

Public First Poll for Sky

Fieldwork: 15th Aug - 21st Aug 2023
Interview method: Online Survey
Population represented: UK Adults
Sample size: 2005

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First Polling Team (polling@publicfirst.co.uk)

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113 The Queen s deathPlease select all that apply 341

114 Boris Johnson Resigning as Prime MinisterPlease select all that apply 344

115 Liz Truss Resigning as Prime MinisterPlease select all that apply 347

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(1.A) Which one of the following statements best describes how you take up new technologies? By this we mean gadgets, technology platforms /software, or online services /innovations

	Total	Gender		Region												
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland	
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45	
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60	
I try new technology or gadgets as soon as it is available I am happy to experiment with something unproven, I m well-informed, and I am interested in technology for its own sake	8%	11%	5%	15%	5%	5%	4%	7%	13%	6%	9%	8%	6%	8%	14%	
I am often one of the first among my friends to have/use new technology - I really enjoy exploring new technology and I find that other people often listen to my opinions	19%	23%	14%	23%	17%	16%	22%	18%	16%	16%	17%	17%	18%	24%	20%	
I tend to buy/use new technology when I ve heard from a few other people that it is worth having and there is no risk	32%	32%	33%	32%	32%	36%	31%	27%	31%	32%	39%	40%	31%	24%	39%	
I tend to buy new technology when it s been out for long enough that the price has fallen, and I can tell that it s not just a fad because a lot of people have it	29%	25%	34%	24%	31%	26%	29%	39%	31%	30%	23%	28%	38%	29%	22%	
I m not interested in new technology and don t feel the need to try new things for the sake of it	10%	7%	13%	7%	13%	14%	14%	8%	8%	14%	10%	7%	8%	14%	2%	
Don't know	1%	1%	1%	0%	2%	3%	0%	5	2%	2%	2%	2%	0%	0%	1%	3%

(1.B) Which one of the following statements best describes how you take up new technologies? By this we mean gadgets, technology platforms /software, or online services /innovations

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
I try new technology or gadgets as soon as it is available I am happy to experiment with something unproven, I m well-informed, and I am interested in technology for its own sake	8%	17%	18%	10%	5%	1%	0%	11%	5%	11%	3%	19%	11%	11%
I am often one of the first among my friends to have/use new technology - I really enjoy exploring new technology and I find that other people often listen to my opinions	19%	24%	26%	23%	22%	15%	5%	24%	15%	20%	12%	15%	22%	22%
I tend to buy/use new technology when I ve heard from a few other people that it is worth having and there is no risk	32%	30%	32%	37%	34%	36%	27%	33%	35%	32%	31%	20%	34%	40%
I tend to buy new technology when it s been out for long enough that the price has fallen, and I can tell that it s not just a fad because a lot of people have it	29%	22%	18%	22%	28%	38%	45%	25%	34%	25%	40%	41%	21%	19%
I m not interested in new technology and don t feel the need to try new things for the sake of it	10%	3%	5%	6%	11%	11%	21%	8%	11%	10%	13%	5%	11%	7%

(1.C) Which one of the following statements best describes how you take up new technologies? By this we mean gadgets, technology platforms /software, or online services /innovations

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
I try new technology or gadgets as soon as it is available I am happy to experiment with something unproven, I m well-informed, and I am interested in technology for its own sake	8%	9%	6%	8%	10%	5%	8%	8%	18%	17%	8%	21%	18%	11%	12%	1%
I am often one of the first among my friends to have/use new technology - I really enjoy exploring new technology and I find that other people often listen to my opinions	19%	23%	17%	21%	13%	16%	20%	21%	21%	20%	21%	25%	24%	26%	27%	11%
I tend to buy/use new technology when I ve heard from a few other people that it is worth having and there is no risk	32%	36%	35%	34%	25%	29%	35%	35%	33%	44%	32%	32%	34%	40%	33%	30%
I tend to buy new technology when it s been out for long enough that the price has fallen, and I can tell that it s not just a fad because a lot of people have it	29%	25%	32%	28%	34%	35%	25%	29%	23%	13%	29%	18%	19%	16%	25%	39%
I m not interested in new technology and don t feel the need to try new things for the sake of it	10%	7%	9%	9%	16%	13%	10%	7%	4%	6%	8%	4%	4%	5%	3%	18%
Don't know	1%	1%	1%	1%	2%	2%	1%	1%	1%	0%	2%	0%	1%	2%	0%	1%

Note:

(2.A) Which of the following TV service providers do you use as your main home TV provider? Please select one

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Sky	35%	36%	33%	35%	35%	32%	37%	39%	32%	37%	33%	29%	37%	32%	43%
Virgin Media	15%	15%	15%	18%	14%	16%	9%	11%	22%	16%	16%	16%	14%	9%	14%
Freeview	24%	25%	23%	23%	23%	23%	26%	29%	24%	25%	23%	27%	23%	27%	13%
BT TV	7%	7%	8%	5%	9%	10%	8%	2%	7%	7%	6%	9%	8%	6%	11%
Freesat	5%	4%	6%	3%	6%	4%	7%	8%	4%	4%	4%	2%	3%	8%	8%
TalkTalk TV	3%	2%	3%	4%	2%	1%	1%	3%	3%	4%	5%	3%	2%	6%	0%
YouView (Standalone box only)	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	3%	1%	1%	3%	2%
Another provider (please specify)	2%	2%	2%	2%	2%	3%	2%	1%	1%	1%	3%	2%	2%	3%	0%
I don't have a TV service provider	7%	6%	7%	7%	6%	7%	6%	5%	7%	5%	7%	9%	8%	5%	7%
I don't have a TV	2%	2%	2%	3%	2%	2%	3%	1%	1%	1%	1%	1%	2%	1%	0%
Don't know	1%	0%	1%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Which of the following TV service providers do you use as your main home TV provider? Please select one

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Sky	35%	36%	39%	38%	32%	33%	30%	100%	0%	0%	0%	0%	0%	0%
Virgin Media	15%	20%	15%	14%	19%	10%	13%	0%	0%	100%	0%	0%	0%	0%
Freeview	24%	11%	15%	23%	26%	32%	34%	0%	0%	0%	100%	0%	0%	0%
BT TV	7%	13%	8%	6%	4%	7%	6%	0%	0%	0%	0%	0%	100%	0%
Freesat	5%	2%	2%	3%	7%	6%	7%	0%	100%	0%	0%	0%	0%	0%
TalkTalk TV	3%	2%	5%	3%	2%	3%	2%	0%	0%	0%	0%	0%	0%	100%
YouView (Standalone box only)	1%	2%	1%	1%	1%	1%	0%	0%	0%	0%	0%	100%	0%	0%
Another provider (please specify)	2%	1%	3%	2%	2%	2%	1%	0%	0%	0%	0%	0%	0%	0%
I don't have a TV service provider	7%	11%	9%	9%	3%	4%	5%	0%	0%	0%	0%	0%	0%	0%
I don't have a TV	2%	1%	3%	1%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.C) Which of the following TV service providers do you use as your main home TV provider? Please select one

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Sky	35%	39%	32%	36%	30%	36%	36%	33%	37%	38%	30%	43%	42%	47%	49%	33%
Virgin Media	15%	14%	16%	17%	12%	15%	15%	14%	12%	11%	14%	18%	18%	17%	15%	15%
Freeview	24%	23%	24%	23%	28%	28%	23%	22%	22%	28%	29%	14%	14%	14%	14%	27%
BT TV	7%	7%	7%	8%	7%	6%	7%	8%	7%	3%	7%	5%	9%	7%	4%	7%
Freesat	5%	5%	5%	3%	5%	5%	6%	5%	3%	0%	5%	3%	2%	2%	5%	6%
TalkTalk TV	3%	3%	2%	3%	3%	3%	3%	3%	4%	0%	1%	4%	6%	4%	4%	3%
YouView (Standalone box only)	1%	0%	1%	1%	1%	0%	0%	2%	0%	0%	1%	2%	0%	1%	1%	1%
Another provider (please specify)	2%	1%	2%	1%	2%	1%	2%	2%	2%	0%	2%	3%	2%	1%	1%	2%
I don't have a TV service provider	7%	6%	7%	5%	9%	5%	7%	8%	9%	14%	8%	8%	7%	5%	6%	5%
I don't have a TV	2%	1%	3%	1%	2%	1%	0%	2%	3%	7%	3%	1%	0%	0%	1%	1%
Don't know	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) How often on average, if at all, do you watch video content from each of the following services or companies?: BBC

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	21%	24%	18%	17%	25%	20%	17%	20%	20%	20%	25%	21%	25%	22%	28%
Once a day	20%	19%	21%	18%	23%	20%	20%	19%	18%	20%	19%	22%	20%	19%	10%
Multiple times a week	20%	20%	19%	19%	19%	18%	19%	21%	24%	20%	21%	17%	17%	24%	22%
Once a week	8%	9%	7%	8%	7%	8%	11%	7%	7%	7%	7%	9%	9%	9%	2%
Multiple times a month	7%	7%	7%	8%	4%	8%	7%	6%	7%	10%	4%	7%	8%	8%	10%
Once a month	4%	3%	4%	5%	4%	3%	3%	6%	4%	5%	3%	2%	2%	4%	7%
Multiple times a year	4%	3%	6%	6%	4%	5%	4%	6%	3%	4%	7%	5%	2%	1%	9%
Once a year	1%	1%	0%	1%	0%	1%	0%	2%	1%	1%	0%	0%	0%	0%	3%
Less often	3%	4%	3%	4%	3%	2%	2%	3%	6%	1%	4%	4%	4%	3%	0%
Never	12%	10%	14%	13%	9%	15%	15%	7%	9%	12%	9%	13%	13%	10%	9%
Don't know	1%	1%	0%	0%	0%	0%	1%	2%	1%	1%	1%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) How often on average, if at all, do you watch video content from each of the following services or companies?: BBC

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	21%	6%	7%	16%	24%	31%	37%	20%	28%	19%	29%	37%	18%	23%
Once a day	20%	15%	18%	18%	20%	23%	23%	22%	19%	21%	17%	31%	30%	15%
Multiple times a week	20%	13%	21%	23%	22%	18%	19%	23%	21%	17%	20%	11%	15%	20%
Once a week	8%	14%	11%	10%	8%	4%	3%	8%	11%	10%	7%	6%	8%	12%
Multiple times a month	7%	12%	10%	8%	6%	4%	4%	7%	5%	9%	7%	6%	7%	10%
Once a month	4%	8%	5%	4%	3%	3%	2%	5%	2%	4%	3%	0%	4%	3%
Multiple times a year	4%	9%	5%	4%	2%	4%	3%	4%	2%	4%	5%	0%	3%	5%
Once a year	1%	2%	0%	1%	0%	0%	1%	1%	1%	1%	0%	0%	0%	3%
Less often	3%	6%	5%	3%	3%	2%	1%	2%	3%	4%	2%	0%	5%	2%
Never	12%	13%	16%	14%	13%	9%	6%	8%	7%	10%	8%	0%	9%	5%
Don't know	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	9%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.C) How often on average, if at all, do you watch video content from each of the following services or companies?: BBC

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	21%	24%	22%	17%	19%	24%	19%	18%	21%	29%	17%	8%	13%	19%	20%	32%
Once a day	20%	23%	18%	22%	16%	20%	16%	20%	22%	19%	16%	23%	21%	22%	23%	24%
Multiple times a week	20%	20%	19%	20%	19%	20%	17%	22%	22%	15%	19%	21%	25%	23%	18%	18%
Once a week	8%	9%	9%	9%	6%	7%	9%	9%	7%	12%	10%	10%	8%	9%	10%	5%
Multiple times a month	7%	7%	8%	5%	7%	6%	7%	8%	10%	10%	9%	12%	7%	6%	5%	4%
Once a month	4%	2%	5%	4%	3%	3%	5%	4%	3%	3%	5%	3%	3%	2%	3%	2%
Multiple times a year	4%	4%	4%	4%	6%	3%	8%	4%	4%	3%	6%	5%	3%	3%	5%	3%
Once a year	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	2%	1%
Less often	3%	2%	2%	4%	5%	4%	4%	3%	2%	3%	4%	5%	4%	3%	2%	2%
Never	12%	7%	10%	13%	17%	12%	13%	11%	7%	7%	13%	11%	15%	12%	12%	9%
Don't know	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) How often on average, if at all, do you watch video content from each of the following services or companies?: ITV

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	16%	15%	17%	10%	16%	13%	16%	14%	16%	19%	20%	21%	14%	18%	26%
Once a day	14%	14%	15%	11%	15%	15%	14%	12%	12%	15%	22%	15%	18%	16%	10%
Multiple times a week	22%	22%	22%	16%	22%	24%	21%	23%	27%	24%	30%	23%	20%	25%	18%
Once a week	10%	10%	9%	11%	11%	5%	10%	12%	8%	8%	5%	11%	10%	9%	10%
Multiple times a month	9%	10%	9%	14%	11%	10%	7%	7%	10%	13%	4%	6%	6%	8%	9%
Once a month	5%	5%	4%	4%	3%	6%	5%	9%	8%	4%	4%	4%	4%	3%	2%
Multiple times a year	5%	5%	5%	6%	6%	8%	4%	4%	3%	2%	5%	4%	3%	7%	7%
Once a year	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	3%	3%	0%
Less often	5%	4%	5%	8%	2%	4%	3%	6%	5%	2%	4%	3%	8%	5%	5%
Never	12%	12%	13%	16%	12%	14%	19%	10%	9%	10%	5%	12%	14%	7%	9%
Don't know	1%	1%	1%	1%	1%	1%	1%	3%	2%	2%	1%	0%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) How often on average, if at all, do you watch video content from each of the following services or companies?: ITV

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	16%	7%	7%	14%	17%	23%	25%	17%	25%	16%	17%	18%	16%	16%
Once a day	14%	11%	9%	12%	15%	20%	18%	16%	14%	13%	15%	23%	19%	17%
Multiple times a week	22%	15%	20%	24%	19%	25%	27%	25%	23%	22%	24%	23%	23%	29%
Once a week	10%	11%	11%	7%	12%	8%	9%	10%	12%	12%	10%	0%	9%	10%
Multiple times a month	9%	10%	15%	11%	7%	6%	6%	9%	6%	10%	10%	16%	7%	9%
Once a month	5%	9%	5%	4%	5%	3%	3%	4%	0%	6%	6%	0%	4%	4%
Multiple times a year	5%	9%	5%	3%	6%	4%	2%	4%	5%	4%	5%	14%	2%	3%
Once a year	1%	2%	2%	2%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%
Less often	5%	6%	6%	8%	4%	3%	1%	4%	2%	5%	4%	6%	5%	5%
Never	12%	18%	18%	13%	12%	6%	8%	9%	10%	11%	7%	0%	13%	5%
Don't know	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	2%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.C) How often on average, if at all, do you watch video content from each of the following services or companies?: ITV

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	16%	14%	15%	17%	19%	23%	19%	8%	11%	10%	11%	12%	10%	17%	21%	26%
Once a day	14%	15%	14%	17%	12%	17%	13%	12%	13%	10%	11%	12%	14%	15%	18%	19%
Multiple times a week	22%	23%	21%	25%	20%	23%	19%	24%	19%	15%	21%	19%	23%	28%	21%	24%
Once a week	10%	11%	10%	9%	8%	7%	8%	10%	13%	15%	10%	10%	9%	9%	7%	8%
Multiple times a month	9%	12%	9%	8%	8%	7%	9%	10%	13%	10%	10%	14%	14%	9%	6%	6%
Once a month	5%	5%	4%	3%	6%	3%	5%	7%	6%	6%	7%	5%	5%	3%	4%	3%
Multiple times a year	5%	4%	6%	3%	5%	4%	6%	6%	5%	0%	7%	5%	3%	3%	5%	3%
Once a year	1%	2%	1%	1%	1%	0%	2%	1%	2%	0%	2%	3%	1%	1%	1%	0%
Less often	5%	4%	5%	5%	5%	3%	3%	6%	6%	14%	6%	7%	7%	4%	7%	2%
Never	12%	10%	13%	11%	16%	12%	13%	14%	11%	19%	16%	12%	13%	10%	10%	8%
Don't know	1%	1%	2%	1%	1%	1%	1%	1%	2%	0%	2%	1%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) How often on average, if at all, do you watch video content from each of the following services or companies?: Channel 4

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	5%	6%	4%	8%	3%	4%	3%	4%	7%	6%	2%	5%	5%	7%	8%
Once a day	10%	9%	10%	7%	11%	9%	12%	7%	10%	7%	10%	11%	13%	12%	6%
Multiple times a week	23%	24%	22%	19%	26%	23%	20%	27%	23%	24%	31%	23%	20%	21%	26%
Once a week	14%	14%	14%	14%	14%	14%	16%	13%	14%	14%	14%	16%	13%	13%	7%
Multiple times a month	12%	11%	13%	9%	13%	11%	13%	13%	14%	13%	14%	9%	10%	8%	19%
Once a month	8%	7%	9%	8%	7%	9%	5%	8%	10%	8%	6%	6%	10%	7%	11%
Multiple times a year	7%	7%	6%	6%	6%	10%	5%	4%	6%	5%	8%	9%	3%	14%	6%
Once a year	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	3%	0%
Less often	6%	6%	6%	9%	6%	5%	5%	8%	4%	6%	3%	6%	8%	4%	2%
Never	14%	13%	14%	19%	12%	13%	20%	11%	9%	13%	9%	14%	15%	9%	11%
Don't know	1%	1%	1%	0%	1%	1%	0%	3%	1%	1%	1%	0%	3%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) How often on average, if at all, do you watch video content from each of the following services or companies?: Channel 4

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	5%	3%	5%	7%	5%	6%	5%	5%	5%	5%	7%	15%	5%	7%
Once a day	10%	8%	8%	9%	12%	9%	12%	10%	11%	11%	11%	6%	12%	10%
Multiple times a week	23%	15%	21%	23%	22%	29%	27%	28%	28%	18%	24%	11%	28%	24%
Once a week	14%	9%	10%	12%	18%	20%	16%	14%	14%	17%	15%	16%	9%	20%
Multiple times a month	12%	13%	13%	11%	11%	13%	11%	13%	13%	12%	13%	7%	9%	10%
Once a month	8%	12%	6%	7%	7%	7%	8%	8%	6%	9%	7%	9%	7%	3%
Multiple times a year	7%	10%	6%	8%	7%	5%	5%	6%	9%	8%	6%	8%	3%	9%
Once a year	1%	4%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	2%	0%
Less often	6%	7%	8%	10%	6%	2%	4%	5%	3%	7%	6%	6%	4%	6%
Never	14%	20%	21%	14%	11%	8%	9%	10%	10%	11%	7%	16%	19%	9%
Don't know	1%	0%	2%	0%	2%	1%	2%	1%	2%	1%	2%	6%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.C) How often on average, if at all, do you watch video content from each of the following services or companies?: Channel 4

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	5%	4%	3%	8%	6%	8%	5%	3%	5%	11%	5%	5%	7%	8%	7%	5%
Once a day	10%	11%	9%	9%	9%	12%	6%	9%	10%	9%	9%	10%	10%	10%	11%	12%
Multiple times a week	23%	25%	23%	23%	21%	25%	21%	23%	20%	22%	20%	19%	24%	32%	27%	25%
Once a week	14%	15%	16%	12%	12%	12%	14%	16%	14%	11%	12%	12%	10%	14%	17%	17%
Multiple times a month	12%	11%	11%	11%	13%	13%	10%	12%	13%	6%	11%	15%	12%	9%	9%	11%
Once a month	8%	9%	6%	10%	6%	5%	9%	7%	10%	7%	8%	6%	6%	6%	8%	8%
Multiple times a year	7%	7%	8%	5%	6%	6%	8%	7%	6%	12%	7%	10%	7%	6%	8%	5%
Once a year	1%	2%	2%	1%	1%	1%	3%	1%	0%	0%	2%	1%	0%	0%	1%	1%
Less often	6%	4%	7%	8%	6%	6%	7%	6%	6%	8%	7%	8%	10%	6%	4%	4%
Never	14%	12%	12%	12%	18%	12%	15%	14%	15%	14%	16%	13%	14%	9%	7%	11%
Don't know	1%	0%	2%	2%	1%	1%	1%	2%	1%	0%	2%	0%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) How often on average, if at all, do you watch video content from each of the following services or companies?: Channel 5

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	4%	4%	3%	4%	3%	2%	4%	4%	6%	6%	2%	3%	5%	2%	5%
Once a day	7%	8%	7%	8%	8%	8%	10%	6%	7%	8%	4%	8%	6%	11%	4%
Multiple times a week	16%	16%	17%	10%	18%	20%	13%	17%	20%	18%	25%	16%	17%	14%	16%
Once a week	13%	14%	13%	11%	13%	12%	12%	15%	11%	11%	16%	18%	18%	13%	12%
Multiple times a month	12%	12%	12%	13%	13%	11%	11%	14%	14%	17%	9%	11%	7%	12%	14%
Once a month	8%	8%	8%	6%	8%	8%	8%	8%	11%	10%	13%	6%	5%	10%	9%
Multiple times a year	7%	6%	8%	7%	7%	7%	9%	8%	6%	6%	8%	6%	5%	10%	13%
Once a year	2%	1%	2%	2%	2%	3%	1%	1%	2%	1%	2%	2%	1%	2%	2%
Less often	8%	7%	8%	11%	8%	5%	5%	9%	6%	7%	6%	8%	10%	9%	5%
Never	21%	20%	21%	28%	19%	21%	25%	16%	15%	16%	13%	23%	23%	17%	18%
Don't know	2%	2%	1%	1%	2%	3%	2%	2%	3%	1%	1%	1%	3%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) How often on average, if at all, do you watch video content from each of the following services or companies?: Channel 5

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	4%	3%	4%	6%	2%	3%	5%	4%	4%	3%	4%	5%	3%	8%
Once a day	7%	4%	6%	6%	8%	8%	11%	9%	5%	7%	9%	11%	8%	6%
Multiple times a week	16%	7%	10%	16%	20%	23%	21%	17%	27%	16%	18%	10%	21%	18%
Once a week	13%	8%	11%	10%	13%	19%	18%	16%	18%	13%	12%	20%	13%	12%
Multiple times a month	12%	14%	10%	12%	11%	13%	12%	15%	9%	12%	12%	5%	9%	13%
Once a month	8%	8%	8%	5%	9%	9%	8%	8%	6%	11%	9%	10%	8%	8%
Multiple times a year	7%	9%	7%	8%	7%	8%	5%	7%	9%	7%	8%	0%	2%	5%
Once a year	2%	2%	2%	2%	2%	1%	2%	1%	1%	4%	2%	0%	0%	2%
Less often	8%	9%	11%	10%	9%	4%	4%	8%	8%	7%	6%	11%	9%	11%
Never	21%	34%	28%	24%	18%	11%	12%	14%	14%	19%	15%	27%	27%	17%
Don't know	2%	2%	4%	1%	2%	1%	2%	1%	0%	2%	4%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.C) How often on average, if at all, do you watch video content from each of the following services or companies?: Channel 5

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	4%	3%	2%	5%	5%	6%	3%	2%	4%	7%	3%	5%	5%	4%	2%	4%
Once a day	7%	9%	7%	8%	6%	10%	5%	6%	8%	14%	5%	6%	6%	9%	7%	11%
Multiple times a week	16%	16%	17%	17%	16%	19%	16%	16%	12%	0%	14%	12%	17%	23%	20%	20%
Once a week	13%	14%	13%	14%	13%	15%	11%	16%	9%	13%	11%	13%	11%	11%	18%	17%
Multiple times a month	12%	12%	11%	11%	13%	13%	12%	10%	12%	9%	11%	10%	15%	15%	10%	12%
Once a month	8%	9%	6%	9%	6%	6%	9%	7%	8%	12%	8%	7%	6%	5%	7%	9%
Multiple times a year	7%	7%	10%	6%	5%	5%	7%	9%	9%	3%	9%	8%	5%	6%	10%	5%
Once a year	2%	2%	2%	1%	1%	1%	2%	2%	3%	0%	2%	3%	2%	1%	1%	2%
Less often	8%	7%	9%	7%	8%	7%	8%	8%	10%	15%	9%	13%	11%	8%	7%	6%
Never	21%	19%	20%	19%	24%	17%	24%	22%	24%	28%	26%	23%	20%	16%	17%	14%
Don't know	2%	1%	2%	3%	2%	2%	2%	2%	1%	0%	2%	2%	2%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) How often on average, if at all, do you watch video content from each of the following services or companies?: Sky

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	16%	18%	14%	13%	18%	17%	20%	18%	16%	15%	22%	13%	17%	15%	20%
Once a day	9%	11%	8%	9%	7%	10%	4%	9%	10%	10%	8%	8%	13%	8%	22%
Multiple times a week	11%	12%	10%	15%	10%	10%	8%	9%	12%	12%	9%	14%	11%	11%	9%
Once a week	4%	5%	4%	4%	4%	2%	5%	3%	4%	8%	8%	4%	3%	3%	4%
Multiple times a month	4%	5%	3%	5%	4%	2%	4%	2%	5%	6%	1%	6%	2%	4%	3%
Once a month	2%	2%	1%	3%	1%	2%	1%	2%	2%	1%	0%	1%	2%	4%	0%
Multiple times a year	2%	2%	2%	3%	3%	1%	2%	3%	2%	1%	2%	2%	0%	4%	0%
Once a year	1%	1%	1%	1%	1%	2%	0%	2%	1%	0%	0%	1%	1%	2%	0%
Less often	4%	4%	5%	5%	5%	4%	2%	2%	5%	7%	1%	5%	4%	4%	5%
Never	44%	38%	49%	42%	44%	48%	51%	46%	40%	39%	45%	44%	43%	44%	32%
Don't know	2%	2%	3%	0%	4%	3%	4%	3%	1%	3%	5%	3%	2%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) How often on average, if at all, do you watch video content from each of the following services or companies?: Sky

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	16%	12%	19%	19%	16%	21%	13%	41%	2%	5%	1%	21%	6%	4%
Once a day	9%	12%	9%	11%	8%	9%	7%	19%	4%	9%	1%	0%	8%	6%
Multiple times a week	11%	11%	14%	14%	12%	10%	8%	20%	2%	15%	3%	19%	8%	11%
Once a week	4%	6%	6%	3%	4%	3%	4%	6%	3%	6%	1%	6%	6%	6%
Multiple times a month	4%	7%	4%	2%	4%	3%	4%	4%	4%	7%	3%	5%	5%	1%
Once a month	2%	2%	3%	1%	0%	2%	1%	2%	1%	2%	1%	0%	2%	4%
Multiple times a year	2%	4%	2%	2%	1%	2%	1%	1%	1%	0%	3%	0%	2%	9%
Once a year	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	0%	0%	0%
Less often	4%	6%	6%	7%	4%	2%	2%	1%	4%	6%	4%	0%	6%	10%
Never	44%	36%	34%	40%	48%	45%	55%	3%	75%	44%	77%	49%	55%	44%
Don't know	2%	1%	2%	1%	3%	2%	5%	1%	3%	2%	5%	0%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.C) How often on average, if at all, do you watch video content from each of the following services or companies?: Sky

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	16%	19%	16%	16%	15%	19%	18%	13%	16%	17%	12%	23%	21%	23%	26%	17%
Once a day	9%	10%	9%	11%	7%	8%	9%	10%	11%	20%	9%	10%	12%	14%	17%	8%
Multiple times a week	11%	13%	9%	13%	10%	9%	9%	14%	12%	4%	10%	18%	19%	16%	14%	9%
Once a week	4%	5%	5%	4%	4%	4%	5%	4%	4%	0%	4%	5%	2%	5%	4%	4%
Multiple times a month	4%	4%	4%	4%	4%	5%	4%	3%	6%	0%	4%	5%	2%	2%	4%	4%
Once a month	2%	2%	1%	1%	2%	1%	2%	2%	1%	3%	3%	0%	1%	1%	1%	1%
Multiple times a year	2%	2%	2%	2%	2%	2%	1%	2%	2%	6%	3%	2%	2%	1%	0%	1%
Once a year	1%	1%	1%	1%	0%	1%	1%	1%	2%	0%	2%	0%	0%	0%	1%	1%
Less often	4%	4%	4%	4%	4%	3%	5%	4%	6%	11%	5%	4%	5%	5%	2%	2%
Never	44%	39%	46%	41%	49%	44%	44%	45%	37%	39%	45%	31%	34%	31%	30%	50%
Don't know	2%	2%	2%	3%	3%	3%	1%	3%	2%	0%	2%	1%	1%	1%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) How often on average, if at all, do you watch video content from each of the following services or companies?: Netflix

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	14%	13%	14%	21%	12%	11%	12%	14%	18%	10%	15%	13%	11%	11%	6%
Once a day	15%	15%	15%	16%	12%	18%	12%	11%	17%	17%	11%	13%	20%	14%	30%
Multiple times a week	22%	21%	23%	22%	22%	23%	21%	23%	22%	25%	21%	25%	18%	19%	25%
Once a week	6%	7%	5%	4%	9%	8%	6%	4%	4%	6%	6%	7%	5%	9%	0%
Multiple times a month	6%	6%	6%	7%	6%	5%	7%	6%	4%	4%	8%	5%	4%	6%	9%
Once a month	2%	3%	2%	1%	3%	1%	2%	1%	1%	4%	4%	1%	3%	3%	5%
Multiple times a year	3%	3%	3%	4%	3%	2%	4%	4%	2%	1%	1%	3%	3%	3%	2%
Once a year	1%	1%	1%	1%	2%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
Less often	3%	3%	3%	2%	2%	4%	1%	3%	3%	2%	5%	3%	3%	2%	2%
Never	27%	27%	28%	21%	28%	26%	32%	33%	25%	27%	29%	28%	29%	31%	21%
Don't know	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	0%	0%	3%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) How often on average, if at all, do you watch video content from each of the following services or companies?: Netflix

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	14%	27%	25%	18%	9%	5%	2%	17%	8%	15%	6%	24%	16%	17%
Once a day	15%	17%	24%	18%	16%	11%	6%	14%	16%	19%	10%	0%	24%	13%
Multiple times a week	22%	27%	23%	28%	25%	21%	11%	28%	18%	23%	16%	4%	23%	28%
Once a week	6%	6%	5%	6%	5%	8%	6%	8%	1%	9%	4%	6%	3%	9%
Multiple times a month	6%	5%	6%	4%	6%	5%	7%	7%	4%	6%	4%	12%	4%	5%
Once a month	2%	3%	2%	4%	2%	2%	2%	2%	1%	2%	2%	0%	4%	5%
Multiple times a year	3%	4%	3%	3%	4%	2%	2%	2%	5%	1%	3%	20%	2%	3%
Once a year	1%	0%	0%	1%	1%	2%	1%	0%	1%	0%	1%	6%	0%	0%
Less often	3%	3%	2%	2%	3%	3%	3%	1%	4%	2%	4%	6%	3%	3%
Never	27%	8%	9%	17%	27%	38%	57%	18%	40%	21%	45%	22%	20%	15%
Don't know	2%	0%	1%	0%	1%	3%	4%	1%	2%	2%	4%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.C) How often on average, if at all, do you watch video content from each of the following services or companies?: Netflix

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	14%	13%	13%	16%	12%	10%	15%	15%	15%	16%	15%	30%	27%	21%	14%	4%
Once a day	15%	15%	16%	16%	13%	15%	15%	14%	22%	19%	15%	23%	24%	17%	19%	11%
Multiple times a week	22%	22%	24%	22%	20%	21%	24%	24%	25%	9%	20%	24%	23%	34%	37%	19%
Once a week	6%	7%	5%	7%	5%	4%	8%	7%	6%	3%	5%	5%	5%	6%	7%	8%
Multiple times a month	6%	6%	5%	6%	6%	6%	6%	6%	3%	10%	5%	4%	6%	6%	3%	7%
Once a month	2%	3%	1%	1%	3%	2%	2%	2%	2%	4%	3%	1%	0%	1%	1%	2%
Multiple times a year	3%	3%	2%	2%	3%	2%	3%	4%	3%	0%	3%	2%	1%	2%	4%	3%
Once a year	1%	1%	1%	0%	1%	1%	0%	1%	0%	3%	1%	0%	0%	0%	1%	1%
Less often	3%	2%	3%	2%	4%	3%	3%	2%	2%	6%	3%	1%	1%	1%	0%	3%
Never	27%	26%	27%	25%	32%	34%	23%	24%	21%	30%	29%	9%	13%	11%	13%	38%
Don't know	2%	2%	2%	2%	1%	3%	1%	1%	0%	0%	1%	2%	0%	0%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) How often on average, if at all, do you watch video content from each of the following services or companies?: Amazon Prime Video

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	5%	7%	4%	8%	4%	6%	6%	6%	5%	6%	5%	4%	7%	4%	2%
Once a day	7%	8%	7%	8%	8%	7%	8%	5%	10%	6%	5%	5%	11%	7%	10%
Multiple times a week	18%	20%	15%	19%	16%	15%	14%	18%	22%	18%	16%	18%	17%	21%	21%
Once a week	8%	7%	8%	7%	10%	10%	7%	7%	4%	8%	6%	7%	11%	8%	5%
Multiple times a month	9%	9%	10%	10%	11%	6%	9%	11%	11%	4%	7%	10%	6%	12%	11%
Once a month	5%	5%	5%	6%	3%	7%	4%	7%	4%	5%	6%	4%	7%	5%	8%
Multiple times a year	5%	5%	5%	5%	5%	3%	7%	3%	2%	6%	11%	6%	4%	5%	7%
Once a year	2%	2%	1%	3%	1%	1%	1%	2%	2%	2%	0%	0%	1%	2%	0%
Less often	4%	4%	4%	4%	4%	3%	5%	5%	5%	7%	5%	4%	2%	4%	4%
Never	34%	32%	37%	30%	35%	38%	38%	34%	34%	36%	37%	40%	29%	30%	33%
Don't know	2%	2%	2%	1%	3%	4%	1%	2%	2%	3%	1%	1%	5%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) How often on average, if at all, do you watch video content from each of the following services or companies?: Amazon Prime Video

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	5%	7%	10%	9%	5%	2%	1%	6%	3%	6%	4%	15%	3%	17%
Once a day	7%	7%	9%	9%	9%	8%	3%	9%	6%	10%	3%	0%	14%	5%
Multiple times a week	18%	20%	20%	20%	19%	22%	9%	20%	16%	21%	13%	25%	21%	24%
Once a week	8%	9%	6%	8%	10%	8%	6%	9%	8%	8%	6%	19%	5%	6%
Multiple times a month	9%	14%	14%	12%	6%	7%	4%	11%	12%	10%	6%	0%	12%	8%
Once a month	5%	10%	4%	6%	4%	3%	5%	6%	4%	3%	6%	0%	9%	4%
Multiple times a year	5%	9%	6%	4%	4%	4%	3%	6%	3%	4%	5%	0%	1%	3%
Once a year	2%	2%	3%	1%	2%	2%	0%	1%	3%	1%	2%	6%	1%	3%
Less often	4%	4%	7%	4%	3%	3%	3%	3%	5%	4%	5%	14%	1%	2%
Never	34%	16%	19%	27%	35%	40%	61%	28%	39%	30%	47%	21%	30%	24%
Don't know	2%	1%	3%	1%	2%	1%	4%	1%	2%	2%	4%	0%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.C) How often on average, if at all, do you watch video content from each of the following services or companies?: Amazon Prime Video

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	5%	4%	6%	7%	5%	4%	6%	5%	9%	14%	6%	12%	10%	7%	3%	3%
Once a day	7%	10%	7%	8%	5%	4%	6%	10%	12%	3%	7%	9%	12%	13%	17%	5%
Multiple times a week	18%	18%	18%	19%	15%	20%	17%	15%	21%	13%	16%	24%	24%	26%	24%	15%
Once a week	8%	9%	9%	8%	5%	5%	8%	9%	13%	10%	7%	6%	8%	10%	8%	8%
Multiple times a month	9%	11%	9%	6%	10%	9%	11%	8%	9%	14%	10%	15%	11%	9%	10%	7%
Once a month	5%	4%	5%	6%	6%	4%	6%	6%	5%	0%	6%	4%	5%	3%	4%	5%
Multiple times a year	5%	6%	5%	3%	6%	4%	5%	7%	5%	0%	6%	5%	3%	4%	8%	5%
Once a year	2%	3%	1%	1%	2%	2%	2%	2%	2%	0%	2%	1%	3%	1%	1%	1%
Less often	4%	3%	4%	5%	5%	3%	4%	4%	3%	7%	5%	5%	4%	2%	2%	3%
Never	34%	30%	34%	35%	39%	42%	32%	32%	21%	40%	33%	19%	17%	24%	22%	46%
Don't know	2%	2%	2%	3%	3%	4%	2%	2%	1%	0%	2%	1%	3%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) How often on average, if at all, do you watch video content from each of the following services or companies?: Disney +

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	5%	5%	6%	7%	4%	5%	7%	5%	5%	9%	8%	2%	4%	5%	8%
Once a day	5%	6%	5%	5%	4%	5%	4%	2%	5%	10%	6%	6%	8%	6%	6%
Multiple times a week	11%	12%	11%	14%	12%	13%	11%	10%	14%	7%	9%	11%	8%	17%	9%
Once a week	6%	6%	7%	6%	7%	7%	6%	8%	8%	7%	2%	5%	6%	5%	5%
Multiple times a month	6%	6%	5%	6%	9%	4%	4%	9%	5%	7%	3%	5%	3%	8%	4%
Once a month	3%	3%	3%	2%	2%	2%	1%	3%	5%	4%	2%	5%	3%	3%	5%
Multiple times a year	4%	3%	4%	4%	2%	5%	8%	2%	3%	0%	1%	5%	2%	3%	7%
Once a year	2%	2%	1%	3%	0%	2%	2%	1%	0%	2%	1%	2%	3%	0%	0%
Less often	4%	4%	4%	6%	5%	7%	2%	1%	4%	3%	0%	4%	5%	6%	7%
Never	50%	50%	50%	46%	50%	47%	52%	55%	47%	49%	62%	53%	54%	40%	48%
Don't know	3%	4%	3%	1%	5%	4%	3%	5%	5%	3%	4%	3%	4%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) How often on average, if at all, do you watch video content from each of the following services or companies?: Disney +

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	5%	12%	10%	8%	5%	0%	0%	8%	2%	8%	3%	5%	2%	6%
Once a day	5%	7%	11%	6%	5%	2%	2%	7%	2%	6%	2%	4%	8%	4%
Multiple times a week	11%	19%	19%	15%	8%	8%	3%	15%	9%	12%	5%	27%	17%	7%
Once a week	6%	11%	11%	7%	6%	3%	1%	8%	3%	6%	5%	0%	8%	12%
Multiple times a month	6%	10%	6%	9%	4%	5%	2%	8%	3%	7%	5%	6%	4%	6%
Once a month	3%	5%	4%	3%	3%	2%	1%	3%	3%	3%	2%	6%	5%	3%
Multiple times a year	4%	6%	4%	5%	4%	4%	1%	3%	7%	5%	3%	9%	1%	6%
Once a year	2%	1%	3%	1%	2%	2%	1%	1%	1%	2%	1%	0%	3%	5%
Less often	4%	3%	4%	6%	6%	4%	3%	4%	8%	5%	3%	6%	2%	7%
Never	50%	27%	24%	40%	54%	67%	79%	41%	60%	42%	66%	37%	49%	41%
Don't know	3%	1%	3%	1%	3%	4%	7%	3%	2%	4%	5%	0%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.C) How often on average, if at all, do you watch video content from each of the following services or companies?: Disney +

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	5%	5%	5%	6%	6%	4%	7%	5%	7%	14%	5%	18%	15%	9%	4%	1%
Once a day	5%	6%	7%	6%	3%	3%	5%	8%	10%	5%	4%	13%	11%	9%	6%	3%
Multiple times a week	11%	13%	12%	11%	9%	11%	10%	14%	14%	14%	12%	21%	17%	17%	20%	6%
Once a week	6%	6%	7%	8%	5%	4%	7%	8%	8%	4%	6%	8%	10%	8%	11%	4%
Multiple times a month	6%	6%	6%	5%	5%	5%	7%	6%	6%	10%	6%	8%	8%	10%	6%	4%
Once a month	3%	3%	3%	2%	4%	4%	2%	3%	4%	6%	3%	5%	4%	2%	3%	2%
Multiple times a year	4%	5%	3%	3%	3%	2%	4%	3%	6%	0%	4%	7%	2%	3%	5%	3%
Once a year	2%	1%	2%	2%	2%	2%	2%	2%	2%	0%	1%	1%	3%	1%	2%	1%
Less often	4%	4%	4%	5%	5%	3%	3%	4%	6%	6%	5%	1%	2%	4%	3%	4%
Never	50%	47%	50%	49%	53%	57%	51%	45%	34%	40%	50%	17%	26%	35%	39%	67%
Don't know	3%	3%	3%	4%	3%	6%	2%	3%	3%	0%	3%	1%	2%	1%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) How often on average, if at all, do you watch video content from each of the following services or companies?: NOW (formerly NOW TV)

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	3%	4%	2%	4%	3%	3%	4%	2%	1%	3%	2%	3%	1%	2%	5%
Once a day	2%	2%	3%	2%	1%	3%	3%	2%	3%	4%	5%	1%	3%	0%	2%
Multiple times a week	4%	5%	3%	4%	4%	3%	2%	3%	7%	7%	2%	3%	4%	8%	6%
Once a week	3%	4%	3%	3%	4%	2%	1%	3%	3%	2%	1%	2%	5%	7%	4%
Multiple times a month	3%	4%	3%	7%	3%	2%	3%	5%	3%	2%	1%	4%	1%	1%	2%
Once a month	2%	2%	2%	1%	2%	1%	2%	2%	4%	2%	3%	1%	0%	2%	5%
Multiple times a year	3%	2%	3%	4%	1%	1%	4%	3%	4%	4%	1%	1%	1%	5%	2%
Once a year	1%	1%	2%	3%	1%	1%	1%	1%	2%	1%	0%	2%	2%	1%	0%
Less often	6%	6%	7%	11%	9%	4%	6%	6%	6%	5%	6%	5%	5%	4%	4%
Never	67%	66%	67%	59%	63%	77%	71%	69%	62%	62%	70%	72%	71%	64%	67%
Don't know	5%	5%	5%	2%	8%	4%	3%	4%	5%	6%	8%	4%	7%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) How often on average, if at all, do you watch video content from each of the following services or companies?: NOW (formerly NOW TV)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	3%	3%	7%	4%	1%	1%	1%	3%	2%	2%	2%	10%	8%	0%
Once a day	2%	3%	3%	3%	4%	2%	0%	2%	2%	4%	1%	5%	5%	0%
Multiple times a week	4%	7%	5%	5%	4%	4%	2%	3%	11%	5%	4%	10%	8%	5%
Once a week	3%	5%	6%	3%	2%	2%	1%	2%	3%	4%	2%	0%	12%	9%
Multiple times a month	3%	5%	6%	4%	3%	1%	2%	3%	2%	4%	3%	0%	6%	6%
Once a month	2%	5%	3%	1%	1%	1%	1%	2%	2%	2%	1%	6%	2%	6%
Multiple times a year	3%	6%	3%	3%	2%	2%	1%	2%	1%	4%	2%	15%	3%	8%
Once a year	1%	1%	3%	1%	1%	1%	1%	1%	0%	2%	1%	0%	1%	3%
Less often	6%	14%	9%	6%	6%	4%	2%	6%	4%	9%	5%	0%	6%	15%
Never	67%	47%	53%	67%	70%	76%	81%	71%	68%	58%	73%	46%	48%	42%
Don't know	5%	4%	3%	3%	6%	6%	9%	6%	4%	6%	6%	8%	2%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.C) How often on average, if at all, do you watch video content from each of the following services or companies?: NOW (formerly NOW TV)

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	3%	2%	1%	4%	4%	2%	2%	4%	3%	11%	3%	3%	4%	5%	4%	1%
Once a day	2%	3%	2%	3%	2%	1%	3%	3%	4%	0%	2%	6%	4%	5%	6%	1%
Multiple times a week	4%	4%	5%	5%	4%	4%	4%	5%	3%	0%	4%	3%	4%	9%	10%	4%
Once a week	3%	3%	3%	5%	2%	2%	4%	3%	4%	4%	3%	3%	5%	4%	1%	2%
Multiple times a month	3%	3%	3%	3%	4%	4%	2%	4%	5%	0%	3%	10%	6%	1%	1%	2%
Once a month	2%	2%	2%	2%	2%	1%	3%	1%	2%	0%	2%	2%	2%	1%	1%	1%
Multiple times a year	3%	2%	2%	2%	4%	2%	3%	2%	3%	6%	3%	6%	2%	0%	3%	2%
Once a year	1%	2%	2%	1%	1%	0%	1%	2%	4%	0%	2%	3%	2%	1%	0%	1%
Less often	6%	5%	7%	6%	8%	4%	7%	6%	11%	15%	7%	9%	8%	5%	5%	4%
Never	67%	69%	69%	64%	65%	71%	66%	67%	57%	60%	65%	52%	58%	66%	67%	75%
Don't know	5%	5%	5%	6%	4%	7%	5%	4%	4%	5%	4%	3%	4%	4%	3%	8%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) How often on average, if at all, do you watch video content from each of the following services or companies?: Apple TV+

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	2%	2%	1%	4%	0%	1%	0%	1%	1%	3%	3%	2%	2%	0%	0%
Once a day	2%	2%	1%	1%	0%	3%	1%	2%	3%	3%	1%	2%	4%	4%	2%
Multiple times a week	4%	5%	3%	7%	3%	1%	1%	2%	7%	2%	10%	2%	3%	2%	10%
Once a week	3%	3%	3%	5%	4%	1%	3%	2%	3%	4%	1%	4%	4%	3%	3%
Multiple times a month	3%	3%	3%	4%	4%	0%	4%	1%	3%	4%	4%	2%	4%	4%	10%
Once a month	2%	2%	1%	2%	1%	1%	1%	3%	1%	5%	1%	1%	1%	2%	0%
Multiple times a year	2%	2%	2%	4%	2%	1%	2%	2%	0%	1%	0%	3%	2%	1%	3%
Once a year	1%	1%	1%	1%	1%	2%	2%	0%	1%	2%	0%	0%	1%	1%	0%
Less often	5%	5%	6%	8%	3%	8%	3%	3%	9%	4%	2%	5%	6%	4%	2%
Never	73%	71%	75%	64%	76%	79%	79%	80%	69%	69%	73%	77%	68%	77%	71%
Don't know	4%	4%	3%	1%	5%	4%	4%	5%	3%	4%	4%	2%	6%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) How often on average, if at all, do you watch video content from each of the following services or companies?: Apple TV+

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	2%	3%	4%	2%	1%	0%	0%	2%	0%	2%	0%	15%	2%	1%
Once a day	2%	5%	2%	2%	2%	2%	0%	2%	5%	3%	1%	0%	3%	2%
Multiple times a week	4%	5%	7%	4%	3%	3%	1%	5%	3%	5%	1%	0%	2%	9%
Once a week	3%	4%	5%	6%	2%	2%	1%	5%	1%	4%	2%	15%	2%	7%
Multiple times a month	3%	7%	6%	1%	3%	2%	1%	4%	3%	3%	2%	0%	4%	3%
Once a month	2%	3%	2%	3%	1%	1%	0%	2%	1%	1%	1%	0%	1%	6%
Multiple times a year	2%	2%	4%	2%	1%	2%	0%	2%	1%	1%	1%	0%	6%	0%
Once a year	1%	2%	1%	1%	0%	2%	0%	1%	0%	2%	1%	0%	1%	3%
Less often	5%	6%	9%	7%	6%	2%	2%	4%	2%	6%	4%	17%	6%	15%
Never	73%	61%	59%	69%	76%	81%	88%	70%	80%	68%	82%	46%	71%	47%
Don't know	4%	2%	2%	2%	4%	4%	6%	2%	4%	4%	6%	8%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.C) How often on average, if at all, do you watch video content from each of the following services or companies?: Apple TV+

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	2%	2%	1%	2%	2%	0%	1%	2%	4%	11%	2%	4%	3%	3%	1%	0%
Once a day	2%	2%	2%	3%	2%	3%	2%	2%	2%	0%	2%	3%	4%	4%	5%	1%
Multiple times a week	4%	4%	3%	5%	3%	2%	4%	5%	5%	5%	3%	8%	10%	6%	5%	2%
Once a week	3%	4%	3%	3%	3%	2%	4%	4%	7%	0%	3%	6%	7%	6%	4%	2%
Multiple times a month	3%	4%	4%	3%	2%	2%	3%	3%	5%	7%	3%	7%	2%	5%	2%	2%
Once a month	2%	1%	1%	1%	2%	2%	2%	1%	1%	0%	2%	2%	1%	1%	0%	1%
Multiple times a year	2%	2%	3%	1%	1%	1%	1%	2%	5%	3%	2%	3%	2%	1%	3%	1%
Once a year	1%	1%	1%	0%	1%	1%	2%	1%	1%	0%	1%	2%	1%	1%	2%	1%
Less often	5%	6%	5%	5%	5%	4%	4%	5%	11%	12%	6%	6%	8%	5%	5%	3%
Never	73%	70%	74%	72%	77%	78%	75%	71%	57%	62%	72%	59%	57%	66%	73%	83%
Don't know	4%	3%	3%	5%	3%	5%	3%	3%	2%	0%	3%	1%	4%	2%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) How often on average, if at all, do you watch video content from each of the following services or companies?: Paramount+

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	1%	2%	1%	5%	1%	1%	1%	1%	0%	2%	2%	2%	0%	2%	0%
Once a day	2%	3%	2%	3%	1%	5%	1%	2%	1%	3%	3%	1%	4%	5%	4%
Multiple times a week	4%	4%	4%	3%	3%	2%	6%	3%	5%	3%	4%	5%	3%	8%	6%
Once a week	4%	4%	4%	5%	4%	3%	2%	4%	4%	3%	5%	3%	5%	6%	5%
Multiple times a month	3%	4%	2%	4%	2%	2%	1%	2%	3%	6%	4%	3%	3%	1%	3%
Once a month	3%	3%	2%	3%	3%	2%	2%	1%	4%	3%	5%	3%	1%	3%	0%
Multiple times a year	3%	3%	3%	4%	2%	5%	5%	5%	2%	3%	1%	3%	2%	0%	5%
Once a year	2%	2%	2%	2%	1%	2%	1%	1%	4%	1%	3%	2%	4%	0%	0%
Less often	5%	3%	7%	5%	6%	5%	2%	5%	7%	3%	1%	4%	4%	10%	6%
Never	69%	67%	72%	64%	72%	69%	78%	72%	65%	68%	67%	70%	69%	63%	69%
Don't know	4%	5%	3%	2%	5%	5%	2%	4%	5%	4%	4%	4%	5%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) How often on average, if at all, do you watch video content from each of the following services or companies?: Paramount+

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	1%	3%	3%	1%	1%	0%	0%	2%	0%	2%	1%	21%	2%	2%
Once a day	2%	4%	5%	2%	3%	1%	1%	4%	2%	3%	0%	0%	3%	5%
Multiple times a week	4%	5%	6%	4%	4%	4%	1%	5%	2%	5%	2%	0%	7%	3%
Once a week	4%	6%	4%	6%	4%	2%	3%	6%	6%	5%	1%	13%	2%	4%
Multiple times a month	3%	5%	4%	3%	2%	1%	2%	4%	4%	3%	1%	0%	3%	1%
Once a month	3%	3%	3%	3%	3%	2%	2%	5%	0%	1%	1%	18%	2%	7%
Multiple times a year	3%	3%	6%	2%	4%	3%	1%	5%	1%	4%	1%	0%	3%	6%
Once a year	2%	2%	3%	1%	1%	2%	1%	2%	0%	3%	1%	0%	3%	3%
Less often	5%	5%	6%	9%	4%	2%	2%	5%	5%	6%	3%	6%	4%	7%
Never	69%	60%	56%	66%	69%	79%	82%	59%	79%	64%	83%	42%	67%	56%
Don't know	4%	3%	4%	2%	5%	3%	6%	3%	2%	5%	5%	0%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.C) How often on average, if at all, do you watch video content from each of the following services or companies?: Paramount+

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	1%	1%	1%	3%	1%	1%	1%	2%	2%	11%	1%	5%	3%	3%	1%	0%
Once a day	2%	3%	3%	3%	1%	3%	2%	3%	5%	0%	3%	4%	5%	4%	3%	1%
Multiple times a week	4%	4%	3%	5%	4%	5%	4%	3%	4%	0%	4%	5%	10%	5%	5%	3%
Once a week	4%	3%	3%	7%	4%	4%	3%	4%	5%	3%	3%	8%	8%	7%	6%	4%
Multiple times a month	3%	3%	2%	4%	2%	2%	3%	2%	4%	0%	3%	3%	2%	5%	5%	2%
Once a month	3%	3%	2%	2%	3%	2%	3%	3%	4%	0%	2%	4%	3%	3%	5%	2%
Multiple times a year	3%	3%	3%	4%	3%	2%	2%	4%	4%	3%	3%	6%	4%	3%	4%	2%
Once a year	2%	2%	1%	2%	2%	2%	2%	1%	3%	0%	2%	2%	2%	1%	0%	1%
Less often	5%	4%	6%	5%	5%	4%	4%	6%	5%	9%	5%	8%	8%	7%	2%	3%
Never	69%	69%	72%	63%	71%	71%	72%	69%	59%	75%	70%	54%	54%	59%	67%	77%
Don't know	4%	4%	4%	3%	4%	4%	3%	4%	4%	0%	4%	3%	2%	2%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) How often on average, if at all, do you watch video content from each of the following services or companies?: Discovery+

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	2%	2%	1%	3%	1%	2%	1%	2%	2%	1%	3%	2%	0%	0%	3%
Once a day	2%	3%	2%	3%	2%	4%	1%	2%	2%	2%	1%	2%	5%	2%	3%
Multiple times a week	4%	6%	3%	6%	5%	2%	6%	1%	6%	6%	2%	2%	1%	7%	3%
Once a week	4%	4%	4%	5%	5%	2%	4%	4%	3%	3%	10%	4%	5%	5%	3%
Multiple times a month	4%	3%	4%	4%	3%	4%	5%	2%	4%	6%	0%	5%	1%	5%	3%
Once a month	3%	4%	2%	3%	4%	2%	2%	2%	3%	2%	2%	4%	2%	2%	8%
Multiple times a year	3%	3%	4%	2%	5%	2%	4%	5%	4%	2%	3%	2%	4%	3%	2%
Once a year	2%	2%	2%	4%	0%	1%	2%	3%	3%	2%	3%	2%	1%	1%	0%
Less often	7%	7%	7%	12%	7%	9%	5%	5%	9%	5%	1%	6%	4%	5%	7%
Never	66%	64%	68%	57%	64%	72%	66%	70%	61%	68%	71%	68%	71%	67%	69%
Don't know	3%	4%	3%	2%	5%	1%	3%	4%	4%	3%	3%	2%	5%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) How often on average, if at all, do you watch video content from each of the following services or companies?: Discovery+

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	2%	2%	3%	2%	1%	1%	0%	2%	1%	2%	0%	15%	4%	2%
Once a day	2%	3%	3%	2%	3%	4%	0%	4%	3%	2%	1%	0%	1%	2%
Multiple times a week	4%	6%	6%	4%	4%	4%	2%	5%	3%	7%	2%	4%	4%	6%
Once a week	4%	4%	5%	6%	4%	2%	3%	6%	1%	6%	1%	6%	7%	5%
Multiple times a month	4%	7%	3%	4%	3%	3%	3%	6%	2%	3%	2%	6%	5%	4%
Once a month	3%	5%	4%	3%	2%	1%	3%	5%	2%	3%	2%	9%	2%	0%
Multiple times a year	3%	3%	3%	4%	3%	2%	4%	5%	3%	3%	2%	0%	1%	9%
Once a year	2%	4%	3%	1%	1%	1%	1%	2%	3%	2%	1%	0%	3%	9%
Less often	7%	6%	10%	9%	6%	5%	5%	8%	6%	6%	4%	0%	7%	9%
Never	66%	58%	56%	63%	68%	72%	75%	55%	73%	60%	82%	60%	63%	44%
Don't know	3%	2%	2%	2%	4%	4%	5%	2%	3%	5%	4%	0%	4%	10%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.C) How often on average, if at all, do you watch video content from each of the following services or companies?: Discovery+

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	2%	1%	2%	2%	1%	1%	1%	2%	3%	7%	1%	4%	4%	5%	3%	0%
Once a day	2%	3%	1%	4%	2%	2%	2%	3%	3%	0%	1%	5%	5%	5%	6%	2%
Multiple times a week	4%	5%	4%	5%	3%	5%	3%	4%	6%	3%	3%	6%	8%	6%	6%	3%
Once a week	4%	5%	4%	3%	4%	4%	3%	5%	6%	9%	3%	9%	6%	6%	8%	3%
Multiple times a month	4%	3%	3%	5%	5%	4%	4%	4%	3%	0%	3%	6%	2%	5%	7%	4%
Once a month	3%	3%	2%	4%	3%	2%	4%	2%	3%	0%	3%	2%	2%	3%	3%	2%
Multiple times a year	3%	3%	2%	5%	3%	3%	3%	2%	5%	3%	3%	3%	2%	4%	5%	3%
Once a year	2%	2%	1%	1%	2%	1%	3%	1%	3%	0%	2%	3%	1%	1%	1%	1%
Less often	7%	7%	6%	8%	7%	6%	6%	8%	8%	9%	7%	11%	9%	6%	3%	6%
Never	66%	65%	70%	61%	67%	68%	68%	65%	56%	69%	70%	50%	56%	57%	55%	70%
Don't know	3%	3%	4%	3%	3%	3%	3%	3%	4%	0%	3%	1%	4%	3%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) How often on average, if at all, do you watch video content from each of the following services or companies?: BritBox

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	1%	1%	0%	2%	0%	0%	0%	0%	1%	0%	2%	0%	0%	0%	0%
Once a day	1%	2%	1%	2%	0%	0%	0%	3%	3%	3%	0%	2%	1%	4%	0%
Multiple times a week	2%	3%	1%	3%	1%	1%	2%	1%	4%	1%	0%	2%	3%	4%	0%
Once a week	1%	1%	1%	3%	1%	0%	1%	1%	0%	1%	1%	2%	1%	0%	0%
Multiple times a month	2%	2%	1%	2%	1%	1%	1%	4%	1%	3%	1%	1%	3%	1%	3%
Once a month	1%	1%	1%	0%	1%	1%	1%	1%	2%	3%	1%	2%	1%	3%	5%
Multiple times a year	2%	2%	2%	0%	3%	3%	1%	1%	3%	2%	2%	1%	1%	1%	3%
Once a year	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	2%	0%	3%
Less often	4%	3%	4%	6%	4%	1%	5%	5%	5%	4%	4%	2%	5%	0%	2%
Never	81%	78%	84%	78%	81%	87%	83%	81%	77%	78%	86%	85%	78%	84%	78%
Don't know	4%	5%	3%	3%	6%	6%	4%	4%	3%	4%	3%	2%	5%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) How often on average, if at all, do you watch video content from each of the following services or companies?: BritBox

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	1%	1%	2%	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%
Once a day	1%	3%	3%	1%	2%	0%	0%	2%	0%	2%	0%	0%	3%	3%
Multiple times a week	2%	5%	3%	1%	2%	1%	0%	2%	3%	3%	1%	10%	2%	7%
Once a week	1%	3%	3%	1%	0%	1%	0%	2%	0%	1%	0%	4%	4%	2%
Multiple times a month	2%	2%	2%	3%	2%	0%	1%	2%	0%	2%	1%	0%	1%	4%
Once a month	1%	5%	1%	1%	2%	0%	0%	1%	2%	1%	1%	9%	4%	0%
Multiple times a year	2%	4%	3%	1%	1%	1%	0%	1%	1%	3%	1%	8%	0%	3%
Once a year	1%	2%	2%	1%	0%	0%	0%	1%	3%	2%	0%	11%	3%	3%
Less often	4%	6%	7%	5%	3%	2%	2%	4%	2%	5%	3%	6%	7%	10%
Never	81%	66%	70%	82%	85%	90%	91%	80%	87%	75%	87%	52%	73%	61%
Don't know	4%	3%	4%	2%	4%	5%	6%	4%	2%	5%	5%	0%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.C) How often on average, if at all, do you watch video content from each of the following services or companies?: BritBox

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	1%	1%	1%	1%	0%	0%	1%	1%	1%	11%	0%	1%	0%	2%	1%	0%
Once a day	1%	2%	1%	2%	1%	1%	2%	1%	4%	0%	1%	4%	2%	2%	3%	0%
Multiple times a week	2%	2%	1%	2%	3%	2%	1%	3%	3%	0%	2%	5%	5%	2%	3%	1%
Once a week	1%	1%	1%	1%	1%	1%	0%	1%	3%	0%	1%	4%	5%	2%	1%	0%
Multiple times a month	2%	1%	3%	1%	1%	2%	1%	1%	3%	0%	2%	2%	2%	2%	2%	1%
Once a month	1%	1%	1%	2%	2%	1%	2%	1%	1%	0%	1%	3%	0%	2%	3%	0%
Multiple times a year	2%	1%	2%	2%	2%	1%	2%	2%	2%	0%	2%	3%	1%	2%	1%	1%
Once a year	1%	1%	1%	2%	0%	1%	2%	1%	2%	0%	1%	3%	2%	1%	2%	1%
Less often	4%	5%	3%	4%	4%	3%	3%	5%	7%	5%	4%	7%	8%	5%	5%	2%
Never	81%	81%	82%	77%	84%	86%	82%	80%	70%	84%	82%	66%	71%	77%	76%	89%
Don't know	4%	6%	3%	5%	3%	3%	4%	4%	4%	0%	4%	3%	4%	2%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) How often on average, if at all, do you watch video content from each of the following services or companies?: YouTube

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	27%	34%	21%	39%	21%	21%	29%	22%	35%	25%	25%	24%	26%	23%	34%
Once a day	12%	14%	11%	12%	12%	13%	13%	11%	10%	14%	4%	11%	18%	14%	21%
Multiple times a week	16%	16%	16%	13%	14%	16%	18%	18%	12%	20%	18%	23%	11%	14%	14%
Once a week	9%	9%	10%	9%	10%	10%	9%	9%	11%	6%	9%	7%	12%	10%	8%
Multiple times a month	7%	5%	9%	6%	9%	10%	7%	6%	6%	8%	8%	7%	4%	8%	2%
Once a month	5%	5%	6%	4%	6%	8%	4%	7%	5%	6%	3%	6%	2%	7%	3%
Multiple times a year	4%	3%	5%	3%	5%	4%	5%	5%	7%	3%	7%	2%	3%	5%	5%
Once a year	1%	1%	1%	1%	2%	2%	0%	1%	1%	1%	2%	0%	0%	0%	0%
Less often	4%	2%	6%	3%	4%	5%	0%	4%	4%	6%	6%	4%	4%	9%	7%
Never	12%	10%	15%	7%	15%	10%	14%	15%	10%	10%	18%	15%	18%	10%	4%
Don't know	1%	1%	1%	1%	3%	0%	1%	2%	0%	1%	1%	1%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) How often on average, if at all, do you watch video content from each of the following services or companies?: YouTube

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	27%	52%	39%	35%	27%	16%	4%	30%	19%	30%	19%	44%	30%	33%
Once a day	12%	17%	18%	17%	11%	9%	5%	13%	10%	14%	11%	0%	15%	12%
Multiple times a week	16%	15%	16%	19%	19%	16%	11%	15%	10%	16%	16%	26%	16%	10%
Once a week	9%	4%	11%	7%	11%	12%	9%	11%	17%	7%	7%	8%	9%	10%
Multiple times a month	7%	4%	6%	10%	6%	8%	7%	6%	14%	6%	8%	6%	4%	10%
Once a month	5%	3%	2%	4%	6%	8%	9%	5%	8%	6%	7%	0%	3%	3%
Multiple times a year	4%	3%	2%	3%	4%	5%	8%	4%	4%	4%	6%	0%	3%	5%
Once a year	1%	0%	0%	1%	1%	1%	1%	1%	1%	2%	1%	0%	2%	0%
Less often	4%	1%	1%	3%	6%	6%	7%	4%	5%	4%	5%	11%	3%	3%
Never	12%	1%	4%	3%	8%	18%	34%	11%	11%	11%	17%	5%	14%	10%
Don't know	1%	0%	1%	0%	2%	1%	4%	1%	2%	1%	2%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.C) How often on average, if at all, do you watch video content from each of the following services or companies?: YouTube

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	27%	25%	24%	30%	32%	24%	29%	29%	34%	26%	33%	41%	38%	34%	29%	12%
Once a day	12%	12%	11%	15%	12%	10%	13%	13%	15%	6%	15%	17%	16%	12%	9%	8%
Multiple times a week	16%	16%	17%	14%	15%	18%	15%	15%	16%	24%	15%	21%	17%	21%	15%	14%
Once a week	9%	10%	11%	7%	7%	9%	8%	11%	9%	13%	8%	8%	9%	8%	12%	11%
Multiple times a month	7%	7%	9%	5%	5%	8%	6%	6%	9%	3%	6%	4%	7%	9%	13%	7%
Once a month	5%	5%	6%	5%	5%	5%	7%	5%	2%	15%	5%	1%	1%	4%	5%	7%
Multiple times a year	4%	5%	4%	5%	4%	3%	5%	5%	5%	3%	5%	1%	4%	3%	3%	5%
Once a year	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	2%	2%	1%
Less often	4%	3%	4%	4%	5%	5%	4%	3%	3%	3%	3%	2%	2%	2%	3%	8%
Never	12%	14%	11%	13%	12%	16%	12%	10%	5%	7%	9%	3%	4%	4%	8%	24%
Don't know	1%	1%	2%	1%	1%	2%	1%	1%	1%	0%	1%	1%	0%	0%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) How often on average, if at all, do you watch video content from each of the following services or companies?: Facebook

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	30%	28%	32%	26%	23%	28%	30%	36%	36%	32%	35%	25%	32%	32%	45%
Once a day	13%	12%	14%	10%	15%	14%	15%	9%	10%	15%	16%	13%	10%	25%	9%
Multiple times a week	9%	9%	8%	8%	9%	16%	8%	8%	8%	7%	8%	8%	10%	7%	0%
Once a week	6%	7%	5%	11%	5%	4%	6%	4%	8%	5%	4%	7%	5%	2%	4%
Multiple times a month	3%	3%	4%	3%	4%	3%	5%	5%	4%	1%	4%	2%	2%	5%	0%
Once a month	3%	2%	4%	3%	2%	2%	4%	3%	1%	4%	1%	4%	1%	3%	5%
Multiple times a year	2%	2%	2%	2%	3%	1%	1%	2%	1%	2%	3%	1%	0%	3%	3%
Once a year	1%	1%	0%	2%	0%	0%	0%	0%	2%	1%	0%	1%	1%	0%	5%
Less often	3%	3%	3%	3%	5%	2%	3%	3%	3%	3%	1%	5%	3%	0%	0%
Never	29%	32%	27%	31%	32%	28%	28%	28%	27%	28%	23%	33%	32%	20%	29%
Don't know	2%	2%	2%	1%	3%	1%	1%	2%	1%	1%	3%	1%	4%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) How often on average, if at all, do you watch video content from each of the following services or companies?: Facebook

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	30%	24%	38%	38%	37%	23%	19%	33%	24%	34%	23%	39%	29%	32%
Once a day	13%	15%	16%	15%	12%	12%	9%	15%	12%	13%	11%	21%	17%	7%
Multiple times a week	9%	8%	11%	12%	9%	8%	4%	8%	10%	9%	7%	14%	10%	13%
Once a week	6%	11%	7%	7%	3%	5%	4%	6%	4%	5%	6%	0%	7%	10%
Multiple times a month	3%	6%	4%	2%	3%	3%	3%	3%	7%	2%	4%	8%	3%	1%
Once a month	3%	6%	3%	2%	2%	2%	2%	2%	2%	3%	3%	0%	5%	1%
Multiple times a year	2%	3%	2%	1%	2%	2%	1%	1%	0%	2%	3%	6%	1%	0%
Once a year	1%	2%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%	3%
Less often	3%	5%	3%	3%	3%	2%	3%	3%	1%	5%	2%	5%	4%	0%
Never	29%	20%	13%	21%	26%	40%	50%	25%	40%	25%	39%	6%	22%	25%
Don't know	2%	0%	1%	0%	1%	2%	6%	1%	0%	1%	4%	0%	1%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.C) How often on average, if at all, do you watch video content from each of the following services or companies?: Facebook

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	30%	22%	33%	32%	33%	33%	29%	25%	34%	35%	26%	44%	42%	45%	41%	26%
Once a day	13%	12%	14%	14%	13%	11%	14%	15%	13%	14%	11%	19%	20%	15%	13%	12%
Multiple times a week	9%	10%	10%	7%	7%	7%	7%	9%	12%	3%	8%	12%	12%	12%	11%	6%
Once a week	6%	7%	4%	7%	5%	5%	4%	9%	7%	3%	7%	7%	5%	4%	5%	5%
Multiple times a month	3%	2%	5%	4%	3%	3%	5%	3%	1%	0%	4%	3%	2%	2%	1%	3%
Once a month	3%	5%	2%	2%	2%	2%	3%	4%	2%	4%	4%	2%	1%	2%	2%	2%
Multiple times a year	2%	2%	2%	1%	2%	1%	3%	2%	1%	0%	2%	2%	0%	0%	0%	1%
Once a year	1%	1%	0%	2%	1%	1%	2%	0%	1%	0%	1%	1%	1%	1%	2%	0%
Less often	3%	3%	3%	2%	4%	3%	4%	4%	2%	3%	3%	4%	3%	3%	4%	3%
Never	29%	33%	27%	27%	28%	32%	28%	28%	24%	39%	32%	8%	11%	14%	20%	38%
Don't know	2%	3%	1%	2%	1%	3%	1%	2%	1%	0%	1%	0%	1%	1%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) How often on average, if at all, do you watch video content from each of the following services or companies?: Instagram

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	24%	20%	28%	35%	22%	19%	22%	19%	29%	20%	29%	22%	22%	15%	35%
Once a day	10%	10%	10%	10%	12%	8%	12%	5%	12%	9%	8%	10%	11%	12%	13%
Multiple times a week	8%	7%	8%	8%	7%	10%	7%	14%	5%	10%	5%	10%	5%	6%	5%
Once a week	3%	4%	3%	5%	3%	3%	3%	4%	2%	2%	1%	4%	4%	4%	5%
Multiple times a month	3%	3%	2%	3%	2%	3%	3%	2%	3%	2%	4%	3%	2%	3%	3%
Once a month	2%	2%	2%	2%	1%	2%	3%	2%	3%	2%	1%	3%	3%	0%	3%
Multiple times a year	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%	0%	2%	0%
Once a year	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%
Less often	2%	2%	2%	2%	2%	1%	1%	3%	3%	2%	0%	2%	2%	5%	5%
Never	44%	47%	41%	32%	47%	49%	45%	48%	39%	47%	45%	45%	47%	49%	29%
Don't know	3%	3%	2%	2%	3%	2%	3%	3%	2%	3%	4%	1%	5%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) How often on average, if at all, do you watch video content from each of the following services or companies?: Instagram

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	24%	54%	42%	27%	20%	9%	1%	27%	19%	32%	13%	32%	27%	37%
Once a day	10%	14%	15%	12%	10%	9%	3%	13%	10%	9%	7%	16%	13%	6%
Multiple times a week	8%	10%	11%	10%	8%	7%	2%	8%	6%	7%	6%	0%	8%	8%
Once a week	3%	3%	6%	4%	4%	2%	1%	3%	2%	4%	3%	0%	6%	2%
Multiple times a month	3%	3%	4%	4%	2%	1%	1%	3%	2%	3%	2%	14%	2%	2%
Once a month	2%	4%	1%	2%	3%	3%	1%	2%	3%	1%	2%	0%	2%	5%
Multiple times a year	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%
Once a year	0%	1%	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	3%
Less often	2%	1%	2%	5%	3%	1%	2%	2%	7%	2%	2%	0%	1%	1%
Never	44%	8%	15%	33%	47%	65%	81%	40%	48%	38%	57%	37%	39%	28%
Don't know	3%	0%	2%	1%	3%	3%	6%	2%	3%	2%	5%	0%	2%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.C) How often on average, if at all, do you watch video content from each of the following services or companies?: Instagram

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	24%	23%	26%	28%	20%	18%	27%	29%	34%	33%	30%	44%	33%	30%	27%	7%
Once a day	10%	10%	12%	11%	9%	8%	12%	11%	10%	5%	12%	12%	11%	11%	14%	7%
Multiple times a week	8%	8%	7%	7%	10%	7%	7%	9%	10%	7%	7%	9%	11%	15%	11%	5%
Once a week	3%	4%	4%	2%	4%	2%	5%	4%	5%	0%	4%	4%	2%	4%	6%	2%
Multiple times a month	3%	2%	3%	2%	3%	2%	3%	2%	4%	0%	3%	5%	5%	5%	3%	1%
Once a month	2%	3%	1%	3%	2%	2%	2%	1%	3%	0%	2%	2%	2%	2%	0%	2%
Multiple times a year	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	2%	2%	1%	1%	1%
Once a year	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%
Less often	2%	2%	2%	2%	3%	2%	3%	2%	2%	10%	2%	3%	4%	3%	2%	1%
Never	44%	44%	42%	43%	44%	53%	39%	38%	30%	45%	37%	18%	28%	27%	36%	69%
Don't know	3%	3%	2%	3%	3%	6%	2%	2%	1%	0%	2%	1%	2%	1%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) How often on average, if at all, do you watch video content from each of the following services or companies?: TikTok

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	18%	16%	20%	25%	16%	15%	14%	19%	20%	17%	20%	17%	11%	14%	24%
Once a day	6%	6%	5%	7%	2%	5%	8%	4%	7%	8%	6%	4%	6%	6%	7%
Multiple times a week	3%	3%	4%	5%	3%	3%	3%	4%	4%	3%	2%	2%	5%	4%	0%
Once a week	3%	4%	3%	4%	3%	1%	3%	2%	5%	3%	2%	3%	5%	0%	0%
Multiple times a month	3%	3%	3%	5%	2%	4%	3%	2%	2%	2%	1%	2%	4%	3%	7%
Once a month	2%	1%	2%	1%	3%	1%	2%	3%	2%	2%	2%	0%	1%	1%	0%
Multiple times a year	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	0%	2%	1%	2%	2%
Once a year	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Less often	3%	2%	4%	4%	2%	4%	3%	1%	5%	2%	1%	4%	2%	0%	4%
Never	57%	58%	56%	45%	61%	63%	59%	58%	52%	57%	63%	61%	57%	68%	49%
Don't know	4%	5%	3%	3%	6%	3%	3%	5%	2%	4%	2%	3%	7%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) How often on average, if at all, do you watch video content from each of the following services or companies?: TikTok

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	18%	54%	30%	14%	12%	5%	0%	22%	11%	25%	8%	15%	17%	26%
Once a day	6%	10%	11%	6%	5%	3%	1%	7%	5%	6%	3%	0%	7%	8%
Multiple times a week	3%	2%	7%	5%	4%	1%	1%	4%	3%	4%	3%	7%	5%	2%
Once a week	3%	5%	3%	4%	4%	3%	0%	3%	5%	3%	2%	19%	7%	4%
Multiple times a month	3%	4%	5%	5%	3%	1%	0%	4%	1%	3%	1%	5%	2%	9%
Once a month	2%	2%	2%	3%	1%	0%	1%	1%	1%	2%	2%	0%	4%	0%
Multiple times a year	1%	0%	2%	2%	2%	1%	1%	1%	1%	1%	1%	0%	4%	3%
Once a year	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Less often	3%	2%	4%	5%	4%	2%	1%	2%	4%	4%	2%	0%	4%	1%
Never	57%	20%	35%	55%	59%	78%	87%	54%	65%	47%	74%	54%	47%	40%
Don't know	4%	1%	1%	2%	5%	6%	7%	3%	3%	5%	5%	0%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.C) How often on average, if at all, do you watch video content from each of the following services or companies?: TikTok

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	18%	15%	16%	24%	17%	14%	22%	20%	19%	18%	22%	34%	26%	23%	19%	5%
Once a day	6%	6%	5%	7%	5%	5%	6%	7%	7%	0%	6%	11%	9%	6%	7%	3%
Multiple times a week	3%	3%	4%	3%	4%	3%	3%	4%	6%	5%	4%	6%	7%	7%	3%	2%
Once a week	3%	3%	4%	3%	3%	2%	3%	4%	4%	0%	3%	5%	7%	3%	5%	2%
Multiple times a month	3%	3%	3%	3%	3%	2%	4%	3%	4%	6%	3%	3%	7%	5%	5%	2%
Once a month	2%	2%	2%	1%	2%	1%	2%	1%	2%	3%	2%	2%	2%	1%	0%	1%
Multiple times a year	1%	1%	2%	1%	2%	1%	2%	2%	2%	0%	1%	3%	1%	1%	2%	1%
Once a year	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Less often	3%	4%	2%	2%	3%	2%	3%	2%	6%	3%	2%	6%	3%	5%	3%	2%
Never	57%	58%	60%	53%	57%	65%	53%	54%	46%	64%	54%	30%	36%	44%	52%	76%
Don't know	4%	5%	3%	3%	4%	5%	3%	3%	4%	0%	3%	1%	2%	4%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: BBC

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1768	869	895	227	260	138	159	139	163	148	76	197	131	89	41
Weighted	1758	884	871	243	236	135	151	127	164	140	72	190	156	90	54
Under 30 minutes	12%	11%	12%	18%	11%	11%	7%	11%	14%	8%	12%	12%	13%	9%	15%
30 minutes to 1 hour	15%	15%	15%	14%	10%	14%	19%	15%	15%	19%	5%	17%	14%	12%	18%
1 to 2 hours	19%	19%	20%	15%	23%	19%	25%	17%	23%	20%	18%	18%	15%	21%	17%
2 - 4 hours	16%	15%	17%	22%	17%	22%	14%	16%	13%	14%	10%	15%	15%	13%	15%
4 - 6 hours	11%	11%	11%	8%	11%	11%	11%	15%	13%	12%	13%	9%	11%	13%	7%
6 - 8 hours	7%	7%	7%	6%	9%	6%	6%	9%	5%	6%	15%	7%	5%	6%	2%
8 - 10 hours	6%	6%	5%	5%	9%	7%	7%	5%	4%	5%	5%	5%	4%	5%	5%
10 - 15 hours	4%	5%	4%	3%	3%	1%	4%	2%	4%	6%	2%	6%	9%	7%	4%
15 - 20 hours	4%	4%	4%	4%	3%	4%	4%	3%	4%	2%	5%	3%	7%	3%	4%
Over 20 hours	3%	4%	3%	2%	3%	2%	2%	3%	3%	3%	10%	3%	3%	5%	8%
Don't know	3%	3%	2%	2%	1%	2%	1%	3%	2%	4%	3%	4%	5%	5%	5%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: BBC

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	1768	206	241	287	313	285	436	628	94	264	462	14	129	52
Weighted	1758	239	282	296	295	253	393	634	89	267	440	15	131	53
Under 30 minutes	12%	23%	18%	12%	8%	7%	6%	12%	12%	10%	10%	0%	9%	9%
30 minutes to 1 hour	15%	24%	21%	17%	13%	10%	6%	14%	12%	15%	12%	0%	22%	17%
1 to 2 hours	19%	22%	21%	21%	24%	16%	14%	21%	19%	23%	18%	25%	14%	12%
2 - 4 hours	16%	12%	16%	19%	18%	17%	15%	19%	10%	17%	15%	30%	13%	20%
4 - 6 hours	11%	7%	11%	11%	13%	11%	12%	13%	17%	8%	11%	9%	12%	9%
6 - 8 hours	7%	5%	4%	7%	9%	9%	8%	7%	6%	6%	7%	0%	8%	14%
8 - 10 hours	6%	1%	3%	4%	3%	9%	10%	4%	9%	3%	8%	12%	5%	5%
10 - 15 hours	4%	1%	2%	1%	4%	7%	9%	3%	4%	6%	5%	0%	4%	3%
15 - 20 hours	4%	1%	0%	3%	2%	6%	8%	3%	3%	3%	5%	0%	6%	7%
Over 20 hours	3%	1%	0%	0%	2%	6%	9%	1%	6%	2%	7%	13%	2%	2%
Don't know	3%	4%	4%	3%	3%	2%	2%	2%	1%	3%	2%	11%	4%	3%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: BBC

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	1768	559	500	303	398	0	0	450	210	27	739	170	165	190	106	631
Weighted	1758	499	462	378	412	0	0	440	205	25	760	187	177	193	105	577
Under 30 minutes	12%	9%	12%	14%	15%	9%	15%	16%	10%	7%	15%	15%	13%	10%	13%	7%
30 minutes to 1 hour	15%	14%	15%	17%	13%	11%	18%	14%	14%	24%	18%	21%	12%	16%	15%	8%
1 to 2 hours	19%	18%	20%	23%	19%	21%	19%	18%	21%	12%	20%	23%	21%	18%	21%	17%
2 - 4 hours	16%	19%	17%	15%	13%	17%	13%	18%	18%	14%	16%	18%	16%	22%	18%	15%
4 - 6 hours	11%	11%	10%	10%	13%	13%	11%	11%	11%	11%	9%	10%	16%	16%	15%	13%
6 - 8 hours	7%	8%	6%	6%	8%	6%	8%	6%	7%	7%	6%	5%	8%	8%	8%	9%
8 - 10 hours	6%	7%	5%	4%	5%	7%	5%	5%	6%	6%	5%	1%	3%	1%	2%	8%
10 - 15 hours	4%	5%	5%	3%	4%	5%	4%	5%	3%	16%	4%	2%	2%	2%	4%	7%
15 - 20 hours	4%	5%	3%	4%	3%	4%	3%	3%	4%	3%	2%	0%	4%	3%	2%	7%
Over 20 hours	3%	3%	3%	4%	4%	4%	2%	2%	3%	0%	2%	1%	1%	0%	0%	7%
Don't know	3%	2%	4%	2%	3%	2%	3%	3%	3%	0%	3%	3%	4%	4%	1%	2%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: ITV

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1743	842	899	216	252	139	153	133	159	148	78	203	130	92	40
Weighted	1735	856	877	232	227	136	145	122	160	141	75	195	154	93	53
Under 30 minutes	13%	14%	12%	18%	10%	13%	11%	11%	16%	10%	7%	12%	20%	10%	11%
30 minutes to 1 hour	15%	15%	15%	13%	20%	13%	16%	13%	17%	14%	12%	14%	11%	20%	24%
1 to 2 hours	21%	22%	19%	22%	23%	24%	25%	19%	17%	19%	11%	21%	20%	21%	18%
2 - 4 hours	17%	16%	18%	15%	19%	18%	17%	21%	20%	22%	17%	10%	18%	13%	10%
4 - 6 hours	11%	12%	11%	10%	8%	12%	10%	12%	9%	12%	15%	14%	12%	13%	9%
6 - 8 hours	6%	6%	6%	4%	6%	4%	5%	8%	6%	7%	10%	6%	2%	6%	4%
8 - 10 hours	5%	5%	5%	6%	5%	6%	5%	4%	4%	3%	9%	5%	4%	3%	7%
10 - 15 hours	4%	3%	4%	2%	2%	2%	3%	3%	4%	3%	7%	7%	6%	4%	0%
15 - 20 hours	2%	2%	2%	2%	2%	0%	1%	3%	1%	3%	2%	2%	3%	4%	4%
Over 20 hours	3%	2%	3%	2%	2%	3%	4%	3%	4%	1%	9%	3%	0%	2%	6%
Don't know	4%	4%	4%	6%	3%	4%	2%	4%	2%	4%	1%	4%	4%	5%	8%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: ITV

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	1743	195	234	286	312	292	424	619	90	260	465	15	123	52
Weighted	1735	227	273	296	295	261	383	625	85	263	445	17	125	53
Under 30 minutes	13%	23%	20%	17%	14%	6%	4%	11%	14%	13%	12%	25%	10%	14%
30 minutes to 1 hour	15%	19%	20%	14%	15%	15%	11%	15%	11%	14%	14%	25%	24%	10%
1 to 2 hours	21%	25%	20%	24%	24%	17%	16%	22%	12%	25%	21%	21%	19%	18%
2 - 4 hours	17%	11%	17%	19%	17%	17%	18%	18%	20%	16%	17%	6%	14%	19%
4 - 6 hours	11%	9%	8%	9%	10%	13%	17%	13%	13%	10%	11%	0%	11%	12%
6 - 8 hours	6%	3%	3%	5%	7%	6%	6%	6%	6%	4%	6%	17%	6%	2%
8 - 10 hours	5%	1%	4%	4%	4%	6%	9%	6%	11%	5%	4%	7%	3%	5%
10 - 15 hours	4%	0%	2%	2%	3%	5%	7%	3%	3%	3%	4%	0%	6%	7%
15 - 20 hours	2%	0%	0%	2%	2%	4%	4%	1%	2%	2%	3%	0%	2%	2%
Over 20 hours	3%	0%	0%	0%	2%	8%	5%	2%	7%	3%	4%	0%	2%	3%
Don't know	4%	7%	4%	4%	3%	3%	3%	3%	2%	4%	3%	0%	3%	8%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: ITV

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	1743	540	481	311	403	0	0	436	197	24	710	166	167	192	108	634
Weighted	1735	482	443	386	416	0	0	427	193	22	728	184	179	197	107	582
Under 30 minutes	13%	15%	14%	12%	12%	7%	15%	18%	16%	19%	18%	20%	14%	12%	16%	5%
30 minutes to 1 hour	15%	16%	14%	17%	13%	12%	15%	18%	18%	12%	18%	18%	15%	11%	12%	12%
1 to 2 hours	21%	22%	20%	19%	21%	17%	22%	22%	19%	20%	20%	27%	24%	24%	19%	18%
2 - 4 hours	17%	16%	15%	19%	17%	20%	13%	14%	18%	27%	17%	16%	16%	23%	20%	17%
4 - 6 hours	11%	9%	12%	12%	12%	16%	13%	9%	8%	0%	10%	7%	9%	9%	12%	15%
6 - 8 hours	6%	6%	6%	4%	6%	4%	6%	5%	8%	4%	4%	4%	7%	7%	4%	7%
8 - 10 hours	5%	6%	4%	4%	6%	7%	5%	5%	3%	7%	3%	3%	6%	2%	6%	8%
10 - 15 hours	4%	3%	4%	4%	2%	5%	4%	2%	2%	12%	3%	2%	3%	3%	2%	5%
15 - 20 hours	2%	2%	2%	3%	2%	3%	2%	1%	3%	0%	1%	0%	1%	1%	4%	4%
Over 20 hours	3%	2%	4%	2%	3%	5%	3%	1%	1%	0%	2%	0%	0%	1%	3%	5%
Don't know	4%	3%	6%	3%	4%	3%	3%	5%	4%	0%	5%	3%	3%	5%	4%	3%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: Channel 4

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1721	834	883	212	252	141	152	131	161	146	76	196	127	89	38
Weighted	1708	844	861	228	227	139	143	119	162	138	72	190	150	90	51
Under 30 minutes	16%	16%	16%	18%	15%	16%	17%	10%	17%	12%	15%	13%	22%	13%	24%
30 minutes to 1 hour	20%	20%	20%	22%	21%	19%	20%	23%	24%	21%	13%	23%	15%	17%	13%
1 to 2 hours	25%	25%	25%	20%	24%	26%	28%	26%	22%	30%	28%	25%	28%	24%	22%
2 - 4 hours	17%	17%	17%	18%	21%	21%	15%	19%	13%	11%	20%	15%	14%	23%	18%
4 - 6 hours	8%	8%	9%	7%	4%	7%	8%	9%	12%	11%	9%	8%	10%	9%	10%
6 - 8 hours	4%	4%	4%	2%	7%	2%	6%	2%	5%	4%	7%	3%	4%	5%	0%
8 - 10 hours	2%	3%	2%	2%	3%	1%	1%	4%	2%	3%	3%	4%	2%	3%	0%
10 - 15 hours	1%	2%	1%	3%	1%	0%	2%	1%	2%	1%	2%	2%	0%	1%	2%
15 - 20 hours	0%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	5%
Don't know	5%	4%	6%	6%	4%	7%	3%	5%	4%	7%	1%	7%	3%	5%	6%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: Channel 4

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	1721	190	227	287	313	287	417	611	90	260	462	12	116	49
Weighted	1708	221	264	296	296	256	375	615	84	263	443	13	116	50
Under 30 minutes	16%	27%	22%	17%	15%	8%	9%	14%	8%	16%	14%	24%	15%	20%
30 minutes to 1 hour	20%	21%	21%	23%	22%	16%	18%	20%	14%	22%	21%	9%	19%	10%
1 to 2 hours	25%	22%	17%	23%	30%	31%	27%	27%	28%	31%	22%	30%	20%	24%
2 - 4 hours	17%	10%	15%	17%	14%	22%	23%	17%	20%	14%	19%	19%	19%	19%
4 - 6 hours	8%	7%	8%	9%	8%	7%	10%	9%	15%	4%	9%	11%	8%	7%
6 - 8 hours	4%	4%	3%	3%	4%	5%	5%	3%	8%	4%	5%	0%	7%	4%
8 - 10 hours	2%	1%	5%	1%	2%	3%	2%	2%	1%	3%	3%	6%	1%	5%
10 - 15 hours	1%	1%	2%	1%	0%	3%	2%	1%	0%	0%	2%	0%	2%	4%
15 - 20 hours	0%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%
Over 20 hours	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%
Don't know	5%	7%	6%	6%	4%	4%	4%	5%	4%	5%	4%	0%	6%	9%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: Channel 4

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	1721	532	483	306	393	0	0	435	192	25	706	168	167	195	111	614
Weighted	1708	472	445	380	405	0	0	423	186	23	721	184	179	199	110	561
Under 30 minutes	16%	16%	16%	18%	12%	11%	20%	18%	16%	17%	19%	24%	17%	13%	17%	10%
30 minutes to 1 hour	20%	21%	20%	21%	19%	18%	21%	21%	21%	12%	19%	25%	27%	24%	19%	18%
1 to 2 hours	25%	24%	28%	24%	24%	27%	24%	25%	20%	20%	24%	19%	18%	23%	29%	28%
2 - 4 hours	17%	18%	13%	18%	20%	21%	13%	15%	16%	31%	15%	11%	13%	16%	17%	22%
4 - 6 hours	8%	9%	9%	6%	10%	9%	10%	9%	6%	4%	9%	8%	8%	11%	8%	7%
6 - 8 hours	4%	4%	3%	3%	5%	4%	5%	3%	4%	6%	3%	4%	6%	4%	3%	5%
8 - 10 hours	2%	2%	2%	4%	1%	3%	1%	2%	4%	4%	2%	3%	5%	1%	1%	2%
10 - 15 hours	1%	2%	0%	1%	1%	2%	0%	1%	4%	8%	1%	0%	2%	2%	1%	1%
15 - 20 hours	0%	0%	0%	0%	1%	1%	0%	0%	2%	0%	1%	0%	1%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%
Don't know	5%	3%	7%	5%	6%	4%	5%	4%	7%	0%	6%	5%	4%	5%	4%	4%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: Channel 5

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1575	761	812	187	228	125	141	127	149	140	72	176	113	81	36
Weighted	1554	763	789	201	205	121	132	115	148	132	69	168	133	82	48
Under 30 minutes	20%	20%	20%	25%	24%	20%	19%	22%	19%	14%	18%	17%	20%	16%	24%
30 minutes to 1 hour	19%	21%	17%	16%	16%	18%	22%	22%	22%	26%	12%	22%	19%	15%	6%
1 to 2 hours	26%	26%	26%	22%	26%	27%	31%	27%	23%	27%	29%	24%	25%	29%	33%
2 - 4 hours	14%	13%	16%	11%	15%	21%	10%	14%	13%	13%	22%	14%	12%	23%	14%
4 - 6 hours	6%	7%	6%	6%	7%	4%	4%	5%	8%	4%	5%	9%	7%	8%	6%
6 - 8 hours	5%	5%	4%	7%	3%	1%	6%	3%	8%	5%	11%	4%	1%	3%	2%
8 - 10 hours	2%	2%	2%	3%	2%	0%	4%	2%	1%	1%	0%	2%	6%	0%	0%
10 - 15 hours	1%	1%	1%	1%	0%	0%	1%	1%	1%	3%	1%	3%	2%	1%	2%
15 - 20 hours	0%	0%	0%	1%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%
Don't know	6%	5%	6%	7%	6%	8%	3%	3%	4%	5%	1%	7%	8%	5%	11%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: Channel 5

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	1575	154	199	249	293	277	403	577	88	237	418	11	104	47
Weighted	1554	178	232	257	276	248	363	582	82	238	395	12	103	47
Under 30 minutes	20%	36%	24%	24%	24%	11%	10%	19%	20%	24%	18%	8%	16%	16%
30 minutes to 1 hour	19%	18%	16%	18%	23%	18%	19%	20%	14%	17%	21%	14%	17%	15%
1 to 2 hours	26%	19%	20%	25%	25%	33%	30%	27%	29%	27%	27%	21%	24%	31%
2 - 4 hours	14%	8%	18%	12%	11%	19%	17%	15%	17%	14%	13%	26%	17%	15%
4 - 6 hours	6%	6%	7%	7%	6%	6%	6%	7%	8%	5%	7%	0%	10%	3%
6 - 8 hours	5%	3%	4%	4%	3%	6%	7%	5%	6%	4%	5%	17%	4%	7%
8 - 10 hours	2%	0%	3%	3%	1%	2%	3%	2%	1%	2%	3%	0%	1%	5%
10 - 15 hours	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%	0%	4%	2%
15 - 20 hours	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
Don't know	6%	7%	7%	6%	6%	5%	5%	5%	5%	6%	4%	14%	8%	6%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: Channel 5

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	1575	486	441	279	364	0	0	392	171	21	626	144	153	177	99	593
Weighted	1554	430	404	344	371	0	0	381	166	19	635	159	162	180	97	543
Under 30 minutes	20%	21%	22%	19%	17%	12%	25%	23%	20%	25%	26%	30%	21%	19%	21%	11%
30 minutes to 1 hour	19%	19%	17%	19%	21%	19%	16%	18%	21%	23%	18%	17%	16%	17%	21%	22%
1 to 2 hours	26%	28%	27%	26%	24%	27%	25%	27%	25%	30%	24%	21%	22%	29%	24%	29%
2 - 4 hours	14%	13%	14%	14%	17%	18%	15%	12%	12%	9%	12%	15%	16%	16%	20%	16%
4 - 6 hours	6%	5%	6%	6%	8%	8%	7%	7%	2%	0%	6%	5%	8%	7%	5%	6%
6 - 8 hours	5%	4%	4%	6%	5%	5%	3%	4%	4%	4%	4%	2%	5%	3%	1%	6%
8 - 10 hours	2%	3%	1%	2%	2%	2%	3%	1%	4%	0%	1%	3%	4%	1%	1%	3%
10 - 15 hours	1%	2%	0%	1%	1%	2%	1%	1%	4%	9%	2%	0%	1%	2%	1%	1%
15 - 20 hours	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	6%	4%	7%	6%	6%	5%	4%	7%	7%	0%	7%	7%	6%	5%	5%	5%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: Sky

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1062	563	498	148	148	81	85	77	101	96	43	121	82	52	28
Weighted	1081	591	489	162	135	80	81	72	106	94	41	118	99	55	38
Under 30 minutes	14%	12%	16%	14%	13%	16%	7%	14%	17%	11%	9%	12%	15%	18%	23%
30 minutes to 1 hour	10%	10%	10%	7%	7%	11%	11%	8%	13%	13%	12%	14%	13%	4%	8%
1 to 2 hours	18%	18%	18%	19%	25%	12%	22%	12%	14%	21%	13%	22%	20%	11%	9%
2 - 4 hours	15%	13%	16%	18%	13%	14%	12%	17%	19%	11%	18%	13%	11%	19%	8%
4 - 6 hours	12%	13%	11%	12%	12%	14%	9%	9%	9%	17%	9%	12%	15%	16%	11%
6 - 8 hours	7%	7%	6%	6%	8%	11%	10%	4%	8%	3%	10%	7%	2%	8%	9%
8 - 10 hours	5%	5%	5%	5%	4%	6%	6%	8%	7%	4%	5%	5%	4%	4%	7%
10 - 15 hours	6%	9%	3%	8%	5%	5%	7%	10%	5%	4%	7%	5%	5%	6%	6%
15 - 20 hours	4%	4%	4%	1%	5%	2%	7%	5%	4%	5%	5%	2%	4%	5%	0%
Over 20 hours	6%	7%	5%	5%	5%	7%	8%	11%	1%	5%	13%	3%	7%	8%	8%
Don't know	4%	3%	5%	5%	2%	3%	1%	3%	4%	5%	0%	6%	2%	0%	10%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: Sky

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	1062	146	185	194	179	167	191	658	21	156	92	8	58	27
Weighted	1081	173	219	202	167	148	172	669	21	161	88	9	61	29
Under 30 minutes	14%	23%	16%	14%	10%	10%	8%	6%	33%	17%	33%	0%	27%	28%
30 minutes to 1 hour	10%	16%	11%	11%	7%	7%	8%	7%	12%	14%	17%	30%	9%	19%
1 to 2 hours	18%	25%	22%	15%	17%	16%	14%	15%	8%	28%	18%	17%	28%	23%
2 - 4 hours	15%	13%	15%	20%	14%	12%	13%	16%	10%	14%	10%	20%	12%	17%
4 - 6 hours	12%	6%	14%	9%	18%	13%	13%	15%	18%	5%	12%	10%	6%	3%
6 - 8 hours	7%	5%	7%	5%	10%	9%	7%	9%	11%	5%	3%	11%	5%	0%
8 - 10 hours	5%	4%	4%	4%	5%	8%	7%	8%	0%	3%	0%	0%	0%	4%
10 - 15 hours	6%	5%	5%	6%	6%	8%	6%	7%	0%	7%	0%	0%	1%	0%
15 - 20 hours	4%	0%	1%	7%	4%	5%	7%	6%	0%	1%	1%	0%	2%	0%
Over 20 hours	6%	1%	1%	6%	6%	9%	14%	9%	0%	2%	0%	12%	4%	0%
Don't know	4%	3%	4%	3%	4%	3%	4%	1%	8%	4%	5%	0%	8%	6%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: Sky

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	1062	352	288	193	223	0	0	263	136	17	432	127	125	144	82	328
Weighted	1081	318	271	246	241	0	0	263	135	17	459	143	136	148	82	297
Under 30 minutes	14%	12%	14%	11%	17%	11%	13%	15%	13%	28%	21%	9%	6%	7%	4%	8%
30 minutes to 1 hour	10%	10%	14%	8%	8%	5%	11%	13%	13%	0%	10%	12%	11%	11%	12%	9%
1 to 2 hours	18%	18%	15%	22%	18%	20%	19%	18%	21%	8%	19%	23%	22%	20%	7%	14%
2 - 4 hours	15%	13%	13%	19%	13%	14%	12%	17%	10%	22%	14%	17%	17%	16%	20%	12%
4 - 6 hours	12%	13%	11%	11%	14%	15%	13%	10%	11%	0%	9%	15%	14%	16%	21%	15%
6 - 8 hours	7%	10%	7%	5%	6%	7%	5%	6%	10%	0%	5%	8%	11%	8%	16%	8%
8 - 10 hours	5%	5%	4%	6%	6%	7%	6%	4%	6%	0%	5%	3%	6%	5%	6%	6%
10 - 15 hours	6%	6%	6%	8%	4%	7%	7%	6%	6%	27%	6%	6%	7%	8%	3%	7%
15 - 20 hours	4%	3%	5%	2%	4%	4%	5%	3%	2%	10%	3%	2%	1%	5%	2%	6%
Over 20 hours	6%	7%	8%	4%	5%	8%	6%	4%	4%	5%	4%	2%	4%	3%	5%	11%
Don't know	4%	2%	5%	3%	4%	3%	4%	4%	4%	0%	4%	2%	2%	3%	5%	4%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: Netflix

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1393	661	729	198	197	116	123	98	129	117	59	159	100	63	34
Weighted	1424	703	718	219	182	116	118	92	133	113	57	157	122	67	47
Under 30 minutes	6%	7%	6%	7%	5%	7%	7%	7%	7%	5%	5%	4%	12%	1%	9%
30 minutes to 1 hour	7%	6%	7%	4%	7%	7%	11%	8%	6%	6%	8%	7%	3%	12%	3%
1 to 2 hours	19%	19%	19%	16%	22%	15%	18%	17%	19%	23%	19%	25%	10%	24%	21%
2 - 4 hours	23%	23%	23%	24%	24%	16%	24%	23%	26%	23%	24%	21%	23%	26%	22%
4 - 6 hours	16%	17%	14%	15%	17%	22%	18%	11%	12%	19%	14%	16%	14%	13%	10%
6 - 8 hours	10%	10%	11%	12%	11%	8%	7%	13%	13%	9%	4%	7%	10%	15%	17%
8 - 10 hours	8%	8%	8%	11%	7%	6%	4%	7%	5%	6%	8%	9%	11%	9%	8%
10 - 15 hours	4%	4%	4%	3%	3%	7%	3%	5%	4%	4%	2%	4%	5%	0%	7%
15 - 20 hours	3%	2%	3%	2%	1%	4%	3%	2%	6%	1%	3%	3%	5%	0%	0%
Over 20 hours	2%	2%	3%	3%	3%	5%	2%	3%	1%	1%	8%	2%	3%	0%	0%
Don't know	3%	3%	2%	2%	1%	3%	3%	4%	2%	2%	6%	3%	4%	0%	4%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: Netflix

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	1393	220	265	277	260	187	184	545	57	224	251	12	110	46
Weighted	1424	254	306	286	245	167	165	561	55	230	248	13	114	47
Under 30 minutes	6%	5%	6%	5%	7%	8%	9%	4%	10%	4%	10%	18%	4%	9%
30 minutes to 1 hour	7%	8%	5%	6%	5%	7%	9%	7%	2%	5%	7%	8%	8%	10%
1 to 2 hours	19%	19%	16%	20%	18%	22%	18%	20%	16%	19%	20%	40%	16%	22%
2 - 4 hours	23%	20%	28%	22%	23%	22%	22%	24%	28%	27%	23%	14%	25%	12%
4 - 6 hours	16%	17%	14%	14%	18%	16%	14%	17%	14%	16%	14%	20%	16%	17%
6 - 8 hours	10%	11%	12%	11%	8%	7%	13%	10%	11%	11%	8%	0%	11%	9%
8 - 10 hours	8%	6%	9%	9%	11%	7%	4%	8%	4%	8%	6%	0%	12%	8%
10 - 15 hours	4%	5%	5%	4%	2%	3%	5%	4%	5%	3%	4%	0%	2%	2%
15 - 20 hours	3%	3%	3%	3%	1%	4%	1%	3%	0%	4%	2%	0%	4%	2%
Over 20 hours	2%	3%	2%	3%	3%	2%	4%	2%	4%	3%	3%	0%	0%	3%
Don't know	3%	3%	1%	3%	4%	2%	3%	2%	5%	2%	3%	0%	2%	4%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: Netflix

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	1393	429	392	253	311	0	0	374	178	19	576	176	172	192	102	404
Weighted	1424	391	369	322	334	0	0	376	175	19	615	190	182	195	102	373
Under 30 minutes	6%	6%	6%	5%	8%	5%	6%	6%	8%	12%	7%	3%	2%	2%	9%	8%
30 minutes to 1 hour	7%	7%	5%	7%	8%	5%	6%	10%	3%	5%	6%	7%	5%	5%	7%	8%
1 to 2 hours	19%	19%	17%	20%	18%	15%	20%	20%	23%	26%	19%	20%	19%	17%	15%	18%
2 - 4 hours	23%	23%	22%	24%	23%	26%	22%	23%	19%	19%	23%	29%	19%	25%	26%	22%
4 - 6 hours	16%	16%	15%	16%	16%	18%	15%	14%	16%	18%	15%	13%	17%	21%	24%	16%
6 - 8 hours	10%	12%	11%	8%	10%	10%	12%	10%	12%	5%	11%	9%	11%	8%	6%	10%
8 - 10 hours	8%	8%	8%	8%	6%	9%	9%	7%	8%	4%	6%	10%	13%	12%	5%	6%
10 - 15 hours	4%	3%	4%	4%	3%	4%	3%	4%	4%	10%	3%	5%	4%	3%	4%	5%
15 - 20 hours	3%	3%	3%	2%	2%	2%	3%	2%	3%	0%	3%	2%	5%	4%	1%	2%
Over 20 hours	2%	1%	3%	3%	3%	3%	3%	2%	3%	0%	3%	1%	3%	2%	2%	3%
Don't know	3%	1%	4%	3%	3%	3%	3%	2%	2%	0%	3%	0%	2%	3%	1%	2%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: Amazon Prime Video

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1251	617	634	177	176	93	113	96	115	101	51	133	101	65	30
Weighted	1273	653	620	194	162	94	110	90	117	98	49	130	120	68	40
Under 30 minutes	12%	12%	12%	11%	9%	11%	15%	17%	16%	17%	16%	12%	6%	8%	15%
30 minutes to 1 hour	11%	11%	11%	8%	13%	12%	13%	14%	11%	8%	11%	9%	8%	17%	17%
1 to 2 hours	25%	27%	24%	23%	29%	17%	21%	26%	27%	26%	26%	33%	28%	26%	14%
2 - 4 hours	20%	19%	21%	26%	20%	22%	25%	20%	16%	16%	17%	20%	16%	18%	20%
4 - 6 hours	12%	12%	11%	13%	13%	13%	9%	11%	6%	13%	11%	12%	14%	17%	10%
6 - 8 hours	6%	5%	7%	4%	4%	8%	3%	4%	14%	7%	4%	5%	8%	6%	9%
8 - 10 hours	3%	4%	2%	6%	5%	2%	4%	0%	2%	1%	0%	2%	4%	1%	0%
10 - 15 hours	2%	2%	2%	2%	2%	2%	2%	2%	5%	2%	5%	1%	3%	0%	3%
15 - 20 hours	1%	1%	1%	2%	0%	2%	1%	0%	0%	1%	0%	1%	2%	0%	0%
Over 20 hours	1%	1%	1%	0%	1%	0%	2%	2%	0%	0%	2%	1%	2%	0%	3%
Don't know	6%	5%	8%	4%	5%	10%	6%	4%	3%	10%	9%	5%	9%	6%	11%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: Amazon Prime Video

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	1251	196	236	239	229	187	164	475	59	199	249	11	92	39
Weighted	1273	228	268	248	215	165	148	489	57	203	242	13	96	40
Under 30 minutes	12%	19%	11%	12%	10%	8%	13%	11%	18%	10%	16%	17%	5%	12%
30 minutes to 1 hour	11%	13%	11%	12%	9%	9%	11%	12%	12%	8%	9%	29%	12%	5%
1 to 2 hours	25%	22%	24%	28%	25%	25%	31%	26%	19%	29%	27%	6%	28%	23%
2 - 4 hours	20%	21%	21%	19%	22%	20%	18%	22%	17%	21%	19%	13%	17%	20%
4 - 6 hours	12%	9%	11%	10%	15%	19%	8%	11%	16%	15%	10%	35%	13%	8%
6 - 8 hours	6%	4%	7%	5%	8%	5%	8%	5%	5%	7%	5%	0%	11%	15%
8 - 10 hours	3%	2%	3%	4%	4%	3%	2%	3%	4%	1%	3%	0%	2%	6%
10 - 15 hours	2%	2%	2%	3%	1%	4%	1%	3%	2%	2%	1%	0%	4%	0%
15 - 20 hours	1%	0%	1%	2%	1%	1%	1%	1%	0%	0%	0%	0%	3%	0%
Over 20 hours	1%	0%	1%	1%	1%	2%	1%	1%	2%	0%	1%	0%	0%	5%
Don't know	6%	9%	8%	5%	5%	5%	5%	6%	7%	6%	8%	0%	6%	7%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: Amazon Prime Video

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	1251	402	355	215	272	0	0	331	175	17	537	156	160	161	92	355
Weighted	1273	367	336	273	290	0	0	329	173	16	568	171	168	163	91	326
Under 30 minutes	12%	13%	12%	12%	13%	10%	13%	13%	13%	0%	15%	12%	8%	7%	13%	12%
30 minutes to 1 hour	11%	10%	10%	10%	15%	8%	12%	13%	11%	11%	12%	9%	10%	8%	11%	10%
1 to 2 hours	25%	25%	26%	26%	24%	28%	22%	24%	26%	45%	25%	25%	24%	24%	25%	26%
2 - 4 hours	20%	24%	19%	19%	19%	21%	19%	23%	21%	24%	19%	23%	22%	21%	17%	20%
4 - 6 hours	12%	10%	14%	14%	9%	15%	13%	10%	9%	0%	11%	13%	14%	17%	17%	13%
6 - 8 hours	6%	7%	7%	7%	3%	5%	7%	6%	7%	0%	5%	8%	7%	6%	4%	8%
8 - 10 hours	3%	3%	2%	4%	4%	5%	3%	2%	3%	4%	2%	3%	5%	4%	3%	3%
10 - 15 hours	2%	1%	2%	3%	2%	2%	2%	1%	2%	16%	3%	1%	1%	4%	2%	1%
15 - 20 hours	1%	1%	2%	0%	1%	1%	1%	1%	1%	0%	1%	1%	2%	0%	0%	1%
Over 20 hours	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%
Don't know	6%	6%	6%	4%	9%	6%	8%	6%	5%	0%	7%	5%	5%	7%	7%	5%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: Disney +

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	898	413	482	132	124	78	82	58	84	78	27	98	64	51	22
Weighted	936	458	475	149	118	80	81	55	88	78	27	99	77	55	31
Under 30 minutes	14%	13%	14%	15%	15%	12%	17%	9%	13%	9%	4%	14%	22%	13%	13%
30 minutes to 1 hour	12%	14%	10%	13%	9%	7%	8%	20%	10%	15%	9%	11%	18%	16%	11%
1 to 2 hours	24%	22%	25%	17%	24%	21%	25%	33%	25%	26%	32%	31%	11%	22%	27%
2 - 4 hours	19%	18%	20%	22%	26%	15%	17%	18%	22%	23%	25%	14%	16%	15%	9%
4 - 6 hours	10%	10%	10%	7%	12%	15%	13%	7%	11%	13%	14%	6%	6%	13%	15%
6 - 8 hours	7%	7%	6%	8%	3%	8%	5%	14%	8%	3%	9%	9%	7%	5%	4%
8 - 10 hours	4%	4%	3%	5%	2%	3%	3%	0%	3%	3%	3%	5%	7%	2%	5%
10 - 15 hours	2%	2%	2%	3%	3%	2%	1%	0%	3%	0%	0%	2%	1%	2%	0%
15 - 20 hours	1%	1%	1%	2%	0%	0%	3%	0%	0%	1%	0%	0%	2%	2%	0%
Over 20 hours	0%	0%	1%	1%	0%	0%	2%	0%	1%	0%	0%	0%	0%	2%	0%
Don't know	7%	8%	7%	6%	7%	15%	7%	0%	4%	6%	4%	9%	10%	9%	17%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: Disney +

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	898	171	219	196	159	90	63	366	36	154	138	9	67	30
Weighted	936	199	248	201	148	82	58	385	36	160	139	11	71	31
Under 30 minutes	14%	9%	9%	15%	21%	19%	17%	12%	20%	16%	16%	0%	9%	28%
30 minutes to 1 hour	12%	13%	14%	12%	8%	9%	14%	13%	25%	4%	19%	0%	15%	12%
1 to 2 hours	24%	24%	23%	23%	25%	27%	17%	25%	19%	27%	22%	31%	27%	13%
2 - 4 hours	19%	17%	22%	20%	14%	24%	14%	19%	10%	22%	15%	34%	16%	16%
4 - 6 hours	10%	14%	10%	10%	12%	2%	4%	10%	5%	12%	10%	0%	13%	9%
6 - 8 hours	7%	11%	8%	6%	2%	4%	5%	7%	6%	8%	5%	16%	4%	11%
8 - 10 hours	4%	3%	6%	4%	2%	0%	3%	4%	0%	4%	3%	0%	4%	6%
10 - 15 hours	2%	2%	1%	3%	1%	5%	2%	2%	0%	1%	2%	0%	4%	0%
15 - 20 hours	1%	2%	1%	1%	1%	0%	0%	1%	0%	0%	2%	9%	0%	0%
Over 20 hours	0%	1%	0%	0%	2%	1%	0%	0%	0%	1%	0%	0%	0%	0%
Don't know	7%	4%	4%	6%	12%	8%	24%	7%	16%	5%	6%	9%	9%	6%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: Disney +

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	898	283	255	161	195	0	0	262	138	16	381	158	142	140	72	188
Weighted	936	265	244	207	215	0	0	264	140	16	410	175	150	141	71	176
Under 30 minutes	14%	14%	8%	17%	17%	14%	15%	11%	14%	23%	14%	11%	10%	9%	14%	19%
30 minutes to 1 hour	12%	13%	13%	10%	12%	9%	12%	16%	12%	5%	13%	13%	15%	9%	12%	10%
1 to 2 hours	24%	25%	21%	26%	22%	21%	24%	22%	23%	31%	22%	25%	20%	28%	29%	26%
2 - 4 hours	19%	19%	20%	18%	19%	24%	17%	21%	17%	17%	19%	23%	16%	19%	19%	16%
4 - 6 hours	10%	10%	11%	9%	11%	12%	12%	8%	12%	0%	11%	11%	12%	13%	8%	7%
6 - 8 hours	7%	7%	8%	9%	3%	5%	7%	7%	7%	8%	7%	9%	11%	9%	5%	3%
8 - 10 hours	4%	3%	4%	2%	6%	7%	3%	2%	5%	0%	4%	5%	8%	3%	3%	1%
10 - 15 hours	2%	2%	2%	1%	2%	1%	2%	2%	1%	11%	2%	1%	1%	3%	0%	2%
15 - 20 hours	1%	0%	0%	2%	2%	0%	1%	0%	0%	5%	1%	2%	1%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%	0%	0%	2%	1%
Don't know	7%	6%	12%	6%	6%	6%	5%	9%	8%	0%	7%	2%	5%	7%	8%	13%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: NOW (formerly NOW TV)

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	537	249	287	97	79	30	46	40	55	49	18	52	32	26	13
Weighted	567	283	284	109	76	31	47	37	59	50	18	53	41	30	18
Under 30 minutes	27%	26%	28%	24%	30%	29%	24%	40%	40%	17%	18%	20%	34%	13%	27%
30 minutes to 1 hour	13%	13%	13%	9%	14%	14%	8%	12%	15%	15%	20%	12%	14%	31%	0%
1 to 2 hours	15%	13%	17%	15%	10%	7%	15%	26%	11%	18%	19%	20%	9%	14%	34%
2 - 4 hours	13%	14%	12%	13%	21%	15%	17%	10%	6%	15%	0%	20%	3%	14%	11%
4 - 6 hours	7%	8%	6%	9%	7%	6%	8%	2%	1%	18%	18%	6%	2%	0%	7%
6 - 8 hours	5%	7%	3%	5%	5%	3%	7%	0%	4%	0%	5%	12%	6%	6%	6%
8 - 10 hours	3%	4%	2%	4%	1%	6%	2%	0%	8%	4%	6%	0%	3%	4%	0%
10 - 15 hours	2%	3%	2%	3%	4%	3%	4%	0%	0%	4%	0%	2%	0%	3%	0%
15 - 20 hours	1%	0%	1%	0%	1%	4%	2%	2%	0%	2%	0%	0%	0%	0%	0%
Over 20 hours	1%	1%	0%	1%	0%	0%	0%	3%	0%	0%	0%	0%	3%	0%	0%
Don't know	13%	10%	16%	17%	7%	13%	13%	5%	14%	8%	16%	9%	26%	16%	16%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: NOW (formerly NOW TV)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	537	114	130	100	87	56	50	144	26	100	102	7	71	27
Weighted	567	136	150	105	83	50	44	159	26	108	101	8	73	29
Under 30 minutes	27%	33%	19%	29%	32%	27%	20%	29%	31%	31%	26%	33%	19%	33%
30 minutes to 1 hour	13%	11%	16%	10%	11%	13%	19%	13%	9%	10%	12%	0%	17%	12%
1 to 2 hours	15%	15%	14%	9%	15%	24%	26%	14%	11%	13%	20%	0%	20%	15%
2 - 4 hours	13%	13%	16%	16%	13%	10%	4%	11%	15%	14%	9%	19%	18%	7%
4 - 6 hours	7%	7%	6%	7%	9%	10%	4%	8%	9%	9%	6%	35%	7%	0%
6 - 8 hours	5%	3%	10%	4%	3%	4%	2%	5%	0%	6%	7%	13%	2%	9%
8 - 10 hours	3%	1%	5%	3%	2%	6%	2%	3%	0%	3%	5%	0%	4%	3%
10 - 15 hours	2%	0%	2%	8%	2%	2%	0%	2%	0%	2%	4%	0%	1%	0%
15 - 20 hours	1%	0%	1%	2%	0%	1%	2%	1%	5%	0%	2%	0%	0%	0%
Over 20 hours	1%	0%	0%	1%	1%	0%	2%	0%	0%	0%	2%	0%	2%	0%
Don't know	13%	17%	13%	11%	12%	4%	20%	13%	21%	12%	6%	0%	10%	20%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: NOW (formerly NOW TV)

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	537	145	142	102	144	0	0	141	83	9	246	89	72	62	33	121
Weighted	567	138	136	134	155	0	0	147	87	9	269	97	78	67	35	112
Under 30 minutes	27%	28%	25%	32%	24%	24%	27%	29%	26%	42%	30%	26%	16%	15%	24%	30%
30 minutes to 1 hour	13%	15%	15%	10%	12%	11%	14%	11%	16%	10%	12%	18%	17%	11%	13%	12%
1 to 2 hours	15%	14%	14%	17%	15%	18%	15%	16%	9%	12%	15%	11%	10%	10%	14%	23%
2 - 4 hours	13%	16%	11%	8%	18%	17%	11%	12%	15%	16%	13%	15%	16%	21%	17%	5%
4 - 6 hours	7%	10%	10%	6%	3%	5%	8%	8%	7%	0%	8%	4%	9%	10%	6%	6%
6 - 8 hours	5%	2%	5%	9%	5%	6%	5%	4%	6%	0%	5%	7%	10%	4%	0%	2%
8 - 10 hours	3%	4%	1%	3%	4%	4%	5%	3%	1%	0%	2%	5%	1%	7%	6%	3%
10 - 15 hours	2%	3%	1%	3%	3%	2%	1%	5%	1%	19%	1%	1%	5%	10%	9%	2%
15 - 20 hours	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%	1%
Over 20 hours	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Don't know	13%	8%	19%	12%	12%	11%	13%	11%	16%	0%	13%	11%	15%	12%	11%	15%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: Apple TV+

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	440	215	225	86	52	28	30	23	47	42	19	45	38	18	12
Weighted	468	246	221	98	49	27	30	21	52	42	19	46	45	21	18
Under 30 minutes	24%	24%	25%	25%	22%	25%	24%	32%	36%	25%	25%	20%	19%	27%	8%
30 minutes to 1 hour	17%	14%	20%	13%	24%	17%	15%	16%	18%	23%	5%	17%	14%	11%	27%
1 to 2 hours	19%	20%	19%	13%	25%	8%	26%	28%	14%	16%	37%	27%	18%	23%	26%
2 - 4 hours	14%	14%	15%	20%	16%	14%	8%	15%	4%	21%	0%	10%	20%	17%	9%
4 - 6 hours	8%	10%	6%	9%	2%	7%	9%	5%	10%	2%	22%	14%	8%	9%	7%
6 - 8 hours	3%	3%	3%	3%	3%	0%	7%	0%	5%	0%	12%	2%	0%	0%	13%
8 - 10 hours	3%	4%	2%	5%	0%	3%	3%	4%	2%	0%	0%	4%	3%	9%	0%
10 - 15 hours	1%	2%	0%	3%	0%	0%	0%	0%	3%	3%	0%	0%	0%	0%	0%
15 - 20 hours	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	9%	8%	10%	9%	8%	26%	8%	0%	8%	9%	0%	4%	17%	5%	10%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: Apple TV+

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	440	87	116	96	69	44	28	184	14	77	58	7	37	24
Weighted	468	104	135	98	66	40	25	195	15	83	58	8	40	27
Under 30 minutes	24%	25%	27%	23%	15%	27%	32%	19%	30%	27%	34%	33%	18%	37%
30 minutes to 1 hour	17%	22%	12%	15%	23%	16%	12%	23%	5%	11%	14%	0%	20%	6%
1 to 2 hours	19%	12%	22%	21%	27%	24%	7%	17%	47%	28%	22%	0%	18%	20%
2 - 4 hours	14%	18%	8%	16%	19%	7%	24%	17%	6%	15%	15%	22%	14%	4%
4 - 6 hours	8%	5%	12%	7%	5%	15%	3%	10%	0%	4%	5%	19%	10%	15%
6 - 8 hours	3%	1%	5%	4%	1%	3%	3%	3%	7%	3%	0%	13%	0%	5%
8 - 10 hours	3%	2%	5%	2%	0%	6%	0%	4%	5%	0%	3%	0%	3%	7%
10 - 15 hours	1%	3%	1%	1%	0%	0%	0%	1%	0%	2%	2%	0%	0%	0%
15 - 20 hours	0%	1%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	9%	11%	8%	9%	9%	2%	19%	6%	0%	7%	5%	12%	18%	7%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: Apple TV+

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	440	152	123	73	90	0	0	121	88	9	200	77	74	67	30	80
Weighted	468	145	122	98	101	0	0	127	91	10	217	86	81	69	31	75
Under 30 minutes	24%	23%	27%	21%	25%	22%	33%	24%	17%	32%	27%	26%	18%	15%	15%	29%
30 minutes to 1 hour	17%	21%	15%	10%	19%	17%	18%	18%	18%	27%	15%	22%	20%	16%	20%	16%
1 to 2 hours	19%	16%	18%	20%	26%	29%	12%	16%	18%	23%	18%	21%	22%	29%	30%	20%
2 - 4 hours	14%	15%	14%	21%	8%	16%	16%	11%	18%	0%	17%	12%	13%	8%	7%	13%
4 - 6 hours	8%	7%	10%	7%	9%	6%	3%	11%	9%	0%	5%	8%	9%	16%	15%	7%
6 - 8 hours	3%	5%	4%	2%	0%	1%	1%	7%	2%	0%	3%	4%	1%	5%	3%	2%
8 - 10 hours	3%	3%	1%	4%	4%	3%	4%	2%	2%	0%	2%	2%	9%	1%	0%	0%
10 - 15 hours	1%	1%	1%	3%	0%	0%	4%	0%	0%	17%	2%	0%	0%	3%	0%	0%
15 - 20 hours	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	9%	9%	10%	11%	7%	6%	9%	10%	14%	0%	11%	4%	7%	8%	9%	14%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: Paramount+

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	512	252	258	84	64	40	37	34	48	44	24	57	38	30	12
Weighted	542	281	259	94	61	41	37	33	54	44	23	58	47	35	17
Under 30 minutes	26%	23%	29%	19%	32%	34%	28%	40%	41%	22%	21%	11%	22%	25%	18%
30 minutes to 1 hour	15%	18%	12%	15%	19%	15%	20%	18%	13%	12%	19%	9%	22%	15%	0%
1 to 2 hours	21%	22%	20%	19%	23%	12%	18%	18%	10%	23%	27%	41%	26%	10%	30%
2 - 4 hours	12%	13%	12%	11%	12%	16%	15%	12%	2%	16%	8%	7%	12%	26%	24%
4 - 6 hours	8%	9%	7%	11%	0%	8%	6%	3%	8%	11%	13%	10%	2%	8%	16%
6 - 8 hours	3%	4%	3%	2%	4%	0%	7%	0%	10%	2%	5%	5%	0%	2%	0%
8 - 10 hours	2%	3%	0%	6%	0%	5%	0%	0%	0%	0%	0%	4%	0%	0%	0%
10 - 15 hours	1%	1%	0%	2%	0%	0%	0%	0%	3%	0%	0%	2%	0%	0%	0%
15 - 20 hours	1%	1%	0%	1%	0%	2%	0%	2%	0%	0%	0%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%
Don't know	11%	7%	16%	14%	10%	7%	5%	5%	14%	14%	8%	11%	15%	14%	13%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: Paramount+

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	512	86	114	108	96	52	56	252	17	88	54	8	37	20
Weighted	542	105	134	112	90	49	51	262	18	93	56	10	42	22
Under 30 minutes	26%	31%	24%	35%	20%	20%	18%	23%	34%	29%	26%	29%	35%	33%
30 minutes to 1 hour	15%	16%	15%	8%	21%	19%	15%	17%	18%	15%	10%	20%	9%	27%
1 to 2 hours	21%	17%	15%	25%	19%	30%	34%	24%	23%	19%	22%	15%	22%	4%
2 - 4 hours	12%	6%	12%	13%	19%	9%	16%	14%	14%	9%	14%	18%	12%	0%
4 - 6 hours	8%	12%	13%	4%	6%	2%	0%	7%	0%	12%	4%	18%	3%	11%
6 - 8 hours	3%	6%	5%	2%	1%	3%	0%	3%	0%	4%	0%	0%	5%	4%
8 - 10 hours	2%	2%	3%	1%	0%	5%	0%	2%	0%	0%	3%	0%	4%	8%
10 - 15 hours	1%	2%	1%	0%	1%	0%	0%	1%	0%	3%	0%	0%	0%	0%
15 - 20 hours	1%	1%	0%	0%	0%	2%	1%	1%	0%	0%	2%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%
Don't know	11%	8%	11%	13%	13%	12%	13%	9%	11%	9%	18%	0%	10%	12%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: Paramount+

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	512	154	129	112	116	0	0	130	78	6	208	82	86	82	37	126
Weighted	542	146	125	147	123	0	0	136	81	7	228	93	91	86	37	119
Under 30 minutes	26%	31%	23%	21%	28%	18%	26%	28%	27%	47%	30%	28%	22%	18%	10%	19%
30 minutes to 1 hour	15%	14%	17%	18%	11%	12%	13%	20%	12%	0%	15%	16%	7%	15%	19%	17%
1 to 2 hours	21%	21%	20%	21%	24%	22%	29%	11%	26%	27%	18%	20%	21%	20%	28%	30%
2 - 4 hours	12%	12%	13%	12%	12%	17%	10%	13%	8%	0%	12%	13%	15%	16%	23%	14%
4 - 6 hours	8%	9%	8%	9%	4%	9%	5%	13%	7%	0%	7%	10%	12%	12%	9%	3%
6 - 8 hours	3%	4%	1%	2%	6%	5%	3%	2%	4%	0%	5%	2%	3%	3%	0%	1%
8 - 10 hours	2%	2%	2%	2%	1%	3%	2%	1%	3%	0%	2%	0%	5%	1%	0%	1%
10 - 15 hours	1%	0%	0%	2%	1%	1%	1%	0%	0%	27%	1%	0%	1%	3%	0%	0%
15 - 20 hours	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%
Over 20 hours	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Don't know	11%	6%	15%	12%	13%	13%	10%	11%	12%	0%	11%	11%	12%	12%	10%	15%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: Discovery+

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	597	297	299	100	86	44	57	38	62	48	21	66	35	28	12
Weighted	620	322	297	116	83	43	56	36	64	46	21	65	43	29	18
Under 30 minutes	26%	25%	26%	20%	28%	40%	31%	32%	32%	16%	11%	26%	18%	20%	40%
30 minutes to 1 hour	19%	16%	21%	16%	22%	9%	8%	19%	21%	18%	29%	18%	29%	32%	9%
1 to 2 hours	17%	17%	16%	21%	15%	9%	16%	24%	10%	28%	15%	14%	11%	16%	17%
2 - 4 hours	11%	12%	10%	11%	12%	12%	21%	3%	13%	10%	18%	3%	6%	17%	9%
4 - 6 hours	7%	8%	5%	5%	4%	9%	6%	11%	8%	9%	4%	7%	15%	0%	9%
6 - 8 hours	3%	3%	3%	0%	6%	2%	0%	4%	2%	6%	9%	4%	0%	4%	0%
8 - 10 hours	1%	1%	1%	3%	0%	4%	2%	0%	0%	0%	0%	1%	0%	4%	0%
10 - 15 hours	2%	3%	1%	5%	2%	0%	2%	0%	4%	0%	5%	3%	0%	0%	0%
15 - 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
Don't know	14%	13%	16%	18%	11%	14%	13%	7%	8%	14%	8%	22%	20%	8%	16%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: Discovery+

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	597	91	121	115	100	73	97	290	22	99	70	6	44	25
Weighted	620	111	143	119	94	66	87	300	23	103	69	7	48	26
Under 30 minutes	26%	24%	25%	29%	30%	24%	23%	24%	30%	30%	23%	0%	25%	28%
30 minutes to 1 hour	19%	22%	16%	15%	15%	21%	25%	17%	23%	30%	16%	15%	20%	13%
1 to 2 hours	17%	14%	18%	16%	14%	17%	21%	19%	22%	9%	18%	34%	16%	20%
2 - 4 hours	11%	10%	14%	15%	13%	10%	2%	12%	7%	11%	5%	51%	11%	12%
4 - 6 hours	7%	9%	8%	5%	7%	5%	7%	7%	0%	8%	7%	0%	12%	3%
6 - 8 hours	3%	1%	3%	2%	3%	5%	3%	4%	0%	2%	1%	0%	2%	7%
8 - 10 hours	1%	1%	3%	1%	0%	1%	1%	2%	0%	1%	2%	0%	0%	3%
10 - 15 hours	2%	4%	3%	2%	2%	1%	0%	2%	0%	1%	1%	0%	4%	7%
15 - 20 hours	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%
Don't know	14%	14%	11%	16%	16%	12%	18%	13%	19%	6%	27%	0%	10%	7%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: Discovery+

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	597	188	145	124	138	0	0	157	85	7	219	92	79	87	50	180
Weighted	620	172	137	160	149	0	0	162	88	8	240	104	84	88	50	166
Under 30 minutes	26%	26%	34%	23%	22%	20%	26%	29%	22%	29%	28%	26%	20%	24%	12%	24%
30 minutes to 1 hour	19%	22%	15%	19%	19%	17%	15%	19%	17%	23%	21%	16%	10%	11%	22%	22%
1 to 2 hours	17%	19%	12%	18%	17%	19%	19%	16%	16%	16%	14%	17%	29%	19%	20%	15%
2 - 4 hours	11%	10%	15%	15%	5%	11%	9%	15%	11%	9%	12%	9%	9%	19%	24%	10%
4 - 6 hours	7%	5%	7%	4%	12%	10%	7%	5%	8%	0%	4%	12%	10%	10%	6%	7%
6 - 8 hours	3%	3%	2%	3%	3%	5%	3%	1%	3%	0%	1%	8%	4%	3%	2%	3%
8 - 10 hours	1%	2%	2%	0%	1%	2%	1%	1%	2%	0%	1%	1%	4%	4%	0%	1%
10 - 15 hours	2%	4%	0%	2%	2%	1%	3%	2%	2%	22%	2%	1%	4%	3%	4%	1%
15 - 20 hours	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Over 20 hours	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%
Don't know	14%	9%	12%	15%	20%	14%	15%	12%	19%	0%	16%	11%	10%	7%	11%	17%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: BritBox

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	273	138	134	47	33	11	23	23	34	28	9	27	22	10	6
Weighted	298	164	133	55	34	11	23	22	37	28	9	28	29	12	10
Under 30 minutes	30%	25%	36%	19%	40%	56%	46%	35%	47%	32%	12%	12%	17%	13%	35%
30 minutes to 1 hour	13%	12%	15%	0%	12%	19%	9%	9%	11%	23%	44%	12%	14%	30%	32%
1 to 2 hours	14%	11%	18%	16%	14%	9%	14%	9%	10%	13%	10%	26%	12%	9%	16%
2 - 4 hours	12%	17%	6%	19%	15%	0%	8%	11%	0%	11%	10%	24%	17%	10%	0%
4 - 6 hours	7%	7%	7%	11%	5%	8%	12%	4%	6%	3%	12%	7%	4%	13%	0%
6 - 8 hours	3%	4%	1%	3%	0%	0%	7%	3%	4%	7%	0%	5%	0%	0%	0%
8 - 10 hours	2%	4%	0%	4%	4%	0%	0%	5%	0%	0%	0%	0%	0%	7%	0%
10 - 15 hours	3%	4%	2%	8%	0%	0%	0%	0%	8%	0%	0%	4%	0%	8%	0%
15 - 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	16%	16%	16%	20%	9%	8%	4%	23%	15%	11%	12%	10%	36%	10%	17%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: BritBox

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	273	72	77	53	42	14	15	104	9	57	38	7	30	16
Weighted	298	85	90	55	40	13	13	115	10	61	39	8	33	18
Under 30 minutes	30%	31%	18%	41%	31%	28%	53%	27%	38%	41%	28%	24%	18%	30%
30 minutes to 1 hour	13%	15%	18%	9%	7%	18%	0%	12%	20%	14%	17%	9%	18%	0%
1 to 2 hours	14%	11%	9%	12%	34%	23%	8%	17%	0%	10%	20%	0%	17%	14%
2 - 4 hours	12%	14%	15%	9%	11%	15%	6%	11%	0%	17%	8%	35%	13%	23%
4 - 6 hours	7%	5%	14%	5%	0%	0%	7%	6%	26%	6%	5%	21%	6%	11%
6 - 8 hours	3%	5%	4%	0%	0%	0%	6%	3%	0%	5%	0%	0%	7%	0%
8 - 10 hours	2%	0%	3%	4%	2%	0%	0%	4%	0%	1%	0%	0%	0%	0%
10 - 15 hours	3%	3%	6%	2%	0%	0%	0%	3%	0%	4%	3%	0%	3%	0%
15 - 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	16%	15%	14%	19%	15%	17%	20%	17%	16%	2%	19%	10%	18%	21%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: BritBox

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	273	73	77	60	62	0	0	74	54	3	112	58	49	42	23	42
Weighted	298	72	76	79	70	0	0	80	58	4	126	65	53	45	25	40
Under 30 minutes	30%	27%	25%	28%	39%	24%	37%	19%	28%	30%	32%	22%	20%	23%	27%	47%
30 minutes to 1 hour	13%	8%	19%	13%	11%	13%	13%	18%	6%	0%	16%	13%	6%	15%	13%	6%
1 to 2 hours	14%	17%	11%	18%	10%	17%	14%	14%	15%	0%	11%	16%	16%	18%	33%	18%
2 - 4 hours	12%	15%	13%	10%	12%	15%	13%	11%	16%	28%	10%	19%	10%	9%	0%	10%
4 - 6 hours	7%	9%	6%	6%	8%	9%	7%	12%	3%	0%	5%	11%	18%	12%	11%	2%
6 - 8 hours	3%	2%	3%	2%	4%	3%	0%	3%	8%	0%	4%	4%	1%	0%	0%	0%
8 - 10 hours	2%	4%	0%	1%	2%	0%	5%	3%	0%	0%	2%	0%	2%	8%	4%	0%
10 - 15 hours	3%	3%	2%	4%	3%	2%	4%	0%	6%	43%	2%	3%	6%	4%	0%	0%
15 - 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	16%	15%	20%	17%	11%	17%	7%	20%	18%	0%	18%	12%	20%	11%	12%	16%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: YouTube

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1710	841	865	236	233	145	158	125	160	149	68	187	120	87	42
Weighted	1729	879	846	257	215	143	153	115	163	142	65	184	145	90	57
Under 30 minutes	24%	19%	29%	17%	30%	31%	23%	28%	23%	22%	26%	23%	23%	23%	17%
30 minutes to 1 hour	16%	15%	18%	13%	18%	16%	16%	16%	17%	19%	15%	16%	20%	17%	16%
1 to 2 hours	17%	17%	17%	13%	16%	19%	16%	20%	13%	18%	18%	20%	17%	21%	19%
2 - 4 hours	14%	14%	13%	16%	13%	13%	20%	12%	14%	15%	10%	10%	15%	11%	7%
4 - 6 hours	8%	9%	7%	12%	7%	6%	9%	6%	8%	6%	8%	8%	5%	8%	19%
6 - 8 hours	6%	8%	5%	10%	4%	5%	6%	4%	14%	8%	7%	3%	4%	4%	7%
8 - 10 hours	4%	5%	2%	3%	4%	2%	3%	4%	3%	1%	4%	6%	6%	3%	3%
10 - 15 hours	3%	3%	2%	3%	3%	1%	1%	2%	2%	3%	5%	6%	2%	4%	3%
15 - 20 hours	2%	3%	1%	4%	1%	1%	0%	2%	1%	2%	2%	1%	4%	1%	3%
Over 20 hours	4%	5%	2%	7%	3%	3%	4%	4%	2%	1%	1%	4%	2%	3%	2%
Don't know	3%	2%	4%	3%	1%	3%	2%	3%	3%	4%	4%	3%	3%	6%	5%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: YouTube

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	1710	236	278	324	325	254	293	593	87	259	402	14	118	49
Weighted	1729	274	326	335	307	225	262	610	82	264	391	16	123	50
Under 30 minutes	24%	10%	15%	18%	29%	33%	45%	22%	36%	24%	31%	21%	16%	17%
30 minutes to 1 hour	16%	12%	14%	17%	16%	23%	19%	18%	17%	16%	14%	21%	15%	10%
1 to 2 hours	17%	16%	21%	19%	16%	14%	13%	16%	13%	16%	17%	11%	17%	29%
2 - 4 hours	14%	17%	19%	14%	13%	8%	8%	13%	14%	13%	14%	26%	16%	14%
4 - 6 hours	8%	14%	7%	12%	8%	5%	2%	8%	3%	7%	6%	8%	11%	14%
6 - 8 hours	6%	12%	11%	5%	4%	3%	2%	6%	4%	8%	4%	7%	8%	7%
8 - 10 hours	4%	6%	4%	4%	3%	3%	1%	4%	3%	3%	3%	6%	4%	2%
10 - 15 hours	3%	1%	4%	4%	3%	3%	1%	3%	6%	4%	2%	0%	4%	0%
15 - 20 hours	2%	4%	2%	2%	1%	1%	0%	2%	1%	3%	1%	0%	2%	2%
Over 20 hours	4%	9%	3%	3%	4%	2%	1%	4%	2%	4%	3%	0%	2%	0%
Don't know	3%	1%	1%	2%	3%	6%	6%	3%	1%	2%	4%	0%	5%	5%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: YouTube

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	1710	505	489	296	411	0	0	447	213	27	760	187	188	205	109	513
Weighted	1729	455	456	375	435	0	0	445	208	25	796	204	201	210	108	469
Under 30 minutes	24%	26%	28%	18%	22%	22%	22%	26%	23%	19%	21%	16%	15%	22%	26%	37%
30 minutes to 1 hour	16%	18%	16%	16%	15%	15%	15%	17%	17%	30%	15%	14%	16%	15%	13%	20%
1 to 2 hours	17%	16%	16%	19%	17%	19%	15%	18%	18%	12%	18%	20%	15%	16%	19%	14%
2 - 4 hours	14%	14%	13%	15%	13%	14%	14%	13%	14%	20%	13%	23%	17%	17%	16%	10%
4 - 6 hours	8%	7%	7%	9%	10%	10%	10%	8%	5%	5%	10%	6%	10%	11%	11%	4%
6 - 8 hours	6%	5%	5%	9%	7%	5%	9%	5%	7%	4%	7%	9%	8%	5%	6%	4%
8 - 10 hours	4%	3%	3%	3%	4%	3%	5%	2%	5%	0%	4%	5%	7%	3%	4%	2%
10 - 15 hours	3%	1%	3%	4%	3%	2%	3%	4%	2%	7%	2%	3%	5%	4%	1%	3%
15 - 20 hours	2%	2%	2%	1%	2%	1%	3%	2%	2%	3%	2%	2%	3%	3%	2%	1%
Over 20 hours	4%	4%	3%	3%	4%	5%	4%	3%	4%	0%	6%	0%	2%	1%	0%	2%
Don't know	3%	2%	4%	3%	3%	4%	2%	2%	3%	0%	2%	1%	2%	2%	2%	5%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: Facebook

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1360	617	739	176	184	114	132	105	126	115	61	147	96	73	31
Weighted	1387	659	724	193	171	114	129	98	130	112	59	145	117	77	42
Under 30 minutes	27%	26%	28%	28%	33%	31%	31%	26%	28%	20%	20%	27%	27%	22%	21%
30 minutes to 1 hour	21%	22%	19%	20%	22%	23%	18%	19%	16%	28%	28%	17%	25%	17%	20%
1 to 2 hours	19%	17%	20%	21%	18%	20%	19%	20%	18%	19%	18%	20%	12%	22%	7%
2 - 4 hours	13%	13%	13%	13%	11%	11%	16%	11%	8%	13%	14%	17%	14%	11%	15%
4 - 6 hours	6%	6%	7%	7%	4%	8%	2%	9%	13%	6%	2%	6%	4%	9%	6%
6 - 8 hours	4%	4%	4%	3%	4%	2%	5%	8%	3%	2%	6%	5%	2%	1%	6%
8 - 10 hours	3%	4%	3%	2%	3%	1%	4%	1%	3%	3%	2%	4%	5%	8%	8%
10 - 15 hours	2%	2%	2%	1%	1%	1%	2%	3%	6%	2%	2%	1%	3%	2%	4%
15 - 20 hours	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	2%	1%	1%	4%	0%
Over 20 hours	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	2%	0%	3%
Don't know	3%	3%	3%	2%	2%	2%	2%	2%	3%	4%	7%	2%	5%	3%	10%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: Facebook

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	1360	191	253	265	262	180	209	496	59	215	288	14	104	37
Weighted	1387	221	292	273	248	164	189	512	58	222	279	16	110	39
Under 30 minutes	27%	33%	23%	26%	26%	24%	33%	23%	27%	27%	32%	26%	28%	34%
30 minutes to 1 hour	21%	18%	21%	21%	18%	25%	21%	22%	26%	16%	25%	11%	16%	15%
1 to 2 hours	19%	19%	17%	18%	23%	20%	14%	20%	21%	21%	16%	0%	14%	18%
2 - 4 hours	13%	11%	15%	13%	13%	13%	10%	12%	8%	17%	10%	30%	17%	12%
4 - 6 hours	6%	5%	8%	6%	7%	4%	6%	7%	6%	4%	7%	22%	6%	7%
6 - 8 hours	4%	5%	4%	4%	2%	1%	5%	5%	5%	4%	2%	0%	5%	3%
8 - 10 hours	3%	1%	6%	3%	2%	6%	2%	3%	5%	4%	3%	0%	5%	4%
10 - 15 hours	2%	3%	2%	3%	2%	1%	1%	3%	0%	3%	1%	0%	1%	5%
15 - 20 hours	1%	1%	1%	2%	1%	0%	0%	1%	0%	1%	0%	11%	3%	0%
Over 20 hours	1%	0%	0%	1%	2%	1%	1%	1%	0%	1%	1%	0%	0%	0%
Don't know	3%	4%	1%	3%	2%	5%	5%	4%	2%	2%	3%	0%	4%	2%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: Facebook

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	1360	378	396	249	332	0	0	348	167	16	562	179	171	183	94	402
Weighted	1387	345	372	314	351	0	0	353	165	16	590	196	183	186	95	375
Under 30 minutes	27%	29%	28%	26%	26%	23%	28%	33%	22%	34%	32%	24%	18%	19%	29%	28%
30 minutes to 1 hour	21%	24%	20%	20%	18%	22%	19%	22%	23%	11%	20%	21%	22%	20%	18%	21%
1 to 2 hours	19%	19%	18%	16%	21%	18%	19%	19%	19%	8%	19%	18%	21%	20%	22%	17%
2 - 4 hours	13%	9%	12%	14%	16%	17%	12%	10%	11%	17%	11%	15%	13%	18%	11%	13%
4 - 6 hours	6%	5%	6%	9%	5%	7%	7%	4%	9%	13%	5%	7%	9%	10%	8%	7%
6 - 8 hours	4%	4%	4%	4%	3%	2%	4%	5%	5%	6%	4%	5%	4%	4%	1%	4%
8 - 10 hours	3%	2%	4%	2%	5%	5%	4%	1%	5%	0%	3%	5%	6%	2%	3%	3%
10 - 15 hours	2%	1%	2%	4%	1%	2%	2%	2%	1%	11%	1%	2%	4%	3%	2%	2%
15 - 20 hours	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	0%	2%	3%	2%	2%	0%
Over 20 hours	1%	1%	1%	0%	1%	1%	1%	0%	2%	0%	1%	1%	0%	0%	1%	1%
Don't know	3%	4%	3%	3%	3%	3%	3%	2%	3%	0%	4%	0%	2%	1%	4%	4%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: Instagram

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1026	431	592	166	135	77	94	71	101	81	41	117	71	43	29
Weighted	1078	494	581	186	129	78	93	69	106	80	40	120	86	48	41
Under 30 minutes	27%	26%	28%	19%	29%	36%	37%	20%	31%	19%	19%	29%	30%	27%	18%
30 minutes to 1 hour	22%	23%	21%	20%	25%	21%	21%	25%	17%	29%	26%	17%	29%	9%	22%
1 to 2 hours	19%	20%	18%	19%	22%	15%	21%	23%	15%	26%	19%	16%	13%	16%	25%
2 - 4 hours	12%	11%	13%	14%	12%	13%	9%	16%	12%	11%	13%	9%	12%	25%	3%
4 - 6 hours	6%	6%	6%	8%	2%	5%	5%	6%	6%	7%	11%	9%	3%	7%	6%
6 - 8 hours	5%	5%	5%	6%	5%	5%	3%	6%	7%	3%	0%	5%	1%	4%	9%
8 - 10 hours	3%	3%	3%	4%	1%	2%	2%	1%	3%	2%	9%	3%	1%	2%	3%
10 - 15 hours	2%	3%	1%	3%	1%	1%	0%	0%	5%	2%	3%	4%	0%	0%	0%
15 - 20 hours	1%	1%	1%	3%	1%	1%	1%	0%	1%	0%	0%	1%	0%	2%	0%
Over 20 hours	1%	1%	1%	2%	1%	0%	0%	0%	0%	0%	0%	1%	3%	0%	3%
Don't know	3%	3%	3%	2%	1%	0%	0%	4%	4%	1%	0%	5%	8%	7%	11%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: Instagram

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	1026	218	248	221	182	101	56	383	46	167	182	9	79	34
Weighted	1078	253	284	228	171	90	51	405	46	178	183	11	86	37
Under 30 minutes	27%	18%	20%	30%	32%	39%	47%	24%	33%	21%	35%	7%	34%	19%
30 minutes to 1 hour	22%	20%	21%	20%	26%	19%	33%	25%	23%	18%	18%	29%	21%	21%
1 to 2 hours	19%	25%	18%	18%	20%	17%	2%	17%	12%	24%	20%	26%	21%	13%
2 - 4 hours	12%	12%	19%	10%	7%	10%	11%	11%	8%	14%	13%	17%	5%	20%
4 - 6 hours	6%	8%	8%	6%	4%	3%	2%	6%	6%	6%	5%	22%	4%	11%
6 - 8 hours	5%	8%	5%	4%	3%	4%	0%	5%	4%	6%	2%	0%	6%	10%
8 - 10 hours	3%	4%	4%	1%	3%	1%	0%	2%	3%	5%	1%	0%	2%	6%
10 - 15 hours	2%	3%	3%	1%	0%	0%	0%	2%	4%	2%	0%	0%	3%	0%
15 - 20 hours	1%	1%	1%	3%	0%	0%	0%	2%	3%	2%	1%	0%	0%	0%
Over 20 hours	1%	2%	0%	1%	2%	0%	0%	2%	0%	1%	1%	0%	0%	0%
Don't know	3%	1%	2%	6%	2%	7%	5%	4%	5%	1%	4%	0%	2%	0%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: Instagram

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	1026	304	298	181	238	0	0	297	150	14	499	158	138	156	76	180
Weighted	1078	285	286	238	263	0	0	304	152	15	542	171	147	157	76	168
Under 30 minutes	27%	27%	29%	21%	29%	31%	22%	29%	25%	12%	25%	22%	20%	21%	31%	41%
30 minutes to 1 hour	22%	27%	23%	18%	17%	22%	21%	23%	20%	27%	18%	25%	25%	30%	33%	22%
1 to 2 hours	19%	15%	19%	23%	20%	21%	19%	17%	20%	23%	22%	15%	15%	17%	12%	17%
2 - 4 hours	12%	11%	10%	14%	14%	11%	13%	13%	9%	25%	13%	16%	12%	12%	9%	8%
4 - 6 hours	6%	6%	7%	5%	6%	5%	8%	6%	7%	0%	6%	8%	8%	6%	5%	3%
6 - 8 hours	5%	4%	4%	7%	4%	3%	7%	5%	5%	0%	5%	4%	6%	5%	4%	2%
8 - 10 hours	3%	2%	2%	4%	2%	1%	2%	2%	5%	0%	2%	4%	4%	2%	0%	2%
10 - 15 hours	2%	2%	1%	3%	1%	1%	2%	2%	2%	12%	2%	0%	3%	2%	1%	0%
15 - 20 hours	1%	1%	2%	0%	1%	0%	1%	1%	2%	0%	1%	1%	1%	1%	1%	2%
Over 20 hours	1%	1%	0%	1%	1%	2%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%
Don't know	3%	3%	2%	4%	4%	4%	4%	1%	3%	0%	3%	3%	6%	4%	3%	3%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) On average, how many hours a week would you estimate that you spent watching each of the same list?: TikTok

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	728	307	420	126	88	51	69	53	77	63	28	77	51	26	19
Weighted	779	365	413	146	85	54	69	51	84	62	28	78	65	30	26
Under 30 minutes	24%	24%	25%	19%	28%	24%	30%	26%	27%	16%	14%	29%	38%	14%	15%
30 minutes to 1 hour	18%	19%	17%	14%	10%	16%	22%	17%	21%	32%	13%	15%	15%	33%	23%
1 to 2 hours	15%	16%	13%	15%	18%	15%	14%	15%	14%	12%	26%	13%	5%	18%	30%
2 - 4 hours	12%	11%	13%	16%	14%	14%	8%	5%	12%	18%	6%	5%	17%	11%	0%
4 - 6 hours	8%	7%	9%	8%	15%	11%	8%	7%	8%	8%	4%	9%	3%	0%	5%
6 - 8 hours	8%	8%	7%	8%	5%	9%	9%	13%	8%	5%	14%	5%	4%	10%	10%
8 - 10 hours	5%	4%	6%	6%	2%	2%	4%	5%	1%	5%	8%	8%	5%	7%	5%
10 - 15 hours	3%	4%	2%	5%	4%	2%	3%	0%	4%	0%	3%	3%	2%	0%	6%
15 - 20 hours	3%	3%	2%	5%	3%	0%	2%	7%	2%	3%	0%	4%	0%	0%	0%
Over 20 hours	2%	1%	3%	1%	2%	2%	0%	2%	1%	0%	10%	4%	2%	3%	4%
Don't know	3%	4%	2%	4%	0%	5%	0%	4%	1%	1%	4%	4%	8%	4%	5%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.B) On average, how many hours a week would you estimate that you spent watching each of the same list?: TikTok

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	728	192	186	145	128	50	27	270	30	134	106	7	66	28
Weighted	779	221	217	149	122	45	25	295	31	144	104	8	72	31
Under 30 minutes	24%	11%	22%	32%	30%	35%	74%	19%	33%	21%	33%	42%	32%	30%
30 minutes to 1 hour	18%	16%	15%	24%	20%	19%	12%	20%	12%	18%	21%	0%	10%	25%
1 to 2 hours	15%	16%	13%	14%	17%	21%	7%	16%	25%	14%	13%	58%	13%	14%
2 - 4 hours	12%	14%	15%	10%	8%	4%	0%	14%	6%	10%	7%	0%	16%	7%
4 - 6 hours	8%	10%	13%	3%	6%	0%	3%	7%	0%	9%	8%	0%	10%	6%
6 - 8 hours	8%	12%	7%	5%	4%	12%	0%	8%	14%	7%	6%	0%	4%	6%
8 - 10 hours	5%	7%	5%	3%	4%	0%	4%	5%	11%	8%	4%	0%	0%	3%
10 - 15 hours	3%	3%	5%	2%	2%	0%	0%	3%	0%	4%	0%	0%	5%	6%
15 - 20 hours	3%	6%	3%	2%	0%	0%	0%	4%	0%	3%	2%	0%	4%	0%
Over 20 hours	2%	5%	1%	1%	1%	0%	0%	2%	0%	3%	3%	0%	1%	4%
Don't know	3%	1%	2%	4%	8%	9%	0%	3%	0%	3%	3%	0%	4%	0%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.C) On average, how many hours a week would you estimate that you spent watching each of the same list?: TikTok

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	728	212	193	145	175	0	0	205	107	9	340	133	119	112	52	120
Weighted	779	202	189	194	192	0	0	217	110	10	375	146	128	114	53	114
Under 30 minutes	24%	27%	24%	21%	26%	23%	21%	25%	28%	26%	20%	25%	20%	26%	36%	41%
30 minutes to 1 hour	18%	21%	15%	17%	18%	17%	19%	18%	20%	9%	17%	19%	23%	21%	22%	17%
1 to 2 hours	15%	15%	18%	14%	12%	19%	11%	15%	15%	34%	14%	18%	15%	17%	19%	14%
2 - 4 hours	12%	10%	13%	12%	12%	13%	11%	13%	7%	0%	13%	15%	14%	9%	2%	7%
4 - 6 hours	8%	7%	8%	9%	8%	6%	9%	12%	4%	13%	10%	6%	8%	9%	3%	4%
6 - 8 hours	8%	5%	7%	12%	7%	8%	8%	8%	7%	0%	9%	8%	6%	5%	6%	4%
8 - 10 hours	5%	6%	4%	5%	4%	4%	4%	3%	7%	0%	6%	2%	4%	2%	3%	4%
10 - 15 hours	3%	3%	4%	4%	2%	3%	4%	2%	4%	19%	2%	4%	5%	4%	3%	2%
15 - 20 hours	3%	2%	4%	1%	4%	0%	4%	2%	4%	0%	4%	1%	3%	2%	2%	0%
Over 20 hours	2%	2%	2%	2%	3%	1%	5%	1%	1%	0%	3%	1%	1%	2%	0%	2%
Don't know	3%	3%	2%	2%	5%	5%	3%	2%	3%	0%	3%	2%	3%	4%	4%	5%

Note:

BASE: Answered previous question

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) For which, if any, of the following services are you or is someone in your household a paid subscriber to? Please select all that apply

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
NOW (formerly NOW TV)	9%	10%	9%	13%	12%	9%	8%	9%	7%	10%	5%	8%	6%	11%	11%
Apple TV+	9%	10%	8%	14%	8%	6%	5%	6%	6%	11%	15%	7%	11%	4%	12%
Paramount+	9%	10%	7%	12%	9%	8%	8%	7%	4%	10%	5%	6%	9%	12%	12%
Discovery+	7%	8%	6%	9%	8%	7%	7%	5%	3%	8%	3%	7%	7%	9%	5%
BT TV	6%	7%	6%	6%	8%	8%	6%	4%	7%	4%	6%	7%	5%	5%	8%
YouTube Premium	6%	8%	4%	12%	4%	2%	7%	7%	7%	5%	5%	4%	7%	3%	7%
Netflix	59%	58%	60%	64%	59%	61%	56%	57%	61%	60%	57%	56%	55%	53%	70%
Amazon Prime Video	47%	48%	47%	51%	49%	46%	46%	50%	47%	42%	42%	41%	55%	53%	46%
Sky	32%	35%	29%	32%	32%	30%	34%	38%	34%	37%	31%	24%	33%	28%	29%
Disney +	30%	28%	32%	32%	31%	32%	31%	29%	35%	30%	27%	28%	24%	32%	32%
TalkTalk	3%	3%	3%	6%	2%	2%	2%	2%	3%	6%	8%	3%	2%	2%	0%
BritBox	2%	2%	2%	4%	2%	0%	1%	2%	2%	1%	1%	2%	1%	5%	3%
Virgin Media	14%	15%	14%	18%	14%	14%	9%	10%	20%	16%	17%	17%	12%	4%	14%
EE TV	1%	1%	0%	2%	0%	1%	1%	0%	1%	1%	3%	1%	0%	2%	0%
None of the above	16%	15%	17%	14%	17%	17%	18%	15%	17%	14%	16%	17%	15%	17%	13%
Don't know	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) For which, if any, of the following services are you or is someone in your household a paid subscriber to? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
NOW (formerly NOW TV)	9%	9%	16%	12%	10%	8%	4%	5%	17%	8%	11%	6%	24%	7%
Apple TV+	9%	14%	13%	10%	9%	6%	2%	13%	12%	8%	5%	0%	8%	6%
Paramount+	9%	10%	12%	11%	11%	5%	3%	14%	6%	9%	3%	16%	8%	9%
Discovery+	7%	10%	9%	8%	6%	5%	3%	11%	4%	6%	3%	10%	11%	5%
BT TV	6%	9%	5%	6%	4%	7%	8%	3%	2%	2%	1%	0%	63%	0%
YouTube Premium	6%	11%	17%	6%	3%	1%	1%	9%	3%	7%	1%	10%	7%	17%
Netflix	59%	77%	77%	71%	61%	49%	28%	72%	45%	63%	40%	26%	69%	63%
Amazon Prime Video	47%	56%	51%	56%	51%	50%	27%	55%	46%	53%	36%	32%	50%	48%
Sky	32%	30%	34%	35%	33%	32%	28%	85%	2%	9%	2%	5%	8%	7%
Disney +	30%	50%	48%	41%	26%	17%	6%	39%	21%	32%	17%	37%	34%	28%
TalkTalk	3%	3%	5%	3%	2%	4%	3%	2%	1%	1%	2%	16%	1%	55%
BritBox	2%	4%	3%	2%	3%	1%	0%	2%	2%	4%	2%	21%	0%	2%
Virgin Media	14%	16%	15%	13%	18%	10%	12%	3%	0%	81%	1%	6%	5%	2%
EE TV	1%	3%	2%	1%	0%	0%	0%	1%	2%	2%	0%	0%	3%	2%
None of the above	16%	9%	6%	7%	13%	20%	35%	2%	38%	6%	39%	17%	2%	7%
Don't know	1%	1%	1%	0%	2%	0%	0%	0%	0%	0%	2%	10%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.C) For which, if any, of the following services are you or is someone in your household a paid subscriber to? Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
NOW (formerly NOW TV)	9%	9%	9%	10%	10%	8%	11%	10%	10%	11%	11%	9%	10%	15%	14%	6%
Apple TV+	9%	11%	9%	9%	5%	5%	8%	9%	16%	16%	9%	14%	12%	13%	13%	5%
Paramount+	9%	9%	8%	11%	6%	9%	7%	9%	9%	14%	8%	14%	15%	15%	12%	6%
Discovery+	7%	7%	7%	9%	5%	9%	6%	7%	8%	12%	6%	11%	13%	15%	9%	5%
BT TV	6%	7%	6%	7%	5%	6%	7%	5%	7%	7%	5%	4%	8%	7%	3%	7%
YouTube Premium	6%	6%	6%	7%	5%	4%	7%	6%	13%	16%	5%	18%	16%	6%	7%	2%
Netflix	59%	60%	60%	64%	51%	53%	63%	62%	67%	58%	56%	78%	79%	81%	78%	47%
Amazon Prime Video	47%	54%	51%	45%	38%	41%	50%	48%	58%	49%	46%	55%	61%	63%	62%	42%
Sky	32%	38%	29%	36%	26%	34%	34%	29%	34%	34%	27%	40%	39%	47%	49%	32%
Disney +	30%	33%	32%	30%	25%	25%	33%	35%	40%	36%	28%	59%	54%	49%	45%	17%
TalkTalk	3%	4%	2%	4%	3%	2%	3%	3%	6%	7%	2%	4%	5%	6%	5%	4%
BritBox	2%	2%	3%	2%	2%	2%	1%	2%	4%	0%	2%	3%	3%	4%	3%	1%
Virgin Media	14%	15%	14%	16%	11%	13%	14%	13%	13%	17%	13%	17%	14%	18%	18%	14%
EE TV	1%	2%	0%	1%	1%	1%	0%	1%	3%	0%	0%	2%	3%	3%	1%	0%
None of the above	16%	14%	13%	14%	24%	19%	13%	15%	14%	13%	19%	4%	5%	4%	4%	22%
Don't know	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a traditional TV channel (eg through your aerial, Freeview, Sky, Virgin Media)

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Under 30 minutes	7%	6%	8%	10%	7%	4%	7%	9%	4%	5%	2%	5%	9%	5%	19%
30 minutes to 1 hour	8%	7%	9%	11%	8%	5%	7%	7%	7%	7%	5%	8%	10%	13%	11%
1 to 2 hours	13%	13%	13%	14%	14%	13%	13%	12%	12%	17%	10%	14%	10%	13%	6%
2 - 4 hours	14%	15%	13%	14%	13%	12%	15%	17%	14%	16%	16%	14%	12%	13%	15%
4 - 6 hours	11%	11%	10%	12%	11%	12%	7%	6%	15%	13%	22%	12%	7%	4%	11%
6 - 8 hours	6%	6%	5%	4%	8%	8%	10%	3%	6%	3%	6%	5%	4%	3%	4%
8 - 10 hours	6%	6%	5%	3%	7%	7%	4%	8%	6%	6%	0%	7%	3%	9%	4%
10 - 15 hours	5%	6%	4%	6%	6%	4%	5%	6%	3%	3%	4%	5%	7%	6%	2%
15 - 20 hours	5%	5%	5%	1%	4%	4%	5%	5%	6%	6%	5%	2%	9%	7%	3%
Over 20 hours	10%	11%	10%	7%	10%	8%	11%	10%	11%	14%	18%	10%	11%	10%	11%
Don't know	3%	3%	3%	4%	3%	6%	0%	4%	3%	2%	6%	3%	2%	1%	5%
N/A I don't watch content from this source type	13%	12%	15%	13%	10%	17%	15%	14%	14%	8%	7%	16%	16%	15%	9%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a traditional TV channel (eg through your aerial, Freeview, Sky, Virgin Media)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Under 30 minutes	7%	11%	10%	9%	5%	5%	3%	6%	7%	6%	5%	0%	10%	6%
30 minutes to 1 hour	8%	15%	12%	10%	5%	4%	5%	8%	8%	10%	9%	6%	9%	4%
1 to 2 hours	13%	17%	18%	12%	14%	11%	7%	14%	12%	15%	10%	20%	21%	19%
2 - 4 hours	14%	15%	16%	15%	17%	12%	9%	15%	13%	16%	14%	19%	15%	19%
4 - 6 hours	11%	11%	8%	13%	12%	12%	10%	13%	12%	12%	9%	16%	11%	14%
6 - 8 hours	6%	4%	4%	4%	7%	6%	7%	7%	7%	6%	5%	6%	5%	9%
8 - 10 hours	6%	3%	4%	7%	5%	7%	7%	6%	11%	5%	5%	0%	5%	1%
10 - 15 hours	5%	1%	5%	5%	4%	7%	8%	6%	2%	4%	7%	11%	3%	8%
15 - 20 hours	5%	1%	2%	3%	4%	10%	7%	5%	5%	4%	6%	0%	4%	3%
Over 20 hours	10%	0%	2%	7%	9%	15%	24%	9%	11%	9%	19%	6%	5%	6%
Don't know	3%	4%	2%	1%	3%	3%	4%	3%	2%	3%	3%	5%	3%	2%
N/A I don't watch content from this source type	13%	19%	17%	13%	14%	9%	8%	7%	12%	9%	8%	10%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.C) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a traditional TV channel (eg through your aerial, Freeview, Sky, Virgin Media)

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Under 30 minutes	7%	7%	8%	6%	6%	4%	6%	9%	12%	7%	9%	8%	5%	3%	8%	4%
30 minutes to 1 hour	8%	8%	8%	9%	9%	4%	12%	9%	10%	25%	10%	12%	9%	8%	6%	4%
1 to 2 hours	13%	13%	13%	15%	10%	13%	12%	13%	16%	3%	13%	15%	16%	19%	11%	10%
2 - 4 hours	14%	14%	13%	16%	13%	15%	12%	15%	15%	6%	12%	23%	17%	19%	22%	12%
4 - 6 hours	11%	10%	8%	15%	11%	10%	11%	11%	8%	9%	11%	10%	13%	14%	11%	10%
6 - 8 hours	6%	7%	5%	6%	4%	6%	5%	6%	4%	3%	4%	3%	7%	7%	9%	8%
8 - 10 hours	6%	6%	6%	4%	6%	5%	7%	5%	5%	3%	5%	6%	8%	4%	5%	7%
10 - 15 hours	5%	6%	6%	5%	4%	8%	3%	5%	4%	19%	5%	3%	7%	7%	3%	6%
15 - 20 hours	5%	5%	5%	2%	5%	6%	5%	3%	3%	6%	3%	3%	3%	2%	3%	8%
Over 20 hours	10%	10%	11%	9%	11%	15%	9%	7%	7%	10%	8%	5%	4%	4%	5%	19%
Don't know	3%	2%	3%	2%	5%	3%	3%	2%	3%	0%	3%	0%	1%	3%	4%	3%
N/A I don't watch content from this source type	13%	11%	15%	11%	15%	12%	15%	16%	14%	10%	16%	12%	10%	10%	14%	10%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a program or film you have recorded

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Under 30 minutes	7%	7%	7%	7%	7%	4%	7%	5%	8%	5%	1%	8%	9%	8%	17%
30 minutes to 1 hour	6%	6%	6%	9%	5%	4%	4%	9%	5%	7%	10%	3%	6%	4%	13%
1 to 2 hours	15%	17%	14%	12%	14%	17%	15%	15%	17%	21%	11%	16%	14%	13%	17%
2 - 4 hours	14%	14%	15%	13%	18%	14%	14%	14%	15%	20%	14%	13%	10%	14%	10%
4 - 6 hours	7%	7%	6%	6%	7%	9%	7%	8%	7%	5%	3%	6%	7%	10%	4%
6 - 8 hours	5%	5%	4%	5%	5%	6%	6%	4%	7%	5%	8%	5%	1%	4%	4%
8 - 10 hours	3%	3%	3%	2%	3%	4%	4%	3%	6%	1%	7%	2%	3%	4%	0%
10 - 15 hours	2%	2%	3%	2%	4%	2%	0%	2%	1%	2%	4%	3%	3%	3%	8%
15 - 20 hours	1%	1%	1%	2%	2%	1%	0%	2%	1%	2%	3%	1%	2%	2%	0%
Over 20 hours	1%	1%	2%	1%	3%	1%	2%	1%	1%	2%	2%	0%	1%	2%	2%
Don't know	3%	3%	3%	2%	3%	5%	2%	3%	5%	1%	4%	3%	3%	3%	2%
N/A I don't watch content from this source type	35%	32%	37%	39%	31%	34%	38%	34%	29%	29%	34%	41%	39%	35%	24%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a program or film you have recorded

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Under 30 minutes	7%	16%	8%	7%	7%	2%	2%	7%	7%	9%	5%	0%	11%	2%
30 minutes to 1 hour	6%	8%	9%	8%	5%	3%	5%	8%	3%	7%	3%	0%	10%	9%
1 to 2 hours	15%	13%	14%	17%	16%	18%	12%	21%	16%	18%	11%	22%	14%	13%
2 - 4 hours	14%	10%	14%	14%	13%	15%	19%	21%	10%	16%	9%	16%	17%	16%
4 - 6 hours	7%	3%	5%	8%	7%	9%	8%	10%	8%	8%	5%	5%	6%	8%
6 - 8 hours	5%	4%	5%	5%	3%	5%	6%	6%	8%	5%	4%	10%	7%	10%
8 - 10 hours	3%	2%	2%	3%	2%	4%	4%	5%	2%	4%	1%	6%	4%	0%
10 - 15 hours	2%	1%	2%	1%	2%	3%	4%	3%	0%	2%	2%	15%	3%	3%
15 - 20 hours	1%	0%	1%	0%	2%	2%	2%	2%	2%	2%	1%	0%	1%	0%
Over 20 hours	1%	0%	0%	1%	1%	3%	4%	2%	0%	2%	2%	0%	0%	0%
Don't know	3%	5%	2%	3%	3%	2%	2%	2%	3%	4%	3%	10%	4%	0%
N/A I don't watch content from this source type	35%	37%	37%	32%	38%	34%	31%	14%	40%	23%	57%	16%	24%	39%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.C) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a program or film you have recorded

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Under 30 minutes	7%	8%	6%	7%	6%	3%	7%	9%	7%	8%	9%	10%	9%	6%	7%	3%
30 minutes to 1 hour	6%	7%	6%	7%	5%	5%	5%	8%	7%	3%	5%	10%	9%	9%	7%	4%
1 to 2 hours	15%	17%	12%	17%	14%	14%	16%	14%	17%	3%	14%	15%	15%	20%	18%	15%
2 - 4 hours	14%	14%	14%	16%	14%	15%	13%	14%	15%	12%	11%	15%	16%	16%	18%	19%
4 - 6 hours	7%	7%	7%	7%	6%	7%	8%	7%	4%	6%	6%	5%	8%	8%	8%	8%
6 - 8 hours	5%	5%	6%	5%	4%	6%	6%	4%	5%	0%	5%	4%	5%	3%	5%	6%
8 - 10 hours	3%	4%	3%	2%	3%	3%	3%	2%	5%	0%	2%	4%	5%	3%	2%	4%
10 - 15 hours	2%	3%	2%	2%	3%	3%	2%	3%	2%	10%	3%	2%	1%	2%	3%	3%
15 - 20 hours	1%	2%	2%	1%	1%	1%	1%	2%	2%	4%	1%	1%	0%	0%	0%	2%
Over 20 hours	1%	2%	2%	1%	1%	3%	2%	0%	1%	3%	1%	0%	0%	0%	0%	3%
Don't know	3%	2%	4%	3%	2%	2%	4%	4%	3%	0%	3%	5%	3%	3%	2%	2%
N/A I don't watch content from this source type	35%	30%	36%	33%	40%	38%	35%	35%	33%	51%	41%	30%	29%	30%	29%	32%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a program or film through a catch up service (eg BBC iPlayer, All4)

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Under 30 minutes	9%	8%	10%	8%	8%	12%	10%	10%	7%	7%	13%	7%	8%	7%	24%
30 minutes to 1 hour	12%	13%	11%	12%	13%	12%	9%	15%	13%	12%	9%	9%	15%	10%	17%
1 to 2 hours	21%	20%	21%	21%	21%	15%	21%	21%	19%	28%	20%	21%	20%	23%	14%
2 - 4 hours	17%	18%	17%	13%	20%	19%	18%	21%	15%	16%	15%	16%	15%	23%	14%
4 - 6 hours	9%	8%	10%	11%	8%	10%	9%	5%	13%	10%	13%	9%	6%	9%	4%
6 - 8 hours	5%	5%	5%	5%	6%	5%	6%	4%	5%	5%	6%	5%	4%	7%	6%
8 - 10 hours	3%	3%	3%	4%	4%	1%	2%	2%	4%	2%	5%	4%	2%	1%	4%
10 - 15 hours	2%	2%	2%	3%	0%	2%	1%	1%	4%	2%	2%	1%	2%	2%	2%
15 - 20 hours	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%	3%	2%	1%	1%	2%
Over 20 hours	1%	1%	1%	0%	0%	1%	2%	1%	1%	1%	0%	0%	1%	1%	2%
Don't know	4%	4%	3%	4%	4%	2%	5%	6%	3%	4%	2%	3%	3%	2%	5%
N/A I don't watch content from this source type	17%	16%	18%	18%	15%	21%	16%	16%	17%	13%	12%	23%	23%	14%	8%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a program or film through a catch up service (eg BBC iPlayer, All4)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Under 30 minutes	9%	14%	8%	9%	11%	8%	6%	10%	7%	9%	7%	0%	9%	5%
30 minutes to 1 hour	12%	16%	12%	12%	12%	11%	10%	13%	15%	11%	13%	5%	11%	8%
1 to 2 hours	21%	20%	21%	20%	20%	21%	22%	23%	20%	21%	24%	35%	20%	18%
2 - 4 hours	17%	14%	21%	17%	18%	15%	16%	15%	19%	18%	17%	24%	27%	23%
4 - 6 hours	9%	7%	9%	9%	8%	9%	11%	9%	5%	9%	10%	14%	7%	20%
6 - 8 hours	5%	5%	3%	9%	3%	9%	4%	6%	4%	6%	4%	6%	3%	9%
8 - 10 hours	3%	3%	4%	3%	3%	4%	1%	4%	5%	1%	2%	0%	5%	4%
10 - 15 hours	2%	0%	2%	2%	1%	3%	2%	1%	3%	2%	1%	0%	3%	4%
15 - 20 hours	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%
Over 20 hours	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	7%	1%	2%
Don't know	4%	6%	2%	2%	4%	4%	4%	4%	4%	3%	3%	10%	4%	2%
N/A I don't watch content from this source type	17%	15%	17%	16%	19%	14%	21%	13%	16%	17%	17%	0%	9%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.C) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a program or film through a catch up service (eg BBC iPlayer, All4)

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Under 30 minutes	9%	8%	9%	11%	8%	6%	12%	9%	11%	6%	10%	9%	8%	7%	10%	8%
30 minutes to 1 hour	12%	14%	11%	12%	12%	9%	12%	12%	15%	29%	12%	18%	16%	10%	11%	10%
1 to 2 hours	21%	24%	18%	23%	19%	20%	21%	22%	21%	11%	20%	21%	17%	25%	23%	21%
2 - 4 hours	17%	19%	17%	16%	15%	20%	14%	19%	16%	18%	15%	19%	18%	20%	20%	17%
4 - 6 hours	9%	9%	9%	9%	9%	9%	10%	8%	8%	6%	8%	8%	9%	8%	6%	10%
6 - 8 hours	5%	7%	5%	4%	5%	5%	4%	5%	8%	12%	6%	5%	6%	5%	4%	5%
8 - 10 hours	3%	3%	4%	2%	3%	3%	3%	3%	2%	0%	3%	3%	6%	3%	3%	3%
10 - 15 hours	2%	1%	2%	1%	3%	2%	1%	1%	2%	7%	2%	1%	3%	3%	2%	2%
15 - 20 hours	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%
Over 20 hours	1%	1%	1%	0%	1%	1%	0%	1%	2%	4%	0%	1%	0%	0%	0%	1%
Don't know	4%	2%	4%	4%	4%	4%	3%	3%	3%	0%	4%	2%	1%	2%	2%	4%
N/A I don't watch content from this source type	17%	12%	19%	17%	22%	20%	19%	14%	13%	7%	18%	12%	14%	15%	17%	19%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a DVD or video

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Under 30 minutes	13%	14%	13%	10%	16%	13%	14%	15%	15%	11%	13%	12%	16%	12%	15%
30 minutes to 1 hour	5%	5%	5%	5%	4%	6%	5%	2%	6%	6%	4%	4%	4%	7%	2%
1 to 2 hours	12%	14%	11%	13%	11%	10%	9%	18%	15%	11%	9%	13%	11%	11%	18%
2 - 4 hours	8%	9%	7%	8%	8%	7%	9%	8%	8%	13%	7%	7%	4%	8%	7%
4 - 6 hours	3%	3%	2%	5%	2%	2%	2%	4%	3%	3%	2%	2%	2%	0%	0%
6 - 8 hours	1%	2%	1%	1%	2%	1%	3%	2%	1%	0%	6%	0%	1%	0%	0%
8 - 10 hours	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%
10 - 15 hours	1%	1%	0%	2%	1%	0%	0%	0%	1%	1%	0%	1%	1%	0%	0%
15 - 20 hours	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%
Don't know	6%	5%	6%	5%	4%	8%	5%	10%	5%	5%	8%	5%	3%	6%	7%
N/A I don't watch content from this source type	50%	47%	53%	49%	51%	52%	51%	40%	42%	49%	51%	55%	57%	53%	50%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a DVD or video

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Under 30 minutes	13%	19%	16%	13%	12%	12%	11%	13%	10%	14%	12%	6%	19%	12%
30 minutes to 1 hour	5%	3%	4%	5%	6%	4%	5%	5%	3%	6%	4%	0%	7%	2%
1 to 2 hours	12%	11%	14%	15%	15%	11%	7%	12%	14%	14%	10%	29%	13%	15%
2 - 4 hours	8%	10%	9%	8%	8%	10%	4%	7%	4%	10%	9%	17%	14%	11%
4 - 6 hours	3%	4%	3%	4%	3%	1%	1%	3%	4%	4%	2%	10%	1%	9%
6 - 8 hours	1%	1%	3%	1%	1%	2%	1%	2%	1%	1%	1%	0%	3%	0%
8 - 10 hours	1%	1%	2%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	3%
10 - 15 hours	1%	2%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%	1%
15 - 20 hours	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	9%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Don't know	6%	5%	5%	4%	6%	4%	8%	6%	4%	5%	6%	10%	4%	5%
N/A I don't watch content from this source type	50%	42%	43%	47%	50%	55%	60%	50%	59%	44%	54%	20%	37%	42%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.C) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a DVD or video

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Under 30 minutes	13%	15%	16%	13%	10%	8%	16%	15%	13%	12%	14%	20%	17%	12%	8%	11%
30 minutes to 1 hour	5%	7%	4%	4%	4%	4%	3%	6%	7%	17%	5%	4%	4%	4%	6%	5%
1 to 2 hours	12%	12%	12%	13%	12%	10%	12%	16%	15%	0%	11%	14%	19%	17%	18%	10%
2 - 4 hours	8%	5%	6%	10%	11%	10%	7%	5%	8%	9%	10%	8%	9%	8%	8%	5%
4 - 6 hours	3%	2%	2%	4%	3%	2%	3%	2%	4%	0%	3%	3%	3%	3%	3%	2%
6 - 8 hours	1%	1%	2%	1%	2%	2%	1%	2%	2%	0%	1%	1%	2%	1%	2%	1%
8 - 10 hours	1%	1%	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	2%	1%	0%	0%
10 - 15 hours	1%	2%	0%	1%	0%	1%	0%	1%	2%	7%	1%	1%	1%	1%	1%	0%
15 - 20 hours	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Don't know	6%	3%	6%	5%	8%	6%	5%	5%	5%	3%	5%	5%	4%	4%	2%	7%
N/A I don't watch content from this source type	50%	50%	51%	49%	49%	56%	52%	48%	41%	52%	50%	43%	38%	49%	52%	57%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching from a streaming service (eg Netflix, Amazon Prime Video, Now TV)

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Under 30 minutes	3%	3%	3%	4%	2%	2%	5%	5%	4%	3%	6%	2%	2%	2%	0%
30 minutes to 1 hour	5%	5%	5%	4%	6%	5%	4%	2%	3%	6%	3%	4%	7%	3%	12%
1 to 2 hours	13%	14%	12%	12%	8%	13%	11%	16%	13%	15%	15%	17%	8%	18%	9%
2 - 4 hours	17%	18%	15%	18%	19%	14%	15%	14%	15%	14%	18%	18%	18%	19%	10%
4 - 6 hours	14%	14%	15%	15%	16%	14%	13%	9%	19%	13%	11%	14%	12%	12%	25%
6 - 8 hours	9%	9%	9%	10%	7%	9%	13%	11%	9%	10%	5%	8%	8%	12%	6%
8 - 10 hours	6%	6%	6%	7%	8%	5%	6%	7%	6%	7%	10%	5%	4%	7%	9%
10 - 15 hours	5%	4%	5%	6%	6%	5%	3%	4%	7%	5%	8%	4%	3%	4%	8%
15 - 20 hours	4%	4%	4%	5%	3%	6%	2%	2%	2%	3%	1%	2%	10%	4%	2%
Over 20 hours	3%	3%	3%	3%	3%	4%	5%	3%	3%	3%	1%	2%	5%	1%	4%
Don't know	2%	2%	1%	3%	1%	2%	1%	3%	3%	1%	2%	1%	1%	0%	7%
N/A I don't watch content from this source type	19%	17%	22%	13%	21%	21%	21%	22%	16%	21%	19%	22%	21%	19%	8%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching from a streaming service (eg Netflix, Amazon Prime Video, Now TV)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Under 30 minutes	3%	5%	4%	2%	4%	3%	2%	3%	3%	2%	3%	0%	3%	5%
30 minutes to 1 hour	5%	5%	6%	6%	4%	3%	4%	5%	5%	5%	4%	6%	4%	6%
1 to 2 hours	13%	18%	12%	15%	9%	14%	10%	14%	11%	13%	9%	40%	18%	17%
2 - 4 hours	17%	14%	20%	18%	17%	19%	12%	18%	17%	18%	16%	13%	17%	19%
4 - 6 hours	14%	18%	19%	18%	16%	11%	6%	16%	8%	14%	12%	21%	17%	9%
6 - 8 hours	9%	12%	11%	9%	10%	7%	6%	10%	9%	12%	7%	10%	7%	9%
8 - 10 hours	6%	10%	8%	8%	7%	5%	2%	7%	5%	7%	4%	0%	9%	12%
10 - 15 hours	5%	4%	6%	6%	5%	6%	3%	6%	5%	3%	4%	0%	6%	7%
15 - 20 hours	4%	5%	4%	5%	4%	4%	1%	4%	2%	4%	2%	0%	2%	6%
Over 20 hours	3%	3%	4%	4%	4%	3%	1%	2%	2%	5%	3%	0%	5%	0%
Don't know	2%	1%	1%	1%	2%	2%	3%	2%	4%	1%	2%	0%	1%	2%
N/A I don't watch content from this source type	19%	5%	4%	8%	18%	24%	49%	12%	30%	15%	34%	10%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.C) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching from a streaming service (eg Netflix, Amazon Prime Video, Now TV)

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Under 30 minutes	3%	3%	2%	1%	5%	1%	4%	4%	3%	0%	3%	4%	0%	2%	6%	3%
30 minutes to 1 hour	5%	7%	4%	5%	3%	4%	4%	5%	8%	8%	4%	7%	8%	4%	5%	4%
1 to 2 hours	13%	14%	12%	12%	13%	12%	12%	14%	16%	12%	13%	13%	14%	14%	17%	11%
2 - 4 hours	17%	17%	13%	20%	16%	15%	16%	20%	15%	13%	14%	17%	20%	22%	17%	17%
4 - 6 hours	14%	13%	17%	13%	13%	14%	15%	15%	15%	11%	14%	18%	16%	17%	23%	11%
6 - 8 hours	9%	9%	8%	10%	10%	11%	10%	9%	7%	0%	10%	12%	10%	9%	9%	7%
8 - 10 hours	6%	7%	7%	6%	5%	6%	7%	6%	7%	16%	6%	11%	9%	11%	7%	4%
10 - 15 hours	5%	5%	6%	5%	3%	4%	4%	5%	7%	13%	5%	6%	7%	8%	5%	5%
15 - 20 hours	4%	5%	5%	3%	3%	3%	6%	3%	5%	3%	4%	3%	5%	4%	3%	3%
Over 20 hours	3%	2%	4%	4%	3%	2%	3%	4%	2%	4%	4%	4%	3%	3%	4%	3%
Don't know	2%	1%	2%	1%	3%	2%	1%	2%	2%	3%	3%	0%	1%	3%	0%	1%
N/A I don't watch content from this source type	19%	17%	20%	19%	23%	26%	16%	14%	13%	16%	19%	5%	6%	3%	4%	31%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching from a video sharing app or website (eg YouTube, Tiktok)

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Under 30 minutes	16%	14%	18%	11%	18%	23%	14%	16%	16%	17%	20%	14%	14%	19%	9%
30 minutes to 1 hour	10%	11%	10%	10%	9%	10%	10%	14%	10%	12%	3%	10%	9%	12%	17%
1 to 2 hours	14%	14%	13%	13%	9%	11%	15%	12%	13%	16%	17%	14%	17%	20%	14%
2 - 4 hours	13%	14%	11%	17%	12%	15%	16%	8%	8%	14%	7%	14%	11%	8%	4%
4 - 6 hours	7%	8%	7%	7%	6%	5%	11%	6%	13%	5%	9%	4%	4%	6%	13%
6 - 8 hours	6%	7%	6%	7%	7%	5%	5%	6%	7%	8%	5%	5%	4%	4%	11%
8 - 10 hours	4%	4%	3%	6%	3%	3%	4%	2%	3%	3%	2%	3%	5%	4%	0%
10 - 15 hours	2%	2%	2%	2%	3%	1%	2%	1%	2%	1%	5%	2%	3%	0%	3%
15 - 20 hours	1%	2%	1%	4%	1%	1%	1%	2%	1%	2%	0%	1%	1%	2%	5%
Over 20 hours	3%	4%	2%	4%	3%	3%	3%	3%	5%	2%	1%	5%	3%	1%	2%
Don't know	3%	3%	2%	4%	3%	2%	2%	4%	2%	1%	3%	2%	3%	2%	5%
N/A I don't watch content from this source type	22%	18%	26%	14%	27%	22%	19%	26%	20%	20%	26%	25%	27%	22%	16%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching from a video sharing app or website (eg YouTube, Tiktok)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Under 30 minutes	16%	6%	12%	16%	19%	25%	17%	15%	20%	13%	20%	15%	17%	17%
30 minutes to 1 hour	10%	7%	9%	15%	14%	11%	6%	12%	9%	9%	10%	0%	8%	10%
1 to 2 hours	14%	15%	17%	19%	16%	9%	6%	15%	12%	16%	9%	19%	16%	13%
2 - 4 hours	13%	17%	21%	15%	10%	9%	5%	11%	13%	12%	12%	43%	17%	18%
4 - 6 hours	7%	11%	13%	7%	8%	4%	1%	8%	8%	7%	5%	0%	8%	10%
6 - 8 hours	6%	13%	9%	9%	4%	3%	1%	6%	6%	8%	5%	7%	6%	5%
8 - 10 hours	4%	7%	7%	4%	3%	2%	0%	4%	2%	5%	2%	0%	4%	5%
10 - 15 hours	2%	5%	2%	1%	1%	2%	1%	2%	1%	3%	1%	0%	2%	3%
15 - 20 hours	1%	6%	0%	2%	1%	1%	0%	3%	1%	1%	1%	0%	1%	0%
Over 20 hours	3%	10%	2%	3%	3%	1%	1%	3%	1%	4%	2%	0%	3%	2%
Don't know	3%	3%	2%	0%	4%	3%	4%	3%	4%	1%	2%	0%	2%	0%
N/A I don't watch content from this source type	22%	2%	5%	8%	18%	31%	57%	19%	24%	21%	31%	16%	17%	16%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.C) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching from a video sharing app or website (eg YouTube, Tiktok)

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Under 30 minutes	16%	17%	16%	16%	14%	14%	16%	15%	18%	16%	14%	13%	12%	17%	14%	20%
30 minutes to 1 hour	10%	12%	12%	7%	10%	9%	9%	12%	13%	9%	9%	11%	16%	15%	13%	9%
1 to 2 hours	14%	12%	14%	14%	14%	13%	13%	14%	19%	23%	16%	16%	16%	14%	21%	8%
2 - 4 hours	13%	11%	12%	12%	15%	10%	13%	15%	16%	8%	14%	24%	19%	14%	11%	7%
4 - 6 hours	7%	7%	7%	9%	7%	9%	6%	7%	8%	4%	8%	10%	8%	11%	9%	4%
6 - 8 hours	6%	5%	7%	8%	5%	4%	9%	7%	5%	5%	8%	8%	9%	12%	9%	2%
8 - 10 hours	4%	3%	3%	5%	4%	3%	4%	2%	3%	10%	3%	7%	9%	2%	1%	2%
10 - 15 hours	2%	1%	2%	2%	2%	1%	3%	3%	1%	0%	3%	1%	1%	1%	2%	1%
15 - 20 hours	1%	2%	1%	1%	2%	1%	2%	2%	1%	0%	2%	0%	3%	1%	1%	1%
Over 20 hours	3%	2%	2%	3%	5%	3%	4%	3%	3%	4%	5%	3%	0%	1%	0%	1%
Don't know	3%	2%	3%	1%	3%	3%	2%	3%	2%	0%	3%	1%	1%	3%	0%	3%
N/A I don't watch content from this source type	22%	25%	21%	22%	19%	30%	19%	18%	11%	21%	16%	6%	7%	9%	19%	41%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a program or film you have bought online (eg through iTunes)

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Under 30 minutes	10%	10%	10%	13%	10%	7%	10%	10%	9%	7%	12%	10%	11%	11%	15%
30 minutes to 1 hour	4%	5%	3%	5%	3%	4%	5%	4%	6%	3%	2%	3%	4%	4%	12%
1 to 2 hours	9%	10%	8%	10%	7%	8%	6%	4%	13%	12%	8%	9%	6%	9%	10%
2 - 4 hours	4%	5%	4%	5%	4%	3%	5%	8%	4%	7%	6%	2%	2%	4%	0%
4 - 6 hours	2%	3%	2%	5%	1%	2%	3%	1%	2%	3%	2%	2%	2%	2%	2%
6 - 8 hours	1%	1%	1%	2%	1%	0%	1%	2%	3%	1%	2%	1%	0%	2%	0%
8 - 10 hours	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%
10 - 15 hours	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%
15 - 20 hours	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Don't know	4%	3%	4%	4%	4%	5%	3%	5%	4%	2%	6%	3%	3%	5%	2%
N/A I don't watch content from this source type	64%	62%	66%	51%	68%	70%	65%	67%	58%	65%	60%	68%	72%	63%	59%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a program or film you have bought online (eg through iTunes)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Under 30 minutes	10%	13%	12%	14%	9%	10%	5%	11%	8%	11%	8%	6%	13%	10%
30 minutes to 1 hour	4%	9%	7%	6%	3%	2%	1%	5%	4%	4%	2%	15%	9%	6%
1 to 2 hours	9%	11%	15%	12%	8%	6%	2%	11%	10%	10%	5%	12%	14%	12%
2 - 4 hours	4%	6%	7%	5%	6%	2%	1%	6%	1%	8%	3%	4%	3%	5%
4 - 6 hours	2%	5%	4%	3%	2%	0%	0%	3%	0%	2%	2%	0%	2%	10%
6 - 8 hours	1%	2%	4%	0%	1%	0%	0%	1%	3%	1%	1%	9%	2%	4%
8 - 10 hours	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
10 - 15 hours	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%
15 - 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Don't know	4%	5%	4%	3%	4%	4%	2%	3%	4%	3%	4%	10%	4%	3%
N/A I don't watch content from this source type	64%	46%	45%	56%	65%	76%	89%	57%	69%	59%	76%	44%	51%	48%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.C) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Watching a program or film you have bought online (eg through iTunes)

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Under 30 minutes	10%	13%	11%	9%	8%	6%	11%	12%	11%	0%	11%	14%	12%	12%	15%	8%
30 minutes to 1 hour	4%	4%	4%	5%	4%	4%	4%	4%	8%	13%	5%	6%	7%	4%	3%	1%
1 to 2 hours	9%	11%	6%	9%	8%	7%	7%	10%	14%	7%	8%	17%	15%	15%	13%	5%
2 - 4 hours	4%	4%	4%	5%	5%	3%	5%	5%	7%	0%	4%	7%	9%	5%	6%	2%
4 - 6 hours	2%	1%	2%	4%	3%	2%	4%	3%	1%	0%	2%	5%	4%	3%	2%	0%
6 - 8 hours	1%	2%	1%	1%	2%	1%	1%	2%	1%	0%	1%	2%	4%	4%	1%	0%
8 - 10 hours	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%
10 - 15 hours	0%	1%	1%	0%	0%	0%	0%	0%	2%	7%	0%	0%	1%	1%	1%	0%
15 - 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	1%	4%	0%	1%	1%	0%	0%	0%
Don't know	4%	2%	4%	4%	5%	5%	3%	3%	4%	0%	4%	3%	3%	5%	4%	4%
N/A I don't watch content from this source type	64%	62%	66%	64%	65%	69%	64%	61%	51%	69%	64%	44%	44%	51%	55%	79%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.A) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Going to the cinema

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Under 30 minutes	13%	13%	13%	12%	11%	14%	14%	12%	12%	13%	19%	12%	14%	16%	15%
30 minutes to 1 hour	4%	4%	4%	4%	3%	3%	5%	6%	2%	4%	6%	5%	3%	5%	5%
1 to 2 hours	12%	13%	11%	17%	12%	10%	13%	11%	11%	10%	14%	11%	10%	11%	28%
2 - 4 hours	11%	11%	10%	16%	10%	6%	10%	10%	11%	12%	8%	10%	12%	8%	3%
4 - 6 hours	2%	3%	2%	2%	2%	3%	2%	2%	3%	1%	3%	2%	1%	2%	2%
6 - 8 hours	1%	1%	0%	1%	1%	0%	1%	0%	0%	3%	0%	1%	0%	2%	0%
8 - 10 hours	1%	1%	1%	2%	0%	0%	1%	1%	1%	0%	2%	1%	0%	2%	0%
10 - 15 hours	0%	1%	0%	2%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	3%
15 - 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	12%	11%	13%	12%	13%	13%	7%	15%	14%	15%	9%	10%	8%	12%	13%
N/A I don't watch content from this source type	44%	42%	46%	32%	48%	50%	47%	43%	45%	41%	40%	48%	52%	42%	30%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Going to the cinema

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Under 30 minutes	13%	15%	14%	13%	14%	13%	11%	13%	16%	11%	14%	6%	16%	13%
30 minutes to 1 hour	4%	8%	6%	3%	3%	4%	1%	5%	3%	5%	2%	0%	5%	9%
1 to 2 hours	12%	19%	16%	19%	9%	8%	5%	14%	8%	15%	10%	0%	15%	12%
2 - 4 hours	11%	15%	17%	12%	12%	7%	3%	13%	8%	12%	7%	31%	13%	16%
4 - 6 hours	2%	2%	3%	4%	2%	0%	1%	2%	3%	3%	1%	6%	3%	1%
6 - 8 hours	1%	2%	1%	1%	0%	0%	0%	1%	0%	1%	0%	9%	0%	2%
8 - 10 hours	1%	1%	3%	1%	0%	0%	0%	0%	0%	1%	1%	0%	3%	3%
10 - 15 hours	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
15 - 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	12%	13%	12%	12%	12%	12%	10%	12%	14%	9%	12%	10%	11%	8%
N/A I don't watch content from this source type	44%	24%	27%	37%	47%	55%	67%	39%	48%	43%	53%	39%	33%	36%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.C) On average, how many hours would you estimate that you watch video content from the following types of sources each week?: Going to the cinema

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Under 30 minutes	13%	16%	14%	11%	11%	10%	12%	16%	15%	9%	14%	14%	12%	9%	18%	12%
30 minutes to 1 hour	4%	4%	4%	5%	3%	2%	5%	3%	6%	12%	5%	5%	5%	3%	2%	2%
1 to 2 hours	12%	13%	10%	14%	12%	10%	14%	13%	17%	18%	15%	13%	16%	18%	15%	7%
2 - 4 hours	11%	12%	11%	12%	7%	7%	10%	14%	16%	0%	9%	19%	19%	16%	9%	7%
4 - 6 hours	2%	2%	2%	1%	2%	3%	2%	2%	3%	0%	2%	3%	5%	5%	4%	1%
6 - 8 hours	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	0%	2%	0%
8 - 10 hours	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	3%	0%	0%	0%
10 - 15 hours	0%	0%	0%	1%	0%	0%	0%	1%	1%	7%	0%	0%	1%	1%	0%	0%
15 - 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	12%	10%	13%	12%	12%	14%	13%	10%	10%	9%	13%	10%	9%	11%	11%	10%
N/A I don't watch content from this source type	44%	40%	44%	41%	50%	52%	42%	41%	30%	46%	40%	32%	28%	35%	39%	61%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) And how often do you watch video content using the following types of device?: Traditional TV

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	34%	36%	33%	28%	39%	29%	33%	31%	33%	42%	32%	34%	37%	37%	49%
Once a day	18%	19%	18%	17%	18%	18%	18%	21%	20%	18%	16%	22%	17%	16%	20%
Multiple times a week	15%	17%	14%	16%	14%	19%	19%	14%	18%	16%	16%	16%	12%	12%	4%
Once a week	5%	5%	5%	8%	3%	2%	4%	4%	7%	5%	8%	3%	6%	9%	3%
Multiple times a month	4%	4%	4%	4%	5%	3%	5%	5%	4%	3%	3%	2%	3%	6%	4%
Once a month	2%	2%	2%	5%	3%	1%	1%	3%	1%	1%	0%	3%	1%	2%	3%
Multiple times a year	1%	1%	2%	1%	2%	1%	0%	1%	2%	1%	2%	2%	2%	1%	0%
Once a year	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Less often	4%	4%	5%	6%	4%	4%	5%	3%	2%	5%	9%	3%	7%	3%	3%
Never	12%	10%	14%	11%	12%	19%	13%	13%	10%	8%	12%	12%	12%	9%	10%
Don't know	3%	3%	3%	3%	1%	3%	2%	5%	3%	2%	2%	3%	3%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) And how often do you watch video content using the following types of device?: Traditional TV

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	34%	15%	23%	36%	42%	52%	37%	39%	41%	32%	37%	37%	36%	24%
Once a day	18%	20%	21%	16%	22%	16%	15%	18%	19%	22%	19%	10%	20%	17%
Multiple times a week	15%	18%	18%	18%	11%	13%	14%	17%	13%	17%	15%	18%	18%	14%
Once a week	5%	9%	8%	4%	3%	2%	4%	6%	5%	3%	6%	15%	2%	10%
Multiple times a month	4%	6%	5%	3%	3%	2%	5%	4%	5%	5%	4%	0%	4%	6%
Once a month	2%	5%	4%	3%	0%	1%	2%	2%	0%	2%	3%	15%	3%	3%
Multiple times a year	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	6%	1%	5%
Once a year	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%
Less often	4%	5%	5%	6%	4%	2%	5%	3%	4%	6%	4%	0%	7%	4%
Never	12%	14%	12%	11%	12%	8%	13%	9%	9%	8%	8%	0%	8%	12%
Don't know	3%	5%	2%	2%	3%	3%	3%	2%	2%	2%	3%	0%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.C) And how often do you watch video content using the following types of device?: Traditional TV

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	34%	34%	37%	33%	34%	39%	34%	31%	30%	27%	30%	32%	34%	41%	42%	42%
Once a day	18%	19%	19%	18%	18%	16%	18%	19%	23%	20%	19%	18%	17%	18%	20%	18%
Multiple times a week	15%	20%	13%	15%	13%	15%	14%	16%	17%	25%	17%	16%	15%	16%	12%	13%
Once a week	5%	5%	4%	6%	5%	4%	5%	7%	4%	4%	6%	8%	5%	3%	1%	3%
Multiple times a month	4%	3%	4%	5%	3%	5%	4%	2%	5%	7%	4%	7%	2%	2%	3%	3%
Once a month	2%	2%	2%	3%	2%	2%	3%	3%	3%	0%	2%	4%	6%	1%	0%	2%
Multiple times a year	1%	1%	2%	0%	2%	1%	2%	2%	1%	0%	1%	0%	1%	1%	2%	2%
Once a year	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Less often	4%	4%	4%	5%	5%	4%	4%	5%	4%	4%	5%	4%	5%	3%	5%	4%
Never	12%	10%	13%	12%	13%	11%	13%	13%	8%	13%	12%	11%	11%	14%	14%	12%
Don't know	3%	2%	2%	3%	3%	3%	3%	2%	3%	0%	4%	1%	2%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.A) And how often do you watch video content using the following types of device?: Phone

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	31%	30%	32%	42%	28%	27%	26%	31%	36%	26%	21%	29%	34%	25%	43%
Once a day	8%	9%	7%	9%	8%	9%	9%	5%	7%	8%	14%	11%	6%	6%	12%
Multiple times a week	12%	13%	10%	13%	12%	10%	11%	8%	12%	16%	15%	8%	10%	12%	14%
Once a week	4%	5%	4%	6%	3%	3%	8%	5%	3%	4%	5%	5%	2%	4%	4%
Multiple times a month	4%	4%	4%	4%	5%	4%	3%	8%	3%	3%	3%	6%	3%	8%	0%
Once a month	2%	3%	2%	2%	3%	2%	3%	2%	3%	3%	0%	2%	2%	3%	2%
Multiple times a year	2%	2%	2%	0%	0%	3%	4%	3%	6%	2%	2%	1%	2%	1%	0%
Once a year	1%	1%	0%	1%	1%	0%	1%	2%	1%	0%	0%	0%	0%	0%	0%
Less often	4%	4%	5%	5%	5%	5%	5%	3%	5%	4%	2%	5%	3%	5%	4%
Never	30%	28%	32%	17%	34%	34%	31%	33%	23%	34%	39%	30%	36%	36%	20%
Don't know	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	0%	1%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) And how often do you watch video content using the following types of device?: Phone

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	31%	68%	45%	40%	27%	14%	4%	34%	21%	37%	18%	23%	39%	38%
Once a day	8%	12%	12%	7%	9%	9%	4%	9%	7%	8%	9%	17%	10%	0%
Multiple times a week	12%	7%	18%	16%	14%	11%	4%	13%	13%	8%	10%	30%	13%	13%
Once a week	4%	4%	5%	7%	5%	3%	2%	5%	8%	5%	3%	10%	4%	4%
Multiple times a month	4%	2%	5%	5%	6%	4%	2%	4%	4%	5%	5%	9%	3%	9%
Once a month	2%	2%	3%	3%	2%	3%	2%	2%	1%	3%	3%	0%	2%	3%
Multiple times a year	2%	2%	1%	2%	2%	2%	3%	2%	1%	2%	3%	0%	1%	0%
Once a year	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%
Less often	4%	1%	3%	4%	7%	4%	6%	4%	4%	6%	5%	0%	7%	4%
Never	30%	1%	8%	14%	27%	48%	70%	26%	39%	26%	41%	11%	21%	28%
Don't know	1%	0%	0%	0%	1%	1%	2%	1%	0%	1%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.C) And how often do you watch video content using the following types of device?: Phone

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	31%	26%	31%	36%	33%	23%	38%	31%	40%	39%	38%	51%	42%	36%	37%	13%
Once a day	8%	9%	8%	8%	9%	7%	9%	9%	7%	16%	9%	11%	10%	10%	8%	6%
Multiple times a week	12%	11%	11%	11%	13%	12%	9%	13%	15%	10%	11%	15%	17%	21%	16%	8%
Once a week	4%	5%	4%	5%	3%	4%	5%	6%	3%	3%	5%	8%	6%	3%	6%	3%
Multiple times a month	4%	3%	6%	3%	4%	4%	3%	4%	6%	0%	4%	3%	6%	7%	5%	3%
Once a month	2%	3%	2%	3%	2%	2%	1%	4%	3%	4%	3%	1%	3%	1%	0%	2%
Multiple times a year	2%	2%	2%	2%	3%	4%	2%	2%	0%	0%	2%	2%	1%	1%	2%	2%
Once a year	1%	1%	1%	0%	0%	0%	0%	0%	2%	3%	1%	0%	1%	0%	1%	0%
Less often	4%	4%	7%	3%	4%	5%	5%	4%	5%	0%	4%	3%	4%	3%	2%	6%
Never	30%	33%	29%	29%	28%	38%	26%	27%	19%	26%	22%	6%	10%	18%	23%	55%
Don't know	1%	1%	1%	1%	1%	2%	1%	0%	1%	0%	1%	0%	1%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) And how often do you watch video content using the following types of device?: Tablet

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	8%	8%	7%	9%	6%	5%	6%	8%	13%	6%	10%	7%	8%	7%	4%
Once a day	7%	8%	7%	11%	5%	8%	8%	6%	9%	5%	4%	8%	7%	6%	7%
Multiple times a week	11%	10%	11%	12%	8%	10%	13%	13%	8%	14%	11%	10%	10%	9%	11%
Once a week	5%	6%	5%	4%	5%	2%	5%	6%	5%	6%	4%	7%	5%	8%	12%
Multiple times a month	4%	5%	4%	7%	3%	3%	5%	3%	4%	4%	7%	6%	2%	5%	4%
Once a month	2%	3%	2%	1%	4%	2%	2%	1%	1%	2%	5%	1%	3%	4%	8%
Multiple times a year	3%	4%	3%	3%	4%	6%	4%	4%	7%	3%	2%	2%	1%	6%	0%
Once a year	1%	1%	1%	1%	1%	1%	0%	0%	1%	2%	0%	2%	0%	2%	3%
Less often	7%	7%	7%	11%	7%	8%	6%	8%	6%	11%	4%	6%	8%	4%	2%
Never	48%	46%	50%	39%	54%	53%	52%	48%	44%	47%	50%	46%	51%	49%	50%
Don't know	3%	3%	2%	1%	3%	1%	0%	3%	2%	1%	2%	6%	5%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.B) And how often do you watch video content using the following types of device?: Tablet

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	8%	12%	8%	8%	8%	8%	2%	9%	5%	8%	5%	17%	7%	10%
Once a day	7%	10%	12%	8%	6%	6%	3%	9%	12%	8%	4%	26%	10%	3%
Multiple times a week	11%	11%	14%	11%	12%	11%	6%	11%	11%	14%	7%	6%	14%	20%
Once a week	5%	5%	9%	6%	7%	3%	2%	6%	3%	6%	5%	6%	5%	10%
Multiple times a month	4%	4%	5%	7%	5%	3%	2%	5%	4%	5%	4%	0%	5%	8%
Once a month	2%	1%	3%	3%	2%	3%	2%	3%	1%	2%	3%	10%	2%	6%
Multiple times a year	3%	4%	6%	4%	2%	3%	3%	3%	1%	3%	4%	0%	3%	4%
Once a year	1%	3%	0%	1%	1%	1%	0%	1%	0%	2%	1%	0%	2%	0%
Less often	7%	7%	8%	7%	8%	6%	7%	8%	9%	7%	6%	0%	7%	3%
Never	48%	38%	34%	42%	46%	54%	68%	44%	54%	42%	59%	35%	42%	34%
Don't know	3%	4%	1%	3%	3%	1%	3%	2%	0%	3%	2%	0%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.C) And how often do you watch video content using the following types of device?: Tablet

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	8%	10%	7%	7%	5%	5%	8%	7%	10%	16%	7%	14%	11%	7%	8%	5%
Once a day	7%	9%	6%	10%	5%	5%	7%	8%	13%	3%	7%	10%	10%	9%	10%	5%
Multiple times a week	11%	12%	11%	10%	10%	10%	9%	14%	15%	16%	9%	19%	16%	20%	11%	9%
Once a week	5%	5%	6%	5%	6%	5%	6%	6%	4%	9%	6%	8%	6%	5%	11%	3%
Multiple times a month	4%	4%	5%	4%	4%	4%	5%	4%	4%	9%	5%	6%	7%	4%	3%	3%
Once a month	2%	3%	3%	2%	1%	1%	2%	4%	3%	0%	2%	3%	5%	3%	1%	2%
Multiple times a year	3%	3%	3%	4%	4%	3%	5%	4%	3%	0%	4%	4%	3%	4%	4%	2%
Once a year	1%	1%	1%	2%	0%	0%	2%	1%	1%	0%	1%	1%	1%	0%	0%	1%
Less often	7%	9%	7%	7%	6%	8%	7%	8%	5%	3%	8%	8%	9%	9%	4%	7%
Never	48%	44%	48%	47%	54%	55%	47%	42%	40%	43%	49%	27%	31%	36%	44%	60%
Don't know	3%	2%	2%	2%	4%	4%	2%	2%	1%	0%	2%	1%	2%	2%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) And how often do you watch video content using the following types of device?: Laptop or Desktop Computer

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	13%	15%	12%	19%	15%	7%	12%	14%	15%	7%	9%	15%	16%	12%	7%
Once a day	10%	13%	7%	17%	7%	11%	9%	9%	6%	8%	11%	8%	12%	7%	10%
Multiple times a week	13%	15%	11%	13%	12%	15%	13%	12%	13%	17%	11%	10%	11%	12%	13%
Once a week	7%	7%	6%	9%	7%	5%	6%	6%	7%	7%	6%	5%	6%	7%	8%
Multiple times a month	6%	4%	7%	4%	4%	4%	7%	6%	7%	8%	6%	6%	4%	7%	12%
Once a month	3%	3%	3%	3%	5%	4%	3%	1%	4%	4%	2%	3%	1%	5%	2%
Multiple times a year	3%	3%	2%	5%	2%	3%	3%	2%	3%	1%	3%	4%	3%	2%	0%
Once a year	1%	1%	1%	3%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	4%
Less often	7%	6%	8%	8%	7%	7%	9%	8%	9%	7%	8%	6%	5%	6%	2%
Never	35%	29%	42%	19%	36%	41%	38%	38%	33%	39%	44%	39%	37%	41%	40%
Don't know	2%	2%	2%	1%	3%	3%	0%	4%	3%	1%	0%	3%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) And how often do you watch video content using the following types of device?: Laptop or Desktop Computer

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	13%	31%	14%	15%	11%	10%	4%	13%	11%	15%	10%	17%	17%	21%
Once a day	10%	15%	15%	8%	10%	7%	6%	10%	8%	9%	9%	16%	10%	11%
Multiple times a week	13%	17%	15%	16%	12%	12%	7%	13%	13%	14%	11%	15%	13%	7%
Once a week	7%	8%	11%	6%	6%	4%	4%	5%	4%	6%	8%	14%	10%	17%
Multiple times a month	6%	6%	7%	7%	5%	6%	4%	7%	8%	5%	4%	6%	6%	1%
Once a month	3%	5%	3%	2%	3%	4%	3%	2%	4%	4%	4%	0%	2%	2%
Multiple times a year	3%	1%	3%	3%	3%	3%	4%	3%	4%	4%	3%	9%	1%	0%
Once a year	1%	2%	1%	1%	1%	0%	1%	0%	1%	3%	1%	0%	1%	3%
Less often	7%	3%	8%	6%	8%	10%	6%	7%	4%	7%	7%	13%	8%	8%
Never	35%	10%	22%	33%	39%	42%	57%	37%	44%	29%	42%	10%	30%	29%
Don't know	2%	2%	2%	3%	2%	1%	3%	2%	0%	3%	2%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.C) And how often do you watch video content using the following types of device?: Laptop or Desktop Computer

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	13%	15%	14%	13%	12%	10%	16%	14%	16%	24%	19%	9%	15%	12%	13%	7%
Once a day	10%	12%	11%	8%	9%	8%	10%	11%	16%	13%	12%	13%	16%	8%	11%	5%
Multiple times a week	13%	13%	14%	13%	11%	11%	13%	15%	17%	18%	14%	20%	14%	16%	15%	8%
Once a week	7%	7%	7%	7%	6%	5%	5%	9%	9%	6%	7%	9%	7%	6%	7%	5%
Multiple times a month	6%	5%	8%	6%	4%	4%	6%	7%	6%	6%	7%	5%	6%	5%	3%	3%
Once a month	3%	4%	2%	4%	3%	3%	4%	4%	3%	4%	3%	2%	1%	3%	2%	3%
Multiple times a year	3%	4%	4%	2%	2%	2%	3%	3%	5%	3%	3%	3%	2%	4%	4%	3%
Once a year	1%	1%	1%	1%	1%	1%	2%	1%	2%	0%	1%	1%	2%	1%	0%	1%
Less often	7%	7%	7%	6%	8%	8%	8%	7%	5%	5%	6%	9%	6%	5%	5%	8%
Never	35%	32%	31%	38%	41%	46%	32%	28%	22%	18%	26%	27%	27%	37%	40%	54%
Don't know	2%	2%	2%	2%	3%	3%	2%	2%	0%	4%	2%	1%	3%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) And how often do you watch video content using the following types of device?: VR Headset

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	1%	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%
Once a day	2%	2%	2%	3%	1%	1%	1%	2%	3%	1%	2%	1%	2%	2%	0%
Multiple times a week	2%	3%	2%	4%	2%	1%	2%	2%	2%	2%	5%	2%	1%	5%	0%
Once a week	2%	2%	1%	3%	0%	1%	1%	2%	3%	2%	3%	3%	2%	3%	3%
Multiple times a month	2%	2%	2%	1%	2%	1%	1%	1%	2%	5%	4%	1%	2%	2%	4%
Once a month	1%	1%	1%	3%	1%	0%	1%	1%	3%	1%	1%	2%	1%	2%	0%
Multiple times a year	1%	1%	1%	1%	0%	0%	2%	2%	0%	1%	0%	0%	0%	1%	0%
Once a year	1%	1%	1%	0%	0%	1%	0%	0%	2%	1%	0%	1%	1%	1%	0%
Less often	3%	3%	3%	4%	2%	3%	1%	3%	7%	2%	2%	1%	2%	4%	4%
Never	83%	81%	84%	77%	88%	85%	90%	83%	74%	81%	82%	82%	85%	78%	88%
Don't know	3%	4%	3%	3%	3%	6%	2%	3%	2%	4%	1%	6%	3%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) And how often do you watch video content using the following types of device?: VR Headset

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	2%	0%
Once a day	2%	3%	3%	2%	1%	1%	0%	3%	1%	2%	1%	6%	2%	3%
Multiple times a week	2%	5%	5%	2%	2%	2%	0%	4%	2%	3%	0%	18%	3%	4%
Once a week	2%	3%	4%	3%	1%	0%	0%	2%	3%	3%	1%	10%	3%	6%
Multiple times a month	2%	4%	4%	3%	1%	0%	0%	2%	1%	4%	1%	0%	2%	4%
Once a month	1%	3%	3%	2%	1%	0%	0%	1%	1%	2%	1%	6%	2%	4%
Multiple times a year	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%	0%	2%
Once a year	1%	2%	1%	0%	1%	0%	0%	1%	2%	1%	0%	0%	2%	3%
Less often	3%	5%	5%	3%	2%	2%	0%	2%	5%	3%	2%	0%	3%	9%
Never	83%	68%	69%	80%	86%	94%	95%	80%	81%	76%	92%	49%	79%	64%
Don't know	3%	5%	4%	3%	4%	1%	3%	4%	2%	6%	1%	11%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.C) And how often do you watch video content using the following types of device?: VR Headset

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	1%	1%	1%	0%	1%	0%	0%	1%	2%	7%	1%	0%	1%	1%	1%	0%
Once a day	2%	2%	1%	3%	1%	1%	1%	2%	5%	0%	1%	3%	6%	4%	3%	0%
Multiple times a week	2%	3%	2%	3%	2%	2%	2%	4%	4%	3%	1%	7%	7%	7%	5%	0%
Once a week	2%	3%	2%	1%	2%	1%	1%	2%	4%	4%	2%	5%	2%	2%	0%	1%
Multiple times a month	2%	2%	1%	3%	2%	2%	3%	1%	1%	0%	2%	5%	5%	3%	3%	0%
Once a month	1%	2%	1%	1%	2%	1%	1%	1%	4%	0%	1%	5%	3%	2%	1%	0%
Multiple times a year	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%
Once a year	1%	1%	0%	1%	1%	1%	2%	0%	1%	0%	1%	1%	0%	1%	2%	1%
Less often	3%	2%	4%	3%	2%	1%	3%	4%	3%	0%	3%	3%	4%	3%	4%	1%
Never	83%	81%	85%	80%	83%	87%	82%	81%	70%	86%	83%	67%	66%	74%	76%	93%
Don't know	3%	3%	2%	4%	4%	3%	3%	3%	6%	0%	4%	2%	4%	2%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) To the best of your knowledge how large is the screen on your main TV? If you re not sure exactly please give your best estimate. If your screen size is not listed please choose the size which is closest

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Less than 32 inches	3%	3%	4%	4%	2%	3%	3%	4%	4%	7%	2%	3%	4%	3%	2%
32 inches	11%	10%	12%	11%	13%	10%	15%	12%	10%	11%	15%	8%	6%	11%	0%
33-43 inches	23%	24%	23%	20%	24%	21%	23%	25%	20%	27%	16%	29%	24%	25%	28%
44-50 inches	26%	25%	27%	21%	24%	28%	26%	25%	36%	25%	30%	26%	28%	24%	24%
51-59 inches	20%	23%	18%	22%	19%	21%	21%	22%	16%	21%	20%	16%	21%	21%	37%
60-79 inches	8%	9%	7%	9%	9%	8%	6%	7%	9%	6%	7%	9%	6%	10%	6%
70 inches or larger	2%	2%	2%	4%	2%	2%	1%	2%	2%	1%	2%	1%	3%	0%	0%
I don t have a TV	3%	3%	3%	5%	2%	3%	5%	3%	2%	1%	1%	4%	3%	0%	0%
Don t know	4%	3%	5%	6%	5%	4%	2%	1%	2%	2%	6%	3%	5%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) To the best of your knowledge how large is the screen on your main TV? If you re not sure exactly please give your best estimate. If your screen size is not listed please choose the size which is closest

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Stand-alone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Less than 32 inches	3%	4%	3%	2%	2%	5%	4%	3%	1%	2%	6%	0%	3%	4%
32 inches	11%	11%	10%	7%	10%	6%	17%	8%	10%	11%	15%	27%	9%	15%
33-43 inches	23%	19%	14%	24%	20%	22%	36%	17%	27%	28%	30%	41%	26%	15%
44-50 inches	26%	24%	27%	28%	30%	27%	22%	26%	32%	21%	26%	9%	32%	31%
51-59 inches	20%	19%	25%	22%	20%	24%	15%	29%	20%	21%	12%	10%	17%	24%
60-79 inches	8%	9%	9%	10%	8%	10%	3%	12%	5%	8%	4%	6%	8%	5%
70 inches or larger	2%	2%	4%	2%	2%	1%	1%	2%	1%	3%	1%	6%	4%	0%
I don t have a TV	3%	4%	4%	1%	4%	3%	1%	0%	1%	1%	1%	0%	0%	2%
Don t know	4%	9%	5%	3%	4%	2%	1%	3%	3%	6%	5%	0%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.C) To the best of your knowledge how large is the screen on your main TV? If you are not sure exactly please give your best estimate. If your screen size is not listed please choose the size which is closest

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Less than 32 inches	3%	3%	4%	4%	4%	4%	3%	4%	3%	3%	5%	0%	1%	3%	1%	3%
32 inches	11%	11%	10%	8%	14%	13%	10%	11%	9%	11%	12%	9%	6%	6%	2%	11%
33-43 inches	23%	22%	24%	25%	23%	24%	21%	25%	21%	29%	23%	16%	16%	14%	18%	29%
44-50 inches	26%	27%	26%	27%	24%	26%	28%	24%	25%	12%	24%	30%	27%	32%	28%	25%
51-59 inches	20%	21%	21%	22%	17%	22%	20%	18%	21%	16%	17%	26%	29%	26%	33%	20%
60-79 inches	8%	9%	5%	9%	8%	5%	10%	8%	10%	3%	7%	12%	12%	12%	14%	7%
70 inches or larger	2%	2%	2%	1%	2%	1%	1%	2%	4%	11%	2%	3%	4%	3%	2%	1%
I don't have a TV	3%	2%	4%	2%	3%	2%	1%	4%	3%	10%	5%	1%	1%	0%	1%	1%
Don't know	4%	4%	4%	3%	4%	3%	5%	4%	4%	5%	5%	2%	5%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) On average, do you tend to like or dislike watching the following types of content?: News

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	24%	27%	22%	25%	28%	23%	21%	23%	23%	24%	26%	21%	33%	23%	24%
Somewhat like	37%	37%	36%	36%	34%	40%	40%	33%	35%	32%	42%	37%	37%	43%	34%
Neither like or dislike	24%	23%	24%	28%	26%	20%	19%	30%	27%	29%	20%	21%	18%	14%	26%
Somewhat dislike	8%	7%	9%	6%	5%	8%	11%	10%	9%	4%	7%	11%	9%	11%	2%
Strongly dislike	6%	6%	7%	5%	6%	7%	7%	3%	6%	8%	3%	10%	3%	8%	12%
Don't know	1%	1%	1%	0%	1%	2%	2%	1%	0%	2%	1%	0%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) On average, do you tend to like or dislike watching the following types of content?: News

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	24%	8%	10%	21%	25%	33%	45%	25%	26%	23%	28%	35%	24%	23%
Somewhat like	37%	21%	35%	41%	41%	41%	37%	37%	45%	33%	39%	34%	43%	34%
Neither like or dislike	24%	34%	35%	24%	20%	20%	14%	24%	21%	28%	21%	12%	22%	32%
Somewhat dislike	8%	19%	12%	7%	6%	3%	2%	6%	1%	8%	8%	19%	7%	11%
Strongly dislike	6%	16%	7%	6%	7%	3%	2%	7%	8%	7%	4%	0%	4%	0%
Don't know	1%	3%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.C) On average, do you tend to like or dislike watching the following types of content?: News

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	24%	32%	22%	22%	22%	21%	19%	28%	31%	34%	18%	13%	23%	23%	30%	37%
Somewhat like	37%	37%	35%	40%	36%	39%	33%	37%	38%	40%	32%	43%	43%	40%	36%	40%
Neither like or dislike	24%	21%	26%	22%	25%	25%	28%	22%	21%	16%	28%	27%	21%	23%	23%	17%
Somewhat dislike	8%	5%	9%	9%	8%	8%	9%	8%	5%	10%	11%	11%	9%	6%	3%	3%
Strongly dislike	6%	5%	6%	7%	8%	6%	10%	6%	4%	0%	9%	6%	3%	5%	5%	3%
Don't know	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	2%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) On average, do you tend to like or dislike watching the following types of content?: Sport

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	29%	45%	14%	34%	31%	26%	25%	30%	30%	32%	27%	27%	26%	26%	39%
Somewhat like	23%	24%	23%	24%	27%	14%	23%	22%	24%	25%	26%	25%	25%	25%	22%
Neither like or dislike	15%	10%	19%	14%	12%	19%	12%	17%	11%	18%	18%	15%	16%	17%	7%
Somewhat dislike	11%	8%	15%	7%	10%	13%	16%	12%	14%	12%	11%	10%	9%	12%	18%
Strongly dislike	20%	12%	27%	20%	18%	29%	22%	19%	19%	12%	16%	21%	23%	20%	11%
Don't know	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	3%	2%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) On average, do you tend to like or dislike watching the following types of content?: Sport

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	29%	24%	26%	30%	30%	36%	29%	41%	24%	29%	22%	26%	30%	29%
Somewhat like	23%	26%	25%	27%	22%	19%	21%	24%	18%	26%	24%	21%	28%	30%
Neither like or dislike	15%	13%	18%	15%	15%	13%	14%	12%	26%	16%	15%	11%	17%	22%
Somewhat dislike	11%	15%	13%	10%	10%	10%	11%	9%	11%	11%	13%	32%	13%	7%
Strongly dislike	20%	17%	15%	19%	21%	21%	25%	13%	21%	17%	26%	10%	13%	11%
Don't know	1%	4%	3%	0%	1%	1%	0%	2%	0%	1%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.C) On average, do you tend to like or dislike watching the following types of content?: Sport

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	29%	36%	29%	22%	29%	31%	30%	28%	31%	41%	25%	34%	35%	37%	38%	31%
Somewhat like	23%	25%	24%	27%	19%	21%	21%	28%	27%	15%	25%	21%	25%	25%	21%	21%
Neither like or dislike	15%	13%	14%	17%	15%	17%	13%	14%	15%	10%	15%	15%	19%	19%	11%	14%
Somewhat dislike	11%	10%	12%	13%	10%	11%	12%	12%	9%	15%	12%	12%	6%	7%	14%	11%
Strongly dislike	20%	16%	19%	19%	25%	19%	21%	17%	18%	19%	21%	18%	14%	12%	15%	23%
Don't know	1%	0%	1%	2%	2%	1%	2%	1%	0%	0%	2%	0%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) On average, do you tend to like or dislike watching the following types of content?: Reality TV

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	10%	6%	13%	14%	7%	7%	8%	11%	16%	7%	6%	9%	12%	8%	6%
Somewhat like	21%	16%	27%	22%	25%	21%	21%	24%	20%	24%	24%	20%	14%	16%	30%
Neither like or dislike	18%	19%	18%	17%	17%	20%	19%	20%	17%	19%	14%	18%	21%	18%	15%
Somewhat dislike	17%	17%	17%	16%	16%	14%	20%	14%	18%	15%	22%	19%	14%	19%	19%
Strongly dislike	33%	41%	24%	30%	34%	38%	31%	30%	27%	33%	33%	33%	37%	36%	28%
Don't know	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) On average, do you tend to like or dislike watching the following types of content?: Reality TV

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	10%	14%	13%	15%	7%	7%	3%	12%	8%	9%	6%	23%	9%	24%
Somewhat like	21%	31%	31%	22%	22%	12%	11%	25%	23%	25%	15%	36%	23%	15%
Neither like or dislike	18%	20%	20%	22%	16%	15%	17%	16%	15%	20%	19%	23%	21%	24%
Somewhat dislike	17%	15%	19%	15%	20%	17%	15%	15%	12%	17%	21%	10%	17%	10%
Strongly dislike	33%	17%	15%	24%	34%	48%	52%	30%	42%	29%	37%	8%	30%	27%
Don't know	2%	3%	2%	1%	1%	1%	2%	2%	0%	1%	2%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.C) On average, do you tend to like or dislike watching the following types of content?: Reality TV

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	10%	8%	10%	12%	10%	8%	8%	11%	12%	15%	10%	14%	14%	15%	10%	6%
Somewhat like	21%	22%	21%	22%	20%	20%	25%	21%	24%	9%	21%	28%	29%	26%	26%	16%
Neither like or dislike	18%	15%	18%	21%	19%	20%	18%	16%	20%	23%	18%	23%	25%	21%	17%	16%
Somewhat dislike	17%	18%	17%	15%	17%	16%	17%	18%	17%	15%	17%	19%	15%	16%	17%	17%
Strongly dislike	33%	36%	33%	28%	32%	35%	30%	32%	27%	39%	32%	16%	17%	21%	30%	44%
Don't know	2%	1%	1%	2%	2%	1%	2%	2%	0%	0%	2%	1%	1%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.A) On average, do you tend to like or dislike watching the following types of content?: Animation

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	10%	10%	9%	17%	8%	6%	6%	10%	16%	12%	2%	8%	8%	6%	12%
Somewhat like	26%	24%	27%	25%	20%	30%	29%	22%	29%	26%	27%	27%	18%	30%	30%
Neither like or dislike	30%	30%	30%	32%	31%	34%	29%	26%	32%	27%	31%	30%	29%	31%	20%
Somewhat dislike	17%	17%	17%	13%	17%	12%	20%	22%	10%	14%	25%	16%	28%	19%	16%
Strongly dislike	16%	16%	15%	13%	19%	15%	13%	18%	11%	19%	14%	17%	15%	12%	23%
Don't know	2%	2%	2%	1%	4%	2%	3%	2%	1%	1%	0%	2%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) On average, do you tend to like or dislike watching the following types of content?: Animation

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	10%	22%	18%	12%	7%	3%	2%	12%	3%	14%	5%	21%	10%	11%
Somewhat like	26%	33%	35%	30%	25%	19%	15%	25%	27%	26%	24%	17%	30%	19%
Neither like or dislike	30%	24%	28%	29%	35%	32%	31%	28%	32%	32%	32%	29%	32%	28%
Somewhat dislike	17%	9%	9%	17%	20%	21%	24%	17%	18%	13%	21%	17%	12%	27%
Strongly dislike	16%	9%	8%	11%	12%	24%	28%	16%	19%	13%	18%	15%	15%	14%
Don't know	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.C) On average, do you tend to like or dislike watching the following types of content?: Animation

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	10%	8%	7%	12%	13%	8%	10%	10%	13%	11%	12%	20%	19%	11%	7%	3%
Somewhat like	26%	23%	27%	25%	28%	24%	32%	25%	24%	30%	25%	34%	42%	37%	27%	19%
Neither like or dislike	30%	30%	32%	30%	28%	32%	29%	28%	33%	22%	29%	27%	24%	29%	36%	32%
Somewhat dislike	17%	21%	18%	16%	13%	17%	15%	19%	18%	20%	16%	14%	7%	14%	16%	22%
Strongly dislike	16%	17%	15%	13%	16%	18%	13%	15%	10%	14%	15%	5%	6%	7%	12%	23%
Don't know	2%	1%	2%	2%	2%	1%	2%	2%	2%	4%	2%	0%	1%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) On average, do you tend to like or dislike watching the following types of content?: Sitcoms or Comedy

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	24%	26%	23%	30%	23%	25%	20%	25%	32%	23%	18%	19%	19%	26%	34%
Somewhat like	41%	40%	43%	39%	40%	43%	47%	37%	41%	45%	50%	41%	42%	40%	38%
Neither like or dislike	20%	21%	19%	18%	23%	19%	20%	22%	16%	17%	20%	28%	19%	19%	11%
Somewhat dislike	8%	7%	8%	7%	8%	7%	8%	10%	7%	7%	8%	7%	13%	8%	4%
Strongly dislike	5%	4%	5%	5%	4%	6%	3%	4%	5%	7%	4%	4%	6%	7%	9%
Don't know	1%	1%	1%	1%	2%	1%	2%	2%	0%	2%	0%	1%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) On average, do you tend to like or dislike watching the following types of content?: Sitcoms or Comedy

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	24%	32%	32%	29%	24%	20%	13%	25%	24%	24%	22%	26%	25%	27%
Somewhat like	41%	38%	40%	44%	45%	42%	41%	42%	44%	44%	41%	33%	45%	27%
Neither like or dislike	20%	16%	20%	18%	17%	22%	26%	20%	14%	20%	21%	32%	19%	31%
Somewhat dislike	8%	8%	4%	5%	10%	9%	11%	7%	11%	7%	8%	4%	7%	11%
Strongly dislike	5%	3%	1%	5%	5%	7%	9%	4%	6%	4%	6%	6%	4%	4%
Don't know	1%	4%	2%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.C) On average, do you tend to like or dislike watching the following types of content?: Sitcoms or Comedy

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	24%	22%	25%	27%	24%	22%	24%	25%	29%	32%	29%	31%	26%	24%	19%	17%
Somewhat like	41%	43%	41%	41%	41%	44%	44%	39%	41%	40%	39%	42%	49%	47%	43%	42%
Neither like or dislike	20%	21%	21%	19%	19%	22%	16%	22%	21%	13%	18%	20%	19%	18%	17%	24%
Somewhat dislike	8%	9%	9%	7%	7%	5%	9%	9%	7%	10%	8%	5%	3%	7%	12%	9%
Strongly dislike	5%	5%	3%	5%	6%	5%	5%	5%	2%	5%	4%	2%	2%	3%	8%	8%
Don't know	1%	1%	1%	1%	2%	1%	2%	1%	0%	0%	2%	0%	0%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.A) On average, do you tend to like or dislike watching the following types of content?: Drama

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	33%	25%	41%	30%	35%	27%	29%	31%	42%	34%	38%	36%	34%	34%	31%
Somewhat like	40%	41%	40%	44%	38%	44%	46%	40%	41%	39%	46%	33%	43%	35%	32%
Neither like or dislike	17%	22%	12%	17%	18%	21%	16%	19%	12%	18%	8%	19%	13%	20%	19%
Somewhat dislike	6%	7%	4%	5%	4%	3%	5%	5%	2%	5%	6%	8%	6%	8%	15%
Strongly dislike	3%	4%	2%	4%	3%	4%	2%	2%	3%	2%	0%	3%	2%	4%	0%
Don't know	1%	2%	1%	1%	2%	2%	2%	1%	0%	2%	2%	0%	2%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.B) On average, do you tend to like or dislike watching the following types of content?: Drama

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	33%	21%	25%	24%	36%	46%	46%	32%	41%	37%	35%	47%	32%	46%
Somewhat like	40%	36%	44%	46%	40%	34%	40%	43%	40%	38%	39%	21%	40%	25%
Neither like or dislike	17%	25%	19%	20%	17%	13%	9%	15%	15%	18%	17%	24%	19%	16%
Somewhat dislike	6%	11%	8%	7%	3%	4%	2%	7%	2%	4%	5%	7%	6%	8%
Strongly dislike	3%	4%	3%	3%	3%	2%	1%	1%	2%	2%	3%	0%	1%	3%
Don't know	1%	4%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.C) On average, do you tend to like or dislike watching the following types of content?: Drama

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	33%	36%	34%	32%	31%	36%	32%	32%	33%	39%	29%	28%	28%	31%	31%	44%
Somewhat like	40%	42%	41%	38%	41%	39%	42%	40%	44%	38%	39%	46%	44%	44%	45%	39%
Neither like or dislike	17%	16%	14%	18%	19%	16%	14%	19%	17%	20%	21%	15%	18%	16%	14%	12%
Somewhat dislike	6%	4%	7%	8%	4%	5%	7%	7%	3%	0%	7%	9%	7%	5%	7%	2%
Strongly dislike	3%	1%	2%	4%	4%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	2%
Don't know	1%	1%	1%	1%	2%	1%	2%	0%	1%	0%	2%	0%	0%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.A) On average, do you tend to like or dislike watching the following types of content?: Crime

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	31%	24%	38%	33%	35%	29%	28%	30%	36%	28%	39%	24%	27%	32%	37%
Somewhat like	42%	46%	38%	40%	40%	45%	48%	42%	40%	47%	42%	40%	44%	38%	38%
Neither like or dislike	16%	20%	13%	17%	14%	15%	13%	15%	15%	18%	11%	20%	18%	20%	16%
Somewhat dislike	6%	4%	7%	5%	6%	6%	6%	5%	7%	5%	7%	8%	4%	4%	5%
Strongly dislike	4%	4%	3%	3%	3%	3%	4%	7%	2%	2%	0%	7%	5%	3%	2%
Don't know	1%	2%	1%	0%	2%	1%	1%	1%	0%	1%	1%	1%	1%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) On average, do you tend to like or dislike watching the following types of content?: Crime

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	31%	24%	33%	29%	31%	36%	31%	33%	31%	35%	29%	30%	23%	35%
Somewhat like	42%	37%	37%	44%	43%	40%	49%	42%	48%	38%	44%	39%	53%	32%
Neither like or dislike	16%	19%	21%	17%	15%	14%	13%	15%	13%	16%	17%	22%	14%	21%
Somewhat dislike	6%	11%	4%	6%	7%	5%	3%	5%	7%	5%	5%	9%	7%	7%
Strongly dislike	4%	6%	3%	4%	3%	5%	3%	4%	1%	4%	4%	0%	1%	3%
Don't know	1%	2%	2%	1%	1%	0%	1%	1%	0%	2%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.C) On average, do you tend to like or dislike watching the following types of content?: Crime

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	31%	30%	31%	35%	29%	34%	31%	28%	28%	35%	28%	33%	28%	31%	29%	33%
Somewhat like	42%	44%	41%	40%	43%	42%	38%	43%	44%	41%	41%	43%	47%	41%	41%	45%
Neither like or dislike	16%	17%	15%	15%	17%	14%	18%	18%	18%	16%	18%	14%	17%	18%	18%	14%
Somewhat dislike	6%	5%	7%	5%	5%	5%	6%	6%	5%	6%	7%	7%	4%	6%	5%	4%
Strongly dislike	4%	3%	4%	4%	4%	3%	5%	5%	3%	3%	4%	2%	4%	4%	6%	3%
Don't know	1%	1%	1%	1%	2%	1%	1%	0%	1%	0%	2%	0%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.A) On average, do you tend to like or dislike watching the following types of content?: Romance

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	11%	5%	16%	16%	14%	8%	8%	8%	15%	11%	9%	7%	5%	8%	21%
Somewhat like	30%	20%	39%	31%	27%	34%	35%	39%	28%	26%	33%	29%	26%	29%	14%
Neither like or dislike	27%	29%	25%	26%	26%	28%	27%	23%	23%	23%	30%	29%	32%	27%	36%
Somewhat dislike	17%	24%	11%	16%	18%	14%	17%	15%	22%	22%	18%	17%	16%	17%	15%
Strongly dislike	14%	21%	8%	9%	15%	15%	11%	14%	11%	17%	9%	18%	18%	20%	11%
Don't know	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	0%	0%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) On average, do you tend to like or dislike watching the following types of content?: Romance

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	11%	16%	14%	13%	9%	7%	7%	13%	7%	12%	6%	22%	14%	10%
Somewhat like	30%	37%	36%	32%	28%	26%	23%	31%	38%	33%	24%	31%	34%	37%
Neither like or dislike	27%	23%	25%	24%	27%	28%	33%	25%	19%	32%	31%	30%	24%	27%
Somewhat dislike	17%	12%	15%	17%	20%	21%	18%	18%	24%	15%	21%	16%	12%	11%
Strongly dislike	14%	9%	9%	14%	15%	18%	19%	13%	12%	8%	18%	0%	16%	16%
Don't know	1%	3%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.C) On average, do you tend to like or dislike watching the following types of content?: Romance

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	11%	10%	12%	10%	10%	8%	11%	12%	15%	16%	10%	19%	15%	14%	11%	7%
Somewhat like	30%	30%	30%	32%	28%	27%	33%	32%	27%	18%	30%	37%	36%	33%	28%	27%
Neither like or dislike	27%	30%	27%	26%	25%	27%	26%	24%	32%	29%	26%	18%	27%	23%	25%	30%
Somewhat dislike	17%	17%	17%	18%	17%	21%	14%	19%	16%	19%	17%	16%	13%	17%	16%	19%
Strongly dislike	14%	12%	13%	14%	18%	16%	15%	13%	9%	18%	15%	9%	8%	13%	20%	16%
Don't know	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) On average, do you tend to like or dislike watching the following types of content?: Horror

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	18%	19%	17%	23%	13%	20%	20%	15%	23%	21%	15%	16%	13%	13%	28%
Somewhat like	22%	24%	20%	24%	21%	23%	22%	25%	25%	25%	19%	17%	23%	22%	14%
Neither like or dislike	17%	21%	14%	16%	15%	15%	11%	13%	14%	19%	24%	21%	20%	27%	27%
Somewhat dislike	15%	16%	14%	13%	17%	14%	15%	14%	16%	16%	16%	17%	13%	17%	11%
Strongly dislike	26%	18%	34%	23%	33%	26%	31%	30%	22%	19%	24%	27%	28%	22%	18%
Don't know	1%	2%	1%	1%	1%	2%	1%	2%	0%	1%	2%	1%	2%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) On average, do you tend to like or dislike watching the following types of content?: Horror

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	18%	27%	23%	23%	22%	13%	5%	21%	13%	20%	14%	15%	17%	21%
Somewhat like	22%	26%	26%	28%	26%	17%	13%	22%	19%	25%	20%	25%	24%	20%
Neither like or dislike	17%	18%	18%	16%	14%	17%	20%	17%	21%	18%	17%	30%	19%	17%
Somewhat dislike	15%	12%	14%	11%	15%	18%	19%	12%	16%	16%	19%	25%	12%	14%
Strongly dislike	26%	16%	18%	20%	23%	34%	42%	26%	32%	20%	29%	5%	26%	25%
Don't know	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.C) On average, do you tend to like or dislike watching the following types of content?: Horror

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	18%	13%	15%	25%	21%	22%	19%	14%	16%	29%	19%	25%	24%	26%	24%	12%
Somewhat like	22%	18%	23%	24%	25%	22%	23%	22%	22%	14%	23%	26%	32%	24%	20%	16%
Neither like or dislike	17%	19%	17%	16%	17%	17%	19%	16%	19%	11%	18%	17%	12%	16%	20%	18%
Somewhat dislike	15%	16%	16%	13%	15%	14%	14%	19%	13%	22%	15%	13%	16%	12%	15%	17%
Strongly dislike	26%	32%	29%	20%	21%	24%	24%	28%	26%	25%	23%	17%	15%	20%	19%	36%
Don't know	1%	2%	1%	1%	1%	1%	2%	1%	3%	0%	1%	1%	1%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) On average, do you tend to like or dislike watching the following types of content?: Music

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	21%	21%	22%	27%	20%	20%	19%	16%	28%	25%	19%	19%	21%	15%	23%
Somewhat like	38%	35%	41%	40%	37%	38%	35%	36%	38%	36%	34%	40%	34%	47%	48%
Neither like or dislike	26%	27%	24%	20%	29%	24%	27%	30%	23%	29%	29%	22%	30%	27%	19%
Somewhat dislike	8%	10%	7%	10%	7%	6%	11%	9%	6%	7%	10%	11%	9%	7%	4%
Strongly dislike	5%	6%	5%	3%	5%	9%	6%	7%	5%	4%	4%	9%	5%	5%	4%
Don't know	1%	1%	1%	0%	2%	2%	3%	2%	0%	0%	3%	0%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) On average, do you tend to like or dislike watching the following types of content?: Music

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	21%	34%	21%	22%	20%	21%	15%	24%	23%	21%	15%	27%	27%	27%
Somewhat like	38%	34%	42%	42%	45%	34%	32%	36%	39%	39%	41%	38%	33%	28%
Neither like or dislike	26%	18%	24%	22%	22%	29%	36%	26%	28%	28%	28%	18%	24%	32%
Somewhat dislike	8%	7%	9%	9%	7%	9%	10%	9%	6%	7%	8%	17%	9%	9%
Strongly dislike	5%	5%	3%	5%	5%	7%	7%	5%	4%	4%	7%	0%	6%	3%
Don't know	1%	2%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.C) On average, do you tend to like or dislike watching the following types of content?: Music

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	21%	21%	18%	24%	23%	23%	20%	21%	23%	31%	23%	29%	27%	24%	25%	17%
Somewhat like	38%	36%	37%	37%	42%	38%	41%	38%	37%	19%	38%	40%	42%	39%	31%	36%
Neither like or dislike	26%	27%	29%	25%	22%	26%	23%	26%	25%	32%	23%	18%	23%	22%	30%	32%
Somewhat dislike	8%	9%	10%	7%	7%	7%	8%	9%	8%	13%	9%	7%	5%	8%	8%	9%
Strongly dislike	5%	6%	4%	7%	5%	4%	6%	6%	5%	5%	6%	4%	3%	6%	6%	5%
Don't know	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) On average, do you tend to like or dislike watching the following types of content?: Documentary

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	30%	30%	29%	33%	30%	32%	27%	26%	30%	25%	35%	26%	30%	34%	31%
Somewhat like	45%	45%	45%	39%	46%	44%	44%	53%	50%	44%	45%	48%	48%	35%	39%
Neither like or dislike	18%	18%	17%	21%	20%	16%	16%	14%	14%	20%	12%	17%	17%	19%	22%
Somewhat dislike	5%	4%	6%	4%	2%	4%	9%	4%	4%	7%	2%	6%	2%	11%	5%
Strongly dislike	2%	2%	2%	2%	1%	2%	1%	2%	2%	4%	4%	2%	3%	1%	0%
Don't know	1%	1%	1%	1%	2%	2%	2%	1%	0%	1%	2%	0%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) On average, do you tend to like or dislike watching the following types of content?: Documentary

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	30%	17%	30%	32%	30%	32%	34%	29%	32%	31%	30%	22%	35%	38%
Somewhat like	45%	44%	40%	45%	49%	45%	46%	44%	53%	43%	50%	50%	36%	28%
Neither like or dislike	18%	21%	19%	16%	16%	18%	16%	18%	13%	19%	15%	7%	20%	26%
Somewhat dislike	5%	12%	8%	4%	2%	3%	2%	5%	2%	4%	4%	16%	7%	5%
Strongly dislike	2%	4%	2%	2%	1%	2%	1%	3%	0%	1%	2%	5%	2%	3%
Don't know	1%	2%	2%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.C) On average, do you tend to like or dislike watching the following types of content?: Documentary

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	30%	31%	26%	30%	31%	30%	25%	30%	35%	31%	27%	26%	34%	31%	26%	32%
Somewhat like	45%	46%	50%	45%	39%	48%	46%	45%	42%	48%	45%	47%	40%	45%	46%	46%
Neither like or dislike	18%	18%	16%	16%	19%	17%	17%	17%	17%	13%	18%	16%	18%	16%	21%	17%
Somewhat dislike	5%	4%	4%	6%	6%	3%	7%	6%	3%	8%	6%	9%	6%	5%	4%	3%
Strongly dislike	2%	1%	2%	2%	3%	1%	4%	2%	2%	0%	2%	2%	1%	1%	2%	2%
Don't know	1%	0%	1%	1%	2%	1%	2%	1%	0%	0%	2%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) On average, do you tend to like or dislike watching the following types of content?: Children

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	5%	4%	5%	9%	3%	4%	3%	5%	7%	5%	0%	3%	3%	4%	5%
Somewhat like	14%	11%	17%	12%	10%	14%	18%	15%	15%	15%	20%	13%	12%	17%	9%
Neither like or dislike	29%	28%	30%	29%	33%	28%	25%	28%	30%	27%	26%	32%	26%	32%	27%
Somewhat dislike	20%	22%	18%	22%	18%	23%	22%	15%	20%	20%	18%	20%	22%	14%	30%
Strongly dislike	28%	31%	26%	24%	30%	26%	20%	33%	26%	28%	30%	29%	34%	28%	23%
Don't know	4%	4%	4%	4%	6%	4%	4%	4%	3%	6%	6%	4%	3%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) On average, do you tend to like or dislike watching the following types of content?: Children

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	5%	5%	9%	8%	4%	2%	1%	5%	4%	4%	3%	10%	6%	7%
Somewhat like	14%	15%	22%	23%	14%	7%	3%	15%	11%	20%	8%	15%	19%	9%
Neither like or dislike	29%	32%	29%	29%	27%	27%	29%	28%	23%	32%	26%	41%	31%	36%
Somewhat dislike	20%	20%	19%	19%	22%	19%	21%	19%	22%	16%	24%	20%	19%	26%
Strongly dislike	28%	23%	16%	19%	29%	40%	41%	28%	34%	23%	35%	8%	21%	19%
Don't know	4%	6%	5%	2%	4%	5%	5%	4%	5%	6%	4%	6%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.C) On average, do you tend to like or dislike watching the following types of content?: Children

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	5%	3%	3%	7%	5%	2%	4%	5%	8%	11%	3%	12%	13%	11%	8%	2%
Somewhat like	14%	13%	11%	14%	17%	12%	17%	14%	16%	8%	9%	36%	40%	26%	16%	8%
Neither like or dislike	29%	29%	30%	28%	28%	29%	28%	30%	28%	35%	27%	30%	29%	30%	29%	31%
Somewhat dislike	20%	20%	21%	20%	19%	20%	20%	20%	19%	19%	20%	12%	10%	18%	25%	22%
Strongly dislike	28%	29%	31%	27%	27%	30%	25%	28%	24%	28%	36%	7%	5%	12%	22%	32%
Don't know	4%	5%	4%	4%	4%	5%	5%	4%	4%	0%	5%	2%	2%	3%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) On average, do you tend to like or dislike watching the following types of content?: Teen

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	3%	3%	3%	6%	3%	2%	2%	3%	5%	4%	3%	1%	2%	1%	0%
Somewhat like	13%	12%	14%	17%	11%	14%	11%	15%	16%	12%	8%	13%	9%	11%	12%
Neither like or dislike	24%	23%	26%	32%	18%	19%	24%	26%	24%	26%	21%	21%	25%	24%	36%
Somewhat dislike	26%	25%	26%	22%	27%	22%	27%	22%	32%	25%	26%	28%	26%	23%	20%
Strongly dislike	30%	34%	27%	20%	36%	36%	30%	31%	22%	29%	37%	32%	33%	38%	29%
Don't know	4%	4%	4%	3%	4%	6%	6%	3%	2%	4%	4%	3%	5%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) On average, do you tend to like or dislike watching the following types of content?: Teen

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	3%	7%	7%	4%	1%	1%	0%	4%	0%	5%	1%	0%	3%	7%
Somewhat like	13%	27%	20%	17%	11%	5%	1%	16%	5%	13%	8%	20%	15%	13%
Neither like or dislike	24%	30%	32%	26%	28%	19%	14%	21%	20%	31%	22%	23%	29%	37%
Somewhat dislike	26%	18%	24%	31%	30%	28%	23%	26%	33%	24%	24%	28%	27%	22%
Strongly dislike	30%	14%	15%	19%	27%	44%	56%	30%	39%	23%	40%	25%	25%	20%
Don't know	4%	5%	3%	3%	3%	3%	6%	3%	3%	4%	5%	6%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.C) On average, do you tend to like or dislike watching the following types of content?: Teen

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	3%	2%	3%	4%	3%	1%	3%	4%	5%	11%	3%	5%	7%	4%	3%	1%
Somewhat like	13%	12%	11%	12%	16%	11%	17%	13%	14%	9%	14%	23%	24%	20%	15%	5%
Neither like or dislike	24%	20%	23%	28%	27%	26%	25%	24%	25%	10%	26%	29%	34%	28%	28%	18%
Somewhat dislike	26%	27%	28%	25%	22%	26%	24%	26%	26%	30%	24%	24%	20%	29%	31%	28%
Strongly dislike	30%	35%	31%	28%	26%	33%	27%	29%	27%	39%	29%	16%	12%	16%	20%	44%
Don't know	4%	4%	4%	2%	5%	2%	4%	4%	4%	0%	4%	2%	2%	3%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) On average, do you tend to like or dislike watching the following types of content?: Cooking

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	15%	12%	17%	20%	15%	12%	12%	13%	19%	14%	6%	16%	16%	12%	16%
Somewhat like	35%	29%	41%	31%	38%	36%	31%	35%	41%	37%	39%	32%	34%	33%	35%
Neither like or dislike	27%	29%	24%	24%	28%	33%	29%	28%	24%	26%	27%	27%	25%	26%	28%
Somewhat dislike	12%	15%	9%	14%	9%	8%	16%	13%	9%	14%	11%	12%	11%	18%	7%
Strongly dislike	10%	13%	8%	11%	10%	9%	10%	10%	8%	9%	15%	13%	12%	11%	11%
Don't know	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	2%	0%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) On average, do you tend to like or dislike watching the following types of content?: Cooking

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	15%	12%	17%	21%	16%	16%	9%	16%	21%	13%	12%	5%	17%	26%
Somewhat like	35%	31%	43%	34%	35%	34%	32%	36%	35%	38%	32%	21%	38%	27%
Neither like or dislike	27%	32%	23%	24%	25%	27%	30%	25%	29%	29%	29%	39%	23%	20%
Somewhat dislike	12%	13%	10%	12%	14%	9%	12%	11%	8%	13%	12%	35%	14%	13%
Strongly dislike	10%	10%	6%	8%	8%	14%	16%	11%	6%	7%	14%	0%	8%	14%
Don't know	1%	3%	1%	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.C) On average, do you tend to like or dislike watching the following types of content?: Cooking

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	15%	17%	15%	13%	15%	14%	14%	15%	23%	22%	14%	15%	22%	21%	20%	14%
Somewhat like	35%	34%	36%	38%	33%	31%	33%	40%	37%	24%	32%	42%	45%	37%	35%	35%
Neither like or dislike	27%	28%	25%	27%	28%	29%	27%	26%	23%	30%	28%	25%	18%	23%	25%	26%
Somewhat dislike	12%	11%	13%	12%	11%	13%	13%	12%	7%	15%	12%	12%	10%	12%	13%	12%
Strongly dislike	10%	10%	11%	9%	12%	12%	12%	7%	9%	9%	12%	5%	6%	5%	4%	12%
Don't know	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	2%	0%	0%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) On average, do you tend to like or dislike watching the following types of content?: Science Fiction and Fantasy

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	19%	24%	14%	26%	18%	19%	17%	18%	25%	19%	12%	16%	21%	13%	15%
Somewhat like	29%	32%	27%	30%	26%	31%	30%	32%	28%	33%	32%	32%	26%	19%	31%
Neither like or dislike	20%	20%	21%	24%	18%	19%	23%	17%	20%	22%	16%	20%	19%	29%	16%
Somewhat dislike	15%	12%	19%	10%	19%	14%	14%	15%	15%	10%	24%	18%	13%	22%	23%
Strongly dislike	15%	11%	18%	10%	18%	15%	15%	16%	11%	15%	15%	13%	20%	16%	13%
Don't know	1%	1%	1%	1%	1%	2%	2%	2%	0%	1%	2%	1%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) On average, do you tend to like or dislike watching the following types of content?: Science Fiction and Fantasy

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	19%	21%	19%	25%	23%	17%	11%	19%	17%	22%	17%	16%	19%	23%
Somewhat like	29%	30%	36%	31%	27%	29%	22%	30%	20%	33%	27%	27%	32%	23%
Neither like or dislike	20%	25%	24%	21%	18%	19%	18%	20%	24%	22%	21%	16%	13%	25%
Somewhat dislike	15%	12%	13%	10%	17%	15%	22%	14%	20%	15%	18%	36%	20%	13%
Strongly dislike	15%	8%	7%	11%	14%	20%	25%	15%	18%	8%	17%	5%	15%	14%
Don't know	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.C) On average, do you tend to like or dislike watching the following types of content?: Science Fiction and Fantasy

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	19%	18%	20%	20%	19%	18%	20%	19%	21%	32%	21%	17%	21%	23%	24%	15%
Somewhat like	29%	31%	30%	27%	29%	26%	28%	32%	33%	33%	28%	39%	38%	35%	29%	26%
Neither like or dislike	20%	19%	18%	22%	23%	22%	24%	17%	22%	11%	22%	19%	22%	22%	20%	18%
Somewhat dislike	15%	16%	15%	15%	14%	18%	14%	16%	14%	11%	14%	17%	13%	9%	11%	18%
Strongly dislike	15%	15%	15%	15%	14%	14%	13%	16%	9%	13%	13%	8%	4%	8%	15%	22%
Don't know	1%	1%	2%	1%	2%	2%	2%	1%	1%	0%	2%	0%	1%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) On average, do you tend to like or dislike watching the following types of content?: Travel

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	17%	18%	17%	21%	18%	17%	7%	19%	19%	20%	20%	18%	15%	18%	17%
Somewhat like	38%	35%	41%	41%	40%	38%	38%	32%	37%	35%	37%	33%	45%	37%	42%
Neither like or dislike	26%	27%	26%	21%	25%	29%	38%	25%	26%	26%	24%	27%	26%	29%	18%
Somewhat dislike	11%	12%	10%	12%	8%	7%	10%	15%	11%	12%	12%	13%	9%	11%	13%
Strongly dislike	6%	6%	6%	5%	7%	6%	5%	7%	7%	7%	6%	9%	3%	4%	3%
Don't know	1%	1%	1%	1%	2%	2%	2%	2%	0%	1%	1%	0%	1%	2%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) On average, do you tend to like or dislike watching the following types of content?: Travel

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	17%	7%	13%	19%	21%	22%	20%	17%	22%	19%	18%	13%	16%	28%
Somewhat like	38%	35%	36%	41%	35%	38%	42%	39%	38%	36%	39%	49%	43%	36%
Neither like or dislike	26%	32%	30%	20%	30%	24%	24%	25%	27%	30%	26%	28%	24%	18%
Somewhat dislike	11%	15%	13%	12%	10%	8%	8%	12%	9%	9%	9%	10%	11%	8%
Strongly dislike	6%	8%	6%	6%	4%	7%	6%	5%	3%	4%	8%	0%	6%	10%
Don't know	1%	3%	2%	2%	1%	1%	1%	1%	0%	2%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.C) On average, do you tend to like or dislike watching the following types of content?: Travel

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	17%	19%	19%	17%	15%	15%	15%	19%	18%	22%	16%	13%	16%	21%	22%	20%
Somewhat like	38%	47%	34%	41%	30%	33%	36%	39%	50%	40%	36%	39%	42%	37%	42%	40%
Neither like or dislike	26%	21%	31%	25%	29%	31%	28%	26%	19%	35%	28%	27%	23%	22%	19%	26%
Somewhat dislike	11%	9%	10%	9%	15%	11%	12%	9%	10%	0%	12%	15%	10%	11%	10%	8%
Strongly dislike	6%	3%	5%	7%	9%	8%	7%	6%	2%	3%	6%	6%	8%	7%	7%	6%
Don't know	1%	1%	2%	1%	2%	2%	1%	1%	1%	0%	2%	0%	0%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) On average, do you tend to like or dislike watching the following types of content?: Game Shows

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	11%	11%	11%	11%	12%	8%	11%	12%	12%	10%	9%	11%	9%	13%	14%
Somewhat like	34%	32%	36%	32%	31%	33%	31%	39%	34%	38%	48%	36%	37%	31%	31%
Neither like or dislike	25%	26%	23%	30%	25%	26%	23%	23%	21%	21%	15%	25%	24%	27%	27%
Somewhat dislike	16%	16%	15%	12%	17%	16%	18%	14%	19%	17%	12%	14%	18%	17%	7%
Strongly dislike	14%	13%	14%	14%	15%	15%	16%	10%	13%	13%	14%	14%	10%	10%	18%
Don't know	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	0%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.B) On average, do you tend to like or dislike watching the following types of content?: Game Shows

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	11%	11%	14%	10%	8%	11%	11%	14%	6%	11%	8%	10%	15%	8%
Somewhat like	34%	41%	37%	37%	33%	26%	32%	37%	38%	35%	33%	22%	36%	35%
Neither like or dislike	25%	26%	23%	26%	24%	27%	22%	24%	23%	29%	24%	28%	26%	25%
Somewhat dislike	16%	11%	15%	15%	18%	15%	17%	14%	14%	14%	17%	26%	13%	14%
Strongly dislike	14%	8%	8%	10%	16%	20%	18%	10%	18%	10%	18%	13%	10%	17%
Don't know	1%	2%	2%	2%	1%	1%	1%	1%	0%	1%	1%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.C) On average, do you tend to like or dislike watching the following types of content?: Game Shows

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	11%	8%	11%	13%	12%	11%	11%	10%	9%	14%	10%	14%	15%	11%	9%	12%
Somewhat like	34%	33%	35%	37%	33%	35%	38%	33%	35%	21%	34%	44%	40%	36%	34%	31%
Neither like or dislike	25%	28%	26%	22%	22%	26%	23%	24%	27%	21%	24%	22%	27%	28%	25%	25%
Somewhat dislike	16%	15%	17%	14%	16%	13%	16%	15%	19%	29%	15%	16%	9%	14%	13%	16%
Strongly dislike	14%	16%	11%	12%	14%	13%	11%	17%	9%	16%	14%	4%	7%	10%	17%	15%
Don't know	1%	1%	1%	2%	2%	1%	2%	0%	1%	0%	2%	0%	1%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) On average, do you tend to like or dislike watching the following types of content?: Medical Drama

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	14%	8%	19%	14%	14%	8%	18%	14%	18%	10%	11%	11%	19%	12%	19%
Somewhat like	29%	24%	35%	27%	24%	35%	29%	29%	36%	28%	48%	24%	31%	22%	28%
Neither like or dislike	29%	33%	24%	28%	28%	32%	29%	25%	24%	30%	20%	35%	27%	36%	23%
Somewhat dislike	15%	18%	13%	17%	19%	13%	12%	19%	12%	16%	12%	14%	14%	15%	18%
Strongly dislike	12%	15%	8%	12%	13%	11%	11%	11%	8%	15%	9%	14%	9%	13%	9%
Don't know	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	0%	1%	1%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) On average, do you tend to like or dislike watching the following types of content?: Medical Drama

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	14%	12%	14%	12%	14%	18%	15%	14%	14%	14%	14%	10%	19%	19%
Somewhat like	29%	21%	32%	30%	31%	28%	31%	29%	31%	29%	29%	38%	32%	32%
Neither like or dislike	29%	32%	32%	30%	26%	26%	26%	28%	28%	35%	30%	27%	25%	18%
Somewhat dislike	15%	17%	12%	18%	14%	16%	15%	16%	11%	12%	17%	16%	11%	17%
Strongly dislike	12%	14%	8%	10%	14%	13%	12%	12%	15%	9%	11%	8%	11%	12%
Don't know	2%	4%	2%	1%	2%	0%	1%	1%	0%	1%	1%	0%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.C) On average, do you tend to like or dislike watching the following types of content?: Medical Drama

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	14%	13%	13%	15%	16%	14%	13%	12%	15%	18%	11%	17%	19%	12%	13%	17%
Somewhat like	29%	32%	30%	28%	27%	28%	28%	32%	29%	32%	26%	34%	34%	33%	30%	30%
Neither like or dislike	29%	28%	27%	30%	29%	32%	30%	24%	33%	25%	30%	27%	28%	28%	27%	27%
Somewhat dislike	15%	16%	18%	15%	12%	14%	15%	18%	14%	16%	17%	15%	9%	14%	12%	14%
Strongly dislike	12%	10%	11%	11%	14%	12%	12%	13%	8%	9%	13%	5%	10%	12%	17%	12%
Don't know	2%	2%	1%	1%	2%	0%	2%	2%	2%	0%	3%	2%	0%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) On average, do you tend to like or dislike watching the following types of content?: Soap

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly like	13%	8%	17%	8%	10%	9%	17%	12%	17%	19%	16%	14%	16%	9%	10%
Somewhat like	20%	16%	24%	22%	22%	19%	18%	18%	24%	19%	20%	18%	14%	23%	19%
Neither like or dislike	18%	19%	17%	22%	17%	16%	18%	16%	18%	16%	19%	18%	18%	19%	11%
Somewhat dislike	20%	22%	19%	22%	21%	25%	18%	21%	16%	18%	22%	22%	18%	20%	28%
Strongly dislike	27%	33%	21%	24%	29%	29%	26%	31%	24%	28%	21%	26%	32%	28%	27%
Don't know	2%	2%	2%	3%	1%	1%	3%	1%	1%	1%	3%	1%	1%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) On average, do you tend to like or dislike watching the following types of content?: Soap

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly like	13%	6%	13%	15%	15%	15%	13%	15%	13%	12%	12%	0%	13%	19%
Somewhat like	20%	20%	23%	25%	16%	16%	18%	23%	23%	22%	16%	24%	24%	16%
Neither like or dislike	18%	25%	22%	19%	17%	14%	12%	17%	15%	20%	18%	21%	17%	23%
Somewhat dislike	20%	23%	20%	20%	21%	22%	19%	18%	16%	21%	22%	26%	23%	21%
Strongly dislike	27%	21%	19%	20%	30%	32%	38%	25%	33%	22%	32%	28%	22%	20%
Don't know	2%	4%	3%	2%	1%	0%	1%	1%	0%	3%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.C) On average, do you tend to like or dislike watching the following types of content?: Soap

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly like	13%	9%	11%	16%	16%	16%	14%	9%	12%	22%	10%	14%	17%	19%	14%	16%
Somewhat like	20%	19%	17%	21%	23%	21%	21%	20%	16%	9%	18%	24%	27%	25%	24%	18%
Neither like or dislike	18%	16%	19%	20%	18%	21%	17%	15%	22%	9%	19%	20%	23%	18%	16%	14%
Somewhat dislike	20%	25%	21%	17%	17%	16%	20%	23%	25%	23%	20%	25%	20%	19%	21%	20%
Strongly dislike	27%	29%	29%	25%	24%	25%	25%	32%	22%	36%	30%	14%	13%	18%	23%	32%
Don't know	2%	1%	2%	1%	2%	1%	3%	1%	3%	0%	3%	2%	1%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) How often would you say that you watched TV in the following ways?: Watching a program that has your full attention

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	22%	25%	20%	21%	23%	20%	22%	24%	29%	21%	22%	21%	23%	20%	25%
Once a day	27%	25%	28%	24%	30%	26%	25%	23%	27%	28%	29%	28%	23%	30%	31%
Multiple times a week	27%	26%	28%	26%	27%	30%	30%	27%	25%	33%	31%	26%	27%	24%	21%
Once a week	9%	9%	10%	12%	9%	9%	6%	11%	9%	7%	6%	11%	10%	10%	10%
Multiple times a month	6%	6%	6%	7%	4%	8%	8%	7%	5%	6%	8%	3%	6%	6%	8%
Once a month	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	0%	3%	4%	3%	0%
Multiple times a year	2%	2%	2%	3%	2%	1%	2%	1%	0%	1%	0%	3%	1%	1%	0%
Once a year	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	2%	0%	1%	0%	0%
Less often	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	2%	2%	3%
Never	2%	2%	2%	3%	1%	2%	4%	2%	2%	2%	0%	1%	1%	4%	0%
Don't know	1%	1%	1%	0%	1%	2%	1%	2%	1%	0%	2%	2%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) How often would you say that you watched TV in the following ways?: Watching a program that has your full attention

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	22%	15%	16%	22%	22%	29%	29%	25%	19%	25%	22%	16%	22%	24%
Once a day	27%	23%	28%	27%	31%	27%	23%	28%	25%	23%	27%	25%	33%	22%
Multiple times a week	27%	27%	29%	30%	24%	26%	28%	29%	27%	26%	28%	27%	26%	27%
Once a week	9%	14%	13%	8%	9%	7%	6%	9%	8%	11%	9%	10%	10%	11%
Multiple times a month	6%	9%	6%	5%	5%	6%	5%	5%	13%	6%	5%	11%	2%	9%
Once a month	2%	3%	2%	3%	2%	1%	2%	1%	2%	2%	3%	0%	3%	5%
Multiple times a year	2%	3%	2%	2%	1%	1%	2%	1%	3%	2%	2%	10%	3%	0%
Once a year	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%
Less often	1%	1%	2%	1%	1%	1%	1%	0%	2%	1%	2%	0%	0%	0%
Never	2%	2%	3%	2%	3%	1%	1%	1%	0%	1%	1%	0%	1%	1%
Don't know	1%	2%	0%	0%	2%	1%	2%	1%	1%	1%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.C) How often would you say that you watched TV in the following ways?: Watching a program that has your full attention

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	22%	23%	23%	20%	23%	24%	23%	20%	19%	29%	21%	19%	16%	20%	25%	26%
Once a day	27%	27%	30%	26%	23%	24%	26%	29%	28%	36%	26%	27%	33%	27%	29%	27%
Multiple times a week	27%	28%	26%	28%	27%	31%	26%	27%	26%	22%	28%	28%	25%	32%	26%	26%
Once a week	9%	10%	7%	10%	10%	7%	10%	11%	12%	7%	9%	15%	13%	9%	7%	8%
Multiple times a month	6%	5%	7%	7%	5%	6%	6%	5%	6%	7%	6%	6%	6%	5%	4%	6%
Once a month	2%	2%	2%	3%	3%	2%	3%	2%	0%	0%	3%	1%	3%	1%	5%	2%
Multiple times a year	2%	1%	1%	2%	1%	1%	2%	2%	2%	0%	2%	1%	2%	3%	2%	1%
Once a year	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Less often	1%	1%	0%	1%	2%	1%	1%	1%	1%	0%	2%	0%	2%	2%	2%	0%
Never	2%	1%	3%	2%	2%	2%	2%	2%	2%	0%	3%	2%	1%	1%	0%	2%
Don't know	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	0%	0%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) How often would you say that you watched TV in the following ways?: Having the TV on in the background while you do something else

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	25%	21%	30%	22%	26%	22%	24%	30%	31%	26%	25%	21%	27%	25%	35%
Once a day	14%	13%	15%	15%	17%	18%	12%	16%	15%	12%	13%	11%	9%	15%	14%
Multiple times a week	22%	23%	21%	23%	20%	30%	23%	21%	15%	27%	24%	23%	20%	25%	19%
Once a week	6%	8%	4%	8%	6%	5%	6%	6%	7%	5%	2%	8%	6%	7%	2%
Multiple times a month	6%	6%	6%	6%	5%	4%	4%	6%	10%	5%	5%	7%	7%	12%	6%
Once a month	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	0%
Multiple times a year	2%	3%	1%	3%	2%	1%	2%	3%	1%	1%	1%	4%	3%	1%	0%
Once a year	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	3%
Less often	6%	5%	7%	5%	4%	5%	8%	6%	7%	6%	5%	6%	8%	4%	6%
Never	15%	17%	12%	15%	18%	12%	19%	10%	12%	15%	19%	17%	16%	9%	11%
Don't know	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	4%	0%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) How often would you say that you watched TV in the following ways?: Having the TV on in the background while you do something else

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	25%	32%	28%	30%	23%	24%	18%	27%	29%	32%	22%	11%	25%	25%
Once a day	14%	17%	17%	16%	14%	12%	9%	16%	10%	12%	12%	13%	17%	19%
Multiple times a week	22%	20%	25%	25%	23%	23%	18%	25%	15%	21%	22%	47%	26%	27%
Once a week	6%	8%	5%	10%	6%	5%	5%	6%	8%	6%	7%	9%	6%	9%
Multiple times a month	6%	8%	5%	5%	8%	7%	5%	5%	13%	7%	6%	16%	7%	3%
Once a month	1%	2%	2%	1%	1%	1%	2%	1%	0%	2%	2%	0%	3%	0%
Multiple times a year	2%	3%	2%	2%	2%	1%	3%	2%	1%	2%	2%	0%	1%	2%
Once a year	0%	2%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%
Less often	6%	2%	5%	4%	6%	9%	9%	5%	5%	5%	7%	0%	4%	3%
Never	15%	5%	10%	8%	15%	17%	29%	10%	17%	13%	19%	5%	8%	12%
Don't know	1%	2%	0%	1%	2%	1%	2%	1%	1%	2%	2%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.C) How often would you say that you watched TV in the following ways?: Having the TV on in the background while you do something else

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	25%	22%	27%	23%	30%	25%	28%	24%	26%	20%	27%	35%	31%	31%	26%	20%
Once a day	14%	17%	13%	16%	10%	13%	15%	16%	18%	10%	15%	21%	11%	12%	16%	11%
Multiple times a week	22%	23%	22%	23%	22%	24%	20%	22%	25%	19%	22%	19%	29%	24%	25%	21%
Once a week	6%	7%	6%	5%	6%	6%	6%	7%	5%	4%	6%	8%	11%	11%	7%	5%
Multiple times a month	6%	5%	6%	6%	7%	7%	5%	6%	6%	17%	7%	4%	3%	6%	9%	7%
Once a month	1%	1%	2%	1%	2%	1%	2%	2%	1%	3%	1%	2%	0%	0%	1%	1%
Multiple times a year	2%	2%	2%	2%	1%	2%	2%	2%	2%	6%	2%	2%	2%	2%	0%	2%
Once a year	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Less often	6%	5%	6%	6%	7%	6%	5%	5%	7%	3%	5%	3%	5%	5%	5%	8%
Never	15%	15%	15%	15%	14%	15%	14%	14%	11%	18%	15%	6%	7%	7%	10%	21%
Don't know	1%	2%	1%	1%	1%	1%	2%	1%	1%	0%	2%	0%	0%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) How often would you say that you watched TV in the following ways?: Switching between devices half way through a program (e.g. finishing a program on your phone)

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	7%	7%	6%	10%	6%	4%	3%	6%	14%	7%	1%	4%	5%	11%	11%
Once a day	8%	8%	8%	11%	7%	7%	8%	11%	9%	7%	10%	7%	7%	2%	4%
Multiple times a week	10%	11%	10%	14%	10%	10%	11%	11%	9%	13%	4%	8%	10%	9%	12%
Once a week	5%	6%	4%	6%	4%	2%	7%	3%	7%	4%	6%	5%	5%	4%	8%
Multiple times a month	6%	5%	6%	8%	7%	7%	2%	5%	4%	4%	7%	4%	3%	10%	7%
Once a month	3%	2%	3%	3%	3%	3%	2%	2%	4%	2%	4%	6%	1%	2%	4%
Multiple times a year	3%	2%	3%	1%	3%	2%	2%	3%	3%	2%	3%	4%	4%	1%	4%
Once a year	1%	1%	1%	1%	0%	2%	1%	1%	0%	0%	1%	1%	0%	3%	3%
Less often	9%	9%	8%	7%	9%	8%	9%	10%	12%	9%	8%	6%	9%	9%	10%
Never	47%	46%	48%	35%	50%	53%	53%	45%	36%	51%	54%	53%	57%	46%	32%
Don't know	2%	3%	2%	4%	1%	3%	2%	4%	2%	1%	3%	2%	0%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) How often would you say that you watched TV in the following ways?: Switching between devices half way through a program (e.g. finishing a program on your phone)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	7%	13%	12%	7%	6%	2%	1%	8%	2%	9%	4%	5%	14%	8%
Once a day	8%	16%	13%	10%	5%	3%	1%	11%	6%	10%	3%	0%	9%	17%
Multiple times a week	10%	17%	17%	13%	9%	6%	3%	11%	7%	12%	7%	29%	12%	20%
Once a week	5%	9%	8%	6%	5%	2%	2%	6%	7%	6%	4%	19%	4%	2%
Multiple times a month	6%	8%	11%	7%	5%	2%	1%	7%	3%	6%	4%	17%	3%	5%
Once a month	3%	5%	2%	4%	5%	1%	1%	3%	4%	4%	3%	13%	5%	0%
Multiple times a year	3%	4%	3%	4%	2%	1%	1%	2%	3%	1%	3%	0%	2%	2%
Once a year	1%	1%	1%	0%	2%	1%	0%	1%	1%	0%	1%	0%	0%	5%
Less often	9%	8%	7%	11%	9%	12%	5%	8%	8%	7%	11%	0%	8%	9%
Never	47%	15%	22%	36%	51%	66%	82%	43%	58%	42%	57%	17%	43%	33%
Don't know	2%	3%	3%	1%	2%	3%	2%	2%	2%	3%	3%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.C) How often would you say that you watched TV in the following ways?: Switching between devices half way through a program (e.g. finishing a program on your phone)

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	7%	7%	6%	8%	7%	5%	8%	8%	8%	16%	8%	10%	9%	11%	13%	2%
Once a day	8%	8%	7%	9%	8%	5%	11%	8%	12%	0%	7%	19%	16%	11%	10%	3%
Multiple times a week	10%	11%	10%	11%	10%	9%	9%	12%	14%	7%	11%	15%	18%	15%	12%	5%
Once a week	5%	5%	5%	6%	5%	5%	4%	6%	9%	0%	7%	4%	7%	5%	4%	2%
Multiple times a month	6%	4%	6%	6%	6%	6%	6%	7%	4%	3%	7%	10%	9%	8%	7%	3%
Once a month	3%	3%	3%	3%	3%	2%	3%	3%	3%	6%	3%	4%	3%	3%	4%	2%
Multiple times a year	3%	3%	3%	1%	2%	2%	2%	3%	4%	4%	3%	3%	5%	2%	2%	1%
Once a year	1%	1%	1%	2%	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%
Less often	9%	8%	10%	8%	8%	8%	9%	8%	7%	12%	9%	7%	8%	11%	9%	8%
Never	47%	48%	48%	46%	47%	55%	43%	42%	36%	42%	41%	25%	23%	33%	37%	72%
Don't know	2%	2%	1%	1%	4%	2%	3%	2%	2%	10%	3%	1%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) How often would you say that you watched TV in the following ways?: Whilst on the move (e.g. travelling on public transport or on your commute)

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	4%	4%	5%	7%	4%	3%	2%	4%	9%	3%	4%	2%	4%	3%	5%
Once a day	6%	8%	5%	10%	5%	3%	7%	5%	7%	4%	5%	7%	6%	7%	2%
Multiple times a week	8%	10%	6%	12%	5%	6%	9%	7%	10%	10%	4%	5%	5%	10%	17%
Once a week	5%	5%	5%	5%	5%	3%	4%	6%	5%	9%	1%	5%	5%	7%	6%
Multiple times a month	4%	5%	4%	5%	5%	4%	3%	6%	3%	3%	4%	6%	1%	6%	2%
Once a month	4%	4%	3%	5%	4%	4%	2%	2%	2%	3%	6%	4%	5%	2%	0%
Multiple times a year	5%	4%	5%	4%	4%	7%	3%	6%	6%	2%	4%	5%	4%	3%	2%
Once a year	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	0%	3%	1%	4%
Less often	10%	9%	11%	10%	11%	12%	6%	10%	10%	13%	8%	8%	9%	12%	8%
Never	52%	50%	53%	38%	54%	57%	61%	52%	45%	50%	60%	55%	59%	48%	51%
Don't know	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	3%	2%	0%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) How often would you say that you watched TV in the following ways?: Whilst on the move (e.g. travelling on public transport or on your commute)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	4%	9%	8%	6%	3%	1%	0%	6%	3%	6%	2%	5%	4%	6%
Once a day	6%	14%	13%	7%	4%	1%	0%	7%	1%	8%	3%	0%	13%	8%
Multiple times a week	8%	15%	14%	10%	7%	3%	1%	10%	6%	11%	3%	23%	10%	13%
Once a week	5%	8%	7%	7%	5%	2%	1%	6%	6%	4%	4%	10%	4%	4%
Multiple times a month	4%	6%	6%	6%	4%	2%	0%	5%	2%	5%	3%	7%	2%	7%
Once a month	4%	6%	6%	3%	3%	3%	1%	3%	4%	4%	3%	14%	6%	3%
Multiple times a year	5%	10%	4%	8%	3%	2%	2%	4%	2%	7%	4%	6%	4%	4%
Once a year	2%	2%	2%	2%	2%	2%	1%	1%	0%	3%	2%	0%	2%	0%
Less often	10%	9%	11%	12%	13%	7%	5%	9%	10%	8%	11%	12%	10%	10%
Never	52%	19%	28%	37%	53%	74%	88%	46%	66%	44%	66%	22%	43%	44%
Don't know	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	0%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.C) How often would you say that you watched TV in the following ways?: Whilst on the move (e.g. travelling on public transport or on your commute)

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	4%	3%	3%	6%	5%	3%	6%	3%	8%	7%	5%	7%	7%	7%	7%	2%
Once a day	6%	6%	6%	7%	6%	4%	6%	7%	13%	9%	7%	14%	10%	6%	4%	1%
Multiple times a week	8%	7%	8%	9%	8%	7%	9%	11%	7%	3%	8%	14%	17%	11%	15%	2%
Once a week	5%	6%	5%	5%	4%	5%	4%	6%	8%	7%	5%	7%	8%	8%	6%	2%
Multiple times a month	4%	5%	4%	3%	4%	3%	5%	5%	5%	5%	6%	7%	6%	6%	3%	1%
Once a month	4%	4%	3%	5%	3%	3%	3%	5%	3%	6%	4%	3%	4%	4%	6%	2%
Multiple times a year	5%	5%	5%	4%	4%	4%	3%	6%	5%	7%	6%	4%	6%	6%	4%	2%
Once a year	2%	2%	2%	1%	1%	1%	1%	2%	3%	3%	2%	2%	1%	1%	2%	1%
Less often	10%	9%	10%	8%	11%	8%	10%	9%	10%	11%	10%	12%	12%	13%	4%	8%
Never	52%	51%	51%	51%	54%	61%	49%	45%	38%	36%	46%	28%	28%	36%	45%	76%
Don't know	2%	2%	2%	1%	2%	1%	2%	2%	0%	8%	1%	2%	2%	2%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.A) How often would you say that you watched TV in the following ways?: Re-watching an old favourite

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	6%	5%	7%	7%	5%	3%	6%	8%	8%	6%	5%	4%	6%	6%	2%
Once a day	7%	7%	7%	10%	6%	6%	7%	5%	7%	6%	7%	4%	7%	8%	18%
Multiple times a week	14%	15%	12%	12%	12%	16%	15%	18%	15%	21%	13%	14%	10%	12%	6%
Once a week	11%	12%	9%	11%	14%	13%	9%	9%	10%	7%	12%	12%	10%	9%	4%
Multiple times a month	13%	13%	14%	11%	11%	14%	16%	12%	12%	15%	16%	12%	12%	15%	24%
Once a month	11%	12%	9%	11%	10%	13%	9%	13%	10%	8%	13%	10%	11%	14%	5%
Multiple times a year	17%	16%	18%	14%	20%	14%	14%	13%	18%	23%	19%	18%	19%	16%	16%
Once a year	5%	4%	5%	7%	5%	5%	4%	5%	6%	2%	4%	4%	6%	3%	9%
Less often	9%	7%	10%	8%	10%	8%	11%	7%	7%	7%	4%	9%	11%	10%	7%
Never	6%	7%	6%	6%	7%	6%	7%	7%	3%	5%	5%	11%	7%	6%	4%
Don't know	2%	2%	2%	2%	1%	2%	1%	2%	4%	1%	2%	3%	1%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) How often would you say that you watched TV in the following ways?: Re-watching an old favourite

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	6%	13%	11%	5%	3%	3%	1%	7%	6%	6%	4%	20%	6%	6%
Once a day	7%	11%	11%	7%	7%	4%	3%	8%	4%	9%	4%	0%	12%	16%
Multiple times a week	14%	19%	15%	19%	12%	9%	9%	16%	12%	16%	11%	15%	16%	4%
Once a week	11%	7%	14%	12%	11%	11%	9%	12%	12%	10%	9%	11%	14%	17%
Multiple times a month	13%	14%	13%	13%	16%	14%	10%	15%	11%	11%	15%	27%	13%	19%
Once a month	11%	11%	8%	10%	8%	14%	13%	10%	12%	11%	11%	0%	9%	7%
Multiple times a year	17%	11%	14%	15%	19%	21%	21%	15%	17%	16%	21%	15%	15%	13%
Once a year	5%	5%	3%	6%	5%	4%	6%	4%	5%	4%	6%	0%	4%	6%
Less often	9%	3%	6%	7%	9%	11%	14%	7%	15%	8%	11%	12%	5%	7%
Never	6%	4%	5%	4%	8%	7%	9%	5%	5%	6%	5%	0%	4%	5%
Don't know	2%	1%	0%	1%	2%	2%	4%	2%	1%	3%	3%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.C) How often would you say that you watched TV in the following ways?: Re-watching an old favourite

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	6%	5%	5%	6%	7%	5%	6%	6%	6%	11%	8%	9%	6%	5%	5%	2%
Once a day	7%	7%	6%	9%	6%	6%	7%	7%	11%	4%	7%	8%	12%	8%	10%	5%
Multiple times a week	14%	14%	15%	12%	15%	14%	13%	14%	16%	16%	16%	19%	12%	13%	16%	10%
Once a week	11%	11%	12%	12%	8%	10%	10%	12%	13%	3%	10%	15%	17%	13%	5%	10%
Multiple times a month	13%	15%	14%	12%	12%	13%	14%	13%	13%	19%	13%	12%	14%	17%	16%	13%
Once a month	11%	9%	10%	12%	11%	12%	10%	10%	8%	12%	11%	6%	7%	8%	9%	13%
Multiple times a year	17%	17%	17%	18%	16%	17%	16%	18%	13%	16%	16%	13%	18%	18%	12%	20%
Once a year	5%	5%	4%	5%	5%	4%	7%	4%	3%	3%	5%	5%	4%	7%	8%	4%
Less often	9%	10%	7%	7%	10%	8%	8%	8%	11%	11%	8%	7%	6%	5%	10%	12%
Never	6%	5%	8%	6%	7%	7%	6%	6%	6%	3%	7%	3%	3%	3%	7%	8%
Don't know	2%	2%	2%	2%	3%	2%	2%	2%	0%	3%	2%	1%	1%	2%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.A) How often would you say that you watched TV in the following ways?: Watching short videos

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	21%	23%	20%	27%	19%	15%	18%	19%	26%	20%	14%	21%	22%	20%	29%
Once a day	12%	12%	13%	12%	9%	13%	14%	11%	12%	13%	13%	13%	16%	13%	13%
Multiple times a week	17%	21%	14%	19%	15%	13%	20%	21%	13%	20%	13%	19%	18%	23%	13%
Once a week	7%	7%	7%	7%	7%	7%	9%	10%	7%	7%	7%	5%	5%	5%	10%
Multiple times a month	7%	6%	7%	6%	7%	11%	5%	5%	6%	7%	6%	7%	7%	5%	8%
Once a month	4%	4%	4%	6%	5%	3%	1%	3%	5%	2%	5%	2%	3%	5%	2%
Multiple times a year	3%	3%	3%	3%	3%	6%	2%	3%	2%	3%	3%	2%	3%	3%	9%
Once a year	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	0%	2%	0%	2%	0%
Less often	9%	6%	11%	3%	12%	10%	9%	11%	10%	7%	7%	10%	8%	14%	0%
Never	17%	14%	19%	12%	19%	16%	20%	15%	14%	19%	29%	18%	17%	10%	14%
Don't know	2%	3%	2%	3%	3%	4%	2%	2%	4%	1%	3%	1%	2%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.B) How often would you say that you watched TV in the following ways?: Watching short videos

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	21%	43%	30%	26%	20%	12%	2%	22%	16%	26%	16%	18%	22%	11%
Once a day	12%	15%	20%	15%	10%	10%	5%	14%	17%	10%	10%	14%	13%	18%
Multiple times a week	17%	16%	22%	22%	22%	18%	6%	19%	11%	16%	16%	36%	16%	23%
Once a week	7%	7%	6%	8%	8%	8%	5%	7%	7%	8%	7%	4%	12%	3%
Multiple times a month	7%	6%	5%	8%	7%	7%	7%	7%	8%	6%	7%	0%	5%	13%
Once a month	4%	1%	2%	3%	2%	6%	6%	4%	2%	3%	5%	7%	3%	8%
Multiple times a year	3%	2%	1%	3%	4%	4%	5%	3%	4%	4%	3%	10%	1%	0%
Once a year	1%	1%	0%	1%	1%	1%	2%	0%	2%	2%	1%	6%	1%	2%
Less often	9%	2%	4%	5%	7%	11%	19%	7%	13%	8%	13%	0%	10%	2%
Never	17%	4%	7%	7%	16%	20%	39%	15%	21%	14%	19%	5%	14%	20%
Don't know	2%	3%	1%	1%	3%	3%	4%	2%	1%	4%	3%	0%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.C) How often would you say that you watched TV in the following ways?: Watching short videos

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	21%	19%	20%	24%	22%	18%	24%	19%	25%	33%	26%	35%	25%	21%	23%	9%
Once a day	12%	11%	13%	13%	13%	11%	13%	16%	13%	5%	13%	19%	20%	17%	8%	9%
Multiple times a week	17%	17%	19%	16%	18%	15%	19%	19%	22%	15%	18%	22%	23%	24%	22%	12%
Once a week	7%	7%	7%	5%	8%	7%	6%	8%	8%	8%	6%	6%	9%	8%	8%	7%
Multiple times a month	7%	6%	7%	8%	6%	7%	6%	7%	7%	11%	7%	6%	5%	7%	10%	7%
Once a month	4%	4%	4%	5%	2%	4%	2%	4%	5%	4%	4%	0%	2%	1%	2%	5%
Multiple times a year	3%	3%	3%	4%	3%	4%	3%	3%	4%	1%	0%	3%	1%	3%	4%	4%
Once a year	1%	1%	1%	0%	2%	2%	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%
Less often	9%	11%	7%	8%	8%	7%	9%	6%	7%	12%	7%	3%	3%	7%	5%	14%
Never	17%	19%	16%	15%	17%	22%	14%	16%	9%	8%	14%	7%	6%	8%	13%	28%
Don't know	2%	2%	3%	1%	4%	2%	3%	2%	2%	3%	3%	0%	2%	2%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.A) What proportion of the content that you watch would you say that you personally would judge as great or very good?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Under 10%	4%	5%	3%	6%	5%	5%	6%	1%	2%	4%	3%	3%	7%	3%	4%
10-25%	13%	14%	12%	11%	12%	13%	11%	14%	10%	13%	21%	13%	11%	14%	21%
25-50%	26%	29%	22%	24%	22%	30%	23%	24%	22%	30%	23%	33%	28%	22%	17%
50-75%	32%	30%	35%	32%	37%	32%	29%	35%	39%	31%	30%	28%	32%	29%	33%
75-90%	18%	15%	20%	21%	19%	11%	24%	19%	19%	17%	14%	15%	16%	20%	18%
Over 90%	3%	3%	4%	3%	3%	5%	4%	1%	4%	3%	6%	2%	2%	6%	0%
Don't know	4%	3%	5%	3%	3%	4%	4%	5%	4%	2%	2%	6%	4%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.B) What proportion of the content that you watch would you say that you personally would judge as great or very good?

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Under 10%	4%	2%	4%	2%	3%	8%	6%	4%	6%	5%	5%	0%	5%	0%
10-25%	13%	7%	10%	10%	12%	15%	20%	11%	18%	13%	13%	7%	14%	9%
25-50%	26%	24%	26%	25%	29%	22%	27%	23%	24%	28%	26%	53%	31%	33%
50-75%	32%	35%	34%	39%	29%	33%	26%	36%	24%	31%	32%	34%	33%	28%
75-90%	18%	21%	19%	18%	18%	16%	16%	20%	23%	14%	17%	6%	14%	24%
Over 90%	3%	6%	3%	1%	3%	3%	2%	3%	3%	4%	3%	0%	3%	6%
Don't know	4%	4%	5%	5%	5%	3%	3%	4%	2%	4%	4%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.C) What proportion of the content that you watch would you say that you personally would judge as great or very good?

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Under 10%	4%	6%	3%	3%	4%	4%	3%	5%	4%	0%	4%	3%	3%	3%	1%	5%
10-25%	13%	16%	12%	11%	12%	14%	10%	13%	12%	14%	11%	12%	11%	9%	13%	16%
25-50%	26%	23%	26%	28%	26%	25%	24%	27%	26%	24%	26%	24%	24%	28%	22%	25%
50-75%	32%	33%	33%	31%	31%	31%	35%	31%	37%	30%	32%	37%	34%	41%	39%	30%
75-90%	18%	18%	18%	18%	18%	18%	19%	18%	16%	24%	17%	19%	24%	14%	16%	17%
Over 90%	3%	2%	3%	4%	4%	3%	4%	2%	3%	4%	4%	2%	0%	2%	4%	3%
Don't know	4%	2%	5%	5%	5%	5%	5%	3%	2%	3%	5%	3%	2%	3%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.A) Which, if any, of the following countries have you watched a fictional TV program or film from this year (e.g. Drama, Soap, Sitcom)? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Canada	9%	9%	8%	8%	10%	9%	6%	6%	8%	7%	6%	8%	14%	9%	7%
South Korea	9%	11%	8%	17%	9%	11%	6%	5%	10%	7%	3%	9%	9%	4%	12%
UK	76%	77%	76%	75%	76%	74%	72%	81%	77%	74%	83%	80%	75%	73%	76%
France	7%	8%	6%	10%	7%	8%	6%	2%	8%	4%	6%	8%	7%	6%	5%
Japan	6%	7%	5%	11%	4%	7%	4%	5%	8%	7%	1%	5%	6%	5%	5%
USA	50%	54%	46%	56%	49%	46%	48%	47%	50%	42%	44%	48%	58%	46%	52%
New Zealand	5%	6%	4%	4%	6%	6%	7%	5%	4%	2%	7%	4%	8%	3%	0%
Germany	5%	7%	3%	4%	8%	6%	6%	3%	7%	5%	5%	2%	4%	7%	2%
India, Pakistan or Bangladesh	4%	5%	4%	9%	3%	3%	4%	4%	8%	2%	3%	3%	4%	2%	0%
Netherlands	3%	4%	2%	4%	3%	3%	1%	2%	5%	1%	4%	3%	2%	7%	2%
China	3%	3%	3%	6%	1%	3%	2%	2%	4%	3%	0%	2%	4%	2%	0%
South America	3%	3%	2%	4%	3%	3%	4%	0%	3%	4%	1%	2%	4%	2%	0%
Africa	2%	2%	2%	4%	2%	2%	3%	2%	4%	3%	3%	1%	0%	2%	0%
Australia	18%	18%	18%	16%	20%	18%	21%	14%	19%	15%	18%	17%	25%	13%	9%
Finland, Sweden, Denmark or Norway	10%	11%	9%	10%	12%	14%	9%	7%	11%	6%	7%	9%	10%	15%	2%
None of the above	8%	7%	9%	6%	8%	11%	9%	5%	6%	7%	4%	8%	10%	8%	14%
Don't know	6%	5%	7%	6%	4%	7%	5%	6%	7%	7%	6%	7%	7%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.B) Which, if any, of the following countries have you watched a fictional TV program or film from this year (e.g. Drama, Soap, Sitcom)? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Canada	9%	5%	5%	10%	8%	9%	11%	11%	13%	6%	8%	16%	7%	5%
South Korea	9%	18%	13%	7%	12%	4%	4%	10%	7%	11%	6%	20%	7%	3%
UK	76%	81%	75%	78%	78%	79%	69%	79%	80%	79%	74%	85%	74%	78%
France	7%	5%	5%	5%	7%	8%	10%	7%	6%	5%	8%	0%	6%	12%
Japan	6%	13%	10%	5%	5%	4%	3%	8%	10%	6%	4%	0%	3%	6%
USA	50%	52%	50%	53%	56%	49%	40%	52%	40%	55%	49%	29%	50%	36%
New Zealand	5%	3%	3%	4%	3%	6%	8%	5%	6%	6%	5%	16%	5%	0%
Germany	5%	6%	4%	4%	4%	8%	5%	6%	6%	3%	5%	0%	5%	8%
India, Pakistan or Bangladesh	4%	11%	7%	4%	2%	3%	1%	5%	1%	7%	3%	16%	3%	4%
Netherlands	3%	3%	2%	1%	3%	4%	6%	4%	5%	2%	3%	10%	2%	4%
China	3%	7%	2%	3%	2%	3%	0%	3%	3%	3%	2%	0%	2%	3%
South America	3%	5%	3%	4%	2%	1%	2%	4%	2%	2%	2%	0%	4%	0%
Africa	2%	5%	4%	2%	1%	2%	0%	3%	1%	2%	1%	0%	1%	7%
Australia	18%	9%	11%	19%	23%	22%	21%	20%	13%	21%	17%	14%	19%	14%
Finland, Sweden, Denmark or Norway	10%	4%	7%	6%	12%	14%	14%	8%	11%	9%	12%	8%	13%	14%
None of the above	8%	3%	5%	4%	9%	7%	16%	6%	6%	3%	11%	0%	6%	9%
Don't know	6%	5%	5%	8%	5%	5%	7%	5%	8%	5%	8%	0%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.C) Which, if any, of the following countries have you watched a fictional TV program or film from this year (e.g. Drama, Soap, Sitcom)? Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Canada	9%	9%	8%	9%	9%	6%	9%	10%	10%	12%	10%	2%	5%	7%	10%	9%
South Korea	9%	11%	11%	9%	6%	5%	8%	13%	15%	20%	13%	7%	9%	10%	4%	5%
UK	76%	80%	76%	75%	74%	72%	79%	81%	76%	74%	78%	75%	79%	81%	82%	74%
France	7%	9%	8%	5%	5%	4%	6%	9%	11%	6%	7%	3%	7%	9%	4%	7%
Japan	6%	8%	7%	5%	5%	4%	7%	6%	10%	13%	8%	6%	8%	6%	1%	3%
USA	50%	55%	55%	47%	41%	46%	50%	54%	54%	62%	55%	44%	50%	50%	51%	43%
New Zealand	5%	7%	5%	5%	3%	3%	5%	5%	6%	15%	5%	2%	2%	4%	4%	6%
Germany	5%	6%	6%	5%	3%	3%	5%	7%	7%	12%	6%	4%	5%	4%	2%	4%
India, Pakistan or Bangladesh	4%	5%	4%	6%	4%	1%	3%	7%	9%	7%	4%	8%	9%	7%	3%	2%
Netherlands	3%	4%	3%	3%	2%	3%	2%	4%	4%	6%	3%	0%	2%	3%	3%	5%
China	3%	2%	2%	4%	3%	2%	3%	2%	3%	14%	3%	3%	2%	3%	5%	2%
South America	3%	3%	3%	4%	2%	1%	4%	3%	5%	7%	4%	4%	3%	3%	1%	2%
Africa	2%	2%	4%	2%	2%	1%	2%	4%	3%	0%	3%	2%	3%	4%	4%	1%
Australia	18%	19%	21%	18%	13%	21%	14%	19%	19%	21%	17%	10%	16%	20%	17%	21%
Finland, Sweden, Denmark or Norway	10%	12%	10%	8%	8%	7%	7%	13%	14%	21%	10%	5%	7%	7%	5%	13%
None of the above	8%	7%	8%	8%	8%	9%	6%	6%	8%	3%	7%	5%	4%	6%	3%	11%
Don't know	6%	4%	5%	5%	9%	8%	6%	4%	3%	4%	6%	5%	6%	5%	8%	6%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.A) Which, if any, of the following countries have you watched a non-fiction TV program or film (e.g. News, documentaries, reality TV, game shows) from this year? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
UK	71%	74%	68%	69%	78%	70%	69%	73%	71%	68%	71%	71%	70%	62%	73%
Canada	5%	6%	4%	6%	4%	6%	4%	3%	6%	5%	5%	6%	9%	5%	4%
France	4%	4%	3%	4%	5%	3%	4%	2%	3%	4%	3%	3%	4%	5%	0%
Japan	4%	5%	2%	4%	4%	2%	2%	2%	6%	6%	0%	5%	6%	8%	0%
South Korea	4%	4%	3%	8%	4%	1%	3%	0%	5%	4%	4%	5%	3%	4%	0%
Africa	4%	5%	3%	6%	3%	3%	2%	2%	5%	6%	1%	2%	4%	5%	2%
USA	36%	40%	32%	43%	33%	35%	34%	31%	38%	27%	31%	37%	41%	34%	39%
New Zealand	3%	4%	3%	5%	5%	2%	2%	3%	3%	2%	2%	3%	3%	4%	0%
Germany	3%	4%	1%	3%	3%	3%	1%	4%	2%	2%	4%	3%	2%	5%	0%
Finland, Sweden, Denmark or Norway	3%	4%	2%	6%	4%	4%	2%	1%	4%	2%	1%	1%	3%	5%	0%
India, Pakistan or Bangladesh	3%	4%	3%	5%	3%	2%	3%	3%	9%	3%	0%	2%	5%	0%	0%
Netherlands	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	5%	2%	2%	1%	2%
China	2%	3%	1%	4%	2%	3%	2%	2%	5%	1%	2%	2%	2%	1%	2%
South America	2%	3%	1%	3%	3%	1%	1%	3%	3%	2%	4%	2%	2%	3%	0%
Australia	10%	10%	11%	9%	13%	10%	10%	7%	10%	9%	6%	10%	15%	8%	4%
None of the above	11%	10%	12%	10%	9%	14%	11%	10%	6%	17%	7%	12%	13%	9%	11%
Don't know	10%	9%	11%	9%	8%	11%	12%	11%	12%	9%	13%	9%	10%	14%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.B) Which, if any, of the following countries have you watched a non-fiction TV program or film (e.g. News, documentaries, reality TV, game shows) from this year? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
UK	71%	72%	67%	75%	76%	75%	63%	76%	77%	75%	70%	60%	64%	58%
Canada	5%	4%	5%	5%	7%	5%	6%	7%	3%	5%	6%	16%	4%	4%
France	4%	5%	3%	3%	6%	2%	5%	4%	2%	4%	3%	0%	3%	5%
Japan	4%	8%	6%	4%	3%	1%	2%	4%	4%	5%	3%	0%	3%	15%
South Korea	4%	9%	7%	3%	2%	2%	0%	4%	1%	4%	3%	15%	4%	5%
Africa	4%	5%	6%	2%	3%	2%	4%	4%	0%	5%	3%	0%	3%	2%
USA	36%	36%	38%	38%	41%	37%	28%	40%	29%	38%	35%	22%	31%	23%
New Zealand	3%	5%	3%	3%	3%	2%	4%	4%	2%	2%	3%	19%	3%	2%
Germany	3%	4%	2%	3%	3%	2%	2%	3%	3%	2%	2%	13%	3%	3%
Finland, Sweden, Denmark or Norway	3%	5%	2%	4%	3%	2%	3%	3%	3%	3%	3%	0%	2%	4%
India, Pakistan or Bangladesh	3%	7%	5%	1%	3%	3%	2%	4%	1%	5%	2%	0%	3%	6%
Netherlands	2%	1%	2%	1%	3%	1%	2%	2%	2%	2%	2%	0%	2%	3%
China	2%	4%	3%	3%	2%	2%	1%	3%	0%	2%	2%	0%	1%	5%
South America	2%	6%	1%	2%	1%	2%	2%	2%	1%	4%	1%	0%	2%	3%
Australia	10%	6%	6%	11%	13%	11%	13%	12%	7%	11%	11%	8%	6%	7%
None of the above	11%	7%	7%	6%	11%	12%	19%	8%	6%	7%	14%	5%	9%	13%
Don't know	10%	9%	12%	12%	9%	5%	12%	8%	10%	10%	11%	11%	11%	6%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.C) Which, if any, of the following countries have you watched a non-fiction TV program or film (e.g. News, documentaries, reality TV, game shows) from this year? Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
UK	71%	74%	73%	69%	66%	65%	74%	71%	76%	77%	72%	74%	77%	80%	81%	68%
Canada	5%	7%	5%	6%	4%	4%	4%	8%	8%	14%	6%	4%	4%	5%	7%	5%
France	4%	5%	3%	3%	3%	2%	3%	5%	8%	0%	4%	2%	2%	4%	2%	4%
Japan	4%	4%	4%	4%	4%	3%	5%	4%	6%	7%	5%	5%	7%	5%	1%	2%
South Korea	4%	4%	4%	4%	3%	2%	3%	5%	6%	7%	5%	4%	5%	4%	1%	1%
Africa	4%	5%	4%	3%	3%	3%	2%	6%	5%	11%	4%	3%	3%	5%	2%	3%
USA	36%	41%	40%	32%	29%	35%	34%	38%	46%	54%	39%	35%	36%	39%	39%	31%
New Zealand	3%	4%	4%	3%	2%	2%	2%	4%	6%	10%	3%	2%	2%	4%	4%	3%
Germany	3%	3%	3%	3%	1%	1%	1%	5%	5%	3%	3%	3%	4%	5%	3%	1%
Finland, Sweden, Denmark or Norway	3%	4%	2%	4%	2%	2%	1%	4%	7%	7%	3%	2%	3%	5%	2%	3%
India, Pakistan or Bangladesh	3%	4%	3%	4%	3%	2%	3%	5%	7%	7%	3%	5%	6%	6%	3%	3%
Netherlands	2%	2%	2%	1%	1%	2%	1%	2%	4%	0%	2%	0%	2%	4%	4%	1%
China	2%	3%	1%	3%	2%	2%	2%	2%	4%	7%	3%	1%	1%	4%	3%	1%
South America	2%	3%	2%	3%	1%	3%	2%	3%	3%	0%	2%	4%	2%	3%	1%	1%
Australia	10%	10%	12%	10%	9%	11%	7%	11%	13%	3%	11%	5%	11%	11%	11%	11%
None of the above	11%	10%	10%	12%	12%	11%	9%	11%	9%	13%	10%	4%	5%	8%	8%	16%
Don't know	10%	9%	9%	10%	13%	15%	9%	8%	5%	10%	11%	9%	9%	4%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.A) On average, what proportion of the fictional video content you watch would you estimate is set in the UK? (e.g. Drama, Soap, Sitcom)

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Under 10%	7%	7%	7%	9%	6%	5%	11%	7%	6%	4%	3%	6%	9%	8%	13%
10-25%	14%	15%	12%	14%	11%	18%	14%	14%	14%	14%	19%	11%	14%	12%	11%
25-50%	24%	25%	23%	23%	27%	21%	21%	25%	25%	27%	26%	20%	22%	33%	24%
50-75%	22%	21%	22%	22%	22%	21%	24%	19%	22%	15%	12%	29%	23%	20%	23%
75-90%	13%	13%	13%	12%	16%	15%	11%	13%	14%	16%	13%	12%	12%	9%	12%
Over 90%	8%	7%	9%	7%	8%	8%	6%	11%	9%	12%	13%	8%	6%	7%	8%
Don't know	12%	10%	13%	13%	10%	12%	13%	10%	10%	12%	15%	12%	14%	12%	10%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.B) On average, what proportion of the fictional video content you watch would you estimate is set in the UK? (e.g. Drama, Soap, Sitcom)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Under 10%	7%	8%	7%	10%	7%	6%	5%	7%	4%	8%	6%	0%	6%	5%
10-25%	14%	18%	17%	16%	11%	13%	9%	14%	12%	15%	12%	7%	14%	18%
25-50%	24%	25%	28%	30%	26%	22%	17%	27%	18%	25%	22%	16%	20%	30%
50-75%	22%	22%	19%	17%	24%	20%	27%	22%	28%	24%	22%	42%	27%	13%
75-90%	13%	13%	10%	10%	14%	15%	16%	14%	15%	9%	15%	12%	17%	13%
Over 90%	8%	5%	7%	5%	6%	13%	13%	7%	12%	8%	11%	6%	9%	10%
Don't know	12%	10%	13%	11%	13%	10%	13%	10%	11%	11%	13%	16%	6%	11%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.C) On average, what proportion of the fictional video content you watch would you estimate is set in the UK? (e.g. Drama, Soap, Sitcom)

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Under 10%	7%	6%	7%	7%	8%	7%	8%	7%	5%	0%	7%	8%	8%	7%	5%	7%
10-25%	14%	12%	14%	16%	13%	13%	14%	14%	15%	13%	15%	15%	19%	16%	17%	10%
25-50%	24%	26%	24%	22%	24%	20%	25%	25%	34%	28%	26%	29%	22%	29%	29%	19%
50-75%	22%	24%	22%	22%	20%	23%	21%	22%	17%	22%	19%	24%	24%	23%	17%	25%
75-90%	13%	15%	12%	14%	12%	14%	13%	12%	11%	9%	11%	12%	12%	12%	14%	16%
Over 90%	8%	7%	8%	9%	8%	9%	8%	8%	9%	11%	7%	4%	6%	7%	6%	12%
Don't know	12%	9%	13%	10%	15%	12%	11%	11%	10%	17%	14%	8%	9%	7%	11%	12%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.A) On average, what proportion of the non-fiction video content you watch would you estimate is set in the UK? (e.g. News, documentaries, reality TV, game shows)

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Under 10%	6%	6%	7%	8%	6%	9%	8%	6%	6%	3%	4%	6%	5%	9%	10%
10-25%	15%	16%	14%	14%	12%	20%	16%	17%	13%	11%	17%	14%	19%	17%	11%
25-50%	20%	22%	17%	23%	19%	14%	24%	21%	18%	24%	18%	20%	18%	19%	16%
50-75%	22%	22%	23%	21%	26%	22%	20%	20%	26%	24%	16%	20%	22%	23%	26%
75-90%	14%	14%	14%	16%	15%	16%	13%	14%	11%	9%	14%	15%	13%	11%	23%
Over 90%	11%	10%	11%	7%	10%	9%	7%	11%	17%	16%	16%	11%	12%	8%	9%
Don't know	12%	9%	14%	11%	11%	11%	12%	12%	9%	13%	16%	13%	11%	13%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.B) On average, what proportion of the non-fiction video content you watch would you estimate is set in the UK? (e.g. News, documentaries, reality TV, game shows)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Under 10%	6%	7%	7%	8%	6%	7%	5%	6%	3%	7%	5%	0%	7%	9%
10-25%	15%	14%	17%	17%	15%	11%	14%	16%	9%	17%	14%	7%	18%	18%
25-50%	20%	22%	24%	21%	21%	16%	16%	20%	27%	21%	17%	34%	19%	20%
50-75%	22%	25%	23%	24%	20%	22%	21%	26%	19%	20%	22%	30%	22%	9%
75-90%	14%	13%	12%	12%	14%	18%	15%	14%	16%	13%	14%	13%	20%	22%
Over 90%	11%	7%	6%	7%	10%	16%	16%	9%	15%	9%	15%	0%	8%	16%
Don't know	12%	13%	10%	11%	14%	9%	12%	9%	10%	13%	13%	16%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.C) On average, what proportion of the non-fiction video content you watch would you estimate is set in the UK? (e.g. News, documentaries, reality TV, game shows)

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Under 10%	6%	5%	7%	6%	9%	7%	6%	7%	6%	0%	7%	8%	5%	3%	5%	7%
10-25%	15%	14%	14%	17%	15%	16%	13%	15%	15%	20%	13%	18%	18%	22%	22%	15%
25-50%	20%	21%	18%	21%	18%	19%	22%	19%	23%	22%	22%	27%	19%	21%	24%	15%
50-75%	22%	24%	23%	23%	20%	22%	25%	24%	22%	19%	23%	23%	20%	28%	21%	20%
75-90%	14%	17%	12%	15%	11%	13%	12%	13%	17%	6%	12%	13%	20%	12%	10%	16%
Over 90%	11%	10%	12%	9%	11%	11%	10%	11%	8%	23%	9%	6%	10%	8%	8%	15%
Don't know	12%	8%	14%	9%	16%	13%	12%	12%	8%	10%	14%	5%	8%	5%	10%	12%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.A) How often do you watch fictional content set in the UK? (e.g. Drama, Soap, Sitcom)

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	9%	7%	10%	8%	10%	7%	8%	7%	11%	10%	11%	6%	10%	9%	7%
Once a day	12%	12%	12%	11%	12%	11%	11%	9%	14%	12%	16%	11%	15%	15%	11%
Multiple times a week	31%	32%	29%	25%	32%	34%	31%	32%	29%	36%	32%	34%	31%	27%	21%
Once a week	13%	15%	12%	16%	12%	11%	11%	20%	13%	12%	16%	9%	11%	16%	24%
Multiple times a month	12%	12%	12%	13%	18%	9%	9%	10%	13%	11%	6%	16%	6%	12%	11%
Once a month	5%	4%	6%	4%	4%	5%	8%	7%	4%	3%	5%	6%	3%	4%	7%
Multiple times a year	5%	5%	5%	9%	2%	9%	4%	3%	5%	6%	2%	2%	6%	2%	4%
Once a year	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	2%	2%	2%	5%
Less often	3%	4%	3%	4%	2%	3%	6%	5%	3%	1%	3%	5%	2%	2%	2%
Never	3%	3%	3%	3%	2%	2%	4%	1%	1%	3%	1%	4%	4%	2%	2%
Don't know	6%	6%	7%	6%	5%	8%	7%	6%	6%	5%	7%	6%	9%	9%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.B) How often do you watch fictional content set in the UK? (e.g. Drama, Soap, Sitcom)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	9%	4%	7%	9%	9%	11%	10%	11%	9%	8%	9%	12%	8%	10%
Once a day	12%	6%	9%	16%	12%	14%	14%	14%	17%	13%	11%	5%	12%	13%
Multiple times a week	31%	25%	28%	26%	29%	36%	38%	32%	37%	33%	31%	24%	35%	29%
Once a week	13%	20%	14%	12%	13%	12%	12%	12%	11%	14%	14%	44%	14%	22%
Multiple times a month	12%	16%	13%	12%	11%	10%	11%	12%	10%	11%	13%	5%	10%	8%
Once a month	5%	5%	6%	6%	6%	4%	3%	5%	5%	4%	5%	0%	6%	2%
Multiple times a year	5%	6%	7%	6%	5%	3%	2%	4%	5%	5%	5%	6%	4%	5%
Once a year	1%	3%	1%	2%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%
Less often	3%	4%	5%	3%	3%	4%	1%	3%	1%	3%	4%	0%	4%	2%
Never	3%	4%	3%	2%	3%	1%	3%	2%	0%	3%	2%	0%	1%	2%
Don't know	6%	7%	6%	6%	8%	6%	6%	6%	5%	5%	5%	5%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.C) How often do you watch fictional content set in the UK? (e.g. Drama, Soap, Sitcom)

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	9%	7%	10%	7%	11%	12%	8%	7%	8%	10%	8%	5%	10%	11%	10%	10%
Once a day	12%	11%	12%	13%	12%	11%	12%	12%	14%	17%	10%	10%	13%	13%	17%	14%
Multiple times a week	31%	37%	31%	30%	24%	32%	27%	33%	32%	47%	28%	30%	28%	33%	26%	36%
Once a week	13%	15%	11%	14%	13%	12%	15%	15%	12%	9%	13%	15%	15%	13%	14%	12%
Multiple times a month	12%	12%	11%	12%	12%	13%	12%	11%	11%	3%	13%	15%	12%	12%	11%	10%
Once a month	5%	4%	4%	5%	6%	4%	7%	5%	5%	3%	6%	7%	7%	4%	6%	3%
Multiple times a year	5%	5%	5%	5%	4%	4%	5%	5%	7%	4%	5%	6%	4%	5%	8%	3%
Once a year	1%	1%	1%	2%	1%	0%	2%	1%	1%	0%	2%	1%	1%	1%	0%	0%
Less often	3%	2%	3%	3%	5%	3%	4%	3%	2%	0%	4%	4%	4%	2%	2%	3%
Never	3%	2%	3%	2%	4%	3%	3%	3%	3%	0%	3%	3%	3%	3%	1%	2%
Don't know	6%	5%	8%	5%	7%	7%	6%	6%	5%	7%	7%	4%	3%	4%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.A) And how often do you watch non-fiction content set in the UK? (e.g. News, documentaries, reality TV, game shows)

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	13%	14%	11%	11%	14%	8%	12%	11%	14%	14%	10%	14%	15%	8%	20%
Once a day	17%	16%	18%	15%	14%	19%	13%	17%	19%	16%	25%	13%	21%	21%	13%
Multiple times a week	27%	30%	24%	23%	30%	28%	26%	32%	31%	32%	30%	23%	21%	29%	29%
Once a week	11%	12%	10%	13%	10%	9%	13%	14%	8%	11%	8%	11%	14%	9%	10%
Multiple times a month	12%	10%	14%	15%	13%	15%	11%	9%	10%	11%	7%	14%	8%	17%	12%
Once a month	5%	4%	6%	4%	5%	2%	7%	7%	4%	4%	4%	6%	5%	2%	4%
Multiple times a year	4%	4%	5%	6%	4%	6%	4%	3%	3%	6%	5%	4%	4%	5%	5%
Once a year	1%	1%	1%	2%	1%	1%	0%	1%	0%	1%	0%	2%	1%	0%	0%
Less often	2%	2%	3%	3%	2%	2%	3%	1%	3%	1%	3%	5%	1%	1%	2%
Never	2%	1%	2%	2%	0%	2%	3%	1%	2%	1%	0%	2%	3%	2%	0%
Don't know	6%	5%	7%	6%	6%	8%	8%	6%	7%	3%	8%	6%	6%	8%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.B) And how often do you watch non-fiction content set in the UK? (e.g. News, documentaries, reality TV, game shows)

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	13%	7%	7%	10%	13%	15%	21%	13%	14%	14%	16%	10%	11%	13%
Once a day	17%	10%	13%	17%	18%	21%	21%	20%	19%	13%	15%	22%	16%	23%
Multiple times a week	27%	26%	27%	25%	26%	31%	28%	28%	31%	30%	28%	27%	30%	24%
Once a week	11%	13%	12%	11%	12%	9%	9%	10%	13%	10%	13%	19%	10%	13%
Multiple times a month	12%	16%	15%	15%	10%	10%	8%	13%	9%	15%	11%	0%	11%	15%
Once a month	5%	7%	6%	6%	3%	3%	3%	4%	1%	2%	5%	16%	7%	6%
Multiple times a year	4%	8%	5%	5%	5%	3%	2%	4%	3%	6%	3%	0%	6%	1%
Once a year	1%	2%	1%	1%	1%	0%	0%	0%	1%	2%	0%	0%	0%	0%
Less often	2%	3%	4%	2%	3%	1%	2%	2%	1%	2%	1%	0%	6%	0%
Never	2%	2%	2%	2%	2%	1%	1%	1%	0%	1%	2%	0%	0%	4%
Don't know	6%	7%	7%	6%	7%	5%	5%	5%	8%	6%	6%	6%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.C) And how often do you watch non-fiction content set in the UK? (e.g. News, documentaries, reality TV, game shows)

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	13%	13%	12%	12%	14%	15%	12%	12%	8%	20%	10%	11%	12%	14%	11%	17%
Once a day	17%	17%	16%	18%	15%	17%	15%	17%	20%	13%	13%	12%	18%	21%	23%	21%
Multiple times a week	27%	31%	29%	26%	22%	25%	26%	30%	29%	34%	27%	27%	22%	24%	28%	28%
Once a week	11%	13%	9%	12%	10%	12%	11%	10%	12%	8%	11%	15%	12%	11%	12%	10%
Multiple times a month	12%	11%	12%	13%	12%	13%	13%	11%	13%	13%	14%	15%	17%	15%	9%	9%
Once a month	5%	3%	4%	5%	6%	3%	5%	5%	5%	3%	6%	6%	4%	3%	4%	3%
Multiple times a year	4%	3%	5%	4%	6%	5%	5%	5%	2%	3%	6%	4%	4%	5%	5%	3%
Once a year	1%	1%	1%	0%	1%	1%	1%	1%	2%	0%	1%	0%	1%	0%	1%	0%
Less often	2%	1%	2%	3%	3%	1%	4%	2%	1%	3%	3%	3%	2%	3%	2%	2%
Never	2%	1%	2%	2%	2%	2%	2%	2%	2%	0%	2%	2%	4%	1%	0%	1%
Don't know	6%	5%	7%	5%	8%	7%	6%	6%	5%	4%	7%	5%	4%	3%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.A) What type of British content do you most enjoy? Select up to three of the following options

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Reality TV	9%	4%	13%	9%	12%	7%	7%	9%	11%	6%	3%	10%	7%	11%	8%
Horror	9%	10%	8%	10%	7%	9%	10%	8%	10%	11%	10%	8%	8%	6%	9%
Music	9%	10%	8%	9%	9%	11%	7%	8%	9%	11%	6%	8%	8%	11%	8%
Medical Drama	7%	4%	11%	7%	5%	5%	10%	8%	8%	6%	9%	7%	11%	5%	8%
Romance	5%	3%	8%	6%	6%	3%	3%	5%	8%	8%	4%	5%	3%	5%	9%
Animation	4%	4%	3%	4%	2%	2%	4%	5%	6%	5%	1%	4%	2%	3%	4%
Drama	33%	27%	40%	31%	39%	30%	35%	30%	33%	33%	33%	31%	40%	34%	22%
Documentary	28%	29%	28%	26%	31%	35%	26%	30%	23%	24%	28%	27%	37%	26%	28%
Crime	25%	22%	28%	25%	30%	27%	22%	27%	21%	24%	31%	22%	22%	26%	26%
Sport	24%	39%	10%	24%	25%	20%	26%	25%	21%	26%	20%	26%	19%	25%	38%
News	22%	26%	18%	21%	23%	23%	14%	23%	18%	19%	23%	25%	29%	22%	14%
Sitcoms or Comedy	21%	22%	20%	20%	18%	24%	24%	25%	21%	23%	20%	20%	15%	22%	24%
Children	2%	1%	3%	1%	1%	3%	4%	4%	5%	4%	0%	1%	1%	2%	2%
Teen	2%	1%	2%	2%	1%	1%	2%	3%	3%	0%	0%	3%	0%	5%	2%
Cooking	14%	10%	17%	14%	15%	18%	13%	9%	13%	11%	11%	17%	15%	8%	13%
Soap	14%	9%	19%	11%	12%	12%	19%	12%	17%	19%	22%	16%	16%	10%	10%
Game Shows	13%	13%	13%	11%	13%	10%	11%	19%	10%	11%	13%	16%	15%	14%	19%
Travel	12%	13%	12%	15%	9%	14%	8%	14%	12%	13%	19%	13%	12%	10%	12%
Science Fiction and Fantasy	10%	14%	7%	12%	9%	8%	8%	8%	12%	12%	12%	10%	8%	12%	10%
None of the above	1%	1%	1%	1%	0%	2%	3%	1%	2%	1%	1%	1%	0%	0%	0%
Don't Know	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	3%	0%	0%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.B) What type of British content do you most enjoy? Select up to three of the following options

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Reality TV	9%	15%	14%	10%	8%	3%	3%	10%	6%	9%	7%	17%	13%	15%
Horror	9%	12%	11%	14%	9%	6%	3%	10%	8%	9%	8%	0%	10%	15%
Music	9%	10%	9%	9%	8%	10%	8%	9%	15%	8%	7%	19%	10%	13%
Medical Drama	7%	6%	6%	9%	6%	9%	8%	7%	11%	6%	7%	0%	9%	8%
Romance	5%	8%	9%	3%	5%	3%	3%	6%	4%	7%	3%	5%	9%	4%
Animation	4%	9%	7%	4%	1%	1%	0%	4%	2%	6%	1%	6%	6%	6%
Drama	33%	19%	20%	26%	34%	45%	52%	31%	41%	34%	38%	32%	33%	22%
Documentary	28%	21%	22%	29%	31%	28%	36%	30%	32%	24%	30%	31%	22%	22%
Crime	25%	17%	22%	24%	28%	28%	28%	22%	24%	28%	28%	23%	24%	30%
Sport	24%	24%	19%	25%	24%	29%	24%	34%	18%	25%	19%	0%	19%	22%
News	22%	10%	13%	18%	23%	30%	33%	21%	19%	16%	30%	36%	20%	27%
Sitcoms or Comedy	21%	27%	24%	25%	24%	17%	12%	20%	19%	26%	20%	16%	22%	19%
Children	2%	4%	4%	4%	2%	0%	0%	2%	1%	3%	2%	5%	2%	3%
Teen	2%	8%	2%	2%	0%	0%	0%	2%	1%	3%	1%	5%	1%	7%
Cooking	14%	8%	15%	16%	17%	13%	12%	13%	17%	10%	15%	15%	17%	17%
Soap	14%	6%	14%	13%	15%	19%	19%	17%	16%	14%	15%	15%	16%	13%
Game Shows	13%	19%	14%	11%	9%	11%	14%	12%	11%	14%	14%	6%	14%	6%
Travel	12%	4%	11%	10%	16%	14%	16%	9%	17%	11%	16%	29%	14%	14%
Science Fiction and Fantasy	10%	9%	9%	13%	11%	10%	8%	8%	12%	11%	11%	10%	9%	15%
None of the above	1%	1%	2%	1%	2%	1%	0%	1%	1%	1%	0%	0%	0%	0%
Don't Know	1%	3%	3%	1%	1%	0%	1%	0%	1%	2%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.C) What type of British content do you most enjoy? Select up to three of the following options

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Reality TV	9%	7%	11%	8%	9%	8%	10%	9%	8%	3%	10%	13%	10%	11%	8%	5%
Horror	9%	7%	8%	10%	11%	10%	9%	8%	8%	14%	8%	12%	14%	15%	12%	7%
Music	9%	8%	7%	9%	12%	9%	10%	7%	9%	10%	10%	9%	7%	9%	8%	8%
Medical Drama	7%	8%	7%	7%	7%	8%	6%	7%	9%	8%	6%	9%	9%	5%	7%	9%
Romance	5%	5%	5%	5%	5%	4%	5%	5%	9%	11%	6%	7%	4%	6%	6%	4%
Animation	4%	4%	3%	4%	4%	3%	5%	3%	5%	0%	4%	8%	5%	5%	5%	1%
Drama	33%	36%	38%	28%	30%	37%	31%	34%	32%	30%	30%	22%	23%	24%	28%	46%
Documentary	28%	31%	27%	31%	24%	29%	25%	30%	28%	28%	28%	21%	24%	26%	29%	31%
Crime	25%	25%	26%	25%	23%	28%	21%	23%	30%	16%	22%	26%	22%	26%	23%	29%
Sport	24%	30%	23%	19%	23%	23%	25%	26%	23%	22%	23%	23%	24%	29%	28%	25%
News	22%	27%	20%	21%	18%	21%	17%	25%	22%	33%	20%	12%	18%	20%	20%	27%
Sitcoms or Comedy	21%	18%	25%	20%	21%	22%	24%	20%	18%	30%	25%	23%	23%	20%	19%	17%
Children	2%	2%	2%	2%	4%	2%	2%	3%	3%	0%	1%	8%	10%	5%	2%	1%
Teen	2%	1%	2%	1%	2%	1%	3%	1%	2%	4%	3%	2%	2%	1%	2%	0%
Cooking	14%	14%	15%	14%	11%	11%	12%	16%	16%	13%	12%	14%	20%	17%	17%	13%
Soap	14%	10%	11%	20%	18%	19%	18%	10%	7%	7%	10%	18%	16%	17%	14%	20%
Game Shows	13%	12%	13%	13%	15%	13%	13%	12%	13%	11%	14%	16%	13%	12%	9%	13%
Travel	12%	15%	12%	13%	9%	10%	9%	15%	15%	13%	13%	6%	10%	12%	14%	15%
Science Fiction and Fantasy	10%	10%	10%	9%	10%	9%	11%	11%	10%	6%	10%	9%	15%	12%	12%	9%
None of the above	1%	0%	1%	1%	2%	0%	1%	1%	1%	0%	2%	0%	1%	1%	1%	0%
Don't Know	1%	1%	1%	1%	3%	2%	1%	1%	1%	0%	2%	2%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.A) How much more likely, if at all, would you say that you are to try a TV show if it is set or made in the UK rather than another English speaking country?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Much more likely	17%	17%	17%	19%	15%	17%	17%	15%	16%	18%	21%	19%	16%	17%	24%
Somewhat more likely	29%	30%	28%	26%	28%	27%	27%	35%	35%	30%	38%	29%	27%	25%	13%
Neither more likely or unlikely	44%	43%	46%	42%	51%	43%	46%	45%	39%	45%	35%	44%	47%	41%	51%
Somewhat more unlikely	3%	3%	3%	5%	1%	4%	4%	2%	3%	2%	0%	4%	3%	5%	4%
Much more unlikely	2%	2%	2%	3%	1%	3%	3%	2%	0%	3%	0%	2%	1%	4%	0%
Don't know	5%	5%	4%	5%	4%	6%	3%	1%	6%	2%	6%	3%	6%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.B) How much more likely, if at all, would you say that you are to try a TV show if it is set or made in the UK rather than another English speaking country?

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Much more likely	17%	9%	14%	16%	17%	26%	22%	18%	24%	16%	17%	8%	19%	24%
Somewhat more likely	29%	30%	32%	31%	29%	26%	24%	30%	20%	31%	30%	28%	30%	32%
Neither more likely or unlikely	44%	46%	43%	44%	44%	41%	47%	43%	49%	46%	43%	48%	40%	38%
Somewhat more unlikely	3%	5%	4%	3%	3%	4%	1%	3%	4%	3%	3%	4%	4%	5%
Much more unlikely	2%	3%	2%	1%	2%	3%	1%	1%	0%	1%	3%	6%	2%	0%
Don't know	5%	6%	6%	5%	5%	1%	4%	4%	2%	3%	4%	6%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.C) How much more likely, if at all, would you say that you are to try a TV show if it is set or made in the UK rather than another English speaking country?

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Much more likely	17%	19%	15%	17%	18%	20%	17%	14%	22%	12%	11%	20%	19%	18%	24%	25%
Somewhat more likely	29%	30%	30%	29%	26%	27%	27%	31%	32%	25%	29%	33%	33%	34%	31%	25%
Neither more likely or unlikely	44%	44%	47%	43%	43%	44%	46%	45%	39%	54%	48%	39%	38%	44%	39%	43%
Somewhat more unlikely	3%	4%	3%	3%	2%	3%	3%	4%	5%	3%	4%	3%	5%	2%	5%	2%
Much more unlikely	2%	1%	2%	1%	3%	3%	2%	2%	1%	0%	2%	2%	1%	0%	0%	2%
Don't know	5%	1%	4%	6%	7%	4%	4%	4%	2%	6%	6%	3%	4%	2%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.A) Which of the following, if any, most apply to you. I like to watch British content, because I Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Enjoy the dry British sense of humour	45%	46%	45%	43%	42%	42%	48%	52%	42%	49%	41%	47%	47%	48%	41%
Enjoy the British point of view	32%	34%	30%	34%	32%	29%	31%	30%	38%	36%	30%	35%	26%	31%	22%
Think British productions of higher quality	30%	33%	28%	31%	30%	25%	28%	29%	35%	27%	34%	30%	29%	36%	26%
Like seeing British landmarks that I recognise	30%	27%	32%	30%	27%	29%	26%	30%	33%	35%	41%	30%	28%	33%	12%
Find stories set in the UK more compelling	29%	32%	26%	29%	29%	31%	24%	31%	30%	31%	31%	28%	25%	30%	24%
Am proud to see British actors or personalities on screen	23%	21%	25%	23%	20%	22%	24%	19%	26%	29%	22%	21%	21%	32%	21%
Want to support UK creators, production teams and businesses	20%	20%	21%	19%	19%	20%	21%	22%	25%	20%	21%	17%	17%	34%	15%
Like to learn more about the UK	18%	18%	18%	23%	14%	17%	14%	17%	20%	12%	14%	17%	22%	27%	18%
Feel proud to be British when I m watching it	14%	15%	14%	14%	11%	11%	12%	13%	19%	23%	16%	16%	10%	16%	14%
None of the above	11%	11%	10%	13%	12%	15%	13%	10%	7%	6%	8%	11%	11%	9%	15%
Don't know	5%	4%	5%	2%	7%	5%	5%	5%	6%	2%	5%	5%	6%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

(86.B) Which of the following, if any, most apply to you. I like to watch British content, because I Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Enjoy the dryBritish sense of humour	45%	39%	37%	44%	50%	50%	49%	47%	46%	44%	44%	38%	47%	38%
Enjoy the British point of view	32%	26%	29%	33%	32%	39%	33%	34%	37%	29%	33%	5%	31%	31%
Think British productions of higher quality	30%	18%	19%	24%	28%	40%	47%	31%	42%	27%	32%	12%	33%	28%
Like seeing British landmarks that I recognise	30%	15%	23%	29%	25%	40%	42%	30%	40%	29%	32%	0%	26%	27%
Find stories set in the UK more compelling	29%	21%	23%	23%	28%	36%	39%	28%	32%	27%	33%	19%	32%	34%
Am proud to see British actors or personalities on screen	23%	19%	21%	22%	21%	25%	28%	26%	27%	22%	22%	35%	24%	29%
Want to support UK creators, production teams and businesses	20%	18%	22%	20%	15%	26%	22%	22%	27%	17%	20%	48%	22%	15%
Like to learn more about the UK	18%	15%	20%	20%	14%	19%	19%	17%	26%	14%	18%	34%	25%	20%
Feel proud to be British when I m watching it	14%	14%	13%	18%	13%	15%	14%	16%	20%	15%	13%	10%	16%	13%
None of the above	11%	12%	10%	10%	10%	10%	12%	7%	5%	11%	14%	5%	7%	6%
Don't know	5%	6%	5%	4%	5%	4%	5%	4%	4%	5%	6%	0%	3%	5%

Note:

BASE: All Respondents

(86.C) Which of the following, if any, most apply to you. I like to watch British content, because I Please select all that apply

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Enjoy the dry British sense of humour	45%	47%	43%	48%	43%	46%	46%	45%	40%	48%	45%	36%	38%	44%	46%	50%
Enjoy the British point of view	32%	35%	33%	30%	30%	34%	31%	30%	33%	36%	30%	31%	31%	34%	37%	34%
Think British productions of higher quality	30%	34%	30%	29%	26%	31%	26%	27%	36%	34%	26%	20%	19%	25%	33%	40%
Like seeing British landmarks that I recognise	30%	31%	28%	31%	28%	34%	27%	24%	30%	23%	25%	28%	26%	27%	25%	39%
Find stories set in the UK more compelling	29%	29%	31%	27%	28%	32%	27%	26%	30%	26%	25%	24%	26%	30%	30%	36%
Am proud to see British actors or personalities on screen	23%	25%	22%	21%	24%	24%	22%	22%	25%	15%	18%	27%	23%	28%	30%	27%
Want to support UK creators, production teams and businesses	20%	21%	21%	23%	16%	19%	17%	22%	28%	10%	19%	26%	25%	24%	23%	20%
Like to learn more about the UK	18%	20%	15%	18%	18%	17%	14%	18%	24%	33%	17%	19%	19%	17%	12%	18%
Feel proud to be British when I'm watching it	14%	13%	13%	16%	16%	16%	14%	12%	13%	5%	13%	11%	19%	20%	18%	15%
None of the above	11%	11%	12%	9%	11%	9%	11%	12%	9%	13%	13%	8%	7%	7%	7%	11%
Don't know	5%	2%	6%	5%	6%	6%	5%	3%	4%	7%	5%	3%	6%	5%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.A) Do you take an interest in the nationality and background of any of the following when watching a production?: Cast

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Very interested	18%	17%	18%	20%	17%	12%	16%	14%	21%	19%	22%	15%	15%	20%	27%
Quite interested	40%	39%	41%	42%	37%	41%	44%	38%	44%	40%	37%	44%	39%	31%	25%
Not particularly interested	21%	22%	21%	20%	22%	23%	18%	30%	16%	22%	22%	22%	20%	20%	22%
Neutral/ No Opinion	11%	12%	11%	9%	12%	13%	12%	13%	9%	8%	10%	10%	14%	19%	6%
Not at all interested	9%	10%	7%	7%	12%	11%	6%	4%	7%	8%	6%	8%	11%	9%	16%
Don't Know	1%	1%	2%	1%	1%	1%	3%	1%	3%	2%	3%	0%	1%	1%	3%
Total Interested:	57%	55%	60%	62%	54%	53%	61%	52%	65%	59%	59%	60%	54%	51%	52%
Total NA:	20%	21%	18%	16%	24%	24%	18%	17%	16%	16%	16%	18%	25%	28%	23%
Net:	38%	34%	42%	46%	30%	29%	42%	35%	49%	43%	43%	42%	29%	23%	30%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.B) Do you take an interest in the nationality and background of any of the following when watching a production?: Cast

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Very interested	18%	19%	19%	18%	20%	19%	13%	20%	22%	17%	16%	0%	19%	20%
Quite interested	40%	38%	35%	39%	39%	45%	42%	39%	43%	45%	40%	21%	41%	41%
Not particularly interested	21%	24%	25%	22%	19%	16%	21%	23%	15%	19%	22%	54%	19%	25%
Neutral/ No Opinion	11%	9%	11%	10%	12%	10%	14%	11%	16%	9%	13%	21%	11%	8%
Not at all interested	9%	6%	9%	9%	9%	9%	10%	7%	4%	8%	8%	5%	9%	6%
Don't Know	1%	3%	1%	1%	2%	1%	0%	1%	1%	2%	1%	0%	1%	0%
Total Interested:	57%	57%	54%	57%	59%	64%	54%	59%	65%	62%	56%	21%	60%	61%
Total NA:	20%	15%	20%	19%	20%	19%	24%	18%	20%	17%	21%	26%	20%	14%
Net:	38%	42%	35%	39%	39%	45%	30%	42%	45%	45%	35%	-5%	41%	47%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.C) Do you take an interest in the nationality and background of any of the following when watching a production?: Cast

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Very interested	18%	18%	17%	20%	16%	17%	20%	18%	18%	17%	17%	17%	23%	22%	27%	16%
Quite interested	40%	42%	41%	36%	39%	40%	37%	40%	45%	36%	40%	43%	38%	38%	36%	40%
Not particularly interested	21%	19%	22%	23%	22%	20%	23%	20%	21%	19%	21%	25%	18%	25%	23%	21%
Neutral/ No Opinion	11%	11%	12%	10%	12%	14%	9%	12%	9%	18%	12%	7%	9%	9%	9%	12%
Not at all interested	9%	8%	8%	10%	9%	8%	10%	9%	6%	9%	9%	7%	10%	6%	4%	9%
Don't Know	1%	1%	1%	2%	2%	1%	1%	1%	0%	0%	2%	1%	2%	0%	1%	1%
Total Interested:	57%	61%	58%	56%	55%	57%	57%	58%	63%	53%	56%	60%	61%	60%	63%	57%
Total NA:	20%	20%	19%	20%	21%	22%	19%	21%	15%	28%	21%	14%	19%	15%	13%	21%
Net:	38%	41%	39%	36%	35%	35%	38%	37%	48%	26%	35%	46%	42%	45%	50%	36%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.A) Do you take an interest in the nationality and background of any of the following when watching a production?: Production team

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Very interested	5%	6%	4%	9%	5%	1%	3%	5%	7%	6%	3%	2%	5%	7%	5%
Quite interested	16%	17%	15%	19%	10%	14%	20%	14%	18%	18%	14%	17%	12%	19%	16%
Not particularly interested	36%	34%	38%	35%	33%	43%	33%	42%	34%	41%	32%	37%	39%	26%	29%
Neutral/ No Opinion	17%	16%	18%	12%	20%	17%	20%	21%	16%	12%	21%	18%	18%	19%	18%
Not at all interested	24%	25%	23%	23%	30%	24%	19%	17%	22%	21%	30%	24%	25%	27%	30%
Don't Know	2%	1%	2%	1%	1%	1%	4%	1%	3%	2%	0%	2%	1%	1%	3%
Total Interested:	21%	23%	19%	29%	16%	15%	23%	19%	25%	25%	17%	18%	17%	26%	20%
Total NA:	41%	41%	41%	34%	50%	41%	40%	38%	38%	33%	51%	43%	43%	46%	48%
Net:	-20%	-18%	-22%	-6%	-35%	-26%	-17%	-19%	-13%	-8%	-34%	-24%	-26%	-20%	-27%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.B) Do you take an interest in the nationality and background of any of the following when watching a production?: Production team

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Very interested	5%	5%	11%	8%	4%	2%	1%	6%	7%	7%	2%	0%	6%	8%
Quite interested	16%	18%	21%	20%	16%	12%	10%	19%	12%	19%	10%	0%	22%	12%
Not particularly interested	36%	37%	34%	33%	36%	40%	37%	35%	39%	37%	39%	62%	38%	30%
Neutral/ No Opinion	17%	20%	15%	18%	15%	14%	22%	16%	17%	13%	22%	25%	13%	17%
Not at all interested	24%	17%	17%	20%	27%	31%	30%	22%	24%	22%	25%	13%	20%	33%
Don't Know	2%	3%	2%	2%	3%	1%	0%	1%	2%	2%	2%	0%	1%	0%
Total Interested:	21%	23%	32%	28%	20%	14%	10%	26%	18%	26%	12%	0%	28%	20%
Total NA:	41%	36%	32%	37%	42%	45%	52%	38%	41%	35%	47%	38%	33%	50%
Net:	-20%	-13%	0%	-9%	-22%	-32%	-42%	-12%	-23%	-9%	-35%	-38%	-5%	-30%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.C) Do you take an interest in the nationality and background of any of the following when watching a production?: Production team

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Very interested	5%	6%	3%	7%	5%	3%	4%	6%	9%	16%	4%	12%	14%	9%	13%	2%
Quite interested	16%	16%	16%	16%	17%	16%	15%	16%	23%	11%	15%	19%	26%	24%	17%	12%
Not particularly interested	36%	36%	38%	33%	37%	37%	35%	35%	38%	33%	37%	34%	29%	34%	38%	37%
Neutral/ No Opinion	17%	18%	19%	17%	16%	16%	20%	19%	13%	16%	18%	20%	12%	12%	13%	17%
Not at all interested	24%	24%	24%	25%	22%	26%	25%	23%	16%	24%	24%	13%	19%	19%	18%	31%
Don't Know	2%	1%	1%	2%	2%	3%	1%	1%	1%	0%	2%	1%	2%	0%	1%	1%
Total Interested:	21%	21%	19%	23%	22%	19%	19%	23%	32%	27%	19%	31%	39%	34%	31%	13%
Total NA:	41%	42%	42%	42%	38%	42%	45%	42%	29%	40%	42%	33%	30%	31%	30%	48%
Net:	-20%	-21%	-24%	-19%	-16%	-23%	-26%	-19%	3%	-14%	-22%	-1%	9%	2%	0%	-35%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.A) Do you take an interest in the nationality and background of any of the following when watching a production?: Director

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Very interested	6%	6%	5%	10%	5%	5%	4%	5%	7%	5%	3%	5%	5%	7%	11%
Quite interested	20%	22%	18%	26%	13%	20%	23%	12%	20%	20%	21%	20%	18%	19%	19%
Not particularly interested	34%	32%	36%	33%	33%	36%	34%	41%	33%	38%	33%	33%	33%	28%	30%
Neutral/ No Opinion	16%	15%	17%	13%	18%	14%	18%	22%	14%	16%	13%	15%	19%	21%	11%
Not at all interested	23%	23%	21%	17%	30%	24%	16%	19%	23%	18%	29%	24%	24%	26%	26%
Don't Know	2%	1%	2%	1%	1%	1%	5%	1%	3%	3%	0%	2%	1%	0%	3%
Total Interested:	25%	28%	23%	36%	18%	25%	27%	17%	27%	25%	25%	25%	23%	26%	30%
Total NA:	39%	39%	39%	30%	48%	37%	34%	41%	37%	35%	42%	39%	43%	47%	37%
Net:	-13%	-10%	-16%	6%	-30%	-12%	-7%	-24%	-10%	-10%	-18%	-14%	-20%	-21%	-7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.B) Do you take an interest in the nationality and background of any of the following when watching a production?: Director

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Very interested	6%	5%	13%	9%	5%	2%	1%	7%	8%	5%	4%	0%	6%	10%
Quite interested	20%	23%	23%	24%	21%	17%	12%	21%	24%	23%	15%	30%	26%	10%
Not particularly interested	34%	35%	32%	33%	33%	37%	36%	34%	31%	36%	36%	44%	33%	35%
Neutral/ No Opinion	16%	15%	14%	16%	16%	16%	20%	17%	16%	12%	19%	13%	13%	19%
Not at all interested	23%	19%	17%	16%	23%	27%	32%	20%	20%	20%	25%	13%	21%	26%
Don't Know	2%	3%	2%	2%	3%	1%	0%	1%	2%	2%	1%	0%	1%	0%
Total Interested:	25%	28%	36%	33%	26%	19%	13%	28%	31%	29%	19%	30%	33%	20%
Total NA:	39%	34%	31%	32%	39%	43%	51%	37%	36%	32%	44%	26%	33%	45%
Net:	-13%	-6%	5%	1%	-13%	-24%	-38%	-10%	-4%	-4%	-25%	5%	-1%	-25%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.C) Do you take an interest in the nationality and background of any of the following when watching a production?: Director

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Very interested	6%	6%	5%	7%	5%	5%	5%	8%	12%	7%	6%	11%	15%	12%	10%	2%
Quite interested	20%	20%	18%	17%	23%	16%	20%	21%	26%	33%	19%	28%	27%	24%	26%	14%
Not particularly interested	34%	33%	34%	35%	34%	37%	31%	32%	32%	24%	34%	30%	28%	34%	30%	36%
Neutral/ No Opinion	16%	16%	19%	15%	14%	17%	16%	16%	16%	13%	17%	16%	11%	10%	14%	17%
Not at all interested	23%	23%	23%	24%	21%	23%	26%	22%	14%	20%	21%	14%	18%	20%	19%	30%
Don't Know	2%	1%	1%	2%	3%	3%	1%	1%	0%	3%	2%	1%	2%	0%	1%	1%
Total Interested:	25%	27%	23%	24%	28%	20%	25%	29%	38%	39%	25%	39%	41%	36%	36%	16%
Total NA:	39%	39%	41%	39%	35%	40%	43%	38%	30%	33%	39%	30%	29%	30%	33%	47%
Net:	-13%	-12%	-18%	-15%	-7%	-20%	-18%	-9%	8%	6%	-14%	9%	13%	6%	3%	-31%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.A) Do you take an interest in the nationality and background of any of the following when watching a production?: Shooting locations

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Very interested	16%	16%	16%	18%	15%	12%	16%	11%	21%	17%	17%	16%	15%	17%	20%
Quite interested	44%	44%	45%	44%	44%	52%	43%	44%	42%	48%	45%	40%	46%	44%	34%
Not particularly interested	19%	20%	18%	20%	18%	15%	21%	26%	17%	17%	17%	26%	15%	15%	12%
Neutral/ No Opinion	11%	10%	11%	10%	13%	11%	12%	12%	9%	9%	9%	8%	14%	11%	15%
Not at all interested	9%	9%	8%	8%	9%	9%	6%	6%	8%	7%	12%	9%	9%	12%	14%
Don't Know	1%	1%	2%	1%	1%	1%	3%	1%	3%	2%	0%	1%	1%	1%	5%
Total Interested:	60%	60%	61%	61%	59%	64%	59%	55%	63%	65%	62%	56%	61%	61%	55%
Total NA:	19%	19%	19%	18%	22%	20%	18%	18%	17%	16%	21%	17%	23%	23%	29%
Net:	41%	40%	41%	43%	37%	44%	41%	37%	46%	49%	41%	39%	38%	38%	26%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.B) Do you take an interest in the nationality and background of any of the following when watching a production?: Shooting locations

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Very interested	16%	10%	20%	14%	17%	19%	16%	18%	24%	18%	14%	6%	12%	13%
Quite interested	44%	36%	34%	45%	46%	51%	51%	43%	48%	42%	46%	43%	50%	38%
Not particularly interested	19%	32%	24%	19%	14%	13%	14%	19%	14%	20%	17%	11%	23%	31%
Neutral/ No Opinion	11%	10%	13%	10%	12%	9%	10%	11%	10%	9%	13%	12%	9%	11%
Not at all interested	9%	10%	7%	10%	10%	7%	8%	7%	3%	10%	9%	29%	6%	5%
Don't Know	1%	3%	1%	2%	1%	1%	0%	1%	1%	2%	1%	0%	1%	2%
Total Interested:	60%	46%	54%	58%	63%	70%	67%	62%	72%	59%	60%	48%	62%	51%
Total NA:	19%	20%	20%	20%	21%	17%	18%	18%	13%	19%	22%	41%	14%	15%
Net:	41%	26%	34%	38%	41%	53%	49%	43%	59%	41%	39%	8%	48%	36%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.C) Do you take an interest in the nationality and background of any of the following when watching a production?: Shooting locations

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Very interested	16%	16%	17%	17%	13%	13%	15%	16%	23%	24%	16%	17%	18%	16%	17%	16%
Quite interested	44%	49%	41%	44%	43%	44%	43%	43%	48%	45%	39%	42%	43%	47%	52%	52%
Not particularly interested	19%	17%	20%	17%	22%	20%	20%	22%	15%	8%	22%	23%	18%	18%	15%	13%
Neutral/ No Opinion	11%	9%	13%	10%	11%	13%	11%	11%	8%	7%	12%	10%	9%	10%	11%	9%
Not at all interested	9%	8%	7%	10%	9%	9%	10%	7%	5%	12%	10%	8%	9%	8%	4%	8%
Don't Know	1%	1%	1%	2%	2%	2%	1%	1%	1%	3%	2%	0%	2%	1%	1%	1%
Total Interested:	60%	65%	58%	61%	56%	57%	58%	59%	71%	69%	54%	59%	62%	63%	69%	68%
Total NA:	19%	17%	20%	20%	21%	21%	21%	18%	13%	19%	22%	18%	18%	18%	15%	17%
Net:	41%	48%	38%	42%	35%	35%	38%	41%	58%	50%	32%	41%	44%	45%	54%	51%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.A) Compared to five years ago, would you say that you watched more, less, or around the same amount of British content?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Significantly more	5%	7%	4%	9%	4%	5%	4%	5%	7%	4%	2%	3%	8%	5%	8%
Somewhat more	18%	16%	20%	22%	19%	12%	15%	16%	25%	19%	21%	14%	13%	17%	19%
Around the same	57%	57%	57%	51%	58%	59%	64%	61%	46%	59%	68%	59%	56%	54%	52%
Somewhat less	10%	12%	9%	10%	11%	10%	9%	9%	10%	8%	3%	14%	15%	13%	5%
Significantly less	4%	5%	4%	4%	2%	6%	4%	3%	5%	5%	0%	5%	6%	4%	9%
Don't know	5%	4%	6%	3%	6%	7%	4%	5%	6%	5%	6%	5%	2%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.B) Compared to five years ago, would you say that you watched more, less, or around the same amount of British content?

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Significantly more	5%	9%	9%	5%	4%	5%	3%	6%	8%	8%	3%	14%	4%	11%
Somewhat more	18%	25%	22%	20%	17%	15%	10%	22%	10%	21%	12%	16%	21%	24%
Around the same	57%	42%	52%	59%	56%	61%	68%	55%	58%	53%	64%	49%	60%	47%
Somewhat less	10%	13%	10%	9%	11%	11%	9%	10%	8%	10%	12%	15%	9%	6%
Significantly less	4%	7%	3%	4%	5%	4%	4%	4%	9%	3%	4%	0%	5%	2%
Don't know	5%	5%	5%	4%	7%	4%	5%	3%	8%	6%	5%	6%	1%	11%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.C) Compared to five years ago, would you say that you watched more, less, or around the same amount of British content?

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Significantly more	5%	6%	4%	6%	6%	4%	6%	4%	11%	7%	5%	10%	10%	8%	9%	4%
Somewhat more	18%	17%	16%	19%	18%	16%	17%	17%	25%	15%	18%	25%	21%	22%	21%	13%
Around the same	57%	55%	62%	53%	56%	61%	57%	58%	47%	45%	55%	48%	54%	52%	54%	65%
Somewhat less	10%	13%	10%	10%	8%	9%	10%	12%	9%	23%	11%	10%	7%	10%	7%	10%
Significantly less	4%	4%	2%	5%	6%	4%	5%	4%	3%	3%	5%	4%	4%	3%	5%	4%
Don't know	5%	3%	5%	6%	6%	5%	5%	5%	5%	7%	6%	3%	5%	5%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.A) And looking forward, do you expect to watch more, less or around the same amount of British content?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Significantly more	4%	5%	4%	8%	5%	2%	3%	5%	5%	4%	4%	3%	4%	3%	2%
Somewhat more	16%	16%	17%	23%	14%	9%	13%	18%	23%	14%	15%	11%	14%	21%	21%
Around the same	65%	64%	66%	59%	69%	69%	70%	67%	53%	67%	73%	69%	68%	59%	57%
Somewhat less	6%	7%	5%	4%	5%	7%	4%	4%	6%	9%	3%	9%	8%	10%	5%
Significantly less	2%	2%	1%	2%	1%	4%	2%	0%	2%	2%	0%	1%	1%	2%	3%
Don't know	6%	5%	7%	3%	6%	9%	7%	6%	10%	4%	5%	6%	5%	6%	12%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.B) And looking forward, do you expect to watch more, less or around the same amount of British content?

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Significantly more	4%	5%	8%	7%	3%	2%	1%	6%	6%	5%	2%	0%	4%	8%
Somewhat more	16%	21%	24%	19%	14%	16%	7%	20%	12%	22%	8%	0%	22%	23%
Around the same	65%	59%	53%	61%	66%	69%	79%	63%	65%	61%	73%	79%	60%	56%
Somewhat less	6%	7%	9%	6%	6%	6%	4%	5%	3%	6%	7%	21%	9%	7%
Significantly less	2%	3%	1%	2%	1%	3%	1%	1%	5%	1%	1%	0%	2%	0%
Don't know	6%	5%	4%	5%	10%	5%	7%	5%	10%	5%	8%	0%	1%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.C) And looking forward, do you expect to watch more, less or around the same amount of British content?

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Significantly more	4%	5%	2%	6%	4%	3%	4%	3%	13%	7%	4%	8%	9%	6%	10%	2%
Somewhat more	16%	17%	14%	17%	17%	14%	16%	16%	22%	24%	15%	25%	26%	24%	19%	11%
Around the same	65%	65%	69%	62%	64%	69%	66%	66%	51%	61%	65%	54%	50%	56%	59%	75%
Somewhat less	6%	7%	7%	7%	5%	6%	7%	7%	4%	6%	6%	8%	7%	9%	6%	4%
Significantly less	2%	2%	1%	2%	2%	2%	1%	2%	2%	0%	2%	1%	1%	1%	1%	1%
Don't know	6%	5%	7%	6%	7%	6%	7%	6%	7%	3%	7%	4%	6%	4%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.A) Which, if any, of the following types of content do you regularly watch live? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Theatre performances or plays	8%	7%	10%	10%	9%	9%	6%	6%	11%	10%	6%	8%	6%	10%	6%
News	54%	55%	53%	53%	56%	55%	50%	51%	50%	53%	59%	51%	58%	54%	55%
Sports	45%	60%	31%	49%	50%	37%	41%	44%	44%	53%	35%	42%	48%	43%	53%
National events (eg Coronation)	30%	26%	33%	27%	34%	27%	25%	32%	36%	27%	30%	27%	30%	35%	22%
Comedy	21%	23%	20%	28%	20%	19%	16%	25%	24%	23%	16%	19%	14%	21%	40%
Music concerts or festivals	20%	19%	21%	26%	19%	21%	15%	19%	23%	21%	17%	22%	16%	15%	24%
Political debates	16%	20%	13%	17%	15%	19%	16%	16%	13%	14%	15%	17%	21%	19%	14%
Reality TV shows	15%	10%	19%	18%	18%	13%	16%	17%	15%	16%	9%	13%	11%	9%	4%
Live talk shows	14%	14%	14%	14%	10%	10%	15%	15%	16%	17%	12%	15%	16%	11%	20%
Livestream (eg on Twitch or YouTube)	13%	16%	11%	23%	11%	11%	13%	11%	11%	11%	11%	15%	11%	10%	9%
Awards shows	12%	9%	14%	12%	11%	11%	12%	11%	16%	11%	10%	11%	8%	11%	16%
None of the above	10%	8%	13%	8%	10%	11%	14%	8%	10%	5%	11%	12%	14%	11%	8%
Don't Know	2%	2%	2%	2%	1%	1%	3%	4%	3%	1%	2%	1%	1%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.B) Which, if any, of the following types of content do you regularly watch live? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freemove	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Theatre performances or plays	8%	10%	8%	10%	5%	9%	8%	9%	10%	8%	9%	12%	8%	7%
News	54%	26%	30%	46%	58%	73%	80%	55%	61%	48%	64%	38%	60%	46%
Sports	45%	36%	40%	47%	50%	53%	46%	58%	36%	46%	38%	10%	51%	41%
National events (eg Coronation)	30%	13%	21%	24%	26%	39%	48%	31%	35%	29%	34%	27%	29%	30%
Comedy	21%	23%	27%	28%	20%	17%	15%	23%	21%	23%	18%	26%	29%	23%
Music concerts or festivals	20%	26%	19%	24%	20%	20%	15%	20%	22%	26%	17%	51%	22%	26%
Political debates	16%	10%	13%	12%	17%	20%	23%	18%	24%	14%	16%	30%	19%	16%
Reality TV shows	15%	17%	17%	19%	15%	13%	8%	19%	11%	12%	12%	12%	19%	21%
Live talk shows	14%	8%	14%	13%	11%	21%	15%	17%	17%	12%	14%	7%	16%	9%
Livestream (eg on Twitch or YouTube)	13%	24%	21%	16%	12%	5%	4%	16%	17%	16%	9%	19%	12%	12%
Awards shows	12%	16%	13%	13%	11%	12%	7%	15%	14%	13%	9%	12%	12%	13%
None of the above	10%	10%	11%	13%	13%	9%	7%	6%	13%	9%	11%	7%	4%	4%
Don't Know	2%	3%	2%	2%	3%	0%	1%	1%	2%	3%	3%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.C) Which, if any, of the following types of content do you regularly watch live? Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Theatre performances or plays	8%	12%	9%	6%	7%	7%	8%	8%	13%	17%	8%	8%	10%	9%	12%	8%
News	54%	63%	50%	53%	48%	57%	47%	48%	56%	76%	46%	35%	43%	49%	55%	74%
Sports	45%	53%	47%	41%	40%	45%	43%	44%	50%	42%	41%	45%	49%	55%	55%	48%
National events (eg Coronation)	30%	35%	30%	27%	26%	31%	26%	29%	28%	33%	24%	21%	24%	28%	26%	43%
Comedy	21%	19%	21%	23%	23%	22%	20%	22%	24%	25%	19%	28%	35%	31%	25%	17%
Music concerts or festivals	20%	19%	19%	21%	22%	17%	23%	21%	23%	6%	19%	24%	25%	26%	24%	19%
Political debates	16%	23%	14%	13%	14%	14%	12%	17%	24%	23%	15%	10%	17%	17%	18%	20%
Reality TV shows	15%	13%	16%	16%	14%	15%	14%	16%	17%	0%	14%	17%	16%	19%	17%	14%
Live talk shows	14%	14%	13%	16%	13%	17%	11%	11%	17%	12%	11%	12%	17%	18%	20%	17%
Livestream (eg on Twitch or YouTube)	13%	13%	11%	15%	14%	11%	14%	14%	17%	17%	16%	22%	22%	14%	12%	6%
Awards shows	12%	9%	13%	12%	12%	11%	12%	10%	12%	11%	11%	14%	15%	16%	18%	10%
None of the above	10%	9%	9%	10%	13%	8%	13%	11%	12%	14%	13%	10%	9%	9%	11%	8%
Don't Know	2%	1%	3%	1%	3%	3%	2%	1%	1%	3%	3%	2%	1%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.A) And which of the same list is it personally important for you to have the ability to watch live if you want to? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
News	48%	51%	46%	46%	50%	53%	45%	44%	46%	50%	51%	43%	56%	50%	49%
Sports	46%	61%	31%	46%	50%	39%	39%	44%	46%	50%	38%	49%	45%	41%	57%
National events (eg Coronation)	27%	25%	29%	26%	32%	26%	21%	31%	31%	21%	23%	28%	24%	32%	21%
Music concerts or festivals	20%	19%	22%	24%	20%	21%	18%	22%	22%	21%	15%	19%	16%	19%	32%
Comedy	16%	17%	16%	22%	11%	17%	16%	20%	16%	18%	4%	16%	12%	14%	39%
Political debates	16%	17%	14%	15%	17%	15%	13%	18%	16%	14%	12%	16%	17%	16%	16%
Reality TV shows	13%	9%	16%	15%	13%	10%	11%	14%	17%	11%	10%	10%	10%	14%	12%
Livestream (eg on Twitch or YouTube)	11%	13%	9%	17%	10%	13%	12%	9%	11%	11%	8%	12%	8%	6%	7%
Live talk shows	11%	11%	11%	11%	9%	10%	14%	11%	13%	14%	6%	10%	9%	11%	12%
Awards shows	10%	8%	11%	13%	10%	7%	11%	11%	12%	11%	6%	6%	6%	11%	12%
Theatre performances or plays	10%	8%	12%	12%	9%	12%	11%	9%	11%	8%	6%	11%	6%	12%	6%
None of the above	10%	7%	13%	9%	9%	8%	14%	7%	8%	8%	12%	15%	10%	13%	8%
Don't Know	4%	3%	5%	5%	4%	3%	4%	4%	4%	2%	6%	2%	5%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.B) And which of the same list is it personally important for you to have the ability to watch live if you want to? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
News	48%	21%	31%	40%	53%	65%	71%	47%	53%	40%	59%	55%	56%	50%
Sports	46%	40%	40%	46%	50%	54%	44%	56%	38%	48%	39%	32%	51%	54%
National events (eg Coronation)	27%	11%	20%	25%	24%	35%	41%	27%	45%	23%	32%	49%	24%	13%
Music concerts or festivals	20%	24%	19%	21%	23%	23%	14%	21%	22%	22%	19%	56%	20%	12%
Comedy	16%	17%	24%	21%	16%	11%	10%	18%	23%	18%	12%	6%	22%	23%
Political debates	16%	11%	13%	15%	15%	19%	20%	15%	24%	15%	16%	24%	21%	15%
Reality TV shows	13%	16%	19%	17%	11%	9%	6%	16%	11%	13%	9%	7%	14%	13%
Livestream (eg on Twitch or YouTube)	11%	17%	16%	15%	12%	6%	2%	13%	12%	11%	10%	6%	9%	14%
Live talk shows	11%	10%	10%	14%	9%	11%	11%	11%	13%	10%	12%	14%	12%	13%
Awards shows	10%	17%	14%	12%	8%	7%	4%	12%	15%	11%	7%	12%	9%	8%
Theatre performances or plays	10%	13%	10%	11%	6%	10%	10%	9%	14%	10%	10%	12%	12%	11%
None of the above	10%	13%	9%	11%	11%	9%	9%	6%	10%	9%	9%	0%	7%	10%
Don't Know	4%	4%	6%	5%	4%	2%	3%	3%	4%	3%	6%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.C) And which of the same list is it personally important for you to have the ability to watch live if you want to? Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
News	48%	54%	47%	46%	44%	48%	41%	47%	53%	55%	41%	34%	40%	48%	52%	64%
Sports	46%	53%	46%	42%	40%	47%	46%	45%	48%	48%	42%	50%	51%	56%	56%	46%
National events (eg Coronation)	27%	29%	29%	23%	25%	27%	24%	25%	28%	35%	24%	21%	20%	22%	23%	36%
Music concerts or festivals	20%	18%	20%	23%	20%	19%	20%	21%	22%	14%	21%	21%	20%	25%	25%	19%
Comedy	16%	14%	16%	18%	19%	18%	14%	16%	23%	23%	17%	18%	25%	21%	20%	11%
Political debates	16%	19%	15%	15%	14%	12%	13%	16%	23%	23%	16%	10%	13%	12%	12%	19%
Reality TV shows	13%	9%	13%	13%	16%	12%	13%	12%	14%	4%	12%	18%	18%	18%	17%	8%
Livestream (eg on Twitch or YouTube)	11%	9%	11%	12%	13%	11%	13%	10%	13%	15%	13%	15%	15%	14%	18%	6%
Live talk shows	11%	10%	11%	11%	12%	12%	9%	9%	13%	3%	10%	13%	11%	8%	12%	12%
Awards shows	10%	9%	10%	8%	11%	8%	10%	10%	13%	5%	12%	13%	13%	10%	5%	6%
Theatre performances or plays	10%	11%	11%	8%	10%	7%	9%	10%	13%	10%	9%	12%	11%	9%	11%	10%
None of the above	10%	9%	9%	12%	11%	11%	12%	10%	8%	7%	12%	8%	8%	7%	8%	10%
Don't Know	4%	2%	4%	4%	5%	4%	3%	4%	4%	10%	5%	2%	4%	5%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.A) Which, if any, of the following sports do you enjoy watching in person? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Golf	8%	12%	5%	7%	12%	7%	4%	6%	8%	7%	11%	8%	12%	13%	12%
Swimming	8%	6%	11%	8%	9%	9%	7%	9%	11%	8%	9%	7%	8%	5%	9%
Horse racing	8%	8%	8%	8%	6%	6%	7%	7%	6%	15%	8%	8%	6%	11%	9%
Snooker	8%	12%	4%	5%	7%	7%	6%	11%	11%	10%	17%	9%	10%	5%	9%
Cycling	8%	10%	6%	7%	8%	10%	5%	9%	6%	7%	8%	11%	10%	9%	4%
Rugby League	7%	10%	5%	4%	6%	6%	5%	8%	8%	18%	5%	12%	4%	5%	9%
Motorsports (besides F1)	6%	9%	3%	7%	7%	4%	9%	5%	8%	6%	7%	6%	7%	3%	6%
Darts	6%	8%	4%	4%	5%	5%	5%	4%	8%	8%	12%	6%	8%	6%	12%
Basketball	5%	7%	4%	11%	6%	4%	4%	5%	6%	5%	6%	5%	3%	2%	0%
Football	43%	55%	32%	50%	45%	38%	39%	42%	48%	42%	43%	41%	45%	32%	51%
American Football	4%	6%	2%	6%	6%	2%	3%	4%	5%	4%	1%	2%	5%	2%	5%
Netball	3%	2%	3%	4%	3%	2%	1%	6%	3%	1%	1%	3%	1%	3%	2%
Rowing	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	5%	3%	3%	0%
Tennis	19%	15%	23%	27%	25%	16%	13%	22%	17%	14%	17%	15%	23%	13%	12%
Cricket	15%	22%	8%	17%	22%	13%	12%	19%	17%	14%	13%	14%	6%	13%	5%
F1	14%	19%	9%	12%	17%	13%	15%	16%	14%	11%	11%	12%	16%	16%	11%
Rugby Union	14%	18%	9%	12%	17%	15%	9%	13%	12%	9%	16%	11%	11%	36%	17%
Athletics	12%	12%	11%	12%	14%	6%	11%	20%	12%	11%	13%	8%	11%	10%	17%
Boxing	11%	15%	7%	15%	11%	4%	9%	12%	15%	13%	8%	11%	8%	7%	11%
None of the above	29%	21%	37%	27%	28%	34%	37%	25%	27%	24%	30%	31%	31%	26%	22%
Don't Know	2%	2%	3%	2%	3%	4%	1%	2%	5%	3%	1%	2%	1%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.B) Which, if any, of the following sports do you enjoy watching in person? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Golf	8%	6%	8%	4%	8%	12%	13%	12%	9%	8%	5%	6%	10%	15%
Swimming	8%	9%	9%	9%	9%	8%	7%	9%	13%	9%	7%	6%	11%	15%
Horse racing	8%	9%	8%	5%	9%	10%	7%	10%	11%	7%	5%	0%	8%	17%
Snooker	8%	5%	6%	7%	11%	9%	11%	7%	14%	12%	10%	15%	7%	6%
Cycling	8%	5%	4%	7%	10%	13%	9%	9%	12%	4%	8%	16%	10%	14%
Rugby League	7%	4%	6%	5%	8%	12%	8%	9%	13%	7%	7%	6%	8%	7%
Motorsports (besides F1)	6%	7%	6%	5%	9%	8%	4%	8%	8%	5%	5%	25%	7%	10%
Darts	6%	4%	7%	4%	8%	9%	5%	7%	9%	7%	6%	0%	5%	8%
Basketball	5%	12%	9%	6%	4%	3%	1%	7%	3%	6%	2%	11%	8%	9%
Football	43%	42%	47%	50%	43%	43%	38%	55%	34%	52%	31%	20%	47%	44%
American Football	4%	4%	7%	3%	4%	4%	2%	7%	3%	3%	2%	6%	2%	16%
Netball	3%	4%	4%	2%	2%	3%	2%	3%	7%	2%	2%	16%	1%	6%
Rowing	2%	4%	1%	2%	2%	2%	3%	2%	4%	2%	2%	0%	4%	2%
Tennis	19%	13%	14%	18%	21%	21%	25%	19%	29%	18%	18%	12%	29%	21%
Cricket	15%	10%	10%	13%	13%	21%	21%	20%	15%	17%	12%	6%	11%	19%
F1	14%	16%	9%	14%	17%	16%	11%	18%	21%	12%	12%	19%	16%	9%
Rugby Union	14%	5%	9%	11%	12%	20%	21%	16%	16%	12%	13%	6%	15%	12%
Athletics	12%	8%	8%	11%	13%	14%	15%	12%	22%	10%	13%	10%	8%	11%
Boxing	11%	16%	14%	16%	8%	7%	5%	13%	10%	15%	7%	6%	12%	13%
None of the above	29%	22%	23%	31%	33%	30%	34%	20%	30%	26%	39%	35%	17%	17%
Don't Know	2%	4%	3%	2%	3%	0%	1%	1%	2%	2%	3%	0%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.C) Which, if any, of the following sports do you enjoy watching in person? Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Golf	8%	11%	7%	10%	6%	10%	7%	8%	8%	0%	5%	8%	8%	11%	14%	12%
Swimming	8%	10%	7%	8%	8%	7%	6%	8%	17%	7%	7%	8%	12%	10%	10%	8%
Horse racing	8%	8%	6%	8%	9%	11%	7%	5%	9%	3%	7%	7%	10%	11%	14%	8%
Snooker	8%	6%	6%	11%	11%	13%	6%	6%	6%	14%	6%	9%	9%	10%	12%	10%
Cycling	8%	9%	8%	9%	5%	7%	5%	8%	11%	12%	6%	4%	8%	9%	13%	11%
Rugby League	7%	7%	6%	8%	9%	8%	5%	7%	10%	14%	6%	5%	9%	10%	12%	9%
Motorsports (besides F1)	6%	7%	5%	8%	5%	7%	6%	6%	6%	11%	6%	6%	9%	9%	6%	5%
Darts	6%	5%	6%	8%	7%	9%	5%	4%	4%	0%	5%	7%	8%	9%	13%	7%
Basketball	5%	6%	6%	6%	4%	3%	5%	6%	12%	12%	7%	8%	5%	4%	4%	2%
Football	43%	47%	43%	46%	38%	45%	46%	40%	47%	46%	39%	52%	61%	59%	58%	41%
American Football	4%	5%	4%	4%	3%	2%	5%	4%	8%	7%	3%	5%	9%	6%	5%	3%
Netball	3%	3%	1%	3%	3%	1%	3%	3%	3%	0%	3%	3%	5%	3%	3%	2%
Rowing	2%	2%	2%	2%	3%	2%	2%	2%	3%	7%	2%	1%	2%	2%	0%	3%
Tennis	19%	24%	18%	19%	14%	15%	13%	22%	26%	13%	17%	15%	23%	20%	16%	23%
Cricket	15%	20%	14%	12%	12%	16%	9%	17%	18%	34%	12%	15%	15%	15%	16%	19%
F1	14%	17%	13%	16%	9%	15%	15%	11%	17%	3%	13%	15%	14%	20%	21%	14%
Rugby Union	14%	19%	12%	11%	11%	13%	9%	14%	19%	30%	11%	10%	13%	15%	20%	18%
Athletics	12%	13%	10%	11%	11%	10%	10%	11%	15%	6%	10%	7%	11%	13%	13%	15%
Boxing	11%	7%	9%	16%	11%	12%	12%	9%	9%	7%	11%	17%	16%	20%	11%	7%
None of the above	29%	23%	30%	28%	36%	30%	31%	29%	23%	26%	32%	22%	20%	18%	21%	31%
Don't Know	2%	2%	2%	1%	4%	2%	3%	2%	2%	0%	3%	2%	1%	1%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.A) And which, if any, of the same list of sports do you enjoy watching on TV? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Motorsports (besides F1)	9%	14%	5%	13%	9%	6%	12%	9%	11%	9%	8%	9%	11%	3%	7%
Basketball	7%	9%	5%	12%	8%	5%	4%	6%	7%	7%	9%	5%	5%	3%	0%
American Football	6%	10%	3%	7%	10%	3%	5%	11%	4%	6%	2%	6%	7%	8%	7%
Football	50%	62%	38%	53%	52%	47%	46%	52%	49%	51%	46%	50%	47%	41%	57%
Rowing	4%	4%	4%	5%	3%	3%	3%	3%	5%	2%	5%	5%	5%	7%	2%
Netball	4%	3%	5%	4%	7%	2%	3%	4%	5%	4%	5%	5%	0%	4%	2%
Tennis	29%	25%	32%	32%	36%	25%	25%	27%	25%	28%	24%	22%	38%	22%	30%
F1	22%	29%	15%	24%	23%	19%	26%	23%	22%	22%	14%	23%	22%	13%	17%
Athletics	21%	19%	22%	19%	26%	19%	20%	22%	19%	19%	23%	18%	21%	23%	22%
Cricket	20%	30%	11%	22%	26%	21%	20%	21%	22%	21%	17%	18%	10%	20%	15%
Rugby Union	18%	24%	12%	13%	22%	20%	14%	18%	16%	14%	17%	15%	15%	44%	24%
Boxing	17%	25%	10%	19%	14%	15%	17%	16%	23%	22%	13%	16%	14%	17%	26%
Snooker	14%	19%	9%	8%	14%	13%	14%	13%	16%	12%	22%	13%	18%	18%	16%
Golf	13%	18%	8%	10%	14%	10%	9%	8%	13%	11%	12%	10%	25%	21%	26%
Swimming	13%	10%	16%	15%	14%	11%	14%	11%	15%	12%	10%	9%	15%	12%	11%
Cycling	11%	14%	9%	9%	12%	11%	10%	12%	9%	11%	12%	14%	16%	12%	9%
Rugby League	10%	12%	8%	8%	7%	11%	8%	12%	10%	21%	6%	15%	5%	10%	9%
Horse racing	10%	12%	8%	9%	9%	6%	8%	7%	12%	11%	11%	12%	10%	14%	11%
Darts	10%	14%	7%	7%	10%	11%	13%	7%	11%	12%	9%	11%	10%	12%	13%
None of the above	21%	13%	28%	21%	20%	27%	25%	19%	23%	15%	21%	24%	19%	17%	16%
Don't Know	1%	1%	1%	0%	1%	0%	1%	4%	2%	1%	3%	0%	1%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.B) And which, if any, of the same list of sports do you enjoy watching on TV? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Motorsports (besides F1)	9%	8%	8%	12%	10%	11%	8%	12%	13%	7%	8%	25%	10%	15%
Basketball	7%	13%	10%	7%	5%	5%	2%	10%	4%	5%	3%	6%	9%	16%
American Football	6%	5%	9%	6%	6%	8%	4%	10%	1%	5%	4%	6%	5%	10%
Football	50%	44%	52%	53%	53%	53%	43%	59%	41%	57%	40%	21%	53%	52%
Rowing	4%	4%	3%	2%	4%	4%	6%	4%	5%	2%	5%	0%	6%	2%
Netball	4%	8%	4%	3%	2%	4%	3%	5%	8%	3%	3%	6%	4%	10%
Tennis	29%	21%	18%	29%	32%	36%	34%	30%	39%	24%	29%	38%	36%	31%
F1	22%	22%	16%	24%	24%	25%	19%	28%	22%	20%	20%	35%	23%	16%
Athletics	21%	12%	14%	19%	24%	26%	27%	21%	36%	19%	24%	12%	18%	19%
Cricket	20%	11%	14%	16%	20%	27%	30%	28%	16%	22%	16%	7%	17%	16%
Rugby Union	18%	8%	10%	13%	20%	28%	27%	21%	22%	15%	17%	7%	23%	13%
Boxing	17%	24%	18%	22%	19%	16%	8%	22%	16%	20%	13%	13%	14%	21%
Snooker	14%	6%	8%	13%	20%	17%	18%	14%	23%	14%	15%	7%	12%	14%
Golf	13%	8%	8%	10%	15%	16%	19%	18%	17%	12%	10%	0%	15%	14%
Swimming	13%	14%	8%	15%	13%	15%	12%	14%	13%	10%	12%	16%	16%	24%
Cycling	11%	7%	7%	10%	13%	17%	15%	13%	19%	7%	12%	29%	12%	15%
Rugby League	10%	9%	9%	8%	10%	16%	11%	12%	11%	11%	8%	5%	13%	10%
Horse racing	10%	7%	7%	10%	12%	13%	10%	13%	13%	10%	6%	0%	10%	14%
Darts	10%	7%	10%	9%	14%	13%	9%	13%	10%	10%	11%	7%	8%	2%
None of the above	21%	18%	19%	24%	22%	19%	23%	14%	19%	19%	26%	34%	11%	16%
Don't Know	1%	2%	2%	2%	2%	0%	0%	1%	1%	1%	2%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.C) And which, if any, of the same list of sports do you enjoy watching on TV? Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Motorsports (besides F1)	9%	12%	9%	8%	9%	10%	8%	9%	12%	22%	8%	10%	14%	14%	7%	9%
Basketball	7%	9%	6%	6%	6%	5%	7%	8%	10%	11%	8%	11%	11%	10%	8%	3%
American Football	6%	9%	7%	5%	5%	6%	6%	8%	7%	11%	6%	9%	9%	7%	5%	6%
Football	50%	52%	51%	50%	45%	52%	51%	49%	51%	44%	46%	56%	62%	63%	62%	49%
Rowing	4%	4%	3%	4%	4%	4%	4%	3%	6%	7%	3%	3%	3%	4%	3%	5%
Netball	4%	4%	4%	4%	4%	3%	4%	4%	5%	10%	4%	4%	5%	4%	2%	3%
Tennis	29%	37%	29%	23%	24%	25%	22%	34%	34%	24%	29%	22%	27%	34%	28%	31%
F1	22%	28%	20%	23%	16%	21%	21%	19%	26%	23%	21%	24%	28%	29%	24%	22%
Athletics	21%	24%	20%	19%	19%	20%	20%	21%	23%	7%	19%	14%	20%	21%	24%	25%
Cricket	20%	28%	19%	15%	17%	21%	16%	21%	25%	37%	17%	21%	18%	20%	25%	26%
Rugby Union	18%	23%	19%	14%	14%	18%	14%	17%	22%	29%	15%	11%	12%	18%	25%	25%
Boxing	17%	15%	15%	22%	18%	20%	20%	12%	15%	12%	17%	27%	21%	28%	27%	13%
Snooker	14%	12%	13%	18%	13%	18%	12%	12%	10%	6%	12%	11%	15%	16%	15%	17%
Golf	13%	16%	13%	14%	9%	16%	12%	11%	13%	6%	10%	11%	15%	16%	21%	17%
Swimming	13%	14%	13%	12%	12%	13%	11%	12%	20%	3%	12%	11%	18%	15%	14%	14%
Cycling	11%	15%	12%	9%	8%	10%	7%	11%	19%	8%	10%	8%	12%	11%	14%	15%
Rugby League	10%	10%	10%	10%	10%	11%	8%	11%	13%	17%	9%	8%	7%	11%	16%	13%
Horse racing	10%	10%	8%	10%	11%	14%	10%	6%	10%	7%	8%	11%	13%	13%	14%	12%
Darts	10%	9%	10%	12%	11%	15%	9%	6%	10%	7%	10%	10%	9%	13%	17%	11%
None of the above	21%	15%	22%	20%	29%	19%	25%	22%	17%	16%	23%	16%	18%	14%	17%	21%
Don't Know	1%	1%	1%	1%	2%	2%	1%	1%	1%	0%	2%	2%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.A) Who do you typically watch sporting events or leagues with? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
My colleagues	4%	5%	3%	4%	3%	3%	2%	3%	6%	6%	4%	3%	4%	3%	2%
My partner/ spouse	36%	34%	39%	36%	40%	35%	33%	39%	40%	34%	34%	37%	31%	38%	38%
My friends	25%	32%	18%	33%	22%	18%	17%	21%	26%	26%	19%	23%	28%	30%	31%
N/A - I do not watch sporting events or leagues	20%	13%	27%	22%	17%	25%	23%	20%	19%	15%	21%	21%	21%	16%	15%
My children	16%	15%	17%	15%	16%	17%	15%	20%	19%	15%	11%	16%	13%	16%	25%
My extended family	14%	13%	15%	15%	15%	14%	14%	11%	11%	20%	16%	13%	8%	14%	22%
None of the above	17%	23%	12%	16%	17%	17%	21%	22%	14%	21%	17%	16%	20%	16%	15%
Don't Know	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	0%	1%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.B) Who do you typically watch sporting events or leagues with? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
My colleagues	4%	6%	7%	5%	2%	2%	1%	5%	5%	5%	2%	0%	5%	2%
My partner/ spouse	36%	22%	41%	39%	37%	37%	38%	44%	41%	35%	28%	29%	43%	44%
My friends	25%	45%	33%	28%	21%	17%	10%	30%	16%	28%	17%	15%	30%	34%
N/A - I do not watch sporting events or leagues	20%	16%	17%	19%	23%	18%	24%	12%	18%	19%	27%	24%	12%	14%
My children	16%	6%	18%	24%	24%	18%	7%	21%	7%	18%	10%	34%	15%	34%
My extended family	14%	32%	15%	18%	11%	7%	6%	18%	17%	14%	8%	25%	17%	18%
None of the above	17%	11%	13%	12%	15%	25%	27%	16%	19%	16%	22%	15%	16%	18%
Don't Know	1%	2%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.C) Who do you typically watch sporting events or leagues with? Please select all that apply

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
My colleagues	4%	3%	3%	4%	4%	3%	3%	3%	8%	0%	4%	6%	7%	6%	5%	1%
My partner/ spouse	36%	45%	34%	42%	24%	33%	33%	38%	44%	46%	25%	52%	48%	54%	53%	42%
My friends	25%	26%	24%	28%	21%	24%	28%	24%	33%	23%	31%	29%	27%	29%	27%	13%
N/A - I do not watch sporting events or leagues	20%	14%	21%	19%	26%	19%	23%	19%	16%	21%	22%	14%	15%	9%	14%	21%
My children	16%	20%	16%	16%	12%	15%	14%	19%	20%	21%	1%	33%	44%	54%	51%	18%
My extended family	14%	14%	15%	14%	13%	11%	17%	14%	15%	13%	17%	15%	14%	15%	17%	9%
None of the above	17%	17%	16%	15%	21%	22%	15%	16%	10%	20%	20%	8%	12%	9%	10%	20%
Don't Know	1%	0%	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.A) Which, if any, of the following sporting events or leagues have you watched in the last year? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Women s Super League	8%	10%	6%	10%	11%	7%	9%	6%	7%	11%	6%	6%	3%	5%	11%
The Ashes (Women)	7%	11%	4%	8%	9%	7%	10%	8%	10%	6%	9%	5%	2%	12%	3%
U+200B;U+200B;2022 FIFA World Cup (Men)	44%	57%	31%	52%	45%	37%	37%	43%	45%	49%	38%	43%	42%	42%	50%
Premier League	41%	55%	28%	43%	45%	37%	38%	42%	42%	48%	43%	41%	34%	34%	51%
Wimbledon	38%	39%	38%	41%	48%	35%	35%	38%	34%	37%	31%	37%	43%	34%	34%
2023 FIFA World Cup (Women)	36%	40%	31%	36%	40%	29%	35%	36%	46%	40%	31%	35%	31%	28%	26%
FIFA Women's World Cup	31%	35%	27%	31%	38%	28%	31%	33%	35%	35%	28%	30%	25%	23%	24%
Champions League	30%	45%	16%	35%	30%	24%	26%	25%	31%	29%	25%	33%	36%	28%	42%
F1	25%	34%	16%	29%	26%	20%	26%	27%	26%	21%	21%	25%	28%	17%	20%
The Ashes (Men)	20%	31%	10%	18%	29%	25%	17%	19%	25%	24%	18%	18%	10%	23%	13%
The Hundred Cricket Competition	12%	18%	6%	11%	17%	13%	13%	13%	13%	16%	8%	10%	4%	13%	6%
None of the above	22%	15%	29%	19%	20%	28%	25%	17%	21%	16%	23%	27%	27%	21%	21%
Don't Know	1%	1%	2%	1%	1%	3%	1%	3%	2%	2%	0%	2%	1%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.B) Which, if any, of the following sporting events or leagues have you watched in the last year? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Women s Super League	8%	8%	9%	9%	7%	10%	6%	11%	6%	8%	4%	15%	12%	11%
The Ashes (Women)	7%	8%	4%	4%	7%	13%	10%	10%	10%	7%	6%	10%	7%	5%
U+200B;U+200B;2022 FIFA World Cup (Men)	44%	44%	45%	51%	48%	45%	34%	54%	42%	47%	36%	26%	44%	47%
Premier League	41%	38%	38%	48%	45%	45%	36%	54%	32%	46%	30%	25%	43%	44%
Wimbledon	38%	26%	27%	37%	45%	45%	47%	42%	44%	36%	40%	29%	43%	31%
2023 FIFA World Cup (Women)	36%	31%	34%	38%	39%	39%	34%	44%	36%	34%	30%	38%	37%	34%
FIFA Women's World Cup	31%	29%	29%	31%	33%	34%	31%	40%	26%	31%	26%	26%	31%	36%
Champions League	30%	30%	30%	36%	31%	33%	25%	38%	21%	37%	21%	0%	39%	33%
F1	25%	29%	22%	25%	27%	26%	22%	34%	28%	23%	21%	40%	23%	14%
The Ashes (Men)	20%	13%	12%	15%	21%	27%	32%	28%	17%	24%	16%	0%	19%	11%
The Hundred Cricket Competition	12%	7%	8%	8%	11%	18%	18%	17%	9%	14%	9%	0%	11%	7%
None of the above	22%	19%	21%	23%	24%	23%	23%	13%	21%	20%	28%	12%	17%	15%
Don't Know	1%	2%	2%	2%	2%	0%	1%	1%	1%	3%	2%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.C) Which, if any, of the following sporting events or leagues have you watched in the last year? Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Women s Super League	8%	7%	8%	9%	8%	10%	5%	8%	10%	16%	6%	10%	11%	13%	10%	8%
The Ashes (Women)	7%	10%	7%	7%	5%	8%	6%	8%	9%	22%	6%	5%	8%	9%	11%	9%
U+200B;U+200B;2022 FIFA World Cup (Men)	44%	50%	47%	40%	38%	44%	46%	45%	46%	39%	43%	46%	57%	58%	57%	41%
Premier League	41%	45%	43%	40%	36%	45%	43%	41%	41%	37%	37%	41%	53%	54%	57%	41%
Wimbledon	38%	49%	40%	32%	31%	38%	32%	40%	46%	37%	37%	31%	43%	46%	41%	43%
2023 FIFA World Cup (Women)	36%	40%	35%	34%	33%	38%	33%	37%	39%	42%	30%	40%	46%	51%	48%	39%
FIFA Women's World Cup	31%	34%	32%	30%	28%	32%	29%	32%	33%	35%	27%	32%	37%	42%	40%	34%
Champions League	30%	34%	33%	28%	26%	32%	31%	32%	33%	34%	27%	35%	42%	41%	42%	30%
F1	25%	32%	23%	26%	18%	24%	24%	25%	28%	27%	24%	26%	26%	33%	27%	24%
The Ashes (Men)	20%	30%	20%	15%	16%	21%	19%	21%	21%	27%	18%	16%	15%	22%	28%	27%
The Hundred Cricket Competition	12%	18%	12%	9%	8%	13%	10%	12%	15%	19%	9%	10%	10%	16%	11%	17%
None of the above	22%	16%	23%	23%	27%	22%	26%	19%	19%	23%	24%	19%	14%	13%	18%	23%
Don't Know	1%	0%	1%	2%	2%	2%	1%	1%	1%	0%	2%	2%	2%	1%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.A) Which, if any, of the following statements do you agree with? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
I have attended a women's sport event/ game	7%	7%	7%	9%	8%	6%	8%	6%	5%	5%	8%	8%	6%	5%	6%
Female and male athletes should both appear in sports advertising	37%	35%	39%	37%	42%	26%	37%	33%	41%	38%	34%	35%	39%	41%	39%
Women's sport should be broadcast in the same way that men's sport is	33%	28%	38%	34%	37%	25%	36%	32%	31%	30%	30%	33%	31%	37%	38%
None of these	25%	27%	24%	25%	25%	30%	27%	25%	21%	25%	23%	28%	32%	15%	21%
Watching high quality broadcast coverage of women's sport makes me feel more positive towards it	22%	24%	21%	24%	25%	17%	21%	21%	26%	20%	19%	23%	20%	25%	24%
Male sports people should use their public profile to support women's sport	20%	23%	16%	17%	19%	16%	18%	15%	26%	19%	22%	21%	21%	21%	26%
I follow both the male and female teams of the sports clubs I support	19%	21%	17%	21%	19%	18%	20%	22%	24%	25%	18%	16%	16%	11%	22%
I am more likely to support a female athlete because they are generally good role models on and off the pitch	12%	13%	11%	14%	12%	12%	11%	10%	10%	13%	16%	13%	12%	12%	6%
If the marketing that promotes women's sport looks the same quality as the men's sport marketing, I feel	10%	11%	9%	13%	11%	6%	6%	10%	10%	13%	9%	8%	11%	11%	5%

(99.B) Which, if any, of the following statements do you agree with? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
I have attended a women's sport event/game	7%	10%	8%	8%	6%	8%	3%	9%	9%	8%	4%	6%	7%	3%
Female and male athletes should both appear in sports advertising	37%	36%	36%	39%	40%	37%	35%	40%	41%	34%	36%	30%	36%	31%
Women's sport should be broadcast in the same way that men's sport is	33%	35%	30%	30%	33%	39%	32%	32%	37%	26%	36%	28%	36%	33%
None of these	25%	13%	19%	24%	28%	30%	35%	23%	23%	27%	30%	17%	17%	17%
Watching high quality broadcast coverage of women's sport makes me feel more positive towards it	22%	29%	24%	19%	21%	25%	19%	24%	22%	23%	20%	17%	28%	28%
Male sports people should use their public profile to support women's sport	20%	25%	21%	20%	17%	20%	17%	20%	25%	22%	18%	22%	15%	25%
I follow both the male and female teams of the sports clubs I support	19%	22%	19%	20%	20%	23%	15%	25%	17%	22%	12%	24%	28%	18%
I am more likely to support a female athlete because they are generally good role models on and off the pitch	12%	20%	17%	11%	8%	10%	9%	14%	14%	12%	8%	25%	17%	21%
If the marketing that promotes women's	10%	15%	15%	11%	7%	7%	6%	12%	11%	10%	6%	38%	12%	9%

(99.C) Which, if any, of the following statements do you agree with? Please select all that apply

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
I have attended a women's sport event/game	7%	9%	10%	4%	5%	4%	6%	9%	12%	23%	7%	7%	6%	11%	15%	6%
Female and male athletes should both appear in sports advertising	37%	39%	40%	36%	33%	34%	34%	42%	37%	52%	39%	35%	35%	42%	32%	35%
Women's sport should be broadcast in the same way that men's sport is	33%	35%	34%	32%	29%	29%	33%	37%	31%	44%	33%	31%	29%	32%	38%	34%
None of these	25%	21%	26%	24%	30%	29%	28%	22%	17%	22%	25%	16%	16%	19%	20%	31%
Watching high quality broadcast coverage of women's sport makes me feel more positive towards it	22%	26%	23%	22%	18%	20%	20%	27%	27%	29%	23%	23%	23%	26%	24%	21%
Male sports people should use their public profile to support women's sport	20%	22%	20%	19%	16%	18%	17%	24%	22%	24%	22%	21%	17%	19%	21%	17%
I follow both the male and female teams of the sports clubs I support	19%	22%	18%	24%	14%	21%	15%	18%	25%	24%	18%	20%	25%	25%	23%	19%
I am more likely to support a female athlete because they are generally good role models on and off the pitch	12%	13%	12%	12%	10%	10%	10%	15%	13%	12%	13%	15%	14%	17%	13%	9%
If the marketing that promotes women's sport looks the same quality as the men's sport marketing, I feel more positively about women's sport	10%	12%	11%	8%	7%	5%	10%	12%	14%	30%	11%	11%	13%	12%	12%	6%

(100.A) Thinking about the last few years Which, if any, of the following has made you more interested in women’s sport? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Attending a women’s sport event/game	9%	10%	8%	14%	9%	7%	7%	11%	8%	6%	10%	10%	6%	10%	4%
Not applicable nothing in particular has made me more interested in women’s sport	44%	42%	46%	41%	42%	51%	50%	43%	34%	45%	44%	46%	54%	43%	41%
Recent broadcast coverage of women’s sport	33%	36%	30%	34%	39%	26%	28%	26%	38%	36%	31%	34%	31%	29%	41%
Female athletes featuring in advertising campaigns for brands/companies	15%	15%	15%	20%	15%	11%	13%	18%	16%	15%	13%	14%	13%	12%	18%
Advertising campaigns for major womens sporting competitions	14%	14%	15%	20%	16%	12%	9%	17%	16%	10%	19%	16%	13%	10%	7%
Other	3%	4%	2%	5%	1%	2%	5%	5%	1%	3%	2%	3%	2%	4%	3%
Don’t know	7%	6%	7%	4%	5%	10%	6%	11%	13%	4%	8%	5%	3%	11%	8%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.B) Thinking about the last few years Which, if any, of the following has made you more interested in women’s sport? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Attending a women’s sport event/game	9%	13%	15%	10%	8%	6%	3%	12%	9%	8%	4%	10%	8%	20%
Not applicable nothing in particular has made me more interested in women’s sport	44%	32%	33%	43%	47%	49%	57%	38%	47%	41%	53%	42%	35%	30%
Recent broadcast coverage of women’s sport	33%	29%	32%	30%	34%	39%	34%	37%	41%	31%	31%	29%	38%	35%
Female athletes featuring in advertising campaigns for brands/companies	15%	27%	23%	18%	13%	9%	4%	19%	14%	17%	9%	22%	16%	19%
Advertising campaigns for major womens sporting competitions	14%	22%	22%	16%	12%	12%	5%	16%	12%	17%	9%	32%	22%	20%
Other	3%	5%	4%	3%	3%	2%	2%	3%	1%	5%	2%	0%	4%	7%
Don’t know	7%	9%	8%	8%	5%	5%	6%	6%	3%	9%	9%	5%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.C) Thinking about the last few years Which, if any, of the following has made you more interested in women’s sport? Please select all that apply

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Attending a women’s sport event/game	9%	12%	10%	6%	5%	5%	5%	12%	20%	16%	8%	15%	16%	13%	17%	5%
Not applicable nothing in particular has made me more interested in women’s sport	44%	42%	45%	43%	47%	49%	48%	40%	33%	36%	43%	33%	32%	37%	36%	54%
Recent broadcast coverage of women’s sport	33%	37%	34%	31%	28%	31%	31%	36%	38%	53%	32%	31%	34%	38%	41%	34%
Female athletes featuring in advertising campaigns for brands/companies	15%	14%	16%	17%	14%	12%	12%	18%	23%	10%	16%	25%	24%	22%	20%	7%
Advertising campaigns for major womens sporting competitions	14%	15%	16%	15%	11%	12%	12%	18%	18%	6%	14%	22%	22%	21%	17%	9%
Other	3%	3%	2%	4%	3%	4%	3%	2%	4%	0%	4%	3%	3%	1%	3%	2%
Don’t know	7%	5%	6%	7%	10%	8%	7%	5%	4%	11%	8%	4%	9%	8%	8%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.A) Thinking about the last few years Which, if any, of the following have made you want to watch or attend a women’s sporting event? Please select all that apply

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
None of these	53%	51%	54%	48%	51%	57%	58%	47%	41%	56%	61%	58%	58%	58%	34%
News coverage of women’s sport (e.g. in newspapers, on TV, etc.)	31%	33%	30%	35%	36%	28%	25%	35%	37%	31%	25%	29%	26%	24%	39%
Following female athletes or clubs on social media (e.g. Facebook, Twitter/X, Instagram, etc.)	15%	13%	16%	19%	12%	10%	16%	14%	18%	13%	12%	12%	15%	16%	20%
Following male athletes or clubs on social media (e.g. Facebook, Twitter/X, Instagram, etc.)	10%	12%	8%	15%	8%	6%	9%	13%	13%	7%	3%	11%	9%	8%	10%
Don’t know	4%	4%	4%	3%	4%	5%	5%	5%	8%	3%	5%	3%	3%	4%	9%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.B) Thinking about the last few years Which, if any, of the following have made you want to watch or attend a women’s sporting event? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
None of these	53%	37%	39%	52%	56%	60%	66%	47%	51%	48%	65%	43%	38%	37%
News coverage of women’s sport (e.g. in newspapers, on TV, etc.)	31%	31%	32%	30%	33%	32%	30%	34%	42%	32%	27%	25%	39%	37%
Following female athletes or clubs on social media (e.g. Facebook, Twitter/X, Instagram, etc.)	15%	33%	24%	17%	10%	8%	1%	20%	8%	17%	6%	27%	19%	28%
Following male athletes or clubs on social media (e.g. Facebook, Twitter/X, Instagram, etc.)	10%	16%	18%	16%	8%	4%	1%	13%	4%	11%	5%	27%	15%	10%
Don’t know	4%	6%	6%	4%	3%	3%	3%	4%	2%	7%	4%	6%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.C) Thinking about the last few years Which, if any, of the following have made you want to watch or attend a women’s sporting event? Please select all that apply

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
None of these	53%	49%	54%	50%	57%	59%	56%	47%	43%	49%	53%	38%	38%	42%	48%	62%
News coverage of women’s sport (e.g. in newspapers, on TV, etc.)	31%	36%	30%	31%	27%	28%	27%	36%	35%	44%	28%	37%	36%	39%	35%	32%
Following female athletes or clubs on social media (e.g. Facebook, Twitter/X, Instagram, etc.)	15%	15%	15%	17%	12%	12%	13%	17%	24%	22%	16%	26%	23%	20%	24%	6%
Following male athletes or clubs on social media (e.g. Facebook, Twitter/X, Instagram, etc.)	10%	9%	10%	10%	10%	9%	10%	10%	17%	16%	10%	18%	21%	16%	13%	4%
Don’t know	4%	2%	4%	5%	7%	6%	5%	3%	2%	0%	6%	2%	5%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.A) Thinking about the last few years In general, how much more or less have you been following women’s sport, or is there no difference?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Much more	13%	15%	12%	17%	14%	12%	14%	16%	11%	12%	10%	15%	10%	14%	9%
A little more	31%	31%	30%	30%	39%	26%	27%	31%	36%	30%	34%	29%	26%	25%	32%
No difference	48%	46%	50%	46%	42%	56%	54%	45%	43%	50%	53%	47%	52%	50%	44%
A little less	2%	2%	1%	0%	2%	1%	1%	2%	1%	1%	1%	2%	5%	6%	5%
Much less	3%	3%	3%	4%	2%	3%	2%	3%	3%	3%	1%	5%	4%	2%	3%
Don't know	3%	2%	3%	3%	1%	2%	3%	2%	5%	5%	1%	2%	3%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.B) Thinking about the last few years In general, how much more or less have you been following women’s sport, or is there no difference?

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Much more	13%	13%	14%	12%	13%	17%	12%	16%	17%	12%	12%	6%	21%	14%
A little more	31%	34%	30%	31%	29%	29%	31%	34%	23%	36%	27%	28%	34%	34%
No difference	48%	41%	46%	49%	52%	47%	52%	43%	56%	44%	56%	42%	37%	43%
A little less	2%	5%	3%	1%	1%	1%	1%	2%	2%	2%	0%	18%	1%	4%
Much less	3%	1%	4%	3%	2%	4%	3%	2%	1%	4%	3%	6%	5%	4%
Don't know	3%	4%	4%	4%	2%	2%	1%	2%	2%	3%	2%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.C) Thinking about the last few years In general, how much more or less have you been following women’s sport, or is there no difference?

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Much more	13%	15%	13%	15%	10%	11%	13%	13%	20%	22%	12%	17%	15%	15%	21%	13%
A little more	31%	35%	30%	29%	28%	30%	31%	31%	32%	32%	29%	33%	37%	36%	27%	30%
No difference	48%	44%	51%	47%	51%	53%	48%	48%	40%	42%	50%	40%	40%	44%	43%	51%
A little less	2%	2%	2%	2%	2%	1%	2%	3%	1%	0%	2%	5%	3%	2%	4%	1%
Much less	3%	3%	2%	3%	4%	2%	3%	3%	4%	0%	3%	3%	2%	1%	3%	3%
Don't know	3%	1%	2%	4%	5%	4%	3%	1%	3%	3%	4%	1%	2%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.A) You previously said that you have followed women’s sports more within the last few years Which, if any, of the following are reasons for this?Please select all that apply

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	899	455	443	122	153	62	78	74	86	72	38	100	55	40	19
Weighted	885	455	429	132	138	61	72	67	86	67	35	98	66	39	25
None of these	8%	8%	9%	8%	9%	7%	7%	11%	6%	11%	8%	6%	16%	4%	0%
I watch and enjoy the broadcast coverage	67%	73%	62%	61%	72%	68%	62%	72%	61%	72%	67%	68%	72%	70%	69%
I learnt more about women’s sport through advertising, media, and social media	42%	40%	45%	58%	34%	42%	42%	38%	44%	33%	37%	42%	37%	34%	74%
I attend women’s sports event(s)	13%	15%	12%	19%	9%	7%	15%	13%	12%	10%	22%	16%	9%	18%	15%
Don’t know	2%	1%	3%	2%	4%	2%	2%	0%	2%	0%	2%	2%	0%	3%	0%

Note:

BASE: Following womens sport more in the last few years

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.B) You previously said that you have followed women’s sports more within the last few years Which, if any, of the following are reasons for this?Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	899	117	132	143	157	148	202	349	40	141	198	5	77	27
Weighted	885	131	149	149	146	130	181	345	38	142	186	6	79	28
None of these	8%	5%	3%	8%	6%	11%	15%	7%	5%	12%	9%	18%	8%	0%
I watch and enjoy the broadcast coverage	67%	48%	65%	72%	74%	74%	70%	69%	77%	63%	77%	45%	54%	66%
I learnt more about women’s sport through advertising, media, and social media	42%	68%	65%	46%	35%	30%	17%	43%	55%	39%	32%	67%	51%	49%
I attend women’s sports event(s)	13%	21%	19%	14%	13%	10%	5%	15%	9%	16%	10%	0%	15%	24%
Don’t know	2%	2%	0%	2%	1%	1%	5%	2%	0%	2%	3%	0%	0%	0%

Note:

BASE: Following womens sport more in the last few years

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.C) You previously said that you have followed women’s sports more within the last few years Which, if any, of the following are reasons for this?Please select all that apply

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	899	307	243	155	188	0	0	234	118	15	360	98	102	112	61	305
Weighted	885	273	223	192	191	0	0	224	114	15	364	108	108	112	58	275
None of these	8%	8%	7%	8%	9%	6%	8%	10%	5%	6%	9%	3%	5%	8%	6%	10%
I watch and enjoy the broadcast coverage	67%	72%	68%	66%	61%	68%	64%	68%	74%	76%	63%	69%	67%	66%	70%	73%
I learnt more about women’s sport through advertising, media, and social media	42%	38%	39%	50%	43%	38%	44%	44%	47%	55%	50%	54%	55%	48%	47%	23%
I attend women’s sports event(s)	13%	16%	16%	12%	8%	12%	11%	14%	21%	30%	15%	14%	9%	18%	21%	8%
Don’t know	2%	1%	2%	0%	5%	3%	2%	1%	0%	0%	1%	2%	2%	3%	3%	4%

Note:

BASE: Following womens sport more in the last few years

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.A) Thinking about the last few years In general, how much more or less have you been following women’s football, or is there no difference?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Much more	14%	15%	13%	19%	14%	13%	15%	13%	14%	12%	11%	14%	13%	12%	12%
A little more	30%	31%	29%	28%	36%	24%	26%	38%	34%	29%	35%	27%	22%	27%	36%
No difference	48%	46%	50%	46%	44%	54%	53%	43%	41%	50%	51%	49%	58%	47%	40%
A little less	2%	2%	2%	1%	3%	1%	1%	1%	3%	2%	0%	3%	2%	6%	2%
Much less	4%	4%	3%	4%	2%	4%	2%	4%	3%	5%	3%	6%	3%	6%	5%
Don't know	2%	2%	3%	1%	1%	4%	2%	1%	5%	2%	1%	2%	3%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.B) Thinking about the last few years In general, how much more or less have you been following women’s football, or is there no difference?

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Much more	14%	11%	12%	15%	16%	17%	14%	17%	18%	12%	12%	21%	22%	15%
A little more	30%	31%	33%	27%	29%	31%	29%	32%	25%	32%	28%	26%	28%	40%
No difference	48%	47%	44%	49%	49%	45%	51%	44%	49%	46%	55%	26%	42%	34%
A little less	2%	4%	5%	2%	0%	1%	0%	2%	2%	3%	1%	10%	2%	8%
Much less	4%	2%	4%	4%	4%	5%	5%	3%	5%	4%	3%	16%	5%	3%
Don't know	2%	4%	3%	3%	2%	2%	1%	2%	2%	3%	1%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.C) Thinking about the last few years In general, how much more or less have you been following women’s football, or is there no difference?

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Much more	14%	15%	14%	14%	13%	11%	13%	14%	20%	16%	11%	14%	17%	16%	23%	16%
A little more	30%	35%	29%	28%	26%	28%	29%	32%	31%	47%	28%	36%	35%	35%	30%	30%
No difference	48%	44%	53%	47%	48%	52%	49%	48%	39%	38%	52%	40%	42%	43%	39%	48%
A little less	2%	2%	1%	3%	2%	1%	2%	2%	4%	0%	2%	5%	3%	2%	4%	0%
Much less	4%	2%	2%	6%	6%	5%	4%	3%	3%	0%	4%	3%	2%	2%	4%	5%
Don't know	2%	2%	1%	2%	4%	3%	3%	1%	3%	0%	3%	2%	1%	2%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.A) You previously said that you have followed women’s football more within the last few years Which, if any, of the following are reasons for this?Please select all that apply

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	892	452	439	123	145	61	79	80	88	71	40	93	51	40	21
Weighted	877	452	424	132	131	59	74	71	87	67	37	90	62	39	28
I attend women’s football matches	9%	10%	8%	16%	6%	4%	11%	7%	10%	2%	8%	7%	8%	4%	20%
I was inspired by recent successes in major tournaments (i.e. Euros 2022)	62%	60%	64%	57%	64%	60%	59%	59%	63%	67%	71%	66%	53%	69%	70%
I watch and enjoy the broadcast coverage	54%	60%	48%	55%	51%	62%	43%	55%	61%	65%	45%	50%	59%	53%	46%
None of these	5%	4%	5%	8%	4%	3%	1%	6%	1%	5%	0%	3%	15%	7%	0%
I learnt more about women’s football through advertising, media, and social media	31%	29%	33%	43%	27%	20%	31%	35%	27%	30%	21%	33%	29%	22%	43%
Don’t know	1%	1%	0%	0%	1%	4%	2%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Watch womens football more in the last few years

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.B) You previously said that you have followed women’s football more within the last few years Which, if any, of the following are reasons for this?Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	892	105	133	138	163	152	201	339	42	131	207	7	71	31
Weighted	877	117	151	143	153	133	180	338	41	130	194	8	72	32
I attend women’s football matches	9%	12%	16%	14%	6%	4%	3%	13%	16%	9%	3%	0%	9%	6%
I was inspired by recent successes in major tournaments (i.e. Euros 2022)	62%	55%	57%	61%	58%	70%	69%	64%	73%	58%	61%	56%	60%	58%
I watch and enjoy the broadcast coverage	54%	46%	51%	63%	56%	57%	52%	56%	56%	54%	57%	26%	53%	51%
None of these	5%	3%	1%	3%	5%	6%	9%	4%	3%	4%	7%	0%	5%	0%
I learnt more about women’s football through advertising, media, and social media	31%	61%	40%	33%	25%	21%	14%	32%	15%	36%	24%	50%	39%	33%
Don’t know	1%	1%	0%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%

Note:

BASE: Watch womens football more in the last few years

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.C) You previously said that you have followed women’s football more within the last few years Which, if any, of the following are reasons for this?Please select all that apply

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	892	303	241	148	194	0	0	238	116	17	342	97	101	111	64	320
Weighted	877	270	223	183	196	0	0	229	112	17	343	106	109	112	62	291
I attend women’s football matches	9%	11%	8%	7%	8%	6%	8%	10%	18%	17%	8%	13%	15%	12%	16%	4%
I was inspired by recent successes in major tournaments (i.e. Euros 2022)	62%	62%	66%	63%	58%	61%	60%	60%	63%	72%	62%	60%	52%	62%	65%	69%
I watch and enjoy the broadcast coverage	54%	55%	55%	59%	47%	56%	51%	56%	53%	56%	54%	51%	59%	59%	51%	52%
None of these	5%	6%	4%	3%	5%	3%	4%	7%	4%	5%	4%	2%	0%	4%	6%	8%
I learnt more about women’s football through advertising, media, and social media	31%	29%	33%	35%	27%	24%	32%	38%	34%	44%	38%	39%	33%	35%	28%	17%
Don’t know	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%

Note:

BASE: Watch womens football more in the last few years

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.A) How often do you use the following sources to keep up to date with the news?: TV news

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	26%	29%	23%	21%	30%	25%	22%	28%	24%	24%	25%	25%	29%	28%	36%
Once a day	28%	27%	30%	27%	28%	28%	30%	24%	31%	32%	36%	29%	34%	24%	11%
Multiple times a week	15%	16%	13%	15%	14%	14%	10%	18%	20%	19%	12%	14%	10%	15%	17%
Once a week	7%	7%	7%	7%	7%	4%	13%	7%	5%	5%	8%	7%	7%	10%	12%
Multiple times a month	5%	4%	6%	6%	7%	6%	2%	4%	2%	5%	4%	4%	2%	6%	9%
Once a month	3%	3%	3%	6%	3%	1%	1%	3%	3%	1%	3%	2%	4%	2%	2%
Multiple times a year	2%	3%	2%	3%	3%	2%	2%	4%	3%	3%	3%	0%	1%	4%	3%
Once a year	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	2%	0%	1%	0%
Less often	4%	3%	4%	2%	3%	5%	5%	6%	3%	4%	3%	5%	5%	4%	0%
Never	8%	7%	10%	11%	5%	13%	11%	6%	6%	6%	6%	12%	6%	6%	7%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	2%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.B) How often do you use the following sources to keep up to date with the news?: TV news

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	26%	5%	12%	21%	29%	37%	45%	27%	29%	22%	31%	27%	33%	27%
Once a day	28%	17%	21%	23%	29%	38%	40%	32%	34%	31%	31%	11%	24%	24%
Multiple times a week	15%	23%	19%	18%	16%	8%	6%	17%	9%	15%	13%	51%	17%	13%
Once a week	7%	16%	13%	7%	4%	4%	2%	7%	10%	9%	6%	5%	6%	17%
Multiple times a month	5%	10%	8%	9%	1%	2%	1%	5%	5%	4%	5%	6%	5%	8%
Once a month	3%	4%	6%	4%	1%	1%	0%	2%	0%	2%	3%	0%	4%	6%
Multiple times a year	2%	6%	2%	3%	2%	1%	1%	2%	2%	2%	2%	0%	2%	1%
Once a year	1%	2%	1%	1%	1%	0%	0%	0%	2%	1%	0%	0%	0%	0%
Less often	4%	5%	4%	5%	4%	4%	1%	2%	2%	5%	4%	0%	3%	2%
Never	8%	12%	12%	8%	12%	4%	3%	6%	6%	9%	4%	0%	5%	2%
Don't know	1%	2%	2%	1%	1%	0%	0%	1%	2%	1%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.C) How often do you use the following sources to keep up to date with the news?: TV news

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	26%	29%	25%	23%	26%	30%	22%	21%	27%	21%	19%	15%	21%	28%	37%	38%
Once a day	28%	34%	26%	28%	25%	30%	27%	29%	29%	33%	23%	21%	28%	24%	23%	40%
Multiple times a week	15%	14%	14%	16%	14%	13%	15%	17%	15%	22%	16%	26%	20%	16%	10%	8%
Once a week	7%	7%	7%	9%	7%	7%	8%	8%	8%	3%	9%	12%	9%	8%	6%	4%
Multiple times a month	5%	3%	5%	5%	6%	5%	5%	5%	5%	4%	6%	8%	6%	4%	7%	1%
Once a month	3%	2%	4%	4%	2%	1%	3%	4%	3%	4%	3%	4%	4%	4%	3%	1%
Multiple times a year	2%	2%	2%	3%	3%	1%	5%	2%	1%	3%	4%	2%	2%	1%	2%	1%
Once a year	1%	1%	1%	0%	1%	0%	0%	1%	2%	0%	1%	0%	0%	0%	1%	0%
Less often	4%	4%	5%	3%	3%	3%	4%	4%	4%	4%	5%	4%	1%	3%	3%	2%
Never	8%	5%	9%	8%	11%	8%	11%	9%	5%	7%	11%	6%	7%	10%	8%	5%
Don't know	1%	0%	1%	1%	2%	2%	1%	1%	1%	0%	2%	1%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(107.A) How often do you use the following sources to keep up to date with the news?: Printed newspaper

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	3%	4%	3%	4%	3%	2%	1%	4%	2%	7%	4%	2%	5%	3%	4%
Once a day	12%	15%	10%	17%	12%	11%	12%	10%	17%	10%	14%	9%	12%	10%	10%
Multiple times a week	10%	12%	8%	15%	8%	5%	9%	8%	8%	8%	13%	10%	13%	16%	9%
Once a week	11%	12%	10%	9%	12%	5%	11%	11%	15%	12%	9%	14%	10%	12%	15%
Multiple times a month	5%	5%	6%	5%	4%	3%	5%	5%	5%	5%	4%	7%	9%	8%	3%
Once a month	4%	4%	5%	5%	4%	5%	5%	4%	3%	3%	4%	6%	2%	7%	2%
Multiple times a year	5%	5%	5%	3%	6%	8%	4%	9%	5%	5%	2%	3%	2%	6%	5%
Once a year	2%	2%	2%	4%	1%	1%	5%	2%	2%	2%	3%	2%	1%	0%	0%
Less often	11%	9%	12%	11%	14%	8%	7%	12%	14%	12%	7%	8%	12%	6%	10%
Never	35%	30%	40%	26%	34%	50%	41%	34%	28%	36%	39%	39%	32%	32%	41%
Don't know	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(107.B) How often do you use the following sources to keep up to date with the news?: Printed newspaper

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	3%	1%	3%	3%	3%	5%	4%	4%	6%	4%	2%	5%	2%	8%
Once a day	12%	7%	10%	9%	10%	13%	21%	15%	15%	13%	11%	27%	11%	18%
Multiple times a week	10%	8%	12%	12%	11%	9%	9%	12%	9%	11%	10%	16%	10%	9%
Once a week	11%	12%	9%	11%	7%	13%	15%	10%	8%	13%	11%	10%	18%	11%
Multiple times a month	5%	8%	7%	6%	5%	4%	2%	6%	2%	4%	5%	11%	5%	9%
Once a month	4%	7%	6%	4%	3%	3%	3%	4%	3%	5%	5%	6%	4%	2%
Multiple times a year	5%	4%	5%	4%	5%	5%	5%	4%	10%	4%	5%	0%	5%	3%
Once a year	2%	3%	2%	3%	2%	1%	1%	1%	0%	2%	2%	0%	2%	3%
Less often	11%	10%	9%	13%	13%	11%	8%	9%	7%	11%	11%	11%	9%	13%
Never	35%	35%	35%	34%	40%	36%	31%	33%	40%	30%	36%	15%	34%	24%
Don't know	1%	4%	1%	2%	1%	0%	1%	1%	1%	2%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(107.C) How often do you use the following sources to keep up to date with the news?: Printed newspaper

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	3%	4%	3%	3%	4%	4%	3%	3%	3%	12%	2%	4%	5%	4%	6%	5%
Once a day	12%	16%	10%	13%	10%	14%	11%	12%	16%	10%	9%	9%	16%	13%	14%	17%
Multiple times a week	10%	11%	11%	9%	10%	10%	9%	11%	14%	12%	9%	15%	19%	14%	12%	9%
Once a week	11%	11%	11%	12%	10%	11%	10%	12%	9%	0%	11%	10%	11%	9%	8%	12%
Multiple times a month	5%	4%	6%	6%	5%	3%	5%	7%	6%	3%	6%	8%	6%	6%	3%	3%
Once a month	4%	4%	6%	3%	4%	5%	4%	5%	3%	0%	5%	7%	4%	4%	3%	2%
Multiple times a year	5%	5%	5%	4%	4%	4%	5%	5%	5%	6%	6%	3%	1%	3%	6%	3%
Once a year	2%	2%	2%	2%	1%	1%	3%	2%	3%	0%	2%	4%	2%	1%	1%	1%
Less often	11%	13%	10%	8%	11%	9%	11%	10%	12%	18%	12%	9%	10%	8%	12%	9%
Never	35%	29%	35%	39%	39%	37%	38%	32%	28%	38%	36%	30%	25%	37%	36%	38%
Don't know	1%	0%	2%	1%	2%	2%	2%	1%	1%	0%	2%	1%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(108.A) How often do you use the following sources to keep up to date with the news?: Website

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	26%	32%	19%	28%	28%	30%	20%	19%	25%	27%	27%	24%	29%	18%	30%
Once a day	22%	22%	22%	28%	19%	19%	20%	22%	22%	23%	26%	21%	20%	18%	27%
Multiple times a week	15%	15%	16%	13%	14%	14%	16%	19%	17%	15%	14%	12%	18%	21%	14%
Once a week	7%	7%	8%	5%	7%	5%	11%	9%	7%	8%	7%	7%	9%	9%	2%
Multiple times a month	6%	5%	8%	5%	7%	8%	5%	12%	4%	5%	8%	8%	5%	5%	9%
Once a month	4%	4%	3%	5%	3%	1%	3%	6%	4%	1%	4%	5%	3%	8%	2%
Multiple times a year	2%	2%	2%	3%	3%	5%	3%	2%	1%	1%	1%	1%	0%	3%	0%
Once a year	1%	1%	1%	1%	1%	1%	2%	0%	2%	0%	2%	1%	1%	0%	2%
Less often	5%	4%	5%	5%	5%	7%	5%	3%	5%	7%	3%	6%	2%	8%	4%
Never	10%	7%	14%	6%	12%	8%	15%	8%	12%	11%	8%	15%	12%	10%	2%
Don't know	2%	2%	1%	1%	1%	2%	1%	1%	3%	2%	2%	1%	2%	1%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(108.B) How often do you use the following sources to keep up to date with the news?: Website

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	26%	13%	19%	25%	36%	33%	26%	26%	23%	27%	27%	22%	27%	16%
Once a day	22%	15%	22%	24%	23%	26%	20%	25%	26%	18%	19%	23%	23%	35%
Multiple times a week	15%	18%	19%	18%	12%	11%	14%	13%	22%	17%	17%	14%	16%	12%
Once a week	7%	11%	11%	8%	5%	5%	4%	7%	6%	8%	7%	4%	7%	15%
Multiple times a month	6%	12%	9%	6%	5%	3%	4%	6%	3%	7%	4%	6%	6%	12%
Once a month	4%	7%	6%	4%	3%	1%	1%	3%	5%	3%	5%	10%	3%	0%
Multiple times a year	2%	5%	2%	2%	1%	2%	1%	2%	2%	1%	2%	6%	2%	0%
Once a year	1%	4%	0%	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	0%
Less often	5%	4%	5%	4%	5%	5%	7%	5%	4%	5%	5%	0%	4%	5%
Never	10%	8%	7%	6%	7%	11%	20%	9%	8%	10%	11%	14%	9%	5%
Don't know	2%	4%	1%	2%	2%	0%	1%	2%	1%	3%	1%	0%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(108.C) How often do you use the following sources to keep up to date with the news?: Website

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	26%	35%	25%	20%	20%	22%	22%	29%	35%	45%	25%	19%	28%	28%	31%	27%
Once a day	22%	23%	23%	24%	17%	22%	21%	23%	23%	9%	20%	21%	25%	28%	25%	22%
Multiple times a week	15%	15%	17%	15%	14%	15%	12%	17%	19%	10%	16%	20%	20%	16%	9%	12%
Once a week	7%	6%	7%	8%	9%	8%	7%	8%	6%	20%	7%	13%	7%	6%	10%	5%
Multiple times a month	6%	3%	7%	8%	8%	7%	9%	6%	4%	4%	8%	8%	5%	7%	8%	4%
Once a month	4%	3%	4%	4%	4%	3%	4%	3%	5%	7%	6%	4%	1%	2%	3%	2%
Multiple times a year	2%	2%	1%	2%	3%	1%	4%	2%	2%	0%	3%	2%	2%	1%	3%	1%
Once a year	1%	0%	1%	1%	2%	1%	1%	1%	1%	0%	1%	2%	0%	1%	1%	0%
Less often	5%	4%	5%	4%	7%	6%	7%	4%	1%	3%	4%	6%	4%	3%	3%	6%
Never	10%	8%	9%	12%	13%	13%	12%	7%	3%	3%	8%	6%	7%	6%	7%	17%
Don't know	2%	1%	2%	1%	3%	2%	2%	1%	1%	0%	2%	0%	1%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(109.A) How often do you use the following sources to keep up to date with the news?: Social media app

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Multiple times a day	24%	25%	23%	31%	22%	20%	18%	22%	28%	25%	28%	21%	24%	20%	31%
Once a day	14%	15%	13%	14%	11%	15%	11%	13%	17%	14%	16%	15%	15%	12%	18%
Multiple times a week	13%	12%	14%	14%	13%	11%	18%	15%	10%	15%	13%	12%	11%	17%	7%
Once a week	5%	5%	5%	5%	4%	9%	7%	4%	5%	1%	4%	8%	3%	6%	2%
Multiple times a month	3%	4%	3%	3%	4%	2%	4%	3%	3%	4%	2%	4%	3%	2%	5%
Once a month	3%	3%	3%	5%	1%	3%	2%	3%	1%	1%	0%	3%	2%	7%	5%
Multiple times a year	1%	1%	2%	0%	0%	0%	3%	2%	3%	1%	0%	1%	1%	1%	2%
Once a year	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Less often	5%	4%	6%	5%	7%	4%	5%	5%	2%	6%	2%	4%	3%	6%	6%
Never	31%	31%	30%	21%	37%	34%	32%	33%	27%	31%	33%	30%	37%	30%	24%
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%	0%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(109.B) How often do you use the following sources to keep up to date with the news?: Social media app

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Multiple times a day	24%	29%	35%	31%	29%	14%	8%	26%	21%	28%	18%	16%	21%	19%
Once a day	14%	16%	19%	16%	15%	12%	8%	16%	11%	14%	10%	12%	14%	22%
Multiple times a week	13%	19%	17%	18%	12%	9%	6%	14%	9%	13%	12%	6%	7%	23%
Once a week	5%	11%	8%	5%	3%	3%	1%	5%	5%	5%	4%	10%	13%	2%
Multiple times a month	3%	6%	4%	4%	3%	3%	1%	3%	4%	4%	3%	0%	7%	2%
Once a month	3%	5%	5%	3%	1%	2%	1%	3%	0%	3%	2%	30%	2%	7%
Multiple times a year	1%	2%	1%	1%	1%	1%	0%	2%	0%	1%	1%	0%	2%	0%
Once a year	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Less often	5%	3%	2%	5%	5%	6%	7%	3%	7%	6%	6%	0%	4%	7%
Never	31%	7%	9%	16%	27%	49%	68%	27%	43%	26%	42%	26%	27%	18%
Don't know	1%	2%	0%	3%	2%	0%	1%	2%	1%	1%	1%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(109.C) How often do you use the following sources to keep up to date with the news?: Social media app

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Multiple times a day	24%	23%	28%	22%	22%	19%	24%	27%	30%	32%	26%	34%	37%	34%	28%	14%
Once a day	14%	14%	14%	14%	14%	13%	15%	14%	19%	9%	14%	19%	16%	15%	24%	11%
Multiple times a week	13%	13%	12%	13%	15%	14%	13%	13%	15%	7%	14%	18%	15%	17%	10%	9%
Once a week	5%	4%	4%	6%	6%	6%	5%	6%	4%	6%	6%	7%	4%	7%	4%	2%
Multiple times a month	3%	3%	3%	4%	4%	4%	4%	4%	2%	4%	3%	5%	4%	4%	4%	3%
Once a month	3%	2%	3%	4%	2%	2%	2%	3%	3%	8%	3%	4%	3%	1%	2%	2%
Multiple times a year	1%	1%	1%	1%	1%	2%	2%	1%	1%	0%	1%	3%	2%	1%	1%	1%
Once a year	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Less often	5%	5%	4%	5%	5%	4%	5%	5%	3%	3%	4%	2%	4%	6%	5%	6%
Never	31%	33%	29%	32%	29%	36%	28%	27%	21%	31%	26%	8%	13%	14%	22%	52%
Don't know	1%	1%	1%	1%	2%	1%	2%	1%	1%	0%	1%	0%	1%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(110.A) To what extent do you agree or disagree with the following?: Having access to impartial news is more important than ever

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly agree	50%	52%	47%	48%	60%	48%	44%	45%	43%	49%	47%	54%	54%	50%	46%
Somewhat agree	31%	31%	31%	32%	28%	32%	30%	37%	37%	33%	30%	24%	29%	27%	34%
Neither agree nor disagree	13%	12%	15%	11%	9%	13%	20%	13%	13%	14%	12%	16%	12%	16%	17%
Somewhat disagree	2%	2%	2%	5%	2%	2%	1%	1%	1%	1%	3%	3%	3%	0%	0%
Strongly disagree	2%	1%	2%	1%	0%	2%	3%	1%	2%	1%	3%	2%	1%	5%	0%
Don't know	2%	2%	3%	3%	1%	3%	3%	2%	4%	2%	5%	1%	1%	2%	3%
Total Agree:	81%	83%	78%	80%	88%	80%	74%	82%	80%	82%	77%	78%	84%	77%	80%
Total Disagree:	4%	3%	4%	6%	2%	4%	3%	2%	3%	3%	5%	5%	3%	5%	0%
Net:	77%	80%	74%	74%	86%	76%	71%	80%	77%	79%	72%	73%	80%	72%	80%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(110.B) To what extent do you agree or disagree with the following?: Having access to impartial news is more important than ever

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly agree	50%	39%	33%	43%	53%	60%	67%	49%	57%	41%	59%	49%	48%	34%
Somewhat agree	31%	25%	38%	36%	31%	29%	25%	31%	27%	36%	27%	20%	34%	34%
Neither agree nor disagree	13%	21%	21%	13%	12%	8%	7%	14%	11%	16%	10%	10%	13%	21%
Somewhat disagree	2%	4%	4%	3%	1%	1%	0%	2%	1%	2%	1%	15%	2%	9%
Strongly disagree	2%	4%	1%	2%	2%	2%	0%	2%	2%	1%	1%	0%	1%	2%
Don't know	2%	7%	4%	2%	2%	0%	0%	2%	2%	3%	2%	6%	2%	0%
Total Agree:	81%	64%	71%	79%	84%	90%	92%	80%	84%	77%	86%	69%	82%	68%
Total Disagree:	4%	8%	4%	6%	2%	2%	1%	4%	3%	3%	2%	15%	3%	11%
Net:	77%	56%	67%	73%	82%	87%	91%	76%	81%	74%	83%	54%	79%	57%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(110.C) To what extent do you agree or disagree with the following?: Having access to impartial news is more important than ever

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly agree	50%	60%	53%	41%	43%	44%	48%	54%	51%	65%	50%	35%	38%	45%	44%	59%
Somewhat agree	31%	29%	31%	34%	30%	34%	29%	30%	34%	23%	29%	38%	37%	34%	36%	30%
Neither agree nor disagree	13%	7%	12%	15%	20%	18%	14%	11%	11%	7%	14%	19%	18%	16%	14%	10%
Somewhat disagree	2%	1%	2%	4%	2%	1%	2%	2%	1%	0%	2%	3%	3%	1%	4%	0%
Strongly disagree	2%	1%	0%	3%	2%	1%	3%	1%	1%	4%	2%	2%	1%	2%	3%	1%
Don't know	2%	1%	2%	4%	3%	1%	4%	2%	2%	0%	4%	3%	3%	2%	0%	0%
Total Agree:	81%	90%	84%	75%	73%	78%	77%	84%	86%	88%	78%	73%	75%	79%	79%	89%
Total Disagree:	4%	2%	2%	7%	4%	3%	6%	3%	2%	4%	4%	5%	3%	3%	6%	1%
Net:	77%	87%	82%	68%	69%	75%	71%	81%	84%	84%	74%	69%	72%	75%	73%	87%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(111.A) To what extent do you agree or disagree with the following?: High quality, independent news should be free to access

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly agree	58%	57%	58%	60%	64%	62%	50%	52%	54%	54%	62%	57%	58%	59%	56%
Somewhat agree	28%	28%	29%	28%	23%	28%	31%	36%	29%	31%	27%	27%	31%	25%	25%
Neither agree nor disagree	10%	11%	9%	7%	9%	7%	15%	9%	10%	12%	9%	12%	8%	10%	11%
Somewhat disagree	1%	1%	2%	2%	1%	0%	2%	1%	2%	1%	0%	1%	0%	3%	3%
Strongly disagree	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	2%	2%	2%	2%	2%
Don't know	2%	1%	2%	3%	2%	3%	2%	1%	2%	1%	0%	1%	0%	0%	3%
Total Agree:	86%	86%	87%	88%	87%	90%	81%	88%	83%	85%	89%	84%	89%	84%	82%
Total Disagree:	3%	2%	3%	2%	2%	1%	3%	2%	4%	2%	2%	3%	2%	6%	4%
Net:	83%	83%	84%	86%	85%	89%	79%	86%	79%	82%	87%	81%	87%	79%	77%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(111.B) To what extent do you agree or disagree with the following?: High quality, independent news should be free to access

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly agree	58%	47%	45%	54%	59%	65%	71%	55%	63%	53%	64%	52%	60%	48%
Somewhat agree	28%	30%	35%	31%	29%	27%	21%	31%	24%	30%	26%	16%	27%	31%
Neither agree nor disagree	10%	16%	14%	8%	10%	4%	7%	10%	10%	12%	7%	15%	10%	14%
Somewhat disagree	1%	3%	1%	3%	0%	1%	0%	1%	1%	2%	1%	10%	1%	6%
Strongly disagree	1%	2%	2%	2%	1%	2%	0%	2%	0%	1%	1%	0%	2%	0%
Don't know	2%	2%	3%	2%	1%	0%	1%	1%	2%	1%	1%	6%	1%	2%
Total Agree:	86%	76%	80%	85%	88%	93%	92%	86%	87%	83%	90%	68%	87%	78%
Total Disagree:	3%	5%	3%	4%	1%	3%	0%	3%	1%	3%	2%	10%	2%	6%
Net:	83%	71%	77%	81%	87%	90%	91%	83%	86%	80%	88%	58%	85%	72%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(111.C) To what extent do you agree or disagree with the following?: High quality, independent news should be free to access

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly agree	58%	65%	59%	52%	53%	54%	56%	61%	60%	59%	57%	50%	50%	54%	51%	65%
Somewhat agree	28%	25%	30%	32%	27%	30%	29%	27%	31%	30%	27%	35%	34%	33%	33%	26%
Neither agree nor disagree	10%	7%	8%	11%	14%	13%	10%	8%	6%	10%	11%	9%	11%	7%	11%	7%
Somewhat disagree	1%	1%	1%	2%	1%	1%	2%	2%	1%	0%	1%	3%	2%	1%	3%	1%
Strongly disagree	1%	1%	1%	2%	2%	1%	2%	1%	1%	0%	2%	2%	2%	3%	2%	0%
Don't know	2%	1%	1%	2%	3%	2%	1%	1%	2%	0%	2%	1%	2%	2%	1%	1%
Total Agree:	86%	90%	89%	84%	80%	84%	85%	88%	91%	90%	84%	85%	84%	88%	84%	91%
Total Disagree:	3%	2%	2%	4%	3%	1%	4%	3%	1%	0%	3%	5%	3%	4%	4%	1%
Net:	83%	88%	87%	80%	77%	83%	81%	85%	90%	90%	81%	80%	81%	84%	79%	90%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(112.A) iU+200B;iU+200B;Russia Invading UkrainePlease select all that apply

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
N/A - I didn't try to keep up to date with this	9%	8%	10%	12%	4%	7%	12%	6%	8%	11%	9%	12%	6%	8%	9%
Unverified social media accounts	8%	9%	6%	7%	6%	8%	5%	10%	8%	6%	4%	8%	9%	8%	14%
TV news	65%	65%	65%	60%	72%	65%	57%	68%	64%	66%	64%	62%	70%	73%	50%
News websites	38%	44%	32%	39%	43%	43%	38%	34%	39%	34%	29%	37%	36%	32%	42%
Radio	21%	22%	19%	21%	21%	22%	15%	24%	21%	17%	28%	21%	20%	20%	19%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	19%	21%	18%	27%	16%	16%	14%	18%	21%	18%	14%	20%	22%	10%	39%
Printed newspapers	18%	21%	15%	22%	21%	13%	18%	21%	15%	14%	21%	17%	20%	16%	21%
Mobile news applications	16%	19%	14%	24%	18%	13%	11%	15%	17%	14%	15%	14%	19%	16%	13%
Asking friends or family	10%	10%	10%	14%	8%	9%	8%	11%	10%	8%	15%	9%	9%	8%	7%
Don't Know	2%	2%	2%	1%	1%	3%	2%	1%	2%	2%	8%	1%	1%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Sky

(112.B) Russia Invading Ukraine Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
N/A - I didn't try to keep up to date with this	9%	8%	10%	14%	12%	6%	3%	6%	10%	10%	8%	6%	5%	12%
Unverified social media accounts	8%	17%	11%	7%	8%	3%	1%	7%	6%	11%	5%	9%	8%	8%
TV news	65%	44%	50%	55%	66%	81%	87%	69%	70%	60%	70%	76%	70%	56%
News websites	38%	32%	34%	38%	41%	44%	38%	40%	39%	39%	38%	26%	41%	29%
Radio	21%	15%	16%	15%	21%	29%	27%	20%	22%	19%	23%	38%	27%	12%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	19%	42%	32%	18%	17%	9%	6%	21%	15%	21%	13%	23%	21%	13%
Printed newspapers	18%	13%	13%	10%	12%	24%	33%	21%	22%	19%	18%	20%	16%	15%
Mobile news applications	16%	19%	24%	19%	16%	13%	9%	19%	7%	18%	12%	23%	23%	14%
Asking friends or family	10%	22%	15%	9%	10%	4%	2%	11%	9%	11%	6%	0%	11%	18%
Don't Know	2%	5%	4%	2%	1%	0%	1%	2%	0%	3%	1%	0%	4%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(112.C) iU+200B; iU+200B; Russia Invading Ukraine Please select all that apply

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
N/A - I didn't try to keep up to date with this	9%	5%	9%	10%	12%	11%	10%	8%	5%	0%	10%	6%	10%	12%	12%	6%
Unverified social media accounts	8%	7%	8%	7%	7%	6%	10%	9%	10%	12%	9%	12%	10%	10%	11%	3%
TV news	65%	71%	65%	60%	62%	66%	60%	65%	63%	77%	58%	54%	57%	59%	63%	82%
News websites	38%	48%	40%	30%	31%	31%	34%	43%	47%	58%	40%	31%	35%	40%	36%	36%
Radio	21%	26%	20%	21%	15%	17%	18%	23%	25%	28%	17%	21%	20%	24%	18%	26%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	19%	19%	21%	23%	15%	14%	21%	22%	25%	43%	25%	28%	25%	21%	18%	8%
Printed newspapers	18%	24%	18%	17%	13%	17%	16%	18%	21%	20%	15%	12%	15%	14%	16%	26%
Mobile news applications	16%	20%	18%	16%	12%	11%	12%	19%	30%	37%	16%	26%	21%	25%	22%	12%
Asking friends or family	10%	11%	9%	14%	6%	7%	10%	11%	17%	12%	11%	17%	12%	11%	10%	5%
Don't Know	2%	1%	2%	2%	3%	3%	1%	2%	1%	0%	3%	2%	2%	2%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(113.A) The Queen s deathPlease select all that apply

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
N/A - I didn t try to keep up to date with this	8%	9%	7%	8%	6%	11%	12%	6%	5%	11%	5%	10%	10%	8%	7%
Unverified social media accounts	7%	8%	7%	11%	4%	5%	6%	9%	9%	4%	7%	8%	7%	2%	15%
TV news	68%	65%	71%	63%	73%	66%	61%	74%	72%	68%	74%	64%	71%	71%	59%
News websites	35%	38%	32%	45%	38%	33%	33%	27%	33%	33%	29%	29%	35%	31%	40%
Radio	21%	23%	19%	24%	23%	19%	16%	21%	22%	24%	18%	19%	20%	22%	17%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	19%	19%	19%	29%	17%	17%	14%	17%	18%	17%	16%	18%	20%	16%	21%
Printed newspapers	18%	20%	16%	22%	19%	14%	16%	20%	18%	17%	19%	16%	21%	17%	15%
Mobile news applications	15%	15%	15%	18%	14%	17%	12%	15%	19%	12%	13%	14%	14%	12%	12%
Asking friends or family	11%	11%	11%	17%	11%	7%	10%	11%	11%	10%	10%	10%	10%	10%	10%
Don't Know	2%	2%	1%	0%	1%	4%	4%	1%	1%	3%	8%	0%	0%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Sky

(113.B) The Queen's death Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
N/A - I didn't try to keep up to date with this	8%	7%	7%	10%	11%	7%	7%	6%	10%	8%	10%	8%	3%	6%
Unverified social media accounts	7%	18%	11%	7%	5%	4%	0%	10%	2%	9%	3%	0%	6%	0%
TV news	68%	48%	52%	65%	71%	79%	86%	71%	70%	66%	76%	41%	72%	66%
News websites	35%	30%	33%	38%	37%	39%	32%	37%	45%	33%	34%	29%	34%	27%
Radio	21%	18%	20%	15%	21%	28%	24%	21%	25%	18%	22%	29%	24%	16%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	19%	39%	30%	21%	18%	9%	3%	21%	16%	24%	11%	13%	18%	11%
Printed newspapers	18%	12%	14%	14%	14%	21%	31%	20%	23%	17%	18%	23%	18%	25%
Mobile news applications	15%	19%	23%	17%	13%	13%	7%	16%	7%	17%	10%	33%	18%	13%
Asking friends or family	11%	23%	20%	12%	8%	4%	2%	10%	7%	13%	8%	27%	12%	17%
Don't Know	2%	5%	1%	2%	2%	0%	0%	1%	0%	2%	2%	0%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(113.C) The Queen s deathPlease select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
N/A - I didn t try to keep up to date with this	8%	6%	8%	9%	11%	10%	9%	8%	6%	0%	9%	3%	7%	10%	11%	8%
Unverified social media accounts	7%	7%	9%	7%	6%	5%	8%	9%	11%	10%	10%	9%	6%	8%	13%	3%
TV news	68%	72%	69%	63%	66%	71%	68%	64%	66%	81%	62%	58%	59%	65%	68%	82%
News websites	35%	43%	37%	31%	27%	28%	31%	41%	42%	61%	36%	34%	35%	39%	40%	33%
Radio	21%	26%	19%	21%	16%	17%	18%	24%	23%	35%	19%	19%	18%	22%	24%	24%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	19%	18%	22%	20%	16%	14%	22%	21%	25%	13%	23%	27%	27%	27%	21%	8%
Printed newspapers	18%	23%	17%	17%	14%	19%	14%	19%	22%	12%	15%	12%	19%	15%	14%	24%
Mobile news applications	15%	18%	13%	17%	11%	12%	12%	17%	23%	21%	15%	22%	22%	18%	19%	10%
Asking friends or family	11%	10%	11%	15%	9%	8%	13%	14%	14%	3%	13%	17%	14%	12%	12%	4%
Don't Know	2%	1%	2%	2%	2%	2%	2%	1%	1%	3%	3%	1%	2%	1%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(114.A) Boris Johnson Resigning as Prime Minister Please select all that apply

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Asking friends or family	8%	8%	8%	12%	7%	7%	6%	12%	10%	5%	9%	7%	7%	4%	0%
Unverified social media accounts	7%	9%	6%	9%	5%	8%	4%	10%	7%	9%	6%	6%	8%	8%	9%
TV news	60%	60%	60%	54%	69%	53%	57%	59%	64%	63%	58%	60%	65%	52%	57%
News websites	30%	34%	26%	33%	34%	30%	27%	30%	31%	28%	25%	27%	24%	26%	43%
Radio	18%	20%	16%	18%	20%	21%	16%	18%	20%	18%	18%	15%	19%	15%	14%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	16%	18%	14%	23%	16%	12%	11%	15%	13%	13%	12%	16%	16%	21%	25%
Printed newspapers	15%	18%	12%	20%	18%	11%	14%	15%	13%	13%	15%	16%	17%	11%	14%
Mobile news applications	14%	16%	12%	17%	15%	11%	11%	13%	15%	15%	12%	16%	14%	17%	15%
N/A - I didn't try to keep up to date with this	14%	11%	15%	16%	10%	13%	14%	11%	14%	13%	11%	17%	14%	13%	14%
Don't Know	3%	2%	3%	2%	1%	5%	6%	3%	2%	2%	6%	1%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(114.B) Boris Johnson Resigning as Prime Minister Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Asking friends or family	8%	22%	11%	7%	5%	4%	2%	8%	2%	11%	5%	6%	9%	9%
Unverified social media accounts	7%	17%	11%	6%	7%	4%	1%	8%	5%	10%	4%	23%	9%	4%
TV news	60%	39%	39%	53%	63%	76%	83%	62%	63%	60%	65%	54%	62%	61%
News websites	30%	26%	25%	29%	34%	37%	29%	30%	36%	30%	30%	47%	33%	25%
Radio	18%	11%	14%	13%	20%	24%	24%	18%	24%	16%	19%	29%	22%	11%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	16%	30%	27%	17%	16%	7%	4%	18%	11%	18%	10%	19%	20%	16%
Printed newspapers	15%	10%	12%	11%	9%	18%	28%	18%	20%	18%	14%	7%	13%	18%
Mobile news applications	14%	19%	18%	17%	14%	13%	8%	15%	12%	17%	10%	32%	18%	8%
N/A - I didn't try to keep up to date with this	14%	15%	18%	18%	14%	10%	7%	12%	14%	12%	15%	6%	8%	10%
Don't Know	3%	5%	4%	3%	2%	1%	1%	2%	1%	3%	2%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(114.C) Boris Johnson Resigning as Prime Minister Please select all that apply

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Asking friends or family	8%	10%	8%	9%	5%	5%	8%	11%	13%	0%	10%	12%	8%	8%	4%	4%
Unverified social media accounts	7%	7%	8%	8%	6%	5%	7%	10%	9%	3%	9%	10%	7%	10%	9%	3%
TV news	60%	65%	58%	56%	59%	61%	55%	57%	61%	60%	51%	47%	52%	55%	60%	78%
News websites	30%	39%	30%	28%	21%	24%	25%	36%	38%	55%	30%	25%	28%	34%	34%	30%
Radio	18%	24%	18%	17%	12%	12%	16%	20%	24%	37%	16%	15%	15%	17%	13%	23%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	16%	19%	18%	15%	12%	11%	15%	20%	24%	33%	19%	26%	20%	20%	15%	7%
Printed newspapers	15%	22%	13%	16%	10%	15%	13%	17%	21%	18%	13%	10%	14%	13%	15%	21%
Mobile news applications	14%	19%	14%	12%	11%	9%	11%	19%	22%	25%	16%	21%	15%	16%	15%	11%
N/A - I didn't try to keep up to date with this	14%	8%	14%	15%	17%	17%	16%	12%	9%	11%	16%	12%	15%	16%	18%	10%
Don't Know	3%	1%	3%	2%	4%	3%	2%	3%	2%	5%	4%	2%	4%	4%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(115.A) Liz Truss Resigning as Prime Minister Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Unverified social media accounts	6%	7%	5%	6%	5%	4%	3%	7%	8%	4%	5%	9%	6%	5%	7%
Asking friends or family	6%	7%	6%	11%	5%	6%	6%	5%	8%	8%	3%	5%	5%	7%	5%
TV news	55%	56%	55%	51%	61%	49%	53%	60%	58%	58%	53%	54%	55%	56%	52%
News websites	27%	31%	24%	29%	30%	28%	24%	27%	26%	26%	21%	25%	30%	20%	34%
N/A - I didn't try to keep up to date with this	17%	13%	21%	15%	14%	20%	20%	16%	20%	19%	18%	19%	18%	15%	16%
Radio	16%	18%	14%	16%	18%	19%	12%	15%	19%	18%	11%	17%	16%	17%	11%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	15%	17%	13%	21%	13%	12%	13%	14%	15%	17%	12%	16%	13%	13%	21%
Printed newspapers	13%	16%	11%	18%	12%	10%	12%	13%	11%	11%	16%	13%	14%	14%	15%
Mobile news applications	12%	13%	12%	15%	11%	13%	9%	14%	16%	8%	18%	10%	10%	10%	19%
Don't Know	2%	2%	2%	1%	1%	3%	4%	2%	2%	2%	5%	0%	1%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Sky

(115.B) Liz Truss Resigning as Prime Minister Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Unverified social media accounts	6%	14%	11%	5%	4%	2%	1%	7%	5%	7%	3%	19%	3%	7%
Asking friends or family	6%	15%	14%	5%	4%	2%	1%	8%	1%	10%	3%	10%	3%	13%
TV news	55%	35%	34%	46%	59%	72%	78%	59%	62%	53%	62%	49%	53%	57%
News websites	27%	22%	24%	28%	31%	34%	24%	27%	30%	31%	27%	33%	30%	19%
N/A - I didn't try to keep up to date with this	17%	21%	21%	20%	17%	13%	13%	16%	20%	14%	17%	6%	16%	15%
Radio	16%	11%	11%	12%	17%	22%	23%	15%	20%	14%	20%	16%	18%	12%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	15%	29%	28%	17%	12%	4%	3%	17%	13%	19%	7%	32%	16%	9%
Printed newspapers	13%	11%	12%	6%	9%	17%	23%	16%	14%	12%	12%	10%	13%	24%
Mobile news applications	12%	12%	16%	15%	13%	12%	7%	12%	12%	15%	10%	29%	20%	3%
Don't Know	2%	3%	3%	3%	2%	0%	1%	2%	0%	3%	1%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(115.C) Liz Truss Resigning as Prime Minister Please select all that apply

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Unverified social media accounts	6%	7%	6%	7%	4%	3%	7%	8%	9%	9%	8%	10%	9%	7%	7%	2%
Asking friends or family	6%	6%	6%	9%	5%	4%	6%	9%	11%	7%	8%	10%	9%	8%	5%	2%
TV news	55%	65%	53%	47%	54%	58%	51%	56%	54%	48%	49%	39%	46%	50%	56%	72%
News websites	27%	36%	29%	22%	19%	20%	23%	33%	34%	41%	29%	21%	29%	32%	27%	26%
N/A - I didn't try to keep up to date with this	17%	9%	19%	20%	21%	21%	20%	15%	7%	14%	18%	18%	17%	22%	18%	15%
Radio	16%	22%	15%	16%	11%	13%	12%	20%	20%	31%	14%	11%	13%	16%	16%	21%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	15%	17%	15%	17%	11%	9%	15%	18%	24%	32%	19%	26%	19%	22%	12%	5%
Printed newspapers	13%	17%	11%	14%	11%	13%	11%	15%	16%	6%	12%	9%	13%	10%	13%	18%
Mobile news applications	12%	16%	12%	12%	9%	10%	9%	15%	21%	30%	13%	14%	10%	17%	21%	10%
Don't Know	2%	1%	2%	3%	3%	3%	2%	2%	1%	0%	3%	3%	4%	2%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(116.A) The Lionesses winning the Euro 2022 women’s final Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Asking friends or family	8%	9%	8%	11%	5%	8%	5%	10%	13%	12%	6%	9%	6%	5%	3%
Unverified social media accounts	5%	5%	4%	6%	4%	5%	4%	7%	8%	4%	3%	3%	3%	2%	8%
TV news	44%	45%	43%	39%	48%	39%	45%	44%	48%	53%	48%	47%	32%	41%	42%
N/A - I didn't try to keep up to date with this	32%	29%	35%	29%	30%	38%	33%	30%	25%	29%	30%	32%	47%	33%	28%
News websites	20%	23%	17%	22%	19%	23%	16%	14%	24%	25%	19%	20%	15%	15%	20%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	15%	16%	14%	23%	13%	11%	12%	18%	16%	17%	9%	16%	11%	10%	19%
Radio	11%	12%	11%	11%	12%	8%	13%	15%	11%	11%	15%	11%	9%	11%	14%
Printed newspapers	10%	12%	8%	9%	12%	6%	7%	14%	9%	6%	16%	11%	6%	14%	11%
Mobile news applications	10%	11%	8%	13%	11%	6%	9%	10%	13%	9%	11%	7%	6%	9%	7%
Don't Know	2%	3%	2%	2%	3%	3%	1%	3%	4%	1%	4%	1%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(116.B) The Lionesses winning the Euro 2022 women’s final Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Asking friends or family	8%	17%	13%	11%	5%	5%	1%	9%	6%	9%	5%	6%	16%	11%
Unverified social media accounts	5%	15%	7%	4%	3%	1%	1%	7%	5%	4%	3%	14%	4%	3%
TV news	44%	26%	33%	41%	48%	57%	54%	49%	44%	45%	44%	32%	49%	53%
N/A - I didn't try to keep up to date with this	32%	28%	25%	34%	33%	31%	39%	26%	36%	31%	39%	27%	23%	20%
News websites	20%	19%	20%	19%	22%	25%	15%	23%	16%	21%	17%	27%	23%	23%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	15%	30%	28%	16%	13%	7%	2%	21%	15%	15%	8%	19%	13%	14%
Radio	11%	11%	10%	11%	12%	14%	11%	13%	12%	10%	11%	11%	12%	11%
Printed newspapers	10%	9%	6%	5%	7%	13%	16%	13%	6%	9%	7%	17%	10%	14%
Mobile news applications	10%	14%	12%	14%	9%	5%	3%	12%	8%	12%	5%	25%	14%	6%
Don't Know	2%	6%	4%	1%	2%	1%	1%	2%	2%	3%	2%	0%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(116.C) The Lionesses winning the Euro 2022 women’s final Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Asking friends or family	8%	7%	7%	11%	9%	7%	8%	9%	12%	7%	9%	12%	15%	13%	9%	4%
Unverified social media accounts	5%	3%	6%	5%	5%	3%	7%	6%	6%	3%	6%	5%	6%	6%	8%	2%
TV news	44%	50%	42%	45%	38%	48%	39%	43%	42%	50%	36%	39%	43%	51%	54%	55%
N/A - I didn't try to keep up to date with this	32%	30%	35%	29%	35%	33%	34%	31%	28%	26%	34%	24%	21%	23%	29%	35%
News websites	20%	23%	21%	18%	16%	15%	17%	22%	25%	44%	19%	19%	22%	23%	27%	20%
Verified social media accounts (i.e. Sky News on TikTok or BBC on Instagram)	15%	14%	16%	17%	13%	11%	16%	18%	19%	29%	17%	28%	23%	21%	17%	6%
Radio	11%	14%	10%	13%	8%	9%	11%	12%	16%	13%	10%	12%	10%	12%	15%	13%
Printed newspapers	10%	12%	9%	11%	8%	12%	7%	10%	10%	6%	8%	7%	11%	9%	9%	13%
Mobile news applications	10%	10%	8%	11%	10%	8%	8%	10%	14%	16%	10%	12%	15%	15%	18%	5%
Don't Know	2%	2%	3%	1%	3%	3%	3%	1%	3%	0%	3%	3%	3%	3%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(117.A) Which, if any, of the following cultural activities have you done in person in the last year? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Watched dance	9%	8%	10%	13%	6%	5%	5%	8%	11%	11%	13%	7%	12%	6%	13%
Listened to a classical concert	8%	8%	7%	14%	8%	6%	5%	4%	5%	8%	10%	6%	8%	12%	5%
Watched opera	4%	4%	4%	8%	3%	0%	3%	4%	4%	3%	7%	2%	4%	5%	4%
Watched ballet	4%	4%	5%	7%	4%	3%	4%	2%	5%	3%	7%	2%	3%	6%	8%
Gone to a museum	37%	38%	35%	50%	35%	42%	29%	33%	42%	26%	38%	34%	38%	29%	29%
Gone to the theatre	28%	24%	32%	33%	32%	26%	22%	25%	27%	25%	37%	25%	29%	25%	20%
Gone to a gig	24%	24%	25%	22%	20%	27%	18%	22%	26%	25%	25%	27%	32%	25%	28%
Gone to an art gallery	19%	19%	20%	30%	22%	19%	11%	13%	16%	14%	21%	18%	32%	9%	15%
Gone to a music festival	19%	19%	18%	24%	16%	20%	15%	14%	24%	16%	15%	18%	19%	15%	28%
Gone to a club night	15%	17%	14%	21%	14%	14%	7%	17%	19%	15%	10%	17%	15%	9%	14%
Watched stand up comedy	14%	14%	14%	16%	12%	7%	15%	14%	18%	9%	15%	12%	19%	13%	21%
None of the above	28%	28%	28%	16%	28%	27%	36%	30%	28%	33%	24%	30%	30%	31%	32%
Don't know	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	0%	1%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(117.B) Which, if any, of the following cultural activities have you done in person in the last year? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Watched dance	9%	14%	14%	9%	6%	7%	5%	12%	13%	7%	4%	15%	14%	13%
Listened to a classical concert	8%	6%	8%	6%	5%	8%	12%	7%	14%	8%	7%	17%	8%	11%
Watched opera	4%	6%	5%	4%	2%	5%	3%	4%	6%	3%	3%	6%	3%	12%
Watched ballet	4%	7%	6%	3%	3%	3%	3%	5%	3%	3%	2%	33%	4%	4%
Gone to a museum	37%	42%	36%	39%	36%	34%	34%	38%	39%	32%	36%	39%	40%	26%
Gone to the theatre	28%	29%	25%	30%	27%	28%	29%	29%	26%	28%	28%	28%	23%	27%
Gone to a gig	24%	32%	25%	27%	29%	25%	12%	28%	20%	27%	19%	7%	21%	15%
Gone to an art gallery	19%	23%	19%	21%	18%	18%	18%	18%	24%	18%	18%	38%	25%	17%
Gone to a music festival	19%	29%	30%	20%	16%	14%	7%	22%	15%	22%	12%	16%	26%	22%
Gone to a club night	15%	37%	25%	16%	11%	5%	1%	18%	14%	17%	7%	26%	16%	19%
Watched stand up comedy	14%	19%	22%	18%	14%	10%	4%	16%	9%	15%	10%	4%	17%	17%
None of the above	28%	15%	22%	22%	30%	33%	41%	26%	29%	29%	35%	15%	19%	26%
Don't know	1%	3%	1%	3%	1%	0%	0%	1%	0%	1%	2%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(117.C) Which, if any, of the following cultural activities have you done in person in the last year? Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Watched dance	9%	9%	9%	13%	6%	6%	8%	9%	14%	15%	9%	15%	13%	14%	12%	6%
Listened to a classical concert	8%	13%	7%	5%	5%	5%	6%	10%	14%	16%	7%	7%	7%	6%	4%	9%
Watched opera	4%	6%	2%	5%	3%	3%	2%	5%	8%	15%	4%	4%	5%	4%	4%	3%
Watched ballet	4%	6%	3%	5%	3%	3%	3%	4%	9%	11%	4%	6%	5%	4%	4%	3%
Gone to a museum	37%	49%	38%	31%	27%	24%	35%	46%	54%	70%	40%	38%	39%	43%	39%	32%
Gone to the theatre	28%	37%	31%	22%	19%	23%	23%	34%	33%	42%	26%	28%	27%	28%	32%	29%
Gone to a gig	24%	23%	30%	23%	20%	20%	27%	27%	27%	23%	28%	24%	22%	24%	31%	20%
Gone to an art gallery	19%	29%	22%	12%	13%	9%	17%	25%	37%	38%	23%	17%	17%	17%	13%	16%
Gone to a music festival	19%	19%	19%	21%	16%	16%	19%	19%	29%	24%	20%	30%	23%	23%	26%	12%
Gone to a club night	15%	14%	19%	16%	11%	11%	18%	16%	20%	15%	20%	23%	20%	15%	14%	5%
Watched stand up comedy	14%	15%	16%	14%	10%	13%	12%	16%	21%	22%	16%	19%	15%	21%	21%	7%
None of the above	28%	19%	23%	33%	38%	38%	30%	21%	10%	10%	26%	19%	24%	21%	22%	37%
Don't know	1%	1%	1%	1%	2%	2%	2%	1%	0%	0%	2%	1%	2%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(118.A) Which, if any, of the following cultural activities watched on TV in the last year? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
A documentary	62%	63%	60%	65%	69%	63%	57%	66%	65%	52%	60%	58%	56%	61%	63%
Opera	5%	5%	5%	7%	5%	2%	5%	5%	3%	5%	7%	6%	5%	7%	0%
Ballet	5%	4%	6%	5%	4%	3%	4%	4%	7%	4%	10%	5%	3%	3%	3%
A classical concert	12%	13%	10%	17%	13%	8%	7%	12%	13%	8%	12%	11%	12%	14%	8%
Dance	12%	10%	15%	16%	11%	7%	14%	12%	13%	8%	12%	13%	12%	14%	15%
A play or live streamed theatrical performance	11%	11%	10%	15%	9%	9%	7%	12%	13%	9%	10%	11%	10%	12%	7%
None of the above	27%	26%	28%	22%	23%	27%	30%	24%	23%	33%	27%	33%	30%	25%	24%
Don't know	2%	3%	2%	3%	2%	5%	1%	3%	2%	3%	3%	1%	2%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(118.B) Which, if any, of the following cultural activities watched on TV in the last year? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
A documentary	62%	44%	55%	61%	65%	72%	70%	62%	68%	61%	66%	69%	65%	59%
Opera	5%	5%	8%	4%	3%	4%	5%	7%	8%	4%	4%	12%	4%	6%
Ballet	5%	7%	8%	4%	1%	4%	5%	6%	8%	5%	3%	12%	5%	6%
A classical concert	12%	9%	12%	6%	12%	12%	18%	12%	22%	13%	11%	35%	9%	12%
Dance	12%	16%	16%	12%	10%	10%	10%	14%	18%	12%	9%	35%	15%	17%
A play or live streamed theatrical performance	11%	18%	12%	10%	9%	8%	10%	11%	11%	13%	10%	18%	14%	10%
None of the above	27%	33%	27%	28%	29%	24%	23%	26%	23%	24%	26%	11%	18%	22%
Don't know	2%	6%	4%	2%	2%	1%	1%	2%	2%	4%	1%	0%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(118.C) Which, if any, of the following cultural activities watched on TV in the last year? Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
A documentary	62%	68%	63%	61%	54%	63%	55%	63%	68%	66%	58%	59%	57%	63%	64%	68%
Opera	5%	8%	4%	4%	4%	3%	2%	7%	13%	13%	5%	10%	9%	7%	2%	3%
Ballet	5%	6%	4%	4%	5%	3%	3%	6%	7%	13%	5%	7%	7%	8%	5%	3%
A classical concert	12%	16%	11%	10%	9%	9%	8%	15%	17%	22%	11%	9%	10%	11%	9%	13%
Dance	12%	13%	12%	13%	11%	12%	9%	14%	18%	7%	12%	16%	15%	17%	14%	11%
A play or live streamed theatrical performance	11%	13%	12%	10%	8%	8%	10%	12%	13%	26%	11%	14%	12%	13%	12%	10%
None of the above	27%	22%	26%	28%	33%	27%	34%	23%	19%	31%	30%	22%	25%	23%	25%	25%
Don't know	2%	1%	2%	2%	4%	3%	3%	2%	1%	0%	3%	2%	4%	3%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(119.A) Are any of the following true for you? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
I have discussed a documentary with a friend/family member/colleague after watching it	43%	40%	46%	44%	49%	48%	34%	41%	41%	42%	43%	40%	50%	34%	40%
I would go to the theatre more in person if it was more affordable	34%	27%	40%	35%	42%	31%	34%	35%	34%	30%	38%	34%	26%	28%	24%
I enjoy learning about art, music and culture	31%	29%	33%	37%	29%	32%	29%	28%	31%	26%	20%	33%	35%	32%	22%
I have discovered new music after hearing it featured in a TV programme or film	26%	27%	25%	32%	28%	24%	26%	25%	21%	24%	21%	24%	29%	26%	29%
I have read a book after seeing it recommended on a TV programme	21%	18%	24%	21%	22%	22%	15%	23%	23%	19%	17%	24%	22%	23%	16%
I would go to the theatre more in person if there were more plays near me	21%	20%	23%	22%	22%	25%	22%	26%	19%	16%	21%	19%	20%	17%	32%
I have tried a new creative hobby (eg painting, music, photography) after being inspired by a TV programme	11%	11%	10%	17%	9%	12%	8%	8%	13%	6%	11%	11%	11%	10%	13%
None of the above	18%	20%	16%	13%	15%	15%	24%	16%	14%	22%	24%	21%	20%	20%	20%
Don't Know	2%	3%	2%	3%	2%	3%	1%	2%	4%	1%	2%	1%	2%	2%	5%

Note:

BASE: All Respondents

Public First Poll for Sky

(119.B) Are any of the following true for you? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
I have discussed a documentary with a friend/family member/colleague after watching it	43%	41%	41%	45%	43%	48%	41%	41%	40%	43%	45%	42%	42%	47%
I would go to the theatre more in person if it was more affordable	34%	33%	33%	35%	35%	37%	30%	33%	32%	31%	32%	47%	31%	33%
I enjoy learning about art, music and culture	31%	39%	30%	32%	29%	34%	26%	28%	42%	27%	32%	26%	33%	36%
I have discovered new music after hearing it featured in a TV programme or film	26%	41%	33%	28%	27%	23%	11%	27%	27%	28%	22%	24%	28%	15%
I have read a book after seeing it recommended on a TV programme	21%	23%	29%	23%	20%	16%	16%	23%	25%	21%	17%	21%	30%	16%
I would go to the theatre more in person if there were more plays near me	21%	23%	25%	19%	21%	22%	18%	23%	25%	22%	17%	24%	21%	23%
I have tried a new creative hobby (eg painting, music, photography) after being inspired by a TV programme	11%	21%	16%	14%	7%	10%	1%	12%	9%	12%	7%	22%	16%	11%
None of the above	18%	10%	14%	16%	18%	19%	28%	18%	17%	18%	20%	0%	15%	10%
Don't Know	2%	3%	2%	3%	2%	1%	2%	2%	3%	3%	2%	0%	2%	2%

(119.C) Are any of the following true for you? Please select all that apply

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
I have discussed a documentary with a friend/family member/colleague after watching it	43%	49%	43%	45%	35%	40%	42%	44%	50%	50%	43%	45%	38%	44%	35%	43%
I would go to the theatre more in person if it was more affordable	34%	38%	39%	29%	27%	26%	35%	39%	37%	48%	33%	31%	35%	35%	35%	34%
I enjoy learning about art, music and culture	31%	38%	33%	26%	25%	19%	31%	37%	44%	47%	37%	27%	29%	25%	25%	27%
I have discovered new music after hearing it featured in a TV programme or film	26%	27%	27%	27%	24%	23%	26%	29%	31%	39%	32%	32%	29%	28%	26%	15%
I have read a book after seeing it recommended on a TV programme	21%	25%	23%	19%	16%	15%	21%	24%	30%	43%	21%	32%	24%	25%	22%	18%
I would go to the theatre more in person if there were more plays near me	21%	28%	21%	19%	16%	16%	21%	26%	24%	32%	21%	24%	22%	23%	24%	20%
I have tried a new creative hobby (eg painting, music, photography) after being inspired by a TV programme	11%	11%	12%	12%	9%	9%	11%	10%	16%	22%	13%	15%	15%	14%	10%	6%
None of the above	18%	12%	18%	20%	24%	25%	16%	16%	8%	7%	18%	6%	11%	13%	13%	24%
Don't Know	2%	1%	2%	2%	3%	3%	2%	1%	2%	0%	2%	2%	5%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

(120.A) To what extent do you agree or disagree with the following?: I am proud of the global success of UK produced TV and films

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly agree	21%	22%	20%	22%	18%	24%	19%	17%	25%	18%	28%	25%	17%	25%	17%
Somewhat agree	38%	37%	40%	42%	41%	31%	33%	38%	44%	37%	31%	36%	44%	36%	38%
Neither agree nor disagree	32%	33%	31%	26%	36%	40%	37%	36%	21%	37%	33%	31%	31%	32%	38%
Somewhat disagree	3%	3%	2%	5%	2%	0%	1%	5%	4%	1%	1%	3%	3%	3%	2%
Strongly disagree	3%	3%	2%	3%	1%	3%	5%	1%	2%	3%	2%	3%	3%	2%	3%
Don't know	3%	2%	4%	3%	1%	2%	4%	4%	5%	3%	5%	2%	2%	2%	3%
Total Agree:	59%	59%	60%	64%	60%	55%	53%	55%	69%	56%	60%	60%	61%	60%	55%
Total Disagree:	5%	6%	4%	7%	3%	3%	6%	5%	5%	4%	3%	7%	5%	5%	5%
Net:	54%	53%	56%	56%	57%	51%	46%	50%	63%	51%	57%	54%	56%	55%	50%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(120.B) To what extent do you agree or disagree with the following?: I am proud of the global success of UK produced TV and films

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly agree	21%	13%	18%	21%	19%	29%	25%	24%	21%	21%	21%	12%	22%	26%
Somewhat agree	38%	37%	37%	39%	46%	33%	38%	40%	40%	38%	39%	46%	40%	29%
Neither agree nor disagree	32%	33%	37%	32%	28%	33%	32%	28%	33%	36%	33%	37%	31%	33%
Somewhat disagree	3%	7%	4%	2%	2%	1%	1%	3%	1%	2%	2%	0%	3%	5%
Strongly disagree	3%	3%	2%	3%	3%	2%	1%	2%	2%	1%	3%	0%	3%	5%
Don't know	3%	6%	2%	3%	3%	1%	2%	3%	3%	3%	3%	6%	1%	2%
Total Agree:	59%	50%	55%	60%	64%	62%	63%	63%	61%	58%	59%	57%	62%	55%
Total Disagree:	5%	10%	6%	5%	5%	3%	2%	5%	3%	2%	5%	0%	5%	10%
Net:	54%	40%	49%	55%	59%	59%	61%	58%	58%	56%	54%	57%	57%	46%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(120.C) To what extent do you agree or disagree with the following?: I am proud of the global success of UK produced TV and films

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly agree	21%	23%	21%	21%	19%	22%	16%	21%	22%	32%	18%	22%	20%	21%	20%	25%
Somewhat agree	38%	41%	40%	38%	35%	38%	40%	40%	42%	25%	37%	41%	42%	41%	43%	39%
Neither agree nor disagree	32%	29%	33%	33%	35%	33%	35%	31%	29%	43%	34%	30%	31%	31%	28%	31%
Somewhat disagree	3%	3%	2%	1%	4%	3%	3%	3%	2%	0%	3%	3%	2%	3%	4%	2%
Strongly disagree	3%	2%	2%	4%	3%	2%	4%	2%	1%	0%	3%	2%	3%	2%	2%	1%
Don't know	3%	2%	3%	3%	3%	3%	2%	3%	3%	0%	4%	3%	2%	2%	3%	2%
Total Agree:	59%	64%	60%	59%	54%	59%	56%	61%	65%	57%	56%	63%	62%	62%	63%	64%
Total Disagree:	5%	4%	4%	5%	8%	5%	7%	5%	3%	0%	7%	5%	5%	5%	6%	3%
Net:	54%	60%	56%	54%	47%	55%	49%	56%	61%	57%	49%	58%	57%	57%	58%	61%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(121.A) To what extent do you agree or disagree with the following?: It s important that some TV and film production is made by UK based companies

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly agree	27%	28%	25%	22%	27%	27%	27%	20%	32%	28%	31%	27%	28%	34%	19%
Somewhat agree	36%	34%	39%	34%	38%	36%	30%	39%	39%	34%	33%	37%	42%	34%	42%
Neither agree nor disagree	29%	29%	29%	33%	29%	30%	33%	37%	21%	30%	26%	25%	26%	23%	34%
Somewhat disagree	3%	4%	2%	5%	3%	3%	1%	2%	3%	2%	4%	2%	3%	5%	2%
Strongly disagree	3%	3%	2%	4%	2%	2%	5%	1%	2%	3%	5%	6%	1%	2%	0%
Don t know	2%	1%	3%	2%	2%	2%	3%	1%	4%	2%	0%	3%	0%	2%	3%
Total Agree:	63%	62%	64%	56%	65%	63%	58%	59%	71%	62%	65%	64%	69%	68%	61%
Total Disagree:	6%	7%	4%	9%	5%	5%	6%	3%	4%	5%	9%	8%	4%	7%	2%
Net:	57%	54%	60%	48%	59%	58%	52%	56%	66%	57%	56%	56%	65%	61%	59%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(121.B) To what extent do you agree or disagree with the following?: It s important that some TV and film production is made by UK based companies

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly agree	27%	14%	16%	26%	29%	36%	37%	27%	30%	23%	33%	15%	25%	17%
Somewhat agree	36%	33%	39%	38%	38%	36%	35%	39%	43%	33%	32%	41%	42%	36%
Neither agree nor disagree	29%	37%	34%	30%	27%	22%	25%	26%	22%	35%	28%	11%	26%	38%
Somewhat disagree	3%	5%	6%	3%	2%	2%	1%	4%	1%	4%	2%	20%	6%	3%
Strongly disagree	3%	6%	3%	2%	3%	3%	1%	2%	3%	2%	3%	14%	1%	5%
Don t know	2%	5%	2%	2%	2%	1%	1%	2%	1%	2%	2%	0%	1%	2%
Total Agree:	63%	46%	55%	64%	66%	72%	72%	67%	73%	56%	66%	56%	67%	53%
Total Disagree:	6%	11%	9%	4%	5%	5%	3%	5%	4%	7%	5%	33%	7%	8%
Net:	57%	35%	46%	60%	61%	67%	69%	61%	68%	49%	61%	23%	59%	45%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(121.C) To what extent do you agree or disagree with the following?: It s important that some TV and film production is made by UK based companies

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly agree	27%	28%	26%	28%	24%	29%	24%	24%	28%	38%	24%	19%	25%	26%	24%	34%
Somewhat agree	36%	41%	38%	34%	33%	32%	34%	41%	41%	39%	34%	42%	42%	39%	40%	36%
Neither agree nor disagree	29%	25%	27%	30%	34%	32%	32%	27%	25%	20%	32%	29%	26%	27%	29%	26%
Somewhat disagree	3%	3%	4%	3%	2%	4%	3%	4%	1%	0%	4%	5%	3%	4%	4%	1%
Strongly disagree	3%	2%	3%	3%	3%	3%	5%	2%	1%	3%	3%	4%	2%	2%	2%	2%
Don t know	2%	2%	1%	2%	3%	1%	2%	2%	4%	0%	3%	2%	2%	2%	1%	1%
Total Agree:	63%	69%	64%	62%	57%	60%	58%	65%	69%	78%	58%	61%	67%	65%	64%	70%
Total Disagree:	6%	5%	8%	6%	5%	7%	8%	7%	2%	3%	7%	8%	5%	6%	6%	3%
Net:	57%	64%	56%	56%	52%	54%	50%	58%	67%	75%	51%	52%	62%	59%	59%	67%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(122.A) To what extent do you agree or disagree with the following?: I am happy to take up a TV service for a short time such as Netflix or NOW TV to watch a particular programme

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly agree	18%	18%	17%	22%	18%	14%	15%	13%	21%	15%	18%	16%	20%	14%	20%
Somewhat agree	29%	27%	31%	30%	32%	27%	30%	30%	32%	33%	27%	26%	24%	25%	27%
Neither agree nor disagree	21%	24%	18%	20%	19%	25%	24%	21%	17%	21%	19%	22%	23%	24%	15%
Somewhat disagree	11%	11%	10%	9%	10%	9%	13%	13%	10%	8%	10%	12%	10%	14%	11%
Strongly disagree	19%	18%	20%	18%	18%	19%	17%	21%	17%	19%	23%	21%	22%	22%	19%
Don't know	2%	2%	3%	1%	2%	7%	1%	2%	2%	3%	4%	3%	0%	2%	7%
Total Agree:	47%	45%	48%	52%	51%	41%	45%	44%	53%	49%	45%	42%	44%	39%	47%
Total Disagree:	30%	29%	30%	27%	28%	28%	30%	34%	27%	27%	32%	34%	33%	36%	31%
Net:	17%	16%	18%	25%	23%	13%	15%	10%	26%	22%	13%	8%	12%	2%	16%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(122.B) To what extent do you agree or disagree with the following?: I am happy to take up a TV service for a short time such as Netflix or NOW TV to watch a particular programme

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly agree	18%	23%	26%	23%	17%	16%	5%	21%	17%	15%	11%	10%	23%	16%
Somewhat agree	29%	36%	34%	39%	33%	25%	13%	29%	34%	32%	25%	33%	35%	37%
Neither agree nor disagree	21%	26%	24%	19%	20%	19%	19%	24%	11%	24%	19%	16%	22%	24%
Somewhat disagree	11%	6%	9%	10%	12%	10%	15%	10%	10%	10%	12%	22%	9%	9%
Strongly disagree	19%	5%	5%	7%	16%	28%	47%	15%	26%	17%	30%	11%	8%	8%
Don't know	2%	5%	3%	2%	2%	2%	2%	1%	2%	2%	3%	7%	2%	6%
Total Agree:	47%	59%	59%	62%	50%	41%	17%	50%	51%	47%	36%	43%	58%	53%
Total Disagree:	30%	11%	14%	17%	29%	38%	62%	25%	36%	27%	42%	33%	18%	17%
Net:	17%	49%	46%	45%	21%	3%	-45%	25%	15%	20%	-6%	10%	41%	37%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(122.C) To what extent do you agree or disagree with the following?: I am happy to take up a TV service for a short time such as Netflix or NOW TV to watch a particular programme

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly agree	18%	19%	17%	17%	17%	13%	17%	20%	23%	37%	19%	27%	26%	25%	23%	9%
Somewhat agree	29%	29%	32%	29%	26%	24%	34%	29%	32%	18%	29%	38%	38%	40%	31%	22%
Neither agree nor disagree	21%	19%	20%	23%	21%	24%	22%	21%	18%	21%	21%	19%	25%	20%	21%	20%
Somewhat disagree	11%	11%	10%	10%	12%	11%	10%	13%	8%	9%	11%	9%	4%	8%	14%	12%
Strongly disagree	19%	20%	19%	18%	20%	26%	17%	14%	15%	15%	17%	5%	6%	6%	9%	34%
Don't know	2%	2%	3%	2%	3%	1%	1%	3%	4%	0%	3%	2%	1%	1%	2%	2%
Total Agree:	47%	48%	49%	46%	44%	38%	50%	49%	55%	55%	48%	65%	64%	65%	54%	31%
Total Disagree:	30%	31%	29%	28%	32%	37%	27%	27%	23%	25%	27%	14%	10%	14%	23%	46%
Net:	17%	17%	21%	18%	12%	1%	24%	22%	32%	30%	21%	51%	53%	51%	31%	-15%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(123.A) To what extent do you agree or disagree with the following?: $\int U+200B\int U+200B\int$ Apart from sports and news, I rarely watch live TV

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly agree	14%	17%	12%	15%	19%	10%	13%	10%	14%	16%	11%	15%	13%	11%	14%
Somewhat agree	23%	25%	20%	27%	21%	23%	24%	21%	24%	23%	20%	18%	23%	23%	22%
Neither agree nor disagree	16%	17%	16%	16%	16%	21%	14%	14%	13%	14%	13%	18%	18%	17%	18%
Somewhat disagree	17%	18%	16%	16%	17%	12%	18%	21%	17%	20%	23%	17%	14%	21%	17%
Strongly disagree	28%	22%	34%	24%	26%	31%	27%	31%	28%	25%	32%	31%	32%	26%	27%
Don't know	2%	2%	3%	1%	2%	4%	3%	4%	4%	2%	0%	2%	1%	2%	3%
Total Agree:	37%	42%	31%	42%	39%	33%	37%	31%	38%	39%	31%	33%	36%	34%	36%
Total Disagree:	45%	40%	50%	40%	43%	42%	46%	51%	45%	45%	55%	47%	46%	47%	43%
Net:	-8%	2%	-18%	2%	-4%	-9%	-8%	-20%	-6%	-6%	-24%	-14%	-10%	-13%	-8%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(123.B) To what extent do you agree or disagree with the following?: Apart from sports and news, I rarely watch live TV

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly agree	14%	19%	16%	17%	15%	12%	8%	15%	11%	13%	11%	0%	15%	8%
Somewhat agree	23%	35%	30%	25%	21%	18%	11%	24%	19%	28%	17%	15%	26%	29%
Neither agree nor disagree	16%	18%	21%	17%	16%	13%	13%	16%	19%	17%	16%	26%	15%	19%
Somewhat disagree	17%	15%	13%	15%	19%	17%	22%	17%	13%	17%	19%	38%	21%	13%
Strongly disagree	28%	10%	16%	24%	27%	39%	46%	27%	37%	24%	35%	16%	23%	31%
Don't know	2%	4%	4%	1%	2%	2%	1%	1%	1%	1%	2%	5%	1%	0%
Total Agree:	37%	53%	46%	42%	36%	29%	19%	39%	31%	41%	28%	15%	40%	37%
Total Disagree:	45%	25%	29%	39%	46%	56%	68%	44%	50%	41%	54%	54%	44%	44%
Net:	-8%	29%	17%	3%	-10%	-27%	-49%	-5%	-19%	0%	-26%	-40%	-4%	-7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(123.C) To what extent do you agree or disagree with the following?: U+200BU+200B Apart from sports and news, I rarely watch live TV

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly agree	14%	16%	13%	14%	13%	12%	15%	14%	20%	42%	17%	18%	13%	14%	13%	9%
Somewhat agree	23%	23%	22%	21%	24%	19%	24%	25%	24%	25%	24%	30%	34%	22%	22%	15%
Neither agree nor disagree	16%	14%	17%	18%	15%	15%	15%	19%	16%	6%	18%	17%	17%	21%	16%	12%
Somewhat disagree	17%	18%	19%	16%	16%	18%	18%	15%	17%	9%	15%	13%	13%	16%	21%	22%
Strongly disagree	28%	27%	28%	28%	29%	35%	27%	24%	20%	18%	23%	20%	22%	26%	27%	41%
Don't know	2%	2%	2%	2%	3%	2%	2%	3%	3%	0%	3%	2%	1%	0%	1%	1%
Total Agree:	37%	39%	34%	36%	37%	31%	39%	39%	44%	67%	41%	48%	47%	36%	35%	24%
Total Disagree:	45%	45%	46%	44%	45%	52%	45%	39%	37%	27%	37%	33%	36%	42%	48%	62%
Net:	-8%	-6%	-12%	-9%	-8%	-22%	-6%	0%	7%	40%	3%	15%	11%	-6%	-14%	-38%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(124.A) To what extent do you agree or disagree with the following?: I prefer to watch my favourite programmes live

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly agree	19%	21%	16%	19%	17%	18%	20%	19%	19%	17%	25%	17%	22%	17%	25%
Somewhat agree	29%	31%	27%	34%	30%	31%	26%	34%	33%	26%	31%	27%	24%	28%	13%
Neither agree nor disagree	28%	29%	28%	30%	25%	31%	27%	27%	30%	33%	22%	27%	27%	30%	28%
Somewhat disagree	13%	12%	14%	8%	19%	9%	14%	12%	10%	12%	9%	14%	14%	18%	18%
Strongly disagree	10%	7%	12%	9%	7%	11%	13%	9%	5%	9%	12%	13%	11%	5%	13%
Don't know	1%	1%	2%	1%	1%	1%	1%	0%	4%	3%	0%	1%	1%	3%	3%
Total Agree:	48%	52%	44%	53%	47%	49%	46%	53%	51%	43%	57%	44%	46%	45%	38%
Total Disagree:	22%	18%	26%	16%	26%	20%	27%	21%	14%	21%	22%	28%	26%	22%	31%
Net:	26%	34%	18%	36%	21%	29%	19%	32%	37%	22%	35%	17%	21%	23%	7%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(124.B) To what extent do you agree or disagree with the following?: I prefer to watch my favourite programmes live

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly agree	19%	9%	12%	16%	16%	25%	31%	19%	27%	16%	25%	0%	19%	14%
Somewhat agree	29%	24%	30%	31%	28%	31%	30%	31%	24%	29%	31%	44%	31%	40%
Neither agree nor disagree	28%	32%	31%	27%	32%	22%	26%	29%	30%	32%	27%	19%	24%	34%
Somewhat disagree	13%	20%	15%	15%	10%	13%	6%	13%	8%	14%	10%	24%	21%	5%
Strongly disagree	10%	11%	10%	9%	12%	9%	7%	8%	10%	7%	6%	13%	3%	8%
Don't know	1%	4%	2%	1%	1%	0%	1%	1%	1%	2%	1%	0%	1%	0%
Total Agree:	48%	34%	42%	47%	45%	56%	61%	50%	51%	45%	56%	44%	50%	53%
Total Disagree:	22%	30%	26%	25%	23%	22%	12%	21%	18%	21%	17%	37%	25%	13%
Net:	26%	3%	16%	22%	22%	34%	49%	30%	34%	24%	39%	7%	26%	40%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(124.C) To what extent do you agree or disagree with the following?: I prefer to watch my favourite programmes live

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly agree	19%	18%	19%	17%	21%	24%	19%	12%	21%	20%	16%	14%	18%	18%	20%	26%
Somewhat agree	29%	34%	29%	28%	25%	26%	28%	32%	32%	28%	26%	36%	31%	31%	37%	31%
Neither agree nor disagree	28%	24%	28%	30%	31%	33%	27%	27%	24%	34%	30%	28%	30%	29%	22%	26%
Somewhat disagree	13%	14%	14%	13%	10%	10%	14%	16%	13%	7%	15%	15%	12%	13%	11%	8%
Strongly disagree	10%	9%	10%	10%	10%	7%	12%	11%	8%	11%	11%	6%	8%	9%	10%	9%
Don't know	1%	1%	1%	1%	3%	0%	1%	2%	2%	0%	2%	1%	1%	1%	0%	1%
Total Agree:	48%	52%	48%	46%	46%	49%	47%	44%	53%	48%	42%	49%	49%	48%	58%	56%
Total Disagree:	22%	23%	23%	22%	20%	17%	25%	26%	21%	18%	26%	22%	21%	22%	20%	16%
Net:	26%	29%	25%	23%	26%	32%	22%	18%	32%	30%	16%	28%	28%	26%	37%	40%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(125.A) To what extent do you agree or disagree with the following?: I would like to watch more women s sport on TV

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly agree	10%	9%	11%	14%	10%	7%	11%	10%	15%	7%	6%	9%	7%	7%	12%
Somewhat agree	23%	24%	23%	26%	23%	20%	21%	25%	27%	22%	21%	25%	20%	24%	30%
Neither agree nor disagree	33%	34%	32%	31%	36%	33%	31%	34%	31%	39%	35%	33%	35%	33%	23%
Somewhat disagree	10%	10%	9%	8%	11%	8%	11%	10%	7%	8%	13%	9%	11%	13%	14%
Strongly disagree	21%	20%	22%	18%	19%	28%	24%	19%	13%	21%	24%	20%	26%	23%	18%
Don t know	3%	2%	3%	2%	2%	4%	2%	2%	7%	3%	2%	3%	0%	0%	3%
Total Agree:	34%	33%	34%	40%	33%	26%	32%	35%	42%	29%	27%	35%	27%	31%	42%
Total Disagree:	31%	30%	31%	26%	30%	37%	35%	29%	21%	29%	37%	29%	38%	36%	32%
Net:	3%	3%	3%	14%	3%	-10%	-3%	6%	22%	0%	-10%	6%	-11%	-5%	9%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(125.B) To what extent do you agree or disagree with the following?: I would like to watch more women's sport on TV

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly agree	10%	15%	12%	13%	9%	10%	4%	13%	14%	9%	7%	25%	11%	11%
Somewhat agree	23%	28%	31%	27%	22%	19%	15%	28%	16%	24%	18%	0%	35%	29%
Neither agree nor disagree	33%	30%	30%	29%	35%	35%	39%	31%	40%	32%	35%	17%	33%	34%
Somewhat disagree	10%	10%	9%	9%	10%	10%	11%	8%	8%	12%	12%	25%	8%	8%
Strongly disagree	21%	10%	15%	19%	23%	25%	31%	18%	19%	19%	26%	21%	11%	15%
Don't know	3%	7%	4%	2%	1%	1%	1%	2%	3%	3%	2%	12%	1%	4%
Total Agree:	34%	43%	43%	40%	32%	29%	18%	41%	30%	34%	24%	25%	46%	40%
Total Disagree:	31%	20%	24%	28%	32%	35%	41%	25%	27%	31%	38%	46%	19%	23%
Net:	3%	23%	19%	13%	-1%	-6%	-23%	16%	3%	2%	-14%	-21%	27%	17%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(125.C) To what extent do you agree or disagree with the following?: I would like to watch more women s sport on TV

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly agree	10%	12%	9%	10%	9%	7%	9%	12%	16%	23%	9%	13%	14%	14%	21%	8%
Somewhat agree	23%	24%	24%	23%	22%	21%	23%	24%	28%	27%	24%	36%	32%	30%	21%	17%
Neither agree nor disagree	33%	34%	34%	31%	34%	37%	33%	32%	29%	26%	33%	28%	30%	31%	31%	37%
Somewhat disagree	10%	9%	9%	12%	10%	9%	10%	11%	8%	3%	10%	8%	7%	8%	12%	10%
Strongly disagree	21%	19%	22%	22%	22%	24%	23%	17%	15%	21%	21%	13%	15%	14%	13%	27%
Don t know	3%	2%	3%	2%	3%	2%	2%	3%	4%	0%	4%	2%	2%	4%	1%	1%
Total Agree:	34%	36%	33%	33%	31%	28%	32%	37%	44%	50%	32%	49%	46%	43%	43%	25%
Total Disagree:	31%	28%	30%	34%	32%	33%	33%	28%	23%	24%	30%	21%	22%	22%	25%	37%
Net:	3%	8%	3%	0%	-1%	-5%	-1%	9%	21%	25%	2%	28%	24%	21%	18%	-12%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(126.A) To what extent do you agree or disagree with the following?: Watching sport on TV encourages me to take part myself

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly agree	9%	12%	6%	16%	8%	7%	3%	7%	11%	8%	7%	8%	6%	5%	12%
Somewhat agree	17%	21%	13%	22%	14%	9%	18%	23%	24%	15%	21%	16%	14%	18%	11%
Neither agree nor disagree	25%	26%	25%	23%	26%	28%	29%	24%	22%	28%	16%	27%	24%	27%	26%
Somewhat disagree	17%	16%	18%	14%	20%	13%	17%	19%	18%	21%	12%	15%	22%	18%	22%
Strongly disagree	29%	23%	35%	23%	30%	40%	32%	25%	22%	25%	38%	33%	32%	29%	28%
Don't know	2%	2%	3%	2%	2%	3%	2%	2%	3%	3%	4%	1%	2%	2%	3%
Total Agree:	26%	33%	19%	38%	22%	16%	21%	30%	35%	23%	29%	24%	21%	24%	23%
Total Disagree:	47%	39%	53%	37%	50%	53%	48%	45%	40%	46%	51%	47%	53%	47%	49%
Net:	-21%	-7%	-35%	0%	-28%	-37%	-28%	-15%	-5%	-23%	-22%	-23%	-33%	-24%	-27%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(126.B) To what extent do you agree or disagree with the following?: Watching sport on TV encourages me to take part myself

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly agree	9%	16%	16%	10%	7%	3%	2%	12%	14%	10%	4%	10%	10%	9%
Somewhat agree	17%	25%	22%	25%	17%	12%	5%	20%	11%	21%	12%	17%	28%	23%
Neither agree nor disagree	25%	29%	29%	26%	25%	24%	20%	25%	28%	25%	22%	19%	30%	26%
Somewhat disagree	17%	13%	17%	17%	19%	20%	18%	17%	13%	18%	20%	21%	13%	19%
Strongly disagree	29%	11%	14%	20%	30%	39%	54%	24%	35%	24%	40%	25%	19%	23%
Don't know	2%	6%	2%	2%	1%	2%	2%	2%	1%	3%	1%	7%	1%	0%
Total Agree:	26%	41%	38%	35%	24%	15%	7%	32%	24%	31%	16%	27%	38%	32%
Total Disagree:	47%	24%	31%	37%	49%	59%	72%	41%	47%	42%	60%	47%	31%	42%
Net:	-21%	17%	7%	-1%	-25%	-44%	-65%	-9%	-23%	-11%	-44%	-19%	7%	-9%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(126.C) To what extent do you agree or disagree with the following?: Watching sport on TV encourages me to take part myself

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly agree	9%	9%	6%	11%	8%	5%	8%	10%	16%	14%	8%	18%	18%	15%	17%	3%
Somewhat agree	17%	21%	16%	18%	14%	15%	19%	18%	22%	20%	16%	27%	30%	26%	30%	11%
Neither agree nor disagree	25%	26%	26%	24%	26%	25%	27%	28%	24%	6%	28%	24%	26%	28%	18%	22%
Somewhat disagree	17%	19%	20%	16%	15%	17%	17%	18%	14%	23%	18%	19%	14%	18%	12%	18%
Strongly disagree	29%	24%	30%	29%	35%	36%	28%	25%	19%	37%	27%	11%	11%	12%	23%	45%
Don't know	2%	2%	2%	2%	3%	2%	1%	2%	4%	0%	3%	2%	2%	1%	0%	1%
Total Agree:	26%	30%	23%	30%	22%	20%	27%	27%	39%	34%	25%	44%	47%	41%	47%	13%
Total Disagree:	47%	43%	50%	45%	49%	53%	45%	43%	33%	60%	44%	30%	25%	30%	35%	63%
Net:	-21%	-13%	-27%	-15%	-28%	-33%	-17%	-15%	6%	-26%	-20%	15%	22%	11%	12%	-50%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(127.A) To what extent do you agree or disagree with the following?: Watching sport on TV encourages me to exercise more

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Strongly agree	9%	12%	6%	15%	11%	4%	6%	8%	13%	6%	5%	9%	7%	7%	8%
Somewhat agree	21%	24%	18%	21%	19%	18%	18%	22%	22%	22%	24%	22%	21%	17%	26%
Neither agree nor disagree	27%	28%	26%	26%	28%	24%	31%	27%	25%	29%	22%	26%	24%	30%	30%
Somewhat disagree	17%	16%	17%	16%	19%	18%	16%	19%	16%	16%	11%	12%	19%	21%	10%
Strongly disagree	25%	19%	30%	19%	21%	32%	27%	23%	20%	24%	34%	30%	28%	24%	20%
Don't know	2%	2%	2%	2%	2%	3%	3%	1%	4%	2%	4%	1%	1%	1%	5%
Total Agree:	30%	35%	24%	37%	30%	22%	24%	29%	35%	29%	29%	31%	28%	23%	34%
Total Disagree:	41%	35%	48%	35%	40%	50%	43%	43%	36%	40%	45%	42%	47%	45%	30%
Net:	-12%	1%	-23%	2%	-10%	-28%	-20%	-13%	-1%	-11%	-16%	-11%	-19%	-22%	4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(127.B) To what extent do you agree or disagree with the following?: Watching sport on TV encourages me to exercise more

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Strongly agree	9%	13%	14%	13%	8%	7%	2%	13%	11%	9%	5%	6%	11%	11%
Somewhat agree	21%	28%	25%	27%	23%	17%	8%	25%	16%	23%	14%	19%	28%	22%
Neither agree nor disagree	27%	30%	30%	24%	24%	26%	28%	26%	29%	29%	27%	22%	30%	29%
Somewhat disagree	17%	12%	16%	18%	19%	15%	18%	16%	15%	14%	19%	36%	17%	12%
Strongly disagree	25%	12%	13%	17%	26%	33%	43%	18%	27%	22%	34%	10%	13%	25%
Don't know	2%	5%	3%	2%	1%	2%	1%	2%	2%	2%	1%	7%	1%	0%
Total Agree:	30%	40%	39%	39%	30%	24%	11%	38%	27%	33%	19%	25%	39%	34%
Total Disagree:	41%	24%	29%	35%	45%	48%	60%	34%	42%	36%	53%	46%	30%	37%
Net:	-12%	16%	10%	5%	-15%	-24%	-50%	4%	-15%	-3%	-34%	-21%	9%	-4%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(127.C) To what extent do you agree or disagree with the following?: Watching sport on TV encourages me to exercise more

	Total	Social Grade				Education						Children				
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Strongly agree	9%	11%	8%	11%	7%	8%	7%	9%	17%	14%	9%	15%	15%	16%	19%	5%
Somewhat agree	21%	24%	20%	22%	17%	18%	23%	20%	23%	23%	20%	35%	30%	28%	26%	14%
Neither agree nor disagree	27%	28%	27%	25%	28%	28%	28%	28%	29%	13%	28%	24%	27%	25%	25%	27%
Somewhat disagree	17%	15%	19%	16%	16%	15%	15%	19%	12%	28%	16%	15%	15%	19%	14%	17%
Strongly disagree	25%	21%	25%	25%	29%	29%	26%	22%	16%	23%	24%	10%	11%	11%	16%	36%
Don't know	2%	1%	1%	2%	4%	1%	2%	2%	3%	0%	3%	2%	2%	1%	1%	1%
Total Agree:	30%	34%	28%	33%	24%	26%	30%	29%	40%	37%	29%	49%	45%	44%	44%	19%
Total Disagree:	41%	36%	44%	41%	45%	44%	41%	41%	28%	51%	40%	25%	26%	30%	30%	53%
Net:	-12%	-2%	-16%	-8%	-21%	-18%	-11%	-12%	12%	-14%	-11%	24%	18%	14%	15%	-34%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(128.A) Which, if any, of the following TV programmes have you watched? Please select all that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
A Discovery of Witches	9%	9%	9%	6%	7%	14%	8%	15%	10%	7%	8%	6%	13%	10%	5%
The Essex Murders	9%	10%	9%	12%	6%	6%	17%	7%	12%	8%	12%	8%	7%	10%	8%
Brassic	9%	9%	9%	5%	7%	7%	8%	13%	10%	15%	10%	11%	12%	7%	11%
The Midwich Cuckoos	8%	8%	9%	5%	7%	8%	7%	10%	11%	9%	10%	8%	8%	13%	6%
Cobra	8%	10%	6%	11%	8%	6%	6%	10%	8%	6%	6%	8%	10%	8%	8%
The Lazarus Project	7%	9%	4%	7%	5%	9%	6%	9%	9%	5%	8%	6%	7%	8%	2%
And Just Like That	7%	4%	10%	9%	5%	8%	4%	4%	9%	4%	8%	10%	8%	5%	14%
Poker Face	6%	8%	5%	7%	6%	4%	6%	4%	7%	5%	8%	7%	7%	10%	2%
Funny Woman	4%	4%	4%	6%	3%	2%	5%	2%	5%	3%	3%	5%	4%	6%	3%
The Last of Us	23%	25%	22%	28%	19%	22%	19%	21%	27%	24%	20%	28%	24%	17%	30%
House of the Dragon	19%	21%	16%	25%	14%	18%	19%	20%	19%	15%	16%	17%	22%	18%	19%
Gangs of London	19%	23%	14%	26%	12%	17%	22%	18%	24%	18%	19%	15%	16%	17%	17%
This England	13%	14%	12%	14%	12%	11%	16%	14%	14%	17%	9%	13%	12%	10%	5%
Succession	12%	13%	11%	16%	13%	9%	8%	10%	13%	8%	14%	13%	18%	8%	12%
The Staircase	11%	8%	13%	12%	12%	10%	9%	8%	10%	10%	15%	10%	12%	11%	13%
The White Lotus	11%	11%	11%	16%	14%	11%	9%	11%	9%	7%	9%	8%	10%	10%	11%
None of the above	38%	36%	41%	31%	42%	42%	42%	35%	36%	42%	43%	44%	33%	35%	41%
Don't know	2%	3%	2%	2%	1%	2%	2%	4%	3%	1%	4%	2%	1%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(128.B) Which, if any, of the following TV programmes have you watched? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
A Discovery of Witches	9%	6%	9%	12%	9%	10%	8%	14%	8%	9%	5%	25%	8%	8%
The Essex Murders	9%	6%	11%	9%	8%	11%	10%	14%	12%	12%	4%	10%	10%	16%
Brassic	9%	6%	11%	12%	12%	11%	5%	15%	5%	9%	4%	0%	7%	18%
The Midwich Cuckoos	8%	6%	3%	7%	9%	12%	12%	12%	7%	13%	4%	19%	5%	4%
Cobra	8%	6%	8%	7%	9%	11%	8%	12%	11%	10%	2%	16%	8%	10%
The Lazarus Project	7%	5%	6%	9%	5%	8%	7%	10%	6%	7%	3%	0%	10%	11%
And Just Like That	7%	6%	10%	12%	7%	6%	2%	9%	6%	6%	4%	12%	11%	7%
Poker Face	6%	5%	7%	7%	5%	9%	4%	10%	7%	7%	3%	21%	5%	5%
Funny Woman	4%	4%	8%	4%	4%	4%	2%	6%	2%	5%	2%	22%	7%	4%
The Last of Us	23%	32%	35%	32%	23%	15%	7%	34%	17%	22%	13%	6%	27%	18%
House of the Dragon	19%	17%	27%	25%	20%	16%	8%	27%	12%	16%	10%	23%	22%	25%
Gangs of London	19%	14%	24%	25%	19%	19%	12%	27%	13%	20%	10%	21%	18%	36%
This England	13%	10%	13%	16%	16%	16%	8%	18%	15%	13%	8%	14%	11%	17%
Succession	12%	8%	15%	14%	14%	12%	10%	16%	13%	13%	7%	0%	15%	14%
The Staircase	11%	8%	14%	14%	13%	10%	6%	17%	8%	11%	5%	25%	9%	6%
The White Lotus	11%	12%	16%	9%	12%	11%	6%	16%	10%	8%	6%	6%	10%	9%
None of the above	38%	33%	24%	29%	40%	44%	57%	25%	52%	30%	57%	17%	32%	27%
Don't know	2%	3%	2%	3%	3%	1%	2%	1%	1%	3%	4%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(128.C) Which, if any, of the following TV programmes have you watched? Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
A Discovery of Witches	9%	9%	9%	9%	10%	9%	10%	9%	13%	6%	9%	9%	16%	12%	11%	8%
The Essex Murders	9%	8%	9%	12%	9%	13%	7%	7%	10%	7%	5%	13%	14%	14%	16%	12%
Brassic	9%	8%	9%	12%	8%	11%	9%	7%	9%	13%	8%	11%	11%	12%	16%	8%
The Midwich Cuckoos	8%	8%	8%	10%	8%	11%	9%	6%	8%	3%	7%	7%	6%	8%	9%	12%
Cobra	8%	9%	8%	9%	7%	8%	6%	9%	9%	12%	6%	11%	12%	11%	8%	9%
The Lazarus Project	7%	7%	6%	8%	6%	7%	6%	7%	10%	7%	6%	8%	5%	9%	9%	8%
And Just Like That	7%	8%	8%	6%	6%	6%	5%	8%	13%	18%	7%	13%	10%	8%	6%	5%
Poker Face	6%	7%	6%	7%	5%	7%	5%	6%	9%	3%	5%	8%	8%	10%	8%	6%
Funny Woman	4%	5%	3%	5%	4%	3%	3%	4%	10%	5%	3%	9%	9%	4%	1%	3%
The Last of Us	23%	22%	24%	25%	23%	21%	27%	24%	29%	13%	25%	35%	32%	32%	36%	15%
House of the Dragon	19%	19%	21%	18%	16%	15%	17%	21%	27%	27%	19%	24%	27%	27%	18%	14%
Gangs of London	19%	19%	17%	20%	19%	22%	16%	17%	22%	7%	15%	30%	27%	27%	29%	16%
This England	13%	13%	12%	14%	13%	14%	11%	11%	19%	18%	9%	20%	23%	20%	20%	13%
Succession	12%	18%	15%	9%	7%	8%	9%	17%	21%	16%	12%	13%	12%	16%	16%	10%
The Staircase	11%	11%	12%	10%	10%	9%	11%	11%	13%	13%	10%	16%	13%	14%	8%	8%
The White Lotus	11%	14%	13%	7%	9%	9%	9%	14%	18%	17%	13%	15%	8%	8%	10%	8%
None of the above	38%	38%	39%	37%	40%	38%	41%	38%	30%	40%	41%	21%	20%	27%	29%	47%
Don't know	2%	1%	2%	2%	4%	3%	2%	2%	1%	0%	3%	2%	3%	3%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(129.A) Which, if any, of the same list of TV programmes have you discussed, debated or speculated about with your friends? Please select all that apply

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2005	964	1037	261	288	163	187	153	180	169	84	226	151	98	45
Weighted	2005	988	1013	281	261	160	180	140	181	160	80	221	181	100	60
Succession	8%	8%	8%	12%	9%	9%	7%	6%	7%	6%	6%	7%	9%	7%	13%
This England	7%	8%	6%	11%	6%	7%	5%	5%	5%	7%	8%	8%	5%	5%	6%
The White Lotus	7%	7%	6%	10%	7%	4%	4%	5%	8%	6%	10%	5%	7%	4%	9%
The Staircase	5%	4%	7%	5%	4%	4%	3%	2%	5%	6%	7%	5%	9%	5%	13%
Brassic	5%	5%	4%	2%	3%	4%	4%	6%	5%	8%	10%	5%	4%	8%	8%
The Midwich Cuckoos	4%	5%	4%	2%	4%	5%	3%	5%	7%	6%	2%	3%	4%	7%	0%
A Discovery of Witches	4%	4%	3%	4%	2%	5%	1%	9%	4%	2%	6%	4%	5%	7%	0%
The Essex Murders	4%	5%	4%	7%	4%	1%	8%	3%	4%	3%	4%	3%	6%	6%	4%
And Just Like That	4%	2%	6%	6%	3%	4%	3%	1%	5%	2%	5%	7%	4%	3%	5%
The Lazarus Project	3%	3%	2%	4%	2%	1%	3%	1%	3%	2%	5%	3%	3%	2%	0%
Poker Face	3%	4%	2%	5%	2%	1%	2%	5%	3%	2%	1%	2%	6%	3%	0%
Funny Woman	3%	3%	2%	4%	3%	3%	3%	1%	3%	3%	1%	3%	1%	4%	0%
Cobra	3%	4%	2%	3%	4%	2%	3%	5%	3%	2%	2%	2%	3%	2%	2%
The Last of Us	17%	18%	16%	17%	15%	20%	21%	12%	18%	17%	11%	17%	15%	13%	24%
House of the Dragon	14%	16%	11%	18%	9%	10%	15%	15%	15%	12%	14%	16%	13%	11%	15%
Gangs of London	11%	14%	8%	13%	6%	9%	13%	12%	17%	13%	12%	10%	9%	12%	3%
None of the above	52%	50%	55%	45%	56%	58%	53%	55%	47%	52%	57%	57%	54%	48%	48%
Don't know	3%	3%	3%	3%	2%	2%	3%	5%	4%	3%	4%	1%	1%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(129.B) Which, if any, of the same list of TV programmes have you discussed, debated or speculated about with your friends? Please select all that apply

	Total	Age						Main Service Provider						
		18-24	25-34	35-44	45-54	55-64	65+	Sky	Freesat	Virgin Media	Freeview	YouView (Standalone box only)	BT TV	TalkTalk TV
Unweighted	2005	239	292	333	361	314	466	683	101	294	506	15	140	56
Weighted	2005	277	341	344	341	281	421	692	95	299	487	17	144	57
Succession	8%	5%	11%	10%	12%	8%	4%	10%	13%	11%	4%	0%	9%	8%
This England	7%	8%	7%	10%	7%	7%	2%	9%	7%	8%	4%	37%	6%	14%
The White Lotus	7%	9%	12%	5%	4%	7%	3%	9%	7%	4%	3%	5%	8%	7%
The Staircase	5%	4%	9%	7%	6%	5%	1%	10%	3%	4%	2%	6%	5%	0%
Brassic	5%	5%	5%	6%	6%	5%	2%	7%	5%	5%	3%	10%	4%	7%
The Midwich Cuckoos	4%	4%	5%	5%	4%	5%	3%	6%	9%	4%	1%	16%	4%	0%
A Discovery of Witches	4%	4%	5%	5%	3%	4%	3%	7%	2%	3%	2%	15%	2%	7%
The Essex Murders	4%	7%	6%	5%	4%	5%	2%	6%	4%	7%	2%	0%	5%	8%
And Just Like That	4%	5%	7%	6%	4%	3%	1%	6%	3%	3%	2%	6%	5%	5%
The Lazarus Project	3%	4%	4%	3%	1%	2%	1%	4%	2%	2%	1%	9%	3%	7%
Poker Face	3%	4%	4%	3%	3%	3%	2%	4%	7%	3%	1%	4%	4%	1%
Funny Woman	3%	5%	7%	2%	2%	1%	1%	4%	3%	3%	2%	0%	7%	2%
Cobra	3%	4%	3%	4%	3%	2%	3%	4%	3%	5%	1%	6%	4%	1%
The Last of Us	17%	25%	27%	21%	19%	8%	4%	24%	10%	16%	11%	10%	17%	9%
House of the Dragon	14%	17%	24%	18%	12%	10%	3%	17%	9%	13%	8%	17%	20%	21%
Gangs of London	11%	9%	17%	15%	12%	9%	4%	16%	5%	10%	7%	6%	10%	23%
None of the above	52%	39%	33%	40%	51%	64%	80%	42%	64%	46%	68%	37%	46%	42%
Don't know	3%	4%	2%	5%	2%	2%	2%	3%	1%	4%	3%	0%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(129.C) Which, if any, of the same list of TV programmes have you discussed, debated or speculated about with your friends? Please select all that apply

	Total	Social Grade				Education					Children					
		AB	C1	C2	DE	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	No children	Children Under 5	Children 5-10	Children 11-15	Children 16-18	Children 18+
Unweighted	2005	604	560	352	480	464	473	511	227	29	852	194	195	215	120	695
Weighted	2005	539	519	439	499	470	489	502	221	27	881	213	209	220	119	638
Succession	8%	11%	10%	6%	4%	5%	6%	11%	16%	14%	8%	11%	13%	13%	10%	6%
This England	7%	6%	7%	6%	8%	6%	5%	5%	15%	10%	5%	10%	10%	12%	11%	5%
The White Lotus	7%	9%	8%	5%	3%	3%	8%	6%	12%	18%	7%	10%	6%	5%	9%	4%
The Staircase	5%	7%	6%	5%	3%	4%	4%	5%	9%	13%	5%	9%	6%	10%	7%	3%
Brassic	5%	4%	5%	7%	4%	5%	4%	5%	5%	0%	5%	7%	5%	7%	8%	4%
The Midwich Cuckoos	4%	4%	4%	5%	3%	4%	4%	3%	5%	0%	3%	6%	4%	7%	6%	5%
A Discovery of Witches	4%	3%	3%	5%	4%	4%	4%	4%	3%	15%	3%	5%	7%	7%	5%	3%
The Essex Murders	4%	4%	3%	6%	4%	5%	3%	3%	6%	3%	4%	8%	7%	6%	7%	3%
And Just Like That	4%	7%	5%	3%	2%	3%	2%	6%	8%	7%	4%	9%	6%	5%	3%	2%
The Lazarus Project	3%	3%	2%	2%	3%	2%	2%	2%	5%	7%	2%	6%	3%	4%	5%	2%
Poker Face	3%	4%	3%	3%	3%	2%	3%	3%	4%	12%	2%	6%	6%	4%	4%	2%
Funny Woman	3%	4%	1%	3%	3%	3%	2%	2%	9%	9%	2%	8%	7%	5%	4%	1%
Cobra	3%	3%	2%	4%	3%	3%	3%	2%	6%	0%	2%	7%	5%	4%	2%	3%
The Last of Us	17%	16%	16%	21%	15%	14%	19%	18%	22%	21%	19%	28%	26%	23%	19%	8%
House of the Dragon	14%	13%	16%	13%	12%	11%	13%	15%	23%	16%	15%	20%	22%	18%	13%	8%
Gangs of London	11%	11%	10%	14%	9%	11%	10%	9%	16%	0%	9%	23%	18%	17%	16%	8%
None of the above	52%	52%	53%	49%	55%	56%	53%	51%	40%	49%	51%	29%	35%	38%	43%	68%
Don't know	3%	2%	2%	3%	4%	4%	3%	2%	2%	3%	3%	2%	4%	3%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 15th Aug - 21st Aug 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions