UK Audience attitudes to the Broadcast Media 2011

Published: August 2012
Background and methodology
The Ofcom UK Audience attitudes to the Broadcast Media survey explores public attitudes and opinion covering a number of media areas:

- Quality & standards within TV programmes  
- Levels of offence on TV  
- Attitudes towards sex, violence, swearing and harmful content on TV  
- Protection of Children and the watershed  
- Attitudes towards TV advertising, sponsorship, product placement and promotions  
- News- sources used and attitudes towards impartiality  
- Radio  
- Attitudes towards privacy  
- Regulation  
- Take up and use of technology

Data tables from the 2011 survey can also be accessed on the Ofcom website via the following link:  
http://stakeholders.ofcom.org.uk/market-data-research/statistics/?a=0
Methodology

- UK representative quota sample of approx. 1,700 adults (aged 16+).
- Interviews are face to face using Paper and Pencil interviewing (PAPI) technique.
- Questionnaire conducted in two dip-stick waves to counter seasonality issues:
  - Wave 1 in April
  - Wave 2 in October

Time-series data

- In 2005 the survey became Ofcom’s Residential Tracker. From 2008 the Residential Tracker split into two separate surveys – the Technology Tracker and the Media Tracker.
- Key changes in the methodology between 2005 and 2008 surveys include
  - switch from continuous research to two waves in the Spring and Autumn
  - Move from computer assisted personal interview (CAPI) to paper assisted personal interview (PAPI)
- Where relevant data from 2011 has been compared with results from the Media Tracker in previous years (2005-2010).
- The historical data prior to 2005 is presented in this chart pack in the interest of providing a central place for relevant question results. Due to methodological changes, please view trends prior to 2008 as indicative only.

Definitions

- Parents/Non-parents – Parents are defined as someone who is the parent or guardian of a child in their household. A non-parent is someone who either has no children in their household or who does live with children in their household, but is not parent or guardian of any of them.
- Pay TV- Anyone with paid for TV services via any of cable/satellite/DSL/Freeview top-up TV
Quality & standards within TV programmes
Opinion on programme standards over the last 12 months

Q - Do you feel that over the past year television programmes have improved, got worse or stayed about the same?

Source: Ofcom Media tracker. Base: All with TV, but excluding those never watching (1,723).
Data prior to 2005 comes from the ITC Public View Report
Note: dashed lines (-----) indicate significant changes in methodology and/or sample. Trends prior to these lines should be treated as indicative only.
Opinion on programme standards over the last 12 months

Q - Do you feel that over the past year television programmes have improved, got worse or stayed about the same?

Base: All with TV, but excluding those never watching (1,723); 16-34 (573); 35-54 (602); 55-64 (223); 65+ (325); ABC1 (941); C2DE (782); Freeview (only) (553); Freeview (any) (1106); Satellite (745), Cable (317), Pay TV (1,056).
Top reasons given for programmes getting worse - 2011

Q - In what ways do you think that the television programmes have got worse over the past year?
Base: All who say standards have got worse

Unprompted. Multicode. Only top individual responses are charted.
Top reasons given for programmes getting worse - 2011

Q - In what ways do you think that the television programmes have got worse over the past year?
Base: All who say standards have got worse

Source: Ofcom Media tracker. Base: All adults 16+ saying programmes ‘got worse’ over past year (527); 16-34 (126); 35+ (401). Unprompted. Multicode. Only top individual responses are charted.
Top reasons given for programmes having improved - 2011

Q - In what ways do you think that the television programmes have improved over the past year?
Base: All who say standards have improved

Top reasons given for programmes having improved - 2011

Q - In what ways do you think that the television programmes have improved over the past year?
Base: All who say standards have improved

<table>
<thead>
<tr>
<th>Reason</th>
<th>All Adults (16+)</th>
<th>16-34</th>
<th>35+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wider Range of Programmes</td>
<td>59%</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>Improved Quality</td>
<td>46%</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>More Interesting/entertaining</td>
<td></td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>More/better Dramas</td>
<td></td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>More/better Films</td>
<td></td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>9%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: Ofcom Media tracker. Base: All adults 16+ saying programmes ‘improved’ over past year (206); 16-34 (95); 35+ (111). Unprompted. Multicode. Only top individual responses are charted.
Levels of offence on TV
Overall % of respondents who have been offended by something on TV over time (Trend data up to 2009)

Q - Have you personally ever found anything on television to be offensive?

Source: Ofcom Media tracker.
Base: All respondents.
Data prior to 2005 comes from the ITC Public View Report
Note: Trend data is shown for responses to the question as shown for up to (and including) 2009 survey results – the latest year comparable results are available for.
Note: dashed lines (-----) indicate significant changes in methodology and/or sample. Trends prior to these lines should be treated as indicative only.
Overall % of respondents who have been offended by something on TV over time by age group

Q - Have you personally ever found anything on television to be offensive?

Source: Ofcom Media tracker.
Base: All respondents.
Data prior to 2005 comes from the ITC Public View Report
Note: Trend data is shown for responses to the question as shown for up to (and including) 2008 survey results – the latest year comparable results are available for.
Note: dashed lines (-----) indicate significant changes in methodology and/or sample. Trends prior to these lines should be treated as indicative only.
Overall % of respondents who have been offended by something on TV

Q - In the last 12 months, have you personally found anything on television to be offensive?

Source: Ofcom Media tracker 2011. Base: All with TV, but excluding those never watching 2011 (1,723), 2010 (2,104); 16-34 2011(573), 2010 (643); 35-54 2011 (602), 2010 (710); 55-64 2011 (223), 2010 (328); 65+ 2011 (325), 2010 (423); Parents 2011 (581), 2010 (619); Non-parents 2011 (1,137), 2010 (1,478).
Type of material which offended

Q - What kind of thing offended you?

Bad language: 46%
Sex/sexual content: 38%
Violence: 31%
Anti social behaviour: 15%
Nakedness: 14%
Discrimination (net): 14%

Type of material which offended amongst parents

Q - What kind of thing offended you?

Type of material which offended: All vs parents

Q - What kind of thing offended you?

Source: Ofcom Media tracker 2011. Base: All who said they’d seen something offensive in last 12 months (315); Parents (114). Multicode, unprompted. Top reasons charted.
Reaction following offence by something on TV

Q - How did you react when you were offended by what you saw on television? In other words what did you do?

Switched over channel: 56%
Switched off: 23%
Discuss with others: 12%
Continue watching: 16%

Q - How did you react when you were offended by what you saw on television? In other words what did you do?

Source: Ofcom Media tracker.
Base: All who said they’d seen something offensive in last 12 months.
Prompted. Multicode.
Data prior to 2005 comes from the ITC Public View Report
Note: dashed lines (-----) indicate significant changes in methodology and/or sample. Trends prior to these lines should be treated as indicative only.
Attitudes towards offensive material

Q - Which of these statements best describes your attitude towards the things which have offended you on TV in the last 12 months?

<table>
<thead>
<tr>
<th>Statement</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>The things which have personally offended me should not be shown</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>Even though I was offended, I accept that others should be allowed to see these things</td>
<td>32%</td>
<td>38%</td>
</tr>
<tr>
<td>I think such things should only be shown when viewers are likely to expect them (e.g. after a clear warning)</td>
<td>48%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Source: Ofcom Media tracker 2011.
Base: All who said they’d seen something offensive in last 12 months 2011 (315), 2010 (415).
Attitudes towards sex, violence, swearing and harmful content on TV
Opinion on the amount of Sex/ Violence/ Swearing on TV

Q - Do you think, in general, that there is too much, too little or about the right amount of each of the following on television:
   a) Sex?
   b) Violence?
   c) Swearing?

Source: Ofcom Media tracker 2011.
Base: All with TV, but excluding those never watching (1,723).
Opinion on the amount of sex on TV

Q - Do you think, in general, that there is too much, too little or about the right amount of each of the following on television:
a) Sex?

<table>
<thead>
<tr>
<th>Year</th>
<th>Too much</th>
<th>About the right amount</th>
<th>Too little</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>44%</td>
<td>36%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>2002</td>
<td>44%</td>
<td>36%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>2003</td>
<td>38%</td>
<td>42%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>2004</td>
<td>36%</td>
<td>36%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>2005</td>
<td>36%</td>
<td>36%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>2006</td>
<td>38%</td>
<td>38%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>2007</td>
<td>35%</td>
<td>49%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>2008</td>
<td>32%</td>
<td>54%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>2009</td>
<td>30%</td>
<td>58%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>2010</td>
<td>25%</td>
<td>61%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>2011</td>
<td>25%</td>
<td>66%</td>
<td>3%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: Ofcom Media tracker.
Base: All with TV, but excluding those never watching.
Data prior to 2005 comes from the ITC Public View Report
Note: dashed lines (-----) indicate significant changes in methodology and/or sample. Trends prior to these lines should be treated as indicative only.
Opinion on the amount of sex on TV by age group

Q - Do you think, in general, that there is too much, too little or about the right amount of each of the following on television: a) Sex?

Source: Ofcom Media tracker 2011.
Base: All with TV, but excluding those never watching (1,723); 16-34 (573); 35-54 (602); 55-64 (223); 65+ (325); Parents (581); Non-parents (1,137).
Opinion on the amount of violence on TV

Q - Do you think, in general, that there is too much, too little or about the right amount of each of the following on television:

b) Violence?

Source: Ofcom Media tracker.
Base: All with TV, but excluding those never watching.

Data prior to 2005 comes from the ITC Public View Report

Note: dashed lines (-----) indicate significant changes in methodology and/or sample. Trends prior to these lines should be treated as indicative only.
Opinion on the amount of violence on TV

Q - Do you think, in general, that there is too much, too little or about the right amount of each of the following on television:
b) Violence?

Source: Ofcom Media tracker 2011.
Base: All with TV, but excluding those never watching (1,723); 16-34 (573); 35-54 (602); 55-64 (223); 65+ (325); Parents (581); Non-parents (1,137).
Opinion on amount of swearing on TV

Q - Do you think, in general, that there is too much, too little or about the right amount of each of the following on television:  
c) Swearing?

Source: Ofcom Media tracker.
Base: All with TV, but excluding those never watching.
Data prior to 2005 comes from the ITC Public View Report
Note: dashed lines (-----) indicate significant changes in methodology and/or sample. Trends prior to these lines should be treated as indicative only.
Opinion on amount of swearing on TV

Q - Do you think, in general, that there is too much, too little or about the right amount of each of the following on television:
c) Swearing?

Source: Ofcom Media tracker 2011.
Base: All with TV, but excluding those never watching (1,723); 16-34 (573); 35-54 (602); 55-64 (223); 65+ (325); Parents (581); Non-parents (1,137).
Overall % of respondents who have seen something on TV they consider harmful

Qa - Have you seen anything on TV in the last 12 months that you thought was harmful either to yourself, other adults or children?

Qb - What was harmful? (Unprompted, Multicode)

<table>
<thead>
<tr>
<th>Category</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Violence</td>
<td>56%</td>
<td>51%</td>
</tr>
<tr>
<td>Sex/ sexual content</td>
<td>-</td>
<td>36%</td>
</tr>
<tr>
<td>Bad language</td>
<td>-</td>
<td>25%</td>
</tr>
<tr>
<td>Antisocial behaviour</td>
<td>30%</td>
<td>24%</td>
</tr>
<tr>
<td>Alcohol/Substance misuse</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Images of dead bodies before watershed</td>
<td>-</td>
<td>12%</td>
</tr>
<tr>
<td>Portrayal of suicide</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Bullying</td>
<td>-</td>
<td>8%</td>
</tr>
<tr>
<td>Portrayal of self harm</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Medical/Health advice</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Content of new programmes is too graphic</td>
<td>-</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>27%</td>
<td>10%</td>
</tr>
<tr>
<td>DK</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: Ofcom Media tracker 2011. Base: All with TV, but excluding those never watching 2011 (1,723), 2010 (2,104); All who’d seen something harmful on TV 2011 (251), 2010 (297). Prompted, Multicode.
Overall % of respondents who have seen something on TV they consider harmful by family status

Qa - Have you seen anything on TV in the last 12 months that you thought was harmful either to yourself, other adults or children?

Qb - What was harmful? (Unprompted, Multicode)

<table>
<thead>
<tr>
<th>Category</th>
<th>Parents*</th>
<th>Non-parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Violence</td>
<td>56%</td>
<td>49%</td>
</tr>
<tr>
<td>Sex/ sexual content</td>
<td>44%</td>
<td>32%</td>
</tr>
<tr>
<td>Bad language</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>Antisocial behaviour</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Alcohol/Substance misuse</td>
<td>19%</td>
<td>12%</td>
</tr>
<tr>
<td>Images of dead bodies before watershed</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Portrayal of suicide</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Bullying</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Portrayal of self harm</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Medical/Health advice</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>Content of new programmes too graphic</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>13%</td>
</tr>
<tr>
<td>DK</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: Ofcom Media tracker 2011. Base: All with TV, but excluding those never watching (1,723); Parents (581); Non-parents (1,137); All who’d seen something harmful on TV – Parents (89*); Non-parents (162). *Caution: small base - treat as indicative.
Reaction to harmful content on TV

Q - How did you react when you saw something you thought was harmful? In other words, what did you do?

- 49% switched over channel
- 20% switched off
- 17% discussed with others
- 19% continued watching

### Agreement with statements relating to potentially offensive material on TV

Q - I am going to read out some statements and I would like you to tell me how much you agree or disagree with them.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree 2010</th>
<th>Agree 2011</th>
<th>Neither agree nor disagree 2010</th>
<th>Neither agree nor disagree 2011</th>
<th>Disagree 2010</th>
<th>Disagree 2011</th>
<th>Not stated/No opinion 2010</th>
<th>Not stated/No opinion 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sexually explicit programmes should never been shown on TV</td>
<td>25%</td>
<td>26%</td>
<td>20%</td>
<td>22%</td>
<td>51%</td>
<td>50%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>If people want to watch sexually explicit programmes they should be allowed to but ONLY on subscription channels</td>
<td>54%</td>
<td>58%</td>
<td>17%</td>
<td>17%</td>
<td>25%</td>
<td>23%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Sexually explicit channels in the 'adult' section of the electronic programme guide (EPG) don't bother me. I can block them if I want</td>
<td>60%</td>
<td>64%</td>
<td>20%</td>
<td>20%</td>
<td>12%</td>
<td>10%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Sexually explicit programmes should be freely available on any channel after 9PM</td>
<td>23%</td>
<td>23%</td>
<td>18%</td>
<td>20%</td>
<td>55%</td>
<td>55%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>If people want to watch particularly violent programmes they should be allowed to but ONLY on subscription channels</td>
<td>48%</td>
<td>50%</td>
<td>18%</td>
<td>18%</td>
<td>29%</td>
<td>30%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Particularly violent films should be freely available on any channel after 9PM</td>
<td>27%</td>
<td>32%</td>
<td>18%</td>
<td>20%</td>
<td>51%</td>
<td>46%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Ofcom Media tracker 2011.
Base: All with TV, but excluding those never watching 2010 (2,104), 2011 (1,723).
Protection of children and the watershed
Opinion on whose responsibility it is to ensure children do not see unsuitable programming

Q - Do you think it is mainly the responsibility of parents, broadcasters or both equally, to make sure that children don’t see unsuitable programmes?

Source: Ofcom Media tracker.
Base: All with TV, but excluding those never watching.
Data prior to 2005 comes from the ITC Public View Report
Note: dashed lines (-----) indicate significant changes in methodology and/or sample. Trends prior to these lines should be treated as indicative only.
Opinion on whose responsibility it is to ensure children do not see unsuitable programming by family status

Q - Do you think it is mainly the responsibility of parents, broadcasters or both equally, to make sure that children don’t see unsuitable programmes?

Source: Ofcom Media tracker 2011.
Base: All with TV, but excluding those never watching (1,723); Parents (581); Non-parents (1,137).
Awareness that broadcasters are only allowed to show programming unsuitable for children after a certain time

Intro to question:
Broadcasters are required to show television programmes which are not suitable for children only after a certain time in the evening.
Q - Before now, were you aware of this?

Source: Ofcom Media tracker.
Base: All with TV, but excluding those never watching.
Data prior to 2005 comes from the ITC Public View Report
Note: dashed lines (-----) indicate significant changes in methodology and/or sample. Trends prior to these lines should be treated as indicative only.
Opinion on current time of the watershed

Intro to question: On TV channels the time after which these programmes unsuitable for children may be shown is 9pm - usually known as the 9 o'clock watershed.

Q - Do you think this is....?

Source: Ofcom Media tracker.
Base: All with TV, but excluding those never watching.
Data prior to 2005 comes from the ITC Public View Report
Note: dashed lines (-----) indicate significant changes in methodology and/or sample. Trends prior to these lines should be treated as indicative only.
Opinion on current time of the watershed

Intro to question: On TV channels the time after which these programmes unsuitable for children may be shown is 9pm - usually known as the 9 o’clock watershed.

Q - Do you think this is....?

Source: Ofcom Media tracker 2011.
Base: All with TV, but excluding those never watching (1,723); 16-34 (573); 35-54 (602); 55-64 (223); 65+ (325); ABC1 (941); C2DE (782); Parents (581); Non-parents (1,137).
Awareness of any features blocking access to certain TV channels/programmes

Q - Are you aware of any features which enable you to block access to certain channels on your TV?

Source: Ofcom Media tracker 2011.
Base: All with TV, but excluding those never watching (1,723); Parents (581); Non-parents (1,137).
Use of features blocking access to certain TV channels/programmes

Q - Do you currently use this blocking system?

Source: Ofcom Media tracker 2011.
Base: All aware of blocking features (1,045); Parents (429); Non-parents (613).
% who have felt concerned for the welfare of children taking part in TV programmes in the last 12 months

Intro to question:
You may be aware already that there are guidelines to protect the welfare of children and young people under eighteen when they take part in programmes on television.

Q - In the last 12 months have you seen anything on television where you were concerned about the welfare of children or young people taking part in the programme?

Source: Ofcom Media tracker 2011.
Base: All with TV, but excluding those never watching (1,723); Parents (581); Non-parents (1,137).
Attitudes towards TV advertising, sponsorship, product placement and promotions
Awareness of commercial messages

Q - Which of the following are you aware of on television?

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme sponsorship</td>
<td>81%</td>
</tr>
<tr>
<td>Programme promotions</td>
<td>88%</td>
</tr>
<tr>
<td>Channel promotions</td>
<td>72%</td>
</tr>
<tr>
<td>Online services promotions</td>
<td>54%</td>
</tr>
<tr>
<td>Product Placement</td>
<td>47%</td>
</tr>
</tbody>
</table>

Opinion on ‘amount’ of TV ad breaks/programme sponsorship

Q - Which of these statements best describes how you feel about the ‘amount of advertising’ on the 'main commercial free to air channels’?

Q - And which of these statements best describes how you feel about the *amount* of ad breaks on the 'other commercial channels’?

Q - And which of these statements best describes how you feel about the *amount* of programme sponsorship on TV channels as a whole?

Source: Ofcom Media tracker 2011 Base: ‘Main’ - All respondents; ‘Other’ - All with Multichannel TV (1,679); ‘Programme sponsorship’ – All aware of programme sponsorship (1,386)

Note: ‘Main’ channels = ITV1, C4, Five. ‘Other channels’ = All other channels (except ‘main’ channels).
News- sources used and attitudes towards impartiality
Respondents’ main media source for UK and world news by age and SEG

Q - Can you tell me what, if anything, is your *main* source of news about what is going on in the UK and in the world today?

Source: Ofcom Media tracker 2011.
Base: All; 16-34 (582); 35-54 (612); 55-64 (228); 65+ (332); ABC1 (960); C2DE (794).
Respondents’ main media source for UK and world news by region

Q - Can you tell me what, if anything, is your *main* source of news about what is going on in the UK and in the world today?

Source: Ofcom Media tracker 2011.
Base: All; England (1,369); Scotland (172); Wales (107); Northern Ireland (106).
Respondents’ main media source for local news over time

Q - Can you tell me what, if anything, is your *main* source of news about what is going on in your own local area? By this I mean local events in the area where you live.

Source: Ofcom Media tracker.
Base: All respondents.
Respondents’ main media source for local news by age and SEG

Q - Can you tell me what, if anything, is your *main* source of news about what is going on in your own local area? By this I mean local events in the area where you live.

Source: Ofcom Media tracker. Base: All; 16-34 2010 (662), 2011 (582); 35-54 2010 (718), 2011 (612); 55-64 2010 (330), 2011 (228); 65+ 2010 (431), 2011 (332); ABC1 2010 (1136), 2011 (960); C2DE 2010 (1005), 2011 (794).
Respondents’ main media source for local news by nation

Q - Can you tell me what, if anything, is your *main* source of news about what is going on in your own local area? By this I mean local events in the area where you live.

Source: Ofcom Media tracker. Base: All; England 2010 (1,726), 2011 (1,369); Scotland 2010 (194), 2011 (172); Wales 2010 (113), 2011 (107); Northern Ireland 2010 (108), 2011 (106).
Respondents’ main media source for nation’s news

Q - Can you tell me what, if anything, is your *main* source of news about what is going on in [Scotland, Wales, Northern Ireland]?

Opinion on importance of impartiality of news by source

Q - How important do you personally think it is that each of the following is impartial?
% saying important

<table>
<thead>
<tr>
<th>Source</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>94%</td>
<td>90%</td>
</tr>
<tr>
<td>Radio</td>
<td>88%</td>
<td>88%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>79%</td>
<td>77%</td>
</tr>
<tr>
<td>Websites: Broadcasters</td>
<td>74%</td>
<td>76%</td>
</tr>
<tr>
<td>Websites: Newspapers</td>
<td>73%</td>
<td></td>
</tr>
</tbody>
</table>

Opinion on impartiality of each news source

Using a scale from 1 to 5, where 1 is very impartial and 5 is very biased, how impartial do you think each of the following news sources is?

% saying impartial (= a score of 1 or 2 out of 5)

- Television: 59%
- Radio: 52%
- Newspapers: 24%
- Websites; Broadcasters: 29%
- Websites: Newspapers: 20%
- Websites: Other: 18%

Opinion on impartiality of each news source by age

Q - Using a scale from 1 to 5, where 1 is very impartial and 5 is very biased, how impartial do you think each of the following news sources is?

% saying impartial (= a score of 1 or 2 out of 5)

Source: Ofcom Media tracker 2011. Base: 16-34 (582); 35-54 (612); 55-64 (228); 65+ (332).
Opinion on impartiality of TV news sources

Q - Using a scale from 1 to 5, where 1 is very impartial and 5 is very biased, how impartial do you think each of the following news sources is?

% saying impartial ( = a score of 1 or 2 out of 5)

<table>
<thead>
<tr>
<th>Source</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television overall</td>
<td>59%</td>
</tr>
<tr>
<td>The BBC</td>
<td>61%</td>
</tr>
<tr>
<td>ITV</td>
<td>44%</td>
</tr>
<tr>
<td>Channel 4/S4C</td>
<td>46%</td>
</tr>
<tr>
<td>Five</td>
<td>42%</td>
</tr>
<tr>
<td>Sky News</td>
<td>43%</td>
</tr>
</tbody>
</table>

Opinion on impartiality of TV news sources

Q - Using a scale from 1 to 5, where 1 is very impartial and 5 is very biased, how impartial do you think each of the following news sources is?

% saying impartial (= a score of 1 or 2 out of 5)

Source: Ofcom Media tracker 2011. Base: 16-34 (582); 35-54 (612); 55-64 (228); 65+ (332).

The BBC = BBC1, BBC2, BBC News.
Radio
Frequency of radio listening

Q - How often, if at all do you listen to the following types of radio (including listening at home, at work, in the car, via a mobile phone, TV set or via the computer)?

Overall levels of offence on radio

Q - In the last 12 months, have you personally heard anything on the radio you found offensive?

Reliance on BBC/Commercial stations for local issues and events

Q - To what extent do you personally rely on BBC / Commercial radio stations for coverage of the following local issues and events?

Source: Ofcom Media tracker 2011. Base: All who listen to BBC Radio stations (1,092); All who listen to Commercial radio stations (1,198). Note: Mean scores
Reliance on BBC/Commercial stations for local issues and events- top 2 boxes

Q - To what extent do you personally rely on BBC / Commercial radio stations for coverage of the following local issues and events? 1= completely rely on; 5= do not rely on at all

Source: Ofcom Media tracker 2011. Base: All who listen to BBC Radio stations (1,092); All who listen to Commercial radio stations (1,198).
Intro before question: Advertising and sponsorship provide revenue for commercial radio stations. Without the money from advertising and sponsorship, commercial radio stations may not exist.

Q - Which of these statements best describes how you feel about the amount of advertising and programme sponsorships (e.g. sponsorship of the weather or a competition)on commercial radio stations?

Attitudes towards privacy
TV broadcasters should be free to show programmes that scrutinise the lives of celebrities, politicians or other public figures without them giving consent

TV broadcasters should be free to show programmes that scrutinise the lives of general members of the public without them giving consent

Opinion on most intrusive media into lives of people in the public eye/ members of the general public

Q - Thinking specifically about people in the public eye (that is celebrities, politicians and other public figures), which one, if any, of these sources do you feel is the most intrusive into the lives of these people?
Q - Now thinking specifically about members of the general public, which one, if any, of these sources do you feel is the most intrusive into the lives of members of the public?

Regulation
Awareness of whether regulation currently exists

Respondents were asked in separate questions whether they were aware if each of the different media types were regulated? (When needed note was used to define – “By Regulation I mean rules or guidelines about what can and can’t be shown”)

Source: Ofcom Media tracker. Base: All respondents. * relevant question not covered in 2010 survey
Q - TV programmes on all channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?

Source: Ofcom Media tracker 2011. Base: All respondents
Note: Only responses ≥ 5% charted. All responses unprompted.
Opinion on current levels of regulation

Q - Do you think the amount of regulation for [media type] is:
   i) Too much?
   ii) Too little?
   iii) About the right amount?

Source: Ofcom Media tracker. Base: All respondents.
Opinion on current levels of regulation by family status

Q - Do you think the amount of regulation for [media type] is:
i) Too much?; ii) Too little?; iii) About the right amount?

Reasons for opinion level of internet regulation ‘about right’

Q - Why do say that? [Asked to all those who stated they felt current level of internet regulation “about right”]

Reminder: 23% of all respondents felt current level of internet regulation ‘about right’

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy as it is</td>
<td>52%</td>
</tr>
<tr>
<td>Have no concerns about material</td>
<td>19%</td>
</tr>
<tr>
<td>Can look after myself</td>
<td>15%</td>
</tr>
<tr>
<td>Sufficient blocks already in place</td>
<td>12%</td>
</tr>
<tr>
<td>Impossible/too difficult to regulate</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>

Note: All responses unprompted.
Reasons for opinion level of internet regulation ‘too little’

Q - Why do say that? [Asked to all those who stated they felt current level of internet regulation “too little”]

Reminder: 44% of all respondents felt current level of internet regulation ‘too little’

- Protect children/young people: 54%
- Protect against scams/identity fraud…: 38%
- Too easy to access negative things: 30%
- Too much offensive content: 27%
- Protect general public: 17%
- Not enough regulation: 17%

Note: Only responses ≥ 17% charted. All responses unprompted.
% aware can watch/download programmes online

Q - You may be aware that it's possible to watch programmes online or downloaded programmes from TV broadcaster websites (such as BBC iPlayer, ITV player, 4OD, Demand Five, or Sky Player). Were you already aware of this?

Source: Ofcom Media tracker.
Base: All; 16-34 (582); 35-54 (612); 55-64 (228); 65+ (332); ABC1 (960); C2DE (794); Parents (589); Non-parents (1,160).
Awareness of whether regulation currently exists for online video on demand on broadcaster websites

Q - As far as you know is the content on these broadcaster websites regulated in terms of what can and can’t be shown?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>No access</th>
<th>DK</th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>29%</td>
<td>10%</td>
<td>4%</td>
<td>58%</td>
</tr>
<tr>
<td>16-34</td>
<td>26%</td>
<td>10%</td>
<td>9%</td>
<td>61%</td>
</tr>
<tr>
<td>35-54</td>
<td>29%</td>
<td>9%</td>
<td>8%</td>
<td>60%</td>
</tr>
<tr>
<td>55-64</td>
<td>28%</td>
<td>8%</td>
<td>12%</td>
<td>53%</td>
</tr>
<tr>
<td>65+</td>
<td>35%</td>
<td>12%</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>ABC1</td>
<td>28%</td>
<td>9%</td>
<td>10%</td>
<td>61%</td>
</tr>
<tr>
<td>C2DE</td>
<td>30%</td>
<td>10%</td>
<td>10%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Source: Ofcom Media tracker.
Base: All aware can watch/download programmes online (1,252); 16-34 (470); 35-54 (480); 55-64 (154); 65+ (148); ABC1 (730); C2DE (522).
Take up and use of technology
Ownership:
DVR/Virgin on Demand/Sky Anytime

Q - Do you have a DVR system/Virgin on Demand Service/Sky Anytime?

Source: Ofcom Media tracker 2011.
Bases: DVR - All with Multichannel TV (1,701); All with Virgin (320); All with Sky (718).
Frequency of use: DVR/Virgin on Demand, Sky Anytime

Q - How often do you use [each service]?

Source: Ofcom Media tracker 2011.
Bases: DVR - All with DVR (774); All with Virgin on Demand (213); All with Sky Anytime (388).
Reasons for TV ‘video on demand’ usage

Q - What would you say are the reasons you use/ used your on demand service, whether you were catching up or accessing other content?

Base: All those who say they use TV ‘video on demand’ services

Note: Only responses ≥ 10% charted. All responses unprompted.
Ownership of devices

Q - Which, if any, of these devices does your household have at the moment?

Ownership of devices by age

Q - Which, if any, of these devices does your household have at the moment?

Source: Ofcom Media tracker 2011 Wave 2.
Base: 16-34 (287); 35-54 (308); 55-64 (110); 65+ (166).
Ownership of devices by socio-economic grade

Q - Which, if any, of these devices does your household have at the moment?

Source: Ofcom Media tracker 2011 Wave 2.
Base: ABC1 (485); C2DE (386).
Reasons for set-top box usage

Q - Which, if any, of the following have you used your...set-top box(es) for in the last 12 months?

- Watch TV you've previously recorded: 75%
- Watch TV live: 66%
- Catch up services: 42%
- Video on demand services: 28%
- Any other applications to watch programmes and video clips: 10%
- Any applications to play games: 5%

Source: Ofcom Media tracker 2011 Wave 2.
% who have connected games consoles to enable connection to the internet via TV

Q - Have you connected your [games console] to your TV to enable you to connect to the internet via your TV in the last 12 months?

Source: Ofcom Media tracker 2011 Wave 2. Base: All respondents with Xbox, PlayStation 3, Nintendo DSi, Nintendo Wii or Apple TV (308); 16-34 (161); 35+ (147); ABC1 (190); C2DE (118).
% who have connected laptop, home PC etc. to access/view internet via TV set

Q - Have you connected any other device, such as a laptop or home PC, to access or view the internet on your TV set in the last 12 months?

Source: Ofcom Media tracker 2011 Wave 2. Base: All respondents with TV excluding those who never watch (871); 16-34 (287); 35-54 (308); 55-64 (110); 65+ (166); ABC1 (485); C2DE (386).
% who have a Smart TV by age and gender

Q - Are any of your TV sets “Smart” TVs? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.

Source: Ofcom Media tracker 2011 Wave 2.
Base: All respondents (871); 16-34 (287); 35-54 (308); 55-64 (110); 65+ (166); ABC1 (485); C2DE (386).
% who have a Smart TV by platform

Q - Are any of your TV sets “Smart” TVs? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console.

Source: Ofcom Media tracker 2011 Wave 2. Base: All respondents (871); Freeview (only) (301); Freeview (any) (555); Satellite (368), Cable (130), Pay TV (501).
Viewing of TV programmes/films on the internet

(Q - Do you watch TV programmes/films/video clips in any of the following ways on the internet (via any device, e.g. PC, mobile phone), either at home or elsewhere?)

Base: All those who say they use the internet

Source: Ofcom Media tracker 2011 Wave 2.
Base: All who use the internet (1,395); 16-34 (551); 35-54 (552); 55-64 (160); 65+ (132); ABC1 (837); C2DE (558).
Frequency of viewing: TV programmes/films on the internet

Q - And how often do you personally do this?

Source: Ofcom Media tracker 2011.
Base: All watching TV/films/video clips via the internet (663); 16-34 (328); 35-54 (249); 55-64 (52*); 65+ (34*); ABC1 (412); C2DE (251). *Caution: small bases.
Reasons for online on demand usage

Q - What would you say are the reasons you use/ used your on demand service, whether you were catching up or accessing other content?

Base: All those who say they who use online ‘video on demand’ services

Note: Only responses ≥ 10% charted. All responses unprompted
Frequency of media use

Q - On average, how often, if at all, do you watch/listen/use the [media type] (via any device)?

[Scale: Every day / Several times a week / At least once a month / Several times a year / Never / Don't know]

Source: Ofcom Media tracker. Base: All respondents

*Audio-visual on Internet = TV programmes/films/video clips.
Simultaneity: Frequency of using other media whilst watching TV on a TV set

Q - At the same time as watching TV on your TV set, how frequently, if at all, do you also do any of the following activities?

Source: Ofcom Media tracker 2011 Base: All respondents

*On stereo or MP3 player or mobile phone or computer.