

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	2104	1046	1051	30**	231	335	331	343	322	512	598	607	402	497	192	86**	238	162	193	162	88**	197	248	278	196	64**
Weighted base	2104	1027	1072	31**	259	351	326	362	303	472	572	593	427	511	175	84**	233	171	184	151	100**	198	277	288	180	63**
Any BBC TV channel	1102	588	512		95	140	129	192	191	341	315	330	208	250	86		116	99	74	83		102	119	177	109	
		52%	48%		37%	40%	39%	53%	63%	72%	55%	56%	49%	49%	49%		50%	58%	40%	55%		51%	43%	61%	61%	
ITV/ STV/ UTV	1091	554	536		96	148	117	211	201	302	275	299	223	293	88		128	94	90	80		103	117	155	87	
		52%	50%		37%	42%	36%	58%	66%	64%	48%	50%	52%	57%	50%		55%	55%	49%	53%		52%	42%	54%	48%	
Channel 4	772	411	360		57	122	116	125	141	200	219	238	136	180	64		66	58	60	63		72	98	121	71	
		37%	34%		22%	35%	36%	34%	46%	42%	38%	40%	32%	35%	36%		28%	34%	33%	42%		37%	35%	42%	40%	
Channel 5	448	212	236		24	54	52	76	92	145	107	127	91	123	44		41	34	32	29		46	55	66	41	
		21%	22%		9%	15%	16%	21%	31%	31%	19%	21%	21%	24%	25%		18%	20%	18%	19%		23%	20%	23%	23%	
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	426	293	133		40	73	70	86	57	96	119	126	93	88	36		44	42	32	15		39	72	56	32	
		20%	12%		16%	21%	22%	24%	19%	20%	21%	21%	22%	17%	20%		19%	24%	17%	10%		20%	26%	19%	18%	
Other ITV channel (e.g. ITV2, ITV3, ITVBe)	313	192	122		29	49	43	47	61	81	84	76	60	93	29		30	29	24	24		24	30	48	28	
		15%	11%		11%	14%	13%	13%	20%	17%	15%	13%	14%	18%	16%		13%	17%	13%	16%		12%	11%	17%	16%	
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	295	184	110		15	34	34	53	62	93	72	92	60	70	22		34	29	20	18		26	32	48	23	
		14%	10%		6%	10%	10%	15%	20%	20%	13%	16%	14%	14%	13%		15%	17%	11%	12%		13%	12%	17%	13%	
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	279	148	129		15	35	39	60	60	67	60	81	55	83	21		32	27	22	18		27	31	41	23	
		13%	12%		6%	10%	12%	17%	20%	14%	11%	14%	13%	16%	12%		14%	16%	12%	12%		14%	11%	14%	13%	
Other TV channel that includes commercials	198	127	72		12	29	14	46	36	62	54	51	33	60	23		20	21	11	11		21	24	25	15	
		9%	7%		5%	8%	4%	13%	12%	13%	9%	9%	8%	12%	13%		9%	12%	6%	7%		11%	9%	9%	9%	
Other Channel 5 channel (e.g. 5USA, 5Star)	151	90	61		6	24	25	26	31	38	38	44	38	31	12		19	12	13	12		14	19	12	14	
		7%	6%		2%	7%	8%	7%	10%	8%	7%	7%	9%	6%	7%		8%	7%	7%	8%		7%	7%	4%	8%	
S4C	9	9	-		-	1	-	-	3	3	3	1	4	1	-		-	-	-	-		-	-	-	-	
	*	1%	-		-	*	-	-	1%	1%	1%	*	1%	*	-		-	-	-	-		-	-	-	-	
NET: Any PSB	1294	669	623		123	198	166	232	222	336	342	362	258	332	116		144	103	108	96		126	145	179	108	
		62%	58%		47%	56%	51%	64%	73%	71%	60%	61%	60%	65%	66%		62%	60%	59%	63%		64%	52%	62%	60%	

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

Prepared by Yonder

YONDER

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	2104	1027	1072	31**	259	351	326	362	303	472	572	593	427	511	175	84**	233	171	184	151	100**	198	277	288	180	63**
NET: Any Non-PSB	867	515	350		75	125	122	162	143	234	236	236	173	222	75		97	78	64	59		77	107	125	73	
	41%	50%	33%		29%	35%	38%	45%	47%	50%	41%	40%	40%	43%	43%		42%	46%	35%	39%		39%	39%	44%	41%	
NET: Any BBC TV channel only	188	76	111		29	38	24	28	24	42	69	46	39	34	9		18	19	17	17		15	21	35	18	
	9%	7%	10%		11%	11%	7%	8%	8%	9%	12%	8%	9%	7%	5%		8%	11%	9%	11%		8%	8%	12%	10%	
None of these/ I have not watched any live broadcast programmes on TV in the past seven days	453	195	255		83	89	104	75	38	53	103	141	98	111	37		56	35	42	33		39	81	47	36	
	22%	19%	24%		32%	25%	32%	21%	12%	11%	18%	24%	23%	22%	21%		24%	20%	23%	22%		20%	29%	16%	20%	
Don't know	23	8	15		5	4	4	5	3	4	10	9	2	3	2		1	1	3	*		2	10	2	1	
	1%	1%	1%		2%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%		1%	*	2%	*		1%	3%	1%	1%	

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Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	2104	1266	850	201	277	343	1025	69**	96**	229	296	675	141	246	986	64**	81**	179	646	65**	46**
Weighted base	2104	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
Any BBC TV channel	1102 52%	860 66%	572 66%	135 62%	184 60%	247 70%	720 71%		58 53%	152 65%	202 67%	475 69%	92 67%	167 65%	680 67%			132 65%	428 67%		
ITV/ STV/ UTV	1091 52%	1091 84%	627 72%	192 89%	272 89%	333 94%	862 85%		76 69%	171 73%	225 75%	518 76%	113 82%	235 92%	853 84%			154 75%	472 74%		
Channel 4	772 37%	772 60%	487 56%	129 60%	184 60%	225 64%	677 67%		57 52%	122 52%	176 58%	400 58%	104 76%	164 64%	620 61%			125 61%	364 57%		
Channel 5	448 21%	448 35%	318 37%	93 43%	153 50%	167 47%	382 38%		46 42%	90 38%	114 38%	254 37%	70 51%	126 49%	353 35%			93 46%	227 36%		
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	426 20%	347 27%	426 49%	70 32%	86 28%	128 36%	272 27%		64 58%	129 55%	179 59%	338 49%	68 49%	87 34%	268 27%			101 50%	309 49%		
Other ITV channel (e.g. ITV2, ITV3, ITVBe)	313 15%	296 23%	313 36%	65 30%	97 32%	105 30%	245 24%		47 42%	100 42%	127 42%	256 37%	73 53%	77 30%	237 24%			94 46%	247 39%		
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	295 14%	267 21%	295 34%	52 24%	78 25%	100 28%	223 22%		42 38%	92 39%	128 42%	266 39%	71 51%	71 28%	207 21%			85 41%	225 35%		
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	279 13%	258 20%	279 32%	64 29%	79 26%	98 28%	217 21%		27 25%	82 35%	113 37%	241 35%	72 52%	66 26%	208 21%			65 32%	215 34%		
Other TV channel that includes commercials	198 9%	162 13%	198 23%	30 14%	45 15%	62 18%	125 12%		35 32%	75 32%	94 31%	170 25%	49 35%	33 13%	133 13%			52 25%	152 24%		
Other Channel 5 channel (e.g. 5USA, 5Star)	151 7%	143 11%	151 17%	34 16%	47 15%	66 19%	108 11%		30 27%	45 19%	75 25%	125 18%	45 33%	44 17%	113 11%			46 22%	125 20%		
S4C	9 *	9 1%	6 1%	2 1%	3 1%	6 2%	8 1%		1 *	1 *	3 1%	6 1%	1 1%	1 *	8 1%			4 2%	4 1%		
NET: Any PSB	1294 62%	1294 100%	721 83%	216 100%	306 100%	355 100%	1014 100%		96 87%	195 83%	260 86%	578 84%	124 90%	256 100%	1010 100%			184 90%	536 84%		

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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	2104	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
NET: Any Non-PSB	867	721	867	137	190	240	580		110	235	301	684	138	172	565			204	637		
	41%	56%	100%	63%	62%	68%	57%		100%	100%	100%	100%	100%	67%	56%			100%	100%		
NET: Any BBC TV channel only	188	-	-	-	-	-	-		-	-	-	-	-	-	-			-	-		
	9%																				
None of these/ I have not watched any live broadcast programmes on TV in the past seven days	453	-	-	-	-	-	-		-	-	-	-	-	-	-			-	-		
	22%																				
Don't know	23	-	-	-	-	-	-		-	-	-	-	-	-	-			-	-		
	1%																				

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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	1054	768	443	8**	305	288	153	299	400	192	1266	850	1420
Weighted base	1091	772	448	9**	313	279	151	295	426	198	1294	867	1440
6am-10am	163 15%	55 7%	33 7%		21 7%	14 5%	13 8%	20 7%	46 11%	23 11%	216 17%	110 13%	285 20%
10am -4pm	199 18%	82 11%	77 17%		52 17%	40 14%	23 15%	47 16%	92 22%	50 25%	306 24%	235 27%	449 31%
4pm-6pm	252 23%	114 15%	76 17%		73 23%	63 23%	34 22%	60 20%	144 34%	57 29%	355 27%	301 35%	541 38%
6pm-11pm	763 70%	608 79%	305 68%		209 67%	213 76%	95 63%	236 80%	306 72%	151 76%	1014 78%	684 79%	1201 83%
11pm-6am	40 4%	38 5%	30 7%		38 12%	41 15%	20 13%	48 16%	53 13%	35 18%	77 6%	138 16%	174 12%

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ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1054	538	514	14**	75**	129	112	190	208	326	276	297	211	270	98**	42**	119	78**	96**	86**	48**	102	110	142	88**	45**
Weighted base	1091	554	536	16**	96**	148	117	211	201	302	275	299	223	293	88**	46**	128	94**	90**	80**	56**	103	117	155	87**	49**
6am-10am	163 15%	73 13%	88 17%			34 23%	20 17%	38 18%	25 12%	25 8%	39 14%	36 12%	38 17%	49 17%								15 15%	18 15%	23 15%		
10am -4pm	199 18%	75 14%	124 23%			41 28%	33 28%	43 20%	22 11%	41 13%	41 15%	55 18%	27 12%	76 26%								22 21%	28 24%	37 24%		
4pm-6pm	252 23%	144 26%	108 20%			26 18%	36 30%	58 28%	37 19%	68 22%	45 16%	81 27%	65 29%	61 21%								29 28%	28 24%	33 21%		
6pm-11pm	763 70%	397 72%	366 68%			76 51%	73 62%	145 69%	152 76%	250 83%	201 73%	223 75%	152 68%	187 64%								67 65%	76 65%	104 67%		
11pm-6am	40 4%	24 4%	16 3%			7 5%	10 8%	5 3%	9 5%	6 2%	14 5%	13 4%	4 2%	10 3%								4 4%	4 3%	5 3%		

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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	1054	1054	595	178	245	323	863	61**	64**	162	213	492	114	224	820	56**	62**	136	458	36**	32**
Weighted base	1091	1091	627	192	272	333	862	69**	76**	171	225	518	113	235	853	67**	56**	154	472	40**	37**
6am-10am	163 15%	163 15%	100 16%	163 85%	56 21%	42 13%	88 10%			37 22%	45 20%	80 17%	20 20%	48 20%	123 14%			39 25%	72 15%		
10am -4pm	199 18%	199 18%	109 17%	54 28%	199 73%	70 21%	100 12%			56 33%	48 21%	74 14%	21 18%	45 19%	155 18%			33 22%	78 17%		
4pm-6pm	252 23%	252 23%	168 27%	41 21%	70 26%	252 76%	173 20%			58 34%	80 36%	145 28%	36 32%	50 21%	208 24%			38 25%	130 28%		
6pm-11pm	763 70%	763 70%	442 70%	75 39%	118 44%	172 52%	763 89%			99 58%	151 67%	386 75%	78 69%	160 68%	594 70%			98 64%	337 71%		
11pm-6am	40 4%	40 4%	29 5%	7 4%	16 6%	20 6%	31 4%			7 4%	15 7%	26 5%	23 21%	15 6%	34 4%			10 7%	23 5%		

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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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	768	416	351	10**	52**	113	105	122	151	215	223	245	126	174	74**	34**	67**	53**	63**	67**	29**	73**	87**	114	77**	30**
Weighted base	772	411	360	11**	57**	122	116	125	141	200	219	238	136	180	64**	32**	66**	58**	60**	63**	35**	72**	98**	121	71**	32**
6am-10am	55 7%	41 10%	14 4%			15 13%	15 13%	14 11%	8 6%	2 1%	14 6%	17 7%	10 8%	13 7%											11 9%	
10am -4pm	82 11%	53 13%	29 8%			22 18%	12 10%	8 6%	7 5%	14 7%	21 9%	19 8%	18 13%	24 13%											14 12%	
4pm-6pm	114 15%	61 15%	52 15%			26 21%	22 19%	9 7%	16 11%	27 14%	21 10%	48 20%	23 17%	23 13%											12 10%	
6pm-11pm	608 79%	317 77%	289 80%			73 60%	89 77%	106 85%	119 84%	174 87%	184 84%	187 78%	100 74%	138 76%											100 83%	
11pm-6am	38 5%	23 5%	16 4%			8 6%	9 8%	6 5%	7 5%	3 2%	9 4%	15 6%	5 4%	9 5%											7 6%	

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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	768	768	479	123	177	226	683	61**	56**	127	172	394	107	158	621	45**	44**	108	371	43**	24**
Weighted base	772	772	487	129	184	225	677	67**	57**	122	176	400	104	164	620	52**	46**	125	364	45**	25**
6am-10am	55 7%	55 7%	40 8%	55 42%	18 10%	16 7%	32 5%			20 16%	21 12%	27 7%	11 10%	20 12%	46 7%			18 14%	28 8%		
10am-4pm	82 11%	82 11%	61 12%	19 15%	82 45%	38 17%	42 6%			29 24%	27 16%	41 10%	27 26%	20 12%	77 12%			18 15%	49 13%		
4pm-6pm	114 15%	114 15%	84 17%	22 17%	45 25%	114 51%	84 12%			27 22%	52 30%	67 17%	22 21%	36 22%	86 14%			29 23%	65 18%		
6pm-11pm	608 79%	608 79%	371 76%	73 57%	94 51%	133 59%	608 90%			81 67%	123 70%	331 83%	71 68%	120 73%	484 78%			85 68%	277 76%		
11pm-6am	38 5%	38 5%	29 6%	8 6%	13 7%	18 8%	28 4%			10 8%	18 10%	24 6%	25 24%	17 10%	30 5%			16 13%	26 7%		

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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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	443	217	226	4**	23**	43**	44**	69**	98**	162	111	126	85**	121	48**	22**	41**	27**	34**	33**	18**	47**	47**	62**	45**	19**
Weighted base	448	212	236	5**	24**	54**	52**	76**	92**	145	107	127	91**	123	44**	21**	41**	34**	32**	29**	19**	46**	55**	66**	41**	19**
6am-10am	33 7%	22 10%	11 5%							7 5%	3 3%	7 6%		12 9%												
10am -4pm	77 17%	33 16%	44 19%							19 13%	16 15%	20 16%		25 20%												
4pm-6pm	76 17%	35 16%	42 18%							20 13%	14 13%	18 14%		28 23%												
6pm-11pm	305 68%	150 71%	155 66%							113 78%	75 70%	94 74%		78 63%												
11pm-6am	30 7%	10 5%	19 8%							5 3%	7 7%	8 6%		9 7%												

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	443	443	309	83**	145	165	385	43**	38**	92**	113	247	70**	120	352	29**	15**	82**	229	25**	15**
Weighted base	448	448	318	93**	153	167	382	48**	46**	90**	114	254	70**	126	353	32**	12**	93**	227	26**	16**
6am-10am	33 7%	33 7%	23 7%	20 13%	14 8%	19 5%					10 9%	14 6%		16 12%	18 5%			13 6%			
10am -4pm	77 17%	77 17%	55 17%	77 50%	26 15%	47 12%					28 24%	34 13%		24 19%	62 18%			45 20%			
4pm-6pm	76 17%	76 17%	52 16%	35 23%	76 46%	52 14%					30 27%	40 16%		27 22%	58 16%			38 17%			
6pm-11pm	305 68%	305 68%	221 69%	57 37%	90 54%	305 80%					71 62%	191 75%		76 61%	241 68%			151 66%			
11pm-6am	30 7%	30 7%	21 7%	13 9%	14 8%	22 6%					9 8%	14 6%		9 7%	25 7%			17 7%			

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	8**	8**	-**	1**	-**	1**	-**	-**	2**	4**	3**	1**	3**	1**	-**	-**	-**	-**	-**	8**	-**	-**	-**
Weighted base	9**	9**	-**	2**	-**	1**	-**	-**	3**	3**	3**	1**	4**	1**	-**	-**	-**	-**	-**	9**	-**	-**	-**

6am-10am

10am -4pm

4pm-6pm

6pm-11pm

11pm-6am

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	8**	8**	5**	3**	2**	6**	7**	-**	1**	1**	3**	5**	1**	2**	6**	2**	-**	3**	3**	-**	-**
Weighted base	9**	9**	6**	2**	3**	6**	8**	-**	1**	1**	3**	6**	1**	1**	8**	2**	-**	4**	4**	-**	-**

6am-10am

10am -4pm

4pm-6pm

6pm-11pm

11pm-6am

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	305	187	118	2**	22**	42**	37**	52**	59**	91**	84**	74**	58**	89**	29**	17**	27**	25**	23**	26**	15**	27**	28**	43**	30**	15**
Weighted base	313	192	122	3**	29**	49**	43**	47**	61**	81**	84**	76**	60**	93**	29**	18**	30**	29**	24**	24**	15**	24**	30**	48**	28**	16**
6am-10am	21 7%	14 7%	7 6%																							
10am -4pm	52 17%	33 17%	19 16%																							
4pm-6pm	73 23%	44 23%	29 24%																							
6pm-11pm	209 67%	124 65%	85 70%																							
11pm-6am	38 12%	22 11%	16 13%																							

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	305	283	305	60**	89**	101	243	29**	42**	101	122	254	76**	67**	231	19**	9**	77**	246	28**	11**
Weighted base	313	296	313	65**	97**	105	245	31**	47**	100**	127	256	73**	77**	237	23**	7**	94**	247	33**	9**
6am-10am	21 7%	19 6%	21 7%				8 4%	10			8 7%	11 4%			17 7%				14 6%		
10am-4pm	52 17%	49 17%	52 17%				20 15%	38			22 17%	29 11%			37 16%				43 18%		
4pm-6pm	73 23%	70 23%	73 23%				34 21%	53			73 57%	49 19%			48 20%				50 20%		
6pm-11pm	209 67%	196 66%	209 67%				73 69%	182 74%			66 52%	209 82%			158 67%				163 66%		
11pm-6am	38 12%	38 13%	38 12%				19 18%	32 13%			22 18%	30 12%			32 13%				31 13%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	288	158	129	1**	14**	36**	40**	54**	64**	79**	64**	82**	55**	87**	27**	17**	32**	21**	24**	21**	8**	28**	30**	42**	27**	11**
Weighted base	279	148	129	2**	15**	35**	39**	60**	60**	67**	60**	81**	55**	83**	21**	18**	32**	27**	22**	18**	7**	27**	31**	41**	23**	12**
6am-10am	14	4	10																							
	5%	2%	8%																							
10am -4pm	40	17	23																							
	14%	11%	18%																							
4pm-6pm	63	31	31																							
	23%	21%	24%																							
6pm-11pm	213	118	95																							
	76%	79%	74%																							
11pm-6am	41	23	18																							
	15%	15%	14%																							

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	288	266	288	61**	79**	97**	229	29**	26**	82**	114	252	72**	64**	214	15**	10**	63**	226	32**	13**
Weighted base	279	258	279	64**	79**	98**	217	34**	27**	82**	113	241	72**	66**	208	16**	10**	65**	215	34**	12**
6am-10am	14 5%	13 5%	14 5%				5 2%				5 5%	5 2%			7 4%				9 4%		
10am-4pm	40 14%	35 13%	40 14%				20 9%				20 18%	24 10%			26 12%				27 13%		
4pm-6pm	63 23%	57 22%	63 23%				51 24%				63 56%	49 20%			48 23%				51 24%		
6pm-11pm	213 76%	197 76%	213 76%				181 83%				78 69%	213 88%			159 76%				169 79%		
11pm-6am	41 15%	41 16%	41 15%				37 17%				23 20%	35 14%			36 17%				34 16%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	
Unweighted base	153	93**	60**	1**	5**	19**	23**	23**	33**	49**	37**	41**	37**	38**	12**	8**	18**	13**	14**	14**	8**	15**	18**	12**	13**	8**	
Weighted base	151	90**	61**	2**	6**	24**	25**	26**	31**	38**	38**	44**	38**	31**	12**	7**	19**	12**	13**	12**	8**	14**	19**	12**	14**	9**	
6am-10am	13																										8%
10am -4pm	23																										15%
4pm-6pm	34																										22%
6pm-11pm	95																										63%
11pm-6am	20																										13%

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	153	145	153	34**	44**	61**	116	18**	23**	49**	73**	130	44**	42**	113	5**	3**	43**	125	15**	4**
Weighted base	151	143	151	34**	47**	66**	108	19**	30**	45**	75**	125	45**	44**	113	4**	2**	46**	125	17**	3**
6am-10am	13 8%	11 8%	13 8%				3 2%					4 3%			7 7%				12 10%		
10am-4pm	23 15%	22 16%	23 15%				10 10%					11 9%			18 16%				19 15%		
4pm-6pm	34 22%	31 22%	34 22%				29 27%					29 23%			27 24%				30 24%		
6pm-11pm	95 63%	90 63%	95 63%				80 74%					95 76%			67 59%				72 58%		
11pm-6am	20 13%	19 13%	20 13%				15 14%					19 15%			15 13%				14 12%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	299	188	111	1**	14**	33**	30**	51**	64**	106	81**	84**	59**	75**	23**	15**	31**	26**	23**	23**	13**	30**	31**	48**	26**	10**
Weighted base	295	184	110	2**	15**	34**	34**	53**	62**	93**	72**	92**	60**	70**	22**	14**	34**	29**	20**	18**	15**	26**	32**	48**	23**	12**
6am-10am	20 7%	14 8%	6 6%																							
10am -4pm	47 16%	33 18%	14 12%																							
4pm-6pm	60 20%	40 22%	20 18%																							
6pm-11pm	236 80%	146 79%	90 82%																							
11pm-6am	48 16%	35 19%	13 12%																							

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	299	262	299	45**	71**	91**	227	21**	42**	96**	121	269	71**	63**	206	11**	13**	82**	230	21**	11**
Weighted base	295	267	295	52**	78**	100**	223	25**	42**	92**	128	266	71**	71**	207	16**	13**	85**	225	23**	12**
6am-10am	20 7%	19 7%	20 7%				9 4%				10 8%	11 4%			15 7%				15 7%		
10am-4pm	47 16%	44 16%	47 16%				28 12%				28 22%	31 12%			36 17%				36 16%		
4pm-6pm	60 20%	53 20%	60 20%				43 19%				60 47%	52 20%			40 19%				45 20%		
6pm-11pm	236 80%	213 80%	236 80%				191 86%				99 78%	236 89%			166 80%				182 81%		
11pm-6am	48 16%	44 16%	48 16%				41 18%				24 19%	45 17%			40 19%				43 19%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	400	276	123	4**	42**	72**	61**	71**	57**	93**	126	115	79**	80**	32**	22**	42**	36**	33**	19**	17**	34**	64**	48**	36**	17**
Weighted base	426	293	133	4**	40**	73**	70**	86**	57**	96**	119	126	93**	88**	36**	21**	44**	42**	32**	15**	19**	39**	72**	56**	32**	20**
6am-10am	46	33	12								12	10														
	11%	11%	9%								10%	8%														
10am -4pm	92	71	21								27	26														
	22%	24%	16%								23%	21%														
4pm-6pm	144	110	34								36	40														
	34%	38%	25%								30%	32%														
6pm-11pm	306	207	98								86	104														
	72%	71%	74%								72%	83%														
11pm-6am	53	38	16								10	16														
	13%	13%	12%								8%	13%														

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	400	319	400	69**	78**	119	256	23**	59**	122	171	321	67**	74**	250	19**	15**	88**	302	36**	29**
Weighted base	426	347	426	70**	86**	128	272	25**	64**	129	179	338	68**	87**	268	21**	20**	101	309	37**	38**
6am-10am	46 11%	39 11%	46 11%			14 11%	27 10%			21 17%	26 14%	27 8%		33 13%			13 13%	36 12%			
10am-4pm	92 22%	71 20%	92 22%			33 26%	48 18%			92 71%	58 33%	55 16%		59 22%			25 25%	72 23%			
4pm-6pm	144 34%	120 35%	144 34%			59 46%	92 34%			67 52%	144 81%	108 32%		94 35%			37 36%	109 35%			
6pm-11pm	306 72%	253 73%	306 72%			103 80%	216 79%			64 49%	110 62%	306 90%		195 73%			64 63%	225 73%			
11pm-6am	53 13%	50 14%	53 13%			26 21%	42 16%			24 18%	31 18%	41 12%		39 15%			20 20%	38 12%			

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	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 Ire-land
Unweighted base	192	123	69**	9**	29**	15**	36**	36**	67**	58**	48**	33**	53**	22**	11**	16**	21**	10**	12**	10**	23**	23**	20**	17**	7**
Weighted base	198	127	72**	12**	29**	14**	46**	36**	62**	54**	51**	33**	60**	23**	9**	20**	21**	11**	11**	10**	21**	24**	25**	15**	9**
6am-10am	23	9																							
	11%	7%																							
10am -4pm	50	27																							
	25%	22%																							
4pm-6pm	57	34																							
	29%	27%																							
6pm-11pm	151	103																							
	76%	81%																							
11pm-6am	35	23																							
	18%	18%																							

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	192	156	192	30**	45**	59**	128	13**	34**	75**	90**	164	51**	32**	127	9**	7**	47**	151	17**	9**
Weighted base	198	162	198	30**	45**	62**	125	15**	35**	75**	94**	170	49**	33**	133	11**	9**	52**	152	19**	13**
6am-10am	23 11%	20 12%	23 11%				10 8%					19 11%			19 14%				18 12%		
10am -4pm	50 25%	40 25%	50 25%				25 20%					36 21%			34 26%				43 28%		
4pm-6pm	57 29%	50 31%	57 29%				33 26%					49 29%			41 31%				45 30%		
6pm-11pm	151 76%	122 75%	151 76%				102 82%					151 89%			102 77%				115 76%		
11pm-6am	35 18%	28 17%	35 18%				26 20%					30 18%			23 17%				24 16%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	1266	656	608	15**	104	175	157	218	232	365	345	368	244	309	126	49**	138	88**	115	105	59**	124	134	171	109	48**
Weighted base	1294	669	623	16**	123	198	166	232	222	336	342	362	258	332	116	50**	144	103	108	96**	67**	126	145	179	108	52**
6am-10am	216 17%	109 16%	106 17%		21 17%	49 25%	37 22%	49 21%	30 13%	31 9%	49 14%	51 14%	51 20%	64 19%	18 16%		27 19%	17 16%	14 13%			16 13%	33 23%	31 17%	14 13%	
10am -4pm	306 24%	134 20%	172 28%		35 28%	64 32%	49 30%	54 23%	37 17%	64 19%	68 20%	76 21%	51 20%	111 33%	26 22%		25 17%	29 28%	22 20%			28 22%	36 25%	52 29%	27 25%	
4pm-6pm	355 27%	195 29%	159 26%		35 28%	52 26%	50 30%	67 29%	49 22%	97 29%	65 19%	116 32%	84 32%	90 27%	38 33%		43 29%	22 21%	27 25%			40 32%	47 32%	44 25%	20 18%	
6pm-11pm	1014 78%	531 79%	481 77%		74 61%	119 60%	130 78%	188 81%	188 85%	301 89%	279 82%	295 81%	200 78%	239 72%	88 76%		100 70%	76 74%	91 84%			98 78%	109 75%	150 84%	90 84%	
11pm-6am	77 6%	42 6%	35 6%		8 6%	17 9%	17 10%	11 5%	13 6%	11 3%	20 6%	24 7%	13 5%	21 6%	8 7%		5 4%	10 9%	7 6%			8 6%	12 8%	10 6%	3 2%	

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	1266	1266	696	201	277	343	1025	69**	80**	185	248	562	127	246	986	64**	81**	160	532	50**	36**
Weighted base	1294	1294	721	216	306	355	1014	77**	96**	195	260	578	124	256	1010	73**	78**	184	536	53**	40**
6am-10am	216	216	137	216	81	61	118			55	65	103	28	68	165			54	96		
	17%	17%	19%	100%	27%	17%	12%			28%	25%	18%	23%	26%	16%			29%	18%		
10am -4pm	306	306	190	81	306	110	167			93	83	125	51	69	251			54	143		
	24%	24%	26%	38%	100%	31%	16%			48%	32%	22%	41%	27%	25%			29%	27%		
4pm-6pm	355	355	240	61	110	355	240			80	115	199	59	87	286			65	190		
	27%	27%	33%	28%	36%	100%	24%			41%	44%	34%	47%	34%	28%			35%	35%		
6pm-11pm	1014	1014	580	118	167	240	1014			128	201	496	107	201	787			136	434		
	78%	78%	80%	54%	54%	68%	100%			66%	78%	86%	87%	78%	78%			74%	81%		
11pm-6am	77	77	52	19	31	35	59			17	30	42	41	25	65			19	45		
	6%	6%	7%	9%	10%	10%	6%			9%	11%	7%	33%	10%	6%			10%	8%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	850	509	339	5**	72**	116	112	144	153	248	244	230	159	217	78**	42**	89**	65**	69**	67**	38**	76**	103	117	76**	30**
Weighted base	867	515	350	6**	75**	125	122	162	143	234	236	236	173	222	75**	41**	97**	78**	64**	59**	37**	77**	107	125	73**	33**
6am-10am	110 13%	64 12%	46 13%			28 23%	18 15%	19 12%	17 12%	16 7%	29 12%	24 10%	34 20%	24 11%									22 20%	18 14%		
10am -4pm	235 27%	150 29%	85 24%			39 31%	31 26%	42 26%	40 28%	55 24%	58 24%	66 28%	46 27%	65 29%									43 40%	35 28%		
4pm-6pm	301 35%	198 38%	102 29%			37 30%	42 34%	59 36%	53 37%	73 31%	72 30%	83 35%	69 40%	78 35%									34 32%	34 27%		
6pm-11pm	684 79%	414 80%	270 77%			97 78%	94 77%	142 87%	111 78%	187 80%	187 79%	195 83%	134 78%	167 75%									74 69%	92 74%		
11pm-6am	138 16%	85 17%	52 15%			19 15%	23 19%	30 19%	28 19%	29 13%	28 12%	42 18%	27 16%	40 18%									23 21%	24 19%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	850	696	850	123	173	229	577	47**	96**	229	296	675	141	153	556	38**	27**	179	646	65**	46**
Weighted base	867	721	867	137	190	240	580	52**	110	235	301	684	138	172	565	46**	28**	204	637	68**	53**
6am-10am	110 13%	96 13%	110 13%	41 30%	50 26%	35 14%	51 9%		110 100%	56 24%	48 16%	59 9%	21 15%	31 18%	76 14%			36 18%	84 13%		
10am-4pm	235 27%	195 27%	235 27%	55 40%	93 49%	80 33%	128 22%		56 51%	235 100%	129 43%	137 20%	45 32%	58 34%	153 27%			65 32%	176 28%		
4pm-6pm	301 35%	260 36%	301 35%	65 48%	83 44%	115 48%	201 35%		48 43%	129 55%	301 100%	223 33%	62 45%	71 41%	203 36%			84 41%	227 36%		
6pm-11pm	684 79%	578 80%	684 79%	103 75%	125 66%	199 83%	496 86%		59 53%	137 58%	223 74%	684 100%	108 78%	121 70%	464 82%			145 71%	520 82%		
11pm-6am	138 16%	124 17%	138 16%	28 20%	51 27%	59 24%	107 18%		21 19%	45 19%	62 21%	108 16%	138 100%	37 21%	104 18%			48 23%	103 16%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	1420	749	669	15**	127	199	185	241	251	402	401	406	271	342	138	58**	150	103	127	112	64**	140	158	196	125	49**
Weighted base	1440	748	690	16**	142	220	195	254	239	373	390	398	288	363	128	58**	158	117	121	100	72**	141	166	203	124	53**
6am-10am	285	153	131		32	59	46	60	44	44	68	68	70	79	19		30	26	16	28		24	45	42	24	
	20%	20%	19%		22%	27%	24%	23%	18%	12%	18%	17%	24%	22%	15%		19%	22%	14%	28%		17%	27%	21%	19%	
10am -4pm	449	235	214		52	80	64	82	64	103	107	117	80	145	36		46	38	31	25		43	61	71	39	
	31%	31%	31%		37%	36%	33%	32%	27%	28%	27%	29%	28%	40%	28%		29%	32%	25%	25%		31%	37%	35%	32%	
4pm-6pm	541	312	227		56	77	78	102	84	139	120	159	121	141	52		62	46	45	28		57	66	64	37	
	38%	42%	33%		40%	35%	40%	40%	35%	37%	31%	40%	42%	39%	41%		39%	40%	37%	27%		40%	40%	32%	30%	
6pm-11pm	1201	640	560		97	166	159	219	208	338	323	345	243	292	109		119	95	104	91		117	129	172	108	
	83%	86%	81%		69%	75%	82%	86%	87%	91%	83%	87%	84%	80%	86%		76%	82%	86%	91%		83%	78%	84%	87%	
11pm-6am	174	104	70		13	34	29	33	30	35	39	50	34	51	19		9	15	16	12		17	27	28	8	
	12%	14%	10%		9%	15%	15%	13%	13%	9%	10%	13%	12%	14%	15%		6%	13%	14%	12%		12%	16%	14%	6%	

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	1420	1266	850	201	277	343	1025	69**	96**	229	296	675	141	246	986	64**	81**	179	646	65**	46**
Weighted base	1440	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
6am-10am	285 20%	271 21%	206 24%	216 100%	110 36%	78 22%	150 15%		110 100%	88 38%	93 31%	136 20%	38 28%	77 30%	215 21%			68 33%	155 24%		
10am-4pm	449 31%	408 32%	332 38%	108 50%	306 100%	146 41%	249 25%		69 62%	235 100%	160 53%	213 31%	70 51%	93 36%	335 33%			87 42%	251 39%		
4pm-6pm	541 38%	499 39%	426 49%	102 47%	154 50%	355 100%	354 35%		63 58%	156 66%	301 100%	329 48%	87 64%	122 48%	395 39%			112 55%	324 51%		
6pm-11pm	1201 83%	1095 85%	768 89%	146 67%	197 64%	291 82%	1014 100%		71 64%	172 73%	264 88%	684 100%	129 93%	216 84%	856 85%			170 83%	577 91%		
11pm-6am	174 12%	160 12%	149 17%	38 18%	64 21%	71 20%	130 13%		23 21%	47 20%	68 22%	117 17%	138 100%	47 18%	132 13%			50 25%	112 18%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	1054	768	443	8**	305	288	153	299	400	192	1266	850	1420
Weighted base	1091	772	448	9**	313	279	151	295	426	198	1294	867	1440
More than usual	203 19%	98 13%	81 18%		61 19%	43 15%	29 19%	69 23%	76 18%	36 18%	256 20%	204 24%	343 24%
Same as usual/No change	782 72%	576 75%	306 68%		222 71%	192 69%	110 73%	194 66%	282 66%	133 67%	1010 78%	637 73%	1154 80%
Less than usual	48 4%	34 4%	25 6%		16 5%	20 7%	6 4%	13 5%	26 6%	12 6%	73 6%	68 8%	122 8%
Don't know	58 5%	64 8%	35 8%		14 5%	24 9%	6 4%	19 6%	43 10%	18 9%	78 6%	53 6%	88 6%

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1054	538	514	14**	75**	129	112	190	208	326	276	297	211	270	98**	42**	119	78**	96**	86**	48**	102	110	142	88**	45**
Weighted base	1091	554	536	16**	96**	148	117	211	201	302	275	299	223	293	88**	46**	128	94**	90**	80**	56**	103	117	155	87**	49**
More than usual	203 19%	95 17%	108 20%			24 16%	20 17%	37 17%	29 15%	77 25%	61 22%	55 18%	34 15%	53 18%			30 24%					16 16%	33 28%	28 18%		
Same as usual/No change	782 72%	403 73%	378 70%			110 75%	89 76%	155 73%	153 76%	194 64%	185 67%	206 69%	178 80%	212 72%			88 69%					74 72%	70 60%	111 72%		
Less than usual	48 4%	30 5%	19 4%			6 4%	4 4%	11 5%	9 4%	12 4%	15 5%	16 5%	3 1%	15 5%			2 1%					9 9%	6 5%	9 6%		
Don't know	58 5%	27 5%	31 6%			8 5%	4 3%	9 4%	10 5%	19 6%	15 5%	22 7%	8 3%	14 5%			7 6%					4 4%	8 7%	7 4%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	1054	1054	595	178	245	323	863	61**	64**	162	213	492	114	224	820	56**	62**	136	458	36**	32**
Weighted base	1091	1091	627	192	272	333	862	69**	76**	171	225	518	113	235	853	67**	56**	154	472	40**	37**
More than usual	203 19%	203 19%	129 21%	55 29%	53 19%	70 21%	159 18%			50 30%	52 23%	94 18%	28 25%	203 86%	59 7%			87 56%	58 12%		
Same as usual/No change	782 72%	782 72%	441 70%	127 66%	196 72%	242 73%	615 71%			105 61%	153 68%	375 72%	78 69%	32 14%	782 92%			60 39%	396 84%		
Less than usual	48 4%	48 4%	29 5%	2 1%	11 4%	8 2%	42 5%			3 2%	9 4%	28 5%	3 3%	- -	11 1%			6 4%	16 3%		
Don't know	58 5%	58 5%	27 4%	7 4%	12 4%	14 4%	46 5%			12 7%	11 5%	21 4%	4 3%	* *	1 *			2 1%	2 *		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	768	416	351	10**	52**	113	105	122	151	215	223	245	126	174	74**	34**	67**	53**	63**	67**	29**	73**	87**	114	77**	30**
Weighted base	772	411	360	11**	57**	122	116	125	141	200	219	238	136	180	64**	32**	66**	58**	60**	63**	35**	72**	98**	121	71**	32**
More than usual	98 13%	49 12%	49 14%			6 5%	16 14%	10 8%	20 14%	34 17%	18 8%	39 16%	20 15%	22 12%											16 13%	
Same as usual/No change	576 75%	317 77%	258 71%			102 84%	89 76%	98 79%	101 72%	138 69%	172 78%	161 68%	103 76%	140 78%											88 73%	
Less than usual	34 4%	17 4%	17 5%			2 2%	8 7%	10 8%	8 5%	2 1%	10 4%	16 7%	1 *	8 4%											7 6%	
Don't know	64 8%	28 7%	36 10%			12 10%	4 3%	6 5%	12 8%	27 13%	20 9%	21 9%	12 9%	11 6%											10 8%	

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	768	768	479	123	177	226	683	61**	56**	127	172	394	107	158	621	45**	44**	108	371	43**	24**
Weighted base	772	772	487	129	184	225	677	67**	57**	122	176	400	104	164	620	52**	46**	125	364	45**	25**
More than usual	98	98	73	22	23	34	90			16	38	55	14	98	21			54	31		
	13%	13%	15%	17%	13%	15%	13%			13%	22%	14%	13%	60%	3%			44%	8%		
Same as usual/No change	576	576	363	98	148	165	500			98	122	300	82	59	576			68	317		
	75%	75%	74%	76%	81%	73%	74%			81%	70%	75%	78%	36%	93%			55%	87%		
Less than usual	34	34	24	2	7	10	31			-	6	19	2	-	10			-	10		
	4%	4%	5%	1%	4%	5%	5%			-	3%	5%	2%	-	2%			-	3%		
Don't know	64	64	27	7	5	17	57			7	10	25	7	7	13			2	6		
	8%	8%	6%	5%	3%	7%	8%			6%	5%	6%	6%	4%	2%			2%	2%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	443	217	226	4**	23**	43**	44**	69**	98**	162	111	126	85**	121	48**	22**	41**	27**	34**	33**	18**	47**	47**	62**	45**	19**
Weighted base	448	212	236	5**	24**	54**	52**	76**	92**	145	107	127	91**	123	44**	21**	41**	34**	32**	29**	19**	46**	55**	66**	41**	19**
More than usual	81 18%	42 20%	39 17%							29 20%	10 10%	23 18%		27 22%												
Same as usual/No change	306 68%	149 70%	157 66%							90 62%	81 76%	88 69%		83 68%												
Less than usual	25 6%	11 5%	14 6%							6 4%	8 8%	9 7%		6 5%												
Don't know	35 8%	10 5%	26 11%							20 14%	7 7%	7 6%		7 5%												

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	443	443	309	83**	145	165	385	43**	38**	92**	113	247	70**	120	352	29**	15**	82**	229	25**	15**
Weighted base	448	448	318	93**	153	167	382	48**	46**	90**	114	254	70**	126	353	32**	12**	93**	227	26**	16**
More than usual	81	81	62		28	32	68				26	44		81	23				21		
	18%	18%	20%		18%	19%	18%				23%	17%		65%	7%				9%		
Same as usual/No change	306	306	215		107	117	259				81	172		32	306				196		
	68%	68%	68%		70%	70%	68%				71%	68%		25%	87%				87%		
Less than usual	25	25	17		11	5	21				3	14		2	11				6		
	6%	6%	5%		7%	3%	5%				3%	6%		2%	3%				2%		
Don't know	35	35	24		6	13	34				4	24		11	12				4		
	8%	8%	8%		4%	8%	9%				3%	9%		9%	4%				2%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	8**	8**	-**	1**	-**	1**	-**	-**	2**	4**	3**	1**	3**	1**	-**	-**	-**	-**	-**	8**	-**	-**	-**
Weighted base	9**	9**	-**	2**	-**	1**	-**	-**	3**	3**	3**	1**	4**	1**	-**	-**	-**	-**	-**	9**	-**	-**	-**

More than usual

Same as usual/No change

Less than usual

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	8**	8**	5**	3**	2**	6**	7**	-**	1**	1**	3**	5**	1**	2**	6**	2**	-**	3**	3**	-**	-**
Weighted base	9**	9**	6**	2**	3**	6**	8**	-**	1**	1**	3**	6**	1**	1**	8**	2**	-**	4**	4**	-**	-**

More than usual

Same as usual/No change

Less than usual

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	305	187	118	2**	22**	42**	37**	52**	59**	91**	84**	74**	58**	89**	29**	17**	27**	25**	23**	26**	15**	27**	28**	43**	30**	15**
Weighted base	313	192	122	3**	29**	49**	43**	47**	61**	81**	84**	76**	60**	93**	29**	18**	30**	29**	24**	24**	15**	24**	30**	48**	28**	16**
More than usual	61 19%	44 23%	17 14%																							
Same as usual/No change	222 71%	133 69%	89 73%																							
Less than usual	16 5%	11 6%	6 5%																							
Don't know	14 5%	4 2%	10 8%																							

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	305	283	305	60**	89**	101	243	29**	42**	101	122	254	76**	67**	231	19**	9**	77**	246	28**	11**
Weighted base	313	296	313	65**	97**	105	245	31**	47**	100**	127	256	73**	77**	237	23**	7**	94**	247	33**	9**
More than usual	61	57	61				21	39				35	43		28				17		
	19%	19%	19%				20%	16%				28%	17%		12%				7%		
Same as usual/No change	222	209	222				76	181				81	184		196				222		
	71%	71%	71%				72%	74%				64%	72%		82%				90%		
Less than usual	16	15	16				5	13				6	15		7				6		
	5%	5%	5%				5%	5%				5%	6%		3%				2%		
Don't know	14	14	14				3	13				5	13		7				3		
	5%	5%	5%				2%	5%				4%	5%		3%				1%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	288	158	129	1**	14**	36**	40**	54**	64**	79**	64**	82**	55**	87**	27**	17**	32**	21**	24**	21**	8**	28**	30**	42**	27**	11**
Weighted base	279	148	129	2**	15**	35**	39**	60**	60**	67**	60**	81**	55**	83**	21**	18**	32**	27**	22**	18**	7**	27**	31**	41**	23**	12**
More than usual	43 15%	18 12%	24 18%																							
Same as usual/No change	192 69%	105 71%	87 67%																							
Less than usual	20 7%	11 7%	9 7%																							
Don't know	24 9%	14 10%	10 7%																							

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	288	266	288	61**	79**	97**	229	29**	26**	82**	114	252	72**	64**	214	15**	10**	63**	226	32**	13**
Weighted base	279	258	279	64**	79**	98**	217	34**	27**	82**	113	241	72**	66**	208	16**	10**	65**	215	34**	12**
More than usual	43	41	43				30				18	32			15				10		
	15%	16%	15%				14%				16%	13%			7%				5%		
Same as usual/No change	192	180	192				155				77	172			175				192		
	69%	70%	69%				71%				68%	71%			84%				89%		
Less than usual	20	14	20				13				6	15			7				4		
	7%	5%	7%				6%				5%	6%			3%				2%		
Don't know	24	23	24				19				12	22			11				8		
	9%	9%	9%				9%				11%	9%			5%				4%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	153	93**	60**	1**	5**	19**	23**	23**	33**	49**	37**	41**	37**	38**	12**	8**	18**	13**	14**	14**	8**	15**	18**	12**	13**	8**
Weighted base	151	90**	61**	2**	6**	24**	25**	26**	31**	38**	38**	44**	38**	31**	12**	7**	19**	12**	13**	12**	8**	14**	19**	12**	14**	9**
More than usual	29 19%																									
Same as usual/No change	110 73%																									
Less than usual	6 4%																									
Don't know	6 4%																									

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	153	145	153	34**	44**	61**	116	18**	23**	49**	73**	130	44**	42**	113	5**	3**	43**	125	15**	4**
Weighted base	151	143	151	34**	47**	66**	108	19**	30**	45**	75**	125	45**	44**	113	4**	2**	46**	125	17**	3**
More than usual	29	29	29				21					24		11				8			
	19%	20%	19%				20%					19%		10%				7%			
Same as usual/No change	110	103	110				77					90		94				110			
	73%	72%	73%				71%					72%		83%				88%			
Less than usual	6	5	6				4					6		5				4			
	4%	4%	4%				4%					5%		4%				3%			
Don't know	6	6	6				5					6		4				3			
	4%	4%	4%				5%					5%		4%				2%			

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	299	188	111	1**	14**	33**	30**	51**	64**	106	81**	84**	59**	75**	23**	15**	31**	26**	23**	23**	13**	30**	31**	48**	26**	10**
Weighted base	295	184	110	2**	15**	34**	34**	53**	62**	93**	72**	92**	60**	70**	22**	14**	34**	29**	20**	18**	15**	26**	32**	48**	23**	12**
More than usual	69 23%	41 22%	28 25%																							
Same as usual/No change	194 66%	127 69%	66 60%																							
Less than usual	13 5%	10 6%	3 3%																							
Don't know	19 6%	6 3%	13 12%																							

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	299	262	299	45**	71**	91**	227	21**	42**	96**	121	269	71**	63**	206	11**	13**	82**	230	21**	11**
Weighted base	295	267	295	52**	78**	100**	223	25**	42**	92**	128	266	71**	71**	207	16**	13**	85**	225	23**	12**
More than usual	69	65	69				54				27	60		35				22			
	23%	24%	23%				24%				21%	23%		17%				10%			
Same as usual/No change	194	173	194				150				87	182		159				194			
	66%	65%	66%				67%				68%	69%		77%				86%			
Less than usual	13	11	13				6				6	11		8				4			
	5%	4%	5%				3%				5%	4%		4%				2%			
Don't know	19	18	19				13				7	13		6				6			
	6%	7%	6%				6%				5%	5%		3%				3%			

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	400	276	123	4**	42**	72**	61**	71**	57**	93**	126	115	79**	80**	32**	22**	42**	36**	33**	19**	17**	34**	64**	48**	36**	17**
Weighted base	426	293	133	4**	40**	73**	70**	86**	57**	96**	119	126	93**	88**	36**	21**	44**	42**	32**	15**	19**	39**	72**	56**	32**	20**
More than usual	76 18%	48 17%	27 21%								22 19%	26 21%														
Same as usual/No change	282 66%	202 69%	79 59%								85 71%	76 60%														
Less than usual	26 6%	18 6%	8 6%								6 5%	12 10%														
Don't know	43 10%	24 8%	18 14%								7 5%	12 9%														

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	400	319	400	69**	78**	119	256	23**	59**	122	171	321	67**	74**	250	19**	15**	88**	302	36**	29**
Weighted base	426	347	426	70**	86**	128	272	25**	64**	129	179	338	68**	87**	268	21**	20**	101	309	37**	38**
More than usual	76	68	76			26	56			26	35	54			39			76	18		
	18%	20%	18%			20%	21%			20%	20%	16%			15%			75%	6%		
Same as usual/No change	282	228	282			89	175			87	120	231			204			22	282		
	66%	66%	66%			69%	65%			67%	67%	68%			76%			21%	91%		
Less than usual	26	20	26			8	14			7	9	18			12			3	5		
	6%	6%	6%			6%	5%			5%	5%	5%			4%			3%	2%		
Don't know	43	31	43			5	26			10	14	35			12			1	5		
	10%	9%	10%			4%	9%			8%	8%	10%			4%			1%	1%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	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	Eastern	London	South East	South West	North-ern Ireland
Unweighted base	192	123	69**	9**	29**	15**	36**	36**	67**	58**	48**	33**	53**	22**	11**	16**	21**	10**	12**	10**	23**	23**	20**	17**	7**
Weighted base	198	127	72**	12**	29**	14**	46**	36**	62**	54**	51**	33**	60**	23**	9**	20**	21**	11**	11**	10**	21**	24**	25**	15**	9**
More than usual	36 18%	19 15%																							
Same as usual/No change	133 67%	90 71%																							
Less than usual	12 6%	8 6%																							
Don't know	18 9%	10 8%																							

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	192	156	192	30**	45**	59**	128	13**	34**	75**	90**	164	51**	32**	127	9**	7**	47**	151	17**	9**
Weighted base	198	162	198	30**	45**	62**	125	15**	35**	75**	94**	170	49**	33**	133	11**	9**	52**	152	19**	13**
More than usual	36	28	36				21					28		12				12			
	18%	18%	18%				17%					16%		9%				8%			
Same as usual/No change	133	109	133				87					118		106				133			
	67%	67%	67%				70%					69%		80%				87%			
Less than usual	12	9	12				5					9		6				4			
	6%	5%	6%				4%					6%		5%				3%			
Don't know	18	16	18				12					15		8				3			
	9%	10%	9%				10%					9%		6%				2%			

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1266	656	608	15**	104	175	157	218	232	365	345	368	244	309	126	49**	138	88**	115	105	59**	124	134	171	109	48**
Weighted base	1294	669	623	16**	123	198	166	232	222	336	342	362	258	332	116	50**	144	103	108	96**	67**	126	145	179	108	52**
More than usual	256 20%	128 19%	128 21%		24 20%	30 15%	31 19%	42 18%	37 17%	91 27%	70 20%	73 20%	48 18%	65 20%	20 17%		34 23%	15 14%	19 18%		22 17%	43 29%	37 20%	17 16%		
Same as usual/No change	1010 78%	532 79%	477 76%		94 76%	163 82%	136 82%	188 81%	176 79%	238 71%	261 76%	271 75%	216 84%	262 79%	97 84%		107 74%	81 79%	89 82%		92 73%	93 64%	140 78%	92 85%		
Less than usual	73 6%	44 7%	29 5%		9 8%	7 3%	9 6%	16 7%	13 6%	17 5%	22 6%	28 8%	6 2%	17 5%	7 6%		3 2%	6 6%	3 2%		9 7%	9 6%	17 10%	6 5%		
Don't know	78 6%	37 6%	41 7%		9 8%	15 8%	6 3%	11 5%	13 6%	23 7%	22 6%	29 8%	9 4%	17 5%	4 4%		8 6%	8 8%	4 4%		8 7%	16 11%	7 4%	8 7%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	1266	1266	696	201	277	343	1025	69**	80**	185	248	562	127	246	986	64**	81**	160	532	50**	36**
Weighted base	1294	1294	721	216	306	355	1014	77**	96**	195	260	578	124	256	1010	73**	78**	184	536	53**	40**
More than usual	256	256	172	68	69	87	201			58	71	121	37	256	93			118	82		
	20%	20%	24%	31%	22%	25%	20%			30%	27%	21%	30%	100%	9%			64%	15%		
Same as usual/No change	1010	1010	565	165	251	286	787			153	203	464	104	93	1010			103	493		
	78%	78%	78%	76%	82%	81%	78%			79%	78%	80%	84%	36%	100%			56%	92%		
Less than usual	73	73	46	7	17	17	58			3	15	40	6	2	30			10	26		
	6%	6%	6%	3%	6%	5%	6%			2%	6%	7%	5%	1%	3%			5%	5%		
Don't know	78	78	28	8	12	14	62			11	10	23	4	-	-			1	2		
	6%	6%	4%	4%	4%	4%	6%			6%	4%	4%	3%	-	-			1%	*		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	850	509	339	5**	72**	116	112	144	153	248	244	230	159	217	78**	42**	89**	65**	69**	67**	38**	76**	103	117	76**	30**
Weighted base	867	515	350	6**	75**	125	122	162	143	234	236	236	173	222	75**	41**	97**	78**	64**	59**	37**	77**	107	125	73**	33**
More than usual	204 24%	118 23%	85 24%			32 25%	25 20%	29 18%	28 20%	66 28%	62 26%	61 26%	36 21%	45 20%									26 24%	32 26%		
Same as usual/No change	637 73%	396 77%	241 69%			94 75%	96 78%	119 73%	110 77%	159 68%	179 76%	163 69%	128 74%	166 75%									77 72%	95 76%		
Less than usual	68 8%	43 8%	25 7%			12 10%	12 10%	16 10%	8 5%	6 3%	20 9%	20 9%	7 4%	20 9%									5 5%	8 6%		
Don't know	53 6%	24 5%	29 8%			7 5%	6 5%	10 6%	9 6%	20 8%	11 5%	16 7%	12 7%	15 7%									5 4%	5 4%		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	850	696	850	123	173	229	577	47**	96**	229	296	675	141	153	556	38**	27**	179	646	65**	46**
Weighted base	867	721	867	137	190	240	580	52**	110	235	301	684	138	172	565	46**	28**	204	637	68**	53**
More than usual	204	184	204	54	54	65	136		36	65	84	145	48	118	103			204	64		
	24%	26%	24%	40%	28%	27%	23%		33%	28%	28%	21%	35%	68%	18%			100%	10%		
Same as usual/No change	637	536	637	96	143	190	434		84	176	227	520	103	82	493			64	637		
	73%	74%	73%	70%	75%	79%	75%		76%	75%	75%	76%	75%	48%	87%			31%	100%		
Less than usual	68	53	68	10	27	20	36		13	21	27	50	14	14	38			16	24		
	8%	7%	8%	7%	14%	8%	6%		12%	9%	9%	7%	10%	8%	7%			8%	4%		
Don't know	53	40	53	3	7	6	35		5	12	13	42	7	6	11			-	-		
	6%	6%	6%	2%	4%	3%	6%		5%	5%	4%	6%	5%	3%	2%			-	-		

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1420	749	669	15**	127	199	185	241	251	402	401	406	271	342	138	58**	150	103	127	112	64**	140	158	196	125	49**
Weighted base	1440	748	690	16**	142	220	195	254	239	373	390	398	288	363	128	58**	158	117	121	100	72**	141	166	203	124	53**
More than usual	343 24%	180 24%	161 23%		32 22%	48 22%	38 19%	47 18%	50 21%	124 33%	105 27%	98 25%	59 20%	81 22%	23 18%		46 29%	22 19%	25 21%	24 24%		29 21%	46 28%	56 27%	31 25%	
Same as usual/No change	1154 80%	625 84%	527 76%		112 79%	189 86%	161 83%	210 82%	194 81%	274 73%	309 79%	311 78%	242 84%	292 80%	108 85%		130 82%	88 76%	102 85%	87 87%		109 77%	117 70%	161 79%	102 82%	
Less than usual	122 8%	75 10%	47 7%		21 15%	15 7%	21 11%	24 9%	17 7%	22 6%	37 10%	43 11%	12 4%	29 8%	11 9%		6 4%	12 10%	7 5%	6 6%		16 11%	12 7%	22 11%	12 10%	
Don't know	88 6%	40 5%	47 7%		8 6%	18 8%	9 5%	12 5%	14 6%	26 7%	24 6%	31 8%	13 5%	19 5%	5 4%		8 5%	13 11%	4 4%	4 4%		12 8%	14 9%	7 3%	8 6%	

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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	1420	1266	850	201	277	343	1025	69**	96**	229	296	675	141	246	986	64**	81**	179	646	65**	46**
Weighted base	1440	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
More than usual	343	322	259	81	85	104	249		44	78	102	185	57	256	154			204	110		
	24%	25%	30%	38%	28%	29%	25%		40%	33%	34%	27%	41%	100%	15%			100%	17%		
Same as usual/No change	1154	1053	709	178	262	298	819		92	193	251	575	114	124	1010			117	637		
	80%	81%	82%	82%	86%	84%	81%		84%	82%	83%	84%	83%	48%	100%			57%	100%		
Less than usual	122	107	96	16	36	33	77		15	24	37	71	18	15	64			26	47		
	8%	8%	11%	7%	12%	9%	8%		13%	10%	12%	10%	13%	6%	6%			13%	7%		
Don't know	88	75	38	7	12	11	61		4	11	12	30	4	-	-			-	-		
	6%	6%	4%	3%	4%	3%	6%		4%	5%	4%	4%	3%	-	-			-	-		

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	320	171	148	3**	30**	36**	32**	43**	53**	123	101	97**	52**	70**	27**	11**	40**	19**	26**	28**	10**	26**	41**	48**	28**	16**
Weighted base	343	180	161	4**	32**	48**	38**	47**	50**	124	105	98**	59**	81**	23**	9**	46**	22**	25**	24**	12**	29**	46**	56**	31**	20**
It bothered me a lot	108	52	56							48	29															
		32%	29%							38%	28%															
It bothered me a little bit	180	101	78							59	61															
		52%	56%							48%	58%															
It didn't bother me	50	27	24							16	15															
		15%	15%							13%	14%															
Don't know	5	1	4							1	-															
		1%	1%							1%	-															

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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

	<u>Watched live</u>			<u>Time of Day Watched PSB</u>				<u>Time of Day Watched Non-PSB</u>				<u>Amount of Advertising PSB</u>				<u>Amount of Advertising Non-PSB</u>					
	<u>Total</u>	<u>Any PSB</u>	<u>Any Non-PSB</u>	<u>6am-10am</u>	<u>10am-4pm</u>	<u>4pm-6pm</u>	<u>6pm-11pm</u>	<u>11pm-6am</u>	<u>6am-10am</u>	<u>10am-4pm</u>	<u>4pm-6pm</u>	<u>6pm-11pm</u>	<u>11pm-6am</u>	<u>More than usual</u>	<u>Same as usual/ No change</u>	<u>Less than usual</u>	<u>Don't know</u>	<u>More than usual</u>	<u>Same as usual/ No change</u>	<u>Less than usual</u>	<u>Don't know</u>
Unweighted base	320	301	227	64**	71**	100	243	24**	32**	65**	88**	169	50**	246	135	7**	2**	179	98**	17**	5**
Weighted base	343	322	259	81**	85**	104	249	31**	44**	78**	102	185	57**	256	154	11**	1**	204	110	22**	6**
It bothered me a lot	108 32%	98 31%	72 28%			31 29%	76 31%				26 26%	47 26%		79 31%	43 28%			62 30%	24 22%		
It bothered me a little bit	180 52%	174 54%	141 55%			52 50%	136 55%				58 57%	110 60%		134 52%	86 56%			109 53%	69 62%		
It didn't bother me	50 15%	47 15%	42 16%			21 20%	36 14%				18 17%	26 14%		40 16%	24 15%			32 16%	17 15%		
Don't know	5 1%	3 1%	3 1%			1 1%	1 *				- -	1 1%		3 1%	1 1%			2 1%	1 1%		

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	271	145	125	3**	23**	32**	26**	35**	46**	106	86**	84**	42**	59**	24**	9**	35**	14**	23**	26**	9**	23**	31**	40**	26**	11**
Weighted base	288	153	134	4**	25**	43**	31**	34**	44**	107	90**	87**	46**	65**	20**	8**	39**	15**	22**	22**	11**	25**	36**	47**	28**	14**
NET: Took any action	264	136	127							97																
										92%																
I got up from watching the TV to do something else while the ads were on	154	73	80							69																
										54%																
I changed channel until the ads were over	109	61	48							37																
										38%																
I recorded the programme to watch later when I could forward the ads	75	47	28							33																
										26%																
I changed channel to watch a different programme completely	65	51	14							12																
										22%																
I turned the TV off	18	11	7							1																
										6%																
I made a complaint (e.g. to the broadcaster, the broadcast regulator Ofcom)	16	13	3							-																
										5%																
I did something else (please specify)	36	19	15							20																
										12%																
I took no direct action as a result of the ads	24	17	7							9																
										8%																

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	271	256	190	50**	59**	80**	206	22**	26**	50**	74**	144	38**	208	112	4**	1**	152	80**	11**	5**
Weighted base	288	273	214	60**	68**	82**	212	29**	34**	55**	85**	158	43**	214	129	8**	1**	170	93**	16**	6**
NET: Took any action	264	250	195				190					143		201	115			155			
	92%	92%	91%				90%					91%		94%	89%			91%			
I got up from watching the TV to do something else while the ads were on	154	145	118				122					91		120	68			94			55%
	54%	53%	55%				58%					58%		56%	53%			55%			
I changed channel until the ads were over	109	103	87				80					62		83	44			74			44%
	38%	38%	41%				38%					39%		39%	34%			44%			
I recorded the programme to watch later when I could forward the ads	75	75	66				57					50		58	40			50			29%
	26%	27%	31%				27%					32%		27%	31%			29%			
I changed channel to watch a different programme completely	65	65	52				34					33		50	40			41			24%
	22%	24%	24%				16%					21%		23%	31%			24%			
I turned the TV off	18	18	16				11					10		12	6			14			8%
	6%	6%	7%				5%					6%		5%	5%			8%			
I made a complaint (e.g. to the broadcaster, the broadcast regulator Ofcom)	16	16	16				3					7		9	10			12			7%
	5%	6%	7%				1%					5%		4%	8%			7%			
I did something else (please specify)	36	34	24				28					20		26	17			23			13%
	12%	12%	11%				13%					13%		12%	13%			13%			
I took no direct action as a result of the ads	24	23	19				22					15		13	14			16			9%
	8%	8%	9%				10%					9%		6%	11%			9%			

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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
Unweighted base	1420	749	669	15**	127	199	185	241	251	402	401	406	271	342	138	58**	150	103	127	112	64**	140	158	196	125	49**
Weighted base	1440	748	690	16**	142	220	195	254	239	373	390	398	288	363	128	58**	158	117	121	100	72**	141	166	203	124	53**
NET: Negative feelings about adverts	536	258	277		34	46	42	99	106	209	148	143	102	143	52		51	49	35	41		55	44	89	49	
	37%	35%	40%		24%	21%	21%	39%	44%	56%	38%	36%	35%	39%	41%		32%	42%	29%	41%		39%	27%	44%	39%	
I dislike adverts/ find adverts annoying/ frustrating	96	45	51		8	9	9	17	16	35	25	26	24	20	18		12	6	8	6		10	5	16	8	
	7%	6%	7%		6%	4%	5%	7%	7%	9%	6%	7%	8%	6%	14%		8%	5%	6%	6%		7%	3%	8%	7%	
The adverts are repetitive/ repeated throughout the day/ lack variety	94	41	54		3	7	5	19	25	35	23	29	14	28	6		10	7	6	7		15	6	19	6	
	7%	5%	8%		2%	3%	2%	7%	10%	10%	6%	7%	5%	8%	5%		6%	6%	5%	7%		11%	3%	9%	5%	
I do not watch adverts/ do not pay attention to adverts	88	37	51		1	4	8	17	17	41	19	24	14	31	9		7	10	7	8		11	4	17	7	
	6%	5%	7%		1%	2%	4%	7%	7%	11%	5%	6%	5%	9%	7%		5%	9%	6%	8%		8%	2%	8%	6%	
Adverts are too lengthy/ need to be shorter/ more concise	88	51	37		6	11	5	15	17	35	18	21	20	30	6		6	9	8	9		10	7	14	4	
	6%	7%	5%		4%	5%	2%	6%	7%	9%	5%	5%	7%	8%	5%		4%	8%	7%	9%		7%	4%	7%	3%	
I do not watch live TV to avoid advertising/ prefer streaming/ pre-record programmes/ fast forward past adverts	72	39	33		4	2	3	20	10	32	15	23	18	16	6		7	5	2	3		5	5	19	8	
	5%	5%	5%		3%	1%	2%	8%	4%	9%	4%	6%	6%	4%	5%		4%	4%	1%	3%		4%	3%	9%	6%	
Other negative mention of adverts	63	28	34		4	3	4	15	9	29	16	17	14	17	5		11	11	4	6		3	7	6	3	
	4%	4%	5%		2%	1%	2%	6%	4%	8%	4%	4%	5%	5%	4%		7%	10%	3%	6%		2%	5%	3%	2%	
Advertising spoils programmes/ the viewing experience	59	25	34		6	7	5	9	11	22	25	15	8	13	3		7	2	4	9		3	6	9	8	
	4%	3%	5%		4%	3%	2%	3%	5%	6%	6%	4%	3%	3%	3%		5%	1%	3%	9%		2%	3%	5%	7%	

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Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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 Ire-land
Weighted base	1440	748	690	16**	142	220	195	254	239	373	390	398	288	363	128	58**	158	117	121	100	72**	141	166	203	124	53**
I prefer to watch channels that do not show advertising	29 2%	12 2%	17 3%		1 1%	5 2%	2 1%	2 1%	4 2%	15 4%	8 2%	12 3%	8 3%	2 *	2 1%		5 3%	3 3%	2 2%	4 4%		2 2%	2 1%	4 2%	4 3%	
Adverts are boring	27 2%	14 2%	13 2%		2 2%	2 1%	2 1%	5 2%	3 1%	13 3%	11 3%	6 2%	4 1%	6 2%	2 2%		1 1%	1 1%	1 1%	1 1%		1 1%	1 1%	7 4%	2 2%	
Adverts are irrelevant/ do not offer anything I want/ need/ adverts should be more focused on relevant things	19 1%	11 2%	7 1%		2 2%	* *	1 *	2 1%	3 1%	10 3%	9 2%	6 2%	3 1%	1 *	1 1%		* *	* *	- -	* *		2 1%	2 1%	8 4%	2 1%	
Adverts shown are poor quality/ bad to watch	19 1%	8 1%	11 2%		1 1%	1 1%	3 2%	1 1%	3 1%	9 2%	7 2%	4 1%	4 1%	3 1%	* *		2 1%	* *	* *	2 2%		1 1%	4 2%	7 3%	2 1%	
I change channel when the adverts start	16 1%	8 1%	7 1%		- -	2 1%	* *	2 1%	5 2%	6 2%	6 2%	2 *	2 1%	6 2%	1 1%		1 *	4 3%	1 1%	1 1%		3 2%	2 1%	* *	- -	
Inappropriate products/ services are advertised/ gambling, junk food etc	15 1%	9 1%	6 1%		- -	- -	2 1%	3 1%	6 2%	4 1%	2 1%	6 2%	4 1%	2 1%	1 1%		4 2%	2 2%	1 1%	- -		1 *	2 1%	2 1%	2 2%	
I mute the sound when the adverts start	14 1%	3 *	11 2%		- -	* *	2 1%	2 1%	2 1%	7 2%	4 1%	1 *	6 2%	3 1%	1 1%		2 1%	- -	- -	- -		6 4%	2 1%	2 1%	- -	
Advertising seems to be synchronised across channels/ channels show advertising at the same time as each other	13 1%	10 1%	3 *		- -	- -	2 1%	4 2%	5 2%	2 1%	2 *	5 1%	1 *	5 1%	4 3%		2 1%	- -	- -	- -		2 2%	- -	4 2%	1 1%	

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Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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 Ire-land
Weighted base	1440	748	690	16**	142	220	195	254	239	373	390	398	288	363	128	58**	158	117	121	100	72**	141	166	203	124	53**
The length of the programme is effected by the adverts shown	12 1%	2 *	10 1%		2 2%	2 1%	1 1%	1 *	2 1%	3 1%	6 2%	1 *	2 1%	3 1%	1 1%		1 *	1 1%	-	1 1%		1 *	*	4 2%	1 1%	
Adverts are ineffective/ they never encourage me to buy products	12 1%	8 1%	4 1%		2 1%	1 *	-	2 1%	-	7 2%	7 2%	1 *	4 1%	-	1 1%		2 1%	-	-	1 1%		1 1%	3 2%	2 1%	2 1%	
Adverts are too loud	12 1%	5 1%	7 1%		-	1 *	-	4 1%	4 2%	3 1%	4 1%	1 *	-	7 2%	*		2 1%	-	-	4 4%		1 *	-	1 *	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	9 1%	5 1%	4 1%		-	1 *	-	-	2 1%	7 2%	7 2%	-	-	1 *	1 1%		2 1%	-	1 1%	-		2 1%	-	2 1%	-	
I find adverts a waste of time/ pointless	8 1%	6 1%	3 *		-	-	1 *	3 1%	1 *	4 1%	6 2%	1 *	1 *	1 1%			-	*	-	3 3%		1 *	1 *	2 1%	1 1%	
Advertising is too politically correct/ woke/ excessive diversity shown in adverts	8 1%	7 1%	1 *		-	-	3 1%	-	1 1%	4 1%	1 *	3 1%	3 1%	1 *	2 1%		1 *	-	-	1 1%		-	3 2%	1 1%	1 *	
NET: Feelings about amount/ frequency of adverts	446 31%	241 32%	203 29%		36 25%	57 26%	62 32%	79 31%	89 37%	118 32%	128 33%	122 31%	85 29%	111 31%	37 29%		46 29%	40 34%	35 29%	33 33%		36 26%	45 27%	72 35%	46 37%	
There is too much advertising/ I would prefer if there was less advertising	256 18%	132 18%	123 18%		22 16%	23 10%	35 18%	50 20%	52 22%	74 20%	74 19%	73 18%	49 17%	61 17%	17 13%		28 17%	20 17%	26 21%	15 15%		23 16%	25 15%	40 20%	26 21%	

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Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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 & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1440	748	690	16**	142	220	195	254	239	373	390	398	288	363	128	58**	158	117	121	100	72**	141	166	203	124	53**
Adverts are too frequent/ programmes are interrupted too frequently/ quickly	53 4%	28 4%	25 4%	*	8 4%	8 4%	12 5%	9 4%	14 4%	17 4%	13 3%	9 3%	14 4%	9 7%		7 5%	6 5%	5 4%	6 6%		3 2%	3 2%	6 3%	2 2%		
I feel the amount of advertising has remained the same	46 3%	26 4%	19 3%		4 3%	11 5%	13 7%	9 4%	4 2%	2 1%	15 4%	12 3%	8 3%	10 3%	3 2%		1 *	7 6%	* *	8 8%		4 3%	6 3%	6 3%	8 6%	
It varies between channels/ some channels show more than others, worse adverts, shorter adverts etc	41 3%	25 3%	16 2%		1 1%	3 1%	3 2%	10 4%	14 6%	10 3%	10 3%	8 2%	11 4%	12 3%	5 4%		5 3%	4 3%	4 3%	4 4%		5 4%	2 2%	8 4%	- -	
The amount of advertising is increasing	37 3%	24 3%	13 2%		2 1%	3 1%	2 1%	1 *	6 3%	20 5%	9 2%	10 3%	6 2%	11 3%	3 2%		6 4%	1 1%	2 2%	1 1%		2 1%	5 3%	8 4%	5 4%	
All channels/ broadcasters are the same as each other when it comes to advertising/ no comparison	28 2%	16 2%	12 2%		2 1%	4 2%	2 1%	5 2%	4 2%	11 3%	9 2%	8 2%	2 1%	10 3%	4 3%		2 1%	3 2%	2 2%	2 2%		4 3%	1 *	4 2%	3 3%	
There was less advertising during the Queen's passing/ period of mourning	21 1%	10 1%	10 2%		2 1%	4 2%	2 1%	3 1%	4 2%	6 2%	9 2%	5 1%	2 1%	5 1%	1 1%		1 1%	2 2%	2 2%	1 1%		2 2%	3 2%	3 1%	3 2%	
Other mention of amount/ frequency of advertising	13 1%	8 1%	5 1%		2 1%	5 2%	- -	2 1%	3 1%	2 1%	5 1%	4 1%	3 1%	2 1%	1 *		3 2%	2 2%	- -	- -		1 1%	1 1%	2 1%	2 2%	
The amount of advertising is what I would expect/ what I have grown used to	12 1%	6 1%	6 1%		2 1%	2 1%	2 1%	2 1%	3 1%	1 *	1 *	3 1%	5 2%	3 1%	- -		1 *	1 1%	1 1%	1 1%		- -	3 2%	2 1%	1 1%	

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Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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 & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1440	748	690	16**	142	220	195	254	239	373	390	398	288	363	128	58**	158	117	121	100	72**	141	166	203	124	53**
NET: Positive feelings about adverts	249	132	118		22	27	24	48	42	86	63	68	51	68	19	22	22	17	16		34	30	33	29		
	17%	18%	17%		16%	12%	12%	19%	17%	23%	16%	17%	18%	19%	15%	14%	19%	14%	15%		24%	18%	16%	23%		
Advertising gives me the opportunity to do something else whilst watching a programme/ make a cup of tea etc	68	19	48		-	2	8	16	10	32	12	15	16	25	7	2	4	7	5		13	2	11	10		
	5%	3%	7%		-	1%	4%	6%	4%	9%	3%	4%	6%	7%	6%	1%	3%	6%	5%		9%	1%	5%	8%		
I understand that advertising is necessary/ it is how the channels, programmes are paid for	61	44	18		5	5	-	9	12	30	18	19	14	10	2	9	10	4	4		7	5	9	4		
	4%	6%	3%		4%	2%	-	3%	5%	8%	5%	5%	5%	3%	1%	6%	9%	4%	4%		5%	3%	4%	4%		
Other positive mention of adverts	32	19	13		4	6	3	6	5	7	10	13	4	6	5	1	1	-	-		4	3	4	6		
	2%	3%	2%		3%	3%	2%	3%	2%	2%	2%	3%	1%	2%	4%	1%	1%	-	-		3%	2%	2%	5%		
I do not mind watching advertising/ adverts do not bother me	30	19	12		5	4	2	7	6	7	7	9	5	10	1	1	2	3	3		4	4	3	3		
	2%	3%	2%		3%	2%	1%	3%	2%	2%	2%	2%	2%	3%	1%	*	2%	2%	3%		3%	3%	1%	3%		
The amount of advertising is acceptable	27	17	10		3	3	6	6	6	5	11	5	5	6	3	8	2	-	1		3	5	2	3		
	2%	2%	1%		2%	1%	3%	2%	2%	1%	3%	1%	2%	2%	2%	5%	2%	-	1%		2%	3%	1%	2%		
Free TV/ I prefer having to watch adverts than pay a subscription/ a license fee	25	12	13		-	*	2	6	7	8	3	9	5	8	-	1	5	4	2		4	4	1	3		
	2%	2%	2%		-	*	1%	3%	3%	2%	1%	2%	2%	2%	-	1%	4%	3%	2%		3%	2%	1%	3%		
I like/ enjoy adverts	22	9	13		3	7	1	2	4	5	3	3	8	8	1	2	2	2	2		2	4	5	1		
	2%	1%	2%		2%	3%	1%	1%	2%	1%	1%	1%	3%	2%	*	1%	2%	1%	2%		1%	2%	3%	1%		
Adverts can be interesting/ creative	11	9	2		4	1	2	1	1	2	1	5	1	4	2	1	-	-	1		1	5	1	1		
	1%	1%	*		3%	1%	1%	*	*	1%	*	1%	*	1%	2%	*	-	-	1%		*	3%	1%	*		

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Prepared by Yonder

.YONDER

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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 & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland
Weighted base	1440	748	690	16**	142	220	195	254	239	373	390	398	288	363	128	58**	158	117	121	100	72**	141	166	203	124	53**
Adverts are useful/helpful/ keep you informed about programmes, products, offers etc	8 1%	3 *	5 1%		1 1%	2 1%	2 1%	-	2 1%	2 *	5 1%	-	2 1%	1 *	1 *		1 *	-	2 1%	-	-	-	2 1%	2 1%		*
NET: Negative comment about channels advertising	61 4%	35 5%	25 4%		6 4%	3 1%	9 4%	6 3%	12 5%	22 6%	25 6%	13 3%	9 3%	13 4%	8 6%		4 2%	4 4%	6 5%	2 2%		6 4%	4 3%	13 6%	4 3%	
Negative mention of other channel's advertising	34 2%	20 3%	14 2%		4 3%	*	5 2%	2 1%	8 4%	12 3%	14 4%	8 2%	5 2%	6 2%	7 5%		3 2%	1 1%	3 2%	-		3 2%	1 *	9 4%	3 2%	
Negative comment about Sky's advertising	14 1%	11 1%	3 *		1 1%	-	5 2%	2 1%	2 1%	4 1%	5 1%	1 *	5 2%	4 1%	1 1%		2 1%	2 2%	3 3%	1 1%		1 1%	2 1%	-	1 *	
Negative comment about ITV's advertising	12 1%	7 1%	4 1%		1 1%	1 1%	1 1%	2 1%	1 1%	5 1%	7 2%	3 1%	1 *	2 1%	*		*	1 *	2 2%	1 1%		2 1%	-	3 2%	-	
Negative comment about Channel 4's advertising	9 1%	4 1%	4 1%		2 1%	1 1%	1 *	1 *	*	3 1%	4 1%	3 1%	-	1 *	-		-	1 1%	2 2%	-		1 1%	2 1%	1 1%	-	-
Positive mention of other channel's advertising	15 1%	9 1%	6 1%		3 2%	2 1%	2 1%	*	3 1%	5 1%	6 2%	3 1%	3 1%	2 1%	2 1%		-	4 3%	3 3%	1 1%		1 1%	2 1%	3 1%	-	
Other answers	13 1%	5 1%	8 1%		-	7 3%	2 1%	3 1%	1 *	-	4 1%	3 1%	4 1%	2 *	-		1 1%	1 1%	2 1%	1 1%		3 2%	3 2%	-	-	
Nothing to add	494 34%	256 34%	237 34%		75 53%	108 49%	88 45%	85 33%	61 25%	68 18%	131 34%	143 36%	103 36%	117 32%	44 34%		65 41%	36 31%	46 38%	34 34%		43 31%	71 43%	57 28%	33 26%	
Don't know	8 1%	5 1%	3 *		1 1%	3 2%	2 1%	1 *	-	-	1 *	2 1%	2 1%	2 1%	1 1%		*	1 1%	2 2%	*		1 *	2 1%	-	-	

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Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	1420	1266	850	201	277	343	1025	69**	96**	229	296	675	141	246	986	64**	81**	179	646	65**	46**
Weighted base	1440	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
NET: Negative feelings about adverts	536	487	355	74	85	111	402		41	96	126	296	54	134	354			103	249		
	37%	38%	41%	34%	28%	31%	40%		37%	41%	42%	43%	39%	52%	35%			50%	39%		
I dislike adverts/ find adverts annoying/ frustrating	96	84	65	13	19	23	69		5	19	18	54	6	20	59			24	44		
	7%	7%	7%	6%	6%	6%	7%		4%	8%	6%	8%	5%	8%	6%			12%	7%		
The adverts are repetitive/ repeated throughout the day/ lack variety	94	92	66	17	9	23	76		5	13	22	58	13	36	61			27	44		
	7%	7%	8%	8%	3%	6%	7%		4%	5%	7%	8%	10%	14%	6%			13%	7%		
I do not watch adverts/ do not pay attention to adverts	88	74	56	8	13	12	61		6	16	16	47	9	7	53			7	39		
	6%	6%	6%	4%	4%	4%	6%		6%	7%	5%	7%	7%	3%	5%			3%	6%		
Adverts are too lengthy/ need to be shorter/ more concise	88	86	55	15	21	27	65		7	14	22	44	16	23	70			18	39		
	6%	7%	6%	7%	7%	7%	6%		6%	6%	7%	6%	12%	9%	7%			9%	6%		
I do not watch live TV to avoid advertising/ prefer streaming/ pre-record programmes/ fast forward past adverts	72	62	50	6	6	14	56		4	15	17	44	4	19	44			15	38		
	5%	5%	6%	3%	2%	4%	6%		4%	6%	6%	6%	3%	8%	4%			8%	6%		
Other negative mention of adverts	63	53	48	8	14	10	50		5	17	17	38	4	24	35			14	33		
	4%	4%	6%	3%	4%	3%	5%		5%	7%	6%	6%	3%	10%	3%			7%	5%		
Advertising spoils programmes/ the viewing experience	59	57	38	10	11	9	46		6	12	16	33	4	23	36			9	34		
	4%	4%	4%	5%	4%	3%	5%		5%	5%	5%	5%	3%	9%	4%			5%	5%		
I prefer to watch channels that do not show advertising	29	27	13	2	1	5	26		1	4	4	10	1	8	20			4	8		
	2%	2%	1%	1%	*	1%	3%		1%	2%	1%	1%	1%	3%	2%			2%	1%		

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

Prepared by Yonder

.YONDER

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	1440	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
Adverts are boring	27 2%	24 2%	15 2%	2 1%	2 1%	4 1%	20 2%		- -	3 1%	5 2%	15 2%	1 1%	7 3%	15 1%			4 2%	9 1%		
Adverts are irrelevant/ do not offer anything I want/ need/ adverts should be more focused on relevant things	19 1%	18 1%	10 1%	5 2%	3 1%	1 *	14 1%		- -	1 *	2 1%	9 1%	1 *	7 3%	12 1%			4 2%	5 1%		
Adverts shown are poor quality/ bad to watch	19 1%	15 1%	11 1%	2 1%	3 1%	2 1%	13 1%		1 1%	4 2%	2 1%	6 1%	1 1%	7 3%	10 1%			3 1%	8 1%		
I change channel when the adverts start	16 1%	15 1%	14 2%	3 2%	6 2%	4 1%	10 1%		6 6%	6 3%	6 2%	10 1%	2 1%	3 1%	8 1%			3 2%	8 1%		
Inappropriate products/ services are advertised/ gambling, junk food etc	15 1%	14 1%	11 1%	4 2%	4 1%	2 1%	13 1%		1 1%	1 *	5 2%	10 1%	2 1%	4 1%	10 1%			1 1%	9 1%		
I mute the sound when the adverts start	14 1%	10 1%	9 1%	2 1%	1 *	3 1%	8 1%		1 1%	1 1%	* *	6 1%	1 *	1 1%	8 1%			1 1%	5 1%		
Advertising seems to be synchronised across channels/ channels show advertising at the same time as each other	13 1%	11 1%	13 2%	- -	4 1%	6 2%	7 1%		1 1%	3 1%	6 2%	10 2%	3 2%	3 1%	7 1%			6 3%	7 1%		
The length of the programme is effected by the adverts shown	12 1%	12 1%	8 1%	* *	1 *	3 1%	12 1%		1 1%	2 1%	2 1%	7 1%	- -	6 2%	5 1%			3 1%	5 1%		

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	1440	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
Adverts are ineffective/ they never encourage me to buy products	12 1%	12 1%	7 1%	1 1%	-	3 1%	12 1%		1 1%	-	2 1%	7 1%	-	4 1%	10 1%			6 3%	1 *		
Adverts are too loud	12 1%	11 1%	6 1%	3 2%	3 1%	* *	8 1%		-	2 1%	2 1%	3 *	2 2%	4 1%	8 1%			1 1%	3 *		
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	9 1%	9 1%	7 1%	-	2 1%	2 1%	9 1%		-	3 1%	4 1%	7 1%	-	1 *	7 1%			1 *	7 1%		
I find adverts a waste of time/ pointless	8 1%	8 1%	3 *	* *	1 *	2 1%	7 1%		* *	-	-	3 *	-	3 1%	5 *			1 1%	2 *		
Advertising is too politically correct/ woke/ excessive diversity shown in adverts	8 1%	6 *	7 1%	-	* *	4 1%	4 *		1 1%	1 *	3 1%	5 1%	1 1%	6 2%	1 *			6 3%	2 *		
NET: Feelings about amount/ frequency of adverts	446 31%	394 30%	295 34%	47 22%	72 23%	105 30%	332 33%		37 34%	73 31%	111 37%	236 34%	40 29%	76 30%	327 32%			66 32%	233 37%		
There is too much advertising/ I would prefer if there was less advertising	256 18%	233 18%	166 19%	28 13%	43 14%	59 17%	193 19%		22 20%	45 19%	66 22%	133 20%	22 16%	50 20%	188 19%			38 19%	130 20%		
Adverts are too frequent/ programmes are interrupted too frequently/ quickly	53 4%	47 4%	33 4%	4 2%	9 3%	9 3%	43 4%		5 5%	5 2%	9 3%	31 4%	3 2%	11 4%	37 4%			7 4%	26 4%		

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	1440	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
I feel the amount of advertising has remained the same	46 3%	43 3%	29 3%	6 3%	11 4%	10 3%	35 3%		2 2%	11 5%	5 2%	23 3%	4 3%	- -	43 4%			- -	28 4%		
It varies between channels/ some channels show more than others, worse adverts, shorter adverts etc	41 3%	37 3%	29 3%	5 2%	1 *	12 4%	29 3%		2 2%	6 2%	11 4%	25 4%	1 1%	3 1%	34 3%			3 2%	26 4%		
The amount of advertising is increasing	37 3%	27 2%	27 3%	2 1%	3 1%	10 3%	26 3%		4 4%	5 2%	14 5%	16 2%	8 6%	13 5%	23 2%			19 9%	15 2%		
All channels/ broadcasters are the same as each other when it comes to advertising/ no comparison	28 2%	28 2%	19 2%	2 1%	4 1%	5 1%	25 2%		3 3%	7 3%	10 3%	17 2%	3 2%	7 3%	23 2%			5 2%	15 2%		
There was less advertising during the Queen's passing/ period of mourning	21 1%	17 1%	14 2%	* *	4 1%	5 1%	15 2%		- -	- -	6 2%	11 2%	3 2%	2 1%	9 1%			3 1%	9 1%		
Other mention of amount/ frequency of advertising	13 1%	7 1%	13 1%	1 1%	1 *	5 1%	7 1%		2 2%	3 1%	5 2%	11 2%	- -	* *	6 1%			- -	8 1%		
The amount of advertising is what I would expect/ what I have grown used to	12 1%	12 1%	9 1%	2 1%	2 1%	3 1%	11 1%		1 1%	2 1%	2 1%	5 1%	2 1%	2 1%	12 1%			1 1%	9 1%		
NET: Positive feelings about adverts	249 17%	229 18%	155 18%	41 19%	53 17%	70 20%	194 19%		23 21%	48 20%	51 17%	131 19%	27 20%	37 15%	189 19%			31 15%	121 19%		

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	1440	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
Advertising gives me the opportunity to do something else whilst watching a programme/ make a cup of tea etc	68 5%	63 5%	38 4%	9 4%	16 5%	19 5%	55 5%		3 3%	9 4%	12 4%	36 5%	7 5%	5 2%	52 5%		2 1%	33 5%			
I understand that advertising is necessary/ it is how the channels, programmes are paid for	61 4%	61 5%	42 5%	6 3%	7 2%	16 5%	57 6%		5 5%	9 4%	14 5%	36 5%	2 2%	13 5%	46 5%		11 5%	32 5%			
Other positive mention of adverts	32 2%	25 2%	22 3%	6 3%	6 2%	10 3%	18 2%		1 1%	9 4%	9 3%	18 3%	6 4%	6 2%	18 2%		8 4%	14 2%			
I do not mind watching advertising/ adverts do not bother me	30 2%	30 2%	18 2%	7 3%	9 3%	12 3%	22 2%		1 1%	7 3%	6 2%	15 2%	2 1%	3 1%	27 3%		2 1%	17 3%			
The amount of advertising is acceptable	27 2%	25 2%	16 2%	8 4%	5 2%	8 2%	20 2%		4 3%	10 4%	5 2%	12 2%	4 3%	4 2%	21 2%		1 1%	16 2%			
Free TV/ I prefer having to watch adverts than pay a subscription/ a license fee	25 2%	23 2%	13 2%	1 1%	6 2%	3 1%	23 2%		* *	3 1%	2 1%	11 2%	1 1%	1 1%	20 2%		2 1%	8 1%			
I like/ enjoy adverts	22 2%	19 1%	15 2%	8 4%	7 2%	12 3%	15 1%		3 3%	4 2%	4 1%	10 1%	5 4%	5 2%	17 2%		6 3%	11 2%			
Adverts can be interesting/ creative	11 1%	10 1%	9 1%	1 *	6 2%	4 1%	6 1%		4 4%	6 3%	5 2%	7 1%	2 1%	3 1%	10 1%		1 *	9 1%			

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	1440	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
Adverts are useful/ helpful/ keep you informed about programmes, products, offers etc	8 1%	8 1%	4 *	3 1%	1 *	3 1%	8 1%		1 1%	2 1%	2 1%	3 *	2 1%	3 1%	6 1%		2 1%	2 *			
NET: Negative comment about channels advertising	61 4%	50 4%	42 5%	8 4%	11 4%	11 3%	41 4%		8 8%	8 4%	13 4%	30 4%	6 5%	11 4%	41 4%		11 5%	34 5%			
Negative mention of other channel's advertising	34 2%	29 2%	23 3%	2 1%	6 2%	8 2%	26 3%		3 3%	3 1%	6 2%	20 3%	4 3%	4 2%	25 2%		6 3%	21 3%			
Negative comment about Sky's advertising	14 1%	8 1%	14 2%	2 1%	* *	- -	7 1%		2 2%	2 1%	6 2%	6 1%	2 1%	3 1%	5 1%		3 1%	10 2%			
Negative comment about ITV's advertising	12 1%	11 1%	7 1%	4 2%	1 *	2 1%	8 1%		2 2%	2 1%	2 1%	4 1%	2 1%	2 1%	9 1%		1 1%	6 1%			
Negative comment about Channel 4's advertising	9 1%	7 1%	6 1%	1 1%	4 1%	2 *	4 *		2 2%	2 1%	2 1%	5 1%	1 1%	3 1%	4 *		2 1%	5 1%			
Positive mention of other channel's advertising	15 1%	12 1%	8 1%	- -	1 *	2 1%	11 1%		- -	- -	2 1%	8 1%	1 1%	2 1%	11 1%		- -	6 1%			
Other answers	13 1%	12 1%	6 1%	5 2%	5 1%	5 1%	2 *		2 2%	3 1%	5 2%	5 1%	1 1%	2 1%	11 1%		3 2%	2 *			
Nothing to add	494 34%	447 35%	264 30%	85 39%	139 45%	125 35%	311 31%		42 38%	74 31%	92 30%	189 28%	37 27%	78 30%	349 35%		49 24%	194 30%			
Don't know	8 1%	8 1%	3 *	3 1%	3 1%	2 1%	5 1%		* *	* *	3 1%	1 *	- -	2 1%	5 1%		2 1%	1 *			

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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 Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2104	1046	1051	30**	231	335	331	343	322	512	598	607	402	497	192	86**	238	162	193	162	88**	197	248	278	196	64**
Weighted base	2104	1027	1072	31**	259	351	326	362	303	472	572	593	427	511	175	84**	233	171	184	151	100**	198	277	288	180	63**
Male	1027	1027	-		116	149	171	185	156	234	295	295	209	228	92		114	90	88	79		98	135	122	75	
	49%	100%	-		45%	42%	53%	51%	51%	50%	52%	50%	49%	45%	52%		49%	53%	48%	52%		50%	49%	42%	42%	
Female	1072	-	1072		142	201	155	175	147	236	276	297	217	282	83		119	81	96	72		100	141	164	104	
	51%	-	100%		55%	57%	47%	48%	49%	50%	48%	50%	51%	55%	47%		51%	47%	52%	48%		50%	51%	57%	58%	
Other	5	-	-		1	1	-	1	-	1	2	2	1	1	*		-	1	-	-		*	1	2	1	
	*	-	-		*	*	-	*	-	*	*	*	*	*	*		-	*	-	-		*	*	1%	*	

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 2022

Absolutes/col percents

Table 64
Gender
Base: All respondents

	<u>Watched live</u>			<u>Time of Day Watched PSB</u>				<u>Time of Day Watched Non-PSB</u>				<u>Amount of Advertising PSB</u>				<u>Amount of Advertising Non-PSB</u>					
	<u>Total</u>	<u>Any PSB</u>	<u>Any Non-PSB</u>	<u>6am-10am</u>	<u>10am-4pm</u>	<u>4pm-6pm</u>	<u>6pm-11pm</u>	<u>11pm-6am</u>	<u>6am-10am</u>	<u>10am-4pm</u>	<u>4pm-6pm</u>	<u>6pm-11pm</u>	<u>11pm-6am</u>	<u>More than usual</u>	<u>Same as usual/No change</u>	<u>Less than usual</u>	<u>Don't know</u>	<u>More than usual</u>	<u>Same as usual/No change</u>	<u>Less than usual</u>	<u>Don't know</u>
Unweighted base	2104	1266	850	201	277	343	1025	69**	96**	229	296	675	141	246	986	64**	81**	179	646	65**	46**
Weighted base	2104	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
Male	1027 49%	669 52%	515 59%	109 50%	134 44%	195 55%	531 52%		64 58%	150 64%	198 66%	414 61%	85 62%	128 50%	532 53%			118 58%	396 62%		
Female	1072 51%	623 48%	350 40%	106 49%	172 56%	159 45%	481 47%		46 42%	85 36%	102 34%	270 39%	52 38%	128 50%	477 47%			85 42%	241 38%		
Other	5 *	2 *	2 *	1 1%	* *	* *	2 *		- *	* *	2 1%	* *	- -	- -	2 *			1 1%	* *		

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2104	1046	1051	30**	231	335	331	343	322	512	598	607	402	497	192	86**	238	162	193	162	88**	197	248	278	196	64**
Weighted base	2104	1027	1072	31**	259	351	326	362	303	472	572	593	427	511	175	84**	233	171	184	151	100**	198	277	288	180	63**
16-17	31 1%	16 2%	16 1%	-	-	-	-	-	-	-	11 2%	12 2%	2 1%	6 1%	3 2%		3 1%	1 1%	4 2%	1 1%		1 1%	7 2%	7 2%	1 1%	
18-24	259 12%	116 11%	142 13%		259 100%	-	-	-	-	-	99 17%	91 15%	31 7%	39 8%	15 9%		27 12%	20 12%	28 15%	9 6%		25 12%	62 22%	18 6%	22 12%	
25-34	351 17%	149 14%	201 19%			351 100%	-	-	-	-	117 20%	100 17%	67 16%	66 13%	22 12%		35 15%	32 19%	33 18%	33 22%		25 12%	48 17%	45 16%	39 22%	
35-44	326 15%	171 17%	155 14%				326 100%	-	-	-	77 13%	83 14%	92 21%	74 14%	38 21%		35 15%	31 18%	30 17%	23 15%		33 17%	48 17%	38 13%	17 10%	
45-54	362 17%	185 18%	175 16%					362 100%	-	-	81 14%	94 16%	77 18%	109 21%	39 22%		42 18%	28 16%	27 15%	32 21%		34 17%	43 16%	49 17%	32 18%	
55-64	303 14%	156 15%	147 14%						303 100%	-	57 10%	83 14%	77 18%	85 17%	17 10%		45 19%	28 17%	20 11%	16 11%		20 10%	32 11%	41 14%	26 14%	
65+	472 22%	234 23%	236 22%						472 100%	131 23%	129 22%	80 19%	132 26%	42 24%		45 19%	30 18%	41 22%	37 24%		60 30%	37 13%	91 32%	42 24%		
NET: 18-34	610 29%	265 26%	343 32%		259 100%	351 100%	-	-	-	-	216 38%	191 32%	98 23%	105 21%	37 21%		62 26%	52 31%	61 33%	42 28%		49 25%	110 40%	62 22%	61 34%	
NET: 35-54	688 33%	356 35%	330 31%				326 100%	362 100%	-	-	157 28%	178 30%	169 40%	184 36%	76 43%		78 34%	59 34%	58 31%	55 36%		67 34%	91 33%	87 30%	49 27%	
NET: 55+	775 37%	390 38%	383 36%						303 100%	472 100%	188 33%	212 36%	157 37%	217 42%	59 34%		90 39%	59 34%	61 33%	53 35%		80 41%	69 25%	132 46%	68 38%	
Average age	47.30	48.11	46.53	**	21.66	29.69	39.57	49.93	59.22	72.19	44.75	46.18	48.24	50.65	48.96	**	47.75	45.89	46.07	48.28	**	49.34	41.42	51.10	47.73	**

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

Amount of Advertising Survey - W1 ONLINE Fieldwork: 28th to 29th September 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	2104	1266	850	201	277	343	1025	69**	96**	229	296	675	141	246	986	64**	81**	179	646	65**	46**
Weighted base	2104	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
16-17	31 1%	16 1%	6 1%	1 *	3 1%	5 1%	13 1%							*	15 2%			4 2%	6 1%		
18-24	259 12%	123 9%	75 9%	21 10%	35 11%	35 10%	74 7%		12 10%	27 12%	35 12%	47 7%	8 6%	24 10%	94 9%			21 10%	52 8%		
25-34	351 17%	198 15%	125 14%	49 23%	64 21%	52 15%	119 12%		28 26%	39 17%	37 12%	97 14%	19 14%	30 12%	163 16%			32 16%	94 15%		
35-44	326 15%	166 13%	122 14%	37 17%	49 16%	50 14%	130 13%		18 16%	31 13%	42 14%	94 14%	23 17%	31 12%	136 13%			25 12%	96 15%		
45-54	362 17%	232 18%	162 19%	49 22%	54 18%	67 19%	188 19%		19 17%	42 18%	59 20%	142 21%	30 22%	42 17%	188 19%			29 14%	119 19%		
55-64	303 14%	222 17%	143 16%	30 14%	37 12%	49 14%	188 19%		17 16%	40 17%	53 18%	111 16%	28 20%	37 14%	176 17%			28 14%	110 17%		
65+	472 22%	336 26%	234 27%	31 14%	64 21%	97 27%	301 30%		16 14%	55 23%	73 24%	187 27%	29 21%	91 36%	238 24%			66 32%	159 25%		
NET: 18-34	610 29%	320 25%	199 23%	70 32%	99 32%	87 24%	194 19%		40 36%	66 28%	72 24%	144 21%	27 20%	54 21%	256 25%			53 26%	146 23%		
NET: 35-54	688 33%	398 31%	285 33%	85 39%	103 34%	117 33%	317 31%		37 34%	74 31%	101 33%	235 34%	53 39%	74 29%	324 32%			54 26%	215 34%		
NET: 55+	775 37%	559 43%	377 43%	61 28%	102 33%	146 41%	489 48%		33 30%	95 41%	126 42%	299 44%	57 42%	128 50%	414 41%			94 46%	270 42%		
Average age	47.30	49.90	50.44	44.75	46.61	49.85	52.26	**	44.43	48.93	49.42	50.86	50.56	53.59	49.05	**	**	50.83	49.97	**	**

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

Amount of Advertising Survey - W1
ONLINE Fieldwork: 28th to 29th September 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 & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2104	1046	1051	30**	231	335	331	343	322	512	598	607	402	497	192	86**	238	162	193	162	88**	197	248	278	196	64**
Weighted base	2104	1027	1072	31**	259	351	326	362	303	472	572	593	427	511	175	84**	233	171	184	151	100**	198	277	288	180	63**
A	163	86	78		44	35	21	21	6	33	163	-	-	-	18		22	12	11	3		7	28	29	11	
		8%	8%	7%		17%	10%	6%	6%	2%	7%	29%	-	-	10%		10%	7%	6%	2%		3%	10%	10%	6%	
B	409	209	198		55	82	56	60	51	98	409	-	-	-	26		44	28	45	41		34	63	53	29	
		19%	20%	18%		21%	23%	17%	17%	17%	21%	71%	-	-	15%		19%	16%	24%	27%		17%	23%	19%	16%	
C1	593	295	297		91	100	83	94	83	129	-	593	-	-	52		60	42	37	43		55	86	74	66	
		28%	29%	28%		35%	29%	26%	26%	28%	27%	100%	-	-	30%		26%	25%	20%	29%		28%	31%	26%	37%	
C2	427	209	217		31	67	92	77	77	80	-	-	427	-	31		48	34	51	24		44	50	67	31	
		20%	20%	20%		12%	19%	28%	21%	25%	17%	-	-	100%	18%		21%	20%	28%	16%		22%	18%	23%	17%	
D	268	130	137		28	42	46	61	44	43	-	-	-	268	28		40	26	15	21		33	30	30	20	
		13%	13%	13%		11%	12%	14%	17%	15%	9%	-	-	52%	16%		17%	15%	8%	14%		17%	11%	10%	11%	
E	244	99	145		10	24	28	48	41	89	-	-	-	244	21		18	29	25	19		25	21	34	23	
		12%	10%	14%		4%	7%	9%	13%	14%	19%	-	-	48%	12%		8%	17%	14%	13%		13%	7%	12%	13%	
NET: AB	572	295	276		99	117	77	81	57	131	572	-	-	-	43		66	40	55	44		40	91	83	40	
		27%	29%	26%		38%	33%	24%	22%	19%	28%	100%	-	-	25%		29%	23%	30%	29%		20%	33%	29%	22%	
NET: ABC1	1166	589	573		189	217	160	175	141	260	572	593	-	-	96		126	82	92	87		96	177	157	106	
		55%	57%	53%		73%	62%	49%	48%	46%	55%	100%	100%	-	54%		54%	48%	50%	58%		48%	64%	55%	59%	
NET: C2DE	938	438	499		70	134	166	187	162	212	-	-	427	511	80		107	89	92	64		102	101	131	74	
		45%	43%	47%		27%	38%	51%	52%	54%	45%	-	-	100%	100%	46%		46%	52%	50%	42%		52%	36%	45%	41%
NET: DE	511	228	282		39	66	74	109	85	132	-	-	-	511	49		58	55	40	40		58	50	63	43	
		24%	22%	26%		15%	19%	23%	30%	28%	28%	-	-	100%	28%		25%	32%	22%	27%		29%	18%	22%	24%	

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	2104	1266	850	201	277	343	1025	69**	96**	229	296	675	141	246	986	64**	81**	179	646	65**	46**
Weighted base	2104	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
A	163 8%	96 7%	75 9%	20 9%	30 10%	23 6%	65 6%		13 12%	24 10%	26 9%	56 8%	8 5%	30 12%	72 7%			24 12%	57 9%		
B	409 19%	247 19%	162 19%	30 14%	38 13%	43 12%	214 21%		16 14%	34 15%	46 15%	131 19%	21 15%	40 16%	189 19%			38 19%	123 19%		
C1	593 28%	362 28%	236 27%	51 24%	76 25%	116 33%	295 29%		24 22%	66 28%	83 27%	195 29%	42 30%	73 29%	271 27%			61 30%	163 26%		
C2	427 20%	258 20%	173 20%	51 24%	51 17%	84 24%	200 20%		34 31%	46 19%	69 23%	134 20%	27 20%	48 19%	216 21%			36 18%	128 20%		
D	268 13%	177 14%	118 14%	38 18%	63 21%	50 14%	116 11%		17 15%	39 16%	49 16%	90 13%	18 13%	28 11%	149 15%			20 10%	94 15%		
E	244 12%	155 12%	105 12%	26 12%	48 16%	39 11%	123 12%		7 6%	27 11%	29 10%	77 11%	22 16%	37 14%	113 11%			25 12%	72 11%		
NET: AB	572 27%	342 26%	236 27%	49 23%	68 22%	65 18%	279 28%		29 26%	58 25%	72 24%	187 27%	28 20%	70 27%	261 26%			62 30%	179 28%		
NET: ABC1	1166 55%	704 54%	472 54%	101 47%	144 47%	181 51%	574 57%		53 48%	124 53%	154 51%	383 56%	70 51%	144 56%	532 53%			123 60%	343 54%		
NET: C2DE	938 45%	590 46%	395 46%	116 53%	162 53%	173 49%	440 43%		57 52%	111 47%	147 49%	301 44%	68 49%	112 44%	477 47%			81 40%	294 46%		
NET: DE	511 24%	332 26%	222 26%	64 30%	111 36%	90 25%	239 24%		24 21%	65 28%	78 26%	167 24%	40 29%	65 25%	262 26%			45 22%	166 26%		

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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 Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	
Unweighted base	2104	1046	1051	30**	231	335	331	343	322	512	598	607	402	497	192	86**	238	162	193	162	88**	197	248	278	196	64**	
Weighted base	2104	1027	1072	31**	259	351	326	362	303	472	572	593	427	511	175	84**	233	171	184	151	100**	198	277	288	180	63**	
Scotland	175	92	83		15	22	38	39	17	42	43	52	31	49	175		-	-	-	-	-	-	-	-	-	-	
	8%	9%	8%		6%	6%	12%	11%	6%	9%	8%	9%	7%	10%	100%		-	-	-	-	-	-	-	-	-	-	
North East	84	39	44		17	15	9	6	18	18	24	24	12	23	-		-	-	-	-	-	-	-	-	-	-	
	4%	4%	4%		6%	4%	3%	2%	6%	4%	4%	4%	3%	4%	-		-	-	-	-	-	-	-	-	-	-	
North West	233	114	119		27	35	35	42	45	45	66	60	48	58	-		233	-	-	-	-	-	-	-	-	-	
	11%	11%	11%		10%	10%	11%	12%	15%	10%	12%	10%	11%	11%	-	100%	-	-	-	-	-	-	-	-	-	-	
Yorkshire & Humberside	171	90	81		20	32	31	28	28	30	40	42	34	55	-		-	171	-	-	-	-	-	-	-	-	
	8%	9%	8%		8%	9%	9%	8%	9%	6%	7%	7%	8%	11%	-		-	100%	-	-	-	-	-	-	-	-	
West Midlands	184	88	96		28	33	30	27	20	41	55	37	51	40	-		-	-	184	-	-	-	-	-	-	-	
	9%	9%	9%		11%	9%	9%	8%	7%	9%	10%	6%	12%	8%	-		-	-	100%	-	-	-	-	-	-	-	
East Midlands	151	79	72		9	33	23	32	16	37	44	43	24	40	-		-	-	-	151	-	-	-	-	-	-	
	7%	8%	7%		4%	9%	7%	9%	5%	8%	8%	7%	6%	8%	-		-	-	-	100%	-	-	-	-	-	-	
Wales	100	61	39		14	15	15	14	22	18	23	35	22	20	-		-	-	-	-	-	-	-	-	-	-	
	5%	6%	4%		6%	4%	5%	4%	7%	4%	4%	6%	5%	4%	-		-	-	-	-	-	-	-	-	-	-	
Eastern	198	98	100		25	25	33	34	20	60	40	55	44	58	-		-	-	-	-	-	198	-	-	-	-	
	9%	10%	9%		10%	7%	10%	9%	7%	13%	7%	9%	10%	11%	-		-	-	-	-	-	100%	-	-	-	-	
London	277	135	141		62	48	48	43	32	37	91	86	50	50	-		-	-	-	-	-	-	277	-	-	-	
	13%	13%	13%		24%	14%	15%	12%	11%	8%	16%	15%	12%	10%	-		-	-	-	-	-	-	100%	-	-	-	
South East	288	122	164		18	45	38	49	41	91	83	74	67	63	-		-	-	-	-	-	-	-	288	-	-	
	14%	12%	15%		7%	13%	12%	13%	14%	19%	14%	13%	16%	12%	-		-	-	-	-	-	-	-	100%	-	-	
South West	180	75	104		22	39	17	32	26	42	40	66	31	43	-		-	-	-	-	-	-	-	-	180	-	
	9%	7%	10%		8%	11%	5%	9%	9%	9%	7%	11%	7%	8%	-		-	-	-	-	-	-	-	-	100%	-	
Northern Ireland	63	33	30		3	10	8	16	17	9	22	19	10	12	-		-	-	-	-	-	-	-	-	-	-	
	3%	3%	3%		1%	3%	3%	4%	6%	2%	4%	3%	2%	2%	-		-	-	-	-	-	-	-	-	-	-	

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

Amount of Advertising Survey - W1

ONLINE Fieldwork: 28th to 29th September 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	2104	1266	850	201	277	343	1025	69**	96**	229	296	675	141	246	986	64**	81**	179	646	65**	46**
Weighted base	2104	1294	867	216	306	355	1014	77**	110	235	301	684	138	256	1010	73**	78**	204	637	68**	53**
Scotland	175	116	75	18	26	38	88		1	18	30	63	15	20	97			13	60		
	8%	9%	9%	9%	8%	11%	9%		1%	7%	10%	9%	11%	8%	10%			6%	9%		
North East	84	50	41	7	14	20	36		3	14	19	32	4	7	40			5	34		
	4%	4%	5%	3%	5%	6%	4%		2%	6%	6%	5%	3%	3%	4%			2%	5%		
North West	233	144	97	27	25	43	100		11	30	34	75	9	34	107			28	72		
	11%	11%	11%	12%	8%	12%	10%		10%	13%	11%	11%	6%	13%	11%			13%	11%		
Yorkshire & Humberside	171	103	78	17	29	22	76		19	22	30	66	12	15	81			19	47		
	8%	8%	9%	8%	9%	6%	8%		17%	9%	10%	10%	9%	6%	8%			9%	7%		
West Midlands	184	108	64	14	22	27	91		3	13	28	55	12	19	89			16	50		
	9%	8%	7%	7%	7%	8%	9%		3%	5%	9%	8%	9%	8%	9%			8%	8%		
East Midlands	151	96	59	23	22	13	80		6	6	15	52	9	17	82			10	44		
	7%	7%	7%	11%	7%	4%	8%		6%	2%	5%	8%	6%	7%	8%			5%	7%		
Wales	100	67	37	10	13	20	53		3	8	12	35	3	8	58			8	27		
	5%	5%	4%	4%	4%	6%	5%		2%	3%	4%	5%	2%	3%	6%			4%	4%		
Eastern	198	126	77	16	28	40	98		11	21	34	59	12	22	92			15	58		
	9%	10%	9%	7%	9%	11%	10%		10%	9%	11%	9%	8%	9%	9%			7%	9%		
London	277	145	107	33	36	47	109		22	43	34	74	23	43	93			26	77		
	13%	11%	12%	15%	12%	13%	11%		20%	18%	11%	11%	17%	17%	9%			13%	12%		
South East	288	179	125	31	52	44	150		18	35	34	92	24	37	140			32	95		
	14%	14%	14%	14%	17%	12%	15%		16%	15%	11%	14%	17%	14%	14%			16%	15%		
South West	180	108	73	14	27	20	90		10	20	21	53	5	17	92			21	49		
	9%	8%	8%	6%	9%	6%	9%		9%	9%	7%	8%	4%	7%	9%			10%	8%		
Northern Ireland	63	52	33	7	11	19	42		4	7	9	27	10	17	39			12	22		
	3%	4%	4%	3%	4%	5%	4%		4%	3%	3%	4%	7%	7%	4%			6%	4%		

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