

Amount of Advertising Survey - W1-W4

ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 1
Q1. Have you watched live broadcast TV programmes/ films on any of these TV channels over the past seven days (by 'live', we mean programmes watched at the time of broadcast, not on catch up/pre-recorded)?
Base: All respondents

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	8415	4189	4199	122	904	1381	1301	1435	1301	1971	2261	2407	1694	2053	720	358	923	655	748	606	406	797	1117	1131	699	255
Weighted base	8415	4106	4287	145	1016	1405	1304	1447	1212	1886	2289	2373	1708	2045	702	335	931	686	735	604	400	792	1110	1151	719	252
Any BBC TV channel	4455 53%	2384 58%	2063 48%	67 46%	386 38%	485 35%	527 40%	785 54%	795 66%	1410 75%	1320 58%	1282 54%	884 52%	969 47%	341 49%	166 49%	483 52%	364 53%	365 50%	309 51%	225 56%	418 53%	527 47%	688 60%	414 58%	154 61%
ITV/ STV/ UTV	4410 52%	2228 54%	2177 51%	61 42%	380 37%	596 42%	595 46%	796 55%	755 62%	1227 65%	1179 52%	1148 48%	959 56%	1123 55%	355 51%	194 58%	539 58%	370 54%	387 53%	312 52%	226 57%	404 51%	492 44%	585 51%	361 50%	186 74%
Channel 4	3182 38%	1635 40%	1542 36%	44 31%	247 24%	495 35%	494 38%	577 40%	538 44%	787 42%	921 40%	881 37%	644 38%	736 36%	249 36%	130 39%	336 36%	226 33%	264 36%	233 38%	161 40%	306 39%	401 36%	461 40%	293 41%	122 48%
Channel 5	1978 24%	981 24%	995 23%	27 19%	119 12%	234 17%	272 21%	327 23%	373 31%	626 33%	536 23%	505 21%	413 24%	524 26%	156 22%	91 27%	241 26%	161 23%	160 22%	142 23%	94 24%	193 24%	247 22%	254 22%	171 24%	69 27%
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1878 22%	1258 31%	618 14%	20 14%	178 18%	309 22%	306 23%	357 25%	265 22%	443 23%	581 25%	469 20%	440 26%	388 19%	152 22%	93 28%	195 21%	166 24%	172 23%	112 19%	93 23%	168 21%	276 25%	249 22%	131 18%	73 29%
Other ITV channel (e.g. ITV2, ITV3, ITVBe)	1383 16%	774 19%	608 14%	16 11%	111 11%	221 16%	219 17%	233 16%	241 20%	343 18%	379 17%	347 15%	271 16%	386 19%	111 16%	66 20%	164 18%	120 18%	126 17%	95 16%	62 15%	118 15%	185 17%	175 15%	102 14%	57 23%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1353 16%	712 17%	638 15%	19 13%	77 8%	190 14%	228 17%	272 19%	259 21%	308 16%	344 15%	325 14%	284 17%	400 20%	123 18%	61 18%	160 17%	99 14%	120 16%	89 15%	57 14%	124 16%	174 16%	186 16%	98 14%	62 25%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1228 15%	751 18%	476 11%	8 5%	57 6%	145 10%	177 14%	196 14%	248 20%	397 21%	337 15%	318 13%	268 16%	305 15%	94 13%	62 18%	136 15%	106 15%	100 14%	82 13%	64 16%	127 16%	143 13%	164 14%	94 13%	55 22%
Other TV channel that includes commercials	855 10%	563 14%	289 7%	4 3%	48 5%	105 7%	105 8%	158 11%	164 14%	271 14%	251 11%	231 10%	152 9%	221 11%	68 10%	37 11%	89 10%	73 11%	74 10%	64 11%	32 8%	80 10%	131 12%	108 9%	56 8%	41 16%
Other Channel 5 channel (e.g. 5USA, 5Star)	688 8%	387 9%	301 7%	12 9%	33 3%	98 7%	126 10%	126 9%	138 11%	155 8%	179 8%	176 7%	141 8%	192 9%	66 9%	27 8%	81 9%	69 10%	55 8%	47 8%	33 8%	57 7%	104 9%	68 6%	45 6%	35 14%
S4C	38 *	34 1%	4 *	5 3%	2 *	6 *	2 *	2 *	6 *	14 1%	19 1%	4 *	4 *	10 *	- -	- -	- -	- -	- -	- -	38 9%	- -	- -	- -	- -	- -
NET: Any PSB	5229 62%	2650 65%	2573 60%	71 49%	477 47%	771 55%	772 59%	930 64%	847 70%	1361 72%	1415 62%	1409 59%	1116 65%	1289 63%	431 61%	214 64%	603 65%	420 61%	447 61%	373 62%	276 69%	478 60%	626 56%	718 62%	445 62%	198 78%

** marked bases are very small (under 100): values suppressed

Prepared by Yonder

.YONDER

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 1
Q1. Have you watched live broadcast TV programmes/ films on any of these TV channels over the past seven days (by 'live', we mean programmes watched at the time of broadcast, not on catch up/pre-recorded)?

Base: All respondents

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	8415	4106	4287	145	1016	1405	1304	1447	1212	1886	2289	2373	1708	2045	702	335	931	686	735	604	400	792	1110	1151	719	252
NET: Any Non-PSB	3729	2170	1553	38	324	536	551	676	618	987	1053	960	804	911	301	163	425	306	320	267	172	333	498	519	284	140
	44%	53%	36%	26%	32%	38%	42%	47%	51%	52%	46%	40%	47%	45%	43%	49%	46%	45%	44%	44%	43%	42%	45%	45%	40%	55%
NET: Any BBC TV channel only	691	309	380	17	113	107	77	103	95	179	235	212	134	110	41	20	70	69	56	39	33	66	98	113	72	15
	8%	8%	9%	11%	11%	8%	6%	7%	8%	10%	10%	9%	8%	5%	6%	6%	8%	10%	8%	6%	8%	8%	9%	10%	10%	6%
None of these/ I have not watched any live broadcast programmes on TV in the past seven days	1675	682	982	54	288	384	324	265	170	191	410	538	280	447	170	66	171	130	152	117	62	175	266	199	140	28
	20%	17%	23%	37%	28%	27%	25%	18%	14%	10%	18%	23%	16%	22%	24%	20%	18%	19%	21%	19%	16%	22%	24%	17%	20%	11%
Don't know	130	51	79	2	42	23	18	25	6	14	29	42	29	30	13	4	12	10	11	19	3	15	20	11	11	1
	2%	1%	2%	2%	4%	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	3%	1%	2%	2%	1%	1%	*

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Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 2
Q1. Have you watched live broadcast TV programmes/ films on any of these TV channels over the past seven days (by 'live', we mean programmes watched at the time of broadcast, not on catch up/pre-recorded)?

Base: All respondents

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	8415	5105	3635	792	1159	1548	4152	313	394	1083	1337	2925	627	1002	4116	213	268	806	2828	214	209
Weighted base	8415	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
Any BBC TV channel	4455	3490	2452	545	756	1108	2985	234	263	728	910	2078	443	729	2817	158	178	585	1898	116	160
	53%	67%	66%	63%	62%	68%	71%	68%	58%	66%	66%	69%	70%	68%	67%	63%	67%	68%	66%	49%	73%
ITV/ STV/ UTV	4410	4410	2662	784	1083	1516	3613	319	310	787	1008	2240	498	948	3576	218	212	653	2075	155	145
	52%	84%	71%	91%	89%	94%	86%	93%	69%	71%	73%	75%	79%	89%	85%	88%	80%	76%	72%	65%	67%
Channel 4	3182	3182	2059	541	790	1046	2804	290	242	586	783	1741	444	704	2636	174	151	521	1618	132	114
	38%	61%	55%	63%	65%	65%	66%	85%	54%	53%	57%	58%	70%	66%	63%	70%	57%	61%	56%	56%	52%
Channel 5	1978	1978	1429	402	617	822	1716	222	200	440	577	1181	326	551	1635	119	68	391	1097	100	74
	24%	38%	38%	47%	51%	51%	41%	65%	44%	40%	42%	39%	51%	52%	39%	48%	26%	46%	38%	42%	34%
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	1878	1495	1878	320	415	572	1216	143	290	688	869	1530	364	361	1242	69	60	430	1515	131	105
	22%	29%	50%	37%	34%	35%	29%	42%	64%	62%	63%	51%	57%	34%	29%	28%	23%	50%	53%	55%	48%
Other ITV channel (e.g. ITV2, ITV3, ITVBe)	1383	1283	1383	282	379	533	1092	165	208	490	594	1181	329	323	1052	72	46	394	1122	122	64
	16%	25%	37%	33%	31%	33%	26%	48%	46%	44%	43%	39%	52%	30%	25%	29%	17%	46%	39%	52%	29%
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	1353	1231	1353	266	348	508	1065	169	176	434	560	1195	330	299	1021	58	46	363	1097	109	67
	16%	24%	36%	31%	29%	31%	25%	49%	39%	39%	41%	40%	52%	28%	24%	23%	17%	42%	38%	46%	31%
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	1228	1105	1228	224	331	448	942	126	185	454	564	1095	308	308	887	46	44	369	978	91	57
	15%	21%	33%	26%	27%	28%	22%	37%	41%	41%	41%	37%	49%	29%	21%	19%	17%	43%	34%	38%	26%
Other TV channel that includes commercials	855	693	855	154	208	283	567	75	187	342	422	741	234	183	562	35	35	257	685	72	55
	10%	13%	23%	18%	17%	17%	13%	22%	42%	31%	31%	25%	37%	17%	13%	14%	13%	30%	24%	30%	25%
Other Channel 5 channel (e.g. 5USA, 5Star)	688	642	688	178	239	303	532	107	140	291	357	586	231	203	532	27	10	214	580	74	21
	8%	12%	18%	21%	20%	19%	13%	31%	31%	26%	26%	20%	37%	19%	13%	11%	4%	25%	20%	31%	10%
S4C	38	38	25	10	14	15	33	4	3	8	13	20	8	9	30	7	2	12	17	4	1
	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%
NET: Any PSB	5229	5229	3040	860	1215	1620	4220	342	369	896	1146	2507	559	1069	4211	249	266	760	2362	189	162
	62%	100%	82%	100%	100%	100%	100%	100%	82%	81%	83%	84%	88%	100%	100%	100%	100%	89%	82%	80%	75%

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Absolutes/col percents

Table 2
Q1. Have you watched live broadcast TV programmes/ films on any of these TV channels over the past seven days (by 'live', we mean programmes watched at the time of broadcast, not on catch up/pre-recorded)?

Base: All respondents

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	8415	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
NET: Any Non-PSB	3729	3040	3729	570	785	1103	2517	264	451	1109	1378	2997	633	728	2477	150	120	858	2883	237	218
	44%	58%	100%	66%	65%	68%	60%	77%	100%	100%	100%	100%	100%	68%	59%	60%	45%	100%	100%	100%	100%
NET: Any BBC TV channel only	691	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these/ I have not watched any live broadcast programmes on TV in the past seven days	1675	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	130	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 3

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Summary table

Base: All who have watched live broadcast on ...

	ITV/ STV/ UTV	Channel 4	Channel 5	S4C	Other ITV channel (e.g. ITV2, ITV3, ITVBe)	Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	Other Channel 5 channel (e.g. 5USA, 5Star)	Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	Other TV channel that includes commercials	NET: Any PSB	NET: Any Non-PSB	NET: Any Channel
Unweighted base	4271	3087	1948	40**	1350	1292	678	1234	1789	849	5105	3635	5811
Weighted base	4410	3182	1978	38**	1383	1353	688	1228	1878	855	5229	3729	5918
6am-10am	679 15%	171 5%	128 6%		84 6%	62 5%	48 7%	76 6%	210 11%	113 13%	860 16%	451 12%	1173 20%
10am -4pm	811 18%	394 12%	296 15%		254 18%	183 14%	122 18%	219 18%	521 28%	215 25%	1215 23%	1109 30%	1912 32%
4pm-6pm	1176 27%	546 17%	410 21%		350 25%	258 19%	163 24%	277 23%	679 36%	250 29%	1620 31%	1378 37%	2426 41%
6pm-11pm	3156 72%	2516 79%	1402 71%		948 69%	1046 77%	445 65%	932 76%	1367 73%	633 74%	4220 81%	2997 80%	5030 85%
11pm-6am	173 4%	175 6%	125 6%		158 11%	204 15%	105 15%	151 12%	251 13%	138 16%	342 7%	633 17%	778 13%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 4

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

ITV/ STV/ UTV

Base: All who have watched live broadcast on ...

	Gender			Age								Social Grade				Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	4271	2171	2096	54**	313	538	553	759	780	1274	1130	1131	928	1082	356	194	506	337	385	308	220	401	500	556	333	175
Weighted base	4410	2228	2177	61**	380	596	595	796	755	1227	1179	1148	959	1123	355	194	539	370	387	312	226	404	492	585	361	186
6am-10am	679	307	369		57	110	126	148	115	115	169	174	163	172	57	29	82	52	54	63	33	66	97	92	35	20
	15%	14%	17%		15%	19%	21%	19%	15%	9%	14%	15%	17%	15%	16%	15%	14%	14%	20%	14%	16%	20%	16%	10%	11%	
10am -4pm	811	352	459		85	163	155	124	99	174	198	180	161	273	55	43	100	64	68	59	40	84	115	106	49	28
	18%	16%	21%		22%	27%	26%	16%	13%	14%	17%	16%	17%	24%	16%	22%	19%	17%	18%	19%	18%	21%	23%	18%	13%	15%
4pm-6pm	1176	603	573		106	136	171	227	187	323	278	286	296	317	109	61	162	94	115	69	63	121	131	136	72	42
	27%	27%	26%		28%	23%	29%	29%	25%	26%	24%	25%	31%	28%	31%	31%	30%	25%	30%	22%	28%	30%	27%	23%	20%	23%
6pm-11pm	3156	1604	1548		228	341	371	575	586	1006	877	858	664	757	246	139	362	274	280	226	161	300	310	429	286	143
	72%	72%	71%		60%	57%	62%	72%	78%	82%	74%	75%	69%	67%	69%	72%	67%	74%	72%	72%	71%	74%	63%	73%	79%	77%
11pm-6am	173	93	80		21	24	35	26	32	29	49	51	29	45	17	7	16	12	13	13	9	13	29	21	7	16
	4%	4%	4%		6%	4%	6%	3%	4%	2%	4%	4%	3%	4%	5%	4%	3%	3%	3%	4%	4%	3%	6%	4%	2%	9%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 5

**Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.
 ITV/ STV/ UTV**

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	4271	4271	2534	712	1030	1451	3531	290	265	738	954	2140	486	886	3463	183	212	608	1984	134	131
Weighted base	4410	4410	2662	784	1083	1516	3613	319	310	787	1008	2240	498	948	3576	218	212	653	2075	155	145
6am-10am	679	679	446	679	242	242	459	70	97	147	207	370	105	169	563	29	22	118	356	18	17
	15%	15%	17%	87%	22%	16%	13%	22%	31%	19%	20%	16%	21%	18%	16%	13%	10%	18%	17%	12%	12%
10am -4pm	811	811	502	221	811	378	469	98	127	277	255	370	132	209	666	51	38	141	400	53	28
	18%	18%	19%	28%	75%	25%	13%	31%	41%	35%	25%	17%	26%	22%	19%	24%	18%	22%	19%	34%	19%
4pm-6pm	1176	1176	774	220	358	1176	861	138	107	280	410	668	184	238	978	68	48	171	624	48	31
	27%	27%	29%	28%	33%	78%	24%	43%	35%	36%	41%	30%	37%	25%	27%	31%	23%	26%	30%	31%	21%
6pm-11pm	3156	3156	1912	378	485	832	3156	249	174	484	697	1692	357	653	2572	126	151	451	1493	81	107
	72%	72%	72%	48%	45%	55%	87%	78%	56%	61%	69%	76%	72%	69%	72%	58%	71%	69%	72%	52%	74%
11pm-6am	173	173	133	51	67	96	153	173	22	42	69	117	96	44	137	14	9	35	106	7	12
	4%	4%	5%	6%	6%	6%	4%	54%	7%	5%	7%	5%	19%	5%	4%	7%	4%	5%	5%	5%	8%

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Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 6

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Channel 4

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	3087	1614	1468	40**	225	448	544	573	814	868	885	626	708	260	139	328	220	260	237	147	293	385	434	274	110	
Weighted base	3182	1635	1542	44**	247	495	494	577	538	787	921	881	644	736	249	130	336	226	264	233	161	306	401	461	293	122
6am-10am	171	110	61		9	54	44	26	22	13	43	44	43	41	11	4	20	10	12	12	6	17	41	26	10	2
	5%	7%	4%		4%	11%	9%	4%	4%	2%	5%	5%	7%	6%	4%	3%	6%	4%	4%	5%	4%	6%	10%	6%	4%	2%
10am -4pm	394	215	179		51	93	72	45	48	77	111	87	85	111	38	23	43	28	24	33	15	34	55	65	25	11
	12%	13%	12%		21%	19%	15%	8%	9%	10%	12%	10%	13%	15%	15%	18%	13%	12%	9%	14%	9%	11%	14%	14%	9%	9%
4pm-6pm	546	296	248		55	107	100	79	77	111	150	143	105	148	37	20	58	43	53	35	26	61	90	63	36	24
	17%	18%	16%		22%	22%	20%	14%	14%	14%	16%	16%	16%	20%	15%	15%	17%	19%	20%	15%	16%	20%	22%	14%	12%	20%
6pm-11pm	2516	1282	1232		174	331	378	495	455	650	757	710	497	552	195	102	256	176	213	183	127	249	296	371	244	104
	79%	78%	80%		71%	67%	77%	86%	85%	83%	82%	81%	77%	75%	78%	79%	76%	78%	81%	79%	79%	81%	74%	81%	83%	85%
11pm-6am	175	105	70		20	31	40	28	30	19	46	44	38	48	13	4	30	16	15	12	10	17	26	21	4	9
	6%	6%	5%		8%	6%	8%	5%	5%	2%	5%	5%	6%	6%	5%	3%	9%	7%	6%	5%	6%	6%	6%	4%	1%	7%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 7

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Channel 4

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	3087	3087	1979	492	771	1017	2732	266	218	574	750	1670	441	654	2567	150	148	483	1562	123	106
Weighted base	3182	3182	2059	541	790	1046	2804	290	242	586	783	1741	444	704	2636	174	151	521	1618	132	114
6am-10am	171	171	120	171	70	65	91	30	53	70	68	81	44	62	140	5	5	50	94	12	2
	5%	5%	6%	32%	9%	6%	3%	10%	22%	12%	9%	5%	10%	9%	5%	3%	3%	10%	6%	9%	2%
10am-4pm	394	394	279	108	394	178	215	59	65	157	148	197	98	112	330	31	18	87	211	33	16
	12%	12%	14%	20%	50%	17%	8%	20%	27%	27%	19%	11%	22%	16%	13%	18%	12%	17%	13%	25%	14%
4pm-6pm	546	546	413	114	207	546	416	88	86	165	268	348	127	141	452	41	23	122	343	30	17
	17%	17%	20%	21%	26%	52%	15%	31%	36%	28%	34%	20%	29%	20%	17%	24%	15%	23%	21%	23%	15%
6pm-11pm	2516	2516	1606	321	396	662	2516	211	144	388	566	1447	334	513	2100	113	120	369	1274	85	93
	79%	79%	78%	59%	50%	63%	90%	73%	60%	66%	72%	83%	75%	73%	80%	65%	79%	71%	79%	64%	81%
11pm-6am	175	175	142	40	60	99	156	175	36	53	85	132	123	52	148	17	10	58	119	17	8
	6%	6%	7%	7%	8%	9%	6%	60%	15%	9%	11%	8%	28%	7%	6%	10%	6%	11%	7%	13%	7%

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 8

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Channel 5

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1948	987	959	20**	111	204	239	319	398	657	510	513	411	514	162	91**	228	152	160	144	100	191	244	251	157	68**
Weighted base	1978	981	995	27**	119	234	272	327	373	626	536	505	413	524	156	91**	241	161	160	142	94**	193	247	254	171	69**
6am-10am	128 6%	78 8%	51 5%		7 6%	29 12%	43 16%	18 6%	11 3%	17 3%	38 7%	20 4%	36 9%	35 7%	10 7%		15 6%	14 9%	6 4%	4 3%		6 3%	28 11%	20 8%	5 3%	
10am -4pm	296 15%	140 14%	156 16%		32 27%	68 29%	48 18%	33 10%	43 12%	67 11%	74 14%	62 12%	53 13%	107 21%	26 17%		42 17%	26 16%	14 9%	14 10%		19 10%	50 20%	45 18%	24 14%	
4pm-6pm	410 21%	201 20%	209 21%		30 25%	57 24%	72 27%	64 20%	61 16%	106 17%	110 20%	72 14%	92 22%	136 26%	23 15%		49 20%	41 25%	32 20%	29 20%		50 26%	69 28%	46 18%	23 14%	
6pm-11pm	1402 71%	701 71%	699 70%		59 49%	123 53%	172 63%	250 77%	303 81%	482 77%	381 71%	389 77%	289 70%	343 66%	114 73%		164 68%	109 68%	120 75%	109 77%		151 78%	146 59%	173 68%	135 79%	
11pm-6am	125 6%	69 7%	56 6%		9 7%	17 7%	32 12%	15 5%	25 7%	18 3%	34 6%	23 5%	31 8%	36 7%	12 7%		24 10%	11 7%	9 5%	9 7%		10 5%	15 6%	16 6%	2 1%	

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 9

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Channel 5

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	1948	1948	1390	361	592	786	1704	204	168	418	556	1154	322	510	1611	110	72**	362	1083	90**	69**
Weighted base	1978	1978	1429	402	617	822	1716	222	200	440	577	1181	326	551	1635	119	68**	391	1097	100**	74**
6am-10am	128 6%	128 6%	94 7%	128 32%	74 12%	54 7%	79 5%	29 13%	47 23%	53 12%	54 9%	65 6%	43 13%	61 11%	100 6%	10 8%		45 12%	72 7%		
10am-4pm	296 15%	296 15%	219 15%	90 22%	296 48%	124 15%	185 11%	43 19%	64 32%	128 29%	120 21%	148 13%	70 22%	95 17%	255 16%	18 16%		65 17%	171 16%		
4pm-6pm	410 21%	410 21%	317 22%	87 22%	159 26%	410 50%	297 17%	62 28%	65 32%	137 31%	193 33%	249 21%	89 27%	127 23%	345 21%	34 28%		100 25%	255 23%		
6pm-11pm	1402 71%	1402 71%	1010 71%	224 56%	256 41%	477 58%	1402 82%	144 65%	98 49%	243 55%	374 65%	909 77%	208 64%	351 64%	1149 70%	65 55%		257 66%	768 70%		
11pm-6am	125 6%	125 6%	102 7%	38 9%	50 8%	64 8%	108 6%	125 56%	26 13%	39 9%	57 10%	89 8%	85 26%	42 8%	108 7%	16 13%		38 10%	87 8%		

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 10

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

S4C

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region								
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	South East	South West
Unweighted base	40**	35**	5**	4**	1**	6**	2**	4**	6**	17**	17**	8**	4**	11**	-**	-**	-**	-**	-**	40**	-**	-**	-**
Weighted base	38**	34**	4**	5**	2**	6**	2**	2**	6**	14**	19**	4**	4**	10**	-**	-**	-**	-**	-**	38**	-**	-**	-**

6am-10am

10am -4pm

4pm-6pm

6pm-11pm

11pm-6am

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 11

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

S4C

Base: All who have watched live broadcast on ...

	Watched live		Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB						
	Total	Any PSB	Any Non-PSB	6am-10am	10am - 4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am - 4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	40**	40**	27**	13**	16**	16**	35**	5**	4**	8**	15**	23**	8**	9**	31**	7**	2**	11**	18**	3**	1**
Weighted base	38**	38**	25**	10**	14**	15**	33**	4**	3**	8**	13**	20**	8**	9**	30**	7**	2**	12**	17**	4**	1**

6am-10am

10am -4pm

4pm-6pm

6pm-11pm

11pm-6am

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 12

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Other ITV channel (e.g. ITV2, ITV3, ITVBe)

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1350	758	591	12**	100	189	189	228	259	373	360	363	262	365	109	70**	156	114	112	90**	64**	119	187	176	102	51**
Weighted base	1383	774	608	16**	111	221	219	233	241	343	379	347	271	386	111	66**	164	120	126	95**	62**	118	185	175	102	57**
6am-10am	84 6%	45 6%	39 6%		2 2%	19 9%	23 11%	16 7%	5 2%	16 5%	25 7%	20 6%	19 7%	19 5%	5 4%		10 6%	7 6%	4 3%		7 6%	17 9%	14 8%	6 6%		
10am -4pm	254 18%	147 19%	107 18%		23 21%	56 26%	32 15%	28 12%	52 22%	62 18%	60 16%	61 18%	53 20%	79 21%	25 22%		39 23%	22 18%	11 8%		19 16%	45 24%	26 15%	17 17%		
4pm-6pm	350 25%	205 27%	145 24%		31 28%	59 27%	56 26%	52 22%	65 27%	79 23%	93 25%	95 27%	81 30%	81 21%	30 27%		33 20%	35 29%	41 33%		34 29%	50 27%	45 26%	24 23%		
6pm-11pm	948 69%	531 69%	417 69%		70 63%	131 59%	153 70%	171 74%	174 72%	234 68%	256 67%	237 68%	182 67%	273 71%	72 65%		95 58%	89 74%	99 78%		86 73%	109 59%	120 69%	71 69%		
11pm-6am	158 11%	99 13%	59 10%		16 15%	22 10%	32 15%	34 15%	28 12%	21 6%	42 11%	44 13%	23 8%	49 13%	17 16%		18 11%	16 13%	15 12%		20 17%	20 11%	16 9%	6 6%		

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 13

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Other ITV channel (e.g. ITV2, ITV3, ITVBe)

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB			Amount of Advertising Non-PSB				
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	1350	1238	1350	245	365	510	1059	149	183	474	575	1159	330	288	1026	63**	43**	366	1095	104	60**
Weighted base	1383	1283	1383	282	379	533	1092	165	208	490	594	1181	329	323	1052	72**	46**	394	1122	122	64**
6am-10am	84	76	84	35	45	39	51	15	84	51	41	54	28	19	68			31	74	18	
	6%	6%	6%	12%	12%	7%	5%	9%	40%	10%	7%	5%	9%	6%	7%			8%	7%	15%	
10am-4pm	254	224	254	62	121	113	159	30	66	254	124	152	56	70	180			76	211	24	
	18%	17%	18%	22%	32%	21%	15%	18%	32%	52%	21%	13%	17%	22%	17%			19%	19%	20%	
4pm-6pm	350	328	350	94	129	198	279	65	62	151	350	278	86	95	272			114	279	37	
	25%	26%	25%	33%	34%	37%	26%	39%	30%	31%	59%	24%	26%	30%	26%			29%	25%	30%	
6pm-11pm	948	891	948	182	218	368	829	125	101	236	336	948	218	204	739			250	770	61	
	69%	69%	69%	64%	57%	69%	76%	76%	49%	48%	57%	80%	66%	63%	70%			63%	69%	50%	
11pm-6am	158	152	158	39	66	94	133	76	39	55	89	137	158	40	125			54	129	14	
	11%	12%	11%	14%	17%	18%	12%	46%	19%	11%	15%	12%	48%	12%	12%			14%	12%	12%	

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 14

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1292	686	604	15**	63**	165	198	250	280	321	317	330	266	379	117	70**	153	90**	108	87**	60**	122	174	163	95**	53**
Weighted base	1353	712	638	19**	77**	190	228	272	259	308	344	325	284	400	123	61**	160	99**	120	89**	57**	124	174	186	98**	62**
6am-10am	62 5%	29 4%	33 5%			20 10%	13 6%	9 3%	1 1%	8 3%	15 4%	10 3%	15 5%	22 5%	1 1%		3 2%		5 4%		7 6%	11 6%	13 7%			
10am -4pm	183 14%	90 13%	92 14%			40 21%	45 20%	31 12%	21 8%	30 10%	40 12%	38 12%	44 16%	60 15%	22 18%		34 21%		9 8%		12 9%	27 15%	16 9%			
4pm-6pm	258 19%	138 19%	119 19%			42 22%	51 22%	48 18%	42 16%	46 15%	75 22%	52 16%	58 20%	73 18%	17 14%		33 20%		35 29%		28 23%	29 17%	27 14%			
6pm-11pm	1046 77%	571 80%	473 74%			121 64%	168 74%	228 84%	217 84%	247 80%	268 78%	261 80%	218 77%	300 75%	92 75%		116 72%		90 75%		101 82%	133 77%	155 83%			
11pm-6am	204 15%	123 17%	81 13%			31 17%	43 19%	43 16%	31 12%	39 13%	52 15%	48 15%	41 14%	64 16%	22 18%		22 14%		19 16%		18 14%	24 14%	21 11%			

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 15

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	1292	1179	1292	232	342	484	1021	148	150	412	530	1145	315	271	979	54**	46**	332	1050	96**	65**
Weighted base	1353	1231	1353	266	348	508	1065	169	176	434	560	1195	330	299	1021	58**	46**	363	1097	109	67**
6am-10am	62	56	62	33	36	22	36	14	62	37	32	41	22	22	42			32	44	8	
	5%	5%	5%	12%	10%	4%	3%	8%	35%	9%	6%	3%	7%	7%	4%			9%	4%	7%	
10am-4pm	183	162	183	55	105	86	108	33	46	183	100	107	48	46	131			61	144	21	
	14%	13%	14%	21%	30%	17%	10%	20%	26%	42%	18%	9%	14%	15%	13%			17%	13%	19%	
4pm-6pm	258	232	258	66	102	146	188	53	49	118	258	207	97	57	196			82	220	26	
	19%	19%	19%	25%	29%	29%	18%	31%	28%	27%	46%	17%	29%	19%	19%			23%	20%	24%	
6pm-11pm	1046	953	1046	189	207	380	885	125	101	249	382	1046	233	225	796			248	869	60	
	77%	77%	77%	71%	59%	75%	83%	74%	58%	57%	68%	88%	71%	75%	78%			68%	79%	55%	
11pm-6am	204	200	204	49	63	114	187	107	42	79	113	180	204	53	170			69	177	17	
	15%	16%	15%	18%	18%	22%	18%	63%	24%	18%	20%	15%	62%	18%	17%			19%	16%	16%	

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 16

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Other Channel 5 channel (e.g. 5USA, 5Star)

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	678	383	295	8**	29**	79**	111	122	147	182	172	172	140	194	64**	28**	75**	63**	56**	48**	37**	60**	105	69**	44**	29**
Weighted base	688	387	301	12**	33**	98**	126	126	138	155	179	176	141	192	66**	27**	81**	69**	55**	47**	33**	57**	104	68**	45**	35**
6am-10am	48	34	15				20	2	-	4	18	8	12	10									17			
	7%	9%	5%				16%	2%	-	2%	10%	4%	9%	5%									16%			
10am -4pm	122	66	55				26	15	20	19	29	28	26	38									30			
	18%	17%	18%				20%	12%	15%	13%	16%	16%	18%	20%									29%			
4pm-6pm	163	92	70				37	25	30	30	48	30	42	43									27			
	24%	24%	23%				29%	20%	22%	19%	27%	17%	29%	22%									26%			
6pm-11pm	445	250	196				73	101	100	113	117	124	83	120									52			
	65%	65%	65%				58%	80%	72%	73%	66%	71%	59%	63%									50%			
11pm-6am	105	59	46				23	16	22	19	21	24	26	35									14			
	15%	15%	15%				18%	13%	16%	12%	12%	14%	18%	18%									14%			

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 17

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Other Channel 5 channel (e.g. 5USA, 5Star)

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	678	632	678	150	222	284	532	88**	111	271	345	590	220	180	519	27**	16**	195	571	65**	22**
Weighted base	688	642	688	178	239	303	532	107	140	291	357	586	231	203	532	27**	10**	214	580	74**	21**
6am-10am	48	45	48	24	27	25	27	13	48	33	24	29	20	25	35			18	45		
	7%	7%	7%	14%	11%	8%	5%	12%	34%	11%	7%	5%	9%	12%	7%			8%	8%		
10am-4pm	122	114	122	34	67	60	71	15	39	122	64	70	35	40	88			42	98		
	18%	18%	18%	19%	28%	20%	13%	14%	27%	42%	18%	12%	15%	20%	16%			20%	17%		
4pm-6pm	163	146	163	63	71	110	123	34	35	87	163	135	63	56	126			57	134		
	24%	23%	24%	36%	30%	36%	23%	32%	25%	30%	46%	23%	27%	28%	24%			27%	23%		
6pm-11pm	445	421	445	98	125	190	393	69	65	138	213	445	138	111	352			127	372		
	65%	66%	65%	55%	52%	63%	74%	65%	47%	47%	60%	76%	60%	55%	66%			59%	64%		
11pm-6am	105	97	105	34	44	53	86	48	27	45	56	93	105	38	80			49	88		
	15%	15%	15%	19%	19%	18%	16%	45%	19%	15%	16%	16%	45%	19%	15%			23%	15%		

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 18

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1234	749	484	6**	57**	127	142	200	269	433	339	318	265	312	99**	68**	127	100	101	91**	66**	138	141	161	94**	48**
Weighted base	1228	751	476	8**	57**	145	177	196	248	397	337	318	268	305	94**	62**	136	106	100	82**	64**	127	143	164	94**	55**
6am-10am	76	49	27			15	25	8	7	12	25	15	16	20			9	9	2			8	23	8		
	6%	7%	6%			11%	14%	4%	3%	3%	7%	5%	6%	7%			6%	8%	2%			6%	16%	5%		
10am -4pm	219	138	80			34	50	37	40	50	53	56	39	71			26	17	14			27	36	22		
	18%	18%	17%			24%	28%	19%	16%	12%	16%	18%	15%	23%			19%	16%	14%			21%	25%	13%		
4pm-6pm	277	181	96			35	41	46	58	79	70	70	59	78			23	16	18			30	37	34		
	23%	24%	20%			24%	23%	24%	23%	20%	21%	22%	22%	26%			17%	15%	18%			23%	26%	20%		
6pm-11pm	932	570	360			87	120	154	207	323	262	247	205	218			105	84	87			101	100	126		
	76%	76%	76%			60%	68%	78%	83%	82%	78%	78%	77%	71%			77%	79%	87%			80%	70%	77%		
11pm-6am	151	102	49			26	19	36	33	32	30	38	32	51			12	11	17			17	21	18		
	12%	14%	10%			18%	11%	18%	13%	8%	9%	12%	12%	17%			9%	10%	16%			13%	14%	11%		

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 19

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB						Time of Day Watched Non-PSB						Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know		
Unweighted base	1234	1098	1234	193	321	430	943	105	163	443	541	1101	299	267	887	42**	49**	353	977	80**	59**		
Weighted base	1228	1105	1228	224	331	448	942	126	185	454	564	1095	308	308	887	46**	44**	369	978	91**	57**		
6am-10am	76	66	76	32	47	39	44	13	76	53	45	48	29	34	57			33	63				
	6%	6%	6%	14%	14%	9%	5%	10%	41%	12%	8%	4%	9%	11%	6%			9%	6%				
10am-4pm	219	192	219	50	106	93	143	25	63	219	134	150	62	61	153			71	181				
	18%	17%	18%	22%	32%	21%	15%	20%	34%	48%	24%	14%	20%	20%	17%			19%	18%				
4pm-6pm	277	250	277	69	99	141	212	37	54	151	277	230	76	68	202			81	226				
	23%	23%	23%	31%	30%	31%	22%	29%	29%	33%	49%	21%	25%	22%	23%			22%	23%				
6pm-11pm	932	849	932	161	210	338	760	102	98	265	385	932	226	217	683			263	739				
	76%	77%	76%	72%	64%	75%	81%	81%	53%	58%	68%	85%	74%	70%	77%			71%	76%				
11pm-6am	151	141	151	31	54	76	125	60	28	57	82	142	151	33	121			50	128				
	12%	13%	12%	14%	16%	17%	13%	47%	15%	13%	15%	13%	49%	11%	14%			13%	13%				

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 20

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1789	1195	591	18**	159	291	269	319	269	464	555	457	400	377	145	94**	195	153	155	113	93**	149	267	230	130	65**
Weighted base	1878	1258	618	20**	178	309	306	357	265	443	581	469	440	388	152	93**	195	166	172	112	93**	168	276	249	131	73**
6am-10am	210	161	49		14	43	50	26	34	38	82	34	52	42	11		35	16	20	11		16	40	30	7	
		11%	13%	8%	8%	14%	16%	7%	13%	9%	14%	7%	12%	11%	7%		18%	10%	11%	10%		9%	14%	12%	6%	
10am -4pm	521	373	147		64	83	81	96	69	124	161	127	119	115	38		63	34	55	33		51	85	59	33	
		28%	30%	24%	36%	27%	26%	27%	26%	28%	28%	27%	27%	30%	25%		32%	21%	32%	30%		30%	31%	23%	25%	
4pm-6pm	679	485	192		86	111	112	119	102	141	214	158	156	152	60		86	68	76	42		61	89	68	38	
		36%	39%	31%	48%	36%	36%	33%	38%	32%	37%	34%	35%	39%	40%		44%	41%	44%	37%		37%	32%	27%	29%	
6pm-11pm	1367	913	451		118	201	225	283	195	328	428	359	318	263	123		132	124	132	81		125	177	188	101	
		73%	73%	73%	66%	65%	73%	79%	73%	74%	74%	77%	72%	68%	81%		68%	75%	77%	72%		74%	64%	75%	77%	
11pm-6am	251	166	85		18	42	59	50	37	41	68	65	52	65	18		24	21	21	17		25	32	35	17	
		13%	13%	14%	10%	14%	19%	14%	14%	9%	12%	14%	12%	17%	12%		12%	13%	12%	16%		15%	12%	14%	13%	

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 21

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB						Time of Day Watched Non-PSB						Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know		
Unweighted base	1789	1390	1789	284	382	529	1134	124	254	653	823	1450	346	313	1144	61**	60**	390	1443	119	101		
Weighted base	1878	1495	1878	320	415	572	1216	143	290	688	869	1530	364	361	1242	69**	60**	430	1515	131	105		
6am-10am	210	176	210	71	78	89	127	30	210	121	119	158	71	61	150			66	174	20	6		
	11%	12%	11%	22%	19%	16%	10%	21%	72%	18%	14%	10%	19%	17%	12%			15%	11%	15%	5%		
10am-4pm	521	404	521	103	161	193	300	47	117	521	350	364	118	99	351			121	440	32	18		
	28%	27%	28%	32%	39%	34%	25%	33%	40%	76%	40%	24%	33%	27%	28%			28%	29%	24%	17%		
4pm-6pm	679	539	679	124	183	256	433	69	128	365	679	527	152	127	463			163	566	46	24		
	36%	36%	36%	39%	44%	45%	36%	49%	44%	53%	78%	34%	42%	35%	37%			38%	37%	35%	23%		
6pm-11pm	1367	1111	1367	225	267	430	962	111	155	399	586	1367	264	229	934			289	1113	66	81		
	73%	74%	73%	70%	64%	75%	79%	78%	53%	58%	67%	89%	73%	64%	75%			67%	73%	51%	77%		
11pm-6am	251	223	251	50	82	107	193	77	63	111	146	214	251	62	182			70	208	18	14		
	13%	15%	13%	16%	20%	19%	16%	54%	22%	16%	17%	14%	69%	17%	15%			16%	14%	13%	13%		

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 22

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Other TV channel that includes commercials

Base: All who have watched live broadcast on ...

	Gender			Age								Social Grade				Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	849	546	300	4**	41**	102	90**	150	174	288	255	228	150	216	71**	44**	81**	73**	66**	61**	39**	84**	133	105	58**	34**
Weighted base	855	563	289	4**	48**	105	105	158	164	271	251	231	152	221	68**	37**	89**	73**	74**	64**	32**	80**	131	108	56**	41**
6am-10am	113	69	44			15	22	16	18	28	27	22	27	36									15	15		
	13%	12%	15%			15%	21%	10%	11%	10%	11%	10%	18%	16%									12%	14%		
10am -4pm	215	138	76			37	26	51	34	47	60	42	32	81									41	26		
	25%	25%	26%			36%	25%	32%	20%	17%	24%	18%	21%	37%									31%	24%		
4pm-6pm	250	166	84			29	35	60	44	68	70	60	46	75									40	20		
	29%	29%	29%			28%	33%	38%	27%	25%	28%	26%	30%	34%									30%	18%		
6pm-11pm	633	425	207			68	73	120	119	221	187	187	103	155									103	78		
	74%	75%	72%			65%	70%	76%	72%	81%	74%	81%	68%	70%									79%	72%		
11pm-6am	138	90	47			19	26	32	29	26	34	41	23	40									24	10		
	16%	16%	16%			18%	25%	20%	17%	9%	14%	18%	15%	18%									18%	10%		

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 23

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

Other TV channel that includes commercials

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	849	685	849	135	210	275	568	66**	161	341	412	737	225	162	557	31**	35**	243	676	61**	52**
Weighted base	855	693	855	154	208	283	567	75**	187	342	422	741	234	183	562	35**	35**	257	685	72**	55**
6am-10am	113	87	113	36	41	53	64		113	70	70	84	46	25	76			36	96		
	13%	13%	13%	23%	20%	19%	11%		60%	21%	17%	11%	20%	14%	14%			14%	14%		
10am-4pm	215	163	215	46	87	87	118		92	215	146	163	74	44	134			64	185		
	25%	24%	25%	30%	42%	31%	21%		49%	63%	35%	22%	32%	24%	24%			25%	27%		
4pm-6pm	250	208	250	52	82	125	163		75	148	250	213	79	52	166			67	209		
	29%	30%	29%	34%	39%	44%	29%		40%	43%	59%	29%	34%	28%	30%			26%	31%		
6pm-11pm	633	515	633	98	123	199	451		109	210	293	633	154	123	423			174	503		
	74%	74%	74%	64%	59%	70%	80%		58%	61%	69%	85%	66%	67%	75%			68%	73%		
11pm-6am	138	113	138	34	50	68	98		44	73	94	121	138	33	98			52	112		
	16%	16%	16%	22%	24%	24%	17%		24%	21%	22%	16%	59%	18%	17%			20%	16%		

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 24

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

NET: Any PSB

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	5105	2614	2484	62**	413	707	720	897	890	1416	1365	1405	1083	1252	439	223	578	380	448	374	267	476	628	689	415	188
Weighted base	5229	2650	2573	71**	477	771	772	930	847	1361	1415	1409	1116	1289	431	214	603	420	447	373	276	478	626	718	445	198
6am-10am	860	421	436		67	161	183	169	134	135	208	217	220	214	73	34	109	61	64	71	38	83	136	118	46	25
	16%	16%	17%		14%	21%	24%	18%	16%	10%	15%	15%	20%	17%	17%	16%	18%	15%	14%	19%	14%	17%	22%	16%	10%	13%
10am -4pm	1215	559	656		142	233	224	175	157	271	307	263	249	396	102	64	139	97	84	88	58	115	167	174	86	41
	23%	21%	25%		30%	30%	29%	19%	19%	20%	22%	19%	22%	31%	24%	30%	23%	23%	19%	24%	21%	24%	27%	24%	19%	21%
4pm-6pm	1620	826	791		146	218	256	288	239	440	391	401	375	453	139	80	211	137	145	105	89	156	209	185	106	58
	31%	31%	31%		30%	28%	33%	31%	28%	32%	28%	28%	34%	35%	32%	37%	35%	33%	32%	28%	32%	33%	33%	26%	24%	29%
6pm-11pm	4220	2128	2086		316	512	594	789	737	1215	1177	1155	882	1005	341	175	469	333	359	300	227	397	460	609	375	176
	81%	80%	81%		66%	66%	77%	85%	87%	89%	83%	82%	79%	78%	79%	82%	78%	79%	80%	80%	82%	83%	74%	85%	84%	89%
11pm-6am	342	193	149		36	63	74	54	56	48	85	91	73	93	32	12	38	29	28	25	21	28	57	39	11	22
	7%	7%	6%		7%	8%	10%	6%	7%	4%	6%	6%	7%	7%	7%	6%	6%	7%	6%	7%	7%	6%	9%	5%	3%	11%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 25

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

NET: Any PSB

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB						Time of Day Watched Non-PSB						Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know		
Unweighted base	5105	5105	2929	792	1159	1548	4152	313	319	856	1095	2423	552	1002	4116	213	268	706	2291	169	150		
Weighted base	5229	5229	3040	860	1215	1620	4220	342	369	896	1146	2507	559	1069	4211	249	266	760	2362	189	162		
6am-10am	860	860	570	860	331	304	545	93	137	222	275	447	146	249	701	37	27	175	447	45	20		
	16%	16%	19%	100%	27%	19%	13%	27%	37%	25%	24%	18%	26%	23%	17%	15%	10%	23%	19%	24%	12%		
10am -4pm	1215	1215	785	331	1215	524	702	128	187	412	397	565	216	320	1009	77	49	230	606	95	44		
	23%	23%	26%	39%	100%	32%	17%	37%	51%	46%	35%	23%	39%	30%	24%	31%	18%	30%	26%	50%	27%		
4pm-6pm	1620	1620	1103	304	524	1620	1153	173	175	423	571	917	276	381	1332	98	67	282	887	77	44		
	31%	31%	36%	35%	43%	100%	27%	51%	47%	47%	50%	37%	49%	36%	32%	40%	25%	37%	38%	41%	27%		
6pm-11pm	4220	4220	2517	545	702	1153	4220	298	252	646	919	2187	481	846	3432	177	213	599	1973	119	141		
	81%	81%	83%	63%	58%	71%	100%	87%	68%	72%	80%	87%	86%	79%	82%	71%	80%	79%	84%	63%	87%		
11pm-6am	342	342	264	93	128	173	298	342	54	98	149	232	197	96	287	38	15	81	223	23	15		
	7%	7%	9%	11%	11%	11%	7%	100%	15%	11%	13%	9%	35%	9%	7%	15%	5%	11%	9%	12%	9%		

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 26

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

NET: Any Non-PSB

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	3635	2123	1506	32**	282	493	503	629	650	1046	1016	964	765	890	301	175	412	280	302	263	177	333	505	484	277	126
Weighted base	3729	2170	1553	38**	324	536	551	676	618	987	1053	960	804	911	301	163	425	306	320	267	172	333	498	519	284	140
6am-10am	451	291	160		40	94	107	58	58	88	146	88	113	104	22	12	61	43	32	37	10	39	86	63	23	22
		12%	13%	10%	12%	18%	19%	9%	9%	9%	14%	9%	14%	11%	7%	7%	14%	14%	10%	14%	6%	12%	17%	12%	8%	16%
10am -4pm	1109	687	420		112	187	184	192	167	261	306	269	235	300	94	66	142	85	85	79	49	94	178	127	68	41
		30%	32%	27%	35%	35%	33%	28%	27%	26%	29%	28%	29%	33%	31%	41%	33%	28%	26%	30%	29%	28%	36%	24%	24%	30%
4pm-6pm	1378	877	497		144	214	217	237	226	320	374	338	318	348	122	79	151	129	140	94	57	125	183	159	93	45
		37%	40%	32%	44%	40%	39%	35%	37%	32%	35%	35%	39%	38%	41%	49%	35%	42%	44%	35%	33%	38%	37%	31%	33%	32%
6pm-11pm	2997	1767	1225		220	395	434	567	522	825	846	780	634	737	242	122	331	255	273	217	149	284	367	417	226	115
		80%	81%	79%	68%	74%	79%	84%	84%	84%	80%	81%	79%	81%	80%	74%	78%	83%	85%	81%	87%	85%	74%	80%	79%	83%
11pm-6am	633	395	239		41	103	131	125	107	117	158	156	136	183	55	22	65	59	61	44	35	58	87	77	36	35
		17%	18%	15%	13%	19%	24%	18%	17%	12%	15%	16%	17%	20%	18%	13%	15%	19%	19%	16%	20%	17%	17%	15%	13%	25%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 27

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

NET: Any Non-PSB

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB						Time of Day Watched Non-PSB						Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know		
Unweighted base	3635	2929	3635	507	748	1054	2437	236	394	1083	1337	2925	627	650	2400	126	121	806	2828	214	209		
Weighted base	3729	3040	3729	570	785	1103	2517	264	451	1109	1378	2997	633	728	2477	150	120	858	2883	237	218		
6am-10am	451	369	451	137	187	175	252	54	451	260	232	296	132	131	303	18	4	156	369	58	12		
	12%	12%	12%	24%	24%	16%	10%	20%	100%	23%	17%	10%	21%	18%	12%	12%	3%	18%	13%	24%	5%		
10am -4pm	1109	896	1109	222	412	423	646	98	260	1109	639	716	250	257	738	28	35	309	903	98	46		
	30%	29%	30%	39%	53%	38%	26%	37%	58%	100%	46%	24%	39%	35%	30%	19%	29%	36%	31%	42%	21%		
4pm-6pm	1378	1146	1378	275	397	571	919	149	232	639	1378	1053	328	288	962	62	38	364	1119	116	54		
	37%	38%	37%	48%	51%	52%	37%	56%	51%	58%	100%	35%	52%	40%	39%	41%	32%	42%	39%	49%	25%		
6pm-11pm	2997	2507	2997	447	565	917	2187	232	296	716	1053	2997	528	564	2078	111	92	675	2367	166	168		
	80%	82%	80%	78%	72%	83%	87%	88%	66%	65%	76%	100%	83%	77%	84%	74%	77%	79%	82%	70%	77%		
11pm-6am	633	559	633	146	216	276	481	197	132	250	328	528	633	146	464	32	25	189	521	56	40		
	17%	18%	17%	26%	28%	25%	19%	74%	29%	23%	24%	18%	100%	20%	19%	21%	21%	22%	18%	24%	18%		

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 28

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

NET: Any Channel

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region												
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	
Unweighted base	5811	3049	2753	65**	496	831	833	1018	991	1577	1575	1590	1226	1420	488	256	654	436	511	429	295	541	741	794	467	199	
Weighted base	5918	3063	2847	72**	574	890	886	1054	940	1503	1615	1581	1265	1457	478	244	678	478	515	429	302	536	726	829	495	209	
6am-10am	1173	635	536		103	214	249	211	178	208	307	281	288	297	87	40	148	94	85	99	44	113	192	162	68	42	
		20%	21%	19%		18%	24%	28%	20%	19%	14%	19%	18%	23%	20%	18%	16%	22%	20%	16%	23%	15%	21%	26%	20%	14%	20%
10am -4pm	1912	1000	909		206	328	318	311	276	458	496	447	399	570	161	104	233	152	144	132	88	166	274	256	130	72	
		32%	33%	32%		36%	37%	36%	30%	29%	30%	31%	28%	32%	39%	34%	43%	32%	28%	31%	29%	31%	38%	31%	26%	35%	
4pm-6pm	2426	1343	1079		232	351	367	430	380	632	618	600	555	652	206	131	293	225	229	171	126	215	309	276	167	79	
		41%	44%	38%		40%	39%	41%	41%	40%	42%	38%	38%	44%	45%	43%	53%	43%	47%	45%	40%	42%	40%	43%	33%	34%	38%
6pm-11pm	5030	2636	2386		419	668	719	934	850	1373	1392	1360	1058	1221	405	210	554	406	433	361	265	473	576	734	421	191	
		85%	86%	84%		73%	75%	81%	89%	90%	91%	86%	86%	84%	84%	85%	86%	82%	85%	84%	84%	88%	88%	79%	89%	85%	91%
11pm-6am	778	470	309		62	131	160	146	130	136	190	192	164	233	68	29	73	73	73	55	43	70	117	93	43	42	
		13%	15%	11%		11%	15%	18%	14%	14%	9%	12%	12%	13%	16%	14%	12%	11%	15%	14%	13%	14%	13%	16%	11%	9%	20%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 29

Q2. For each TV channel you watched live at the time of broadcast, please indicate the time of day when you would have watched the channel.

NET: Any Channel

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	5811	5105	3635	792	1159	1548	4152	313	394	1083	1337	2925	627	1002	4116	213	268	806	2828	214	209
Weighted base	5918	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
6am-10am	1173	1092	884	860	439	406	709	107	451	393	424	640	221	313	895	47	30	266	708	86	30
	20%	21%	24%	100%	36%	25%	17%	31%	100%	35%	31%	21%	35%	29%	21%	19%	11%	31%	25%	36%	14%
10am-4pm	1912	1699	1482	419	1215	724	1098	158	305	1109	772	1002	335	440	1399	87	68	398	1168	138	73
	32%	32%	40%	49%	100%	45%	26%	46%	68%	100%	56%	33%	53%	41%	33%	35%	25%	46%	40%	58%	34%
4pm-6pm	2426	2194	1910	443	709	1620	1614	217	288	779	1378	1487	423	512	1803	128	87	478	1524	146	81
	41%	42%	51%	52%	58%	100%	38%	63%	64%	70%	100%	50%	67%	48%	43%	51%	33%	56%	53%	62%	37%
6pm-11pm	5030	4541	3327	642	852	1338	4220	313	349	868	1218	2997	594	927	3694	185	226	751	2606	180	193
	85%	87%	89%	75%	70%	83%	100%	92%	77%	78%	88%	100%	94%	87%	88%	74%	85%	88%	90%	76%	89%
11pm-6am	778	704	701	180	266	339	595	342	145	274	360	584	633	191	576	54	32	200	577	57	47
	13%	13%	19%	21%	22%	21%	14%	100%	32%	25%	26%	19%	100%	18%	14%	22%	12%	23%	20%	24%	21%

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 30

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Summary table

Base: All who have watched live broadcast on ...

	ITV/ STV/ UTV	Channel 4	Channel 5	S4C	Other ITV channel (e.g. ITV2, ITV3, ITVBe)	Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	Other Channel 5 channel (e.g. 5USA, 5Star)	Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	Other TV channel that includes commercials	NET: Any PSB	NET: Any Non-PSB	NET: Any Channel
Unweighted base	4271	3087	1948	40**	1350	1292	678	1234	1789	849	5105	3635	5811
Weighted base	4410	3182	1978	38**	1383	1353	688	1228	1878	855	5229	3729	5918
More than usual	780 18%	446 14%	325 16%		246 18%	239 18%	122 18%	256 21%	319 17%	156 18%	1069 20%	858 23%	1441 24%
Same as usual/No change	3279 74%	2417 76%	1430 72%		992 72%	961 71%	491 71%	848 69%	1352 72%	589 69%	4211 81%	2883 77%	4896 83%
Less than usual	123 3%	118 4%	87 4%		64 5%	53 4%	35 5%	40 3%	76 4%	27 3%	249 5%	237 6%	433 7%
Don't know	228 5%	201 6%	135 7%		82 6%	99 7%	40 6%	84 7%	132 7%	82 10%	266 5%	218 6%	309 5%

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 31

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

ITV/ STV/ UTV

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	4271	2171	2096	54**	313	538	553	759	780	1274	1130	1131	928	1082	356	194	506	337	385	308	220	401	500	556	333	175
Weighted base	4410	2228	2177	61**	380	596	595	796	755	1227	1179	1148	959	1123	355	194	539	370	387	312	226	404	492	585	361	186
More than usual	780 18%	362 16%	416 19%		60 16%	90 15%	85 14%	108 14%	120 16%	304 25%	248 21%	190 17%	150 16%	192 17%	53 15%	26 13%	113 21%	50 14%	61 16%	51 16%	28 12%	73 18%	108 22%	117 20%	61 17%	38 20%
Same as usual/No change	3279 74%	1697 76%	1579 73%		272 72%	450 76%	473 80%	636 80%	583 77%	816 66%	841 71%	851 74%	749 78%	838 75%	280 79%	153 79%	385 71%	280 76%	305 79%	247 79%	177 78%	290 72%	330 67%	422 72%	278 77%	131 71%
Less than usual	123 3%	68 3%	55 3%		24 6%	16 3%	13 2%	21 3%	21 3%	27 2%	44 4%	31 3%	18 2%	30 3%	8 2%	6 3%	6 1%	11 3%	12 3%	7 2%	9 4%	13 3%	18 4%	22 4%	5 1%	6 3%
Don't know	228 5%	102 5%	126 6%		24 6%	40 7%	23 4%	30 4%	32 4%	80 7%	46 4%	76 7%	42 4%	64 6%	14 4%	9 4%	34 6%	29 8%	9 2%	7 2%	12 5%	29 7%	35 7%	24 4%	17 5%	11 6%

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 32

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

ITV/ STV/ UTV

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	4271	4271	2534	712	1030	1451	3531	290	738	954	2140	486	886	3463	183	212	608	1984	134	131	
Weighted base	4410	4410	2662	784	1083	1516	3613	319	310	787	1008	2240	498	948	3576	218	212	653	2075	155	145
More than usual	780	780	517	172	229	288	625	64	81	177	183	406	88	780	264	11	-	353	247	28	16
	18%	18%	19%	22%	21%	19%	17%	20%	26%	23%	18%	18%	18%	82%	7%	5%	-	54%	12%	18%	11%
Same as usual/No change	3279	3279	1963	576	776	1118	2713	230	222	568	763	1685	375	160	3279	84	-	276	1787	91	30
	74%	74%	74%	73%	72%	74%	75%	72%	71%	72%	76%	75%	75%	17%	92%	38%	-	42%	86%	59%	20%
Less than usual	123	123	65	13	28	38	92	11	3	7	24	58	8	2	22	123	-	12	30	35	4
	3%	3%	2%	2%	3%	2%	3%	3%	1%	1%	2%	3%	2%	*	1%	56%	-	2%	1%	23%	3%
Don't know	228	228	116	23	50	72	184	14	4	35	39	90	27	6	12	-	212	11	11	1	95
	5%	5%	4%	3%	5%	5%	5%	4%	1%	4%	4%	4%	5%	1%	*	-	100%	2%	1%	*	66%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 33

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Channel 4

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	3087	1614	1468	40**	225	443	448	544	573	814	868	885	626	708	260	139	328	220	260	237	147	293	385	434	274	110
Weighted base	3182	1635	1542	44**	247	495	494	577	538	787	921	881	644	736	249	130	336	226	264	233	161	306	401	461	293	122
More than usual	446 14%	240 15%	205 13%		33 13%	70 14%	73 15%	46 8%	86 16%	135 17%	128 14%	117 13%	99 15%	102 14%	29 12%	15 12%	67 20%	26 12%	26 10%	23 10%	15 9%	40 13%	75 19%	71 15%	26 9%	31 25%
Same as usual/No change	2417 76%	1242 76%	1172 76%		179 72%	370 75%	377 76%	490 85%	405 75%	558 71%	712 77%	648 74%	489 76%	568 77%	196 79%	101 78%	232 69%	177 78%	224 85%	189 81%	132 82%	233 76%	272 68%	337 73%	244 83%	81 66%
Less than usual	118 4%	61 4%	57 4%		23 9%	18 4%	25 5%	19 3%	14 3%	17 2%	30 3%	52 6%	16 2%	20 3%	10 4%	10 8%	7 2%	13 6%	5 2%	8 4%	8 5%	5 2%	20 5%	23 5%	5 2%	3 2%
Don't know	201 6%	92 6%	108 7%		12 5%	38 8%	19 4%	22 4%	32 6%	77 10%	50 5%	64 7%	41 6%	46 6%	13 5%	4 3%	30 9%	10 4%	8 3%	12 5%	5 3%	28 9%	35 9%	30 7%	18 6%	8 6%

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 34

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Channel 4

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	3087	3087	1979	492	771	1017	2732	266	218	574	750	1670	441	654	2567	150	148	483	1562	123	106
Weighted base	3182	3182	2059	541	790	1046	2804	290	242	586	783	1741	444	704	2636	174	151	521	1618	132	114
More than usual	446	446	325	94	119	155	384	53	55	117	140	270	75	446	129	7	-	243	150	34	4
	14%	14%	16%	17%	15%	15%	14%	18%	23%	20%	18%	16%	17%	63%	5%	4%	-	47%	9%	26%	4%
Same as usual/No change	2417	2417	1547	411	591	784	2155	208	173	427	580	1322	327	240	2417	43	-	258	1404	69	21
	76%	76%	75%	76%	75%	75%	77%	72%	72%	73%	74%	76%	74%	34%	92%	25%	-	49%	87%	52%	19%
Less than usual	118	118	74	12	36	48	91	14	8	12	30	54	16	1	59	118	-	11	42	29	2
	4%	4%	4%	2%	5%	5%	3%	5%	3%	2%	4%	3%	4%	*	2%	68%	-	2%	3%	22%	2%
Don't know	201	201	114	24	44	59	173	15	6	29	33	94	27	16	31	6	151	9	21	-	86
	6%	6%	6%	4%	6%	6%	6%	5%	2%	5%	4%	5%	6%	2%	1%	3%	100%	2%	1%	-	76%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 35

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Channel 5

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1948	987	959	20**	111	204	239	319	398	657	510	513	411	514	162	91**	228	152	160	144	100	191	244	251	157	68**
Weighted base	1978	981	995	27**	119	234	272	327	373	626	536	505	413	524	156	91**	241	161	160	142	94**	193	247	254	171	69**
More than usual	325 16%	178 18%	145 15%		13 11%	31 13%	58 21%	34 10%	61 16%	129 21%	80 15%	73 15%	84 20%	88 17%	23 15%		48 20%	26 16%	22 14%	28 20%		28 15%	58 23%	49 19%	16 10%	
Same as usual/No change	1430 72%	710 72%	721 72%		86 72%	177 76%	185 68%	264 81%	281 75%	415 66%	395 74%	368 73%	286 69%	382 73%	124 80%		167 69%	120 75%	125 78%	100 70%		136 71%	146 59%	170 67%	143 84%	
Less than usual	87 4%	45 5%	42 4%		16 13%	8 4%	16 6%	18 6%	9 2%	15 2%	26 5%	30 6%	12 3%	19 4%	4 2%		4 1%	8 5%	4 2%	4 3%		4 2%	21 8%	14 6%	7 4%	
Don't know	135 7%	48 5%	88 9%		5 4%	18 8%	12 4%	10 3%	23 6%	68 11%	36 7%	33 7%	31 8%	35 7%	5 3%		23 9%	6 4%	8 5%	10 7%		24 13%	22 9%	21 8%	5 3%	

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 36

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Channel 5

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB						Time of Day Watched Non-PSB						Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know		
Unweighted base	1948	1948	1390	361	592	786	1704	204	168	418	556	1154	322	510	1611	110	72**	362	1083	90**	69**		
Weighted base	1978	1978	1429	402	617	822	1716	222	200	440	577	1181	326	551	1635	119	68**	391	1097	100**	74**		
More than usual	325	325	243	86	104	132	273	39	51	99	109	191	61	325	110	1		188	105				
	16%	16%	17%	21%	17%	16%	16%	18%	26%	23%	19%	16%	19%	59%	7%	1%		48%	10%				
Same as usual/No change	1430	1430	1026	280	446	604	1256	157	137	310	418	862	229	183	1430	27		163	934				
	72%	72%	72%	70%	72%	73%	73%	71%	68%	70%	73%	73%	70%	33%	87%	22%		42%	85%				
Less than usual	87	87	61	12	36	42	63	17	7	12	25	41	14	15	53	87		20	34				
	4%	4%	4%	3%	6%	5%	4%	8%	3%	3%	4%	3%	4%	3%	3%	73%		5%	3%				
Don't know	135	135	99	24	30	45	125	8	5	20	25	87	22	28	42	4		20	23				
	7%	7%	7%	6%	5%	6%	7%	4%	3%	5%	4%	7%	7%	5%	3%	3%		5%	2%				

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 37

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

S4C

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region								
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	South East	South West
Unweighted base	40**	35**	5**	4**	1**	6**	2**	4**	6**	17**	17**	8**	4**	11**	-**	-**	-**	-**	-**	40**	-**	-**	-**
Weighted base	38**	34**	4**	5**	2**	6**	2**	2**	6**	14**	19**	4**	4**	10**	-**	-**	-**	-**	-**	38**	-**	-**	-**

More than usual

Same as usual/No change

Less than usual

Don't know

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 38

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

S4C

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	40**	40**	27**	13**	16**	16**	35**	5**	4**	8**	15**	23**	8**	9**	31**	7**	2**	11**	18**	3**	1**
Weighted base	38**	38**	25**	10**	14**	15**	33**	4**	3**	8**	13**	20**	8**	9**	30**	7**	2**	12**	17**	4**	1**

More than usual

Same as usual/No change

Less than usual

Don't know

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 39

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Other ITV channel (e.g. ITV2, ITV3, ITVBe)

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1350	758	591	12**	100	189	189	228	259	373	360	363	262	365	109	70**	156	114	112	90**	64**	119	187	176	102	51**
Weighted base	1383	774	608	16**	111	221	219	233	241	343	379	347	271	386	111	66**	164	120	126	95**	62**	118	185	175	102	57**
More than usual	246 18%	140 18%	105 17%		14 12%	44 20%	32 15%	29 12%	46 19%	79 23%	72 19%	59 17%	54 20%	61 16%	16 14%		39 24%	16 13%	19 15%		21 18%	37 20%	37 21%	16 15%		
Same as usual/No change	992 72%	557 72%	435 71%		74 67%	145 66%	175 80%	182 78%	170 70%	233 68%	265 70%	253 73%	192 71%	282 73%	85 77%		108 65%	86 72%	100 80%		79 67%	121 65%	126 72%	78 77%		
Less than usual	64 5%	41 5%	22 4%		14 13%	19 9%	4 2%	12 5%	9 4%	4 1%	18 5%	14 4%	12 5%	19 5%	3 3%		8 5%	14 12%	3 3%		6 5%	5 3%	6 4%	3 3%		
Don't know	82 6%	36 5%	46 8%		8 8%	13 6%	8 4%	10 4%	16 7%	27 8%	24 6%	21 6%	13 5%	24 6%	7 6%		9 6%	4 3%	4 3%		12 10%	22 12%	6 3%	5 5%		

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 40

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Other ITV channel (e.g. ITV2, ITV3, ITVBe)

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	1350	1238	1350	245	365	510	1059	149	183	474	575	1159	330	288	1026	63**	43**	366	1095	104	60**
Weighted base	1383	1283	1383	282	379	533	1092	165	208	490	594	1181	329	323	1052	72**	46**	394	1122	122	64**
More than usual	246	223	246	43	65	88	179	28	49	100	117	198	58	171	109			246	96	18	
	18%	17%	18%	15%	17%	17%	16%	17%	24%	20%	20%	17%	18%	53%	10%			62%	9%	15%	
Same as usual/No change	992	929	992	213	273	404	806	118	139	354	416	858	230	131	888			124	992	40	
	72%	72%	72%	76%	72%	76%	74%	72%	67%	72%	70%	73%	70%	40%	84%			31%	88%	32%	
Less than usual	64	51	64	9	20	21	38	9	12	17	34	51	15	12	31			17	22	64	
	5%	4%	5%	3%	5%	4%	3%	5%	6%	3%	6%	4%	4%	4%	3%			4%	2%	52%	
Don't know	82	80	82	17	21	20	70	9	7	20	27	74	26	9	23			7	13	1	
	6%	6%	6%	6%	6%	4%	6%	6%	4%	4%	5%	6%	8%	3%	2%			2%	1%	1%	

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 41

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1292	686	604	15**	63**	165	198	250	280	321	317	330	266	379	117	70**	153	90**	108	87**	60**	122	174	163	95**	53**
Weighted base	1353	712	638	19**	77**	190	228	272	259	308	344	325	284	400	123	61**	160	99**	120	89**	57**	124	174	186	98**	62**
More than usual	239	116	120			34	46	34	45	62	80	47	51	61	24		48		12			15	30	26		
	18%	16%	19%			18%	20%	13%	18%	20%	23%	15%	18%	15%	19%		30%		10%			12%	17%	14%		
Same as usual/No change	961	525	436			132	173	212	178	208	235	231	204	291	90		95		105			90	117	141		
	71%	74%	68%			70%	76%	78%	69%	67%	68%	71%	72%	73%	73%		60%		88%			73%	68%	76%		
Less than usual	53	29	24			13	2	8	13	4	10	13	11	19	2		6		*			6	9	7		
	4%	4%	4%			7%	1%	3%	5%	1%	3%	4%	4%	5%	2%		4%		*			5%	5%	4%		
Don't know	99	42	57			11	7	17	22	34	18	34	19	28	7		11		2			13	18	12		
	7%	6%	9%			6%	3%	6%	9%	11%	5%	10%	7%	7%	6%		7%		2%			10%	10%	7%		

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 42

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	1292	1179	1292	232	342	484	1021	148	150	412	530	1145	315	271	979	54**	46**	332	1050	96**	65**
Weighted base	1353	1231	1353	266	348	508	1065	169	176	434	560	1195	330	299	1021	58**	46**	363	1097	109	67**
More than usual	239	223	239	59	73	103	183	36	53	95	118	199	68	168	118			239	99	23	
	18%	18%	18%	22%	21%	20%	17%	21%	30%	22%	21%	17%	21%	56%	12%			66%	9%	21%	
Same as usual/No change	961	875	961	189	243	356	765	116	109	288	386	873	229	101	844			101	961	31	
	71%	71%	71%	71%	70%	70%	72%	69%	62%	67%	69%	73%	70%	34%	83%			28%	88%	29%	
Less than usual	53	42	53	7	14	17	36	3	7	20	21	39	9	10	24			9	19	53	
	4%	3%	4%	3%	4%	3%	3%	2%	4%	5%	4%	3%	3%	3%	2%			3%	2%	49%	
Don't know	99	90	99	11	18	33	81	14	7	30	35	85	23	21	34			14	18	1	
	7%	7%	7%	4%	5%	6%	8%	8%	4%	7%	6%	7%	7%	7%	3%			4%	2%	1%	

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 43

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Other Channel 5 channel (e.g. 5USA, 5Star)

Base: All who have watched live broadcast on ...

	Gender		Age								Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	678	383	295	8**	29**	79**	111	122	147	182	172	172	140	194	64**	28**	75**	63**	56**	48**	37**	60**	105	69**	44**	29**
Weighted base	688	387	301	12**	33**	98**	126	126	138	155	179	176	141	192	66**	27**	81**	69**	55**	47**	33**	57**	104	68**	45**	35**
More than usual	122	71	52				19	13	29	36	44	29	18	31									13			
	18%	18%	17%				15%	10%	21%	23%	25%	16%	13%	16%									12%			
Same as usual/No change	491	273	218				90	100	95	102	116	128	106	141									78			
	71%	71%	72%				71%	80%	69%	66%	65%	73%	75%	73%									74%			
Less than usual	35	27	8				15	5	3	1	11	8	8	7									9			
	5%	7%	3%				12%	4%	2%	1%	6%	5%	6%	4%									9%			
Don't know	40	16	24				2	8	11	15	7	11	9	13									5			
	6%	4%	8%				2%	6%	8%	10%	4%	6%	6%	7%									5%			

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 44

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Other Channel 5 channel (e.g. 5USA, 5Star)

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB						Time of Day Watched Non-PSB						Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know		
Unweighted base	678	632	678	150	222	284	532	88**	111	271	345	590	220	180	519	27**	16**	195	571	65**	22**		
Weighted base	688	642	688	178	239	303	532	107	140	291	357	586	231	203	532	27**	10**	214	580	74**	21**		
More than usual	122	118	122	30	48	58	94	15	25	64	71	105	35	94	61			122	48				
	18%	18%	18%	17%	20%	19%	18%	14%	18%	22%	20%	18%	15%	46%	11%			57%	8%				
Same as usual/No change	491	455	491	125	155	209	383	69	94	195	244	418	160	83	419			67	491				
	71%	71%	71%	70%	65%	69%	72%	64%	67%	67%	69%	71%	69%	41%	79%			31%	85%				
Less than usual	35	32	35	17	21	18	22	12	16	21	26	29	18	20	28			18	25				
	5%	5%	5%	10%	9%	6%	4%	11%	11%	7%	7%	5%	8%	10%	5%			9%	4%				
Don't know	40	36	40	6	14	18	33	12	5	11	15	34	18	6	24			6	16				
	6%	6%	6%	3%	6%	6%	6%	11%	4%	4%	4%	6%	8%	3%	5%			3%	3%				

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 45

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1234	749	484	6**	57**	127	142	200	269	433	339	318	265	312	99**	68**	127	100	101	91**	66**	138	141	161	94**	48**
Weighted base	1228	751	476	8**	57**	145	177	196	248	397	337	318	268	305	94**	62**	136	106	100	82**	64**	127	143	164	94**	55**
More than usual	256 21%	147 20%	108 23%			19 13%	34 19%	29 15%	58 23%	100 25%	83 25%	61 19%	48 18%	65 21%			37 27%	24 23%	17 17%		17 13%	28 19%	38 23%			
Same as usual/No change	848 69%	528 70%	320 67%			106 73%	132 74%	151 77%	163 66%	262 66%	227 67%	219 69%	201 75%	200 66%			86 63%	61 58%	74 74%		96 76%	97 68%	114 70%			
Less than usual	40 3%	33 4%	8 2%			12 8%	6 3%	6 3%	6 2%	3 1%	8 2%	14 5%	10 4%	8 3%			6 5%	7 6%	5 5%		3 3%	4 3%	4 2%			
Don't know	84 7%	43 6%	40 8%			8 5%	5 3%	11 5%	21 8%	32 8%	20 6%	23 7%	9 3%	31 10%			6 5%	14 13%	5 5%		11 9%	13 9%	8 5%			

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 46

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB						Time of Day Watched Non-PSB						Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know		
Unweighted base	1234	1098	1234	193	321	430	943	105	163	443	541	1101	299	267	887	42**	49**	353	977	80**	59**		
Weighted base	1228	1105	1228	224	331	448	942	126	185	454	564	1095	308	308	887	46**	44**	369	978	91**	57**		
More than usual	256	237	256	47	68	102	199	23	41	91	105	220	60	161	119			256	85				
	21%	21%	21%	21%	21%	23%	21%	18%	22%	20%	19%	20%	19%	52%	13%			69%	9%				
Same as usual/No change	848	755	848	167	217	310	659	89	127	327	412	771	210	123	714			98	848				
	69%	68%	69%	74%	66%	69%	70%	71%	69%	72%	73%	70%	68%	40%	80%			27%	87%				
Less than usual	40	33	40	3	17	8	21	1	12	8	19	34	11	12	24			10	22				
	3%	3%	3%	1%	5%	2%	2%	1%	6%	2%	3%	3%	4%	4%	3%			3%	2%				
Don't know	84	80	84	7	28	27	63	12	5	28	28	70	27	11	31			5	24				
	7%	7%	7%	3%	8%	6%	7%	10%	3%	6%	5%	6%	9%	4%	3%			1%	2%				

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 47

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1789	1195	591	18**	159	291	269	319	269	464	555	457	400	377	145	94**	195	153	155	113	93**	149	267	230	130	65**
Weighted base	1878	1258	618	20**	178	309	306	357	265	443	581	469	440	388	152	93**	195	166	172	112	93**	168	276	249	131	73**
More than usual	319 17%	225 18%	93 15%		30 17%	46 15%	65 21%	42 12%	50 19%	80 18%	116 20%	72 15%	70 16%	61 16%	18 12%		38 20%	30 18%	26 15%	12 11%		27 16%	66 24%	41 16%	18 14%	
Same as usual/No change	1352 72%	909 72%	441 71%		128 72%	232 75%	210 69%	270 76%	193 73%	304 69%	410 71%	330 70%	331 75%	280 72%	118 78%		136 70%	102 62%	132 77%	92 82%		123 73%	178 64%	188 75%	98 75%	
Less than usual	76 4%	46 4%	30 5%		12 6%	17 5%	14 5%	21 6%	5 2%	8 2%	25 4%	25 5%	11 3%	15 4%	4 3%		11 6%	9 5%	5 3%	2 2%		6 3%	15 5%	11 4%	6 5%	
Don't know	132 7%	78 6%	54 9%		8 5%	15 5%	17 6%	23 7%	17 6%	51 12%	30 5%	42 9%	28 6%	32 8%	12 8%		10 5%	24 15%	9 5%	6 6%		12 7%	17 6%	10 4%	8 6%	

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 48

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB						Time of Day Watched Non-PSB						Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know		
Unweighted base	1789	1390	1789	284	382	529	1134	124	254	653	823	1450	346	313	1144	61**	60**	390	1443	119	101		
Weighted base	1878	1495	1878	320	415	572	1216	143	290	688	869	1530	364	361	1242	69**	60**	430	1515	131	105		
More than usual	319	284	319	94	98	104	224	40	77	130	169	262	82	172	182			319	119	32	-		
	17%	19%	17%	29%	24%	18%	18%	28%	26%	19%	20%	17%	22%	48%	15%			74%	8%	25%	-		
Same as usual/No change	1352	1056	1352	199	264	406	881	93	185	484	624	1116	242	150	979			89	1352	19	-		
	72%	71%	72%	62%	64%	71%	72%	65%	64%	70%	72%	73%	67%	42%	79%			21%	89%	15%	-		
Less than usual	76	62	76	12	30	28	36	1	15	35	30	46	13	23	49			13	24	76	-		
	4%	4%	4%	4%	7%	5%	3%	1%	5%	5%	3%	3%	4%	6%	4%			3%	2%	58%	-		
Don't know	132	93	132	14	22	35	75	9	14	40	45	107	26	15	32			9	20	4	105		
	7%	6%	7%	4%	5%	6%	6%	6%	5%	6%	5%	7%	7%	4%	3%			2%	1%	3%	100%		

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 49

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Other TV channel that includes commercials

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	849	546	300	4**	41**	102	90**	150	174	288	255	228	150	216	71**	44**	81**	73**	66**	61**	39**	84**	133	105	58**	34**
Weighted base	855	563	289	4**	48**	105	105	158	164	271	251	231	152	221	68**	37**	89**	73**	74**	64**	32**	80**	131	108	56**	41**
More than usual	156	102	53			16	22	16	26	66	55	36	22	42									20	26		
	18%	18%	18%			15%	21%	10%	16%	24%	22%	16%	15%	19%									15%	24%		
Same as usual/No change	589	397	191			77	68	126	119	172	164	159	115	150									91	71		
	69%	70%	66%			74%	64%	80%	72%	64%	65%	69%	76%	68%									70%	66%		
Less than usual	27	17	10			5	5	3	4	2	10	4	5	9									3	1		
	3%	3%	3%			5%	5%	2%	2%	1%	4%	2%	3%	4%									2%	1%		
Don't know	82	48	35			6	10	13	15	31	21	32	10	20									16	10		
	10%	8%	12%			6%	10%	8%	9%	11%	8%	14%	7%	9%									12%	9%		

**** marked bases are very small (under 100): values suppressed**

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 50

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

Other TV channel that includes commercials

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	849	685	849	135	210	275	568	66**	161	341	412	737	225	162	557	31**	35**	243	676	61**	52**
Weighted base	855	693	855	154	208	283	567	75**	187	342	422	741	234	183	562	35**	35**	257	685	72**	55**
More than usual	156	130	156	27	43	55	114		38	68	72	133	49	90	72			156	67		
	18%	19%	18%	17%	21%	19%	20%		20%	20%	17%	18%	21%	49%	13%			61%	10%		
Same as usual/No change	589	474	589	109	134	200	390		133	236	306	521	154	72	446			81	589		
	69%	68%	69%	71%	65%	71%	69%		71%	69%	72%	70%	66%	39%	79%			31%	86%		
Less than usual	27	20	27	4	11	7	9		9	10	13	20	7	7	14			10	10		
	3%	3%	3%	3%	5%	2%	2%		5%	3%	3%	3%	3%	4%	2%			4%	1%		
Don't know	82	70	82	13	19	21	54		8	27	31	68	25	15	31			10	19		
	10%	10%	10%	9%	9%	8%	9%		4%	8%	7%	9%	11%	8%	5%			4%	3%		

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 51

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

NET: Any PSB

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	5105	2614	2484	62**	413	707	720	897	890	1416	1365	1405	1083	1252	439	223	578	380	448	374	267	476	628	689	415	188
Weighted base	5229	2650	2573	71**	477	771	772	930	847	1361	1415	1409	1116	1289	431	214	603	420	447	373	276	478	626	718	445	198
More than usual	1069	537	530		88	152	147	136	164	369	344	256	216	253	72	32	147	74	75	69	42	99	167	159	76	56
	20%	20%	21%		18%	20%	19%	15%	19%	27%	24%	18%	19%	20%	17%	15%	24%	18%	17%	19%	15%	21%	27%	22%	17%	28%
Same as usual/No change	4211	2161	2045		381	626	638	799	694	1009	1142	1111	924	1033	364	181	475	338	377	317	234	373	455	563	380	154
	81%	82%	79%		80%	81%	83%	86%	82%	74%	81%	79%	83%	80%	84%	84%	79%	80%	84%	85%	85%	78%	73%	78%	85%	78%
Less than usual	249	143	105		52	35	45	40	27	42	80	85	40	44	15	13	13	25	18	17	18	15	42	43	14	14
	5%	5%	4%		11%	5%	6%	4%	3%	3%	6%	6%	4%	3%	3%	6%	2%	6%	4%	5%	7%	3%	7%	6%	3%	7%
Don't know	266	120	146		26	46	29	36	40	89	58	92	46	70	18	9	36	28	10	14	13	33	45	28	22	8
	5%	5%	6%		5%	6%	4%	4%	5%	7%	4%	7%	4%	5%	4%	4%	6%	7%	2%	4%	5%	7%	7%	4%	5%	4%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 52

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

NET: Any PSB

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	5105	5105	2929	792	1159	1548	4152	313	319	856	1095	2423	552	1002	4116	213	268	706	2291	169	150
Weighted base	5229	5229	3040	860	1215	1620	4220	342	369	896	1146	2507	559	1069	4211	249	266	760	2362	189	162
More than usual	1069	1069	728	249	320	381	846	96	131	257	288	564	146	1069	442	20	-	486	385	73	18
	20%	20%	24%	29%	26%	24%	20%	28%	36%	29%	25%	22%	26%	100%	10%	8%	-	64%	16%	39%	11%
Same as usual/No change	4211	4211	2477	701	1009	1332	3432	287	303	738	962	2078	464	442	4211	119	-	451	2199	146	39
	81%	81%	81%	82%	83%	82%	81%	84%	82%	82%	84%	83%	83%	41%	100%	48%	-	59%	93%	78%	24%
Less than usual	249	249	150	37	77	98	177	38	18	28	62	111	32	20	119	249	-	44	92	52	5
	5%	5%	5%	4%	6%	6%	4%	11%	5%	3%	5%	4%	6%	2%	3%	100%	-	6%	4%	28%	3%
Don't know	266	266	120	27	49	67	213	15	4	35	38	92	25	-	-	-	266	7	5	1	107
	5%	5%	4%	3%	4%	4%	5%	4%	1%	4%	3%	4%	5%	-	-	-	100%	1%	*	*	66%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 53

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

NET: Any Non-PSB

Base: All who have watched live broadcast on ...

	Gender		Age							Social Grade					Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	3635	2123	1506	32**	282	493	503	629	650	1046	1016	964	765	890	301	175	412	280	302	263	177	333	505	484	277	126
Weighted base	3729	2170	1553	38**	324	536	551	676	618	987	1053	960	804	911	301	163	425	306	320	267	172	333	498	519	284	140
More than usual	858 23%	509 23%	344 22%		73 23%	124 23%	137 25%	111 16%	139 22%	261 26%	281 27%	196 20%	172 21%	208 23%	57 19%	31 19%	124 29%	76 25%	72 22%	54 20%	33 19%	64 19%	129 26%	114 22%	63 22%	42 30%
Same as usual/No change	2883 77%	1707 79%	1175 76%		235 73%	428 80%	458 83%	553 82%	475 77%	700 71%	811 77%	725 76%	640 80%	707 78%	245 82%	130 80%	311 73%	214 70%	265 83%	208 78%	137 80%	264 79%	368 74%	411 79%	225 79%	105 75%
Less than usual	237 6%	151 7%	85 5%		47 14%	64 12%	39 7%	39 6%	28 4%	17 2%	74 7%	62 6%	44 6%	57 6%	10 3%	12 7%	33 8%	37 12%	19 6%	14 5%	12 7%	19 6%	35 7%	28 5%	14 5%	4 3%
Don't know	218 6%	109 5%	109 7%		13 4%	31 6%	19 3%	28 4%	38 6%	89 9%	51 5%	68 7%	39 5%	60 7%	14 5%	8 5%	19 4%	25 8%	12 4%	16 6%	11 6%	27 8%	36 7%	27 5%	14 5%	9 7%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 54

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

NET: Any Non-PSB

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	3635	2929	3635	507	748	1054	2437	236	394	1083	1337	2925	627	650	2400	126	121	806	2828	214	209
Weighted base	3729	3040	3729	570	785	1103	2517	264	451	1109	1378	2997	633	728	2477	150	120	858	2883	237	218
More than usual	858 23%	760 25%	858 23%	175 31%	230 29%	282 26%	599 24%	81 31%	156 35%	309 28%	364 26%	675 23%	189 30%	486 67%	451 18%	44 30%	7 6%	858 100%	337 12%	72 30%	-
Same as usual/No change	2883 77%	2362 78%	2883 77%	447 78%	606 77%	887 80%	1973 78%	223 84%	369 82%	903 81%	1119 81%	2367 79%	521 82%	385 53%	2199 89%	92 62%	5 4%	337 39%	2883 100%	104 44%	-
Less than usual	237 6%	189 6%	237 6%	45 8%	95 12%	77 7%	119 5%	23 9%	58 13%	98 9%	116 8%	166 6%	56 9%	73 10%	146 6%	52 35%	1 1%	72 8%	104 4%	237 100%	-
Don't know	218 6%	162 5%	218 6%	20 4%	44 6%	44 4%	141 6%	15 6%	12 3%	46 4%	54 4%	168 6%	40 6%	18 2%	39 2%	5 3%	107 89%	-	-	-	218 100%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 55

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

NET: Any Channel

Base: All who have watched live broadcast on ...

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	5811	3049	2753	65**	496	831	833	1018	991	1577	1575	1590	1226	1420	488	256	654	436	511	429	295	541	741	794	467	199
Weighted base	5918	3063	2847	72**	574	890	886	1054	940	1503	1615	1581	1265	1457	478	244	678	478	515	429	302	536	726	829	495	209
More than usual	1441	774	662		131	207	204	189	222	467	471	354	280	335	98	45	184	107	108	98	57	125	219	217	111	70
	24%	25%	23%		23%	23%	23%	18%	24%	31%	29%	22%	22%	23%	20%	19%	27%	22%	21%	23%	19%	23%	30%	26%	22%	34%
Same as usual/No change	4896	2584	2306		467	749	759	922	785	1146	1349	1288	1073	1186	410	210	551	388	441	367	258	430	578	675	420	168
	83%	84%	81%		81%	84%	86%	87%	84%	76%	84%	81%	85%	81%	86%	86%	81%	81%	86%	85%	86%	80%	80%	81%	85%	80%
Less than usual	433	262	170		87	91	82	65	42	58	133	136	78	86	23	24	42	52	33	27	23	30	69	67	26	16
	7%	9%	6%		15%	10%	9%	6%	4%	4%	8%	9%	6%	6%	5%	10%	6%	11%	6%	6%	8%	6%	10%	8%	5%	8%
Don't know	309	151	158		30	57	33	40	42	107	69	103	58	78	21	12	39	30	16	18	15	40	47	34	26	10
	5%	5%	6%		5%	6%	4%	4%	4%	7%	4%	7%	5%	5%	4%	5%	6%	6%	3%	4%	5%	7%	6%	4%	5%	5%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 56

Q3. And what do you think about the amount of advertising shown on these channels over the past seven days?

NET: Any Channel

Base: All who have watched live broadcast on ...

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	5811	5105	3635	792	1159	1548	4152	313	394	1083	1337	2925	627	1002	4116	213	268	806	2828	214	209
Weighted base	5918	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
More than usual	1441 24%	1344 26%	1099 29%	290 34%	388 32%	468 29%	1058 25%	127 37%	191 42%	372 33%	441 32%	856 29%	227 36%	1069 100%	702 17%	55 22%	7 3%	858 100%	545 19%	106 45%	18 8%
Same as usual/No change	4896 83%	4374 84%	3162 85%	742 86%	1054 87%	1386 86%	3543 84%	295 86%	400 89%	974 88%	1213 88%	2571 86%	558 88%	578 54%	4211 100%	142 57%	5 2%	535 62%	2883 100%	165 70%	39 18%
Less than usual	433 7%	385 7%	334 9%	78 9%	154 13%	155 10%	252 6%	57 17%	70 16%	119 11%	157 11%	236 8%	77 12%	88 8%	246 6%	249 100%	1 *	106 12%	183 6%	237 100%	5 2%
Don't know	309 5%	253 5%	163 4%	26 3%	49 4%	64 4%	203 5%	14 4%	7 2%	39 4%	47 3%	123 4%	29 5%	- -	- -	- -	253 95%	- -	- -	- -	163 75%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 57

Q4. You said that there was more advertising than usual over the past seven days. How did you feel about this?

Base: All who said there was more advertising than usual over the past seven days on any channel

	Gender		Age								Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1365	739	622	15**	115	184	165	180	225	481	439	346	264	316	102	52**	162	99**	103	97**	58**	121	215	198	99**	59**
Weighted base	1441	774	662	21**	131	207	204	189	222	467	471	354	280	335	98**	45**	184	107	108	98**	57**	125	219	217	111	70**
It bothered me a lot	495 34%	241 31%	252 38%		27 21%	74 36%	72 35%	56 30%	74 33%	188 40%	158 34%	108 31%	97 35%	131 39%			66 36%	24 23%	30 28%		37 29%	75 34%	79 36%	35 31%		
It bothered me a little bit	723 50%	410 53%	311 47%		82 63%	108 52%	85 42%	90 48%	118 53%	223 48%	251 53%	201 57%	130 46%	142 42%			93 51%	54 50%	57 52%		73 58%	105 48%	111 51%	63 56%		
It didn't bother me	215 15%	119 15%	96 14%		20 15%	23 11%	46 22%	43 23%	28 13%	55 12%	61 13%	42 12%	50 18%	62 19%			23 13%	28 26%	21 20%		16 12%	39 18%	27 12%	12 11%		
Don't know	8 1%	4 *	4 1%		1 1%	1 1%	2 1%	-	1 1%	2 *	1 *	3 1%	3 1%	* *			1 1%	1 1%	-		* *	-	1 *	2 2%		

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 58

Q4. You said that there was more advertising than usual over the past seven days. How did you feel about this?

Base: All who said there was more advertising than usual over the past seven days on any channel

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB			Amount of Advertising Non-PSB				
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	1365	1265	1013	243	350	442	1011	109	148	320	392	800	205	1002	633	44**	9**	806	483	82**	15**
Weighted base	1441	1344	1099	290	388	468	1058	127	191	372	441	856	227	1069	702	55**	7**	858	545	106	18**
It bothered me a lot	495 34%	457 34%	368 33%	85 29%	121 31%	143 30%	363 34%	29 23%	53 28%	119 32%	134 30%	276 32%	67 30%	401 38%	175 25%			306 36%	157 29%	16 15%	
It bothered me a little bit	723 50%	677 50%	542 49%	147 51%	194 50%	236 50%	530 50%	70 55%	88 46%	166 45%	206 47%	424 49%	101 45%	530 50%	378 54%			409 48%	276 51%	46 44%	
It didn't bother me	215 15%	204 15%	185 17%	56 19%	70 18%	88 19%	163 15%	27 22%	49 26%	81 22%	100 23%	154 18%	58 26%	132 12%	146 21%			140 16%	109 20%	44 41%	
Don't know	8 1%	6 *	5 *	2 1%	3 1%	2 *	2 *	- -	- -	5 1%	- -	3 *	- -	5 *	3 *			3 *	2 *	- -	

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4

ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 59

Q5. You said that you were bothered by the increase in advertising, did it make you do any of the following as a result?

Base: All who were bothered by the increase in advertising

	Gender		Age								Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1170	630	537	15**	97**	161	133	145	194	425	379	302	223	266	88**	44**	147	74**	84**	82**	54**	109	181	173	85**	49**
Weighted base	1218	651	563	21**	109	182	157	146	192	410	409	309	228	273	83**	37**	160	78**	87**	82**	54**	109	181	190	97**	61**
NET: Took any action	1100	584	513		93	173	142	135	171	369	380	277	208	234			145					93	172	177		
	90%	90%	91%		85%	95%	91%	93%	89%	90%	93%	90%	91%	86%			91%					85%	95%	93%		
I got up from watching the TV to do something else while the ads were on	603	296	306		40	68	60	72	108	245	196	164	119	125			87					60	89	107		
	50%	45%	54%		37%	37%	38%	49%	56%	60%	48%	53%	52%	46%			54%					55%	49%	56%		
I changed channel until the ads were over	477	258	219		35	74	73	73	67	148	153	128	100	95			59					35	88	70		
	39%	40%	39%		32%	40%	46%	50%	35%	36%	37%	41%	44%	35%			37%					32%	49%	37%		
I recorded the programme to watch later when I could forward the ads	355	193	162		19	43	34	37	60	157	130	84	67	73			49					27	49	55		
	29%	30%	29%		17%	24%	22%	26%	31%	38%	32%	27%	30%	27%			31%					25%	27%	29%		
I changed channel to watch a different programme completely	281	190	90		28	65	49	40	30	59	110	69	63	39			39					17	69	47		
	23%	29%	16%		26%	36%	31%	28%	15%	14%	27%	22%	28%	14%			25%					16%	38%	25%		
I turned the TV off	97	64	33		16	25	32	8	4	7	43	14	21	19			9					3	27	13		
	8%	10%	6%		15%	14%	20%	5%	2%	2%	10%	5%	9%	7%			6%					3%	15%	7%		
I made a complaint (e.g. to the broadcaster, the broadcast regulator Ofcom)	62	47	14		12	26	19	1	-	-	34	8	15	5			8					5	16	11		
	5%	7%	3%		11%	14%	12%	1%	-	-	8%	2%	7%	2%			5%					5%	9%	6%		
I did something else (please specify)	106	56	49		2	9	9	7	27	53	48	22	16	20			9					5	11	29		
	9%	9%	9%		2%	5%	6%	5%	14%	13%	12%	7%	7%	7%			6%					5%	6%	15%		
I took no direct action as a result of the ads	118	67	50		16	10	15	11	21	41	29	32	19	38			15					16	9	13		
	10%	10%	9%		15%	5%	9%	7%	11%	10%	7%	10%	9%	14%			9%					15%	5%	7%		

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 60

Q5. You said that you were bothered by the increase in advertising, did it make you do any of the following as a result?

Base: All who were bothered by the increase in advertising

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	1170	1082	855	199	289	363	867	88**	113	255	315	668	160	882	509	30**	6**	686	393	50**	15**
Weighted base	1218	1134	909	232	315	379	893	99**	141	286	340	699	169	931	553	39**	5**	715	433	62**	18**
NET: Took any action	1100	1034	826	216	290	344	814		132	267	308	632	159	852	508			644	403		
	90%	91%	91%	93%	92%	91%	91%		93%	93%	90%	90%	94%	91%	92%			90%	93%		
I got up from watching the TV to do something else while the ads were on	603	563	474	107	143	196	475		67	151	173	371	80	463	282			377	216		
	50%	50%	52%	46%	45%	52%	53%		48%	53%	51%	53%	48%	50%	51%			53%	50%		
I changed channel until the ads were over	477	456	381	109	127	159	369		67	127	146	301	90	366	221			306	180		
	39%	40%	42%	47%	40%	42%	41%		47%	45%	43%	43%	53%	39%	40%			43%	42%		
I recorded the programme to watch later when I could forward the ads	355	339	286	74	84	114	284		37	94	100	236	57	289	163			215	148		
	29%	30%	31%	32%	27%	30%	32%		26%	33%	29%	34%	34%	31%	29%			30%	34%		
I changed channel to watch a different programme completely	281	271	229	73	89	98	186		57	76	89	162	57	217	145			180	116		
	23%	24%	25%	31%	28%	26%	21%		41%	27%	26%	23%	34%	23%	26%			25%	27%		
I turned the TV off	97	92	74	36	45	34	56		18	27	42	47	15	78	48			50	43		
	8%	8%	8%	16%	14%	9%	6%		13%	9%	12%	7%	9%	8%	9%			7%	10%		
I made a complaint (e.g. to the broadcaster, the broadcast regulator Ofcom)	62	58	59	31	46	18	24		31	35	41	21	10	46	41			45	40		
	5%	5%	7%	14%	15%	5%	3%		22%	12%	12%	3%	6%	5%	7%			6%	9%		
I did something else (please specify)	106	98	75	8	17	20	90		5	12	16	70	10	78	42			69	18		
	9%	9%	8%	3%	5%	5%	10%		3%	4%	5%	10%	6%	8%	8%			10%	4%		
I took no direct action as a result of the ads	118	100	84	16	26	34	79		9	19	32	67	9	80	46			71	30		
	10%	9%	9%	7%	8%	9%	9%		7%	7%	10%	10%	6%	9%	8%			10%	7%		

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4

ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 61

Q6. Do you have anything else to say about the amount of advertising on different channels?

Base: All who watched live broadcast TV programmes/ films on any of these channels

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	5811	3049	2753	65**	496	831	833	1018	991	1577	1575	1590	1226	1420	488	256	654	436	511	429	295	541	741	794	467	199
Weighted base	5918	3063	2847	72**	574	890	886	1054	940	1503	1615	1581	1265	1457	478	244	678	478	515	429	302	536	726	829	495	209
NET: Negative feelings about adverts	2297	1135	1157		112	228	239	404	431	863	675	612	443	567	183	84	237	206	170	164	121	224	255	341	223	90
	39%	37%	41%		20%	26%	27%	38%	46%	57%	42%	39%	35%	39%	38%	34%	35%	43%	33%	38%	40%	42%	35%	41%	45%	43%
I dislike adverts/ find adverts annoying/ frustrating	496	238	256		32	49	52	78	107	171	160	125	88	123	46	13	56	48	39	30	30	40	52	64	58	19
	8%	8%	9%		6%	6%	6%	7%	11%	11%	10%	8%	7%	8%	10%	5%	8%	10%	8%	7%	10%	7%	7%	8%	12%	9%
The adverts are repetitive/ repeated throughout the day/ lack variety	403	165	237		12	40	33	73	82	161	96	110	75	122	30	15	50	38	32	32	17	49	26	59	44	12
	7%	5%	8%		2%	4%	4%	7%	9%	11%	6%	7%	6%	8%	6%	6%	7%	8%	6%	7%	6%	9%	4%	7%	9%	6%
I do not watch adverts/ do not pay attention to adverts	393	203	190		8	22	41	76	75	172	122	118	67	87	33	12	34	37	40	34	18	44	43	52	39	7
	7%	7%	7%		1%	3%	5%	7%	8%	11%	8%	7%	5%	6%	7%	5%	5%	8%	8%	8%	6%	8%	6%	6%	8%	3%
Adverts are too lengthy/ need to be shorter/ more concise	347	169	177		25	35	50	57	48	125	90	84	79	93	16	10	25	32	30	35	18	34	41	55	33	17
	6%	6%	6%		4%	4%	6%	5%	5%	8%	6%	5%	6%	6%	3%	4%	4%	7%	6%	8%	6%	6%	6%	7%	7%	8%
Advertising spoils programmes/ the viewing experience	259	128	131		18	30	17	39	53	99	82	67	51	59	19	9	30	22	8	24	9	24	31	49	23	11
	4%	4%	5%		3%	3%	2%	4%	6%	7%	5%	4%	4%	4%	4%	4%	4%	5%	1%	6%	3%	5%	4%	6%	5%	5%
I do not watch live TV to avoid advertising/ prefer streaming/ pre-record programmes/ fast forward past adverts	258	111	147		7	16	22	52	46	111	79	77	51	51	23	12	30	22	13	23	20	21	16	42	24	14
	4%	4%	5%		1%	2%	2%	5%	5%	7%	5%	5%	4%	3%	5%	5%	4%	5%	3%	5%	6%	4%	2%	5%	5%	7%
Other negative mention of adverts	251	132	117		8	32	21	47	41	100	62	77	47	65	21	9	34	26	16	12	8	34	36	34	16	5
	4%	4%	4%		1%	4%	2%	4%	4%	7%	4%	5%	4%	4%	4%	4%	5%	5%	3%	3%	3%	6%	5%	4%	3%	2%
Adverts are boring	115	51	64		5	12	11	16	17	54	34	31	22	29	8	9	10	16	7	5	6	7	5	31	12	2
	2%	2%	2%		1%	1%	1%	2%	2%	4%	2%	2%	2%	2%	2%	4%	1%	3%	1%	1%	2%	1%	1%	4%	2%	1%

** marked bases are very small (under 100): values suppressed

Prepared by Yonder

.YONDER

Amount of Advertising Survey - W1-W4

ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 61

Q6. Do you have anything else to say about the amount of advertising on different channels?

Base: All who watched live broadcast TV programmes/ films on any of these channels

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	5918	3063	2847	72**	574	890	886	1054	940	1503	1615	1581	1265	1457	478	244	678	478	515	429	302	536	726	829	495	209
The length of the programme is effected by the adverts shown	99 2%	37 1%	63 2%		3 1%	12 1%	9 1%	11 1%	21 2%	40 3%	32 2%	20 1%	25 2%	22 2%	14 3%	8 3%	12 2%	9 2%	7 1%	11 3%	7 2%	5 1%	4 1%	9 1%	9 2%	4 2%
Adverts shown are poor quality/ bad to watch	95 2%	50 2%	45 2%		4 1%	7 1%	7 1%	15 1%	19 2%	44 3%	38 2%	15 1%	25 2%	16 1%	6 1%	4 2%	7 1%	11 2%	4 1%	9 2%	1 *	9 2%	8 1%	21 3%	12 3%	2 1%
I prefer to watch channels that do not show advertising	77 1%	33 1%	44 2%		4 1%	12 1%	5 1%	4 *	17 2%	34 2%	26 2%	24 2%	17 1%	10 1%	6 1%	3 1%	11 2%	11 2%	4 1%	5 1%	2 1%	5 1%	5 1%	14 2%	8 2%	3 2%
Adverts are irrelevant/ do not offer anything I want/ need/ adverts should be more focused on relevant things	74 1%	44 1%	31 1%		4 1%	6 1%	4 *	14 1%	20 2%	26 2%	27 2%	20 1%	10 1%	17 1%	5 1%	1 *	9 1%	1 *	3 1%	2 1%	4 1%	9 2%	9 1%	17 2%	7 1%	7 3%
Inappropriate products/ services are advertised/ gambling, junk food etc	68 1%	32 1%	35 1%		- -	6 1%	9 1%	16 2%	18 2%	19 1%	18 1%	14 1%	10 1%	25 2%	3 1%	4 2%	7 1%	7 1%	5 1%	3 1%	3 1%	9 2%	4 1%	10 1%	8 2%	5 3%
I change channel when the adverts start	62 1%	34 1%	29 1%		* *	4 *	7 1%	14 1%	14 1%	22 1%	14 1%	20 1%	8 1%	21 1%	2 *	1 *	5 1%	6 1%	4 1%	3 1%	4 1%	9 2%	10 1%	5 1%	6 1%	7 3%
I mute the sound when the adverts start	51 1%	22 1%	29 1%		1 *	1 *	4 *	11 1%	11 1%	23 2%	19 1%	10 1%	8 1%	14 1%	1 *	2 1%	3 1%	5 1%	1 *	5 1%	2 1%	9 2%	7 1%	5 1%	9 2%	2 1%
Adverts are too loud	48 1%	27 1%	21 1%		- -	3 *	* *	14 1%	12 1%	19 1%	13 1%	13 1%	7 1%	15 1%	4 1%	2 1%	5 1%	1 *	2 *	5 1%	3 1%	2 *	6 1%	8 1%	9 2%	3 1%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4

ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 61

Q6. Do you have anything else to say about the amount of advertising on different channels?

Base: All who watched live broadcast TV programmes/ films on any of these channels

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	5918	3063	2847	72**	574	890	886	1054	940	1503	1615	1581	1265	1457	478	244	678	478	515	429	302	536	726	829	495	209
Adverts are ineffective/ they never encourage me to buy products	47 1%	31 1%	16 1%		2 *	2 *	1 *	8 1%	7 1%	26 2%	19 1%	15 1%	7 1%	6 *	7 1%	2 1%	6 1%	2 *	2 *	3 1%	1 *	7 1%	6 1%	6 1%	7 1%	1 *
I do not think adverts should be shown in the middle of programmes/ adverts should only be shown at the beginning or end of programmes	40 1%	22 1%	18 1%		-	2 *	1 *	6 1%	12 1%	20 1%	12 1%	17 1%	2 *	9 1%	2 *	-	2 *	1 *	6 1%	-	4 1%	4 1%	2 *	14 2%	3 1%	2 1%
Advertising is too politically correct/ woke/ excessive diversity shown in adverts	39 1%	29 1%	10 *		-	2 *	3 *	5 *	10 1%	19 1%	10 1%	10 1%	11 1%	8 1%	4 1%	-	4 1%	1 *	3 1%	4 1%	1 *	1 *	5 1%	7 1%	5 1%	3 1%
Advertising seems to be synchronised across channels/ channels show advertising at the same time as each other	39 1%	28 1%	11 *		-	-	5 1%	11 1%	13 1%	10 1%	10 1%	10 1%	4 *	15 1%	7 1%	3 1%	6 1%	3 1%	1 *	-	-	2 *	2 *	5 1%	7 1%	3 2%
Advertising standards are falling / adverts are getting worse / used to be better	36 1%	24 1%	12 *		-	*	2 *	12 1%	11 1%	12 1%	7 *	7 *	11 1%	11 1%	2 *	3 1%	4 1%	4 1%	2 *	1 *	3 1%	4 1%	3 *	4 1%	4 1%	2 1%
I find adverts a waste of time/ pointless	36 1%	22 1%	12 *		1 *	2 *	2 *	5 *	8 1%	17 1%	17 1%	7 *	5 *	6 *	3 1%	-	3 *	3 1%	3 1%	3 1%	1 *	3 1%	3 *	6 1%	5 1%	4 2%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4

ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 61

Q6. Do you have anything else to say about the amount of advertising on different channels?

Base: All who watched live broadcast TV programmes/ films on any of these channels

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	5918	3063	2847	72**	574	890	886	1054	940	1503	1615	1581	1265	1457	478	244	678	478	515	429	302	536	726	829	495	209
Popular programmes seem to feature more adverts when they are broadcast	34 1%	19 1%	15 1%		1 *	2 *	4 *	5 *	6 1%	15 1%	7 *	13 1%	10 1%	4 *	3 1%	3 1%	3 *	1 *	3 1%	1 *	5 2%	4 1%	6 1%	5 1%	- -	1 *
There are too many adverts for charities	33 1%	12 *	21 1%		- -	- -	1 *	5 1%	8 1%	18 1%	6 *	6 *	7 1%	14 1%	2 *	- -	3 *	1 *	- -	3 1%	2 1%	4 1%	11 2%	4 *	3 1%	1 *
Negative mention of seasonal advertising/ Christmas, Halloween etc	24 *	5 *	19 1%		- -	2 *	5 1%	3 *	7 1%	7 *	5 *	5 *	6 *	8 1%	2 *	1 *	3 *	3 1%	1 *	1 *	2 1%	2 *	4 1%	4 1%	- -	1 *
Advertising should not be shown on channels / broadcasters that we pay a subscription / license fee	12 *	7 *	5 *		- -	5 1%	1 *	3 *	* *	3 *	7 *	1 *	1 *	2 *	3 1%	1 1%	2 *	- -	- -	2 *	1 *	- -	- -	2 *	1 *	1 *
NET: Feelings about amount/ frequency of adverts	1849 31%	983 32%	863 30%		157 27%	250 28%	273 31%	327 31%	328 35%	492 33%	553 34%	506 32%	356 28%	434 30%	155 32%	82 34%	207 31%	135 28%	154 30%	138 32%	95 32%	163 30%	224 31%	282 34%	143 29%	70 33%
There is too much advertising/ I would prefer if there was less advertising	1130 19%	577 19%	550 19%		95 17%	146 16%	168 19%	207 20%	198 21%	303 20%	331 21%	307 19%	214 17%	277 19%	97 20%	55 23%	123 18%	84 18%	102 20%	80 19%	64 21%	96 18%	131 18%	173 21%	78 16%	47 23%
I feel the amount of advertising has remained the same	216 4%	126 4%	90 3%		21 4%	45 5%	47 5%	38 4%	33 4%	28 2%	71 4%	55 3%	35 3%	55 4%	14 3%	12 5%	28 4%	15 3%	14 3%	18 4%	9 3%	25 5%	28 4%	31 4%	18 4%	5 3%
Adverts are too frequent/ programmes are interrupted too frequently/ quickly	187 3%	107 3%	80 3%		5 1%	33 4%	17 2%	39 4%	39 4%	54 4%	60 4%	59 4%	32 3%	35 2%	16 3%	8 3%	35 5%	12 2%	9 2%	16 4%	9 3%	17 3%	21 3%	25 3%	10 2%	10 5%

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Amount of Advertising Survey - W1-W4

ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 61

Q6. Do you have anything else to say about the amount of advertising on different channels?

Base: All who watched live broadcast TV programmes/ films on any of these channels

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Weighted base	5918	3063	2847	72**	574	890	886	1054	940	1503	1615	1581	1265	1457	478	244	678	478	515	429	302	536	726	829	495	209
The amount of advertising is increasing	151 3%	84 3%	67 2%		14 2%	19 2%	17 2%	20 2%	22 2%	54 4%	45 3%	43 3%	26 2%	36 2%	14 3%	4 2%	13 2%	15 3%	5 1%	11 3%	5 2%	12 2%	29 4%	22 3%	17 3%	4 2%
It varies between channels/ some channels show more than others, worse adverts, shorter adverts etc	150 3%	82 3%	68 2%		11 2%	18 2%	14 2%	27 3%	30 3%	50 3%	46 3%	43 3%	37 3%	25 2%	7 2%	5 2%	12 2%	10 2%	20 4%	8 2%	7 2%	16 3%	20 3%	30 4%	12 2%	4 2%
All channels/ broadcasters are the same as each other when it comes to advertising/ no comparison	117 2%	69 2%	48 2%		11 2%	8 1%	20 2%	15 1%	20 2%	42 3%	30 2%	30 2%	18 1%	38 3%	12 2%	2 1%	8 1%	5 1%	12 2%	6 1%	8 3%	15 3%	12 2%	22 3%	14 3%	1 1%
Other mention of amount/ frequency of advertising	56 1%	35 1%	21 1%		3 *	10 1%	4 1%	10 1%	12 1%	16 1%	20 1%	9 1%	13 1%	14 1%	2 *	4 2%	9 1%	4 1%	- -	6 1%	4 1%	3 1%	4 1%	14 2%	6 1%	1 *
The amount of advertising is what I would expect/ what I have grown used to	52 1%	33 1%	19 1%		5 1%	4 *	8 1%	8 1%	10 1%	16 1%	15 1%	19 1%	12 1%	6 *	3 1%	3 1%	2 *	3 1%	6 1%	2 1%	8 3%	6 1%	6 1%	4 *	4 1%	5 2%
There was less advertising during the Queen's passing/ period of mourning	23 *	10 *	13 *		3 *	4 *	2 *	3 *	5 *	6 *	11 1%	5 *	2 *	6 *	1 *	- -	2 *	2 *	2 *	2 *	1 *	2 *	3 *	3 *	3 1%	1 *
NET: Positive feelings about adverts	998 17%	509 17%	489 17%		71 12%	109 12%	123 14%	202 19%	160 17%	327 22%	281 17%	251 16%	191 15%	275 19%	81 17%	39 16%	98 14%	71 15%	82 16%	68 16%	50 17%	115 22%	135 19%	132 16%	94 19%	32 15%
Advertising gives me the opportunity to do something else whilst watching a programme/ make a cup of tea etc	283 5%	102 3%	181 6%		3 1%	7 1%	37 4%	63 6%	51 5%	121 8%	75 5%	71 5%	49 4%	88 6%	26 5%	6 2%	22 3%	14 3%	21 4%	23 5%	16 5%	45 8%	25 3%	41 5%	35 7%	10 5%

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Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 61

Q6. Do you have anything else to say about the amount of advertising on different channels?**Base: All who watched live broadcast TV programmes/ films on any of these channels**

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	5918	3063	2847	72**	574	890	886	1054	940	1503	1615	1581	1265	1457	478	244	678	478	515	429	302	536	726	829	495	209
I understand that advertising is necessary/ it is how the channels, programmes are paid for	229 4%	145 5%	84 3%		12 2%	19 2%	16 2%	31 3%	36 4%	112 7%	63 4%	56 4%	39 3%	71 5%	14 3%	16 7%	34 5%	18 4%	16 3%	18 4%	9 3%	23 4%	27 4%	26 3%	20 4%	7 3%
The amount of advertising is acceptable	137 2%	81 3%	56 2%		13 2%	23 3%	21 2%	32 3%	21 2%	24 2%	46 3%	42 3%	21 2%	27 2%	8 2%	5 2%	17 2%	6 1%	16 3%	9 2%	5 2%	12 2%	17 2%	23 3%	12 2%	7 3%
I do not mind watching advertising/ adverts do not bother me	134 2%	69 2%	66 2%		11 2%	15 2%	17 2%	31 3%	16 2%	43 3%	27 2%	33 2%	34 3%	40 3%	20 4%	4 2%	5 1%	15 3%	12 2%	8 2%	10 3%	12 2%	15 2%	18 2%	10 2%	5 3%
Other positive mention of adverts	114 2%	69 2%	44 2%		12 2%	17 2%	18 2%	16 2%	25 3%	25 2%	34 2%	38 2%	20 2%	22 2%	14 3%	4 2%	5 1%	7 1%	9 2%	2 *	6 2%	15 3%	18 3%	15 2%	18 4%	1 1%
Free TV/ I prefer having to watch adverts than pay a subscription/ a license fee	93 2%	41 1%	52 2%		3 *	3 *	13 1%	23 2%	22 2%	30 2%	17 1%	21 1%	24 2%	32 2%	1 *	2 1%	9 1%	9 2%	4 1%	14 3%	6 2%	14 3%	12 2%	11 1%	9 2%	4 2%
I like/ enjoy adverts	80 1%	44 1%	36 1%		12 2%	17 2%	10 1%	17 2%	10 1%	12 1%	26 2%	21 1%	16 1%	18 1%	5 1%	4 2%	7 1%	7 1%	10 2%	5 1%	3 1%	4 1%	20 3%	8 1%	6 1%	1 1%
Adverts can be interesting/ creative	52 1%	33 1%	19 1%		7 1%	16 2%	5 1%	9 1%	6 1%	9 1%	17 1%	15 1%	10 1%	11 1%	3 1%	1 *	6 1%	3 1%	3 1%	2 *	3 1%	8 2%	9 1%	4 1%	10 2%	-
Adverts are useful/ helpful/ keep you informed about programmes, products, offers etc	40 1%	24 1%	16 1%		5 1%	7 1%	5 1%	9 1%	7 1%	6 *	11 1%	11 1%	8 1%	10 1%	3 1%	3 1%	4 1%	2 *	4 1%	2 *	3 1%	4 1%	10 1%	2 *	2 1%	-
NET: Negative comment about channels advertising	286 5%	160 5%	125 4%		28 5%	37 4%	29 3%	40 4%	49 5%	94 6%	101 6%	79 5%	51 4%	55 4%	23 5%	10 4%	35 5%	21 4%	23 4%	17 4%	12 4%	24 5%	32 4%	51 6%	28 6%	12 6%

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Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 61

Q6. Do you have anything else to say about the amount of advertising on different channels?**Base: All who watched live broadcast TV programmes/ films on any of these channels**

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	5918	3063	2847	72**	574	890	886	1054	940	1503	1615	1581	1265	1457	478	244	678	478	515	429	302	536	726	829	495	209
Negative mention of other channel's advertising	128 2%	76 2%	51 2%		9 2%	11 1%	14 2%	18 2%	19 2%	52 3%	45 3%	41 3%	17 1%	24 2%	10 2%	3 1%	18 3%	7 1%	11 2%	10 2%	8 3%	17 3%	9 1%	22 3%	10 2%	3 1%
Negative comment about ITV's advertising	62 1%	26 1%	36 1%		6 1%	9 1%	6 1%	5 *	9 1%	24 2%	24 1%	19 1%	11 1%	8 1%	4 1%	1 *	4 1%	9 2%	5 1%	2 1%	1 *	4 1%	10 1%	12 1%	7 1%	4 2%
Negative comment about Channel 4's advertising	60 1%	26 1%	34 1%		12 2%	12 1%	1 *	10 1%	8 1%	14 1%	23 1%	18 1%	13 1%	6 *	3 1%	1 *	8 1%	2 *	4 1%	1 *	2 1%	2 *	12 2%	9 1%	12 3%	4 2%
Negative comment about Sky's advertising	60 1%	45 1%	14 1%		4 1%	10 1%	10 1%	6 1%	14 1%	17 1%	25 2%	9 1%	15 1%	11 1%	9 2%	6 2%	8 1%	7 1%	7 1%	4 1%	1 *	2 *	4 1%	7 1%	4 1%	2 1%
Negative comment about Channel 5's advertising	23 *	10 *	12 *		- -	- -	2 *	4 *	5 1%	9 1%	5 *	3 *	4 *	11 1%	- -	1 *	5 1%	1 *	1 *	1 *	* *	1 *	4 1%	5 1%	4 1%	- -
Positive mention of other channel's advertising	81 1%	43 1%	37 1%		7 1%	11 1%	10 1%	9 1%	10 1%	31 2%	27 2%	27 2%	12 1%	14 1%	4 1%	3 1%	3 *	8 2%	7 1%	6 1%	1 *	9 2%	9 1%	18 2%	9 2%	3 2%
Other answers	50 1%	29 1%	21 1%		9 1%	12 1%	8 1%	7 1%	4 *	11 1%	19 1%	12 1%	12 1%	7 1%	3 1%	2 1%	6 1%	3 1%	5 1%	2 1%	2 1%	5 1%	13 2%	3 *	4 1%	1 1%
Nothing to add	1900 32%	978 32%	919 32%		264 46%	388 44%	377 43%	338 32%	249 26%	257 17%	461 29%	514 33%	456 36%	468 32%	153 32%	95 39%	255 38%	153 32%	177 34%	138 32%	92 31%	149 28%	232 32%	243 29%	155 31%	56 27%
Don't know	82 1%	48 2%	35 1%		18 3%	31 3%	10 1%	12 1%	5 *	3 *	19 1%	19 1%	26 2%	18 1%	6 1%	1 *	14 2%	6 1%	8 2%	7 2%	3 1%	7 1%	14 2%	11 1%	3 1%	2 1%

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Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 62

Q6. Do you have anything else to say about the amount of advertising on different channels?**Base: All who watched live broadcast TV programmes/ films on any of these channels**

	Watched live			Time of Day Watched PSB						Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	5811	5105	3635	792	1159	1548	4152	313	394	1083	1337	2925	627	1002	4116	213	268	806	2828	214	209
Weighted base	5918	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
NET: Negative feelings about adverts	2297 39%	2035 39%	1566 42%	307 36%	415 34%	642 40%	1717 41%	118 34%	164 36%	444 40%	583 42%	1325 44%	282 45%	587 55%	1517 36%	74 30%	112 42%	452 53%	1111 39%	68 29%	119 55%
I dislike adverts/ find adverts annoying/ frustrating	496 8%	446 9%	350 9%	65 8%	105 9%	141 9%	370 9%	35 10%	26 6%	86 8%	103 7%	293 10%	58 9%	142 13%	320 8%	14 6%	30 11%	125 15%	225 8%	12 5%	33 15%
The adverts are repetitive/ repeated throughout the day/ lack variety	403 7%	372 7%	287 8%	55 6%	82 7%	130 8%	322 8%	23 7%	26 6%	79 7%	116 8%	248 8%	55 9%	114 11%	290 7%	16 6%	8 3%	95 11%	211 7%	11 5%	11 5%
I do not watch adverts/ do not pay attention to adverts	393 7%	334 6%	259 7%	47 5%	57 5%	80 5%	284 7%	6 2%	26 6%	70 6%	94 7%	222 7%	42 7%	31 3%	253 6%	5 2%	54 20%	28 3%	185 6%	6 3%	51 23%
Adverts are too lengthy/ need to be shorter/ more concise	347 6%	312 6%	232 6%	52 6%	63 5%	114 7%	263 6%	30 9%	26 6%	56 5%	90 7%	196 7%	64 10%	105 10%	234 6%	11 4%	5 2%	79 9%	163 6%	9 4%	9 4%
Advertising spoils programmes/ the viewing experience	259 4%	239 5%	176 5%	40 5%	53 4%	67 4%	203 5%	19 6%	24 5%	49 4%	74 5%	156 5%	40 6%	112 11%	157 4%	13 5%	5 2%	68 8%	123 4%	6 3%	1 1%
I do not watch live TV to avoid advertising/ prefer streaming/ pre-record programmes/ fast forward past adverts	258 4%	223 4%	153 4%	30 3%	37 3%	63 4%	184 4%	10 3%	16 3%	42 4%	50 4%	135 5%	24 4%	67 6%	164 4%	6 2%	15 6%	48 6%	107 4%	4 2%	15 7%
Other negative mention of adverts	251 4%	209 4%	182 5%	35 4%	52 4%	58 4%	172 4%	13 4%	16 3%	61 5%	71 5%	152 5%	34 5%	87 8%	150 4%	5 2%	5 2%	67 8%	119 4%	10 4%	14 6%
Adverts are boring	115 2%	100 2%	88 2%	15 2%	23 2%	31 2%	87 2%	4 1%	6 1%	32 3%	42 3%	69 2%	20 3%	23 2%	70 2%	9 3%	5 2%	22 3%	67 2%	7 3%	5 2%

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Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 62

Q6. Do you have anything else to say about the amount of advertising on different channels?**Base: All who watched live broadcast TV programmes/ films on any of these channels**

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	5918	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
The length of the programme is effected by the adverts shown	99 2%	91 2%	74 2%	11 1%	17 1%	37 2%	82 2%	12 3%	4 1%	25 2%	21 2%	64 2%	19 3%	54 5%	50 1%	* *	3 1%	44 5%	39 1%	* *	3 2%
Adverts shown are poor quality/ bad to watch	95 2%	80 2%	75 2%	18 2%	12 1%	28 2%	68 2%	1 *	8 2%	24 2%	29 2%	56 2%	10 2%	33 3%	61 1%	- -	4 2%	23 3%	57 2%	* *	4 2%
I prefer to watch channels that do not show advertising	77 1%	70 1%	36 1%	9 1%	10 1%	16 1%	60 1%	- -	4 1%	12 1%	11 1%	27 1%	4 1%	23 2%	55 1%	1 1%	4 2%	15 2%	21 1%	2 1%	1 1%
Adverts are irrelevant/ do not offer anything I want/ need/ adverts should be more focused on relevant things	74 1%	66 1%	52 1%	8 1%	16 1%	18 1%	55 1%	2 1%	5 1%	14 1%	15 1%	43 1%	10 2%	23 2%	48 1%	4 2%	3 1%	12 1%	35 1%	4 2%	4 2%
Inappropriate products/ services are advertised/ gambling, junk food etc	68 1%	52 1%	52 1%	13 2%	14 1%	15 1%	48 1%	5 1%	5 1%	14 1%	20 1%	48 2%	12 2%	15 1%	38 1%	5 2%	1 *	14 2%	41 1%	1 *	3 1%
I change channel when the adverts start	62 1%	55 1%	54 1%	13 2%	18 1%	19 1%	44 1%	5 2%	9 2%	22 2%	23 2%	45 1%	8 1%	11 1%	40 1%	1 *	11 4%	11 1%	37 1%	1 *	11 5%
I mute the sound when the adverts start	51 1%	42 1%	35 1%	5 1%	8 1%	12 1%	35 1%	2 *	1 *	9 1%	11 1%	30 1%	3 *	4 *	34 1%	* *	3 1%	6 1%	24 1%	- -	6 3%
Adverts are too loud	48 1%	44 1%	34 1%	8 1%	9 1%	13 1%	37 1%	* *	3 1%	11 1%	11 1%	29 1%	6 1%	15 1%	37 1%	* *	2 1%	9 1%	26 1%	- -	2 1%
Adverts are ineffective/ they never encourage me to buy products	47 1%	41 1%	35 1%	4 *	3 *	16 1%	35 1%	1 *	2 *	6 1%	15 1%	29 1%	5 1%	15 1%	31 1%	- -	1 *	17 2%	18 1%	- -	3 1%

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Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 62

Q6. Do you have anything else to say about the amount of advertising on different channels?**Base: All who watched live broadcast TV programmes/ films on any of these channels**

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	5918	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
I do not think adverts should be shown in the middle of programmes/ adverts should only be shown at the beginning or end of programmes	40 1%	35 1%	27 1%	3 *	5 *	5 *	30 1%	2 *	4 1%	7 1%	8 1%	22 1%	5 1%	9 1%	23 1%	- -	2 1%	8 1%	19 1%	- -	2 1%
Advertising is too politically correct/ woke/ excessive diversity shown in adverts	39 1%	35 1%	33 1%	3 *	8 1%	13 1%	30 1%	4 1%	3 1%	5 *	15 1%	28 1%	8 1%	20 2%	17 *	2 1%	2 1%	20 2%	18 1%	2 1%	2 1%
Advertising seems to be synchronised across channels/ channels show advertising at the same time as each other	39 1%	34 1%	39 1%	4 *	10 1%	11 1%	29 1%	3 1%	1 *	13 1%	14 1%	36 1%	6 1%	8 1%	25 1%	1 1%	1 *	13 2%	27 1%	1 1%	- -
Advertising standards are falling / adverts are getting worse / used to be better	36 1%	32 1%	22 1%	6 1%	4 *	9 1%	24 1%	6 2%	- -	7 1%	5 *	18 1%	9 1%	14 1%	26 1%	- -	2 1%	8 1%	18 1%	- -	1 1%
I find adverts a waste of time/ pointless	36 1%	30 1%	22 1%	1 *	5 *	7 *	26 1%	1 *	3 1%	6 1%	8 1%	20 1%	1 *	13 1%	21 *	1 *	2 1%	9 1%	13 *	- -	2 1%
Popular programmes seem to feature more adverts when they are broadcast	34 1%	30 1%	24 1%	6 1%	11 1%	9 1%	28 1%	4 1%	- -	4 *	7 *	20 1%	10 2%	6 1%	26 1%	1 1%	2 1%	4 *	20 1%	1 *	1 1%
There are too many adverts for charities	33 1%	30 1%	26 1%	4 *	5 *	18 1%	21 *	- -	3 1%	12 1%	12 1%	22 1%	2 *	12 1%	21 *	2 1%	* *	14 2%	14 *	2 1%	* *

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 62

Q6. Do you have anything else to say about the amount of advertising on different channels?**Base: All who watched live broadcast TV programmes/ films on any of these channels**

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	5918	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
Negative mention of seasonal advertising/ Christmas, Halloween etc	24*	24*	14*	2*	7	10	20	1*	3	6	8	11	2*	7	21*	-	-	6	10*	2	-
Advertising should not be shown on channels / broadcasters that we pay a subscription / license fee	12*	10*	8*	1*	1*	5*	10*	1*	1*	3*	3*	6*	1*	1*	8*	-	2	2*	7*	-	-
NET: Feelings about amount/ frequency of adverts	1849	1616	1193	220	326	473	1354	88	121	336	454	987	192	328	1323	84	52	248	953	56	47
	31%	31%	32%	26%	27%	29%	32%	26%	27%	30%	33%	33%	30%	31%	31%	34%	20%	29%	33%	24%	22%
There is too much advertising/ I would prefer if there was less advertising	1130	991	714	144	207	281	834	45	76	205	263	587	107	236	786	43	41	158	567	32	28
	19%	19%	19%	17%	17%	17%	20%	13%	17%	18%	19%	20%	17%	22%	19%	17%	15%	18%	20%	14%	13%
I feel the amount of advertising has remained the same	216	199	137	31	38	56	164	14	10	47	51	109	26	2*	196	2	3	-	132	1*	4
	4%	4%	4%	4%	3%	3%	4%	4%	2%	4%	4%	4%	4%	*	5%	1%	1%	-	5%	*	2%
Adverts are too frequent/ programmes are interrupted too frequently/ quickly	187	164	128	19	37	46	144	11	14	30	49	115	23	53	120	8	6	36	94	1*	7
	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	4%	4%	4%	5%	3%	3%	2%	4%	3%	*	3%
The amount of advertising is increasing	151	124	100	12	24	40	100	9	12	20	35	77	21	48	89	8	2	45	61	9	2
	3%	2%	3%	1%	2%	2%	2%	3%	3%	2%	3%	3%	3%	4%	2%	3%	1%	5%	2%	4%	1%
It varies between channels/ some channels show more than others, worse adverts, shorter adverts etc	150	134	94	20	20	42	113	7	7	31	40	84	15	12	122	5	3	9	87	2	2
	3%	3%	3%	2%	2%	3%	3%	2%	2%	3%	3%	3%	2%	1%	3%	2%	1%	1%	3%	1%	1%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 62

Q6. Do you have anything else to say about the amount of advertising on different channels?**Base: All who watched live broadcast TV programmes/ films on any of these channels**

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB			Amount of Advertising Non-PSB				
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	5918	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
All channels/broadcasters are the same as each other when it comes to advertising/ no comparison	117 2%	107 2%	76 2%	10 1%	19 2%	22 1%	92 2%	2 1%	11 2%	25 2%	37 3%	66 2%	15 2%	23 2%	82 2%	6 2%	8 3%	21 2%	58 2%	3 1%	6 3%
Other mention of amount/ frequency of advertising	56 1%	46 1%	43 1%	4 *	9 1%	30 2%	38 1%	6 2%	6 1%	16 1%	22 2%	39 1%	8 1%	4 *	36 1%	13 5%	-	5 1%	31 1%	7 3%	4 2%
The amount of advertising is what I would expect/ what I have grown used to	52 1%	46 1%	41 1%	4 1%	8 1%	11 1%	41 1%	5 1%	2 *	11 1%	16 1%	35 1%	9 1%	2 *	46 1%	-	-	2 *	40 1%	1 1%	1 *
There was less advertising during the Queen's passing/ period of mourning	23 *	19 *	16 *	* *	5 *	6 *	17 *	1 *	-	-	7 *	12 *	3 *	2 *	10 *	8 3%	1 *	3 *	10 *	5 2%	-
NET: Positive feelings about adverts	998 17%	904 17%	648 17%	142 17%	223 18%	292 18%	764 18%	74 22%	82 18%	191 17%	249 18%	537 18%	111 18%	163 15%	768 18%	37 15%	39 15%	151 18%	521 18%	30 13%	39 18%
Advertising gives me the opportunity to do something else whilst watching a programme/ make a cup of tea etc	283 5%	258 5%	183 5%	24 3%	63 5%	68 4%	224 5%	9 3%	12 3%	46 4%	68 5%	165 5%	28 4%	26 2%	216 5%	10 4%	26 10%	33 4%	145 5%	3 1%	19 9%
I understand that advertising is necessary/ it is how the channels, programmes are paid for	229 4%	212 4%	156 4%	24 3%	37 3%	62 4%	186 4%	11 3%	16 4%	41 4%	52 4%	129 4%	20 3%	49 5%	173 4%	8 3%	5 2%	51 6%	117 4%	2 1%	7 3%
The amount of advertising is acceptable	137 2%	123 2%	81 2%	29 3%	26 2%	45 3%	106 3%	11 3%	11 2%	28 3%	36 3%	68 2%	11 2%	9 1%	116 3%	1 *	4 1%	8 1%	78 3%	4 2%	-

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 62

Q6. Do you have anything else to say about the amount of advertising on different channels?**Base: All who watched live broadcast TV programmes/ films on any of these channels**

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	5918	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
I do not mind watching advertising/ adverts do not bother me	134 2%	126 2%	89 2%	24 3%	35 3%	57 3%	101 2%	14 4%	9 2%	26 2%	32 2%	76 3%	11 2%	15 1%	112 3%	9 4%	1 *	20 2%	76 3%	3 1%	5 2%
Other positive mention of adverts	114 2%	98 2%	76 2%	25 3%	24 2%	38 2%	79 2%	12 3%	10 2%	28 3%	32 2%	64 2%	21 3%	25 2%	82 2%	8 3%	1 1%	18 2%	60 2%	11 5%	2 1%
Free TV/ I prefer having to watch adverts than pay a subscription/ a license fee	93 2%	86 2%	53 1%	15 2%	24 2%	21 1%	77 2%	8 2%	6 1%	12 1%	15 1%	46 2%	8 1%	19 2%	76 2%	2 1%	3 1%	8 1%	40 1%	2 1%	6 3%
I like/ enjoy adverts	80 1%	64 1%	58 2%	14 2%	18 1%	30 2%	52 1%	10 3%	13 3%	14 1%	22 2%	41 1%	14 2%	17 2%	53 1%	3 1%	1 *	19 2%	50 2%	4 2%	1 *
Adverts can be interesting/ creative	52 1%	48 1%	36 1%	9 1%	18 1%	15 1%	40 1%	7 2%	10 2%	13 1%	19 1%	24 1%	4 1%	10 1%	45 1%	1 *	-	10 1%	32 1%	5 2%	-
Adverts are useful/ helpful/ keep you informed about programmes, products, offers etc	40 1%	36 1%	30 1%	11 1%	12 1%	15 1%	29 1%	4 1%	3 1%	9 1%	19 1%	22 1%	5 1%	14 1%	30 1%	1 *	* *	7 1%	24 1%	5 2%	* *
NET: Negative comment about channels advertising	286 5%	245 5%	188 5%	39 4%	55 5%	60 4%	208 5%	22 6%	28 6%	37 3%	66 5%	161 5%	32 5%	59 5%	203 5%	6 3%	10 4%	49 6%	140 5%	2 1%	8 4%
Negative mention of other channel's advertising	128 2%	109 2%	81 2%	15 2%	19 2%	30 2%	96 2%	12 3%	15 3%	15 1%	29 2%	74 2%	16 3%	18 2%	94 2%	2 1%	4 2%	22 3%	63 2%	2 1%	2 1%
Negative comment about ITV's advertising	62 1%	59 1%	38 1%	9 1%	10 1%	11 1%	50 1%	7 2%	3 1%	6 1%	11 1%	30 1%	9 1%	17 2%	47 1%	4 2%	-	9 1%	27 1%	1 *	2 1%
Negative comment about Channel 4's advertising	60 1%	51 1%	34 1%	5 1%	17 1%	14 1%	44 1%	2 1%	6 1%	5 *	10 1%	27 1%	6 1%	16 2%	40 1%	1 *	* *	9 1%	24 1%	1 *	2 1%

** marked bases are very small (under 100): values suppressed

Prepared by Yonder

.YONDER

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 62

Q6. Do you have anything else to say about the amount of advertising on different channels?**Base: All who watched live broadcast TV programmes/ films on any of these channels**

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	5918	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
Negative comment about Sky's advertising	60 1%	45 1%	53 1%	8 1%	7 1%	8 1%	37 1%	1 *	7 2%	15 1%	21 2%	42 1%	7 1%	8 1%	36 1%	2 1%	4 1%	12 1%	40 1%	-	3 1%
Negative comment about Channel 5's advertising	23 *	23 *	14 *	3 *	5 *	6 *	21 *	4 1%	-	2 *	7 *	11 *	2 *	10 1%	19 *	2 1%	1 *	4 *	9 *	-	1 1%
Positive mention of other channel's advertising	81 1%	70 1%	42 1%	6 1%	10 1%	20 1%	59 1%	11 3%	2 1%	12 1%	18 1%	35 1%	8 1%	11 1%	63 1%	8 3%	2 1%	6 1%	34 1%	-	3 1%
Other answers	50 1%	45 1%	31 1%	11 1%	12 1%	10 1%	23 1%	3 1%	6 1%	12 1%	17 1%	21 1%	4 1%	14 1%	33 1%	4 2%	* *	16 2%	19 1%	6 3%	-
Nothing to add	1900 32%	1675 32%	1107 30%	309 36%	444 37%	497 31%	1280 30%	116 34%	164 36%	357 32%	387 28%	851 28%	179 28%	253 24%	1392 33%	75 30%	100 37%	204 24%	897 31%	99 42%	60 27%
Don't know	82 1%	72 1%	47 1%	25 3%	22 2%	32 2%	38 1%	8 2%	9 2%	18 2%	23 2%	21 1%	6 1%	16 1%	55 1%	11 4%	5 2%	17 2%	36 1%	4 2%	3 2%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 63
Gender
Base: All respondents

	Gender		Age								Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	8415	4189	4199	122	904	1381	1301	1435	1301	1971	2261	2407	1694	2053	720	358	923	655	748	606	406	797	1117	1131	699	255
Weighted base	8415	4106	4287	145	1016	1405	1304	1447	1212	1886	2289	2373	1708	2045	702	335	931	686	735	604	400	792	1110	1151	719	252
Male	4106	4106	-	54	460	643	668	723	616	942	1203	1116	880	907	352	175	459	337	362	297	221	357	564	527	334	123
	49%	100%	-	37%	45%	46%	51%	50%	51%	50%	53%	47%	52%	44%	50%	52%	49%	49%	49%	49%	55%	45%	51%	46%	47%	49%
Female	4287	-	4287	91	552	755	629	722	596	942	1081	1250	827	1130	345	160	472	349	369	305	179	432	544	621	382	130
	51%	-	100%	63%	54%	54%	48%	50%	49%	50%	47%	53%	48%	55%	49%	48%	51%	51%	50%	50%	45%	55%	49%	54%	53%	51%
Other	16	-	-	-	3	3	5	2	1	2	5	4	1	6	2	-	*	1	3	2	-	2	2	3	2	-
	*	-	-	-	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	*	*	*	*	-
Prefer not to say	6	-	-	-	1	3	1	-	-	-	-	3	-	2	4	-	-	-	-	-	-	1	-	*	*	-
	*	-	-	-	*	*	*	-	-	-	-	*	-	*	1%	-	-	-	-	-	-	*	-	*	*	-

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 64
Gender
Base: All respondents

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB			Amount of Advertising Non-PSB				
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	8415	5105	3635	792	1159	1548	4152	313	394	1083	1337	2925	627	1002	4116	213	268	806	2828	214	209
Weighted base	8415	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
Male	4106 49%	2650 51%	2170 58%	421 49%	559 46%	826 51%	2128 50%	193 56%	291 64%	687 62%	877 64%	1767 59%	395 62%	537 50%	2161 51%	143 58%	120 45%	509 59%	1707 59%	151 64%	109 50%
Female	4287 51%	2573 49%	1553 42%	436 51%	656 54%	791 49%	2086 49%	149 44%	160 36%	420 38%	497 36%	1225 41%	239 38%	530 50%	2045 49%	105 42%	146 55%	344 40%	1175 41%	85 36%	109 50%
Other	16 *	5 *	4 *	1 *	1 *	3 *	4 *	- -	- -	3 *	4 *	3 *	- -	2 *	3 *	- -	- -	3 *	2 *	1 *	- -
Prefer not to say	6 *	2 *	1 *	1 *	- -	- -	2 *	- -	- -	- -	- -	1 *	- -	- -	2 *	- -	- -	1 *	- -	- -	- -

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 65
Age
Base: All respondents

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	8415	4189	4199	122	904	1381	1301	1435	1301	1971	2261	2407	1694	2053	720	358	923	655	748	606	406	797	1117	1131	699	255
Weighted base	8415	4106	4287	145	1016	1405	1304	1447	1212	1886	2289	2373	1708	2045	702	335	931	686	735	604	400	792	1110	1151	719	252
16-17	145 2%	54 1%	91 2%	145 100%	-	-	-	-	-	-	48 2%	51 2%	16 1%	30 1%	5 1%	4 1%	16 2%	7 1%	20 3%	3 1%	7 2%	12 1%	29 3%	32 3%	7 1%	2 1%
18-24	1016 12%	460 11%	552 13%	-	1016 100%	-	-	-	-	-	401 18%	368 16%	118 7%	129 6%	78 11%	40 12%	102 11%	91 13%	119 16%	64 11%	35 9%	69 9%	201 18%	119 10%	91 13%	7 3%
25-34	1405 17%	643 16%	755 18%	-	-	1405 100%	-	-	-	-	387 17%	432 18%	313 18%	272 13%	113 16%	58 17%	153 16%	118 17%	145 20%	117 19%	72 18%	102 13%	197 18%	163 14%	128 18%	39 16%
35-44	1304 15%	668 16%	629 15%	-	-	-	1304 100%	-	-	-	300 13%	301 13%	349 20%	354 17%	124 18%	43 13%	151 16%	110 16%	101 14%	105 17%	51 13%	139 18%	196 18%	153 13%	79 11%	51 20%
45-54	1447 17%	723 18%	722 17%	-	-	-	-	1447 100%	-	-	327 14%	389 16%	304 18%	427 21%	136 19%	52 16%	166 18%	98 14%	126 17%	116 19%	76 19%	136 17%	180 16%	188 16%	120 17%	51 20%
55-64	1212 14%	616 15%	596 14%	-	-	-	-	-	1212 100%	-	276 12%	303 13%	283 17%	350 17%	99 14%	59 17%	150 16%	126 18%	86 12%	71 12%	70 18%	114 14%	123 11%	156 14%	95 13%	62 24%
65+	1886 22%	942 23%	942 22%	-	-	-	-	-	-	1886 100%	551 24%	527 22%	325 19%	483 24%	146 21%	79 24%	192 21%	135 20%	137 19%	127 21%	88 22%	220 28%	184 17%	340 30%	198 28%	40 16%
NET: 18-34	2421 29%	1103 27%	1308 30%	-	1016 100%	1405 100%	-	-	-	-	788 34%	801 34%	431 25%	401 20%	191 27%	98 29%	255 27%	209 31%	264 36%	181 30%	107 27%	171 22%	398 36%	282 24%	218 30%	46 18%
NET: 35-54	2751 33%	1391 34%	1351 32%	-	-	-	1304 100%	1447 100%	-	-	627 27%	691 29%	653 38%	781 38%	260 37%	95 28%	317 34%	208 30%	227 31%	222 37%	127 32%	275 35%	376 34%	341 30%	200 28%	102 40%
NET: 55+	3098 37%	1558 38%	1538 36%	-	-	-	-	-	1212 100%	1886 100%	826 36%	831 35%	608 36%	833 41%	245 35%	138 41%	342 37%	261 38%	223 30%	199 33%	158 40%	334 42%	306 28%	496 43%	294 41%	102 40%
Average age	47.33	48.09	46.65	16.55	21.75	29.87	39.53	49.89	59.53	72.06	46.09	46.02	47.58	50.02	47.58	48.11	47.17	46.68	44.15	46.80	48.68	50.20	43.22	49.88	48.83	49.44

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 66
Age
Base: All respondents

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	8415	5105	3635	792	1159	1548	4152	313	394	1083	1337	2925	627	1002	4116	213	268	806	2828	214	209
Weighted base	8415	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
16-17	145 2%	71 1%	38 1%	9 1%	14 1%	33 2%	57 1%	10 3%	6 1%	6 1%	20 1%	34 1%	8 1%	15 1%	65 2%	7 3%	- -	12 1%	34 1%	3 1%	* *
18-24	1016 12%	477 9%	324 9%	67 8%	142 12%	146 9%	316 7%	36 10%	40 9%	112 10%	144 10%	220 7%	41 7%	88 8%	381 9%	52 21%	26 10%	73 9%	235 8%	47 20%	13 6%
25-34	1405 17%	771 15%	536 14%	161 19%	233 19%	218 13%	512 12%	63 19%	94 21%	187 17%	214 16%	395 13%	103 16%	152 14%	626 15%	35 14%	46 17%	124 15%	428 15%	64 27%	31 14%
35-44	1304 15%	772 15%	551 15%	183 21%	224 18%	256 16%	594 14%	74 22%	107 24%	184 17%	217 16%	434 14%	131 21%	147 14%	638 15%	45 18%	29 11%	137 16%	458 16%	39 17%	19 9%
45-54	1447 17%	930 18%	676 18%	169 20%	175 14%	288 18%	789 19%	54 16%	58 13%	192 17%	237 17%	567 19%	125 20%	136 13%	799 19%	40 16%	36 14%	111 13%	553 19%	39 16%	28 13%
55-64	1212 14%	847 16%	618 17%	134 16%	157 13%	239 15%	737 17%	56 16%	58 13%	167 15%	226 16%	522 17%	107 17%	164 15%	694 16%	27 11%	40 15%	139 16%	475 16%	28 12%	38 17%
65+	1886 22%	1361 26%	987 26%	135 16%	271 22%	440 27%	1215 29%	48 14%	88 19%	261 24%	320 23%	825 28%	117 19%	369 34%	1009 24%	42 17%	89 33%	261 30%	700 24%	17 7%	89 41%
NET: 18-34	2421 29%	1248 24%	860 23%	229 27%	375 31%	363 22%	828 20%	99 29%	135 30%	299 27%	358 26%	615 21%	145 23%	240 22%	1006 24%	87 35%	72 27%	198 23%	663 23%	111 47%	44 20%
NET: 35-54	2751 33%	1702 33%	1226 33%	353 41%	399 33%	544 34%	1383 33%	128 37%	165 37%	376 34%	454 33%	1001 33%	256 40%	282 26%	1437 34%	85 34%	65 24%	248 29%	1012 35%	78 33%	47 22%
NET: 55+	3098 37%	2208 42%	1604 43%	269 31%	428 35%	680 42%	1952 46%	105 31%	145 32%	428 39%	546 40%	1347 45%	224 35%	532 50%	1703 40%	69 28%	129 49%	400 47%	1175 41%	45 19%	127 58%
Average age	47.33	49.76	50.18	46.15	46.82	49.89	51.57	44.61	45.60	48.33	48.51	51.07	47.82	52.39	49.19	42.89	51.42	50.83	49.56	39.60	55.31

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 67
Social Grade
Base: All respondents

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	8415	4189	4199	122	904	1381	1301	1435	1301	1971	2261	2407	1694	2053	720	358	923	655	748	606	406	797	1117	1131	699	255
Weighted base	8415	4106	4287	145	1016	1405	1304	1447	1212	1886	2289	2373	1708	2045	702	335	931	686	735	604	400	792	1110	1151	719	252
A	600	327	273	14	149	105	75	81	58	119	600	-	-	-	40	23	70	46	57	21	34	40	124	77	43	26
	7%	8%	6%	9%	15%	7%	6%	6%	5%	6%	26%	-	-	-	6%	7%	7%	7%	8%	4%	8%	5%	11%	7%	6%	10%
B	1689	877	807	34	252	282	226	246	218	431	1689	-	-	-	128	61	170	125	168	120	85	153	241	231	139	69
	20%	21%	19%	24%	25%	20%	17%	17%	18%	23%	74%	-	-	-	18%	18%	18%	18%	23%	20%	21%	19%	22%	20%	19%	27%
C1	2373	1116	1250	51	368	432	301	389	303	527	-	2373	-	-	209	96	235	175	173	177	116	213	329	339	235	76
	28%	27%	29%	35%	36%	31%	23%	27%	25%	28%	-	100%	-	-	30%	29%	25%	25%	24%	29%	29%	27%	30%	29%	33%	30%
C2	1708	880	827	16	118	313	349	304	283	325	-	-	1708	-	128	61	192	147	189	118	69	166	214	237	153	34
	20%	21%	19%	11%	12%	22%	27%	21%	23%	17%	-	-	100%	-	18%	18%	21%	21%	26%	19%	17%	21%	19%	21%	21%	13%
D	1076	519	552	22	95	178	222	228	167	165	-	-	-	1076	91	37	185	113	70	89	54	110	90	142	76	17
	13%	13%	13%	15%	9%	13%	17%	16%	14%	9%	-	-	-	53%	13%	11%	20%	16%	10%	15%	14%	14%	8%	12%	11%	7%
E	969	388	578	8	34	94	132	199	184	318	-	-	-	969	105	56	79	80	78	78	42	110	112	125	73	31
	12%	9%	13%	6%	3%	7%	10%	14%	15%	17%	-	-	-	47%	15%	17%	8%	12%	11%	13%	11%	14%	10%	11%	10%	12%
NET: AB	2289	1203	1081	48	401	387	300	327	276	551	2289	-	-	-	168	84	240	171	225	142	118	193	365	308	182	95
	27%	29%	25%	33%	39%	28%	23%	23%	23%	29%	100%	-	-	-	24%	25%	26%	25%	31%	23%	30%	24%	33%	27%	25%	38%
NET: ABC1	4662	2319	2330	99	770	819	601	716	579	1078	2289	2373	-	-	377	180	475	345	398	319	234	406	693	647	417	171
	55%	56%	54%	68%	76%	58%	46%	49%	48%	57%	100%	100%	-	-	54%	54%	51%	50%	54%	53%	59%	51%	62%	56%	58%	68%
NET: C2DE	3753	1787	1957	46	247	586	703	731	633	809	-	-	1708	2045	325	154	456	340	336	285	166	386	417	505	302	82
	45%	44%	46%	32%	24%	42%	54%	51%	52%	43%	-	-	100%	100%	46%	46%	49%	50%	46%	47%	41%	49%	38%	44%	42%	32%
NET: DE	2045	907	1130	30	129	272	354	427	350	483	-	-	-	2045	196	93	264	193	148	168	96	220	203	268	148	48
	24%	22%	26%	21%	13%	19%	27%	30%	29%	26%	-	-	-	100%	28%	28%	28%	28%	20%	28%	24%	28%	18%	23%	21%	19%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 68
Social Grade
Base: All respondents

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB			Amount of Advertising Non-PSB				
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	8415	5105	3635	792	1159	1548	4152	313	394	1083	1337	2925	627	1002	4116	213	268	806	2828	214	209
Weighted base	8415	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
A	600 7%	376 7%	307 8%	79 9%	106 9%	113 7%	288 7%	33 10%	48 11%	80 7%	115 8%	234 8%	46 7%	95 9%	317 8%	13 5%	13 5%	85 10%	240 8%	28 12%	14 6%
B	1689 20%	1039 20%	747 20%	129 15%	201 17%	278 17%	889 21%	52 15%	98 22%	226 20%	259 19%	612 20%	112 18%	249 23%	825 20%	67 27%	46 17%	197 23%	570 20%	46 19%	37 17%
C1	2373 28%	1409 27%	960 26%	217 25%	263 22%	401 25%	1155 27%	91 27%	88 19%	269 24%	338 25%	780 26%	156 25%	256 24%	1111 26%	85 34%	92 35%	196 23%	725 25%	62 26%	68 31%
C2	1708 20%	1116 21%	804 22%	220 26%	249 20%	375 23%	882 21%	73 21%	113 25%	235 21%	318 23%	634 21%	136 22%	216 20%	924 22%	40 16%	46 17%	172 20%	640 22%	44 19%	39 18%
D	1076 13%	709 14%	490 13%	120 14%	206 17%	247 15%	538 13%	45 13%	68 15%	158 14%	182 13%	391 13%	90 14%	134 13%	575 14%	29 12%	34 13%	110 13%	383 13%	41 17%	31 14%
E	969 12%	580 11%	421 11%	94 11%	190 16%	206 13%	468 11%	48 14%	36 8%	141 13%	166 12%	346 12%	93 15%	119 11%	459 11%	15 6%	36 14%	98 11%	324 11%	16 7%	30 14%
NET: AB	2289 27%	1415 27%	1053 28%	208 24%	307 25%	391 24%	1177 28%	85 25%	146 32%	306 28%	374 27%	846 28%	158 25%	344 32%	1142 27%	80 32%	58 22%	281 33%	811 28%	74 31%	51 23%
NET: ABC1	4662 55%	2824 54%	2013 54%	426 50%	571 47%	792 49%	2332 55%	176 52%	233 52%	575 52%	712 52%	1626 54%	314 50%	600 56%	2253 54%	165 66%	150 57%	477 56%	1536 53%	136 57%	119 55%
NET: C2DE	3753 45%	2405 46%	1715 46%	434 50%	645 53%	828 51%	1888 45%	166 48%	217 48%	534 48%	666 48%	1371 46%	319 50%	469 44%	1958 46%	84 34%	116 43%	380 44%	1347 47%	101 43%	99 45%
NET: DE	2045 24%	1289 25%	911 24%	214 25%	396 33%	453 28%	1005 24%	93 27%	104 23%	300 27%	348 25%	737 25%	183 29%	253 24%	1033 25%	44 18%	70 26%	208 24%	707 25%	57 24%	60 28%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 69
GO Region
Base: All respondents

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	8415	4189	4199	122	904	1381	1301	1435	1301	1971	2261	2407	1694	2053	720	358	923	655	748	606	406	797	1117	1131	699	255
Weighted base	8415	4106	4287	145	1016	1405	1304	1447	1212	1886	2289	2373	1708	2045	702	335	931	686	735	604	400	792	1110	1151	719	252
Scotland	702	352	345	5	78	113	124	136	99	146	168	209	128	196	702	-	-	-	-	-	-	-	-	-	-	-
	8%	9%	8%	4%	8%	8%	10%	9%	8%	8%	7%	9%	8%	10%	100%	-	-	-	-	-	-	-	-	-	-	-
North East	335	175	160	4	40	58	43	52	59	79	84	96	61	93	-	335	-	-	-	-	-	-	-	-	-	-
	4%	4%	4%	3%	4%	4%	3%	4%	5%	4%	4%	4%	4%	5%	-	100%	-	-	-	-	-	-	-	-	-	-
North West	931	459	472	16	102	153	151	166	150	192	240	235	192	264	-	-	931	-	-	-	-	-	-	-	-	-
	11%	11%	11%	11%	10%	11%	12%	12%	12%	10%	10%	10%	11%	13%	-	-	100%	-	-	-	-	-	-	-	-	-
Yorkshire & Humberside	686	337	349	7	91	118	110	98	126	135	171	175	147	193	-	-	-	686	-	-	-	-	-	-	-	-
	8%	8%	8%	5%	9%	8%	8%	7%	10%	7%	7%	7%	9%	9%	-	-	-	100%	-	-	-	-	-	-	-	-
West Midlands	735	362	369	20	119	145	101	126	86	137	225	173	189	148	-	-	-	-	735	-	-	-	-	-	-	-
	9%	9%	9%	14%	12%	10%	8%	9%	7%	7%	10%	7%	11%	7%	-	-	-	-	100%	-	-	-	-	-	-	-
East Midlands	604	297	305	3	64	117	105	116	71	127	142	177	118	168	-	-	-	-	-	604	-	-	-	-	-	-
	7%	7%	7%	2%	6%	8%	8%	8%	6%	7%	6%	7%	7%	8%	-	-	-	-	-	100%	-	-	-	-	-	-
Wales	400	221	179	7	35	72	51	76	70	88	118	116	69	96	-	-	-	-	-	-	400	-	-	-	-	-
	5%	5%	4%	5%	3%	5%	4%	5%	6%	5%	5%	5%	4%	5%	-	-	-	-	-	-	100%	-	-	-	-	-
Eastern	792	357	432	12	69	102	139	136	114	220	193	213	166	220	-	-	-	-	-	-	-	792	-	-	-	-
	9%	9%	10%	8%	7%	7%	11%	9%	9%	12%	8%	9%	10%	11%	-	-	-	-	-	-	-	100%	-	-	-	-
London	1110	564	544	29	201	197	196	180	123	184	365	329	214	203	-	-	-	-	-	-	-	-	1110	-	-	-
	13%	14%	13%	20%	20%	14%	15%	12%	10%	10%	16%	14%	13%	10%	-	-	-	-	-	-	-	-	100%	-	-	-
South East	1151	527	621	32	119	163	153	188	156	340	308	339	237	268	-	-	-	-	-	-	-	-	-	1151	-	-
	14%	13%	14%	22%	12%	12%	12%	13%	13%	18%	13%	14%	14%	13%	-	-	-	-	-	-	-	-	-	100%	-	-
South West	719	334	382	7	91	128	79	120	95	198	182	235	153	148	-	-	-	-	-	-	-	-	-	-	719	-
	9%	8%	9%	5%	9%	9%	6%	8%	8%	11%	8%	10%	9%	7%	-	-	-	-	-	-	-	-	-	-	100%	-
Northern Ireland	252	123	130	2	7	39	51	51	62	40	95	76	34	48	-	-	-	-	-	-	-	-	-	-	-	252
	3%	3%	3%	1%	1%	3%	4%	4%	5%	2%	4%	3%	2%	2%	-	-	-	-	-	-	-	-	-	-	-	100%

** marked bases are very small (under 100): values suppressed

Amount of Advertising Survey - W1-W4
ONLINE Fieldwork: 28th September to 1st November 2022

Absolutes/col percents

Table 70
GO Region
Base: All respondents

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB			Amount of Advertising Non-PSB				
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	8415	5105	3635	792	1159	1548	4152	313	394	1083	1337	2925	627	1002	4116	213	268	806	2828	214	209
Weighted base	8415	5229	3729	860	1215	1620	4220	342	451	1109	1378	2997	633	1069	4211	249	266	858	2883	237	218
Scotland	702	431	301	73	102	139	341	32	22	94	122	242	55	72	364	15	18	57	245	10	14
	8%	8%	8%	8%	8%	9%	8%	9%	5%	8%	9%	8%	9%	7%	9%	6%	7%	7%	9%	4%	6%
North East	335	214	163	34	64	80	175	12	12	66	79	122	22	32	181	13	9	31	130	12	8
	4%	4%	4%	4%	5%	5%	4%	4%	3%	6%	6%	4%	3%	3%	4%	5%	4%	4%	5%	5%	4%
North West	931	603	425	109	139	211	469	38	61	142	151	331	65	147	475	13	36	124	311	33	19
	11%	12%	11%	13%	11%	13%	11%	11%	14%	13%	11%	11%	10%	14%	11%	5%	13%	14%	11%	14%	9%
Yorkshire & Humberside	686	420	306	61	97	137	333	29	43	85	129	255	59	74	338	25	28	76	214	37	25
	8%	8%	8%	7%	8%	8%	8%	8%	10%	8%	9%	9%	9%	7%	8%	10%	10%	9%	7%	16%	12%
West Midlands	735	447	320	64	84	145	359	28	32	85	140	273	61	75	377	18	10	72	265	19	12
	9%	9%	9%	7%	7%	9%	9%	8%	7%	8%	10%	9%	10%	7%	9%	7%	4%	8%	9%	8%	5%
East Midlands	604	373	267	71	88	105	300	25	37	79	94	217	44	69	317	17	14	54	208	14	16
	7%	7%	7%	8%	7%	7%	7%	7%	8%	7%	7%	7%	7%	6%	8%	7%	5%	6%	7%	6%	7%
Wales	400	276	172	38	58	89	227	21	10	49	57	149	35	42	234	18	13	33	137	12	11
	5%	5%	5%	4%	5%	5%	5%	6%	2%	4%	4%	5%	6%	4%	6%	7%	5%	4%	5%	5%	5%
Eastern	792	478	333	83	115	156	397	28	39	94	125	284	58	99	373	15	33	64	264	19	27
	9%	9%	9%	10%	9%	10%	9%	8%	9%	9%	9%	9%	9%	9%	9%	6%	13%	7%	9%	8%	12%
London	1110	626	498	136	167	209	460	57	86	178	183	367	87	167	455	42	45	129	368	35	36
	13%	12%	13%	16%	14%	13%	11%	17%	19%	16%	13%	12%	14%	16%	11%	17%	17%	15%	13%	15%	16%
South East	1151	718	519	118	174	185	609	39	63	127	159	417	77	159	563	43	28	114	411	28	27
	14%	14%	14%	14%	14%	11%	14%	11%	14%	11%	12%	14%	12%	15%	13%	17%	10%	13%	14%	12%	12%
South West	719	445	284	46	86	106	375	11	23	68	93	226	36	76	380	14	22	63	225	14	14
	9%	9%	8%	5%	7%	7%	9%	3%	5%	6%	7%	8%	6%	7%	9%	6%	8%	7%	8%	6%	6%
Northern Ireland	252	198	140	25	41	58	176	22	22	41	45	115	35	56	154	14	8	42	105	4	9
	3%	4%	4%	3%	3%	4%	4%	7%	5%	4%	3%	4%	6%	5%	4%	6%	3%	5%	4%	2%	4%

** marked bases are very small (under 100): values suppressed