	2	31	35	20	51
	3%	8%	5%	3%	4%	2%	1%	3%	2%	4%	4%	4%	3%	3%	3%	3%	4%	3%
		ef	f							a								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

WAYS THE HOUSEHOLD USES TO CONNECT TO THE INTERNET AT HOME (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device.	1717	1455	244	471	1091	1574	143	1401	1453	1612	106	1595	122	283	1163	358	1012	170	1359
	84%	86%	75%	82%	88%	85%	77%	86%	86%	86%	64%	85%	78%	84%	87%	79%	89%	81%	88%
		b			a	b		d	d	d							a		
Access to the internet using a mobile network – using your phone’s 3G or 4G or 5G mobile network, or a device such as a dongle or USB stick	763	609	140	211	478	684	79	664	648	720	43	698	65	140	494	194	408	97	589
	37%	36%	43%	37%	39%	37%	42%	41%	39%	38%	26%	37%	41%	42%	37%	43%	36%	47%	38%
								d	d	d									
Neither – Do not connect to the internet at home	47	40	7	15	23	39	8	10	19	20	27	40	6	7	31	4	23	-	18
	2%	2%	2%	3%	2%	2%	4%	1%	1%	1%	16%	2%	4%	2%	2%	1%	2%	-%	1%
											abc								
Don't know	71	49	18	17	21	59	12	57	47	61	10	59	12	2	28	7	23	2	29
	3%	3%	5%	3%	2%	3%	6%	3%	3%	3%	6%	3%	8%	*	2%	2%	2%	1%	2%
													a						

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 97

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S WORKING STATUS (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
In full time employment	829	64	234	207	178	123	19	5	544	280	700	67	37	25	475	347	325	502
	41%	24%	72%	63%	55%	38%	8%	2%	51%	31%	41%	40%	38%	45%	49%	33%	61%	34%
		fg	adefg	aefg	aefg	afg			b						b		b	
In part time employment	255	24	37	51	61	53	23	5	123	129	210	21	12	11	82	170	89	164
	13%	9%	11%	16%	19%	16%	10%	2%	11%	14%	12%	13%	13%	20%	8%	16%	17%	11%
			g	g	bfg	g	g							a	a	a	b	
Unemployed	124	19	21	25	33	25	1	-	25	95	106	8	6	4	47	72	29	95
	6%	7%	6%	8%	10%	8%	*	-	2%	10%	6%	4%	7%	7%	5%	7%	5%	6%
		fg	fg	fg	fg	fg			a									
A student	144	125	11	5	1	-	1	-	103	38	115	21	5	2	56	85	15	127
	7%	47%	3%	2%	*	-	*	-	10%	4%	7%	13%	5%	3%	6%	8%	3%	9%
		bcdefg	ef						b			ad					a	
Full-time responsibility for home/ family	91	4	11	21	31	23	1	-	17	74	79	6	3	2	17	74	44	47
	4%	2%	3%	6%	9%	7%	1%	-	2%	8%	5%	4%	4%	3%	2%	7%	8%	3%
				fg	abfg	fg				a						a	b	
Retired	481	4	*	-	1	74	195	206	234	235	407	38	25	10	240	238	5	476
	24%	1%	*	-	*	23%	80%	92%	22%	26%	24%	23%	27%	18%	25%	23%	1%	32%
						abcd	abcde	abcdef										a
Other	67	10	7	11	13	23	2	2	20	43	58	5	4	*	21	41	17	50
	3%	4%	2%	3%	4%	7%	1%	1%	2%	5%	3%	3%	4%	1%	2%	4%	3%	3%
						bfg				a								
Prefer not to say	46	15	5	6	7	5	2	7	9	22	39	3	2	2	25	13	10	35
	2%	6%	1%	2%	2%	2%	1%	3%	1%	2%	2%	2%	3%	4%	3%	1%	2%	2%
		bf								a								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 97

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S WORKING STATUS (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
In full time employment	829	653	169	143	604	749	80	759	725	798	31	763	66	129	571	185	481	95	678
	41%	39%	52%	25%	49%	41%	43%	46%	43%	43%	19%	41%	42%	38%	43%	41%	42%	46%	44%
			a		a			d	d	d									
In part time employment	255	212	36	63	164	237	18	213	212	232	23	239	16	33	181	46	151	24	189
	13%	13%	11%	11%	13%	13%	10%	13%	13%	12%	14%	13%	10%	10%	14%	10%	13%	11%	12%
Unemployed	124	99	22	69	35	100	23	95	89	109	14	104	20	17	71	28	60	14	87
	6%	6%	7%	12%	3%	5%	12%	6%	5%	6%	9%	6%	13%	5%	5%	6%	5%	7%	6%
				b			a						a						
A student	144	90	53	50	77	116	27	135	106	139	5	117	26	11	91	25	77	12	116
	7%	5%	16%	9%	6%	6%	15%	8%	6%	7%	3%	6%	17%	3%	7%	6%	7%	6%	8%
			a				a						a						
Full-time responsibility for home/ family	91	76	13	33	45	77	13	74	68	85	6	78	13	17	50	15	49	13	63
	4%	4%	4%	6%	4%	4%	7%	4%	4%	5%	3%	4%	8%	5%	4%	3%	4%	6%	4%
Retired	481	465	13	162	284	472	8	276	398	415	66	477	4	117	322	134	268	45	337
	24%	28%	4%	28%	23%	26%	4%	17%	24%	22%	40%	25%	2%	35%	24%	30%	23%	22%	22%
		b				b			a	a	abc	b		b					
Other	67	60	7	42	18	58	9	53	52	58	9	61	7	12	37	13	37	3	50
	3%	4%	2%	7%	1%	3%	5%	3%	3%	3%	6%	3%	4%	4%	3%	3%	3%	2%	3%
				b															
Prefer not to say	46	29	13	9	15	38	8	30	33	35	11	40	6	1	16	5	18	2	19
	2%	2%	4%	2%	1%	2%	4%	2%	2%	2%	7%	2%	4%	1%	1%	1%	2%	1%	1%
											abc								

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 98

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QP4. Which one of these – if any – is the highest educational or professional qualification that you currently have? (SINGLE CODE)

Base : All respondents completing the survey online

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	2009	148	398	331	311	360	323	138	1038	942	1408	196	206	199	997	991	532	1471
Effective Weighted Sample	1667	138	371	270	268	321	299	128	847	804	1298	182	191	186	832	824	450	1213
Total	2003	265	326	326	326	326	240	196	1069	896	1685	168	94	56	950	1024	533	1462
I have no formal qualifications (and I am not still studying)	84	5	2	14	13	16	14	20	18	65	74	6	2	2	25	59	16	68
	4%	2%	1%	4%	4%	5%	6%	10%	2%	7%	4%	4%	2%	3%	3%	6%	3%	5%
				b	b	b	b	ab		a						a		
Entry level qualification such as ESOL, ELC or Skills for Life	21	6	1	5	6	1	1	1	6	15	14	4	1	1	10	11	6	15
	1%	2%	*%	2%	2%	*%	*%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	145	17	15	28	29	32	17	8	43	101	122	13	7	3	55	90	34	112
	7%	6%	5%	8%	9%	10%	7%	4%	4%	11%	7%	8%	7%	5%	6%	9%	6%	8%
									a									
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	302	40	25	54	50	74	29	30	116	179	265	19	12	6	154	144	78	224
	15%	15%	8%	17%	15%	23%	12%	15%	11%	20%	16%	11%	13%	11%	16%	14%	15%	15%
				b	b	bf			a									
Level 1-2 vocational qualification or intermediate apprenticeship	63	7	8	16	16	6	6	3	25	38	54	3	5	1	36	24	18	45
	3%	3%	3%	5%	5%	2%	2%	2%	2%	4%	3%	2%	5%	2%	4%	2%	3%	3%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QP4. Which one of these – if any – is the highest educational or professional qualification that you currently have? (SINGLE CODE)

Base : All respondents completing the survey online

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16			
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b	
Unweighted total	2009	148	398	331	311	360	323	138	1038	942	1408	196	206	199	997	991	532	1471	
Effective Weighted Sample	1667	138	371	270	268	321	299	128	847	804	1298	182	191	186	832	824	450	1213	
Total	2003	265	326	326	326	326	240	196	1069	896	1685	168	94	56	950	1024	533	1462	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	211 11%	65 24%	27 8%	25 8%	22 7%	30 9%	18 7%	24 12%	123 12%	87 10%	164 10%	26 15%	14 15%	6 11%	94 10%	114 11%	33 6%	177 12%	
		bcdef																	a
Level 3 vocational qualification or advanced apprenticeship	96 5%	8 3%	14 4%	19 6%	17 5%	23 7%	17 7%	- -%	27 3%	69 8%	86 5%	5 3%	2 2%	2 4%	38 4%	54 5%	29 5%	65 4%	
				g		g	g		a										
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	160 8%	9 3%	24 7%	17 5%	41 13%	27 8%	22 9%	19 10%	88 8%	72 8%	120 7%	28 17%	8 8%	4 7%	84 9%	76 7%	41 8%	119 8%	
					ac							ad							
Level 4-5 vocational qualification or higher apprenticeship	62 3%	6 2%	7 2%	5 1%	12 4%	11 3%	6 3%	15 8%	35 3%	27 3%	55 3%	2 1%	4 5%	1 1%	38 4%	25 2%	17 3%	45 3%	
							bc												
University first degree (BA/ BSc/ Bed/ PGCE or equivalent)	412 21%	43 16%	109 33%	61 19%	59 18%	65 20%	45 19%	31 16%	304 28%	108 12%	350 21%	28 17%	19 20%	14 25%	191 20%	216 21%	126 24%	284 19%	
			acdefg							b									

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QP4. Which one of these – if any – is the highest educational or professional qualification that you currently have? (SINGLE CODE)

Base : All respondents completing the survey online

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2009	148	398	331	311	360	323	138	1038	942	1408	196	206	199	997	991	532	1471
Effective Weighted Sample	1667	138	371	270	268	321	299	128	847	804	1298	182	191	186	832	824	450	1213
Total	2003	265	326	326	326	326	240	196	1069	896	1685	168	94	56	950	1024	533	1462
Level 6 vocational qualification or degree apprenticeship	32	-	3	6	3	7	4	8	24	9	27	3	1	1	12	20	8	24
	2%	-%	1%	2%	1%	2%	2%	4%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%
University higher degree (e.g. Masters, PhD or equivalent)	245	23	73	57	32	22	29	9	203	42	201	20	14	10	137	104	93	151
	12%	9%	22%	18%	10%	7%	12%	5%	19%	5%	12%	12%	15%	17%	14%	10%	17%	10%
			adefg	deg					b						b		b	
Still studying/ still at school	22	17	1	4	*	-	-	-	19	3	16	5	-	1	10	11	5	16
	1%	6%	*%	1%	*%	-%	-%	-%	2%	*%	1%	3%	-%	2%	1%	1%	1%	1%
		bcdefg							b									
Prefer not to say	81	10	10	11	20	8	18	5	23	48	72	4	3	3	38	41	15	64
	4%	4%	3%	3%	6%	2%	7%	3%	2%	5%	4%	2%	3%	5%	4%	4%	3%	4%
							be		a									
Don't know	33	9	6	3	5	3	8	*	2	23	31	-	1	1	17	13	12	22
	2%	3%	2%	1%	2%	1%	3%	*%	*%	3%	2%	-%	1%	2%	2%	1%	2%	1%
									a									
NOT ANSWERED	32	-	-	1	1	1	6	22	12	9	32	-	1	-	10	22	2	30
	2%	-%	-%	*%	*%	*%	3%	11%	1%	1%	2%	-%	1%	-%	1%	2%	*%	2%
							b	abcdef										

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 98

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QP4. Which one of these – if any – is the highest educational or professional qualification that you currently have? (SINGLE CODE)

Base : All respondents completing the survey online

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2009	1706	278	545	1259	1839	170	1654	1707	1876	133	1868	141	324	1355	445	1151	205	1563
Effective Weighted Sample	1667	1408	242	446	1053	1525	143	1359	1413	1551	116	1549	119	276	1116	366	954	171	1292
Total	2003	1652	326	555	1230	1816	187	1628	1672	1857	146	1845	158	325	1320	436	1130	209	1531
I have no formal qualifications (and I am not still studying)	84	67	15	33	36	73	11	50	55	63	21	74	10	7	57	10	52	7	50
	4%	4%	5%	6% b	3%	4%	6%	3%	3%	3%	14% abc	4%	6%	2%	4%	2%	5%	4%	3%
Entry level qualification such as ESOL, ELC or Skills for Life	21	14	5	11	5	16	5	15	16	18	3	16	5	1	15	5	10	2	14
	1%	1%	2%	2% b	*%	1%	2%	1%	1%	1%	2%	1%	3%	*%	1%	1%	1%	1%	1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	145	126	20	52	78	137	8	115	132	139	6	138	7	23	96	30	89	15	119
	7%	8%	6%	9%	6%	8%	4%	7%	8%	7%	4%	7%	5%	7%	7%	7%	8%	7%	8%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	302	276	25	101	175	276	27	245	256	286	16	280	22	39	209	57	176	13	252
	15%	17% b	8%	18%	14%	15%	14%	15%	15%	15%	11%	15%	14%	12%	16%	13%	16%	6%	16% a

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 98

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QP4. Which one of these – if any – is the highest educational or professional qualification that you currently have? (SINGLE CODE)

Base : All respondents completing the survey online

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2009	1706	278	545	1259	1839	170	1654	1707	1876	133	1868	141	324	1355	445	1151	205	1563
Effective Weighted Sample	1667	1408	242	446	1053	1525	143	1359	1413	1551	116	1549	119	276	1116	366	954	171	1292
Total	2003	1652	326	555	1230	1816	187	1628	1672	1857	146	1845	158	325	1320	436	1130	209	1531
Level 1-2 vocational qualification or intermediate apprenticeship	63	48	15	18	36	58	5	53	57	59	4	60	3	11	46	15	35	10	48
	3%	3%	5%	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	4%	3%	3%	3%	5%	3%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	211	188	21	59	139	188	22	171	180	199	11	192	18	33	139	51	119	18	175
	11%	11%	6%	11%	11%	10%	12%	10%	11%	11%	8%	10%	12%	10%	11%	12%	11%	9%	11%
Level 3 vocational qualification or advanced apprenticeship	96	87	10	35	53	86	11	91	78	94	2	86	10	12	63	18	56	9	73
	5%	5%	3%	6%	4%	5%	6%	6%	5%	5%	2%	5%	6%	4%	5%	4%	5%	4%	5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	160	143	17	44	107	154	6	136	143	153	7	156	4	28	110	34	93	15	129
	8%	9%	5%	8%	9%	8%	3%	8%	9%	8%	5%	8%	2%	9%	8%	8%	8%	7%	8%
Level 4-5 vocational qualification or higher apprenticeship	62	50	12	18	41	58	4	48	55	59	3	59	3	17	39	16	37	6	53
	3%	3%	4%	3%	3%	3%	2%	3%	3%	3%	2%	3%	2%	5%	3%	4%	3%	3%	3%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 98

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

QP4. Which one of these – if any – is the highest educational or professional qualification that you currently have? (SINGLE CODE)

Base : All respondents completing the survey online

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2009	1706	278	545	1259	1839	170	1654	1707	1876	133	1868	141	324	1355	445	1151	205	1563
Effective Weighted Sample	1667	1408	242	446	1053	1525	143	1359	1413	1551	116	1549	119	276	1116	366	954	171	1292
Total	2003	1652	326	555	1230	1816	187	1628	1672	1857	146	1845	158	325	1320	436	1130	209	1531
University first degree (BA/ BSc/ Bed/ PGCE or equivalent)	412	321	84	88	295	378	34	349	357	388	24	384	28	62	285	91	238	51	319
	21%	19%	26%	16%	24%	21%	18%	21%	21%	21%	17%	21%	18%	19%	22%	21%	21%	24%	21%
					a														
Level 6 vocational qualification or degree apprenticeship	32	30	2	6	23	29	3	25	27	30	2	29	3	5	22	10	17	6	22
	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	3%	1%
University higher degree (e.g. Masters, PhD or equivalent)	245	185	57	48	167	220	25	219	208	236	9	223	22	63	143	76	124	43	180
	12%	11%	17%	9%	14%	12%	14%	13%	12%	13%	6%	12%	14%	19%	11%	18%	11%	21%	12%
			a		a									b		b		b	
Still studying/ still at school	22	10	13	8	12	19	4	21	15	21	1	19	3	3	16	2	12	5	17
	1%	1%	4%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	*%	1%	2%	1%
			a																
Prefer not to say	81	58	18	13	38	66	15	61	59	73	9	70	11	14	39	13	38	6	58
	4%	4%	6%	2%	3%	4%	8%	4%	4%	4%	6%	4%	7%	4%	3%	3%	3%	3%	4%
Don't know	33	21	10	9	10	26	8	25	21	26	8	26	8	1	17	-	15	-	15
	2%	1%	3%	2%	1%	1%	4%	2%	1%	1%	5%	1%	5%	*%	1%	-%	1%	-%	1%
											abc		a						
NOT ANSWERED	32	31	2	11	16	32	-	4	13	13	20	32	-	6	25	5	19	2	8
	2%	2%	1%	2%	1%	2%	-%	*%	1%	1%	13%	2%	-%	2%	2%	1%	2%	1%	1%
											abc								

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 99

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	1553	142	214	228	254	284	222	209	798	726	1282	145	86	41	741	803	357	1196
	76%	54%	66%	70%	78%	87%	91%	93%	74%	79%	75%	86%	90%	71%	77%	77%	67%	80%
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
WHITE - Irish	36	5	2	6	8	10	3	3	23	13	24	2	*	10	19	16	8	29
	2%	2%	1%	2%	2%	3%	1%	1%	2%	1%	1%	1%	1%	17%	2%	2%	1%	2%
														abc				
WHITE - Gypsy, Traveller or Irish Traveller	4	4	-	-	-	-	-	-	4	-	4	-	-	-	-	-	2	2
	1%	2%	0%	0%	0%	0%	0%	0%	4%	0%	4%	0%	0%	0%	0%	0%	2%	2%
WHITE - Any other white background	90	19	16	28	12	4	6	4	55	33	81	4	1	3	29	56	30	58
	4%	7%	5%	9%	4%	1%	2%	2%	5%	4%	5%	2%	1%	6%	3%	5%	6%	4%
		e	e	efg														
MIXED - White and Black Caribbean	15	-	4	2	4	2	2	2	6	9	14	-	*	-	6	8	5	9
	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%
MIXED - White and Black African	12	4	4	-	3	1	-	-	9	3	12	-	*	-	9	3	7	5
	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%
MIXED - White and Asian	21	8	6	4	3	-	*	-	13	8	19	-	1	1	12	7	9	12
	1%	3%	2%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%
		ef																

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
MIXED - Any other mixed/ multiple ethnic background	10 *%	2 1%	4 1%	1 *%	2 1%	- -%	- -%	- -%	6 1%	3 *%	10 1%	- -%	- -%	- -%	6 1%	3 *%	6 1%	4 *%
ASIAN AND BRITISH ASIAN - Indian	32 2%	2 1%	13 4%	6 2%	3 1%	4 1%	3 1%	1 1%	19 2%	12 1%	32 2%	- -%	* *%	- -%	19 2%	13 1%	6 1%	26 2%
ASIAN AND BRITISH ASIAN - Pakistani	35 2%	14 5%	3 1%	11 3%	5 1%	- -%	2 1%	- -%	14 1%	17 2%	32 2%	2 1%	- -%	- -%	19 2%	14 1%	13 2%	20 1%
ASIAN AND BRITISH ASIAN - Bangladeshi	21 1%	10 4%	6 2%	3 1%	2 1%	1 *%	- -%	- -%	8 1%	13 1%	20 1%	- -%	1 1%	- -%	5 1%	16 2%	10 2%	12 1%
ASIAN AND BRITISH ASIAN - Chinese	13 1%	- -%	7 2%	3 1%	1 *%	1 *%	- -%	- -%	8 1%	5 1%	12 1%	1 *%	- -%	- -%	4 *%	8 1%	2 *%	10 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	19 1%	2 1%	4 1%	3 1%	7 2%	2 1%	1 *%	- -%	10 1%	9 1%	19 1%	- -%	- -%	- -%	4 *%	14 1%	7 1%	11 1%
BLACK AND BLACK BRITISH - Caribbean	21 1%	5 2%	3 1%	1 *%	3 1%	8 2%	1 *%	- -%	11 1%	10 1%	19 1%	- -%	1 1%	1 1%	14 1%	7 1%	6 1%	14 1%
BLACK AND BLACK BRITISH - African	92 5%	32 12%	32 10%	10 3%	11 4%	1 *%	2 1%	3 1%	60 6%	28 3%	80 5%	9 5%	2 2%	* 1%	56 6%	36 3%	39 7%	49 3%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 99

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	11 1%	6 2% df	2 1%	1 *%	- -%	1 *%	- -%	- -%	7 1%	4 *%	9 1%	2 1%	- -%	- -%	6 1%	5 *%	4 1%	6 *%
OTHER ETHNIC GROUP - Arab	18 1%	8 3% f	2 1%	3 1%	4 1%	2 1%	- -%	- -%	7 1%	10 1%	17 1%	1 1%	- -%	- -%	5 1%	13 1%	6 1%	12 1%
OTHER ETHNIC GROUP - Any other ethnic background	8 *%	2 1%	- -%	3 1%	2 1%	1 *%	- -%	- -%	5 *%	3 *%	5 *%	1 1%	- -%	1 2% a	1 *%	6 1%	5 1%	3 *%
Prefer not to say	26 1%	* *%	3 1%	14 4% be	2 1%	2 1%	3 1%	2 1%	13 1%	10 1%	23 1%	2 1%	1 1%	1 1%	9 1%	11 1%	11 2%	15 1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	1553	1553	-	470	944	1478	75	1222	1356	1440	113	1497	57	249	1090	345	919	131	1216
	76%	92%	-%	82%	76%	80%	40%	75%	81%	77%	69%	80%	36%	74%	81%	77%	81%	63%	79%
		b		b		b			ad			b		a				a	
WHITE - Irish	36	36	-	13	19	35	2	30	32	33	4	36	1	5	25	9	23	6	25
	2%	2%	-%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	3%	2%
WHITE - Gypsy, Traveller or Irish Traveller	4	4	-	4	-	2	2	4	4	4	-	4	-	-	2	2	-	2	2
	*%	*%	-%	1%	-%	*%	1%	*%	*%	*%	-%	*%	-%	-%	*%	*%	-%	1%	*%
				b															
WHITE - Any other white background	90	90	-	25	52	52	38	73	43	78	11	53	37	14	35	10	33	15	58
	4%	5%	-%	4%	4%	3%	20%	4%	3%	4%	7%	3%	23%	4%	3%	2%	3%	7%	4%
		b					a		b		b		a						
MIXED - White and Black Caribbean	15	-	15	3	12	14	1	14	11	14	1	15	-	3	10	4	9	2	11
	1%	-%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%
			a																
MIXED - White and Black African	12	-	12	1	10	12	-	12	12	12	-	12	-	4	6	3	9	2	10
	1%	-%	4%	*%	1%	1%	-%	1%	1%	1%	-%	1%	-%	1%	*%	1%	1%	1%	1%
			a																

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
MIXED - White and Asian	21	-	21	6	8	16	5	21	15	21	-	16	5	1	15	6	9	1	18
	1%	-%	6%	1%	1%	1%	3%	1%	1%	1%	-%	1%	3%	*%	1%	1%	1%	1%	1%
			a																
MIXED - Any other mixed/ multiple ethnic background	10	-	10	2	8	10	-	10	9	10	-	10	-	5	5	4	6	5	5
	*%	-%	3%	*%	1%	1%	-%	1%	1%	1%	-%	1%	-%	1%	*%	1%	1%	2%	*%
			a															b	
ASIAN AND BRITISH ASIAN - Indian	32	-	32	1	24	27	5	30	22	31	1	27	5	9	15	13	11	4	23
	2%	-%	10%	*%	2%	1%	3%	2%	1%	2%	1%	1%	3%	3%	1%	3%	1%	2%	2%
			a																
ASIAN AND BRITISH ASIAN - Pakistani	35	-	35	3	19	24	11	25	19	27	8	25	9	4	16	7	15	4	24
	2%	-%	11%	1%	2%	1%	6%	2%	1%	1%	5%	1%	6%	1%	1%	1%	1%	2%	2%
			a				a				bc		a						
ASIAN AND BRITISH ASIAN - Bangladeshi	21	-	21	3	14	19	2	21	17	21	-	19	2	-	15	4	12	-	18
	1%	-%	7%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	-%	1%	1%	1%	-%	1%
			a																
ASIAN AND BRITISH ASIAN - Chinese	13	-	13	4	7	5	8	8	5	9	4	5	8	2	3	1	4	3	6
	1%	-%	4%	1%	1%	*%	4%	*%	*%	*%	2%	*%	5%	1%	*%	*%	*%	1%	*%
			a				a				abc		a						

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
ASIAN AND BRITISH ASIAN - Any other Asian background	19	-	19	4	11	13	6	14	10	16	3	13	6	3	9	3	8	2	11
	1%	-%	6%	1%	1%	1%	3%	1%	1%	1%	2%	1%	4%	1%	1%	1%	1%	1%	1%
			a				a						a						
BLACK AND BLACK BRITISH - Caribbean	21	-	21	3	17	17	4	17	18	18	3	18	3	4	13	1	14	1	16
	1%	-%	6%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	*%	1%	1%	1%
			a																
BLACK AND BLACK BRITISH - African	92	-	92	13	65	82	10	82	73	83	9	85	7	23	55	28	45	16	63
	5%	-%	28%	2%	5%	4%	5%	5%	4%	4%	6%	5%	5%	7%	4%	6%	4%	8%	4%
			a																
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	11	-	11	4	7	8	2	11	8	11	-	8	2	3	6	6	3	5	6
	1%	-%	3%	1%	1%	*%	1%	1%	1%	1%	-%	*%	1%	1%	*%	1%	*%	2%	*%
			a															b	
OTHER ETHNIC GROUP - Arab	18	-	18	4	12	12	7	16	10	16	3	12	7	-	9	1	7	1	15
	1%	-%	6%	1%	1%	1%	4%	1%	1%	1%	2%	1%	4%	-%	1%	*%	1%	*%	1%
			a				a						a						
OTHER ETHNIC GROUP - Any other ethnic background	8	-	8	2	6	5	3	8	4	8	-	5	2	-	5	1	3	1	5
	*%	-%	2%	*%	*%	*%	2%	*%	*%	*%	-%	*%	1%	-%	*%	*%	*%	*%	*%
			a				a												

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 99

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S ETHNICITY (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE a	MINORITY ETHNIC b	ANY a	NONE b	YES a	NO b	SVOD a	BVOD b	EITHER c	NO d	YES a	NO b	YES a	NO b	YES a	NO b	YES a	NO b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Prefer not to say	26	-	-	4	9	19	7	18	14	21	5	19	7	8	5	5	10	8	8
	1%	-%	-%	1%	1%	1%	4%	1%	1%	1%	3%	1%	5%	2%	1%	1%	1%	4%	1%
							a						a	b	*			b	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 100

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Hearing? Poor hearing, partial hearing, or are d/Deaf	127	8	6	12	8	17	25	49	49	71	104	10	9	4	64	61	21	106
	6%	3%	2%	4%	3%	5%	10%	22%	5%	8%	6%	6%	9%	7%	7%	6%	4%	7%
							bcd	abcdef		a								
Eyesight? Poor vision, colour blindness, partial sight, or are blind	96	23	11	11	15	13	10	14	44	48	81	8	4	2	49	47	24	72
	5%	9%	3%	3%	5%	4%	4%	6%	4%	5%	5%	5%	5%	4%	5%	5%	5%	5%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	153	11	2	17	34	28	26	36	49	99	121	19	10	3	59	92	28	125
	8%	4%	1%	5%	10%	8%	11%	16%	5%	11%	7%	11%	11%	6%	6%	9%	5%	8%
		b		b	b	b	b	abc		a								
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	57	8	2	10	8	11	7	11	17	38	46	6	2	3	14	40	14	43
	3%	3%	1%	3%	3%	3%	3%	5%	2%	4%	3%	3%	3%	6%	1%	4%	3%	3%
								b		a						a		

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 100

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Significance Level: 99%																		
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Breathing? Breathlessness or chest pains	88	5	5	8	18	17	14	20	26	59	72	7	6	2	38	49	23	64
	4%	2%	2%	3%	6%	5%	6%	9%	2%	6%	4%	4%	7%	3%	4%	5%	4%	4%
				b	b		b	abc		a								
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	76	20	10	14	17	8	3	6	29	45	63	7	5	2	23	47	23	53
	4%	7%	3%	4%	5%	3%	1%	3%	3%	5%	4%	4%	5%	3%	2%	5%	4%	4%
		f		f														
Difficulty with speech? e.g. due to stroke, stutter or stammer	13	2	2	4	1	2	-	1	3	10	11	1	1	*	6	5	3	10
	1%	1%	1%	1%	*%	1%	-%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	73	29	16	14	9	3	2	-	37	35	66	4	2	1	28	38	23	50
	4%	11%	5%	4%	3%	1%	1%	-%	3%	4%	4%	2%	2%	2%	3%	4%	4%	3%
		defg	efg	ef														
Your mental health? Anxiety, depression, or trauma-related conditions, for example	238	60	40	40	46	32	11	9	98	134	202	20	10	6	91	138	57	181
	12%	23%	12%	12%	14%	10%	4%	4%	9%	15%	12%	12%	10%	11%	9%	13%	11%	12%
		bcefg	fg	fg	fg	f				a								

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 100

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	AGE						SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16		
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	83 4%	4 2%	5 2%	5 1%	25 8%	14 4%	13 5%	17 8%	34 3%	44 5%	64 4%	9 5%	7 7%	3 5%	38 4%	41 4%	13 3%	69 5%
					bc		b	bc										
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1242 61%	126 47%	222 68%	206 63%	193 59%	221 68%	160 65%	114 51%	739 69%	491 54%	1043 61%	104 61%	59 62%	35 62%	623 65%	614 59%	337 63%	899 60%
			ag	a		ag	ag		b									
Prefer not to say	135 7%	21 8%	23 7%	20 6%	23 7%	16 5%	12 5%	19 9%	65 6%	62 7%	118 7%	9 5%	3 3%	5 8%	58 6%	71 7%	34 6%	100 7%
Don't know	89 4%	22 8%	16 5%	27 8%	12 4%	7 2%	4 2%	- -%	30 3%	48 5%	78 5%	7 4%	2 2%	1 3%	37 4%	48 5%	39 7%	50 3%
		efg	g	efg													b	

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 100

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Hearing? Poor hearing, partial hearing, or are d/Deaf	127	123	3	127	-	119	7	80	99	106	20	121	6	25	82	32	68	14	79
	6%	7%	1%	22%	-%	6%	4%	5%	6%	6%	12%	6%	4%	8%	6%	7%	6%	7%	5%
		b		b							abc								
Eyesight? Poor vision, colour blindness, partial sight, or are blind	96	84	12	96	-	88	8	77	85	90	6	90	5	27	54	38	38	18	63
	5%	5%	4%	17%	-%	5%	4%	5%	5%	5%	3%	5%	3%	8%	4%	8%	3%	9%	4%
				b										b		b		b	
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	153	144	9	153	-	140	13	118	125	138	15	142	11	38	87	40	81	17	109
	8%	9%	3%	27%	-%	8%	7%	7%	7%	7%	9%	8%	7%	11%	7%	9%	7%	8%	7%
		b		b										b					

Columns Tested: a,b - a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 100

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ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	57 3%	55 3%	3 1%	57 10% b	- -%	52 3%	6 3%	43 3%	46 3%	50 3%	7 4%	54 3%	3 2%	8 2%	40 3%	15 3%	26 2%	10 5%	36 2%
Breathing? Breathlessness or chest pains	88 4%	81 5%	7 2%	88 15% b	- -%	77 4%	10 5%	67 4%	68 4%	78 4%	10 6%	79 4%	9 5%	14 4%	56 4%	18 4%	47 4%	7 3%	61 4%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	76 4%	67 4%	9 3%	76 13% b	- -%	64 3%	12 6%	58 4%	57 3%	69 4%	7 4%	68 4%	9 5%	15 4%	38 3%	22 5%	34 3%	13 6%	47 3%
Difficulty with speech? e.g. due to stroke, stutter or stammer	13 1%	12 1%	1 *%	13 2% b	- -%	12 1%	1 1%	9 1%	9 1%	9 1%	4 2%	12 1%	1 1%	2 1%	10 1%	4 1%	5 *%	3 1%	7 *%

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 100

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ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE		
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO	
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b	a
Significance Level: 99%																				
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572	
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298	
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.	73	64	9	73	-	62	11	67	58	72	1	64	9	17	36	20	33	11	52	
	4%	4%	3%	13% b	-%	3%	6%	4%	3%	4%	1%	3%	6%	5%	3%	4%	3%	5%	3%	
Your mental health? Anxiety, depression, or trauma-related conditions, for example	238	213	23	238	-	203	36	203	191	225	13	213	25	39	141	57	123	32	176	
	12%	13%	7%	42% b	-%	11%	19% a	12%	11%	12%	8%	11%	16%	12%	11%	13%	11%	15%	11%	
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	83	77	5	83	-	72	10	59	69	75	8	76	6	28	38	26	39	13	54	
	4%	5%	1%	14% b	-%	4%	6%	4%	4%	4%	5%	4%	4%	8% b	3%	6%	3%	6%	3%	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1242	1015	218	-	1242	1146	96	1014	1051	1155	87	1157	85	189	871	257	734	124	981	
	61%	60%	67%	-%	100% a	62%	51%	62%	62%	62%	53%	62%	54%	56%	65% a	57%	64%	59%	64%	

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 100

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

ANY IMPACTING OR LIMITING CONDITIONS (MULTI CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Prefer not to say	135	101	24	-	-	111	24	96	88	113	22	111	24	22	70	28	65	8	92
	7%	6%	7%	-%	-%	6%	13%	6%	5%	6%	13%	6%	15%	7%	5%	6%	6%	4%	6%
							a				abc		a						
Don't know	89	55	30	-	-	74	14	72	71	77	12	78	11	12	39	14	40	6	53
	4%	3%	9%	-%	-%	4%	8%	4%	4%	4%	7%	4%	7%	3%	3%	3%	3%	3%	3%
			a																

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 101

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S SEXUALITY (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Heterosexual or straight	1805	203	280	283	296	304	226	213	944	835	1513	154	86	51	876	924	476	1322
	89%	77%	86%	87%	91%	93%	92%	95%	88%	91%	88%	91%	90%	90%	91%	89%	89%	88%
				a	a	abc	ab	abc										
Gay or lesbian	46	2	17	8	5	8	5	2	37	9	42	2	1	1	29	15	7	39
	2%	1%	5%	2%	2%	2%	2%	1%	3%	1%	2%	1%	1%	2%	3%	1%	1%	3%
									b									
Bisexual	79	35	18	15	8	3	*	-	54	25	64	9	5	1	26	46	25	53
	4%	13%	6%	5%	2%	1%	*%	-%	5%	3%	4%	5%	5%	2%	3%	4%	5%	4%
		bcdefg	efg	efg														
Prefer to use another term (please state)	6	1	-	3	1	1	-	-	3	3	5	-	-	1	3	3	*	6
	*%	*%	-%	1%	*%	*%	-%	-%	*%	*%	*%	-%	-%	1%	*%	*%	*%	*%
Prefer not to say	101	25	11	17	15	10	14	9	39	44	90	5	3	3	29	53	25	75
	5%	9%	3%	5%	5%	3%	6%	4%	4%	5%	5%	3%	3%	5%	3%	5%	5%	5%
		be																

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 101

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

RESPONDENT'S SEXUALITY (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Heterosexual or straight	1805	1495	297	486	1149	1649	156	1447	1504	1669	135	1673	131	311	1200	407	1020	193	1379
	89%	89%	91%	85%	93%	89%	83%	89%	89%	89%	82%	89%	83%	93%	90%	90%	89%	93%	90%
					a														
Gay or lesbian	46	44	1	16	25	43	3	40	40	43	3	43	3	2	34	12	23	3	38
	2%	3%	*%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%	3%	2%	1%	2%
Bisexual	79	69	10	45	30	71	8	73	69	75	4	71	8	9	56	18	48	8	61
	4%	4%	3%	8%	2%	4%	4%	4%	4%	4%	2%	4%	5%	3%	4%	4%	4%	4%	4%
				b															
Prefer to use another term (please state)	6	5	1	5	1	4	2	3	3	5	1	5	1	-	1	-	3	-	3
	*%	*%	*%	1%	*%	*%	1%	*%	*%	*%	1%	*%	1%	-%	*%	-%	*%	-%	*%
Prefer not to say	101	70	18	20	37	82	19	71	66	79	22	86	15	14	46	13	46	5	59
	5%	4%	5%	4%	3%	4%	10%	4%	4%	4%	13%	5%	9%	4%	3%	3%	4%	2%	4%
							a												abc

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 102

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

WHETHER RESPONDENT'S CURRENT GENDER IDENTITY IS THE SAME AS THAT ASSIGNED AT BIRTH (SINGLE CODE)

Base : All respondents

	Total	AGE							SEG		NATION				GENDER		PARENT/ GUARDIAN OF U16	
		16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	IRELAND	MAN	WOMAN	YES	NO
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	a	b	a	b
Unweighted total	2036	148	398	331	311	360	330	158	1044	960	1428	197	210	201	1009	1004	532	1498
Effective Weighted Sample	1690	138	371	270	268	321	305	146	852	818	1316	183	195	188	842	835	450	1236
Total	2036	265	326	326	326	326	244	224	1076	916	1714	169	96	57	964	1041	533	1495
Yes	1970	248	310	317	312	323	239	221	1049	887	1661	162	91	55	943	1012	519	1443
	97%	94%	95%	97%	96%	99%	98%	99%	97%	97%	97%	96%	95%	97%	98%	97%	97%	97%
						abd												
No	26	5	11	4	5	*	1	-	12	14	20	3	2	1	8	13	4	22
	1%	2%	3%	1%	2%	*%	*%	-%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%
			ef															
Prefer not to say	40	12	5	5	9	2	4	3	16	15	33	4	2	1	13	16	10	30
	2%	5%	1%	1%	3%	1%	2%	1%	1%	2%	2%	2%	3%	2%	1%	2%	2%	2%
		e																

Columns Tested: a,b,c,d,e,f,g - a,b - a,b,c,d - a,b - a,b

CROSS-PLATFORM MEDIA ADULT TRACKER 2024. WAVE 1 MARCH/ APRIL 2024 & WAVE 2 SEPTEMBER/ OCTOBER 2024.

Table 102

Interviewing conducted using a mix of post-to-online, post-to-post and online panels. Any column with a base size lower than 100 has been removed. Data is tested at the 99% confidence level.

WHETHER RESPONDENT'S CURRENT GENDER IDENTITY IS THE SAME AS THAT ASSIGNED AT BIRTH (SINGLE CODE)

Base : All respondents

	Total	ETHNICITY		IMPACTING/ LIMITING CONDITIONS		WATCHED LIVE BROADCAST TV		WATCHED ON-DEMAND SERVICES				WATCHED LIVE OR ON-DEMAND BROADCAST TV		SEEN SOMETHING OFFENSIVE ON BROADCAST TV		SEEN SOMETHING HARMFUL ON BROADCAST TV		SEEN SOMETHING OF CONCERN ON ON-DEMAND SERVICE	
		WHITE	MINORITY ETHNIC	ANY	NONE	YES	NO	SVOD	BVOD	EITHER	NO	YES	NO	YES	NO	YES	NO	YES	NO
		a	b	a	b	a	b	a	b	c	d	a	b	a	b	a	b	a	b
Significance Level: 99%																			
Unweighted total	2036	1732	278	558	1270	1866	170	1660	1720	1891	145	1895	141	333	1371	457	1159	205	1572
Effective Weighted Sample	1690	1430	242	457	1062	1548	143	1364	1422	1563	127	1572	119	284	1128	376	961	171	1298
Total	2036	1683	326	571	1242	1849	187	1634	1683	1871	165	1878	158	336	1338	450	1140	209	1539
Yes	1970	1641	313	554	1223	1791	179	1580	1634	1814	156	1821	149	332	1306	440	1107	205	1502
	97%	97%	96%	97%	99%	97%	95%	97%	97%	97%	95%	97%	95%	99%	98%	98%	97%	98%	98%
No	26	18	7	10	11	24	2	26	22	26	-	24	2	1	15	6	15	2	20
	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%
Prefer not to say	40	25	6	7	7	33	7	28	27	32	9	33	7	2	17	4	18	2	17
	2%	1%	2%	1%	1%	2%	4%	2%	2%	2%	5%	2%	4%	1%	1%	1%	2%	1%	1%

abc

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b - a,b - a,b - a,b