

## Technical Report – Ofcom VoD Survey 2025

### Background and objectives

Ofcom wishes to understand consumption and attitudes towards different types of online ‘video-on-demand (VoD) or ‘streaming services’. These services can be used via many different types of devices, for example a TV set or through apps and sites on a smartphone or other internet-connected devices. Ofcom have a particular interest in the following platforms, Netflix, Amazon Prime and Disney + and in understanding reasons behind subscribing to VOD services and reasons for cancelling subscriptions.

Topics in the survey include:

- Consumption of video-on-demand or streaming services
- How services are used
- Attitudes to video-on-demand or streaming services
- Perception of the services subscribed to
- Subscription and types of payment for Netflix, Amazon Prime Video and Disney+
- Reasons for subscribing/ unsubscribing
- Watching online content on TVs
- Audiovisual translation

### Sample Design

#### Quotas

Nationally representative quotas were used to closely represent the UK population aged 13 and above. Targets for quotas were taken from the Census data from 2021 for England, Wales, and Northern Ireland, from 2022 for Scotland, and were set based on the following:

- Age (13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+)
- Gender
- Region
- Social grade

Boosts were used to to reach a minimum of 150 respondents were in place in Wales and Northern Ireland.

#### Fieldwork

Fieldwork was conducted using Yonder’s online panel, reaching a nationally representative online sample of 2,192 UK respondents. The number of online interviews achieved in each region was 1,697 in England, 160 in Scotland, 172 in Wales and 163 in Northern Ireland.

Invitations to complete the survey were sent out on a nationally representative basis, aligned to age, gender, region and social grade, to ensure that we achieved a good demographic spread.

#### Weighting

Yonder set quotas by age interlocked with gender, region and social grade for those aged 16+, and based on age and gender for 13-15 year olds. Any discrepancy between the final achieved sample and the known offline profile of the UK was adjusted by RIM weighting, using the known demographic profile of the population from the Census information. Data was weighted using age, gender, government office region, ethnicity, social grade.