

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 1

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

Base: All respondents

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2103	1054	1042	30**	209	369	312	378	317	488	526	627	459	491	178	92**	226	169	186	150	99**	197	302	274	167	63**
Weighted base	2103	1024	1073	40**	250	351	326	362	303	471	572	593	427	511	175	84**	233	171	184	151	100**	198	277	288	180	63**
Any BBC TV channel	1161	617	542		104	122	128	214	207	365	345	344	219	253	81		126	97	103	88		114	137	173	107	
		55%	60%	50%	42%	35%	39%	59%	68%	77%	60%	58%	51%	50%	46%		54%	57%	56%	58%		58%	50%	60%	59%	
ITV/ STV/ UTV	1111	542	566		101	137	163	183	182	325	287	289	257	278	77		134	91	105	83		99	129	158	86	
		53%	53%	53%	41%	39%	50%	51%	60%	69%	50%	49%	60%	54%	44%		58%	53%	57%	55%		50%	47%	55%	48%	
Channel 4	831	411	417		59	122	119	168	133	219	236	229	167	198	64		93	55	72	64		75	101	119	78	
		40%	40%	39%	24%	35%	36%	46%	44%	47%	41%	39%	39%	39%	37%		40%	32%	32%	42%		38%	36%	41%	44%	
Channel 5	499	245	251		27	50	71	80	87	174	147	123	105	124	35		65	42	42	45		50	69	58	39	
		24%	24%	23%	11%	14%	22%	22%	29%	37%	26%	21%	25%	24%	20%		28%	24%	23%	30%		25%	25%	20%	22%	
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	495	334	160		43	74	81	95	80	121	153	120	115	107	41		53	45	51	35		42	54	63	35	
		24%	33%	15%	17%	21%	25%	26%	26%	26%	27%	20%	27%	21%	24%		23%	26%	28%	23%		21%	19%	22%	20%	
Other ITV channel (e.g. ITV2, ITV3, ITVBe)	365	193	171		28	52	58	56	65	103	89	98	68	111	24		45	35	34	34		35	50	34	25	
		17%	19%	16%	11%	15%	18%	16%	22%	22%	15%	17%	16%	22%	14%		19%	20%	19%	23%		18%	18%	12%	14%	
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	357	179	178		10	46	64	70	62	97	89	82	63	123	30		48	30	31	27		28	44	42	18	
		17%	17%	17%	4%	13%	20%	19%	21%	21%	16%	14%	15%	24%	17%		21%	18%	17%	18%		14%	16%	15%	10%	
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	323	189	134		15	29	51	51	60	115	95	80	65	83	19		38	38	30	23		32	34	38	23	
		15%	18%	12%	6%	8%	16%	14%	20%	24%	17%	14%	15%	16%	11%		16%	22%	16%	15%		16%	12%	13%	13%	
Other TV channel that includes commercials	206	130	75		9	21	24	41	38	74	56	60	33	58	9		19	19	22	22		19	33	24	7	
		10%	13%	7%	3%	6%	7%	11%	13%	16%	10%	10%	8%	11%	5%		8%	11%	12%	15%		10%	12%	8%	4%	
Other Channel 5 channel (e.g. 5USA, 5Star)	193	102	91		3	24	38	35	45	45	51	44	32	66	15		25	26	16	12		12	30	16	13	
		9%	10%	8%	1%	7%	12%	10%	15%	10%	9%	7%	8%	13%	9%		11%	15%	9%	8%		6%	11%	5%	7%	
S4C	12	10	3		2	2	-	-	3	5	6	1	-	5	-		-	-	-	-		-	-	-	-	
		1%	1%	*	1%	1%	-	-	1%	1%	1%	*	-	1%	-		-	-	-	-		-	-	-	-	
NET: Any PSB	1339	668	667		125	181	204	241	207	361	353	368	296	322	99		153	102	119	102		122	168	185	114	
		64%	65%	62%	50%	52%	63%	67%	68%	77%	62%	62%	69%	63%	56%		66%	60%	65%	67%		62%	60%	64%	63%	

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

Prepared by Yonder

.YONDER

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 1

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

Base: All respondents

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	Northern Ireland	
Weighted base	2103	1024	1073	40**	250	351	326	362	303	471	572	593	427	511	175	84**	233	171	184	151	100**	198	277	288	180	63**
NET: Any Non-PSB	981	558	420		78	137	146	172	165	274	270	253	218	240	74		119	90	93	77		85	123	125	65	
	47%	55%	39%		31%	39%	45%	48%	54%	58%	47%	43%	51%	47%	42%		51%	52%	51%	51%		43%	44%	43%	36%	
NET: Any BBC TV channel only	158	78	80		31	24	14	29	22	31	54	57	20	28	11		14	18	10	4		21	22	24	17	
	8%	8%	7%		12%	7%	4%	8%	7%	7%	9%	10%	5%	5%	6%		6%	11%	6%	2%		11%	8%	8%	10%	
None of these/ I have not watched any live broadcast programmes on TV in the past seven days	395	154	239		61	104	71	58	49	40	100	121	61	113	47		35	29	33	27		42	61	55	33	
	19%	15%	22%		24%	29%	22%	16%	16%	8%	17%	20%	14%	22%	27%		15%	17%	18%	18%		21%	22%	19%	18%	
Don't know	30	11	18		13	6	2	4	1	2	7	8	7	8	3		5	3	2	5		2	3	2	3	
	1%	1%	2%		5%	2%	1%	1%	*	1%	1%	1%	2%	1%	2%		2%	2%	1%	3%		1%	1%	1%	2%	

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Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 2

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

Base: All respondents

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	2103	1318	954	198	305	406	1089	76**	90**	320	364	768	154	282	1054	46**	70**	213	740	50**	61**
Weighted base	2103	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
Any BBC TV channel	1161	932	665	118	216	289	814			235	259	561	119	221	744			166	509		
	55%	70%	68%	59%	65%	69%	74%			68%	67%	71%	72%	74%	69%			75%	67%		
ITV/ STV/ UTV	1111	1111	703	175	296	393	934			246	277	596	129	259	902			174	547		
	53%	83%	72%	88%	89%	94%	85%			71%	71%	76%	78%	86%	84%			78%	72%		
Channel 4	831	831	540	126	225	285	736			177	218	457	111	210	676			143	420		
	40%	62%	55%	63%	68%	68%	67%			51%	56%	58%	67%	70%	63%			64%	55%		
Channel 5	499	499	371	99	168	208	440			133	157	311	85	149	410			103	295		
	24%	37%	38%	50%	51%	50%	40%			38%	41%	39%	51%	50%	38%			46%	39%		
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	495	398	495	69	127	164	323			216	256	407	102	103	325			111	413		
	24%	30%	50%	35%	38%	39%	29%			62%	66%	52%	61%	34%	30%			50%	54%		
Other ITV channel (e.g. ITV2, ITV3, ITVBe)	365	332	365	64	106	138	297			151	166	316	88	98	270			97	303		
	17%	25%	37%	32%	32%	33%	27%			43%	43%	40%	53%	33%	25%			44%	40%		
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	357	329	357	58	103	147	292			137	148	312	85	95	266			104	287		
	17%	25%	36%	29%	31%	35%	26%			40%	38%	40%	51%	32%	25%			47%	38%		
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	323	291	323	54	103	132	248			138	151	286	81	86	229			97	253		
	15%	22%	33%	27%	31%	31%	22%			40%	39%	36%	49%	29%	21%			44%	33%		
Other TV channel that includes commercials	206	160	206	36	52	63	137			100	112	177	59	52	122			62	170		
	10%	12%	21%	18%	16%	15%	12%			29%	29%	22%	36%	17%	11%			28%	22%		
Other Channel 5 channel (e.g. 5USA, 5Star)	193	177	193	47	71	87	158			86	104	164	66	64	140			62	163		
	9%	13%	20%	23%	21%	21%	14%			25%	27%	21%	40%	21%	13%			28%	21%		
S4C	12	12	8	2	4	3	11			2	2	6	2	3	8			2	4		
	1%	1%	1%	1%	1%	1%	1%			*	1%	1%	1%	1%	1%			1%	1%		
NET: Any PSB	1339	1339	799	199	331	420	1105			275	314	660	148	300	1072			203	621		
	64%	100%	81%	100%	100%	100%	100%			79%	81%	84%	90%	100%	100%			91%	82%		

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Absolutes/col percents

Table 2

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

Base: All respondents

	Watched live		Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB						
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	2103	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
NET: Any Non-PSB	981	799	981	127	232	309	671			346	387	789	165	214	633			222	762		
	47%	60%	100%	64%	70%	74%	61%			100%	100%	100%	100%	71%	59%			100%	100%		
NET: Any BBC TV channel only	158	-	-	-	-	-	-			-	-	-	-	-	-			-	-		
	8%																				
None of these/ I have not watched any live broadcast programmes on TV in the past seven days	395	-	-	-	-	-	-			-	-	-	-	-	-			-	-		
	19%																				
Don't know	30	-	-	-	-	-	-			-	-	-	-	-	-			-	-		
	1%																				

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Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 3

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

Summary table**Base: All who have watched live broadcast on ...**

	ITV/ STV/ UTV	Channel 4	Channel 5	S4C	Other ITV channel (e.g. ITV2, ITV3, ITVBe)	Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	Other Channel 5 channel (e.g. 5USA, 5Star)	Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	Other TV channel that includes commercials	NET: Any PSB	NET: Any Non-PSB	NET: Any Channel
Unweighted base	1090	807	501	10**	363	336	185	309	480	195	1318	954	1497
Weighted base	1111	831	499	12**	365	357	193	323	495	206	1339	981	1521
6am-10am	148 13%	44 5%	32 6%		19 5%	10 3%	12 6%	17 5%	33 7%	26 13%	199 15%	99 10%	273 18%
10am -4pm	225 20%	109 13%	83 17%		78 21%	55 16%	34 18%	69 21%	168 34%	67 32%	331 25%	346 35%	551 36%
4pm-6pm	323 29%	151 18%	101 20%		100 27%	66 18%	40 21%	68 21%	214 43%	65 32%	420 31%	387 39%	640 42%
6pm-11pm	806 73%	663 80%	364 73%		246 67%	275 77%	123 64%	244 75%	364 74%	152 74%	1105 83%	789 80%	1314 86%
11pm-6am	48 4%	36 4%	25 5%		39 11%	54 15%	29 15%	32 10%	67 14%	26 13%	88 7%	165 17%	208 14%

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ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 4

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

ITV/ STV/ UTV

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	1090	536	552	16**	80**	141	144	193	182	334	265	302	260	263	83**	51**	128	85**	101	77**	53**	101	144	144	78**	45**
Weighted base	1111	542	566	19**	101	137	163	183	182	325	287	289	257	278	77**	48**	134	91**	105	83**	53**	99**	129	158	86**	47**
6am-10am	148 13%	49 9%	98 17%		9 9%	27 20%	32 19%	23 13%	22 12%	35 11%	41 14%	35 12%	40 15%	33 12%					16 15%				14 11%	15 10%		
10am -4pm	225 20%	98 18%	127 22%		31 31%	41 30%	37 23%	33 18%	23 13%	56 17%	51 18%	45 16%	53 21%	76 27%					11 10%				24 19%	27 17%		
4pm-6pm	323 29%	148 27%	175 31%		33 32%	32 23%	48 30%	52 28%	57 32%	95 29%	80 28%	77 26%	80 31%	86 31%					35 33%				32 24%	48 30%		
6pm-11pm	806 73%	393 72%	410 72%		60 60%	82 60%	108 66%	130 71%	150 82%	262 81%	225 78%	214 74%	180 70%	187 67%					75 71%				88 68%	111 70%		
11pm-6am	48 4%	14 3%	34 6%		11 11%	7 5%	7 4%	6 3%	9 5%	7 2%	14 5%	13 4%	9 4%	12 4%					1 1%				10 8%	6 4%		

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Amount of Advertising Survey - W4
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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	1090	1090	676	171	272	381	917	71**	60**	217	257	575	122	242	884	39**	52**	168	526	38**	34**
Weighted base	1111	1111	703	175	296	393	934	82**	67**	246	277	596	129	259	902	41**	52**	174	547	39**	37**
6am-10am	148	148	94	148	63	55	111		34	43	77	28	28	129			19	81			
	13%	13%	13%	85%	21%	14%	12%		14%	15%	13%	22%	11%	14%			11%	15%			
10am -4pm	225	225	155	64	225	103	142		85	81	119	44	47	201			29	132			
	20%	20%	22%	37%	76%	26%	15%		35%	29%	20%	34%	18%	22%			17%	24%			
4pm-6pm	323	323	236	47	105	323	250		88	125	198	51	65	261			46	189			
	29%	29%	34%	27%	36%	82%	27%		36%	45%	33%	39%	25%	29%			27%	35%			
6pm-11pm	806	806	505	101	142	225	806		162	198	448	90	198	658			139	390			
	73%	73%	72%	58%	48%	57%	86%		66%	72%	75%	69%	76%	73%			80%	71%			
11pm-6am	48	48	37	20	25	27	44		13	17	30	25	9	38			10	28			
	4%	4%	5%	12%	8%	7%	5%		5%	6%	5%	20%	4%	4%			6%	5%			

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Absolutes/col percents

Table 6

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

Channel 4

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	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	807	400	404	10**	54**	124	109	157	137	216	207	234	182	184	68**	39**	91**	57**	68**	62**	39**	74**	107	105	70**	27**
Weighted base	831	411	417	10**	59**	122	119	168	133	219	236	229	167	198	64**	35**	93**	55**	72**	64**	45**	75**	101	119	78**	30**
6am-10am	44 5%	24 6%	20 5%			14 12%	10 9%	5 3%	4 3%	6 3%	9 4%	14 6%	11 7%	10 5%									9 9%	6 5%		
10am -4pm	109 13%	52 13%	57 14%			24 20%	14 12%	5 3%	14 10%	32 14%	30 13%	22 9%	24 14%	34 17%									10 10%	21 18%		
4pm-6pm	151 18%	73 18%	75 18%			21 18%	35 29%	28 16%	19 14%	34 15%	38 16%	33 14%	30 18%	49 25%									18 18%	15 13%		
6pm-11pm	663 80%	328 80%	334 80%			89 73%	88 74%	149 89%	116 87%	178 81%	197 83%	191 83%	127 76%	148 75%									78 78%	96 81%		
11pm-6am	36 4%	19 5%	17 4%			6 5%	9 8%	6 4%	5 4%	4 2%	8 3%	11 5%	7 4%	10 5%									5 5%	4 4%		

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Absolutes/col percents

Table 7

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

Channel 4

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	807	807	518	127	211	273	717	65**	45**	159	199	439	105	190	661	34**	38**	132	404	26**	29**
Weighted base	831	831	540	126	225	285	736	72**	49**	177	218	457	111	210	676	35**	38**	143	420	25**	29**
6am-10am	44	44	27	44	20	16	24				15	16	15	15	35			11	23		
	5%	5%	5%	35%	9%	6%	3%				9%	7%	3%	11%	7%	5%		8%	6%		
10am-4pm	109	109	80	24	109	46	65				43	38	58	26	36	85		23	68		
	13%	13%	15%	19%	49%	16%	9%				24%	18%	13%	23%	17%	13%		16%	16%		
4pm-6pm	151	151	116	31	59	151	116				49	82	96	34	35	124		36	97		
	18%	18%	22%	25%	26%	53%	16%				27%	38%	21%	30%	17%	18%		26%	23%		
6pm-11pm	663	663	429	69	124	195	663				127	165	385	85	160	549		107	332		
	80%	80%	79%	55%	55%	68%	90%				72%	76%	84%	77%	76%	81%		75%	79%		
11pm-6am	36	36	23	5	11	19	34				11	16	23	18	7	32		8	20		
	4%	4%	4%	4%	5%	7%	5%				6%	7%	5%	17%	4%	5%		6%	5%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 8

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

Channel 5

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	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	501	244	255	8**	27**	55**	64**	84**	88**	175	131	136	116	118	38**	20**	61**	41**	41**	42**	26**	51**	71**	60**	34**	16**
Weighted base	499	245	251	9**	27**	50**	71**	80**	87**	174	147	123	105	124	35**	18**	65**	42**	42**	45**	21**	50**	69**	58**	39**	16**
6am-10am	32 6%	17 7%	15 6%							5 3%	10 7%	6 5%	10 10%	6 5%												
10am -4pm	83 17%	36 15%	46 18%							24 14%	25 17%	17 13%	12 11%	29 23%												
4pm-6pm	101 20%	50 20%	51 20%							26 15%	30 20%	15 12%	22 21%	34 27%												
6pm-11pm	364 73%	180 73%	182 73%							132 76%	106 73%	95 77%	75 72%	88 71%												
11pm-6am	25 5%	13 5%	12 5%							1 *	7 5%	5 4%	4 4%	9 7%												

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 9

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

Channel 5

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	501	501	362	102	160	201	437	51**	36**	117	147	302	79**	139	412	23**	18**	95**	291	24**	15**
Weighted base	499	499	371	99**	168	208	440	56**	41**	133	157	311	85**	149	410	21**	18**	103	295	23**	17**
6am-10am	32 6%	32 6%	20 5%	12 7%	5 3%	19 4%			12 9%	11 7%	10 3%		15 10%	25 6%			8 8%	19 6%			
10am-4pm	83 17%	83 17%	65 18%	83 49%	39 19%	55 12%			36 27%	39 25%	49 16%		24 16%	72 17%			24 24%	49 17%			
4pm-6pm	101 20%	101 20%	87 23%	46 27%	101 49%	85 19%			42 31%	53 34%	69 22%		35 23%	83 20%			29 28%	70 24%			
6pm-11pm	364 73%	364 73%	264 71%	77 46%	139 67%	364 83%			75 56%	100 64%	244 79%		101 68%	297 72%			71 69%	204 69%			
11pm-6am	25 5%	25 5%	22 6%	11 6%	9 4%	18 4%			12 9%	13 8%	18 6%		8 5%	23 6%			7 7%	21 7%			

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 10

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

S4C

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

	Gender		Age							Social Grade				Region									
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	South East	South West
Unweighted base	10**	8**	2**	1**	1**	2**	-**	-**	2**	4**	4**	2**	-**	4**	-**	-**	-**	-**	-**	10**	-**	-**	-**
Weighted base	12**	10**	3**	1**	2**	2**	-**	-**	3**	5**	6**	1**	-**	5**	-**	-**	-**	-**	-**	12**	-**	-**	-**

6am-10am

10am -4pm

4pm-6pm

6pm-11pm

11pm-6am

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 11

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

S4C

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

	Watched live		Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB				
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	10**	10**	6**	3**	4**	2**	8**	1**	1**	2**	1**	4**	2**	2**	7**	1**	1**	1**	4**	2**	1**
Weighted base	12**	12**	8**	2**	4**	3**	11**	2**	1**	2**	2**	6**	2**	3**	8**	2**	1**	2**	4**	3**	1**

6am-10am

10am -4pm

4pm-6pm

6pm-11pm

11pm-6am

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

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 12

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

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	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	363	189	173	3**	21**	56**	49**	58**	68**	108	80**	112	75**	96**	27**	19**	44**	35**	29**	25**	17**	38**	57**	37**	25**	10**
Weighted base	365	193	171	3**	28**	52**	58**	56**	65**	103	89**	98**	68**	111	24**	17**	45**	35**	34**	34**	18**	35**	50**	34**	25**	13**
6am-10am	19	10	10							5				5												
	5%	5%	6%							5%				5%												
10am -4pm	78	47	32							21				28												
	21%	24%	19%							20%				25%												
4pm-6pm	100	58	42							28				32												
	27%	30%	25%							27%				28%												
6pm-11pm	246	126	119							64				76												
	67%	65%	69%							62%				68%												
11pm-6am	39	26	13							6				15												
	11%	13%	8%							6%				14%												

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 13

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

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB						
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	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
Unweighted base	363	332	363	62**	99**	135	291	31**	45**	131	154	312	79**	91**	272	13**	12**	95**	298	28**	14**	
Weighted base	365	332	365	64**	106	138	297	35**	50**	151	166	316	88**	98**	270	14**	12**	97**	303	34**	13**	
6am-10am	19	16	19		8	7	12									14			17			
	5%	5%	5%		7%	5%	4%									5%			6%			
10am-4pm	78	64	78		29	28	49									50			66			
	21%	19%	21%		27%	21%	17%									18%			22%			
4pm-6pm	100	96	100		45	59	85									85			87			
	27%	29%	27%		42%	43%	29%									32%			29%			
6pm-11pm	246	231	246		66	98	217									189			202			
	67%	70%	67%		62%	71%	73%									70%			67%			
11pm-6am	39	37	39		23	21	31									31			35			
	11%	11%	11%		22%	15%	10%									11%			11%			

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 14

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

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

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

	Gender			Age							Social Grade				Region												
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	
Unweighted base	336	168	168	5**	12**	45**	54**	71**	62**	87**	79**	86**	68**	103	29**	21**	42**	28**	26**	23**	16**	30**	52**	37**	18**	14**	
Weighted base	357	179	178	8**	10**	46**	64**	70**	62**	97**	89**	82**	63**	123	30**	19**	48**	30**	31**	27**	22**	28**	44**	42**	18**	17**	
6am-10am	10	4	5											4													
	3%	2%	3%											3%													
10am -4pm	55	23	32											20													
	16%	13%	18%											17%													
4pm-6pm	66	39	26											25													
	18%	22%	15%											21%													
6pm-11pm	275	145	130											95													
	77%	81%	73%											77%													
11pm-6am	54	29	24											20													
	15%	16%	14%											16%													

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 15

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

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	336	312	336	52**	97**	135	273	35**	35**	118	136	295	74**	82**	254	14**	14**	91**	274	22**	18**
Weighted base	357	329	357	58**	103	147	292	39**	39**	137	148	312	85**	95**	266	12**	13**	104	287	23**	18**
6am-10am	10 3%	7 2%	10 3%	6	2	7				3	3	8			7			5	4		
10am-4pm	55 16%	49 15%	55 16%	26 6%	27 2%	38 3%			55 40%	27 18%	28 9%			41 15%			21 20%	46 16%			
4pm-6pm	66 18%	62 19%	66 18%	32 31%	46 31%	51 18%			38 28%	66 44%	54 17%			49 19%			25 24%	56 20%			
6pm-11pm	275 77%	253 77%	275 77%	69 66%	111 76%	235 81%			82 59%	110 74%	275 88%			205 77%			76 73%	227 79%			
11pm-6am	54 15%	50 15%	54 15%	17 17%	25 17%	47 16%			20 15%	29 19%	47 15%			41 15%			18 17%	49 17%			

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 16

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

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

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

	Gender		Age								Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	185	99**	86**	2**	3**	22**	33**	37**	44**	44**	47**	46**	34**	58**	15**	5**	21**	21**	16**	10**	9**	15**	32**	17**	12**	12**
Weighted base	193	102	91**	2**	3**	24**	38**	35**	45**	45**	51**	44**	32**	66**	15**	4**	25**	26**	16**	12**	9**	12**	30**	16**	13**	15**
6am-10am	12	10																								
	6%	10%																								
10am -4pm	34	18																								
	18%	17%																								
4pm-6pm	40	23																								
	21%	23%																								
6pm-11pm	123	64																								
	64%	63%																								
11pm-6am	29	16																								
	15%	15%																								

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 17

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

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	185	171	185	40**	62**	81**	149	21**	30**	73**	97**	160	57**	58**	135	6**	3**	56**	160	19**	7**
Weighted base	193	177	193	47**	71**	87**	158	30**	36**	86**	104	164	66**	64**	140	6**	2**	62**	163	20**	10**
6am-10am	12 6%	11 6%	12 6%				6 4%				8 7%	6 4%			7 5%				11 7%		
10am-4pm	34 18%	30 17%	34 18%				22 14%				16 15%	21 13%			19 14%				31 19%		
4pm-6pm	40 21%	35 20%	40 21%				32 20%				40 39%	32 20%			27 19%				34 21%		
6pm-11pm	123 64%	116 65%	123 64%				111 71%				65 63%	123 75%			99 71%				103 63%		
11pm-6am	29 15%	27 15%	29 15%				24 15%				18 17%	25 15%			21 15%				25 15%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 18

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

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	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	309	183	126	2**	16**	29**	38**	47**	63**	114	90**	79**	66**	74**	22**	17**	35**	33**	29**	21**	15**	34**	34**	34**	22**	13**
Weighted base	323	189	134	2**	15**	29**	51**	51**	60**	115	95**	80**	65**	83**	19**	15**	38**	38**	30**	23**	17**	32**	34**	38**	23**	16**
6am-10am	17	12	6							4																
	5%	6%	4%							4%																
10am -4pm	69	46	22							24																
	21%	25%	17%							21%																
4pm-6pm	68	45	23							24																
	21%	24%	17%							20%																
6pm-11pm	244	138	105							92																
	75%	73%	78%							79%																
11pm-6am	32	19	13							6																
	10%	10%	10%							5%																

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 19

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

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

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	309	281	309	51**	92**	122	234	24**	45**	121	141	273	72**	74**	222	11**	15**	88**	245	23**	18**
Weighted base	323	291	323	54**	103	132	248	30**	49**	138	151	286	81**	86**	229	12**	13**	97**	253	24**	19**
6am-10am	17	14	17		13	6	8			11	12	9			13				13		5%
	5%	5%	5%		12%	4%	3%			8%	8%	3%			6%				5%		
10am -4pm	69	58	69		36	24	45			69	44	52			43				58		
	21%	20%	21%		35%	18%	18%			50%	29%	18%			19%				23%		
4pm-6pm	68	64	68		28	34	54			35	68	54			50				56		
	21%	22%	21%		27%	26%	22%			25%	45%	19%			22%				22%		
6pm-11pm	244	222	244		69	104	200			88	97	244			174				192		
	75%	76%	75%		68%	79%	80%			64%	64%	85%			76%				76%		
11pm-6am	32	30	32		19	16	26			21	23	30			26				28		
	10%	10%	10%		19%	12%	10%			15%	15%	11%			11%				11%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 20

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

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

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

	Gender			Age							Social Grade				Region														
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land			
Unweighted base	480	320	159	3**	36**	78**	70**	87**	75**	131	138	124	117	101	43**	28**	57**	36**	44**	35**	29**	41**	60**	61**	33**	13**			
Weighted base	495	334	160	2**	43**	74**	81**	95**	80**	121	153	120	115	107	41**	29**	53**	45**	51**	35**	31**	42**	54**	63**	35**	16**			
6am-10am	33	27	6							4	12	3	7	11															
	7%	8%	4%							3%	8%	3%	6%	10%															
10am -4pm	168	120	46							39	52	42	35	39															
	34%	36%	29%							32%	34%	35%	30%	36%															
4pm-6pm	214	158	54							40	76	51	43	44															
	43%	47%	34%							33%	50%	42%	38%	41%															
6pm-11pm	364	244	119							83	119	86	81	79															
	74%	73%	74%							68%	78%	71%	70%	74%															
11pm-6am	67	45	23							8	18	19	12	19															
	14%	13%	14%							6%	12%	16%	10%	18%															

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 21

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

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	480	377	480	66**	115	152	304	30**	52**	198	238	392	90**	94**	303	15**	15**	107	393	27**	24**
Weighted base	495	398	495	69**	127	164	323	34**	56**	216	256	407	102	103	325	14**	15**	111	413	27**	21**
6am-10am	33 7%	29 7%	33 7%	18 15%	14 9%	17 5%			27 13%	25 10%	28 7%	15 15%	12 11%	26 8%			11 10%	29 7%			
10am -4pm	168 34%	136 34%	168 34%	57 45%	68 42%	100 31%			168 78%	119 47%	121 30%	45 44%	30 29%	119 37%			33 30%	146 35%			
4pm-6pm	214 43%	165 41%	214 43%	64 50%	82 50%	132 41%			127 59%	214 84%	171 42%	57 56%	38 37%	147 45%			53 48%	185 45%			
6pm-11pm	364 74%	296 74%	364 74%	99 78%	129 79%	256 79%			137 63%	179 70%	364 89%	80 79%	65 64%	244 75%			71 64%	307 74%			
11pm-6am	67 14%	62 16%	67 14%	29 23%	30 18%	52 16%			42 19%	50 20%	62 15%	67 66%	16 15%	53 16%			14 12%	63 15%			

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 22

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

Other TV channel that includes commercials

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

	Gender		Age							Social Grade				Region											
	Total	Male	Female	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	195	120	74**	7**	22**	19**	36**	40**	71**	52**	56**	33**	54**	12**	12**	18**	17**	19**	19**	7**	18**	33**	23**	7**	10**
Weighted base	206	130	75**	9**	21**	24**	41**	38**	74**	56**	60**	33**	58**	9**	11**	19**	19**	22**	22**	9**	19**	33**	24**	7**	11**
6am-10am	26	18																							
	13%	14%																							
10am -4pm	67	46																							
	32%	35%																							
4pm-6pm	65	44																							
	32%	34%																							
6pm-11pm	152	97																							
	74%	75%																							
11pm-6am	26	16																							
	13%	12%																							

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 23

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

Other TV channel that includes commercials

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	195	154	195	33**	51**	60**	131	12**	36**	90**	101	165	52**	47**	117	5**	12**	56**	156	13**	17**
Weighted base	206	160	206	36**	52**	63**	137	13**	43**	100	112	177	59**	52**	122	6**	13**	62**	170	14**	17**
6am-10am	26 13%	17 11%	26 13%				14 10%			18 17%	15 13%	16 9%		14 11%				24 14%			
10am-4pm	67 32%	46 28%	67 32%				36 26%			67 66%	47 42%	51 29%		35 29%				56 33%			
4pm-6pm	65 32%	47 29%	65 32%				40 29%			41 41%	65 59%	56 32%		34 28%				56 33%			
6pm-11pm	152 74%	120 75%	152 74%				107 78%			61 61%	83 75%	152 86%		94 77%				128 75%			
11pm-6am	26 13%	23 14%	26 13%				18 13%			21 21%	24 22%	25 14%		20 16%				22 13%			

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 24

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

NET: Any PSB

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	1318	666	648	17**	103	190	184	243	212	369	325	381	306	306	106	61**	148	96**	115	96**	68**	123	185	171	103	46**
Weighted base	1339	668	667	21**	125	181	204	241	207	361	353	368	296	322	99**	55**	153	102	119	102	72**	122	168	185	114	48**
6am-10am	199	81	117		12	42	47	27	25	42	50	47	59	42			28	15	17	17		24	26	23	9	
	15%	12%	17%		10%	23%	23%	11%	12%	12%	14%	13%	20%	13%			18%	15%	14%	16%		19%	16%	12%	8%	
10am -4pm	331	153	176		45	50	56	42	40	93	83	64	75	109			39	35	15	33		33	37	45	24	
	25%	23%	26%		36%	28%	27%	17%	19%	26%	24%	17%	25%	34%			26%	34%	13%	33%		27%	22%	24%	21%	
4pm-6pm	420	198	220		38	42	70	72	69	123	111	96	93	119			60	34	45	33		37	47	51	26	
	31%	30%	33%		30%	23%	34%	30%	34%	34%	32%	26%	32%	37%			39%	33%	38%	33%		30%	28%	28%	23%	
6pm-11pm	1105	542	559		80	131	163	211	186	318	308	307	227	262			122	82	102	81		101	132	154	96	
	83%	81%	84%		64%	72%	80%	88%	90%	88%	88%	83%	77%	81%			80%	80%	85%	80%		83%	78%	83%	84%	
11pm-6am	88	40	48		12	17	18	13	16	10	19	26	18	25			10	8	5	6		7	17	11	4	
	7%	6%	7%		10%	9%	9%	5%	8%	3%	5%	7%	6%	8%			6%	8%	4%	6%		5%	10%	6%	3%	

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 25

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

NET: Any PSB

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	1318	1318	775	198	305	406	1089	76**	73**	249	294	642	139	282	1054	46**	70**	195	603	43**	41**
Weighted base	1339	1339	799	199	331	420	1105	88**	79**	275	314	660	148	300	1072	48**	71**	203	621	43**	44**
6am-10am	199	199	127	199	83	64	133			54	60	95	42	50	165			32	110		
	15%	15%	16%	100%	25%	15%	12%			20%	19%	14%	28%	17%	15%			16%	18%		
10am -4pm	331	331	232	83	331	144	209			126	122	179	70	82	286			57	191		
	25%	25%	29%	42%	100%	34%	19%			46%	39%	27%	47%	27%	27%			28%	31%		
4pm-6pm	420	420	309	64	144	420	318			130	167	253	68	101	339			78	247		
	31%	31%	39%	32%	44%	100%	29%			47%	53%	38%	46%	34%	32%			38%	40%		
6pm-11pm	1105	1105	671	133	209	318	1105			212	258	579	125	250	894			174	519		
	83%	83%	84%	67%	63%	76%	100%			77%	82%	88%	84%	83%	83%			86%	84%		
11pm-6am	88	88	69	25	37	39	78			29	36	59	45	23	71			18	55		
	7%	7%	9%	13%	11%	9%	7%			11%	12%	9%	30%	8%	7%			9%	9%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 26

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

NET: Any Non-PSB

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	954	548	404	9**	64**	138	131	165	166	281	246	269	221	218	77**	48**	118	78**	85**	67**	47**	88**	136	117	62**	31**
Weighted base	981	558	420	10**	78**	137	146	172	165	274	270	253	218	240	74**	44**	119	90**	93**	77**	52**	85**	123	125	65**	34**
6am-10am	99	65	34			20	27	10	15	20	25	18	24	33										16	15	
	10%	12%	8%			15%	18%	6%	9%	7%	9%	7%	11%	14%										13%	12%	
10am -4pm	346	219	126			52	59	65	50	88	88	84	72	103										43	33	
	35%	39%	30%			38%	41%	38%	30%	32%	33%	33%	33%	43%										35%	26%	
4pm-6pm	387	255	130			63	70	68	68	84	109	96	84	98										45	41	
	39%	46%	31%			46%	48%	40%	41%	31%	40%	38%	38%	41%										37%	33%	
6pm-11pm	789	451	336			91	118	146	142	225	227	202	160	200										97	93	
	80%	81%	80%			66%	81%	85%	86%	82%	84%	80%	73%	83%										79%	74%	
11pm-6am	165	101	64			29	41	38	23	25	41	41	31	52										21	15	
	17%	18%	15%			21%	28%	22%	14%	9%	15%	16%	14%	22%										17%	12%	

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 27

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

NET: Any Non-PSB

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	954	775	954	125	212	293	646	60**	90**	320	364	768	154	197	613	31**	38**	213	740	50**	61**
Weighted base	981	799	981	127	232	309	671	69**	99**	346	387	789	165	214	633	30**	38**	222	762	52**	60**
6am-10am	99	79	99	25	47	38	55											40	80		
	10%	10%	10%	20%	20%	12%	8%											18%	11%		
10am-4pm	346	275	346	54	126	130	212											85	290		
	35%	34%	35%	43%	54%	42%	32%											38%	38%		
4pm-6pm	387	314	387	60	122	167	258											101	321		
	39%	39%	39%	47%	52%	54%	38%											45%	42%		
6pm-11pm	789	660	789	95	179	253	579											186	620		
	80%	83%	80%	75%	77%	82%	86%											84%	81%		
11pm-6am	165	148	165	42	70	68	125											43	145		
	17%	19%	17%	33%	30%	22%	19%											20%	19%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 28

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

NET: Any Channel

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	1497	784	709	18**	119	225	216	273	236	410	380	427	345	345	121	71**	173	112	134	111	74**	136	210	193	113	49**
Weighted base	1521	780	736	21**	146	217	238	271	230	398	411	407	339	363	114	66**	178	120	139	115	80**	132	191	207	126	52**
6am-10am	273 18%	132 17%	140 19%		17 12%	56 26%	63 27%	36 13%	39 17%	59 15%	63 15%	62 15%	75 22%	73 20%	19 17%		41 23%	27 22%	19 14%	27 24%		30 23%	37 19%	36 17%	9 7%	
10am -4pm	551 36%	291 37%	258 35%		58 40%	85 39%	88 37%	86 32%	79 34%	152 38%	142 34%	116 29%	123 36%	170 47%	46 40%		79 45%	56 46%	39 28%	41 35%		43 33%	66 34%	72 35%	35 28%	
4pm-6pm	640 42%	348 45%	290 39%		55 38%	83 38%	100 42%	112 41%	109 48%	174 44%	174 42%	154 38%	141 42%	171 47%	47 41%		84 47%	56 47%	68 49%	54 47%		52 39%	71 37%	74 36%	44 35%	
6pm-11pm	1314 86%	679 87%	631 86%		107 74%	163 75%	199 84%	247 91%	218 94%	360 90%	370 90%	358 88%	274 81%	313 86%	95 83%		145 82%	102 85%	127 91%	98 85%		118 89%	159 83%	183 88%	102 81%	
11pm-6am	208 14%	121 16%	87 12%		15 10%	33 15%	53 22%	42 15%	33 14%	29 7%	47 11%	50 12%	39 12%	73 20%	11 10%		19 11%	22 18%	21 15%	16 14%		23 17%	32 17%	19 9%	10 8%	

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 29

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

NET: Any Channel

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	1497	1318	954	198	305	406	1089	76**	90**	320	364	768	154	282	1054	46**	70**	213	740	50**	61**
Weighted base	1521	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
6am-10am	273	252	200	199	114	89	169				98	100	141	69	208			60	166		
	18%	19%	20%	100%	34%	21%	15%				28%	26%	18%	23%	19%			27%	22%		
10am-4pm	551	480	453	106	331	208	336			346	232	312	108	124	397			107	367		
	36%	36%	46%	53%	100%	50%	30%			100%	60%	40%	65%	41%	37%			48%	48%		
4pm-6pm	640	567	530	97	200	420	436			240	387	415	119	135	465			129	426		
	42%	42%	54%	49%	61%	100%	39%			69%	100%	53%	72%	45%	43%			58%	56%		
6pm-11pm	1314	1186	880	151	253	354	1105			280	349	789	157	267	959			207	686		
	86%	89%	90%	76%	76%	84%	100%			81%	90%	100%	95%	89%	90%			93%	90%		
11pm-6am	208	191	190	50	85	87	160			93	109	164	165	54	149			47	164		
	14%	14%	19%	25%	26%	21%	15%			27%	28%	21%	100%	18%	14%			21%	21%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 30

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

Summary table

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

	ITV/ STV/ UTV	Channel 4	Channel 5	S4C	Other ITV channel (e.g. ITV2, ITV3, ITVBe)	Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	Other Channel 5 channel (e.g. 5USA, 5Star)	Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	Other TV channel that includes commercials	NET: Any PSB	NET: Any Non-PSB	NET: Any Channel
Unweighted base	1090	807	501	10**	363	336	185	309	480	195	1318	954	1497
Weighted base	1111	831	499	12**	365	357	193	323	495	206	1339	981	1521
More than usual	204 18%	137 17%	102 20%		61 17%	65 18%	36 19%	64 20%	86 17%	34 16%	300 22%	222 23%	373 24%
Same as usual/No change	823 74%	621 75%	344 69%		272 74%	255 71%	133 69%	220 68%	371 75%	146 71%	1072 80%	762 78%	1265 83%
Less than usual	24 2%	25 3%	17 3%		15 4%	14 4%	8 4%	11 3%	14 3%	5 2%	48 4%	52 5%	87 6%
Don't know	60 5%	47 6%	35 7%		17 5%	22 6%	15 8%	28 9%	24 5%	22 11%	71 5%	60 6%	81 5%

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 31

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

ITV/ STV/ UTV

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

	Gender		Age							Social Grade				Region												
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1090	536	552	16**	80**	141	144	193	182	334	265	302	260	263	83**	51**	128	85**	101	77**	53**	101	144	144	78**	45**
Weighted base	1111	542	566	19**	101	137	163	183	182	325	287	289	257	278	77**	48**	134	91**	105	83**	53**	99**	129	158	86**	47**
More than usual	204 18%	87 16%	116 20%		14 14%	23 16%	20 12%	34 18%	29 16%	84 26%	62 22%	40 14%	49 19%	53 19%			33 24%		16 15%				19 15%	39 25%		
Same as usual/No change	823 74%	418 77%	404 71%		73 72%	103 75%	136 83%	137 75%	144 79%	211 65%	200 70%	223 77%	195 76%	204 73%			94 70%		83 79%				93 72%	109 69%		
Less than usual	24 2%	13 2%	11 2%		9 9%	2 1%	1 1%	5 3%	3 2%	4 1%	12 4%	4 1%	4 1%	5 2%			3 2%		4 3%				5 4%	4 2%		
Don't know	60 5%	24 4%	36 6%		6 6%	10 7%	6 4%	7 4%	6 3%	25 8%	13 4%	22 8%	9 3%	16 6%			5 4%		3 3%				12 9%	6 4%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 32

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

ITV/ STV/ UTV

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

	Watched live		Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB				
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	1090	1090	676	171	272	381	917	71**	60**	217	257	575	122	242	884	39**	52**	168	526	38**	34**
Weighted base	1111	1111	703	175	296	393	934	82**	67**	246	277	596	129	259	902	41**	52**	174	547	39**	37**
More than usual	204	204	142	26	53	75	179		47	46	119	17	204	69			104	68			
	18%	18%	20%	15%	18%	19%	19%		19%	16%	20%	13%	79%	8%			60%	12%			
Same as usual/No change	823	823	509	140	224	282	690		181	215	436	101	51	823			59	467			
	74%	74%	72%	80%	76%	72%	74%		74%	78%	73%	78%	20%	91%			34%	85%			
Less than usual	24	24	14	1	7	11	17		1	6	13	*	1	5			4	5			
	2%	2%	2%	1%	2%	3%	2%		1%	2%	2%	*	*	1%			2%	1%			
Don't know	60	60	38	7	12	25	48		15	10	28	11	3	5			7	6			
	5%	5%	5%	4%	4%	6%	5%		6%	4%	5%	8%	1%	1%			4%	1%			

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 33

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

Channel 4

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	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	807	400	404	10**	54**	124	109	157	137	216	207	234	182	184	68**	39**	91**	57**	68**	62**	39**	74**	107	105	70**	27**
Weighted base	831	411	417	10**	59**	122	119	168	133	219	236	229	167	198	64**	35**	93**	55**	72**	64**	45**	75**	101	119	78**	30**
More than usual	137 17%	71 17%	65 16%			23 19%	19 16%	20 12%	20 15%	43 20%	42 18%	29 13%	32 19%	34 17%									19 19%	24 20%		
Same as usual/No change	621 75%	301 73%	319 76%			89 73%	89 75%	138 82%	105 79%	148 68%	180 76%	171 75%	121 72%	148 75%									70 70%	83 70%		
Less than usual	25 3%	15 4%	10 2%			3 3%	7 6%	3 2%	4 3%	3 1%	2 1%	7 3%	8 5%	8 4%									2 2%	4 3%		
Don't know	47 6%	24 6%	23 6%			8 6%	3 3%	7 4%	5 4%	25 11%	12 5%	21 9%	6 4%	8 4%									9 9%	8 7%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 34

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

Channel 4

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	807	807	518	127	211	273	717	65**	45**	159	199	439	105	190	661	34**	38**	132	404	26**	29**
Weighted base	831	831	540	126	225	285	736	72**	49**	177	218	457	111	210	676	35**	38**	143	420	25**	29**
More than usual	137	137	100	17	29	46	120			34	34	90	23	137	34			79	42		
	17%	17%	19%	13%	13%	16%	16%			19%	16%	20%	20%	65%	5%			55%	10%		
Same as usual/No change	621	621	391	98	174	216	560			127	165	332	78	70	621			57	361		
	75%	75%	73%	78%	77%	76%	76%			72%	76%	73%	70%	33%	92%			40%	86%		
Less than usual	25	25	17	4	11	7	17			2	10	13	4	1	15			5	11		
	3%	3%	3%	3%	5%	3%	2%			1%	5%	3%	3%	*	2%			3%	3%		
Don't know	47	47	31	7	12	16	39			14	8	22	7	2	6			2	6		
	6%	6%	6%	6%	5%	5%	5%			8%	4%	5%	6%	1%	1%			1%	2%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 35

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

Channel 5

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	501	244	255	8**	27**	55**	64**	84**	88**	175	131	136	116	118	38**	20**	61**	41**	41**	42**	26**	51**	71**	60**	34**	16**
Weighted base	499	245	251	9**	27**	50**	71**	80**	87**	174	147	123	105	124	35**	18**	65**	42**	42**	45**	21**	50**	69**	58**	39**	16**
More than usual	102 20%	57 23%	43 17%							43 25%	32 22%	15 12%	28 26%	27 22%												
Same as usual/No change	344 69%	170 69%	175 70%							107 61%	102 69%	90 73%	64 61%	88 71%												
Less than usual	17 3%	9 4%	8 3%							3 1%	2 1%	6 5%	5 5%	5 4%												
Don't know	35 7%	10 4%	25 10%							22 13%	11 8%	12 10%	8 8%	4 3%												

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 36

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

Channel 5

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	501	501	362	102	160	201	437	51**	36**	117	147	302	79**	139	412	23**	18**	95**	291	24**	15**
Weighted base	499	499	371	99**	168	208	440	56**	41**	133	157	311	85**	149	410	21**	18**	103	295	23**	17**
More than usual	102	102	80		30	39	86			34	40	64		102	42			63	46		
	20%	20%	22%		18%	19%	20%			26%	25%	21%		69%	10%			61%	15%		
Same as usual/No change	344	344	251		118	148	309			83	102	215		41	344			32	233		
	69%	69%	68%		71%	71%	70%			63%	65%	69%		27%	84%			31%	79%		
Less than usual	17	17	11		9	7	12			2	4	9		-	8			2	6		
	3%	3%	3%		5%	3%	3%			2%	3%	3%		-	2%			2%	2%		
Don't know	35	35	29		10	14	33			13	12	23		6	15			7	11		
	7%	7%	8%		6%	7%	8%			10%	8%	7%		4%	4%			6%	4%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 37

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

S4C

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

	Gender		Age							Social Grade				Region									
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	South East	South West
Unweighted base	10**	8**	2**	1**	1**	2**	-**	-**	2**	4**	4**	2**	-**	4**	-**	-**	-**	-**	-**	10**	-**	-**	-**
Weighted base	12**	10**	3**	1**	2**	2**	-**	-**	3**	5**	6**	1**	-**	5**	-**	-**	-**	-**	-**	12**	-**	-**	-**

More than usual

Same as usual/No change

Less than usual

Don't know

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 38

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

S4C

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

	Watched live		Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB						
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	10**	10**	6**	3**	4**	2**	8**	1**	1**	2**	1**	4**	2**	2**	7**	1**	1**	1**	4**	2**	1**
Weighted base	12**	12**	8**	2**	4**	3**	11**	2**	1**	2**	2**	6**	2**	3**	8**	2**	1**	2**	4**	3**	1**

More than usual

Same as usual/No change

Less than usual

Don't know

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 39

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

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East London	South East	South West	North Ireland	
Unweighted base	363	189	173	3**	21**	56**	49**	58**	68**	108	80**	112	75**	96**	27**	19**	44**	35**	29**	25**	17**	38**	57**	37**	25**	10**
Weighted base	365	193	171	3**	28**	52**	58**	56**	65**	103	89**	98**	68**	111	24**	17**	45**	35**	34**	34**	18**	35**	50**	34**	25**	13**
More than usual	61 17%	30 16%	31 18%							22 21%				15 13%												
Same as usual/No change	272 74%	144 74%	128 75%							73 71%				89 80%												
Less than usual	15 4%	10 5%	4 3%							-				3 3%												
Don't know	17 5%	9 5%	8 5%							8 8%				4 4%												

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 40

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

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

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	363	332	363	62**	99**	135	291	31**	45**	131	154	312	79**	91**	272	13**	12**	95**	298	28**	14**
Weighted base	365	332	365	64**	106	138	297	35**	50**	151	166	316	88**	98**	270	14**	12**	97**	303	34**	13**
More than usual	61	57	61		13	19	51			23	23	55			25				25		
	17%	17%	17%		12%	14%	17%			16%	14%	17%			9%				8%		
Same as usual/No change	272	247	272		85	113	223			116	123	235			236				272		
	74%	74%	74%		80%	82%	75%			77%	74%	74%			87%				90%		
Less than usual	15	13	15		4	3	10			2	12	11			6				3		
	4%	4%	4%		4%	2%	4%			1%	7%	4%			2%				1%		
Don't know	17	15	17		5	3	13			9	8	15			3				3		
	5%	4%	5%		4%	2%	4%			6%	5%	5%			1%				1%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 41

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

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	336	168	168	5**	12**	45**	54**	71**	62**	87**	79**	86**	68**	103	29**	21**	42**	28**	26**	23**	16**	30**	52**	37**	18**	14**
Weighted base	357	179	178	8**	10**	46**	64**	70**	62**	97**	89**	82**	63**	123	30**	19**	48**	30**	31**	27**	22**	28**	44**	42**	18**	17**
More than usual	65 18%	34 19%	31 17%											24 19%												
Same as usual/No change	255 71%	129 72%	126 71%											86 70%												
Less than usual	14 4%	9 5%	6 3%											6 5%												
Don't know	22 6%	7 4%	16 9%											7 6%												

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 42

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

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

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	336	312	336	52**	97**	135	273	35**	35**	118	136	295	74**	82**	254	14**	14**	91**	274	22**	18**
Weighted base	357	329	357	58**	103	147	292	39**	39**	137	148	312	85**	95**	266	12**	13**	104	287	23**	18**
More than usual	65	61	65		16	26	54			23	25	58			26			65	24		
	18%	19%	18%		16%	18%	18%			17%	17%	19%			10%			63%	8%		
Same as usual/No change	255	234	255		75	106	208			99	107	227			225			31	255		
	71%	71%	71%		72%	72%	71%			72%	72%	73%			85%			29%	89%		
Less than usual	14	12	14		5	4	10			7	7	9			8			4	7		
	4%	4%	4%		4%	3%	3%			5%	5%	3%			3%			4%	2%		
Don't know	22	22	22		8	11	20			8	9	17			7			4	1		
	6%	7%	6%		8%	7%	7%			6%	6%	6%			3%			4%	*		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 43

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

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

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

	Gender		Age							Social Grade				Region												
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	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	185	99**	86**	2**	3**	22**	33**	37**	44**	44**	47**	46**	34**	58**	15**	5**	21**	21**	16**	10**	9**	15**	32**	17**	12**	12**
Weighted base	193	102	91**	2**	3**	24**	38**	35**	45**	45**	51**	44**	32**	66**	15**	4**	25**	26**	16**	12**	9**	12**	30**	16**	13**	15**
More than usual	36 19%	20 20%																								
Same as usual/No change	133 69%	72 71%																								
Less than usual	8 4%	6 5%																								
Don't know	15 8%	4 4%																								

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 44

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

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	185	171	185	40**	62**	81**	149	21**	30**	73**	97**	160	57**	58**	135	6**	3**	56**	160	19**	7**
Weighted base	193	177	193	47**	71**	87**	158	30**	36**	86**	104	164	66**	64**	140	6**	2**	62**	163	20**	10**
More than usual	36	35	36				33				25	33			16				19		
	19%	20%	19%				21%				24%	20%			12%				12%		
Same as usual/No change	133	121	133				105				69	113			107				133		
	69%	68%	69%				67%				66%	69%			76%				82%		
Less than usual	8	7	8				6				5	6			6				6		
	4%	4%	4%				4%				4%	3%			4%				4%		
Don't know	15	15	15				13				5	13			11				5		
	8%	8%	8%				8%				5%	8%			8%				3%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 45

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

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

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

	Gender		Age							Social Grade				Region												
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	309	183	126	2**	16**	29**	38**	47**	63**	114	90**	79**	66**	74**	22**	17**	35**	33**	29**	21**	15**	34**	34**	34**	22**	13**
Weighted base	323	189	134	2**	15**	29**	51**	51**	60**	115	95**	80**	65**	83**	19**	15**	38**	38**	30**	23**	17**	32**	34**	38**	23**	16**
More than usual	64 20%	33 18%	31 23%							24 21%																
Same as usual/No change	220 68%	131 70%	89 66%							81 70%																
Less than usual	11 3%	10 5%	1 1%							-																
Don't know	28 9%	14 8%	13 10%							11 9%																

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 46

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

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

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	309	281	309	51**	92**	122	234	24**	45**	121	141	273	72**	74**	222	11**	15**	88**	245	23**	18**
Weighted base	323	291	323	54**	103	132	248	30**	49**	138	151	286	81**	86**	229	12**	13**	97**	253	24**	19**
More than usual	64	62	64		20	26	53			26	28	54			29				18		
	20%	21%	20%		20%	19%	21%			19%	18%	19%			13%				7%		
Same as usual/No change	220	195	220		68	93	168			100	105	201			184				220		
	68%	67%	68%		66%	71%	68%			72%	70%	70%			80%				87%		
Less than usual	11	9	11		6	*	5			5	7	7			6				7		
	3%	3%	3%		6%	*	2%			4%	5%	2%			2%				3%		
Don't know	28	26	28		9	13	22			8	11	24			10				8		
	9%	9%	9%		9%	10%	9%			6%	7%	8%			4%				3%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 47

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

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

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

	Gender		Age							Social Grade				Region												
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	480	320	159	3**	36**	78**	70**	87**	75**	131	138	124	117	101	43**	28**	57**	36**	44**	35**	29**	41**	60**	61**	33**	13**
Weighted base	495	334	160	2**	43**	74**	81**	95**	80**	121	153	120	115	107	41**	29**	53**	45**	51**	35**	31**	42**	54**	63**	35**	16**
More than usual	86 17%	61 18%	24 15%							20 17%	37 24%	16 14%	15 13%	17 16%												
Same as usual/No change	371 75%	245 73%	126 79%							81 67%	107 70%	89 74%	94 82%	80 75%												
Less than usual	14 3%	10 3%	5 3%							5 4%	5 3%	4 3%	2 2%	3 3%												
Don't know	24 5%	18 6%	6 4%							15 13%	3 2%	11 9%	4 4%	6 5%												

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 48

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

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

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	480	377	480	66**	115	152	304	30**	52**	198	238	392	90**	94**	303	15**	15**	107	393	27**	24**
Weighted base	495	398	495	69**	127	164	323	34**	56**	216	256	407	102	103	325	14**	15**	111	413	27**	21**
More than usual	86	78	86		27	31	64			40	53	73	21	48	49			86	32		
	17%	20%	17%		21%	19%	20%			18%	21%	18%	21%	47%	15%			78%	8%		
Same as usual/No change	371	294	371		91	121	243			160	191	305	73	50	266			21	371		
	75%	74%	75%		72%	74%	75%			74%	75%	75%	72%	49%	82%			19%	90%		
Less than usual	14	12	14		5	4	7			9	4	10	4	2	9			2	8		
	3%	3%	3%		4%	2%	2%			4%	2%	2%	4%	2%	3%			2%	2%		
Don't know	24	14	24		3	8	9			8	7	18	4	2	2			1	2		
	5%	4%	5%		3%	5%	3%			4%	3%	4%	4%	2%	1%			1%	*		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 49

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

Other TV channel that includes commercials

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

	Gender		Age							Social Grade				Region											
	Total	Male	Female	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	195	120	74**	7**	22**	19**	36**	40**	71**	52**	56**	33**	54**	12**	12**	18**	17**	19**	19**	7**	18**	33**	23**	7**	10**
Weighted base	206	130	75**	9**	21**	24**	41**	38**	74**	56**	60**	33**	58**	9**	11**	19**	19**	22**	22**	9**	19**	33**	24**	7**	11**
More than usual	34 16%	22 17%																							
Same as usual/No change	146 71%	90 69%																							
Less than usual	5 2%	4 3%																							
Don't know	22 11%	15 11%																							

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 50

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

Other TV channel that includes commercials

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	195	154	195	33**	51**	60**	131	12**	36**	90**	101	165	52**	47**	117	5**	12**	56**	156	13**	17**
Weighted base	206	160	206	36**	52**	63**	137	13**	43**	100	112	177	59**	52**	122	6**	13**	62**	170	14**	17**
More than usual	34	29	34				28			20	17	28			16				15		
	16%	18%	16%				21%			20%	16%	16%			13%				9%		
Same as usual/No change	146	109	146				90			65	79	129			98				146		
	71%	68%	71%				65%			65%	71%	73%			80%				86%		
Less than usual	5	4	5				3			4	5	4			4				4		
	2%	2%	2%				2%			4%	4%	2%			3%				2%		
Don't know	22	18	22				16			11	11	15			4				5		
	11%	11%	11%				12%			11%	9%	8%			3%				3%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 51

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

NET: Any PSB

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	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	1318	666	648	17**	103	190	184	243	212	369	325	381	306	306	106	61**	148	96**	115	96**	68**	123	185	171	103	46**
Weighted base	1339	668	667	21**	125	181	204	241	207	361	353	368	296	322	99**	55**	153	102	119	102	72**	122	168	185	114	48**
More than usual	300 22%	148 22%	149 22%		24 19%	42 23%	46 22%	40 17%	40 19%	108 30%	99 28%	58 16%	70 24%	74 23%			41 27%	16 16%	20 17%	23 22%	32 26%	41 25%	51 28%	22 19%		
Same as usual/No change	1072 80%	536 80%	533 80%		103 83%	138 76%	169 83%	202 84%	175 84%	264 73%	285 81%	300 81%	230 77%	257 80%			125 81%	89 87%	103 87%	86 84%	95 78%	120 72%	136 73%	93 82%		
Less than usual	48 4%	28 4%	20 3%		14 12%	7 4%	10 5%	7 3%	5 2%	5 1%	14 4%	12 3%	13 4%	9 3%			5 3%	7 7%	5 4%	2 2%	-	9 5%	5 3%	1 1%		
Don't know	71 5%	30 5%	40 6%		5 4%	11 6%	5 3%	10 4%	9 4%	31 9%	18 5%	29 8%	9 3%	15 5%			5 3%	5 4%	3 2%	4 4%	8 6%	13 8%	10 6%	9 8%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 52

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

NET: Any PSB

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	1318	1318	775	198	305	406	1089	76**	73**	249	294	642	139	282	1054	46**	70**	195	603	43**	41**
Weighted base	1339	1339	799	199	331	420	1105	88**	79**	275	314	660	148	300	1072	48**	71**	203	621	43**	44**
More than usual	300	300	214	50	82	101	250		75	80	174	41	300	127				150	118		
	22%	22%	27%	25%	25%	24%	23%		27%	25%	26%	28%	100%	12%				74%	19%		
Same as usual/No change	1072	1072	633	165	286	339	894		223	264	529	118	127	1072				106	568		
	80%	80%	79%	83%	87%	81%	81%		81%	84%	80%	80%	42%	100%				52%	91%		
Less than usual	48	48	30	5	19	17	33		6	15	23	5	2	24				9	19		
	4%	4%	4%	2%	6%	4%	3%		2%	5%	3%	3%	1%	2%				5%	3%		
Don't know	71	71	38	10	11	19	57		15	9	27	9	-	-				4	2		
	5%	5%	5%	5%	3%	5%	5%		6%	3%	4%	6%	-	-				2%	*		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 53

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

NET: Any Non-PSB

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	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	954	548	404	9**	64**	138	131	165	166	281	246	269	221	218	77**	48**	118	78**	85**	67**	47**	88**	136	117	62**	31**
Weighted base	981	558	420	10**	78**	137	146	172	165	274	270	253	218	240	74**	44**	119	90**	93**	77**	52**	85**	123	125	65**	34**
More than usual	222 23%	130 23%	91 22%			24 17%	40 27%	35 21%	43 26%	67 25%	75 28%	35 14%	48 22%	64 27%			36 31%						28 22%	25 20%		
Same as usual/No change	762 78%	438 79%	323 77%			115 84%	125 86%	137 79%	124 75%	192 70%	206 76%	202 80%	169 78%	185 77%			84 71%						93 75%	96 76%		
Less than usual	52 5%	36 6%	15 4%			14 10%	8 6%	6 3%	4 3%	5 2%	15 6%	13 5%	8 4%	16 6%			9 8%						8 6%	6 5%		
Don't know	60 6%	32 6%	28 7%			5 4%	4 2%	7 4%	10 6%	32 12%	11 4%	23 9%	9 4%	17 7%			4 4%						11 9%	11 9%		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 54

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

NET: Any Non-PSB

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

	Watched live		Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB			Amount of Advertising Non-PSB							
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	954	775	954	125	212	293	646	60**	90**	320	364	768	154	197	613	31**	38**	213	740	50**	61**
Weighted base	981	799	981	127	232	309	671	69**	99**	346	387	789	165	214	633	30**	38**	222	762	52**	60**
More than usual	222	203	222	32	57	78	174			85	101	186	43	150	106			222	83		
	23%	25%	23%	26%	25%	25%	26%			25%	26%	24%	26%	70%	17%			100%	11%		
Same as usual/No change	762	621	762	110	191	247	519			290	321	620	145	118	568			83	762		
	78%	78%	78%	87%	82%	80%	77%			84%	83%	79%	88%	55%	90%			37%	100%		
Less than usual	52	43	52	7	23	12	29			28	29	35	16	13	31			19	27		
	5%	5%	5%	6%	10%	4%	4%			8%	7%	4%	10%	6%	5%			9%	4%		
Don't know	60	44	60	5	17	20	40			18	15	43	11	2	10			-	-		
	6%	5%	6%	4%	7%	6%	6%			5%	4%	6%	7%	1%	2%			-	-		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 55

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

NET: Any Channel

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

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	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	1497	784	709	18**	119	225	216	273	236	410	380	427	345	345	121	71**	173	112	134	111	74**	136	210	193	113	49**
Weighted base	1521	780	736	21**	146	217	238	271	230	398	411	407	339	363	114	66**	178	120	139	115	80**	132	191	207	126	52**
More than usual	373 24%	194 25%	176 24%		29 20%	50 23%	60 25%	54 20%	59 26%	118 30%	123 30%	73 18%	86 25%	91 25%	24 21%		50 28%	26 22%	30 22%	28 24%		35 27%	54 28%	54 26%	27 22%	
Same as usual/No change	1265 83%	651 83%	612 83%		121 83%	180 83%	208 88%	232 86%	196 85%	306 77%	347 84%	343 84%	277 82%	298 82%	99 87%		141 79%	107 89%	122 88%	98 85%		110 83%	154 80%	164 79%	103 82%	
Less than usual	87 6%	55 7%	32 4%		24 16%	18 8%	17 7%	9 3%	6 3%	9 2%	23 6%	21 5%	20 6%	22 6%	3 2%		13 7%	14 12%	6 4%	3 3%		3 2%	14 7%	12 6%	4 3%	
Don't know	81 5%	43 5%	38 5%		7 5%	12 5%	6 3%	10 4%	8 4%	37 9%	20 5%	32 8%	13 4%	16 4%	6 6%		6 3%	2 2%	3 2%	6 5%		8 6%	13 7%	13 6%	12 10%	

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 56

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

NET: Any Channel

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	1497	1318	954	198	305	406	1089	76**	90**	320	364	768	154	282	1054	46**	70**	213	740	50**	61**
Weighted base	1521	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
More than usual	373	353	287	57	96	120	294		102	119	232	56	300	173				222	143		
	24%	26%	29%	29%	29%	29%	27%		29%	31%	29%	34%	100%	16%				100%	19%		
Same as usual/No change	1265	1125	827	173	298	360	931		305	345	666	149	172	1072				131	762		
	83%	84%	84%	87%	90%	86%	84%		88%	89%	84%	90%	57%	100%				59%	100%		
Less than usual	87	78	69	12	37	26	50		32	36	47	19	14	50				23	44		
	6%	6%	7%	6%	11%	6%	5%		9%	9%	6%	12%	5%	5%				10%	6%		
Don't know	81	65	48	10	11	19	51		17	13	34	11	-	-				-	-		
	5%	5%	5%	5%	3%	5%	5%		5%	3%	4%	6%	-	-				-	-		

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 57

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	354	185	167	3**	27**	51**	49**	49**	59**	116	106	76**	87**	85**	24**	12**	42**	22**	25**	23**	17**	35**	62**	52**	24**	16**
Weighted base	373	194	176	3**	29**	50**	60**	54**	59**	118	123	73**	86**	91**	24**	8**	50**	26**	30**	28**	17**	35**	54**	54**	27**	18**
It bothered me a lot	130	60	68							51	50															
	35%	31%	39%							43%	41%															
It bothered me a little bit	175	99	76							58	57															
	47%	51%	43%							49%	46%															
It didn't bother me	66	34	32							9	16															
	18%	17%	18%							8%	13%															
Don't know	1	1	-							-	-															
	*	1%	-							-	-															

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 58

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	354	336	269	57**	91**	116	274	26**	41**	90**	109	215	49**	282	158	11**	3**	213	128	20**	3**
Weighted base	373	353	287	57**	96**	120	294	31**	46**	102	119	232	56**	300	173	10**	4**	222	143	23**	2**
It bothered me a lot	130 35%	127 36%	98 34%			34 28%	111 38%			29 29%	32 27%	84 36%		119 40%	35 20%			83 37%	41 28%		
It bothered me a little bit	175 47%	162 46%	129 45%			56 46%	133 45%			44 43%	53 45%	97 42%		138 46%	90 52%			98 44%	63 44%		
It didn't bother me	66 18%	63 18%	58 20%			30 25%	48 16%			28 27%	33 28%	49 21%		42 14%	47 27%			42 19%	38 27%		
Don't know	1 *	1 *	1 *			- -	1 *			1 1%	- -	1 1%		1 *	1 1%			- -	1 1%		

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

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 59

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

Base: All who were bothered by the increase in advertising

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	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	296	152	143	3**	22**	45**	36**	33**	49**	108	90**	66**	73**	67**	20**	9**	37**	16**	16**	19**	15**	30**	55**	46**	19**	14**
Weighted base	305	159	144	3**	22**	44**	41**	37**	49**	109	107	63**	69**	66**	21**	6**	41**	20**	19**	20**	16**	29**	47**	49**	21**	16**
NET: Took any action	271	139	131							96	99															
	89%	87%	91%							88%	92%															
I got up from watching the TV to do something else while the ads were on	164	79	85							72	57															
	54%	50%	59%							66%	53%															
I changed channel until the ads were over	114	58	56							43	45															
	37%	37%	39%							39%	42%															
I recorded the programme to watch later when I could forward the ads	93	42	51							42	40															
	30%	27%	35%							39%	37%															
I changed channel to watch a different programme completely	62	38	23							20	26															
	20%	24%	16%							18%	24%															
I turned the TV off	17	11	6							2	10															
	6%	7%	4%							2%	10%															
I made a complaint (e.g. to the broadcaster, the broadcast regulator Ofcom)	13	12	1							-	7															
	4%	7%	1%							-	6%															
I did something else (please specify)	22	8	14							11	12															
	7%	5%	10%							10%	11%															
I took no direct action as a result of the ads	34	20	14							13	8															
	11%	13%	9%							12%	8%															

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 60

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

Base: All who were bothered by the increase in advertising

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	296	281	219	45**	70**	89**	234	19**	28**	64**	79**	173	34**	246	118	6**	2**	176	97**	10**	3**
Weighted base	305	289	227	44**	72**	90**	244	23**	30**	73**	86**	182	37**	257	125	6**	3**	181	104	11**	2**
NET: Took any action	271	264	206				221					164		234	117			159	99		
	89%	91%	91%				91%					90%		91%	93%			88%	96%		
I got up from watching the TV to do something else while the ads were on	164	160	127				142					99		142	73			99	59		
	54%	55%	56%				58%					55%		55%	59%			55%	57%		
I changed channel until the ads were over	114	111	90				97					76		97	49			72	42		
	37%	38%	39%				40%					42%		38%	39%			40%	41%		
I recorded the programme to watch later when I could forward the ads	93	90	81				76					69		85	40			59	40		
	30%	31%	35%				31%					38%		33%	32%			33%	39%		
I changed channel to watch a different programme completely	62	61	51				48					36		55	28			42	18		
	20%	21%	23%				20%					20%		21%	22%			23%	17%		
I turned the TV off	17	16	12				8					5		12	9			10	4		
	6%	6%	5%				3%					3%		5%	7%			6%	4%		
I made a complaint (e.g. to the broadcaster, the broadcast regulator Ofcom)	13	13	12				6					6		12	8			10	8		
	4%	5%	5%				2%					4%		5%	6%			6%	7%		
I did something else (please specify)	22	22	17				22					17		19	7			16	6		
	7%	8%	7%				9%					9%		7%	6%			9%	6%		
I took no direct action as a result of the ads	34	25	21				23					17		23	8			21	4		
	11%	9%	9%				9%					10%		9%	7%			12%	4%		

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

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 61

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1497	784	709	18**	119	225	216	273	236	410	380	427	345	345	121	71**	173	112	134	111	74**	136	210	193	113	49**
Weighted base	1521	780	736	21**	146	217	238	271	230	398	411	407	339	363	114	66**	178	120	139	115	80**	132	191	207	126	52**
NET: Negative feelings about adverts	626	304	320		19	75	78	111	102	235	190	170	122	144	39		71	59	41	48		59	70	93	68	
	41%	39%	44%		13%	34%	33%	41%	44%	59%	46%	42%	36%	40%	34%		40%	49%	30%	41%		45%	37%	45%	54%	
I dislike adverts/ find adverts annoying/ frustrating	142	71	69		6	15	18	19	38	46	45	31	27	40	10		15	17	9	13		9	15	20	16	
	9%	9%	9%		4%	7%	8%	7%	17%	11%	11%	8%	8%	11%	9%		9%	14%	7%	11%		7%	8%	10%	12%	
The adverts are repetitive/ repeated throughout the day/ lack variety	136	49	87		1	12	19	22	27	55	33	36	27	40	3		19	18	14	10		14	6	19	19	
	9%	6%	12%		*	6%	8%	8%	12%	14%	8%	9%	8%	11%	3%		10%	15%	10%	8%		11%	3%	9%	15%	
I do not watch adverts/ do not pay attention to adverts	103	56	47		2	7	13	23	14	43	39	34	13	17	12		9	6	12	10		9	14	12	8	
	7%	7%	6%		2%	3%	6%	9%	6%	11%	9%	8%	4%	5%	10%		5%	5%	9%	9%		7%	7%	6%	6%	
Advertising spoils programmes/ the viewing experience	77	30	47		6	8	4	15	17	27	26	18	12	21	4		11	6	1	4		8	10	15	11	
	5%	4%	6%		4%	4%	2%	5%	7%	7%	6%	4%	4%	6%	4%		6%	5%	1%	4%		6%	5%	7%	9%	
Adverts are too lengthy/ need to be shorter/ more concise	77	31	46		1	10	16	11	6	28	17	22	18	20	-		3	8	3	6		7	13	20	7	
	5%	4%	6%		*	5%	7%	4%	2%	7%	4%	5%	5%	5%	-		2%	7%	2%	5%		5%	7%	9%	6%	
I do not watch live TV to avoid advertising/ prefer streaming/ pre-record programmes/ fast forward past adverts	62	25	36		1	7	4	13	12	24	23	19	11	9	5		11	6	4	6		4	1	4	11	
	4%	3%	5%		1%	3%	2%	5%	5%	6%	5%	5%	3%	2%	5%		6%	5%	3%	5%		3%	*	2%	9%	
Other negative mention of adverts	48	29	19		2	8	7	8	6	16	9	23	10	8	5		3	1	4	3		10	10	6	4	
	3%	4%	3%		1%	4%	3%	3%	3%	4%	2%	6%	3%	2%	4%		2%	1%	3%	3%		7%	5%	3%	3%	
Adverts are boring	36	18	18		-	3	2	5	6	21	7	9	11	10	1		2	2	3	2		3	2	9	6	
	2%	2%	2%		-	1%	1%	2%	3%	5%	2%	2%	3%	3%	*		1%	2%	2%	2%		2%	1%	4%	5%	

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Prepared by Yonder

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Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 61

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland
Weighted base	1521	780	736	21**	146	217	238	271	230	398	411	407	339	363	114	66**	178	120	139	115	80**	132	191	207	126	52**
The length of the programme is effected by the adverts shown	35 2%	14 2%	21 3%	-	6 3%	1 1%	4 1%	8 3%	17 4%	10 3%	6 2%	9 3%	9 3%	7 6%	-	-	3 2%	4 3%	1 1%	4 4%	2 1%	3 2%	-	-	3 2%	
I prefer to watch channels that do not show advertising	22 1%	10 1%	12 2%	2 2%	6 3%	2 1%	-	2 1%	9 2%	9 2%	6 2%	1 *	6 2%	1 1%	-	-	5 3%	1 1%	1 1%	1 1%	* *	2 1%	6 3%	3 2%	3 2%	
Adverts shown are poor quality/ bad to watch	20 1%	7 1%	14 2%	-	2 1%	-	1 *	2 1%	15 4%	11 3%	2 *	4 1%	4 1%	1 1%	-	-	4 2%	4 3%	2 1%	2 1%	2 2%	1 *	3 1%	1 1%	1 1%	
Inappropriate products/ services are advertised/ gambling, junk food etc	19 1%	10 1%	9 1%	-	5 2%	3 1%	6 2%	1 *	5 1%	7 2%	5 1%	2 1%	6 2%	1 1%	-	-	1 1%	3 2%	-	1 1%	5 4%	2 1%	4 2%	2 2%	2 2%	
Advertising seems to be synchronised across channels/ channels show advertising at the same time as each other	16 1%	11 1%	5 1%	-	-	3 1%	4 1%	3 1%	6 1%	5 1%	2 1%	2 1%	6 2%	3 3%	-	-	1 1%	2 2%	-	-	-	-	-	-	4 3%	
Advertising standards are falling / adverts are getting worse / used to be better	16 1%	11 1%	4 1%	-	-	1 1%	3 1%	4 2%	7 2%	4 1%	3 1%	4 1%	4 1%	2 2%	-	-	2 1%	1 1%	-	1 1%	2 1%	-	2 1%	3 2%	3 2%	
I mute the sound when the adverts start	15 1%	6 1%	9 1%	1 1%	1 *	1 1%	3 1%	2 1%	7 2%	6 1%	6 2%	-	3 1%	-	-	-	2 1%	1 1%	1 *	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	
I change channel when the adverts start	14 1%	9 1%	5 1%	-	1 *	2 1%	1 1%	2 1%	7 2%	1 *	7 2%	4 1%	2 1%	1 *	-	-	* *	1 1%	1 1%	2 2%	1 1%	1 1%	1 1%	3 2%	2 2%	

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Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 61

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1521	780	736	21**	146	217	238	271	230	398	411	407	339	363	114	66**	178	120	139	115	80**	132	191	207	126	52**
Popular programmes seem to feature more adverts when they are broadcast	13 1%	7 1%	6 1%	-	2 1%	-	1 *	3 1%	7 2%	3 1%	6 1%	3 1%	1 *	-	-	1 1%	1 1%	1 *	-	4 3%	2 1%	2 1%	-	-	-	-
Advertising should not be shown on channels / broadcasters that we pay a subscription / license fee	12 1%	7 1%	5 1%	-	5 2%	1 *	3 1%	* *	3 1%	7 2%	1 *	1 *	2 1%	3 3%	-	2 1%	-	-	2 1%	-	-	-	-	2 1%	1 1%	-
Adverts are irrelevant/ do not offer anything I want/ need/ adverts should be more focused on relevant things	11 1%	8 1%	3 *	-	-	-	6 2%	3 1%	3 1%	4 1%	4 1%	1 *	3 1%	-	-	3 2%	-	1 1%	* *	3 2%	* *	* *	* *	3 2%	3 2%	
Adverts are ineffective/ they never encourage me to buy products	10 1%	9 1%	1 *	-	1 *	-	2 1%	-	8 2%	1 *	5 1%	1 *	2 1%	1 1%	-	* *	-	-	1 1%	2 2%	* *	2 1%	2 1%	2 1%	2 1%	
Advertising is too politically correct/ woke/ excessive diversity shown in adverts	10 1%	9 1%	2 *	-	-	-	4 2%	1 *	5 1%	3 1%	3 1%	3 1%	1 *	* *	-	-	1 1%	1 1%	-	-	1 *	1 *	2 1%	3 2%	3 2%	
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	10 1%	5 1%	5 1%	-	1 *	-	2 1%	3 1%	4 1%	1 *	4 1%	1 *	4 1%	1 1%	-	-	-	1 *	-	1 1%	1 1%	2 1%	2 1%	2 1%	2 2%	

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Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 61

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

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1521	780	736	21**	146	217	238	271	230	398	411	407	339	363	114	66**	178	120	139	115	80**	132	191	207	126	52**
There are too many adverts for charities	10 1%	4 *	6 1%	-	-	-	-	1 *	2 1%	6 1%	2 *	3 1%	3 1%	2 *	-	-	2 1%	1 1%	-	1 1%	3 2%	2 1%	*	-	-	
I find adverts a waste of time/ pointless	10 1%	6 1%	4 1%	-	2 1%	-	-	1 *	3 1%	3 1%	3 1%	5 1%	-	1 *	1 1%	-	1 1%	2 1%	1 *	-	2 2%	-	-	1 1%	2 2%	
Negative mention of seasonal advertising/ Christmas, Halloween etc	8 1%	3 *	5 1%	-	2 1%	1 *	-	-	2 1%	3 1%	1 *	3 1%	3 1%	*	-	-	1 1%	-	-	1 1%	-	1 1%	2 1%	1 1%	-	
Adverts are too loud	7 *	4 1%	3 *	-	-	*	*	3 1%	1 *	2 1%	3 1%	2 1%	1 *	-	*	-	1 1%	1 1%	1 1%	1 1%	-	1 *	-	-	1 1%	
NET: Feelings about amount/ frequency of adverts	477 31%	252 32%	224 30%	40 27%	68 31%	57 24%	80 30%	89 39%	137 34%	142 35%	129 32%	103 30%	103 28%	46 40%	-	-	65 36%	22 18%	46 33%	33 28%	44 33%	55 29%	67 33%	36 29%		
There is too much advertising/ I would prefer if there was less advertising	286 19%	148 19%	138 19%	22 15%	45 21%	33 14%	50 18%	51 22%	83 21%	92 22%	76 19%	60 18%	57 16%	28 24%	-	-	36 20%	12 10%	30 21%	18 16%	30 22%	30 16%	39 19%	21 17%		
I feel the amount of advertising has remained the same	66 4%	38 5%	29 4%	10 7%	15 7%	12 5%	9 3%	9 4%	11 3%	16 4%	16 4%	13 4%	21 6%	7 6%	-	-	12 6%	1 1%	4 3%	3 3%	5 4%	9 5%	9 4%	6 5%		
Adverts are too frequent/ programmes are interrupted too frequently/ quickly	56 4%	34 4%	23 3%	-	11 5%	3 1%	12 4%	15 7%	15 4%	20 5%	18 4%	11 3%	8 2%	2 2%	-	-	14 8%	3 2%	3 2%	3 3%	4 3%	9 4%	7 3%	5 4%		
It varies between channels/ some channels show more than others, worse adverts, shorter adverts etc	41 3%	22 3%	18 2%	2 1%	4 2%	5 2%	7 3%	8 3%	15 4%	11 3%	11 3%	11 3%	6 2%	1 1%	-	-	3 2%	3 3%	7 5%	3 2%	2 1%	8 4%	5 3%	6 5%		

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.YONDER

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 61

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

	Gender			Age							Social Grade							Region									
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	
Weighted base	1521	780	736	21**	146	217	238	271	230	398	411	407	339	363	114	66**	178	120	139	115	80**	132	191	207	126	52**	
The amount of advertising is increasing	33 2%	17 2%	17 2%		3 2%	4 2%	4 2%	7 3%	4 2%	8 2%	7 2%	13 3%	6 2%	7 2%	3 2%		1 1%	5 4%	1 1%	2 1%		5 4%	5 3%	7 3%	2 2%		
All channels/ broadcasters are the same as each other when it comes to advertising/ no comparison	29 2%	16 2%	13 2%		3 2%	2 1%	3 1%	3 1%	9 4%	9 2%	6 2%	6 1%	8 2%	9 2%	4 4%		5 3%	1 1%	2 1%	2 2%		2 2%	4 2%	4 2%	2 2%		
Other mention of amount/ frequency of advertising	16 1%	11 1%	5 1%		- -	- -	1 *	3 1%	6 2%	6 2%	3 1%	2 1%	3 1%	8 2%	1 1%		4 2%	- -	- -	3 2%		- -	- -	6 3%	*	*	
The amount of advertising is what I would expect/ what I have grown used to	11 1%	9 1%	3 *		2 1%	- -	1 *	2 1%	1 1%	6 1%	4 1%	4 1%	2 1%	1 *	3 3%		1 *	- -	1 1%	1 1%		1 1%	* *	- -	- -		
There was less advertising during the Queen's passing/ period of mourning	2 *	- -	2 *		1 1%	- -	- -	- -	- -	1 *	2 *	- -	- -	- -	- -		1 1%	- -	- -	1 1%		- -	- -	- -	- -	- -	
NET: Positive feelings about adverts	242 16%	112 14%	130 18%		14 10%	20 9%	39 16%	61 23%	39 17%	68 17%	69 17%	56 14%	46 14%	71 19%	19 17%		24 13%	15 12%	19 14%	25 22%		31 23%	24 12%	24 12%	26 21%		
Advertising gives me the opportunity to do something else whilst watching a programme/ make a cup of tea etc	82 5%	31 4%	51 7%		3 2%	3 1%	12 5%	23 8%	11 5%	30 8%	25 6%	22 6%	10 3%	25 7%	6 5%		8 5%	4 4%	8 6%	4 4%		13 10%	7 4%	5 2%	11 9%		
I understand that advertising is necessary/ it is how the channels, programmes are paid for	47 3%	25 3%	22 3%		1 *	2 1%	8 3%	8 3%	9 4%	19 5%	10 2%	9 2%	10 3%	17 5%	2 2%		5 3%	* *	3 2%	8 7%		6 5%	3 1%	5 2%	5 4%		

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Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 61

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1521	780	736	21**	146	217	238	271	230	398	411	407	339	363	114	66**	178	120	139	115	80**	132	191	207	126	52**
I do not mind watching advertising/ adverts do not bother me	40 3%	16 2%	23 3%		4 3%	3 1%	6 3%	10 4%	8 3%	9 2%	8 2%	6 2%	12 3%	13 4%	6 5%		2 1%	7 6%	1 1%	3 3%		4 3%	4 2%	3 2%	1 1%	
The amount of advertising is acceptable	31 2%	16 2%	14 2%		1 1%	6 3%	7 3%	6 2%	4 2%	6 1%	10 2%	10 2%	4 1%	7 2%	2 1%		2 1%	1 1%	5 4%	4 3%		3 3%	4 2%	4 2%	2 1%	
Free TV/ I prefer having to watch adverts than pay a subscription/ a license fee	27 2%	8 1%	19 3%		2 1%	* *	6 2%	6 2%	3 1%	11 3%	9 2%	3 1%	9 3%	6 2%	* *		2 1%	1 1%	- -	6 5%		6 4%	4 2%	5 2%	2 1%	
Other positive mention of adverts	17 1%	10 1%	7 1%		2 1%	3 1%	2 1%	3 1%	6 2%	1 *	5 1%	5 1%	3 1%	3 1%	2 1%		3 2%	* *	1 1%	1 1%		3 2%	1 *	3 1%	3 2%	
I like/ enjoy adverts	17 1%	10 1%	6 1%		2 2%	2 1%	3 1%	6 2%	1 1%	1 *	2 1%	5 1%	2 1%	7 2%	3 2%		2 1%	- -	4 3%	1 1%		- -	3 2%	1 1%	1 1%	
Adverts can be interesting/ creative	13 1%	9 1%	4 1%		2 1%	4 2%	3 1%	2 1%	1 *	1 *	4 1%	5 1%	3 1%	2 *	- -		* *	- -	- -	1 1%		2 2%	1 *	2 1%	6 5%	
Adverts are useful/ helpful/ keep you informed about programmes, products, offers etc	10 1%	5 1%	5 1%		- -	2 1%	- -	5 2%	1 1%	1 *	1 *	1 *	2 1%	5 1%	2 2%		2 1%	2 1%	1 *	1 1%		1 1%	- -	- -	- -	
NET: Negative comment about channels advertising	61 4%	36 5%	25 3%		1 1%	15 7%	7 3%	12 4%	13 6%	12 3%	23 5%	17 4%	11 3%	11 3%	5 5%		11 6%	6 5%	1 1%	6 5%		2 1%	6 3%	13 7%	4 3%	
Negative mention of other channel's advertising	21 1%	11 1%	10 1%		- -	6 3%	4 2%	4 2%	1 *	6 1%	8 2%	6 2%	3 1%	4 1%	2 2%		5 3%	1 1%	- -	2 2%		* *	2 1%	5 3%	1 1%	

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

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 61

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1521	780	736	21**	146	217	238	271	230	398	411	407	339	363	114	66**	178	120	139	115	80**	132	191	207	126	52**
Negative comment about Sky's advertising	17	14	3	-	4	1	3	6	3	7	3	5	1	4	-	1	2	-	3	1	1	3	1	3	*	
Negative comment about Channel 4's advertising	13	6	7	1	2	*	3	3	3	7	3	-	2	-	4	1	-	1	1	3	1	1	1	2	2%	
Negative comment about ITV's advertising	10	5	5	-	4	1	1	2	3	3	5	2	1	-	1	4	-	-	-	-	-	-	3	-	-	
Negative comment about Channel 5's advertising	9	5	4	-	-	1	1	4	2	1	*	2	6	-	1	1	1	1	-	1	3	2	1	*	*	
Positive mention of other channel's advertising	18	12	6	*	2	4	4	2	6	5	7	3	3	2	1	1	1	1	-	2	5	3	4	4%	4%	
Other answers	1	*	1	1	-	*	-	-	-	-	*	-	1	1	-	-	*	-	-	-	-	-	-	-	-	
Nothing to add	493	264	226	76	87	100	82	70	69	121	127	120	125	35	64	46	50	35	32	69	63	35	28%	28%		
Don't know	17	9	8	3	6	4	1	-	1	1	5	6	5	1	6	2	1	-	1	3	3	1	1	1%		

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

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 62

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB			Amount of Advertising Non-PSB						
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	1497	1318	954	198	305	406	1089	76**	90**	320	364	768	154	282	1054	46**	70**	213	740	50**	61**
Weighted base	1521	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
NET: Negative feelings about adverts	626	550	440	72	126	184	463			147	178	369	77	174	392			133	310		
	41%	41%	45%	36%	38%	44%	42%			42%	46%	47%	47%	58%	37%			60%	41%		
I dislike adverts/ find adverts annoying/ frustrating	142	128	105	10	34	41	103			33	37	86	18	46	88			40	62		
	9%	10%	11%	5%	10%	10%	9%			10%	10%	11%	11%	15%	8%			18%	8%		
The adverts are repetitive/ repeated throughout the day/ lack variety	136	121	99	17	36	52	103			38	42	84	22	34	100			29	72		
	9%	9%	10%	8%	11%	12%	9%			11%	11%	11%	13%	11%	9%			13%	9%		
I do not watch adverts/ do not pay attention to adverts	103	87	72	8	18	19	78			26	28	63	8	7	67			7	53		
	7%	7%	7%	4%	5%	4%	7%			8%	7%	8%	5%	2%	6%			3%	7%		
Advertising spoils programmes/ the viewing experience	77	72	50	8	17	22	60			8	17	45	12	49	32			30	26		
	5%	5%	5%	4%	5%	5%	5%			2%	4%	6%	7%	16%	3%			13%	3%		
Adverts are too lengthy/ need to be shorter/ more concise	77	71	51	9	15	26	60			12	27	41	15	28	49			10	42		
	5%	5%	5%	5%	4%	6%	5%			4%	7%	5%	9%	9%	5%			5%	5%		
I do not watch live TV to avoid advertising/ prefer streaming/ pre-record programmes/ fast forward past adverts	62	52	39	7	11	16	37			11	18	35	6	17	37			13	24		
	4%	4%	4%	3%	3%	4%	3%			3%	5%	4%	3%	6%	3%			6%	3%		
Other negative mention of adverts	48	42	35	7	7	9	34			16	15	31	7	14	30			13	25		
	3%	3%	4%	4%	2%	2%	3%			5%	4%	4%	4%	5%	3%			6%	3%		
Adverts are boring	36	31	28	7	12	10	26			16	12	22	6	5	26			5	28		
	2%	2%	3%	4%	3%	2%	2%			5%	3%	3%	4%	2%	2%			2%	4%		

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Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 62

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	1521	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
The length of the programme is effected by the adverts shown	35 2%	32 2%	27 3%	1 *	2 1%	9 2%	29 3%				10 3%	6 2%	24 3%	10 6%	19 6%	18 2%		16 7%	15 2%		
I prefer to watch channels that do not show advertising	22 1%	18 1%	13 1%	2 1%	7 2%	6 1%	12 1%				7 2%	4 1%	7 1%	1 *	11 4%	12 1%		5 2%	7 1%		
Adverts shown are poor quality/ bad to watch	20 1%	17 1%	19 2%	6 3%	6 2%	10 2%	16 1%				8 2%	9 2%	15 2%	3 2%	7 2%	13 1%		7 3%	15 2%		
Inappropriate products/ services are advertised/ gambling, junk food etc	19 1%	11 1%	17 2%	2 1%	3 1%	5 1%	11 1%				7 2%	6 2%	16 2%	3 2%	5 2%	6 1%		6 2%	14 2%		
Advertising seems to be synchronised across channels/ channels show advertising at the same time as each other	16 1%	14 1%	16 2%	1 1%	5 2%	4 1%	14 1%				7 2%	7 2%	16 2%	2 1%	3 1%	11 1%		4 2%	12 2%		
Advertising standards are falling / adverts are getting worse / used to be better	16 1%	13 1%	10 1%	-	-	4 1%	11 1%				6 2%	4 1%	8 1%	3 2%	5 2%	11 1%		-	10 1%		
I mute the sound when the adverts start	15 1%	13 1%	10 1%	-	2 1%	3 1%	12 1%				5 1%	5 1%	8 1%	1 1%	1 *	10 1%		2 1%	6 1%		
I change channel when the adverts start	14 1%	12 1%	12 1%	1 *	4 1%	5 1%	9 1%				7 2%	8 2%	9 1%	2 1%	2 1%	8 1%		2 1%	7 1%		

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Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 62

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	1521	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
Popular programmes seem to feature more adverts when they are broadcast	13 1%	13 1%	8 1%	4 2%	5 2%	5 1%	11 1%		2 1%	4 1%	7 1%	3 2%	3 1%	10 1%			1 *	7 1%			
Advertising should not be shown on channels / broadcasters that we pay a subscription / license fee	12 1%	10 1%	8 1%	1 1%	1 *	5 1%	10 1%		3 1%	3 1%	6 1%	1 *	1 *	8 1%			2 1%	7 1%			
Adverts are irrelevant/ do not offer anything I want/ need/ adverts should be more focused on relevant things	11 1%	10 1%	7 1%	1 *	* *	2 *	9 1%		1 *	5 1%	7 1%	3 2%	1 *	9 1%			1 1%	6 1%			
Adverts are ineffective/ they never encourage me to buy products	10 1%	8 1%	6 1%	- -	2 1%	5 1%	7 1%		3 1%	3 1%	5 1%	* *	2 1%	7 1%			2 1%	3 *			
Advertising is too politically correct/ woke/ excessive diversity shown in adverts	10 1%	9 1%	8 1%	- -	2 1%	4 1%	8 1%		- -	4 1%	8 1%	2 1%	3 1%	5 *			6 2%	4 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	10 1%	9 1%	5 1%	1 *	1 *	1 *	8 1%		2 *	- -	4 1%	- -	3 1%	5 *			3 1%	2 *			

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Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 62

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	1521	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
There are too many adverts for charities	10 1%	8 1%	10 1%	2 1%	3 1%	5 1%	8 1%			4 1%	2 1%	7 1%	1 1%	5 2%	7 1%			6 3%	4 1%		
I find adverts a waste of time/ pointless	10 1%	7 1%	6 1%	1 *	3 1%	1 *	6 1%			1 *	3 1%	6 1%	-	4 1%	5 *			1 1%	4 1%		
Negative mention of seasonal advertising/ Christmas, Halloween etc	8 1%	8 1%	3 *	* *	1 *	1 *	7 1%			- -	* *	2 *	* *	2 1%	6 1%			2 1%	2 *		
Adverts are too loud	7 *	6 *	6 1%	* *	* *	3 1%	6 1%			2 1%	3 1%	4 1%	-	1 *	5 *			2 1%	5 1%		
NET: Feelings about amount/ frequency of adverts	477 31%	423 32%	311 32%	49 25%	101 31%	136 32%	351 32%			103 30%	124 32%	267 34%	43 26%	107 36%	334 31%			70 31%	246 32%		
There is too much advertising/ I would prefer if there was less advertising	286 19%	259 19%	185 19%	32 16%	67 20%	81 19%	222 20%			55 16%	66 17%	161 20%	25 15%	77 26%	197 18%			45 20%	142 19%		
I feel the amount of advertising has remained the same	66 4%	56 4%	46 5%	6 3%	12 4%	17 4%	40 4%			21 6%	18 5%	34 4%	5 3%	-	56 5%			-	45 6%		
Adverts are too frequent/ programmes are interrupted too frequently/ quickly	56 4%	51 4%	40 4%	7 4%	11 3%	18 4%	45 4%			15 4%	21 6%	36 5%	7 4%	24 8%	33 3%			17 8%	26 3%		
It varies between channels/ some channels show more than others, worse adverts, shorter adverts etc	41 3%	35 3%	25 3%	6 3%	9 3%	11 3%	31 3%			14 4%	13 3%	21 3%	9 5%	6 2%	33 3%			5 2%	22 3%		

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Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 62

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	1521	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
The amount of advertising is increasing	33 2%	30 2%	16 2%	1 1%	4 1%	11 3%	25 2%			2 1%	5 1%	16 2%	2 1%	15 5%	19 2%			7 3%	10 1%		
All channels/ broadcasters are the same as each other when it comes to advertising/ no comparison	29 2%	25 2%	22 2%	-	6 2%	6 1%	21 2%			9 3%	11 3%	17 2%	2 1%	6 2%	21 2%			4 2%	17 2%		
Other mention of amount/ frequency of advertising	16 1%	15 1%	9 1%	-	3 1%	9 2%	10 1%			4 1%	6 1%	9 1%	1 1%	-	11 1%			-	6 1%		
The amount of advertising is what I would expect/ what I have grown used to	11 1%	10 1%	10 1%	-	1 *	3 1%	8 1%			2 *	6 1%	10 1%	1 *	-	10 1%			-	10 1%		
There was less advertising during the Queen's passing/ period of mourning	2 *	1 *	1 *	-	1 *	-	1 *			-	-	1 *	-	-	1 *			-	1 *		
NET: Positive feelings about adverts	242 16%	217 16%	152 15%	25 13%	47 14%	69 16%	190 17%			45 13%	62 16%	128 16%	26 15%	36 12%	188 18%			33 15%	113 15%		
Advertising gives me the opportunity to do something else whilst watching a programme/ make a cup of tea etc	82 5%	74 6%	55 6%	4 2%	14 4%	19 5%	68 6%			15 4%	23 6%	50 6%	7 4%	8 3%	60 6%			12 5%	42 5%		
I understand that advertising is necessary/ it is how the channels, programmes are paid for	47 3%	42 3%	31 3%	4 2%	6 2%	14 3%	38 3%			9 3%	10 3%	24 3%	5 3%	11 4%	38 4%			8 4%	23 3%		

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Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 62

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	1521	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
I do not mind watching advertising/ adverts do not bother me	40 3%	37 3%	28 3%	6 3%	11 3%	19 4%	29 3%				6 2%	7 2%	23 3%	1 1%	7 2%	32 3%		7 3%	19 2%		
The amount of advertising is acceptable	31 2%	27 2%	15 2%	4 2%	4 1%	11 3%	24 2%				6 2%	7 2%	11 1%	3 2%	* *	26 2%		2 1%	14 2%		
Free TV/ I prefer having to watch adverts than pay a subscription/ a license fee	27 2%	27 2%	16 2%	5 3%	11 3%	6 1%	21 2%				6 2%	4 1%	16 2%	4 2%	9 3%	25 2%		2 1%	12 2%		
Other positive mention of adverts	17 1%	16 1%	10 1%	3 1%	1 *	7 2%	14 1%				6 2%	6 2%	7 1%	3 2%	4 1%	14 1%		2 1%	7 1%		
I like/ enjoy adverts	17 1%	14 1%	10 1%	3 2%	2 1%	5 1%	14 1%				- -	5 1%	10 1%	2 2%	4 1%	12 1%		4 2%	6 1%		
Adverts can be interesting/ creative	13 1%	10 1%	5 1%	1 *	3 1%	3 1%	9 1%				1 *	2 1%	3 *	- -	2 1%	8 1%		2 1%	4 *		
Adverts are useful/ helpful/ keep you informed about programmes, products, offers etc	10 1%	9 1%	8 1%	2 1%	4 1%	4 1%	5 *				2 *	4 1%	6 1%	2 1%	- -	8 1%		2 1%	6 1%		
NET: Negative comment about channels advertising	61 4%	54 4%	37 4%	9 4%	17 5%	12 3%	45 4%				9 3%	15 4%	34 4%	6 4%	12 4%	44 4%		9 4%	27 3%		
Negative mention of other channel's advertising	21 1%	17 1%	11 1%	3 2%	2 *	2 1%	15 1%				4 1%	6 2%	10 1%	1 1%	- -	17 2%		1 1%	8 1%		
Negative comment about Sky's advertising	17 1%	14 1%	15 2%	1 1%	5 1%	2 1%	12 1%				5 1%	4 1%	14 2%	- -	2 1%	9 1%		4 2%	12 2%		

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Prepared by Yonder

.YONDER

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 62

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	1521	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
Negative comment about Channel 4's advertising	13 1%	12 1%	6 1%	2 1%	4 1%	4 1%	11 1%			- -	2 *	5 1%	1 *	5 2%	8 1%			3 1%	3 *		
Negative comment about ITV's advertising	10 1%	10 1%	5 1%	1 1%	5 2%	2 *	7 1%		2 *	3 1%	5 1%	3 2%	4 1%	8 1%			1 *	5 1%			
Negative comment about Channel 5's advertising	9 1%	9 1%	5 *	1 1%	2 1%	3 1%	7 1%		- -	1 *	4 1%	2 1%	3 1%	7 1%			1 *	3 *			
Positive mention of other channel's advertising	18 1%	15 1%	7 1%	1 *	4 1%	4 1%	14 1%		3 1%	5 1%	5 1%	1 1%	1 *	15 1%			- -	6 1%			
Other answers	1 *	1 *	- -	- -	- -	1 *	* *		- -	- -	- -	- -	- -	1 *	- -			- -	- -		
Nothing to add	493 32%	431 32%	307 31%	84 42%	122 37%	122 29%	352 32%		126 36%	118 31%	232 29%	60 36%	72 24%	366 34%			57 26%	260 34%			
Don't know	17 1%	13 1%	8 1%	4 2%	6 2%	3 1%	7 1%		1 *	6 1%	3 *	1 *	4 1%	9 1%			1 1%	6 1%			

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Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 63
Gender
Base: All respondents

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2103	1054	1042	30**	209	369	312	378	317	488	526	627	459	491	178	92**	226	169	186	150	99**	197	302	274	167	63**
Weighted base	2103	1024	1073	40**	250	351	326	362	303	471	572	593	427	511	175	84**	233	171	184	151	100**	198	277	288	180	63**
Male	1024	1024	-		111	181	164	179	151	228	296	289	220	219	83		119	84	81	79		88	153	134	83	
	49%	100%	-		44%	51%	50%	50%	50%	48%	52%	49%	51%	43%	48%		51%	49%	44%	52%		44%	55%	47%	46%	
Female	1073	-	1073		138	168	160	182	151	243	275	302	206	290	91		113	87	100	71		109	124	152	96	
	51%	-	100%		55%	48%	49%	50%	50%	52%	48%	51%	48%	57%	52%		49%	51%	55%	47%		55%	45%	53%	53%	
Other	5	-	-		1	1	2	-	1	-	1	1	1	2	*		-	-	2	1		-	-	1	-	
	*	-	-		*	*	1%	-	*	-	*	*	*	*	*		-	-	1%	1%		-	-	*	-	
Prefer not to say	2	-	-		*	1	-	-	-	-	-	1	-	*	-		-	-	-	-		1	-	-	*	
	*	-	-		*	*	-	-	-	-	-	*	-	*	-		-	-	-	-		1%	-	-	*	

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 64
Gender
Base: All respondents

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	2103	1318	954	198	305	406	1089	76**	90**	320	364	768	154	282	1054	46**	70**	213	740	50**	61**
Weighted base	2103	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
Male	1024 49%	668 50%	558 57%	81 41%	153 46%	198 47%	542 49%							219 63%	255 66%	451 57%	101 61%	148 49%	536 50%	130 58%	438 57%
Female	1073 51%	667 50%	420 43%	117 59%	176 53%	220 52%	559 51%							126 36%	130 34%	336 43%	64 39%	149 50%	533 50%	91 41%	323 42%
Other	5 *	3 *	2 *	- -	1 *	2 1%	2 *							2 *	1 *			2 1%	1 *		
Prefer not to say	2 *	1 *	- -	1 1%	- -	- -	1 *								1 *						

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

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 65

Age
Base: All respondents

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	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	2103	1054	1042	30**	209	369	312	378	317	488	526	627	459	491	178	92**	226	169	186	150	99**	197	302	274	167	63**
Weighted base	2103	1024	1073	40**	250	351	326	362	303	471	572	593	427	511	175	84**	233	171	184	151	100**	198	277	288	180	63**
16-17	40 2%	10 1%	31 3%	-	-	-	-	-	-	-	8 1%	15 2%	6 1%	12 2%	-	6 3%	4 2%	6 3%	*	3 1%	7 3%	10 4%	3 1%			
18-24	250 12%	111 11%	138 13%	250 100%	-	-	-	-	-	110 19%	89 15%	23 5%	27 5%	20 12%	27 12%	32 19%	26 14%	16 11%	12 6%	46 16%	31 11%	22 12%				
25-34	351 17%	181 18%	168 16%	-	351 100%	-	-	-	-	91 16%	131 22%	71 17%	58 11%	27 15%	34 15%	27 15%	28 15%	28 19%	24 12%	53 19%	49 17%	39 22%				
35-44	326 15%	164 16%	160 15%	-	-	326 100%	-	-	-	65 11%	66 11%	99 23%	96 19%	26 15%	41 18%	24 14%	33 18%	24 16%	32 16%	53 19%	34 12%	20 11%				
45-54	362 17%	179 18%	182 17%	-	-	-	362 100%	-	-	82 14%	109 18%	64 15%	107 21%	32 18%	42 18%	24 14%	35 19%	26 18%	36 18%	45 16%	38 13%	29 16%				
55-64	303 14%	151 15%	151 14%	-	-	-	-	303 100%	-	80 14%	53 9%	79 19%	91 18%	26 15%	32 14%	32 18%	27 15%	25 16%	33 17%	24 9%	38 13%	18 10%				
65+	471 22%	228 22%	243 23%	-	-	-	-	-	471 100%	135 24%	130 22%	85 20%	121 24%	44 25%	51 22%	29 17%	30 16%	31 21%	56 28%	50 18%	88 30%	48 27%				
NET: 18-34	601 29%	291 28%	306 29%	250 100%	351 100%	-	-	-	-	201 35%	221 37%	94 22%	85 17%	47 27%	61 26%	59 34%	54 29%	44 29%	37 19%	98 35%	79 28%	62 34%				
NET: 35-54	687 33%	343 34%	342 32%	-	-	326 100%	362 100%	-	-	148 26%	175 29%	163 38%	203 40%	59 34%	82 35%	48 28%	67 37%	50 33%	69 35%	98 35%	72 25%	49 27%				
NET: 55+	774 37%	379 37%	394 37%	-	-	-	-	303 100%	471 100%	216 38%	183 31%	164 38%	211 41%	69 40%	83 36%	60 35%	57 31%	56 37%	89 45%	74 27%	126 44%	66 37%				
Average age	47.25	47.72	46.88	**	21.89	29.82	39.43	49.65	59.53	71.98	46.45	44.81	48.25	50.13	48.73	**	46.99	44.72	44.75	47.83	**	51.75	43.19	49.48	47.16	**

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

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 66

Age
Base: All respondents

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	2103	1318	954	198	305	406	1089	76**	90**	320	364	768	154	282	1054	46**	70**	213	740	50**	61**
Weighted base	2103	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
16-17	40 2%	21 2%	10 1%	2 1%	4 1%	7 2%	16 1%			1 *	4 1%	9 1%	3 2%	1 *	21 2%			2 1%	9 1%		
18-24	250 12%	125 9%	78 8%	12 6%	45 14%	38 9%	80 7%		31 9%	31 8%	58 7%	6 4%	24 8%	103 10%			11 5%	60 8%			
25-34	351 17%	181 14%	137 14%	42 21%	50 15%	42 10%	131 12%		52 15%	63 16%	91 12%	29 17%	42 14%	138 13%			24 11%	115 15%			
35-44	326 15%	204 15%	146 15%	47 24%	56 17%	70 17%	163 15%		59 17%	70 18%	118 15%	41 25%	46 15%	169 16%			40 18%	125 16%			
45-54	362 17%	241 18%	172 18%	27 14%	42 13%	72 17%	211 19%		65 19%	68 18%	146 19%	38 23%	40 13%	202 19%			35 16%	137 18%			
55-64	303 14%	207 15%	165 17%	25 13%	40 12%	69 17%	186 17%		50 14%	68 17%	142 18%	23 14%	40 13%	175 16%			43 19%	124 16%			
65+	471 22%	361 27%	274 28%	42 21%	93 28%	123 29%	318 29%		88 25%	84 22%	225 28%	25 15%	108 36%	264 25%			67 30%	192 25%			
NET: 18-34	601 29%	306 23%	215 22%	54 27%	96 29%	80 19%	211 19%		83 24%	93 24%	149 19%	35 21%	65 22%	241 23%			35 16%	176 23%			
NET: 35-54	687 33%	445 33%	318 32%	75 37%	98 30%	141 34%	374 34%		125 36%	138 36%	264 33%	79 48%	86 29%	370 35%			75 34%	261 34%			
NET: 55+	774 37%	568 42%	438 45%	68 34%	133 40%	192 46%	504 46%		138 40%	152 39%	367 47%	48 29%	148 49%	439 41%			110 50%	316 41%			
Average age	47.25	49.88	50.70	46.82	48.16	51.34	51.42	**	**	48.95	48.73	51.53	46.52	52.69	49.32	**	**	52.63	49.49	**	**

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 67
Social Grade
Base: All respondents

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2103	1054	1042	30**	209	369	312	378	317	488	526	627	459	491	178	92**	226	169	186	150	99**	197	302	274	167	63**
Weighted base	2103	1024	1073	40**	250	351	326	362	303	471	572	593	427	511	175	84**	233	171	184	151	100**	198	277	288	180	63**
A	134 6%	68 7%	66 6%		35 14%	20 6%	18 5%	12 3%	22 7%	27 6%	134 23%	-	-	-	12 7%		23 10%	14 8%	9 5%	3 2%		10 5%	25 9%	12 4%	12 6%	
B	438 21%	228 22%	209 19%		75 30%	71 20%	48 15%	70 19%	58 19%	109 23%	438 77%	-	-	-	32 18%		48 21%	31 18%	45 24%	31 21%		29 14%	59 21%	60 21%	44 24%	
C1	593 28%	289 28%	302 28%		89 36%	131 37%	66 20%	109 30%	53 17%	130 28%	-	593 100%	-	-	52 30%		51 22%	39 23%	46 25%	44 29%		53 27%	83 30%	100 35%	56 31%	
C2	427 20%	220 21%	206 19%		23 9%	71 20%	99 30%	64 18%	79 26%	85 18%	-	-	427 100%	-	24 14%		47 20%	36 21%	38 21%	31 21%		52 26%	67 24%	51 18%	37 21%	
D	259 12%	126 12%	132 12%		17 7%	41 12%	54 17%	51 14%	38 13%	50 11%	-	-	-	259 51%	19 11%		37 16%	33 19%	24 13%	17 12%		29 15%	18 7%	35 12%	18 10%	
E	252 12%	93 9%	158 15%		10 4%	17 5%	42 13%	56 16%	52 17%	71 15%	-	-	-	252 49%	35 20%		27 11%	18 10%	22 12%	24 16%		25 13%	25 9%	30 11%	14 8%	
NET: AB	572 27%	296 29%	275 26%		110 44%	91 26%	65 20%	82 23%	80 27%	135 29%	572 100%	-	-	-	45 25%		71 31%	46 27%	54 29%	35 23%		39 20%	84 30%	72 25%	55 31%	
NET: ABC1	1165 55%	585 57%	577 54%		199 80%	222 63%	131 40%	191 53%	133 44%	266 56%	572 100%	-	-	-	97 55%		122 53%	84 49%	100 55%	79 52%		92 46%	167 60%	172 60%	111 62%	
NET: C2DE	938 45%	439 43%	496 46%		50 20%	129 37%	195 60%	171 47%	170 56%	206 44%	-	-	427 100%	511 100%	79 45%		110 47%	87 51%	83 45%	72 48%		106 54%	111 40%	116 40%	69 38%	
NET: DE	511 24%	219 21%	290 27%		27 11%	58 16%	96 29%	107 30%	91 30%	121 26%	-	-	-	511 100%	55 31%		64 27%	51 30%	45 25%	41 27%		54 27%	44 16%	65 23%	32 18%	

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

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 68
Social Grade
Base: All respondents

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	2103	1318	954	198	305	406	1089	76**	90**	320	364	768	154	282	1054	46**	70**	213	740	50**	61**
Weighted base	2103	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
A	134 6%	74 6%	56 6%	21 11%	21 6%	21 5%	62 6%							18 5%	30 6%	39 5%	10 6%	16 6%	65 6%		
B	438 21%	278 21%	214 22%	29 15%	62 19%	90 22%	247 22%							70 20%	79 20%	188 24%	31 19%	83 28%	220 21%	62 28%	161 21%
C1	593 28%	368 28%	253 26%	47 24%	64 19%	96 23%	307 28%							84 24%	96 25%	202 26%	41 25%	58 19%	300 28%	35 16%	202 27%
C2	427 20%	296 22%	218 22%	59 30%	75 23%	93 22%	227 21%							72 21%	84 22%	160 20%	31 19%	70 23%	230 21%	48 22%	169 22%
D	259 12%	175 13%	127 13%	22 11%	52 16%	63 15%	142 13%							54 16%	49 13%	105 13%	28 17%	46 15%	134 13%	38 17%	98 13%
E	252 12%	147 11%	113 12%	21 10%	57 17%	57 14%	120 11%							49 14%	49 13%	95 12%	25 15%	28 9%	123 12%	26 12%	86 11%
NET: AB	572 27%	353 26%	270 27%	50 25%	83 25%	111 26%	308 28%							88 25%	109 28%	227 29%	41 25%	99 33%	285 27%	75 34%	206 27%
NET: ABC1	1165 55%	721 54%	523 53%	98 49%	147 44%	207 49%	615 56%							172 50%	205 53%	429 54%	82 50%	156 52%	585 55%	110 50%	408 54%
NET: C2DE	938 45%	618 46%	458 47%	101 51%	184 56%	213 51%	489 44%							175 50%	182 47%	360 46%	83 50%	144 48%	487 45%	112 50%	354 46%
NET: DE	511 24%	322 24%	240 24%	42 21%	109 33%	119 28%	262 24%							103 30%	98 25%	200 25%	52 32%	74 25%	257 24%	64 29%	185 24%

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

Amount of Advertising Survey - W4
ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 69
GO Region
Base: All respondents

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2103	1054	1042	30**	209	369	312	378	317	488	526	627	459	491	178	92**	226	169	186	150	99**	197	302	274	167	63**
Weighted base	2103	1024	1073	40**	250	351	326	362	303	471	572	593	427	511	175	84**	233	171	184	151	100**	198	277	288	180	63**
Scotland	175	83	91		20	27	26	32	26	44	45	52	24	55	175		-	-	-	-	-	-	-	-	-	-
	8%	8%	9%		8%	8%	8%	9%	8%	9%	8%	9%	6%	11%	100%		-	-	-	-	-	-	-	-	-	-
North East	84	46	38		9	15	10	19	16	15	22	24	18	20	-	-	-	-	-	-	-	-	-	-	-	-
	4%	4%	4%		4%	4%	3%	5%	5%	3%	4%	4%	4%	4%	-	-	-	-	-	-	-	-	-	-	-	-
North West	233	119	113		27	34	41	42	32	51	71	51	47	64	-	233	-	-	-	-	-	-	-	-	-	-
	11%	12%	11%		11%	10%	12%	12%	11%	11%	12%	9%	11%	12%	-	100%	-	-	-	-	-	-	-	-	-	-
Yorkshire & Humberside	171	84	87		32	27	24	24	32	29	46	39	36	51	-	-	171	-	-	-	-	-	-	-	-	-
	8%	8%	8%		13%	8%	7%	7%	10%	6%	8%	7%	8%	10%	-	-	100%	-	-	-	-	-	-	-	-	-
West Midlands	184	81	100		26	28	33	35	27	30	54	46	38	45	-	-	-	184	-	-	-	-	-	-	-	-
	9%	8%	9%		10%	8%	10%	10%	9%	6%	9%	8%	9%	9%	-	-	-	100%	-	-	-	-	-	-	-	-
East Midlands	151	79	71		16	28	24	26	25	31	35	44	31	41	-	-	-	-	151	-	-	-	-	-	-	-
	7%	8%	7%		7%	8%	7%	7%	8%	7%	6%	7%	7%	8%	-	-	-	-	100%	-	-	-	-	-	-	-
Wales	100	50	50		6	20	10	24	18	22	27	26	18	28	-	-	-	-	-	-	-	-	-	-	-	-
	5%	5%	5%		3%	6%	3%	7%	6%	5%	5%	4%	4%	6%	-	-	-	-	-	-	-	-	-	-	-	-
Eastern	198	88	109		12	24	32	36	33	56	39	53	52	54	-	-	-	-	-	-	198	-	-	-	-	-
	9%	9%	10%		5%	7%	10%	10%	11%	12%	7%	9%	12%	11%	-	-	-	-	-	-	100%	-	-	-	-	-
London	277	153	124		46	53	53	45	24	50	84	83	67	44	-	-	-	-	-	-	-	277	-	-	-	-
	13%	15%	12%		18%	15%	16%	12%	8%	11%	15%	14%	16%	9%	-	-	-	-	-	-	-	100%	-	-	-	-
South East	288	134	152		31	49	34	38	38	88	72	100	51	65	-	-	-	-	-	-	-	-	288	-	-	
	14%	13%	14%		12%	14%	11%	10%	13%	19%	13%	17%	12%	13%	-	-	-	-	-	-	-	-	100%	-	-	
South West	180	83	96		22	39	20	29	18	48	55	56	37	32	-	-	-	-	-	-	-	-	-	180	-	
	9%	8%	9%		9%	11%	6%	8%	6%	10%	10%	9%	9%	6%	-	-	-	-	-	-	-	-	-	100%	-	
Northern Ireland	63	22	41		2	8	19	11	15	8	24	19	8	13	-	-	-	-	-	-	-	-	-	-	-	
	3%	2%	4%		1%	2%	6%	3%	5%	2%	4%	3%	2%	2%	-	-	-	-	-	-	-	-	-	-	-	

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

Amount of Advertising Survey - W4

ONLINE Fieldwork: 31st October to 1st November 2022

Absolutes/col percents

Table 70
GO Region
Base: All respondents

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	2103	1318	954	198	305	406	1089	76**	90**	320	364	768	154	282	1054	46**	70**	213	740	50**	61**
Weighted base	2103	1339	981	199	331	420	1105	88**	99**	346	387	789	165	300	1072	48**	71**	222	762	52**	60**
Scotland	175	99	74	17	24	28	82				27	28	56	10	21	82		14	61		
	8%	7%	8%	9%	7%	7%	7%				8%	7%	7%	6%	7%	8%		7%	8%		
North East	84	55	44	9	17	20	45				19	23	35	8	6	47		7	36		
	4%	4%	4%	5%	5%	5%	4%				6%	6%	4%	5%	2%	4%		3%	5%		
North West	233	153	119	28	39	60	122				57	45	87	14	41	125		36	84		
	11%	11%	12%	14%	12%	14%	11%				16%	12%	11%	8%	14%	12%		16%	11%		
Yorkshire & Humberside	171	102	90	15	35	34	82				31	37	75	17	16	89		23	69		
	8%	8%	9%	8%	11%	8%	7%				9%	9%	9%	10%	5%	8%		10%	9%		
West Midlands	184	119	93	17	15	45	102				30	43	83	19	20	103		23	78		
	9%	9%	9%	9%	5%	11%	9%				9%	11%	10%	12%	7%	10%		10%	10%		
East Midlands	151	102	77	17	33	33	81				30	33	66	13	23	86		18	58		
	7%	8%	8%	8%	10%	8%	7%				9%	8%	8%	8%	8%	8%		8%	8%		
Wales	100	72	52	9	17	22	62				19	17	47	10	14	58		10	39		
	5%	5%	5%	4%	5%	5%	6%				5%	4%	6%	6%	5%	5%		4%	5%		
Eastern	198	122	85	24	33	37	101				24	33	75	18	32	95		16	72		
	9%	9%	9%	12%	10%	9%	9%				7%	9%	10%	11%	11%	9%		7%	9%		
London	277	168	123	26	37	47	132				43	45	97	21	41	120		28	93		
	13%	13%	13%	13%	11%	11%	12%				12%	12%	12%	13%	14%	11%		12%	12%		
South East	288	185	125	23	45	51	154				33	41	93	15	51	136		25	96		
	14%	14%	13%	11%	13%	12%	14%				9%	11%	12%	9%	17%	13%		11%	13%		
South West	180	114	65	9	24	26	96				21	28	48	9	22	93		10	51		
	9%	9%	7%	4%	7%	6%	9%				6%	7%	6%	6%	7%	9%		4%	7%		
Northern Ireland	63	48	34	6	11	17	47				14	14	28	11	13	37		12	27		
	3%	4%	3%	3%	3%	4%	4%				4%	4%	4%	7%	4%	3%		6%	3%		

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