

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 1

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

Base: All respondents

	Gender			Age							Social Grade					Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	
Unweighted base	2100	1068	1027	32**	234	349	320	347	327	491	590	576	405	529	180	88**	210	161	197	150	111	199	303	284	153	64**	
Weighted base	2100	1025	1070	36**	254	351	325	361	302	471	571	592	426	510	175	84**	232	171	183	151	100**	198	277	287	179	63**	
ITV/ STV/ UTV	1125	578	547		93	159	163	205	190	305	302	289	251	284	96		138	92	91	72		111	128	140	104		
		54%	56%	51%		37%	45%	50%	57%	63%	65%	53%	49%	56%	55%		60%	54%	50%	48%		56%	46%	49%	58%		
Any BBC TV channel	1092	585	506		88	109	142	187	207	344	328	309	235	219	90		110	89	94	74		109	138	169	96		
		52%	57%	47%		35%	31%	44%	52%	68%	73%	57%	52%	43%	51%		47%	52%	51%	49%		55%	50%	59%	54%		
Channel 4	775	392	383		64	119	130	142	129	177	213	200	176	185	58		78	59	60	50		92	96	105	73		
		37%	38%	36%		25%	34%	40%	39%	43%	38%	37%	34%	41%	36%	33%		34%	34%	33%	33%		47%	35%	37%	41%	
Channel 5	524	271	253		36	67	75	102	92	148	148	115	115	146	44		54	46	47	36		57	52	72	42		
		25%	26%	24%		14%	19%	23%	28%	30%	31%	26%	20%	27%	29%	25%		23%	27%	26%	24%		29%	19%	25%	23%	
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	458	307	150		42	70	70	89	60	122	158	99	118	83	38		45	37	45	24		37	68	65	36		
		22%	30%	14%		17%	20%	22%	25%	20%	26%	17%	28%	16%	22%		20%	21%	25%	16%		19%	25%	23%	20%		
Other ITV channel (e.g. ITV2, ITV3, ITVBe)	370	200	169		29	61	67	65	53	88	112	82	80	95	32		46	31	30	25		33	51	48	25		
		18%	20%	16%		11%	17%	21%	18%	19%	20%	14%	19%	19%	19%		20%	18%	16%	16%		17%	18%	17%	14%		
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	342	179	163		25	58	60	63	63	69	89	77	88	88	38		27	23	32	21		44	39	55	24		
		16%	18%	15%		10%	17%	18%	17%	21%	15%	16%	13%	21%	17%	22%		12%	14%	17%	14%		22%	14%	19%	14%	
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	315	191	124		14	42	53	41	59	104	89	72	83	71	24		25	24	27	21		44	37	43	25		
		15%	19%	12%		5%	12%	16%	11%	19%	22%	16%	12%	20%	14%	14%		11%	14%	15%	14%		22%	13%	15%	14%	
Other TV channel that includes commercials	233	161	73		13	26	38	32	47	74	76	62	51	44	20		18	18	20	18		22	42	27	17		
		11%	16%	7%		5%	7%	12%	9%	16%	16%	13%	11%	12%	9%	11%		8%	10%	11%	12%		11%	15%	9%	9%	
Other Channel 5 channel (e.g. 5USA, 5Star)	169	103	66		21	27	27	32	29	31	50	45	37	37	21		13	16	11	12		14	25	23	11		
		8%	10%	6%		8%	8%	8%	9%	10%	7%	9%	8%	9%	7%	12%		6%	9%	6%	8%		7%	9%	8%	6%	
S4C	9	8	1		-	3	-	2	1	3	6	2	1	1	-		-	-	-	-		-	-	-	-		
	*	1%	*		-	1%	-	1%	*	1%	1%	*	*	*	-		-	-	-	-		-	-	-	-		
NET: Any PSB	1328	671	657		120	198	205	237	211	339	358	349	292	328	114		147	109	110	87		128	164	178	118		
		63%	65%	61%		47%	57%	63%	66%	70%	72%	63%	59%	69%	64%	65%		63%	64%	60%	58%		65%	59%	62%	66%	

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

Prepared by Yonder

YONDER

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 1

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

Base: All respondents

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	2100	1025	1070	36**	254	351	325	361	302	471	571	592	426	510	175	84**	232	171	183	151	100**	198	277	287	179	63**
NET: Any Non-PSB	929	554	375		87	130	141	171	148	243	283	226	214	206	84		96	65	82	64		86	124	137	75	
	44%	54%	35%		34%	37%	43%	47%	49%	52%	50%	38%	50%	40%	48%		41%	38%	45%	43%		44%	45%	48%	42%	
NET: Any BBC TV channel only	167	69	98		23	18	20	27	23	52	51	61	29	25	7		18	18	15	8		13	26	30	13	
	8%	7%	9%		9%	5%	6%	7%	8%	11%	9%	10%	7%	5%	4%		8%	11%	8%	6%		6%	9%	10%	7%	
None of these/ I have not watched any live broadcast programmes on TV in the past seven days	410	170	235		74	93	75	65	46	45	110	134	54	112	41		47	33	36	30		44	58	47	37	
	20%	17%	22%		29%	26%	23%	18%	15%	10%	19%	23%	13%	22%	23%		20%	19%	20%	20%		22%	21%	16%	20%	
Don't know	37	11	26		11	10	3	5	1	6	9	13	8	8	3		2	4	3	6		1	6	6	4	
	2%	1%	2%		4%	3%	1%	1%	*	1%	2%	2%	2%	2%	1%		1%	2%	2%	4%		*	2%	2%	2%	

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Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 2

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

Base: All respondents

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	2100	1281	905	210	282	403	1035	76**	93**	275	335	727	153	252	1043	61**	59**	209	710	48**	44**
Weighted base	2100	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
ITV/ STV/ UTV	1125 54%	1125 85%	689 74%	228 94%	249 90%	406 94%	924 86%		80 72%	193 73%	258 77%	574 76%	114 75%	238 89%	916 85%			169 78%	533 73%		
Any BBC TV channel	1092 52%	861 65%	608 65%	156 64%	168 61%	301 70%	735 68%		71 64%	181 68%	223 67%	523 69%	104 69%	176 66%	701 65%			144 66%	477 66%		
Channel 4	775 37%	775 58%	495 53%	161 66%	176 63%	266 62%	693 64%		63 56%	140 53%	176 53%	423 56%	97 64%	162 61%	654 61%			113 52%	399 55%		
Channel 5	524 25%	524 39%	376 40%	112 46%	138 50%	238 55%	458 43%		50 45%	114 43%	154 46%	315 42%	80 53%	135 51%	452 42%			100 46%	286 39%		
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	458 22%	365 28%	458 49%	95 39%	89 32%	135 31%	307 29%		82 73%	163 61%	209 63%	382 51%	88 58%	86 32%	311 29%			111 51%	374 51%		
Other ITV channel (e.g. ITV2, ITV3, ITVBe)	370 18%	346 26%	370 40%	83 34%	86 31%	154 36%	290 27%		51 46%	129 49%	149 45%	317 42%	81 54%	73 27%	279 26%			107 49%	295 40%		
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	342 16%	311 23%	342 37%	75 31%	76 27%	128 30%	271 25%		52 47%	111 42%	145 43%	307 41%	72 48%	74 28%	260 24%			95 44%	281 39%		
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	315 15%	292 22%	315 34%	66 27%	78 28%	119 28%	250 23%		47 42%	118 45%	144 43%	282 37%	84 55%	78 29%	245 23%			93 43%	262 36%		
Other TV channel that includes commercials	233 11%	193 15%	233 25%	53 22%	53 19%	80 18%	155 14%		53 48%	89 34%	112 34%	209 28%	64 43%	50 19%	158 15%			73 34%	185 25%		
Other Channel 5 channel (e.g. 5USA, 5Star)	169 8%	159 12%	169 18%	55 22%	58 21%	67 16%	132 12%		36 32%	79 30%	83 25%	143 19%	59 39%	45 17%	138 13%			46 21%	145 20%		
S4C	9 *	9 1%	6 1%	1 1%	5 2%	2 *	8 1%		- -	2 1%	3 1%	4 1%	1 1%	3 1%	8 1%			4 2%	5 1%		
NET: Any PSB	1328 63%	1328 100%	771 83%	244 100%	277 100%	432 100%	1077 100%		89 80%	220 83%	284 85%	641 85%	125 82%	266 100%	1076 100%			187 86%	605 83%		

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Absolutes/col percents

Table 2

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

Base: All respondents

	Watched live		Time of Day Watched PSB				Time of Day Watched Non-PSB					Amount of Advertising PSB			Amount of Advertising Non-PSB						
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	2100	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
NET: Any Non-PSB	929	771	929	173	176	282	643		112	265	333	754	151	170	646			217	728		
	44%	58%	100%	71%	64%	65%	60%		100%	100%	100%	100%	100%	64%	60%			100%	100%		
NET: Any BBC TV channel only	167	-	-	-	-	-	-		-	-	-	-	-	-	-			-	-		
	8%																				
None of these/ I have not watched any live broadcast programmes on TV in the past seven days	410	-	-	-	-	-	-		-	-	-	-	-	-	-			-	-		
	20%																				
Don't know	37	-	-	-	-	-	-		-	-	-	-	-	-	-			-	-		
	2%																				

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Absolutes/col percents

Table 3

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

Summary table

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

	ITV/ STV/ UTV	Channel 4	Channel 5	S4C	Other ITV channel (e.g. ITV2, ITV3, ITVBe)	Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	Other Channel 5 channel (e.g. 5USA, 5Star)	Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	Other TV channel that includes commercials	NET: Any PSB	NET: Any Non-PSB	NET: Any Channel
Unweighted base	1077	736	510	14**	352	322	169	327	439	234	1281	905	1458
Weighted base	1125	775	524	9**	370	342	169	315	458	233	1328	929	1486
6am-10am	197 18%	39 5%	31 6%		23 6%	22 6%	8 5%	18 6%	68 15%	27 12%	244 18%	112 12%	324 22%
10am -4pm	186 17%	95 12%	59 11%		67 18%	43 13%	32 19%	52 17%	123 27%	50 21%	277 21%	265 28%	447 30%
4pm-6pm	312 28%	127 16%	131 25%		81 22%	66 19%	40 24%	80 26%	145 32%	62 26%	432 33%	333 36%	619 42%
6pm-11pm	807 72%	616 80%	377 72%		264 72%	265 77%	116 69%	243 77%	330 72%	173 74%	1077 81%	754 81%	1267 85%
11pm-6am	32 3%	48 6%	31 6%		38 10%	45 13%	25 15%	33 11%	53 12%	36 15%	75 6%	151 16%	183 12%

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Absolutes/col percents

Table 4

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

ITV/ STV/ UTV

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1077	572	505	10**	80**	145	147	186	193	316	303	269	227	278	92**	52**	115	87**	95**	75**	59**	103	135	138	82**	44**
Weighted base	1125	578	547	11**	93**	159	163	205	190	305	302	289	251	284	96**	53**	138	92**	91**	72**	54**	111	128	140	104	47**
6am-10am	197	102	95			23	38	45	42	25	38	65	43	51			21					17	34	31	12	
	18%	18%	17%			14%	24%	22%	22%	8%	13%	23%	17%	18%			15%					16%	26%	22%	12%	
10am -4pm	186	92	94			41	38	26	29	34	51	34	43	58			26					21	32	20	11	
	17%	16%	17%			26%	23%	13%	15%	11%	17%	12%	17%	20%			19%					19%	25%	14%	11%	
4pm-6pm	312	154	158			43	44	50	41	97	66	64	91	91			40					37	33	34	32	
	28%	27%	29%			27%	27%	24%	22%	32%	22%	22%	36%	32%			29%					33%	26%	25%	31%	
6pm-11pm	807	408	399			97	101	160	147	242	224	209	178	196			94					87	80	111	76	
	72%	71%	73%			61%	62%	78%	78%	79%	74%	72%	71%	69%			68%					78%	63%	79%	73%	
11pm-6am	32	21	11			2	8	6	7	5	8	9	4	10			1					-	7	8	2	
	3%	4%	2%			1%	5%	3%	3%	2%	3%	3%	2%	4%			1%					-	6%	5%	1%	

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Table 5

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

ITV/ STV/ UTV

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	1077	1077	636	193	251	378	881	73**	65**	188	246	534	112	224	881	54**	46**	156	494	31**	30**
Weighted base	1125	1125	689	228	249	406	924	72**	80**	193	258	574	114	238	916	72**	54**	169	533	45**	35**
6am-10am	197	197	139	197	55	74	137			31	62	119	29	46	161			31	107		
	18%	18%	20%	86%	22%	18%	15%			16%	24%	21%	26%	19%	18%			18%	20%		
10am -4pm	186	186	118	51	186	101	105			65	66	84	34	53	146			43	94		
	17%	17%	17%	22%	75%	25%	11%			34%	26%	15%	29%	22%	16%			25%	18%		
4pm-6pm	312	312	194	72	94	312	231			69	105	171	44	69	253			43	159		
	28%	28%	28%	32%	38%	77%	25%			36%	41%	30%	39%	29%	28%			26%	30%		
6pm-11pm	807	807	493	108	113	224	807			118	168	431	82	162	662			110	378		
	72%	72%	72%	47%	45%	55%	87%			61%	65%	75%	72%	68%	72%			65%	71%		
11pm-6am	32	32	23	9	9	22	29			8	12	23	17	6	26			9	21		
	3%	3%	3%	4%	4%	5%	3%			4%	5%	4%	15%	3%	3%			5%	4%		

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Absolutes/col percents

Table 6

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

Channel 4

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	736	392	344	11**	59**	101	107	130	137	191	212	195	152	177	60**	31**	70**	56**	64**	56**	40**	77**	99**	97**	57**	29**
Weighted base	775	392	383	14**	64**	119	130	142	129	177	213	200	176	185	58**	30**	78**	59**	60**	50**	41**	92**	96**	105	73**	32**
6am-10am	39 5%	21 5%	17 5%			12 10%	9 7%	4 3%	5 4%	4 2%	8 4%	8 4%	11 6%	12 7%											7 6%	
10am -4pm	95 12%	57 15%	37 10%			20 17%	22 17%	18 13%	10 8%	14 8%	21 10%	19 10%	28 16%	27 15%												15 14%
4pm-6pm	127 16%	63 16%	64 17%			26 22%	18 14%	19 13%	21 17%	25 14%	33 15%	27 14%	30 17%	37 20%												22 21%
6pm-11pm	616 80%	310 79%	307 80%			83 70%	104 80%	118 83%	108 83%	147 83%	178 84%	163 81%	137 78%	138 74%												79 75%
11pm-6am	48 6%	31 8%	18 5%			9 7%	12 9%	5 3%	11 9%	4 2%	11 5%	6 3%	16 9%	15 8%												6 6%

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Table 7

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

Channel 4**Base: All who have watched live broadcast on ...**

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	736	736	466	133	181	252	654	59**	54**	145	176	395	99**	155	622	38**	34**	110	371	24**	25**
Weighted base	775	775	495	161	176	266	693	61**	63**	140	176	423	97**	162	654	52**	37**	113	399	32**	29**
6am-10am	39	39	30	39	17	19	20				22	15	21	15	29			12	25		
	5%	5%	6%	24%	10%	7%	3%				15%	9%	5%	9%	4%			11%	6%		
10am-4pm	95	95	65	41	95	47	53				40	40	45	24	84			15	48		
	12%	12%	13%	25%	54%	18%	8%				28%	23%	11%	14%	13%			14%	12%		
4pm-6pm	127	127	93	31	42	127	99				35	57	77	28	115			20	83		
	16%	16%	19%	19%	24%	48%	14%				25%	33%	18%	17%	18%			17%	21%		
6pm-11pm	616	616	388	102	80	166	616				93	125	357	118	520			81	316		
	80%	80%	78%	64%	45%	62%	89%				66%	71%	85%	73%	80%			72%	79%		
11pm-6am	48	48	43	20	22	31	46				20	29	40	19	45			18	39		
	6%	6%	9%	12%	13%	12%	7%				14%	16%	10%	12%	7%			16%	10%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 8

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

Channel 5

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	510	279	231	3**	34**	55**	61**	98**	95**	164	143	117	107	143	45**	27**	49**	45**	47**	37**	31**	53**	62**	67**	32**	15**
Weighted base	524	271	253	5**	36**	67**	75**	102	92**	148	148	115	115	146	44**	31**	54**	46**	47**	36**	30**	57**	52**	72**	42**	13**
6am-10am	31 6%	21 8%	10 4%					3 3%		4 3%	11 7%	1 1%	11 9%	8 5%												
10am -4pm	59 11%	35 13%	25 10%					12 11%		8 6%	13 9%	13 11%	14 12%	19 13%												
4pm-6pm	131 25%	66 24%	66 26%					25 24%		33 23%	32 21%	21 18%	27 24%	51 35%												
6pm-11pm	377 72%	188 69%	188 74%					71 69%		117 79%	110 75%	88 76%	81 70%	97 67%												
11pm-6am	31 6%	18 6%	13 5%					5 5%		6 4%	5 3%	5 5%	12 11%	8 6%												

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 9

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

Channel 5

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	510	510	365	90**	137	214	451	55**	41**	115	149	307	83**	127	433	32**	20**	95**	278	18**	19**
Weighted base	524	524	376	112	138	238	458	57**	50**	114	154	315	80**	135	452	36**	19**	100	286	28**	19**
6am-10am	31 6%	31 6%	23 6%	31 28%	19 14%	17 7%	22 5%				15 13%	16 11%	20 6%	14 11%	30 7%			12 12%	18 6%		
10am -4pm	59 11%	59 11%	45 12%	15 13%	59 43%	22 9%	39 9%				23 20%	23 15%	31 10%	20 15%	54 12%			8 8%	35 12%		
4pm-6pm	131 25%	131 25%	97 26%	27 24%	39 29%	131 55%	92 20%				37 33%	60 39%	74 23%	25 18%	121 27%			24 24%	80 28%		
6pm-11pm	377 72%	377 72%	274 73%	70 62%	60 43%	135 56%	377 82%				68 60%	99 65%	249 79%	93 68%	318 70%			66 66%	210 73%		
11pm-6am	31 6%	31 6%	26 7%	13 12%	13 9%	22 9%	30 7%				14 12%	16 10%	23 7%	15 11%	26 6%			15 15%	21 7%		

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 10

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

S4C

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

	Gender		Age							Social Grade				Region									
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	South East	South West
Unweighted base	14**	11**	3**	1**	-**	3**	-**	3**	2**	5**	7**	3**	1**	3**	-**	-**	-**	-**	-**	14**	-**	-**	-**
Weighted base	9**	8**	1**	1**	-**	3**	-**	2**	1**	3**	6**	2**	1**	1**	-**	-**	-**	-**	-**	9**	-**	-**	-**

6am-10am

10am -4pm

4pm-6pm

6pm-11pm

11pm-6am

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 11

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

S4C

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

	Watched live		Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB				
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	14**	14**	9**	3**	7**	3**	13**	4**	-**	2**	6**	8**	2**	4**	11**	2**	1**	5**	6**	-**	-**
Weighted base	9**	9**	6**	1**	5**	2**	8**	2**	-**	2**	3**	4**	1**	3**	8**	3**	1**	4**	5**	-**	-**

6am-10am

10am-4pm

4pm-6pm

6pm-11pm

11pm-6am

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 12

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

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	352	200	152	4**	34**	44**	51**	58**	63**	98**	108	87**	67**	90**	30**	14**	38**	32**	30**	22**	19**	30**	57**	45**	20**	15**
Weighted base	370	200	169	7**	29**	61**	67**	65**	53**	88**	112	82**	80**	95**	32**	12**	46**	31**	30**	25**	19**	33**	51**	48**	25**	17**
6am-10am	23	11	12								9															
	6%	5%	7%								8%															
10am -4pm	67	40	27								19															
	18%	20%	16%								17%															
4pm-6pm	81	45	36								27															
	22%	22%	21%								24%															
6pm-11pm	264	146	119								70															
	72%	73%	70%								62%															
11pm-6am	38	24	14								8															
	10%	12%	8%								7%															

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 13

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

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

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	352	322	352	63**	85**	146	273	43**	41**	127	151	304	89**	66**	262	19**	14**	101	277	23**	22**
Weighted base	370	346	370	83**	86**	154	290	44**	51**	129	149	317	81**	73**	279	23**	17**	107	295	28**	27**
6am-10am	23 6%	23 7%	23 6%			13 8%	19 7%			14 10%	13 9%	17 6%		23 8%			7 6%	23 8%			
10am-4pm	67 18%	61 18%	67 18%			32 21%	35 12%			67 52%	36 24%	38 12%		49 18%			27 25%	52 18%			
4pm-6pm	81 22%	74 21%	81 22%			53 34%	63 22%			33 26%	81 54%	66 21%		65 23%			24 23%	69 23%			
6pm-11pm	264 72%	251 73%	264 72%			106 69%	236 81%			67 52%	86 57%	264 83%		205 74%			65 60%	214 73%			
11pm-6am	38 10%	36 10%	38 10%			25 16%	33 12%			12 9%	18 12%	32 10%		29 10%			9 8%	31 10%			

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 14

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

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	322	177	145	5**	18**	46**	48**	58**	70**	77**	83**	77**	72**	90**	34**	11**	26**	24**	30**	22**	19**	40**	41**	43**	18**	14**
Weighted base	342	179	163	5**	25**	58**	60**	63**	63**	69**	89**	77**	88**	88**	38**	8**	27**	23**	32**	21**	15**	44**	39**	55**	24**	16**
6am-10am	22 6%	10 6%	11 7%																							
10am -4pm	43 13%	27 15%	17 10%																							
4pm-6pm	66 19%	33 18%	33 20%																							
6pm-11pm	265 77%	139 77%	126 77%																							
11pm-6am	45 13%	27 15%	18 11%																							

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 15

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

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	322	291	322	64**	79**	125	252	35**	39**	112	135	287	73**	65**	244	12**	10**	88**	262	20**	15**
Weighted base	342	311	342	75**	76**	128	271	37**	52**	111	145	307	72**	74**	260	16**	11**	95**	281	29**	18**
6am-10am	22 6%	20 7%	22 6%			13 10%	17 6%			17 15%	14 10%	15 5%			18 7%				19 7%		
10am-4pm	43 13%	37 12%	43 13%			24 19%	25 9%			43 39%	27 19%	33 11%			34 13%				38 13%		
4pm-6pm	66 19%	56 18%	66 19%			35 27%	42 15%			34 31%	66 46%	50 16%			51 20%				60 21%		
6pm-11pm	265 77%	245 79%	265 77%			89 70%	232 86%			57 51%	86 60%	265 86%			202 78%				215 77%		
11pm-6am	45 13%	45 14%	45 13%			33 26%	42 15%			22 19%	23 16%	42 14%			39 15%				38 14%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 16

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

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	169	100	69**	2**	17**	20**	21**	31**	34**	44**	49**	42**	36**	42**	22**	6**	10**	16**	12**	12**	12**	14**	29**	20**	10**	6**
Weighted base	169	103	66**	3**	21**	27**	27**	32**	29**	31**	50**	45**	37**	37**	21**	7**	13**	16**	11**	12**	10**	14**	25**	23**	11**	8**
6am-10am	8 5%	4 4%																								
10am -4pm	32 19%	20 19%																								
4pm-6pm	40 24%	22 21%																								
6pm-11pm	116 69%	65 63%																								
11pm-6am	25 15%	20 20%																								

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 17

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

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know	
Unweighted base	169	157	169	41**	57**	67**	133	19**	28**	75**	82**	146	57**	38**	134	10**	3**	40**	145	14**	5**
Weighted base	169	159	169	55**	58**	67**	132	25**	36**	79**	83**	143	59**	45**	138	12**	2**	46**	145	22**	4**
6am-10am	8 5%	8 5%	8 5%				8 6%					8 6%		8 6%				8 6%			
10am-4pm	32 19%	31 20%	32 19%				18 14%					17 12%		28 20%				26 18%			
4pm-6pm	40 24%	38 24%	40 24%				32 24%					34 24%		34 25%				33 23%			
6pm-11pm	116 69%	111 70%	116 69%				103 78%					116 81%		94 69%				103 71%			
11pm-6am	25 15%	21 14%	25 15%				18 13%					20 14%		18 13%				21 15%			

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 18

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

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	327	201	126	1**	15**	35**	39**	49**	67**	121	95**	78**	76**	78**	28**	15**	22**	26**	29**	26**	19**	43**	41**	42**	23**	13**
Weighted base	315	191	124	2**	14**	42**	53**	41**	59**	104	89**	72**	83**	71**	24**	12**	25**	24**	27**	21**	16**	44**	37**	43**	25**	17**
6am-10am	18 6%	10 5%	8 7%							4 4%																
10am -4pm	52 17%	29 15%	23 18%							7 7%																
4pm-6pm	80 26%	46 24%	35 28%							22 21%																
6pm-11pm	243 77%	150 79%	93 75%							90 87%																
11pm-6am	33 11%	23 12%	10 8%							10 10%																

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 19

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

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	327	298	327	54**	83**	118	256	27**	38**	127	145	290	82**	71**	248	10**	8**	92**	267	17**	10**
Weighted base	315	292	315	66**	78**	119	250	32**	47**	118	144	282	84**	78**	245	10**	8**	93**	262	24**	9**
6am-10am	18 6%	16 6%	18 6%				10 8%	15 6%			13 11%	10 7%	14 5%		15 6%				18 7%		
10am-4pm	52 17%	50 17%	52 17%				28 24%	40 16%			52 44%	34 24%	34 12%		44 18%				44 17%		
4pm-6pm	80 26%	74 25%	80 26%				44 37%	61 25%			46 39%	80 56%	66 23%		67 27%				70 27%		
6pm-11pm	243 77%	227 78%	243 77%				91 76%	200 80%			65 55%	97 68%	243 86%		189 77%				201 77%		
11pm-6am	33 11%	32 11%	33 11%				18 15%	28 11%			12 10%	11 7%	31 11%		22 9%				25 9%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 20

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

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

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

	Gender			Age						Social Grade				Region												
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	439	300	139	4**	42**	65**	61**	75**	64**	128	150	97**	102	90**	40**	21**	39**	40**	41**	24**	22**	32**	74**	57**	29**	20**
Weighted base	458	307	150	5**	42**	70**	70**	89**	60**	122	158	99**	118	83**	38**	21**	45**	37**	45**	24**	20**	37**	68**	65**	36**	21**
6am-10am	68	51	17							15	30		20													
	15%	17%	11%							12%	19%		17%													
10am -4pm	123	88	35							30	36		37													
	27%	29%	23%							24%	23%		32%													
4pm-6pm	145	97	49							36	46		40													
	32%	31%	32%							29%	29%		34%													
6pm-11pm	330	219	111							99	111		85													
	72%	71%	74%							81%	70%		72%													
11pm-6am	53	35	18							9	17		11													
	12%	11%	12%							7%	11%		10%													

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 21

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

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB						
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual
Unweighted base	439	336	439	78**	87**	120	279	26**	66**	166	202	355	82**	75**	280	18**	14**	97**	357	23**	20**	
Weighted base	458	365	458	95**	89**	135	307	33**	82**	163	209	382	88**	86**	311	21**	11**	111	374	30**	17**	
6am-10am	68 15%	55 15%	68 15%			24 18%	45 15%			34 21%	31 15%	56 15%			44 14%			21 19%	56 15%			
10am-4pm	123 27%	95 26%	123 27%			41 30%	76 25%			123 76%	82 39%	88 23%			78 25%			29 26%	105 28%			
4pm-6pm	145 32%	118 32%	145 32%			51 38%	101 33%			80 49%	145 70%	114 30%			100 32%			28 25%	123 33%			
6pm-11pm	330 72%	264 72%	330 72%			97 72%	230 75%			88 54%	140 67%	330 86%			230 74%			74 67%	270 72%			
11pm-6am	53 12%	42 11%	53 12%			16 12%	36 12%			15 9%	25 12%	45 12%			33 11%			18 16%	41 11%			

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 22

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

Other TV channel that includes commercials

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	234	157	77**	2**	13**	27**	29**	35**	49**	79**	80**	63**	45**	46**	22**	11**	15**	20**	22**	14**	12**	21**	45**	27**	14**	11**
Weighted base	233	161	73**	3**	13**	26**	38**	32**	47**	74**	76**	62**	51**	44**	20**	10**	18**	18**	20**	18**	8**	22**	42**	27**	17**	14**
6am-10am	27 12%	18 11%																								
10am -4pm	50 21%	35 22%																								
4pm-6pm	62 26%	43 27%																								
6pm-11pm	173 74%	118 73%																								
11pm-6am	36 15%	26 16%																								

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 23

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

Other TV channel that includes commercials

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	234	189	234	39**	52**	75**	156	19**	40**	92**	113	209	62**	41**	156	12**	8**	70**	186	16**	12**
Weighted base	233	193	233	53**	53**	80**	155	22**	53**	89**	112	209	64**	50**	158	13**	8**	73**	185	25**	13**
6am-10am	27 12%	22 11%	27 12%				17 11%				14 13%	23 11%			20 13%				20 11%		
10am-4pm	50 21%	41 21%	50 21%				30 20%				34 30%	39 19%			34 21%				43 23%		
4pm-6pm	62 26%	54 28%	62 26%				43 28%				62 55%	53 26%			44 28%				52 28%		
6pm-11pm	173 74%	145 75%	173 74%				126 81%				71 63%	173 83%			118 75%				131 71%		
11pm-6am	36 15%	28 14%	36 15%				26 17%				24 21%	33 16%			26 17%				33 18%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 24

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

NET: Any PSB

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1281	675	606	16**	107	179	186	217	221	355	363	330	265	323	113	57**	129	99**	116	90**	72**	122	170	171	94**	48**
Weighted base	1328	671	657	18**	120	198	205	237	211	339	358	349	292	328	114	56**	147	109	110	87**	67**	128	164	178	118	51**
6am-10am	244 18%	132 20%	112 17%		25 21%	38 19%	53 26%	49 21%	47 22%	30 9%	49 14%	72 21%	62 21%	60 18%	18 16%		31 21%	17 16%	20 19%		24 19%	40 24%	36 20%	14 12%		
10am -4pm	277 21%	139 21%	138 21%		33 28%	55 28%	51 25%	48 20%	37 18%	49 15%	70 19%	59 17%	66 23%	82 25%	20 18%		33 22%	21 19%	20 19%		28 22%	44 27%	41 23%	16 14%		
4pm-6pm	432 33%	215 32%	216 33%		38 32%	61 31%	70 34%	75 32%	56 26%	123 36%	97 27%	90 26%	110 38%	134 41%	40 35%		57 38%	37 34%	36 33%		44 35%	51 31%	52 29%	36 31%		
6pm-11pm	1077 81%	531 79%	546 83%		78 65%	135 68%	155 76%	207 87%	188 89%	299 88%	303 85%	282 81%	238 81%	255 78%	90 79%		118 80%	93 85%	77 70%		113 88%	116 71%	152 85%	97 83%		
11pm-6am	75 6%	46 7%	29 4%		6 5%	12 6%	18 9%	11 5%	13 6%	10 3%	14 4%	15 4%	21 7%	24 7%	5 4%		7 5%	6 5%	3 3%		5 4%	11 7%	12 7%	2 2%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 25

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

NET: Any PSB

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	1281	1281	728	210	282	403	1035	76**	75**	221	275	604	127	252	1043	61**	59**	176	572	39**	32**
Weighted base	1328	1328	771	244	277	432	1077	75**	89**	220	284	641	125	266	1076	82**	62**	187	605	53**	36**
6am-10am	244	244	173	244	85	97	159				56	82	143	40	70	197		50	131		
	18%	18%	22%	100%	31%	22%	15%				26%	29%	22%	32%	26%	18%		27%	22%		
10am -4pm	277	277	176	85	277	131	154				94	100	123	46	77	226		54	133		
	21%	21%	23%	35%	100%	30%	14%				43%	35%	19%	37%	29%	21%		29%	22%		
4pm-6pm	432	432	282	97	131	432	304				105	146	235	69	93	360		66	230		
	33%	33%	37%	40%	47%	100%	28%				48%	52%	37%	55%	35%	33%		36%	38%		
6pm-11pm	1077	1077	643	159	154	304	1077				159	225	564	107	213	884		146	507		
	81%	81%	83%	65%	56%	70%	100%				72%	79%	88%	86%	80%	82%		78%	84%		
11pm-6am	75	75	57	25	30	49	71				28	38	53	44	21	67		21	52		
	6%	6%	7%	10%	11%	11%	7%				13%	13%	8%	35%	8%	6%		11%	9%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 26

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

NET: Any Non-PSB

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	905	555	350	8**	81**	116	122	155	157	266	277	220	193	215	84**	37**	84**	70**	79**	63**	47**	86**	138	123	60**	34**
Weighted base	929	554	375	10**	87**	130	141	171	148	243	283	226	214	206	84**	35**	96**	65**	82**	64**	43**	86**	124	137	75**	37**
6am-10am	112	72	39			23	31	20	5	24	44	19	28	20									22	19		
	12%	13%	10%			17%	22%	12%	3%	10%	16%	9%	13%	10%									18%	14%		
10am -4pm	265	171	94			61	40	44	35	55	80	61	67	56									47	28		
	28%	31%	25%			47%	28%	26%	23%	23%	28%	27%	31%	27%									38%	20%		
4pm-6pm	333	205	128			55	48	47	49	85	94	75	92	73									53	47		
	36%	37%	34%			42%	34%	27%	33%	35%	33%	33%	43%	36%									43%	34%		
6pm-11pm	754	452	301			90	119	139	131	213	217	188	177	171									89	121		
	81%	82%	80%			70%	84%	81%	89%	88%	77%	83%	83%	83%									72%	88%		
11pm-6am	151	99	53			27	31	25	27	26	35	28	42	46									20	24		
	16%	18%	14%			21%	22%	15%	19%	11%	12%	13%	19%	22%									16%	18%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 27

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

NET: Any Non-PSB

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	905	728	905	142	180	268	603	56**	93**	275	335	727	153	154	609	37**	26**	209	710	48**	44**
Weighted base	929	771	929	173	176	282	643	57**	112	265	333	754	151	170	646	49**	26**	217	728	61**	47**
6am-10am	112 12%	89 12%	112 12%	31 18%	38 22%	40 14%	73 11%		112 100%	61 23%	53 16%	84 11%	31 20%	29 17%	76 12%			38 18%	93 13%		
10am-4pm	265 28%	220 29%	265 28%	56 33%	94 53%	105 37%	159 25%		61 55%	265 100%	157 47%	167 22%	58 39%	69 41%	183 28%			89 41%	216 30%		
4pm-6pm	333 36%	284 37%	333 36%	82 47%	100 56%	146 52%	225 35%		53 47%	157 59%	333 100%	254 34%	72 48%	75 44%	244 38%			86 40%	279 38%		
6pm-11pm	754 81%	641 83%	754 81%	143 83%	123 70%	235 83%	564 88%		84 75%	167 63%	254 76%	754 100%	125 82%	139 82%	541 84%			175 81%	602 83%		
11pm-6am	151 16%	125 16%	151 16%	40 23%	46 26%	69 24%	107 17%		31 28%	58 22%	72 22%	125 17%	151 100%	31 18%	104 16%			44 20%	123 17%		

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 28

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

NET: Any Channel

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

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	1458	791	667	18**	133	214	209	243	247	394	412	370	310	366	127	62**	149	394	135	107	79**	138	202	196	103	50**
Weighted base	1486	775	711	19**	145	229	228	265	232	369	402	384	335	365	125	60**	166	116	129	106	73**	140	187	205	126	53**
6am-10am	324	183	142		30	53	72	64	50	53	89	85	77	74	21		41	22	27	25		32	57	47	18	
	22%	24%	20%		21%	23%	31%	24%	22%	14%	22%	22%	23%	20%	17%		25%	19%	21%	24%		23%	31%	23%	14%	
10am -4pm	447	252	196		49	89	71	78	63	93	117	108	107	115	35		50	34	35	32		42	74	54	26	
	30%	32%	28%		34%	39%	31%	30%	27%	25%	29%	28%	32%	32%	28%		30%	29%	27%	30%		30%	40%	26%	20%	
4pm-6pm	619	334	285		68	90	92	104	86	170	156	136	160	167	58		73	54	60	37		55	83	76	48	
	42%	43%	40%		47%	39%	41%	39%	37%	46%	39%	35%	48%	46%	47%		44%	46%	46%	35%		39%	44%	37%	38%	
6pm-11pm	1267	655	612		102	168	190	239	213	337	354	331	279	304	112		143	104	98	81		126	143	189	103	
	85%	85%	86%		70%	73%	84%	90%	92%	91%	88%	86%	83%	83%	90%		86%	89%	76%	77%		90%	77%	92%	82%	
11pm-6am	183	114	69		17	32	35	33	31	30	41	37	47	57	13		13	20	12	14		16	27	28	8	
	12%	15%	10%		11%	14%	16%	13%	13%	8%	10%	10%	14%	16%	11%		8%	18%	9%	13%		12%	15%	14%	6%	

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 29

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

NET: Any Channel

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	1458	1281	905	210	282	403	1035	76**	93**	275	335	727	153	252	1043	61**	59**	209	710	48**	44**
Weighted base	1486	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
6am-10am	324 22%	302 23%	253 27%	244 100%	108 39%	120 28%	207 19%		112 100%	97 37%	116 35%	198 26%	53 35%	87 33%	246 23%			74 34%	197 27%		
10am -4pm	447 30%	403 30%	347 37%	109 45%	277 100%	181 42%	256 24%		70 62%	265 100%	197 59%	232 31%	75 49%	114 43%	323 30%			106 49%	270 37%		
4pm-6pm	619 42%	569 43%	469 50%	134 55%	179 65%	432 100%	410 38%		62 55%	194 73%	333 100%	363 48%	98 65%	131 49%	471 44%			116 54%	381 52%		
6pm-11pm	1267 85%	1155 87%	832 90%	189 78%	192 69%	345 80%	1077 100%		95 85%	205 78%	296 89%	754 100%	138 91%	237 89%	943 88%			189 87%	660 91%		
11pm-6am	183 12%	156 12%	165 18%	45 18%	58 21%	87 20%	135 13%		31 28%	64 24%	81 24%	136 18%	151 100%	38 14%	129 12%			45 21%	136 19%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 30

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

Summary table

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

	ITV/ STV/ UTV	Channel 4	Channel 5	S4C	Other ITV channel (e.g. ITV2, ITV3, ITVBe)	Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	Other Channel 5 channel (e.g. 5USA, 5Star)	Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	Other TV channel that includes commercials	NET: Any PSB	NET: Any Non-PSB	NET: Any Channel
Unweighted base	1077	736	510	14**	352	322	169	327	439	234	1281	905	1458
Weighted base	1125	775	524	9**	370	342	169	315	458	233	1328	929	1486
More than usual	198 18%	100 13%	71 14%		67 18%	67 19%	21 13%	62 20%	81 18%	48 21%	266 20%	217 23%	375 25%
Same as usual/No change	836 74%	592 76%	398 76%		259 70%	239 70%	126 74%	230 73%	331 72%	157 67%	1076 81%	728 78%	1229 83%
Less than usual	33 3%	40 5%	26 5%		14 4%	12 4%	16 10%	9 3%	15 3%	4 2%	82 6%	61 7%	131 9%
Don't know	58 5%	43 5%	29 6%		29 8%	24 7%	6 3%	14 5%	31 7%	24 10%	62 5%	47 5%	71 5%

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 31

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

ITV/ STV/ UTV

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1077	572	505	10**	80**	145	147	186	193	316	303	269	227	278	92**	52**	115	87**	95**	75**	59**	103	135	138	82**	44**
Weighted base	1125	578	547	11**	93**	159	163	205	190	305	302	289	251	284	96**	53**	138	92**	91**	72**	54**	111	128	140	104	47**
More than usual	198 18%	97 17%	101 18%			22 14%	20 12%	21 10%	37 20%	77 25%	74 24%	50 17%	24 10%	51 18%			23 17%					12 11%	23 18%	26 19%	17 17%	
Same as usual/No change	836 74%	434 75%	402 73%			120 76%	129 79%	175 85%	138 73%	205 67%	208 69%	213 74%	201 80%	214 75%			100 72%					91 82%	90 71%	101 73%	83 79%	
Less than usual	33 3%	18 3%	14 3%			5 3%	8 5%	2 1%	6 3%	3 1%	10 3%	11 4%	8 3%	4 1%			1 *					1 1%	5 4%	7 5%	1 1%	
Don't know	58 5%	28 5%	30 5%			11 7%	6 4%	6 3%	9 5%	20 7%	11 4%	15 5%	18 7%	15 5%			14 10%					7 6%	9 7%	5 4%	2 2%	

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 32

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

ITV/ STV/ UTV

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	1077	1077	636	193	251	378	881	73**	65**	188	246	534	112	224	881	54**	46**	156	494	31**	30**
Weighted base	1125	1125	689	228	249	406	924	72**	80**	193	258	574	114	238	916	72**	54**	169	533	45**	35**
More than usual	198	198	129	49	56	70	157			44	44	105	19	198	72			83	55		
	18%	18%	19%	22%	23%	17%	17%			23%	17%	18%	16%	83%	8%			49%	10%		
Same as usual/No change	836	836	519	167	169	304	701			146	201	440	86	39	836			83	472		
	74%	74%	75%	73%	68%	75%	76%			75%	78%	77%	76%	16%	91%			49%	89%		
Less than usual	33	33	16	7	6	14	18			2	6	11	4	-	3			3	5		
	3%	3%	2%	3%	3%	3%	2%			1%	2%	2%	3%	-	*			2%	1%		
Don't know	58	58	24	5	17	19	48			2	8	17	5	1	4			-	1		
	5%	5%	3%	2%	7%	5%	5%			1%	3%	3%	5%	*	*			-	*		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 33

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

Channel 4

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	736	392	344	11**	59**	101	107	130	137	191	212	195	152	177	60**	31**	70**	56**	64**	56**	40**	77**	99**	97**	57**	29**
Weighted base	775	392	383	14**	64**	119	130	142	129	177	213	200	176	185	58**	30**	78**	59**	60**	50**	41**	92**	96**	105	73**	32**
More than usual	100 13%	57 15%	43 11%			23 20%	17 13%	5 4%	25 20%	24 13%	31 15%	22 11%	22 13%	24 13%											13 13%	
Same as usual/No change	592 76%	296 76%	296 77%			77 65%	100 77%	128 90%	95 74%	133 75%	163 76%	147 73%	133 76%	149 81%											81 77%	
Less than usual	40 5%	16 4%	24 6%			8 7%	8 6%	5 3%	2 2%	8 5%	10 5%	25 12%	4 2%	1 1%											7 7%	
Don't know	43 5%	21 5%	21 6%			11 9%	5 4%	4 3%	6 5%	12 7%	9 4%	7 4%	16 9%	10 6%											3 3%	

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 34

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

Channel 4

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

	Watched live		Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB				
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	736	736	466	133	181	252	654	59**	54**	145	176	395	99**	155	622	38**	34**	110	371	24**	25**
Weighted base	775	775	495	161	176	266	693	61**	63**	140	176	423	97**	162	654	52**	37**	113	399	32**	29**
More than usual	100	100	69	31	24	35	86			37	35	60		100	33			52	34		
	13%	13%	14%	19%	14%	13%	12%			26%	20%	14%		62%	5%			46%	8%		
Same as usual/No change	592	592	379	121	130	200	536			92	127	329		59	592			53	349		
	76%	76%	77%	75%	74%	75%	77%			65%	72%	78%		36%	91%			47%	88%		
Less than usual	40	40	23	6	10	20	33			9	9	16		*	25			6	14		
	5%	5%	5%	4%	6%	7%	5%			6%	5%	4%		*	4%			5%	4%		
Don't know	43	43	23	3	11	12	37			3	5	17		3	4			1	2		
	5%	5%	5%	2%	6%	4%	5%			2%	3%	4%		2%	1%			1%	*		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 35

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

Channel 5

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	510	279	231	3**	34**	55**	61**	98**	95**	164	143	117	107	143	45**	27**	49**	45**	47**	37**	31**	53**	62**	67**	32**	15**
Weighted base	524	271	253	5**	36**	67**	75**	102	92**	148	148	115	115	146	44**	31**	54**	46**	47**	36**	30**	57**	52**	72**	42**	13**
More than usual	71 14%	39 14%	32 13%					4 4%		23 15%	22 15%	15 13%	16 14%	18 12%												
Same as usual/No change	398 76%	198 73%	200 79%					94 92%		107 73%	109 74%	83 72%	91 79%	114 78%												
Less than usual	26 5%	17 6%	9 3%					4 4%		4 3%	7 5%	10 9%	4 3%	5 3%												
Don't know	29 6%	17 6%	13 5%					- -		14 9%	9 6%	7 6%	4 3%	9 6%												

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 36

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

Channel 5

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

	Watched live		Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB				
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	510	510	365	90**	137	214	451	55**	41**	115	149	307	83**	127	433	32**	20**	95**	278	18**	19**
Weighted base	524	524	376	112	138	238	458	57**	50**	114	154	315	80**	135	452	36**	19**	100	286	28**	19**
More than usual	71	71	51	23	22	29	61			25	25	46		71	29			42	18		
	14%	14%	14%	21%	16%	12%	13%			21%	17%	15%		52%	6%			42%	6%		
Same as usual/No change	398	398	285	82	104	184	353			84	117	242		55	398			48	253		
	76%	76%	76%	74%	75%	77%	77%			73%	76%	77%		41%	88%			48%	88%		
Less than usual	26	26	20	1	8	19	18			5	7	10		3	20			9	13		
	5%	5%	5%	1%	6%	8%	4%			5%	5%	3%		2%	4%			9%	4%		
Don't know	29	29	20	6	4	7	26			1	3	17		6	5			1	2		
	6%	6%	5%	5%	3%	3%	6%			1%	2%	6%		5%	1%			1%	1%		

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 37

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

S4C

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

	Gender		Age							Social Grade				Region									
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	South East	South West
Unweighted base	14**	11**	3**	1**	-**	3**	-**	3**	2**	5**	7**	3**	1**	3**	-**	-**	-**	-**	-**	14**	-**	-**	-**
Weighted base	9**	8**	1**	1**	-**	3**	-**	2**	1**	3**	6**	2**	1**	1**	-**	-**	-**	-**	-**	9**	-**	-**	-**

More than usual

Same as usual/No change

Less than usual

Don't know

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 38

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

S4C

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

	Watched live		Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB						
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	14**	14**	9**	3**	7**	3**	13**	4**	-**	2**	6**	8**	2**	4**	11**	2**	1**	5**	6**	-**	-**
Weighted base	9**	9**	6**	1**	5**	2**	8**	2**	-**	2**	3**	4**	1**	3**	8**	3**	1**	4**	5**	-**	-**

More than usual

Same as usual/No change

Less than usual

Don't know

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 39

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

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	352	200	152	4**	34**	44**	51**	58**	63**	98**	108	87**	67**	90**	30**	14**	38**	32**	30**	22**	19**	30**	57**	45**	20**	15**
Weighted base	370	200	169	7**	29**	61**	67**	65**	53**	88**	112	82**	80**	95**	32**	12**	46**	31**	30**	25**	19**	33**	51**	48**	25**	17**
More than usual	67 18%	33 16%	34 20%								28 25%															
Same as usual/No change	259 70%	145 73%	114 67%								69 61%															
Less than usual	14 4%	9 4%	6 3%								5 5%															
Don't know	29 8%	13 6%	16 9%								10 9%															

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 40

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

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	352	322	352	63**	85**	146	273	43**	41**	127	151	304	89**	66**	262	19**	14**	101	277	23**	22**
Weighted base	370	346	370	83**	86**	154	290	44**	51**	129	149	317	81**	73**	279	23**	17**	107	295	28**	27**
More than usual	67	60	67			24	47			36	32	55			26			67	30		
	18%	17%	18%			15%	16%			28%	21%	17%			9%			63%	10%		
Same as usual/No change	259	247	259			121	210			88	106	228			240			37	259		
	70%	71%	70%			79%	72%			68%	71%	72%			86%			34%	88%		
Less than usual	14	11	14			3	8			5	6	9			8			3	4		
	4%	3%	4%			2%	3%			4%	4%	3%			3%			3%	1%		
Don't know	29	28	29			6	25			1	6	24			5			-	2		
	8%	8%	8%			4%	8%			1%	4%	8%			2%			-	1%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 41

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

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	322	177	145	5**	18**	46**	48**	58**	70**	77**	83**	77**	72**	90**	34**	11**	26**	24**	30**	22**	19**	40**	41**	43**	18**	14**
Weighted base	342	179	163	5**	25**	58**	60**	63**	63**	69**	89**	77**	88**	88**	38**	8**	27**	23**	32**	21**	15**	44**	39**	55**	24**	16**
More than usual	67 19%	35 20%	31 19%																							
Same as usual/No change	239 70%	132 73%	108 66%																							
Less than usual	12 4%	5 3%	7 4%																							
Don't know	24 7%	7 4%	17 10%																							

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 42

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

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

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	322	291	322	64**	79**	125	252	35**	39**	112	135	287	73**	65**	244	12**	10**	88**	262	20**	15**
Weighted base	342	311	342	75**	76**	128	271	37**	52**	111	145	307	72**	74**	260	16**	11**	95**	281	29**	18**
More than usual	67	63	67			31	58			31	35	59			41				32		
	19%	20%	19%			24%	22%			28%	24%	19%			16%				12%		
Same as usual/No change	239	216	239			87	184			70	98	218			210				239		
	70%	69%	70%			68%	68%			63%	67%	71%			81%				85%		
Less than usual	12	11	12			5	7			5	5	9			4				7		
	4%	3%	4%			4%	3%			4%	4%	3%			2%				2%		
Don't know	24	21	24			5	21			5	6	21			5				3		
	7%	7%	7%			4%	8%			5%	4%	7%			2%				1%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 43

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

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

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

	Gender		Age							Social Grade				Region												
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	169	100	69**	2**	17**	20**	21**	31**	34**	44**	49**	42**	36**	42**	22**	6**	10**	16**	12**	12**	12**	14**	29**	20**	10**	6**
Weighted base	169	103	66**	3**	21**	27**	27**	32**	29**	31**	50**	45**	37**	37**	21**	7**	13**	16**	11**	12**	10**	14**	25**	23**	11**	8**
More than usual	21 13%	13 13%																								
Same as usual/No change	126 74%	70 68%																								
Less than usual	16 10%	15 15%																								
Don't know	6 3%	5 4%																								

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 44

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

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	169	157	169	41**	57**	67**	133	19**	28**	75**	82**	146	57**	38**	134	10**	3**	40**	145	14**	5**
Weighted base	169	159	169	55**	58**	67**	132	25**	36**	79**	83**	143	59**	45**	138	12**	2**	46**	145	22**	4**
More than usual	21	20	21				16					15			9				7		
	13%	12%	13%				12%					10%			6%				5%		
Same as usual/No change	126	119	126				104					110			114				126		
	74%	75%	74%				79%					77%			82%				87%		
Less than usual	16	16	16				9					14			14				12		
	10%	10%	10%				7%					10%			10%				8%		
Don't know	6	4	6				3					4			2				*		
	3%	2%	3%				2%					3%			1%				*		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 45

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

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	327	201	126	1**	15**	35**	39**	49**	67**	121	95**	78**	76**	78**	28**	15**	22**	26**	29**	26**	19**	43**	41**	42**	23**	13**
Weighted base	315	191	124	2**	14**	42**	53**	41**	59**	104	89**	72**	83**	71**	24**	12**	25**	24**	27**	21**	16**	44**	37**	43**	25**	17**
More than usual	62 20%	37 19%	24 20%							26 25%																
Same as usual/No change	230 73%	139 73%	91 74%							72 69%																
Less than usual	9 3%	5 3%	4 3%							-																
Don't know	14 5%	9 5%	5 4%							6 4%																

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 46

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

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

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	327	298	327	54**	83**	118	256	27**	38**	127	145	290	82**	71**	248	10**	8**	92**	267	17**	10**
Weighted base	315	292	315	66**	78**	119	250	32**	47**	118	144	282	84**	78**	245	10**	8**	93**	262	24**	9**
More than usual	62	57	62			24	49			23	23	55			28				20		
	20%	19%	20%			20%	19%			19%	16%	20%			12%				8%		
Same as usual/No change	230	213	230			88	185			89	115	205			207				230		
	73%	73%	73%			74%	74%			75%	80%	73%			84%				88%		
Less than usual	9	9	9			2	5			1	2	9			5				7		
	3%	3%	3%			2%	2%			1%	1%	3%			2%				3%		
Don't know	14	14	14			5	11			5	3	13			5				5		
	5%	5%	5%			4%	4%			4%	2%	4%			2%				2%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 47

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

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

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

	Gender			Age							Social Grade				Region												
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	
Unweighted base	439	300	139	4**	42**	65**	61**	75**	64**	128	150	97**	102	90**	40**	21**	39**	40**	41**	24**	102	22**	32**	74**	57**	29**	20**
Weighted base	458	307	150	5**	42**	70**	70**	89**	60**	122	158	99**	118	83**	38**	21**	45**	37**	45**	24**	20**	37**	68**	65**	36**	21**	
More than usual	81 18%	62 20%	19 13%							20 16%	33 21%		14 12%														
Same as usual/No change	331 72%	219 71%	112 74%							87 71%	101 64%		93 79%														
Less than usual	15 3%	9 3%	6 4%							2 1%	8 5%		4 3%														
Don't know	31 7%	17 6%	13 9%							13 11%	15 9%		7 6%														

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 48

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

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

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	439	336	439	78**	87**	120	279	26**	66**	166	202	355	82**	75**	280	18**	14**	97**	357	23**	20**
Weighted base	458	365	458	95**	89**	135	307	33**	82**	163	209	382	88**	86**	311	21**	11**	111	374	30**	17**
More than usual	81	71	81			19	51			34	40	68			43			81	33		
	18%	19%	18%			14%	17%			21%	19%	18%			14%			73%	9%		
Same as usual/No change	331	259	331			99	226			111	153	283			247			24	331		
	72%	71%	72%			73%	74%			68%	73%	74%			80%			22%	88%		
Less than usual	15	12	15			5	10			8	6	4			11			2	1		
	3%	3%	3%			4%	3%			5%	3%	1%			4%			1%	*		
Don't know	31	23	31			11	20			10	9	27			10			4	10		
	7%	6%	7%			8%	6%			6%	4%	7%			3%			4%	3%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 49

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

Other TV channel that includes commercials

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

	Gender		Age							Social Grade				Region												
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	234	157	77**	2**	13**	27**	29**	35**	49**	79**	80**	63**	45**	46**	22**	11**	15**	20**	22**	14**	12**	21**	45**	27**	14**	11**
Weighted base	233	161	73**	3**	13**	26**	38**	32**	47**	74**	76**	62**	51**	44**	20**	10**	18**	18**	20**	18**	8**	22**	42**	27**	17**	14**
More than usual	48 21%	35 22%																								
Same as usual/No change	157 67%	109 68%																								
Less than usual	4 2%	3 2%																								
Don't know	24 10%	14 8%																								

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 50

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

Other TV channel that includes commercials

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	234	189	234	39**	52**	75**	156	19**	40**	92**	113	209	62**	41**	156	12**	8**	70**	186	16**	12**
Weighted base	233	193	233	53**	53**	80**	155	22**	53**	89**	112	209	64**	50**	158	13**	8**	73**	185	25**	13**
More than usual	48	40	48				36				21	45			26				22		
	21%	21%	21%				23%				19%	22%			16%				12%		
Same as usual/No change	157	126	157				102				82	138			120				157		
	67%	65%	67%				66%				73%	66%			76%				85%		
Less than usual	4	4	4				1				3	2			-				-		
	2%	2%	2%				1%				3%	1%			-				-		
Don't know	24	23	24				16				7	24			12				6		
	10%	12%	10%				10%				6%	11%			8%				3%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 51

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

NET: Any PSB

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

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1281	675	606	16**	107	179	186	217	221	355	363	330	265	323	113	57**	129	99**	116	90**	72**	122	170	171	94**	48**
Weighted base	1328	671	657	18**	120	198	205	237	211	339	358	349	292	328	114	56**	147	109	110	87**	67**	128	164	178	118	51**
More than usual	266 20%	132 20%	135 20%		21 18%	44 22%	30 14%	25 10%	51 24%	89 26%	95 27%	62 18%	46 16%	63 19%	24 21%		33 22%	24 22%	25 22%		19 15%	34 21%	35 20%	19 16%		
Same as usual/No change	1076 81%	549 82%	527 80%		94 78%	162 82%	168 82%	213 90%	162 77%	263 78%	288 80%	276 79%	252 86%	259 79%	94 83%		115 78%	81 74%	85 78%		109 85%	131 80%	148 83%	104 88%		
Less than usual	82 6%	46 7%	36 5%		23 19%	13 7%	20 10%	8 3%	7 3%	10 3%	25 7%	36 10%	14 5%	8 3%	3 3%		1 *	12 11%	9 8%		2 1%	13 8%	13 7%	5 4%		
Don't know	62 5%	30 4%	32 5%		6 5%	9 5%	9 5%	8 3%	9 4%	20 6%	11 3%	15 4%	18 6%	19 6%	4 3%		15 10%	9 8%	1 1%		8 6%	10 6%	4 2%	2 2%		

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 52

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

NET: Any PSB

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	1281	1281	728	210	282	403	1035	76**	75**	221	275	604	127	252	1043	61**	59**	176	572	39**	32**
Weighted base	1328	1328	771	244	277	432	1077	75**	89**	220	284	641	125	266	1076	82**	62**	187	605	53**	36**
More than usual	266	266	170	70	77	93	213		69	75	139	31	266	115				109	86		
	20%	20%	22%	29%	28%	22%	20%		31%	26%	22%	25%	100%	11%				58%	14%		
Same as usual/No change	1076	1076	646	197	226	360	884		183	244	541	104	115	1076				120	575		
	81%	81%	84%	81%	82%	83%	82%		83%	86%	84%	83%	43%	100%				64%	95%		
Less than usual	82	82	49	13	25	42	57		15	20	29	15	5	43				19	29		
	6%	6%	6%	5%	9%	10%	5%		7%	7%	5%	12%	2%	4%				10%	5%		
Don't know	62	62	26	5	17	19	52		3	8	19	5	-	-				1	1		
	5%	5%	3%	2%	6%	4%	5%		1%	3%	3%	4%	-	-				*	*		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 53

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

NET: Any Non-PSB

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	North Ireland	
Unweighted base	905	555	350	8**	81**	116	122	155	157	266	277	220	193	215	84**	37**	84**	70**	79**	63**	47**	86**	138	123	60**	34**
Weighted base	929	554	375	10**	87**	130	141	171	148	243	283	226	214	206	84**	35**	96**	65**	82**	64**	43**	86**	124	137	75**	37**
More than usual	217 23%	138 25%	79 21%			38 29%	36 26%	17 10%	31 21%	68 28%	79 28%	53 24%	38 18%	47 23%									30 24%	28 21%		
Same as usual/No change	728 78%	432 78%	296 79%			105 81%	121 85%	149 87%	110 75%	177 73%	210 74%	173 77%	181 85%	164 80%									97 78%	111 81%		
Less than usual	61 7%	40 7%	21 6%			14 11%	13 9%	9 5%	9 6%	4 1%	23 8%	14 6%	21 10%	4 2%									12 10%	8 6%		
Don't know	47 5%	22 4%	25 7%			9 7%	3 2%	5 3%	6 4%	20 8%	14 5%	13 6%	10 5%	10 5%									10 8%	6 4%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 54

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

NET: Any Non-PSB

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	905	728	905	142	180	268	603	56**	93**	275	335	727	153	154	609	37**	26**	209	710	48**	44**
Weighted base	929	771	929	173	176	282	643	57**	112	265	333	754	151	170	646	49**	26**	217	728	61**	47**
More than usual	217	187	217	50	54	66	146		38	89	86	175	44	109	120			217	94		
	23%	24%	23%	29%	31%	24%	23%		34%	34%	26%	23%	29%	64%	19%			100%	13%		
Same as usual/No change	728	605	728	131	133	230	507		93	216	279	602	123	86	575			94	728		
	78%	78%	78%	76%	75%	82%	79%		84%	82%	84%	80%	81%	51%	89%			43%	100%		
Less than usual	61	53	61	19	25	22	34		13	28	31	38	16	26	40			17	27		
	7%	7%	7%	11%	14%	8%	5%		12%	10%	9%	5%	10%	15%	6%			8%	4%		
Don't know	47	36	47	8	9	7	32		2	4	10	35	10	7	5			-	-		
	5%	5%	5%	5%	5%	3%	5%		2%	2%	3%	5%	7%	4%	1%			-	-		

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 55

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

NET: Any Channel

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

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1458	791	667	18**	133	214	209	243	247	394	412	370	310	366	127	62**	149	110	135	107	79**	138	202	196	103	50**
Weighted base	1486	775	711	19**	145	229	228	265	232	369	402	384	335	365	125	60**	166	116	129	106	73**	140	187	205	126	53**
More than usual	375 25%	205 26%	170 24%		39 27%	58 25%	53 23%	39 15%	59 26%	120 33%	133 33%	95 25%	60 18%	87 24%	32 26%		41 25%	29 25%	33 26%	30 28%		31 22%	51 27%	49 24%	30 24%	
Same as usual/No change	1229 83%	645 83%	583 82%		117 80%	190 83%	188 83%	245 92%	186 80%	288 78%	330 82%	318 83%	291 87%	291 80%	106 85%		134 81%	87 75%	103 79%	82 78%		118 84%	160 86%	172 84%	111 88%	
Less than usual	131 9%	81 10%	50 7%		31 22%	27 12%	30 13%	16 6%	11 5%	13 4%	40 10%	47 12%	32 10%	12 3%	5 4%		9 6%	16 14%	13 10%	16 15%		2 1%	24 13%	20 10%	5 4%	
Don't know	71 5%	36 5%	35 5%		8 5%	13 6%	9 4%	9 3%	9 4%	24 7%	14 4%	16 4%	20 6%	21 6%	4 3%		14 8%	9 8%	6 5%	4 4%		8 6%	11 6%	6 3%	2 2%	

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 56

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

NET: Any Channel

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/No change	Less than usual	Don't know	More than usual	Same as usual/No change	Less than usual	Don't know
Unweighted base	1458	1281	905	210	282	403	1035	76**	93**	275	335	727	153	252	1043	61**	59**	209	710	48**	44**
Weighted base	1486	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
More than usual	375	345	278	85	97	120	269		46	105	113	225	52	266	192			217	140		
	25%	26%	30%	35%	35%	28%	25%		41%	40%	34%	30%	34%	100%	18%			100%	19%		
Same as usual/No change	1229	1106	799	207	231	367	899		96	234	300	654	133	142	1076			143	728		
	83%	83%	86%	85%	84%	85%	83%		86%	89%	90%	87%	88%	53%	100%			66%	100%		
Less than usual	131	123	97	32	48	57	81		20	41	48	61	28	31	79			36	55		
	9%	9%	10%	13%	17%	13%	7%		18%	16%	14%	8%	18%	11%	7%			16%	8%		
Don't know	71	60	34	5	16	19	50		2	4	8	23	8	-	-			-	-		
	5%	5%	4%	2%	6%	4%	5%		2%	2%	3%	3%	5%	-	-			-	-		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 57

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	363	208	155	5**	32**	54**	43**	38**	60**	131	135	89**	58**	81**	36**	14**	33**	30**	32**	30**	19**	32**	54**	45**	23**	15**
Weighted base	375	205	170	7**	39**	58**	53**	39**	59**	120	133	95**	60**	87**	32**	14**	41**	29**	33**	30**	17**	31**	51**	49**	30**	16**
It bothered me a lot	134	68	66							45	46															
	36%	33%	39%							38%	35%															
It bothered me a little bit	182	103	79							58	69															
	49%	50%	47%							48%	52%															
It didn't bother me	58	34	24							17	17															
	16%	17%	14%							14%	13%															
Don't know	*	-	*							*	-															
	*	-	*							*	-															

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 58

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

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

	<u>Watched live</u>			<u>Time of Day Watched PSB</u>				<u>Time of Day Watched Non-PSB</u>				<u>Amount of Advertising PSB</u>				<u>Amount of Advertising Non-PSB</u>					
	<u>Total</u>	<u>Any PSB</u>	<u>Any Non-PSB</u>	<u>6am-10am</u>	<u>10am-4pm</u>	<u>4pm-6pm</u>	<u>6pm-11pm</u>	<u>11pm-6am</u>	<u>6am-10am</u>	<u>10am-4pm</u>	<u>4pm-6pm</u>	<u>6pm-11pm</u>	<u>11pm-6am</u>	<u>More than usual</u>	<u>Same as usual/ No change</u>	<u>Less than usual</u>	<u>Don't know</u>	<u>More than usual</u>	<u>Same as usual/ No change</u>	<u>Less than usual</u>	<u>Don't know</u>
Unweighted base	363	330	265	66**	86**	110	263	28**	32**	95**	101	218	45**	252	176	15**	1**	209	130	19**	4**
Weighted base	375	345	278	85**	97**	120	269	29**	46**	105	113	225	52**	266	192	21**	1**	217	140	32**	7**
It bothered me a lot	134 36%	119 34%	100 36%			33 27%	91 34%			45 43%	37 32%	72 32%		106 40%	44 23%			83 38%	47 34%		
It bothered me a little bit	182 49%	169 49%	130 47%			63 52%	129 48%			40 38%	47 42%	108 48%		126 47%	102 53%			98 45%	64 46%		
It didn't bother me	58 16%	56 16%	48 17%			24 20%	50 18%			20 19%	29 26%	45 20%		35 13%	45 24%			36 16%	28 20%		
Don't know	* *	* *	* *			* *	- -			* *	- -	* *		- -	* *			* *	- -		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 59

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

Base: All who were bothered by the increase in advertising

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	315	181	134	5**	27**	49**	36**	33**	51**	114	119	76**	49**	71**	31**	13**	32**	21**	29**	24**	18**	28**	48**	39**	20**	12**
Weighted base	316	171	145	7**	32**	55**	39**	32**	49**	103	116	79**	46**	75**	27**	11**	36**	18**	30**	25**	17**	25**	44**	41**	28**	14**
NET: Took any action	286	157	129							91	115															
	91%	92%	89%							88%	100%															
I got up from watching the TV to do something else while the ads were on	147	72	75							57	54															
	46%	42%	52%							55%	47%															
I changed channel until the ads were over	131	70	61							36	48															
	41%	41%	42%							35%	42%															
I recorded the programme to watch later when I could forward the ads	81	42	39							39	28															
	26%	25%	27%							37%	25%															
I changed channel to watch a different programme completely	67	48	19							8	34															
	21%	28%	13%							8%	29%															
I turned the TV off	31	20	12							2	14															
	10%	11%	8%							2%	12%															
I made a complaint (e.g. to the broadcaster, the broadcast regulator Ofcom)	18	12	6							-	14															
	6%	7%	4%							-	12%															
I did something else (please specify)	30	17	13							11	15															
	10%	10%	9%							10%	13%															
I took no direct action as a result of the ads	30	14	16							12	*															
	9%	8%	11%							12%	*															

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 60

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

Base: All who were bothered by the increase in advertising

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	315	283	229	57**	74**	91**	223	24**	23**	82**	84**	183	40**	223	143	9**	-**	182	111	13**	4**
Weighted base	316	288	230	71**	81**	95**	220	20**	31**	85**	84**	180	40**	232	146	12**	-**	181	111	16**	7**
NET: Took any action	286	260	210				201					164		209	134			167	101		
	91%	90%	91%				91%					91%		90%	92%			92%	91%		
I got up from watching the TV to do something else while the ads were on	147	131	116				106					91		99	66			97	52		
	46%	46%	51%				48%					51%		43%	45%			54%	46%		
I changed channel until the ads were over	131	123	100				96					83		97	60			82	50		
	41%	43%	44%				44%					46%		42%	41%			45%	45%		
I recorded the programme to watch later when I could forward the ads	81	77	60				64					52		68	34			46	26		
	26%	27%	26%				29%					29%		30%	23%			26%	24%		
I changed channel to watch a different programme completely	67	64	58				39					41		43	39			44	32		
	21%	22%	25%				18%					23%		19%	27%			24%	29%		
I turned the TV off	31	28	21				16					18		26	15			12	12		
	10%	10%	9%				7%					10%		11%	11%			7%	10%		
I made a complaint (e.g. to the broadcaster, the broadcast regulator Ofcom)	18	18	18				13					6		15	17			11	14		
	6%	6%	8%				6%					3%		7%	12%			6%	12%		
I did something else (please specify)	30	26	20				26					20		21	11			19	6		
	10%	9%	9%				12%					11%		9%	8%			11%	6%		
I took no direct action as a result of the ads	30	28	20				19					16		23	12			14	10		
	9%	10%	9%				9%					9%		10%	8%			8%	9%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 61

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	1458	791	667	18**	133	214	209	243	247	394	412	370	310	366	127	62**	149	110	135	107	79**	138	202	196	103	50**
Weighted base	1486	775	711	19**	145	229	228	265	232	369	402	384	335	365	125	60**	166	116	129	106	73**	140	187	205	126	53**
NET: Negative feelings about adverts	581	307	274		27	59	63	98	116	212	186	143	111	141	51		54	47	55	49		52	70	73	50	
	39%	40%	38%		19%	26%	28%	37%	50%	57%	46%	37%	33%	39%	41%		33%	40%	42%	47%		37%	38%	36%	40%	
I dislike adverts/ find adverts annoying/ frustrating	124	54	70		5	18	12	20	29	36	45	32	18	30	6		6	14	16	7		10	14	12	17	
	8%	7%	10%		3%	8%	5%	7%	12%	10%	11%	8%	5%	8%	5%		3%	12%	12%	6%		7%	7%	6%	13%	
I do not watch adverts/ do not pay attention to adverts	105	57	48		1	6	13	20	22	43	41	28	16	20	6		11	11	8	9		16	19	13	7	
	7%	7%	7%		1%	2%	6%	7%	10%	12%	10%	7%	5%	5%	4%		7%	10%	6%	8%		12%	10%	6%	5%	
Adverts are too lengthy/ need to be shorter/ more concise	101	50	52		12	8	15	17	18	31	32	18	22	29	6		9	7	13	15		9	9	10	11	
	7%	6%	7%		8%	3%	7%	6%	8%	8%	8%	5%	7%	8%	5%		6%	6%	10%	14%		6%	5%	5%	9%	
The adverts are repetitive/ repeated throughout the day/ lack variety	100	41	59		6	10	6	27	13	37	26	23	20	31	16		11	6	9	11		8	8	9	13	
	7%	5%	8%		4%	4%	3%	10%	6%	10%	7%	6%	6%	8%	13%		7%	5%	7%	10%		6%	4%	4%	10%	
Advertising spoils programmes/ the viewing experience	65	39	26		2	10	4	7	13	27	15	18	21	11	6		5	7	*	10		6	8	13	3	
	4%	5%	4%		2%	4%	2%	3%	6%	7%	4%	5%	6%	3%	5%		3%	6%	*	9%		4%	4%	6%	2%	
Other negative mention of adverts	59	31	27		1	6	4	10	10	26	21	16	9	13	5		8	3	6	3		6	12	7	6	
	4%	4%	4%		*	3%	2%	4%	4%	7%	5%	4%	3%	4%	4%		5%	2%	5%	3%		4%	6%	4%	5%	
I do not watch live TV to avoid advertising/ prefer streaming/ pre-record programmes/ fast forward past adverts	53	28	26		2	4	3	8	10	27	21	17	4	12	6		5	5	5	7		3	2	8	3	
	4%	4%	4%		1%	2%	1%	3%	4%	7%	5%	4%	1%	3%	5%		3%	5%	4%	7%		2%	1%	4%	2%	

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Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 61

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of Ireland
Weighted base	1486	775	711	19**	145	229	228	265	232	369	402	384	335	365	125	60**	166	116	129	106	73**	140	187	205	126	53**
Adverts shown are poor quality/ bad to watch	34	22	13		1	2	2	9	5	16	12	5	10	7	2		-	4	2	6		2	4	6	5	
	2%	3%	2%		*	1%	1%	3%	2%	4%	3%	1%	3%	2%	2%		-	4%	1%	5%		2%	2%	3%	4%	
Adverts are boring	29	10	18		1	6	5	3	3	10	8	9	4	8	3		3	10	*	2		1	-	7	2	
	2%	1%	3%		1%	2%	2%	1%	1%	3%	2%	2%	1%	2%	3%		2%	8%	*	2%		1%	-	3%	2%	
The length of the programme is effected by the adverts shown	28	11	18		1	3	5	3	6	11	6	6	9	7	3		2	2	2	5		1	-	2	4	
	2%	1%	2%		1%	1%	2%	1%	3%	3%	1%	2%	3%	2%	2%		1%	2%	2%	5%		1%	-	1%	3%	
Adverts are irrelevant/ do not offer anything I want/ need/ adverts should be more focused on relevant things	24	13	11		-	5	2	2	10	5	9	4	4	7	2		3	-	1	2		2	3	1	1	
	2%	2%	2%		-	2%	1%	1%	4%	1%	2%	1%	1%	2%	2%		2%	-	1%	2%		2%	1%	1%	1%	
Adverts are too loud	18	10	8		-	2	-	4	5	7	1	7	4	6	3		-	-	1	-		2	3	3	4	
	1%	1%	1%		-	1%	-	1%	2%	2%	*	2%	1%	2%	2%		-	-	1%	-		1%	2%	1%	3%	
I change channel when the adverts start	15	9	5		*	-	3	4	4	3	3	5	*	6	*		1	1	*	-		3	4	1	1	
	1%	1%	1%		*	-	1%	1%	2%	1%	1%	1%	*	2%	*		1%	1%	*	-		2%	2%	*	1%	
There are too many adverts for charities	15	7	8		-	-	1	3	2	9	1	1	4	8	2		1	-	-	1		-	4	4	3	
	1%	1%	1%		-	-	1%	1%	1%	2%	*	*	1%	2%	1%		1%	-	-	1%		-	2%	2%	2%	
Advertising is too politically correct/ woke/ excessive diversity shown in adverts	13	8	4		-	*	-	*	5	7	4	3	3	2	2		1	-	2	2		1	1	2	1	
	1%	1%	1%		-	*	-	*	2%	2%	1%	1%	1%	1%	2%		1%	-	2%	2%		1%	1%	1%	*	
I mute the sound when the adverts start	12	6	5		-	-	-	4	3	4	4	1	2	5	-		-	1	-	4		1	3	1	2	
	1%	1%	1%		-	-	-	2%	1%	1%	1%	*	1%	1%	-		-	1%	-	3%		1%	2%	*	1%	

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Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 61

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

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland
Weighted base	1486	775	711	19**	145	229	228	265	232	369	402	384	335	365	125	60**	166	116	129	106	73**	140	187	205	126	53**
Inappropriate products/ services are advertised/ gambling, junk food etc	11 1%	7 1%	4 1%	-	-	-	2 1%	1 *	2 1%	6 2%	2 *	2 1%	1 *	5 1%	2 1%	*	1 1%	1 *	1 1%	-	-	-	2 1%	1 1%	-	-
Popular programmes seem to feature more adverts when they are broadcast	10 1%	7 1%	3 *	-	-	-	4 2%	2 1%	1 *	4 1%	1 *	3 1%	4 1%	2 1%	3 2%	1 *	-	2 2%	1 1%	-	-	1 1%	1 1%	1 1%	-	-
Adverts are ineffective/ they never encourage me to buy products	10 1%	5 1%	5 1%	-	*	*	1 *	-	3 1%	5 1%	1 *	5 1%	1 *	2 1%	1 1%	2 1%	1 *	1 1%	-	-	*	*	1 1%	1 *	1 *	
I find adverts a waste of time/ pointless	9 1%	6 1%	3 *	-	-	*	*	1 *	4 2%	4 1%	3 1%	1 *	3 1%	3 1%	*	*	1 1%	2 2%	-	-	-	-	2 1%	2 1%	2 1%	
Negative mention of seasonal advertising/ Christmas, Halloween etc	9 1%	1 *	8 1%	-	-	-	2 1%	1 *	4 2%	2 1%	3 1%	1 *	1 *	4 1%	-	-	2 1%	1 1%	1 1%	-	-	1 *	3 2%	2 1%	-	
I prefer to watch channels that do not show advertising	9 1%	2 *	6 1%	-	-	1 *	*	*	4 2%	3 1%	5 1%	1 *	2 1%	1 *	2 2%	-	1 1%	1 1%	-	-	2 1%	1 *	1 *	1 *	-	
I do not think adverts should be shown in the middle of programmes/ adverts should only be shown at the beginning or end of programmes	8 1%	5 1%	3 *	-	-	-	1 *	1 *	3 1%	3 1%	2 *	4 1%	1 *	2 *	-	-	1 1%	1 1%	-	-	1 1%	-	4 2%	-	-	

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Table 61

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

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland
Weighted base	1486	775	711	19**	145	229	228	265	232	369	402	384	335	365	125	60**	166	116	129	106	73**	140	187	205	126	53**
Advertising seems to be synchronised across channels/ channels show advertising at the same time as each other	6*	4 1%	2*	-	-	-	-	2 1%	3 1%	1*	2*	1*	2 1%	*	*	1 1%	-	-	-	-	-	2 1%	1*	2 1%	2 1%	
NET: Feelings about amount/ frequency of adverts	471	280	191		42	67	80	80	70	126	135	124	93	119	35		49	27	33	36		50	73	76	32	
	32%	36%	27%		29%	29%	35%	30%	30%	34%	34%	32%	28%	32%	28%		30%	23%	26%	34%		36%	39%	37%	25%	
There is too much advertising/ I would prefer if there was less advertising	296	171	125		31	43	48	51	39	79	74	80	59	83	25		31	17	23	22		23	41	51	19	
	20%	22%	18%		22%	19%	21%	19%	17%	21%	18%	21%	18%	23%	20%		18%	15%	18%	21%		17%	22%	25%	15%	
I feel the amount of advertising has remained the same	54	30	23		2	8	13	10	9	10	18	12	9	15	1		8	3	6	2		10	9	9	2	
	4%	4%	3%		2%	3%	6%	4%	4%	3%	4%	3%	3%	4%	1%		5%	3%	4%	2%		7%	5%	4%	2%	
The amount of advertising is increasing	53	31	22		3	11	8	6	10	16	19	8	11	15	5		3	6	1	3		4	16	5	6	
	4%	4%	3%		2%	5%	4%	2%	4%	4%	5%	2%	3%	4%	4%		2%	5%	1%	3%		3%	9%	3%	5%	
Adverts are too frequent/ programmes are interrupted too frequently/ quickly	45	27	18		3	7	1	8	10	14	15	14	8	7	5		7	*	*	6		7	4	8	1	
	3%	3%	2%		2%	3%	1%	3%	4%	4%	4%	4%	2%	2%	4%		4%	*	*	6%		5%	2%	4%	1%	
It varies between channels/ some channels show more than others, worse adverts, shorter adverts etc	30	21	9		2	6	2	2	3	14	9	12	8	2	*		1	*	3	1		5	4	8	4	
	2%	3%	1%		2%	3%	1%	1%	1%	4%	2%	3%	2%	*	*		1%	*	2%	1%		4%	2%	4%	3%	

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1486	775	711	19**	145	229	228	265	232	369	402	384	335	365	125	60**	166	116	129	106	73**	140	187	205	126	53**
All channels/ broadcasters are the same as each other when it comes to advertising/ no comparison	30 2%	20 3%	10 1%		4 2%	* *	10 4%	5 2%	2 1%	9 3%	10 2%	8 2%	2 1%	11 3%	1 1%		* *	1 *	1 1%	2 2%		6 4%	7 4%	9 5%	1 1%	
Other mention of amount/ frequency of advertising	13 1%	10 1%	3 *		1 1%	5 2%	3 1%	2 1%	2 1%	1 *	4 1%	1 *	6 2%	2 1%	-		1 1%	-	-	2 2%		2 1%	2 1%	3 2%	-	
The amount of advertising is what I would expect/ what I have grown used to	11 1%	10 1%	1 *		-	1 *	3 1%	3 1%	2 1%	3 1%	3 1%	7 2%	1 *	-	-		1 *	1 1%	1 1%	1 1%		4 3%	-	-	2 2%	
There was less advertising during the Queen's passing/ period of mourning	1 *	-	1 *		-	-	-	-	1 *	-	-	-	-	1 *	-		-	-	-	-		-	-	1 *	-	
NET: Positive feelings about adverts	270 18%	133 17%	137 19%		18 13%	25 11%	30 13%	53 20%	41 18%	100 27%	76 19%	73 19%	45 13%	76 21%	20 16%		26 15%	22 19%	23 18%	13 12%		35 25%	34 18%	45 22%	19 15%	
Advertising gives me the opportunity to do something else whilst watching a programme/ make a cup of tea etc	72 5%	32 4%	39 6%		* *	2 1%	7 3%	12 5%	14 6%	35 10%	19 5%	21 5%	14 4%	18 5%	7 5%		8 5%	5 4%	3 2%	6 6%		11 8%	8 4%	15 7%	6 5%	
I understand that advertising is necessary/ it is how the channels, programmes are paid for	70 5%	41 5%	29 4%		5 4%	8 3%	5 2%	5 2%	8 4%	36 10%	21 5%	16 4%	9 3%	24 7%	5 4%		9 6%	5 5%	5 4%	2 2%		7 5%	11 6%	7 3%	7 6%	
The amount of advertising is acceptable	35 2%	20 3%	15 2%		1 1%	6 3%	3 1%	11 4%	5 2%	9 2%	14 3%	11 3%	2 1%	8 2%	4 3%		1 1%	1 1%	2 2%	3 3%		6 4%	1 1%	9 4%	5 4%	

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Prepared by Yonder

.YONDER

Amount of Advertising Survey - W2

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Table 61

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1486	775	711	19**	145	229	228	265	232	369	402	384	335	365	125	60**	166	116	129	106	73**	140	187	205	126	53**
I do not mind watching advertising/ adverts do not bother me	34 2%	19 2%	16 2%		3 2%	4 2%	6 3%	4 2%	2 1%	16 4%	5 1%	13 3%	11 3%	5 1%	1 1%	-	3 3%	5 4%	1 1%		4 3%	3 2%	9 5%	4 3%		
Other positive mention of adverts	34 2%	19 2%	15 2%		3 2%	1 1%	6 3%	5 2%	7 3%	10 3%	6 1%	13 3%	4 1%	11 3%	5 4%	-	2 2%	4 3%	*		6 4%	4 2%	6 3%	4 3%		
Free TV/ I prefer having to watch adverts than pay a subscription/ a license fee	26 2%	13 2%	13 2%		1 *	* *	4 2%	7 3%	10 4%	4 1%	3 1%	6 1%	6 2%	11 3%	*	3 2%	3 3%	-	1 1%		3 2%	4 2%	2 1%	3 2%		
Adverts can be interesting/ creative	19 1%	8 1%	11 1%		* *	4 2%	-	7 2%	2 1%	6 2%	9 2%	3 1%	3 1%	4 1%	1 1%	4 2%	2 2%	3 2%	-		5 4%	-	1 1%	2 1%		
I like/ enjoy adverts	18 1%	9 1%	9 1%		2 2%	2 1%	2 1%	6 2%	1 *	4 1%	5 1%	9 2%	1 *	2 1%	1 1%	1 1%	2 2%	-	-		2 1%	5 3%	-	3 2%		
Adverts are useful/ helpful/ keep you informed about programmes, products, offers etc	10 1%	8 1%	2 *		3 2%	-	-	3 1%	3 1%	2 1%	3 1%	7 2%	-	1 *	* *	-	1 1%	1 1%	-		2 1%	3 1%	-	1 *		
NET: Negative comment about channels advertising	71 5%	40 5%	31 4%		10 7%	10 4%	7 3%	7 3%	10 4%	26 7%	23 6%	27 7%	13 4%	8 2%	8 6%	9 5%	5 4%	8 6%	3 3%		8 6%	8 4%	10 5%	7 5%		
Negative mention of other channel's advertising	33 2%	21 3%	12 2%		2 1%	1 1%	4 2%	3 1%	6 3%	16 4%	10 3%	16 4%	3 1%	4 1%	1 1%	5 3%	3 3%	3 3%	2 2%		7 5%	4 2%	2 1%	4 3%		
Negative comment about Sky's advertising	21 1%	14 2%	7 1%		2 2%	5 2%	3 1%	2 1%	3 1%	6 2%	9 2%	4 1%	3 1%	4 1%	5 4%	3 2%	1 1%	3 3%	1 1%		-	-	4 2%	2 1%		

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Absolutes/col percents

Table 61

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

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

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1486	775	711	19**	145	229	228	265	232	369	402	384	335	365	125	60**	166	116	129	106	73**	140	187	205	126	53**
Negative comment about Channel 4's advertising	14 1%	3 *	11 1%		4 3%	3 1%	-	2 1%	1 *	2 *	2 *	7 2%	5 1%	-	2 1%		2 1%	-	-	-		-	4 2%	4 2%	1 1%	
Negative comment about ITV's advertising	11 1%	4 *	7 1%		1 1%	* *	-	1 *	1 *	6 2%	2 *	5 1%	3 1%	1 *	2 2%		2 1%	1 1%	1 1%	1 1%		2 2%	1 1%	-	-	
Positive mention of other channel's advertising	23 2%	11 1%	13 2%		2 2%	5 2%	2 1%	3 1%	3 1%	8 2%	7 2%	9 2%	4 1%	4 1%	1 *		-	2 2%	1 1%	3 3%		5 3%	2 1%	3 2%	2 2%	
Other answers	19 1%	14 2%	5 1%		4 3%	3 1%	5 2%	1 *	2 1%	3 1%	11 3%	* *	6 2%	1 *	1 1%		1 1%	2 2%	2 2%	-		2 1%	8 4%	1 *	1 1%	
Nothing to add	450 30%	207 27%	243 34%		57 40%	95 42%	94 41%	89 33%	59 25%	50 14%	99 25%	123 32%	128 38%	101 28%	44 36%		62 37%	35 30%	33 25%	32 30%		39 28%	47 25%	53 26%	52 41%	
Don't know	31 2%	17 2%	14 2%		10 7%	12 5%	1 1%	3 1%	1 1%	1 *	7 2%	5 1%	11 3%	7 2%	4 3%		5 3%	-	5 4%	4 4%		1 1%	5 3%	4 2%	2 2%	

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 62

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	1458	1281	905	210	282	403	1035	76**	93**	275	335	727	153	252	1043	61**	59**	209	710	48**	44**
Weighted base	1486	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
NET: Negative feelings about adverts	581	522	389	86	96	188	448		40	106	140	332	72	153	395			114	279		
	39%	39%	42%	35%	35%	44%	42%		35%	40%	42%	44%	47%	57%	37%			52%	38%		
I dislike adverts/ find adverts annoying/ frustrating	124	113	92	25	24	35	97		8	15	24	75	14	45	77			33	58		
	8%	9%	10%	10%	9%	8%	9%		7%	6%	7%	10%	9%	17%	7%			15%	8%		
I do not watch adverts/ do not pay attention to adverts	105	95	66	16	15	29	79		8	16	24	58	12	12	73			10	48		
	7%	7%	7%	7%	5%	7%	7%		7%	6%	7%	8%	8%	4%	7%			5%	7%		
Adverts are too lengthy/ need to be shorter/ more concise	101	91	71	18	17	39	78		5	19	21	59	19	31	68			29	46		
	7%	7%	8%	7%	6%	9%	7%		5%	7%	6%	8%	12%	11%	6%			14%	6%		
The adverts are repetitive/ repeated throughout the day/ lack variety	100	94	69	13	22	37	85		6	19	33	60	10	28	73			18	56		
	7%	7%	7%	5%	8%	9%	8%		5%	7%	10%	8%	7%	11%	7%			8%	8%		
Advertising spoils programmes/ the viewing experience	65	58	49	12	10	17	51		5	16	19	44	12	18	45			21	33		
	4%	4%	5%	5%	4%	4%	5%		5%	6%	6%	6%	8%	7%	4%			10%	4%		
Other negative mention of adverts	59	51	37	9	13	20	36		4	10	15	32	5	19	40			17	19		
	4%	4%	4%	4%	5%	5%	3%		3%	4%	4%	4%	4%	7%	4%			8%	3%		
I do not watch live TV to avoid advertising/ prefer streaming/ pre-record programmes/ fast forward past adverts	53	46	23	9	6	13	38		1	4	4	21	3	15	32			6	16		
	4%	3%	3%	3%	2%	3%	4%		1%	2%	1%	3%	2%	5%	3%			3%	2%		
Adverts shown are poor quality/ bad to watch	34	28	27	5	2	12	24		3	10	12	21	3	11	22			6	21		
	2%	2%	3%	2%	1%	3%	2%		3%	4%	4%	3%	2%	4%	2%			3%	3%		

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Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 62

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	1486	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
Adverts are boring	29 2%	25 2%	21 2%	3 1%	5 2%	11 3%	24 2%		3 2%	7 3%	12 3%	16 2%	7 5%	7 3%	14 1%			7 3%	13 2%		
The length of the programme is effected by the adverts shown	28 2%	25 2%	21 2%	6 3%	7 2%	14 3%	22 2%		-	8 3%	7 2%	18 2%	8 5%	14 5%	14 1%			14 6%	9 1%		
Adverts are irrelevant/ do not offer anything I want/ need/ adverts should be more focused on relevant things	24 2%	21 2%	17 2%	3 1%	5 2%	8 2%	16 1%		2 2%	6 2%	6 2%	13 2%	3 2%	7 3%	15 1%			4 2%	11 2%		
Adverts are too loud	18 1%	15 1%	12 1%	1 *	2 1%	5 1%	13 1%		2 1%	5 2%	2 1%	12 2%	2 2%	7 3%	15 1%			2 1%	12 2%		
I change channel when the adverts start	15 1%	12 1%	12 1%	4 1%	4 1%	6 1%	9 1%		-	3 1%	4 1%	11 1%	3 2%	1 *	9 1%			3 1%	11 1%		
There are too many adverts for charities	15 1%	13 1%	9 1%	1 *	2 1%	10 2%	9 1%		3 2%	5 2%	7 2%	8 1%	1 1%	4 1%	11 1%			5 2%	6 1%		
Advertising is too politically correct/ woke/ excessive diversity shown in adverts	13 1%	12 1%	11 1%	3 1%	3 1%	3 1%	10 1%		-	4 1%	4 1%	9 1%	1 1%	7 3%	5 *			4 2%	7 1%		
I mute the sound when the adverts start	12 1%	11 1%	8 1%	-	3 1%	4 1%	9 1%		-	2 1%	1 *	8 1%	1 1%	2 1%	9 1%			3 1%	7 1%		
Inappropriate products/ services are advertised/ gambling, junk food etc	11 1%	7 1%	8 1%	1 *	3 1%	3 1%	6 1%		-	3 1%	3 1%	8 1%	1 *	3 1%	5 *			4 2%	4 1%		

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

Prepared by Yonder

.YONDER

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 62

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	1486	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
Popular programmes seem to feature more adverts when they are broadcast	10 1%	8 1%	5 1%	2 1%	-	1 *	7 1%	-	*	-	-	4 *	3 2%	1 *	8 1%	-	-	-	5 1%	-	-
Adverts are ineffective/ they never encourage me to buy products	10 1%	9 1%	9 1%	-	-	4 1%	7 1%	-	2 1%	3 1%	7 1%	1 1%	6 2%	4 *	-	-	6 3%	4 1%	-	-	
I find adverts a waste of time/ pointless	9 1%	9 1%	4 *	-	-	1 *	8 1%	-	-	1 *	4 1%	-	4 2%	6 1%	-	-	2 1%	1 *	-	-	
Negative mention of seasonal advertising/ Christmas, Halloween etc	9 1%	9 1%	6 1%	1 *	3 1%	4 1%	7 1%	-	2 1%	6 2%	6 1%	* 1%	3 1%	8 1%	-	-	3 1%	5 1%	-	-	
I prefer to watch channels that do not show advertising	9 1%	8 1%	5 1%	2 1%	* *	2 *	7 1%	-	1 *	1 *	5 1%	-	2 1%	7 1%	-	-	2 1%	3 1%	-	-	
I do not think adverts should be shown in the middle of programmes/ adverts should only be shown at the beginning or end of programmes	8 1%	7 1%	7 1%	1 *	-	-	7 1%	-	-	2 1%	7 1%	1 1%	1 *	6 1%	-	-	3 1%	5 1%	-	-	
Advertising seems to be synchronised across channels/ channels show advertising at the same time as each other	6 *	4 *	6 1%	2 1%	-	-	4 *	-	2 1%	1 *	6 1%	1 1%	1 1%	2 *	-	-	2 1%	6 1%	-	-	

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Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 62

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB				
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	1486	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
NET: Feelings about amount/ frequency of adverts	471	413	308	71	75	129	349		29	87	119	256	57	75	339			68	241		
	32%	31%	33%	29%	27%	30%	32%		26%	33%	36%	34%	38%	28%	32%			32%	33%		
There is too much advertising/ I would prefer if there was less advertising	296	254	190	43	44	75	214		17	56	70	149	35	57	201			40	156		
	20%	19%	20%	18%	16%	17%	20%		15%	21%	21%	20%	23%	21%	19%			19%	21%		
I feel the amount of advertising has remained the same	54	51	30	12	9	21	46		3	8	10	29	4	1	51			-	29		
	4%	4%	3%	5%	3%	5%	4%		2%	3%	3%	4%	3%	*	5%			-	4%		
The amount of advertising is increasing	53	48	39	7	11	11	36		5	8	9	31	9	14	33			17	19		
	4%	4%	4%	3%	4%	3%	3%		4%	3%	3%	4%	6%	5%	3%			8%	3%		
Adverts are too frequent/ programmes are interrupted too frequently/ quickly	45	40	31	6	8	13	34		2	6	12	26	6	9	32			8	22		
	3%	3%	3%	3%	3%	3%	3%		2%	2%	4%	3%	4%	3%	3%			4%	3%		
It varies between channels/ some channels show more than others, worse adverts, shorter adverts etc	30	27	22	7	6	14	24		3	8	10	20	3	1	23			-	21		
	2%	2%	2%	3%	2%	3%	2%		3%	3%	3%	3%	2%	*	2%			-	3%		
All channels/ broadcasters are the same as each other when it comes to advertising/ no comparison	30	28	19	5	6	5	25		2	3	10	17	8	5	19			7	11		
	2%	2%	2%	2%	2%	1%	2%		2%	1%	3%	2%	5%	2%	2%			3%	2%		
Other mention of amount/ frequency of advertising	13	12	12	2	5	11	12		4	6	10	11	6	*	10			2	9		
	1%	1%	1%	1%	2%	2%	1%		3%	2%	3%	1%	4%	*	1%			1%	1%		

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Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 62

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

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	1486	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
The amount of advertising is what I would expect/ what I have grown used to	11 1%	10 1%	8 1%	-	*	2 *	10 1%		1 1%	4 1%	4 1%	8 1%	2 1%	-	10 1%		-	8 1%			
There was less advertising during the Queen's passing/ period of mourning	1 *	1 *	1 *	-	-	1 *	1 *		-	-	1 *	1 *	-	-	-		-	-			
NET: Positive feelings about adverts	270 18%	244 18%	183 20%	37 15%	57 20%	87 20%	204 19%		25 22%	57 22%	80 24%	145 19%	29 19%	47 18%	212 20%		47 22%	156 21%			
Advertising gives me the opportunity to do something else whilst watching a programme/ make a cup of tea etc	72 5%	65 5%	51 5%	3 1%	15 5%	15 3%	58 5%		6 5%	14 5%	24 7%	46 6%	9 6%	10 4%	55 5%		14 6%	39 5%			
I understand that advertising is necessary/ it is how the channels, programmes are paid for	70 5%	62 5%	48 5%	10 4%	12 4%	19 4%	49 5%		6 5%	18 7%	16 5%	37 5%	8 5%	13 5%	53 5%		18 8%	37 5%			
The amount of advertising is acceptable	35 2%	32 2%	25 3%	6 2%	8 3%	14 3%	27 2%		2 2%	5 2%	15 4%	20 3%	2 1%	4 1%	31 3%		2 1%	25 3%			
I do not mind watching advertising/ adverts do not bother me	34 2%	31 2%	21 2%	5 2%	5 2%	12 3%	25 2%		2 2%	3 1%	7 2%	19 3%	1 1%	2 1%	27 3%		4 2%	19 3%			
Other positive mention of adverts	34 2%	31 2%	24 3%	10 4%	4 2%	14 3%	26 2%		4 3%	6 2%	8 2%	23 3%	5 3%	5 2%	28 3%		1 *	24 3%			

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Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 62

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

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

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	1486	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
Free TV/ I prefer having to watch adverts than pay a subscription/ a license fee	26 2%	24 2%	15 2%	7 3%	5 2%	10 2%	22 2%		1 1%	2 1%	6 2%	13 2%	2 2%	6 2%	20 2%		2 1%	13 2%			
Adverts can be interesting/ creative	19 1%	19 1%	15 2%	5 2%	8 3%	5 1%	16 2%		4 4%	4 2%	9 3%	10 1%	-	4 1%	19 2%		4 2%	15 2%			
I like/ enjoy adverts	18 1%	14 1%	13 1%	* *	4 2%	7 2%	11 1%		4 3%	6 2%	4 1%	4 1%	2 2%	2 1%	12 1%		4 2%	13 2%			
Adverts are useful/ helpful/ keep you informed about programmes, products, offers etc	10 1%	10 1%	9 1%	4 2%	3 1%	7 2%	10 1%		- -	4 1%	7 2%	6 1%	-	5 2%	10 1%		2 1%	7 1%			
NET: Negative comment about channels advertising	71 5%	62 5%	45 5%	11 4%	13 5%	17 4%	51 5%		7 6%	10 4%	14 4%	43 6%	7 5%	15 6%	51 5%		14 7%	33 5%			
Negative mention of other channel's advertising	33 2%	33 2%	20 2%	7 3%	8 3%	12 3%	30 3%		4 4%	5 2%	6 2%	20 3%	5 3%	10 4%	24 2%		8 4%	14 2%			
Negative comment about Sky's advertising	21 1%	17 1%	16 2%	4 1%	2 1%	4 1%	14 1%		3 3%	4 2%	6 2%	15 2%	2 1%	3 1%	17 2%		5 2%	11 2%			
Negative comment about Channel 4's advertising	14 1%	10 1%	10 1%	* *	5 2%	3 1%	6 1%		- -	1 *	2 1%	9 1%	1 *	2 1%	9 1%		1 1%	9 1%			
Negative comment about ITV's advertising	11 1%	10 1%	4 *	1 1%	1 *	3 1%	9 1%		- -	- -	1 *	3 *	-	2 1%	7 1%		2 1%	2 *			
Positive mention of other channel's advertising	23 2%	21 2%	13 1%	3 1%	4 2%	9 2%	15 1%		2 2%	6 2%	6 2%	9 1%	3 2%	1 *	19 2%		2 1%	11 2%			

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

Prepared by Yonder

.YONDER

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 62

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Weighted base	1486	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
Other answers	19	18	14	3	6	3	8		2	7	10	6	-	7	12			8	9		
	1%	1%	1%	1%	2%	1%	1%		2%	3%	3%	1%	-	3%	1%			4%	1%		
Nothing to add	450	397	251	80	84	109	313		34	68	75	207	30	49	331			37	206		
	30%	30%	27%	33%	30%	25%	29%		31%	26%	22%	28%	20%	18%	31%			17%	28%		
Don't know	31	31	17	11	9	11	13		2	8	5	7	5	6	25			8	13		
	2%	2%	2%	5%	3%	3%	1%		2%	3%	1%	1%	3%	2%	2%			4%	2%		

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Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 63
Gender
Base: All respondents

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2100	1068	1027	32**	234	349	320	347	327	491	590	576	405	529	180	88**	210	161	197	150	111	199	303	284	153	64**
Weighted base	2100	1025	1070	36**	254	351	325	361	302	471	571	592	426	510	175	84**	232	171	183	151	100**	198	277	287	179	63**
Male	1025	1025	-		116	149	162	179	155	249	301	279	221	224	85		126	67	98	75		84	129	133	86	
		49%	100%	-	46%	42%	50%	49%	51%	53%	53%	47%	52%	44%	48%		54%	39%	54%	49%		42%	47%	46%	48%	
Female	1070	-	1070		138	199	161	182	147	222	268	311	206	286	88		106	105	85	76		112	147	154	92	
		51%	-	100%	54%	57%	50%	50%	49%	47%	47%	52%	48%	56%	50%		46%	61%	46%	51%		57%	53%	54%	52%	
Other	3	-	-		-	*	2	1	-	-	2	*	-	*	-		-	-	-	-		1	1	-	*	
	*	-	-		-	*	1%	*	-	-	*	*	-	*	-		-	-	-	-		1%	*	-	*	
Prefer not to say	2	-	-		-	2	-	-	-	-	-	2	-	-	2		-	-	-	-		-	-	-	-	
	*	-	-		-	1%	-	-	-	-	-	*	-	-	1%		-	-	-	-		-	-	-	-	

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

Amount of Advertising Survey - W2
ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 64
Gender
Base: All respondents

	<u>Watched live</u>		<u>Time of Day Watched PSB</u>					<u>Time of Day Watched Non-PSB</u>					<u>Amount of Advertising PSB</u>				<u>Amount of Advertising Non-PSB</u>				
	<u>Total</u>	<u>Any PSB</u>	<u>Any Non-PSB</u>	<u>6am-10am</u>	<u>10am-4pm</u>	<u>4pm-6pm</u>	<u>6pm-11pm</u>	<u>11pm-6am</u>	<u>6am-10am</u>	<u>10am-4pm</u>	<u>4pm-6pm</u>	<u>6pm-11pm</u>	<u>11pm-6am</u>	<u>More than usual</u>	<u>Same as usual/ No change</u>	<u>Less than usual</u>	<u>Don't know</u>	<u>More than usual</u>	<u>Same as usual/ No change</u>	<u>Less than usual</u>	<u>Don't know</u>
Unweighted base	2100	1281	905	210	282	403	1035	76**	93**	275	335	727	153	252	1043	61**	59**	209	710	48**	44**
Weighted base	2100	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
Male	1025 49%	671 51%	554 60%	132 54%	139 50%	215 50%	531 49%		72 65%	171 65%	205 62%	452 60%	99 65%	132 49%	549 51%			138 64%	432 59%		
Female	1070 51%	657 49%	375 40%	112 46%	138 50%	216 50%	546 51%		39 35%	94 35%	128 38%	301 40%	53 35%	135 51%	527 49%			79 36%	296 41%		
Other	3 *	-	-	-	-	-	-		-	-	-	-	-	-	-			-	-		
Prefer not to say	2 *	-	-	-	-	-	-		-	-	-	-	-	-	-			-	-		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 65

Age
Base: All respondents

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2100	1068	1027	32**	234	349	320	347	327	491	590	576	405	529	180	88**	210	161	197	150	111	199	303	284	153	64**
Weighted base	2100	1025	1070	36**	254	351	325	361	302	471	571	592	426	510	175	84**	232	171	183	151	100**	198	277	287	179	63**
16-17	36 2%	15 2%	21 2%	-	-	-	-	-	-	-	15 3%	12 2%	4 1%	6 1%	2 1%	5 2%	1 1%	4 2%	*	*	-	6 2%	10 3%	*	*	
18-24	254 12%	116 11%	138 13%	254 100%	-	-	-	-	-	-	104 18%	79 13%	30 7%	41 8%	21 12%	26 11%	25 15%	28 15%	15 10%	17 8%	40 14%	39 13%	27 15%			
25-34	351 17%	149 15%	199 19%	-	351 100%	-	-	-	-	-	77 14%	108 18%	94 22%	71 14%	29 17%	43 19%	23 14%	41 22%	30 20%	26 13%	56 20%	35 12%	25 14%			
35-44	325 15%	162 16%	161 15%	-	-	325 100%	-	-	-	-	83 14%	65 11%	75 18%	102 20%	25 14%	41 18%	25 15%	23 12%	14 9%	42 21%	52 19%	44 15%	22 12%			
45-54	361 17%	179 17%	182 17%	-	-	-	361 100%	-	-	-	75 13%	103 17%	87 20%	96 19%	36 21%	40 17%	24 14%	29 16%	30 20%	31 16%	44 16%	51 18%	34 19%			
55-64	302 14%	155 15%	147 14%	-	-	-	-	302 100%	-	-	66 12%	93 16%	62 15%	81 16%	28 16%	36 16%	28 16%	19 10%	16 11%	32 16%	36 13%	38 13%	27 15%			
65+	471 22%	249 24%	222 21%	-	-	-	-	-	471 100%	151 26%	132 22%	74 17%	114 22%	34 19%	40 17%	44 26%	40 22%	46 31%	50 25%	43 16%	71 25%	44 24%				
NET: 18-34	604 29%	264 26%	337 32%	254 100%	351 100%	-	-	-	-	181 32%	188 32%	124 29%	111 22%	51 29%	69 30%	48 28%	69 38%	44 29%	43 22%	96 35%	74 26%	53 29%				
NET: 35-54	686 33%	341 33%	343 32%	-	-	325 100%	361 100%	-	-	158 28%	168 28%	162 38%	198 39%	61 35%	82 35%	49 29%	52 28%	44 29%	73 37%	96 35%	95 33%	56 31%				
NET: 55+	773 37%	404 39%	369 34%	-	-	-	-	302 100%	471 100%	217 38%	225 38%	136 32%	195 38%	62 35%	76 33%	72 42%	58 32%	62 41%	82 42%	79 29%	109 38%	70 39%				
Average age	47.31	48.56	46.18	**	21.87	29.80	39.50	49.98	59.44	71.99	46.84	47.33	46.35	48.62	47.06	**	45.27	48.55	44.97	49.72	**	49.74	43.82	47.73	48.63	**

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 66
Age
Base: All respondents

	Watched live			Time of Day Watched PSB					Time of Day Watched Non-PSB					Amount of Advertising PSB				Amount of Advertising Non-PSB			
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	2100	1281	905	210	282	403	1035	76**	93**	275	335	727	153	252	1043	61**	59**	209	710	48**	44**
Weighted base	2100	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
16-17	36 2%	18 1%	10 1%	3 1%	3 1%	9 2%	15 1%		3 2%	1 *	4 1%	8 1%	3 2%	7 2%	15 1%		3 1%	10 1%			
18-24	254 12%	120 9%	87 9%	25 10%	33 12%	38 9%	78 7%		6 6%	28 11%	45 14%	53 7%	13 9%	21 8%	94 9%		24 11%	57 8%			
25-34	351 17%	198 15%	130 14%	38 16%	55 20%	61 14%	135 13%		23 20%	61 23%	55 16%	90 12%	27 18%	44 17%	162 15%		38 18%	105 14%			
35-44	325 15%	205 15%	141 15%	53 22%	51 18%	70 16%	155 14%		31 28%	40 15%	48 14%	119 16%	31 20%	30 11%	168 16%		36 17%	121 17%			
45-54	361 17%	237 18%	171 18%	49 20%	48 17%	75 17%	207 19%		20 18%	44 17%	47 14%	139 18%	25 17%	25 9%	213 20%		17 8%	149 20%			
55-64	302 14%	211 16%	148 16%	47 19%	37 13%	56 13%	188 17%		5 4%	35 13%	49 15%	131 17%	27 18%	51 19%	162 15%		31 14%	110 15%			
65+	471 22%	339 26%	243 26%	30 12%	49 18%	123 29%	299 28%		24 22%	55 21%	85 26%	213 28%	26 17%	89 34%	263 24%		68 31%	177 24%			
NET: 18-34	604 29%	318 24%	217 23%	63 26%	89 32%	99 23%	213 20%		29 26%	89 34%	100 30%	143 19%	40 26%	66 25%	255 24%		62 29%	162 22%			
NET: 35-54	686 33%	442 33%	312 34%	102 42%	98 36%	145 34%	363 34%		51 46%	84 32%	95 28%	258 34%	56 37%	54 20%	381 35%		53 25%	270 37%			
NET: 55+	773 37%	550 41%	391 42%	77 31%	87 31%	179 41%	487 45%		29 26%	90 34%	135 40%	344 46%	53 35%	140 53%	424 39%		99 45%	287 39%			
Average age	47.31	49.46	49.86	45.69	45.59	49.65	51.19	**	45.62	46.55	48.03	51.43	46.75	52.06	49.18	**	**	49.17	49.53	**	**

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 67
Social Grade
Base: All respondents

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2100	1068	1027	32**	234	349	320	347	327	491	590	576	405	529	180	88**	210	161	197	150	111	199	303	284	153	64**
Weighted base	2100	1025	1070	36**	254	351	325	361	302	471	571	592	426	510	175	84**	232	171	183	151	100**	198	277	287	179	63**
A	153	84	69		36	19	22	18	13	38	153	-	-	-	2		16	8	14	8		9	39	19	10	
	7%	8%	6%		14%	5%	7%	5%	4%	8%	27%	-	-	-	1%		7%	5%	8%	5%		5%	14%	7%	6%	
B	418	216	200		68	59	60	57	53	113	418	-	-	-	34		38	39	40	25		52	66	52	22	
	20%	21%	19%		27%	17%	19%	16%	18%	24%	73%	-	-	-	19%		16%	23%	22%	17%		26%	24%	18%	12%	
C1	592	279	311		79	108	65	103	93	132	-	592	-	-	54		60	53	45	45		53	73	84	58	
	28%	27%	29%		31%	31%	20%	28%	31%	28%	-	100%	-	-	31%		26%	31%	25%	30%		27%	26%	29%	32%	
C2	426	221	206		30	94	75	87	62	74	-	-	426	-	41		47	29	56	32		24	46	63	47	
	20%	22%	19%		12%	27%	23%	24%	20%	16%	-	-	100%	-	24%		20%	17%	30%	21%		12%	17%	22%	26%	
D	256	122	134		30	44	69	47	34	26	-	-	-	256	16		56	21	14	20		24	21	35	25	
	12%	12%	13%		12%	12%	21%	13%	11%	6%	-	-	-	50%	9%		24%	12%	8%	13%		12%	8%	12%	14%	
E	254	102	152		10	27	33	48	47	88	-	-	-	254	28		15	21	14	21		35	33	33	18	
	12%	10%	14%		4%	8%	10%	13%	15%	19%	-	-	-	50%	16%		6%	12%	8%	14%		18%	12%	12%	10%	
NET: AB	571	301	268		104	77	83	75	66	151	571	-	-	-	36		54	47	54	33		61	104	71	32	
	27%	29%	25%		41%	22%	25%	21%	22%	32%	100%	-	-	-	21%		23%	28%	29%	22%		31%	38%	25%	18%	
NET: ABC1	1163	580	579		183	186	148	178	159	283	571	592	-	-	90		114	101	99	78		114	177	156	90	
	55%	57%	54%		72%	53%	46%	49%	53%	60%	100%	100%	-	-	51%		49%	59%	54%	52%		58%	64%	54%	50%	
NET: C2DE	937	445	491		71	165	177	183	143	188	-	-	426	510	86		119	70	84	73		83	100	131	89	
	45%	43%	46%		28%	47%	54%	51%	47%	40%	-	-	100%	100%	49%		51%	41%	46%	48%		42%	36%	46%	50%	
NET: DE	510	224	286		41	71	102	96	81	114	-	-	-	510	44		71	42	28	41		59	54	68	42	
	24%	22%	27%		16%	20%	31%	26%	27%	24%	-	-	-	100%	25%		31%	24%	15%	27%		30%	20%	24%	24%	

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 68
Social Grade
Base: All respondents

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	2100	1281	905	210	282	403	1035	76**	93**	275	335	727	153	252	1043	61**	59**	209	710	48**	44**
Weighted base	2100	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
A	153 7%	109 8%	94 10%	22 9%	30 11%	32 7%	89 8%		12 11%	18 7%	28 8%	72 9%	9 6%	32 12%	92 9%			30 14%	66 9%		
B	418 20%	250 19%	190 20%	28 11%	39 14%	65 15%	214 20%		32 28%	63 24%	66 20%	146 19%	26 17%	63 24%	196 18%			48 22%	144 20%		
C1	592 28%	349 26%	226 24%	72 30%	59 21%	90 21%	282 26%		19 17%	61 23%	75 22%	188 25%	28 19%	62 23%	276 26%			53 25%	173 24%		
C2	426 20%	292 22%	214 23%	62 26%	66 24%	110 26%	238 22%		28 25%	67 25%	92 27%	177 23%	42 28%	46 17%	252 23%			38 17%	181 25%		
D	256 12%	168 13%	95 10%	32 13%	36 13%	67 16%	127 12%		12 11%	27 10%	27 8%	76 10%	18 12%	33 13%	134 12%			23 10%	72 10%		
E	254 12%	159 12%	111 12%	28 12%	46 17%	67 15%	128 12%		8 7%	29 11%	46 14%	95 13%	28 18%	30 11%	125 12%			24 11%	92 13%		
NET: AB	571 27%	358 27%	283 30%	49 20%	70 25%	97 23%	303 28%		44 40%	80 30%	94 28%	217 29%	35 23%	95 36%	288 27%			79 36%	210 29%		
NET: ABC1	1163 55%	708 53%	509 55%	121 50%	128 46%	188 44%	585 54%		64 57%	141 53%	169 51%	406 54%	64 42%	157 59%	564 52%			132 61%	383 53%		
NET: C2DE	937 45%	620 47%	420 45%	123 50%	148 54%	244 56%	493 46%		48 43%	123 47%	165 49%	348 46%	88 58%	109 41%	512 48%			85 39%	345 47%		
NET: DE	510 24%	328 25%	206 22%	60 25%	82 30%	134 31%	255 24%		20 18%	56 21%	73 22%	171 23%	46 30%	63 24%	259 24%			47 22%	164 23%		

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 69
GO Region
Base: All respondents

	Gender			Age							Social Grade				Region											
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2100	1068	1027	32**	234	349	320	347	327	491	590	576	405	529	180	88**	210	161	197	150	111	199	303	284	153	64**
Weighted base	2100	1025	1070	36**	254	351	325	361	302	471	571	592	426	510	175	84**	232	171	183	151	100**	198	277	287	179	63**
Scotland	175	85	88		21	29	25	36	28	34	36	54	41	44	175		-	-	-	-	-	-	-	-	-	-
	8%	8%	8%		8%	8%	8%	10%	9%	7%	6%	9%	10%	9%	100%		-	-	-	-	-	-	-	-	-	-
North East	84	51	33		8	9	12	12	13	27	24	26	14	21	-		-	-	-	-	-	-	-	-	-	-
	4%	5%	3%		3%	3%	4%	3%	4%	6%	4%	4%	3%	4%	-		-	-	-	-	-	-	-	-	-	-
North West	232	126	106		26	43	41	40	36	40	54	60	47	71	-		232	-	-	-	-	-	-	-	-	-
	11%	12%	10%		10%	12%	13%	11%	12%	8%	9%	10%	11%	14%	-	100%	-	-	-	-	-	-	-	-	-	-
Yorkshire & Humberside	171	67	105		25	23	25	24	28	44	47	53	29	42	-		-	171	-	-	-	-	-	-	-	-
	8%	6%	10%		10%	7%	8%	7%	9%	9%	8%	9%	7%	8%	-		-	100%	-	-	-	-	-	-	-	-
West Midlands	183	98	85		28	41	23	29	19	40	54	45	56	28	-		-	-	183	-	-	-	-	-	-	-
	9%	10%	8%		11%	12%	7%	8%	6%	8%	9%	8%	13%	6%	-		-	-	100%	-	-	-	-	-	-	-
East Midlands	151	75	76		15	30	14	30	16	46	33	45	32	41	-		-	-	-	151	-	-	-	-	-	-
	7%	7%	7%		6%	8%	4%	8%	5%	10%	6%	8%	7%	8%	-		-	-	-	100%	-	-	-	-	-	-
Wales	100	51	49		7	19	15	19	16	21	30	26	16	28	-		-	-	-	-	-	-	-	-	-	-
	5%	5%	5%		3%	5%	5%	5%	5%	4%	5%	4%	4%	6%	-		-	-	-	-	-	-	-	-	-	-
Eastern	198	84	112		17	26	42	31	32	50	61	53	24	59	-		-	-	-	-	198	-	-	-	-	-
	9%	8%	10%		7%	7%	13%	9%	11%	11%	11%	9%	6%	12%	-		-	-	-	-	100%	-	-	-	-	-
London	277	129	147		40	56	52	44	36	43	104	73	46	54	-		-	-	-	-	-	277	-	-	-	-
	13%	13%	14%		16%	16%	16%	12%	12%	9%	18%	12%	11%	11%	-		-	-	-	-	-	100%	-	-	-	-
South East	287	133	154		39	35	44	51	38	71	71	84	63	68	-		-	-	-	-	-	-	287	-	-	
	14%	13%	14%		15%	10%	14%	14%	13%	15%	12%	14%	15%	13%	-		-	-	-	-	-	-	100%	-	-	
South West	179	86	92		27	25	22	34	27	44	32	58	47	42	-		-	-	-	-	-	-	-	-	179	
	9%	8%	9%		11%	7%	7%	9%	9%	9%	6%	10%	11%	8%	-		-	-	-	-	-	-	-	-	100%	
Northern Ireland	63	39	24		2	13	10	10	14	12	25	15	11	12	-		-	-	-	-	-	-	-	-	-	-
	3%	4%	2%		1%	4%	3%	3%	5%	3%	4%	3%	3%	2%	-		-	-	-	-	-	-	-	-	-	-

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

Amount of Advertising Survey - W2

ONLINE Fieldwork: 12th to 13th October 2022

Absolutes/col percents

Table 70
GO Region
Base: All respondents

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	2100	1281	905	210	282	403	1035	76**	93**	275	335	727	153	252	1043	61**	59**	209	710	48**	44**
Weighted base	2100	1328	929	244	277	432	1077	75**	112	265	333	754	151	266	1076	82**	62**	217	728	61**	47**
Scotland	175	114	84	18	20	40	90		4	23	33	74	12	24	94			14	72		
	8%	9%	9%	7%	7%	9%	8%		3%	9%	10%	10%	8%	9%	9%			7%	10%		
North East	84	56	35	9	16	18	48		5	17	16	23	6	11	45			9	25		
	4%	4%	4%	4%	6%	4%	4%		4%	7%	5%	3%	4%	4%	4%			4%	3%		
North West	232	147	96	31	33	57	118		16	29	34	77	13	33	115			27	73		
	11%	11%	10%	13%	12%	13%	11%		15%	11%	10%	10%	8%	12%	11%			12%	10%		
Yorkshire & Humberside	171	109	65	17	21	37	93		6	17	28	58	15	24	81			17	43		
	8%	8%	7%	7%	8%	9%	9%		5%	6%	9%	8%	10%	9%	8%			8%	6%		
West Midlands	183	110	82	20	20	36	77		9	19	33	64	10	25	85			21	62		
	9%	8%	9%	8%	7%	8%	7%		8%	7%	10%	8%	6%	9%	8%			10%	9%		
East Midlands	151	87	64	18	17	29	68		8	22	16	43	12	20	69			17	44		
	7%	7%	7%	7%	6%	7%	6%		7%	8%	5%	6%	8%	8%	6%			8%	6%		
Wales	100	67	43	11	15	23	57		1	13	11	33	10	11	58			9	36		
	5%	5%	5%	5%	5%	5%	5%		1%	5%	3%	4%	7%	4%	5%			4%	5%		
Eastern	198	128	86	24	28	44	113		10	26	28	73	15	19	109			19	71		
	9%	10%	9%	10%	10%	10%	10%		9%	10%	8%	10%	10%	7%	10%			9%	10%		
London	277	164	124	40	44	51	116		22	47	53	89	20	34	131			30	97		
	13%	12%	13%	16%	16%	12%	11%		20%	18%	16%	12%	13%	13%	12%			14%	13%		
South East	287	178	137	36	41	52	152		19	28	47	121	24	35	148			28	111		
	14%	13%	15%	15%	15%	12%	14%		17%	10%	14%	16%	16%	13%	14%			13%	15%		
South West	179	118	75	14	16	36	97		5	11	21	66	6	19	104			16	65		
	9%	9%	8%	6%	6%	8%	9%		4%	4%	6%	9%	4%	7%	10%			7%	9%		
Northern Ireland	63	51	37	4	6	9	48		7	12	12	32	9	12	37			10	29		
	3%	4%	4%	2%	2%	2%	4%		7%	5%	4%	4%	6%	5%	3%			5%	4%		

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