

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2108	1021	1079	30**	230	328	338	367	335	480	547	597	428	536	170	92**	249	163	172	144	108	204	264	295	183	64**
Weighted base	2108	1030	1072	37**	254	352	327	363	304	472	573	594	428	512	176	84**	233	172	184	151	100	198	278	288	180	63**
Any BBC TV channel	1100	593	503		99	114	129	192	190	360	332	300	221	246	83		131	79	94	64	64	95	133	170	102	
		52%	47%		39%	32%	39%	53%	63%	76%	58%	50%	52%	48%	47%		56%	46%	51%	42%	64%	48%	48%	59%	57%	
ITV/ STV/ UTV	1083	555	528		89	151	152	197	182	295	315	271	229	267	94		138	93	101	77	62	92	118	133	84	
		51%	49%		35%	43%	47%	54%	60%	63%	55%	46%	53%	52%	54%		59%	54%	55%	51%	62%	46%	42%	46%	47%	
Channel 4	803	421	382		66	132	129	143	135	190	252	214	165	172	63		98	54	72	56	39	66	107	116	71	
		38%	36%		26%	37%	39%	39%	44%	40%	44%	36%	39%	34%	36%		42%	32%	39%	37%	39%	33%	38%	40%	39%	
Channel 5	508	253	255		32	64	74	68	103	159	135	138	103	132	34		81	39	38	31	25	40	71	58	49	
		24%	24%		13%	18%	23%	19%	34%	34%	23%	23%	24%	26%	19%		35%	22%	21%	21%	25%	20%	25%	20%	27%	
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	499	324	174		53	93	85	87	69	104	151	124	114	111	36		52	42	44	39	24	50	81	65	27	
		24%	16%		21%	26%	26%	24%	23%	22%	26%	21%	27%	22%	20%		22%	25%	24%	26%	24%	25%	29%	23%	15%	
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	374	206	167		27	51	65	79	74	75	105	86	78	106	34		53	18	35	22	14	25	60	47	33	
		18%	16%		11%	14%	20%	22%	24%	16%	18%	14%	18%	21%	19%		23%	10%	19%	15%	14%	13%	22%	16%	18%	
Other ITV channel (e.g. ITV2, ITV3, ITVBe)	335	189	146		25	59	50	65	62	70	94	90	64	87	26		44	25	38	12	10	26	54	45	24	
		16%	14%		10%	17%	15%	18%	21%	15%	16%	15%	15%	17%	15%		19%	14%	21%	8%	10%	13%	20%	16%	13%	
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	295	187	107		13	39	39	51	68	84	81	74	60	81	29		40	14	24	19	17	25	40	35	23	
		14%	10%		5%	11%	12%	14%	22%	18%	14%	12%	14%	16%	16%		17%	8%	13%	12%	17%	12%	14%	12%	13%	
Other TV channel that includes commercials	217	145	69		14	29	29	39	43	62	65	58	35	58	16		32	15	22	12	6	18	32	32	16	
		10%	6%		5%	8%	9%	11%	14%	13%	11%	10%	8%	11%	9%		14%	9%	12%	8%	6%	9%	12%	11%	9%	
Other Channel 5 channel (e.g. 5USA, 5Star)	175	91	84		3	24	36	33	33	40	40	43	34	59	18		24	15	15	11	7	17	31	18	7	
		8%	8%		1%	7%	11%	9%	11%	9%	7%	7%	8%	11%	10%		10%	9%	8%	7%	7%	9%	11%	6%	4%	
S4C	7	7	-		-	-	2	1	-	4	4	1	-	3	-		-	-	-	-	7	-	-	-	-	
	*	1%	-		-	-	1%	*	-	1%	1%	*	-	*	-		-	-	-	-	7%	-	-	-	-	
NET: Any PSB	1268	642	626		110	194	197	220	207	325	362	330	269	307	103		158	106	111	89	70	102	149	175	106	
		60%	58%		43%	55%	60%	61%	68%	69%	63%	55%	63%	60%	59%		68%	62%	60%	59%	70%	52%	53%	61%	59%	

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

Prepared by Yonder

**.YONDER**

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	2108	1030	1072	37**	254	352	327	363	304	472	573	594	428	512	176	84**	233	172	184	151	100	198	278	288	180	63**
NET: Any Non-PSB	952	543	407		84	145	141	171	163	236	264	245	200	243	68		114	74	81	67	40	85	143	131	70	
	45%	53%	38%		33%	41%	43%	47%	54%	50%	46%	41%	47%	47%	39%		49%	43%	44%	44%	40%	43%	51%	45%	39%	
NET: Any BBC TV channel only	179	87	91		30	26	20	19	26	54	62	48	45	24	13		20	13	14	10	8	17	28	24	24	
	8%	8%	9%		12%	8%	6%	5%	9%	11%	11%	8%	11%	5%	8%		9%	8%	7%	7%	8%	9%	10%	8%	13%	
None of these/ I have not watched any live broadcast programmes on TV in the past seven days	418	162	253		69	98	74	68	37	53	97	143	66	111	45		33	32	41	26	13	49	67	50	35	
	20%	16%	24%		27%	28%	23%	19%	12%	11%	17%	24%	15%	22%	26%		14%	19%	22%	17%	13%	25%	24%	17%	19%	
Don't know	40	21	19		13	3	8	12	2	2	3	12	13	11	6		4	2	3	8	1	10	2	1	2	
	2%	2%	2%		5%	1%	2%	3%	1%	*	*	2%	3%	2%	3%		2%	1%	2%	5%	1%	5%	1%	*	1%	

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## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	2108	1240	926	183	295	396	1003	92**	115	259	342	755	179	222	1033	42**	58**	205	732	51**	58**
Weighted base	2108	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
Any BBC TV channel	1100 52%	836 66%	606 64%	136 68%	188 62%	272 66%	716 70%	76 75%	75 58%	160 61%	226 64%	519 67%	129 72%	164 66%	693 66%			143 67%	484 64%		
ITV/ STV/ UTV	1083 51%	1083 85%	644 68%	190 95%	266 88%	383 93%	894 87%	96 95%	87 67%	177 67%	248 70%	553 72%	142 79%	216 88%	905 86%			156 73%	522 69%		
Channel 4	803 38%	803 63%	537 56%	125 62%	206 68%	270 65%	699 68%	89 88%	73 56%	146 56%	214 60%	461 60%	132 74%	167 68%	686 65%			141 66%	435 57%		
Channel 5	508 24%	508 40%	364 38%	99 49%	158 52%	209 51%	436 43%	61 60%	63 48%	103 39%	152 43%	302 39%	91 51%	141 57%	421 40%			95 44%	289 38%		
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	499 24%	384 30%	499 52%	86 43%	112 37%	144 35%	314 31%	50 49%	89 68%	180 68%	226 63%	404 52%	106 59%	85 34%	338 32%			107 50%	419 55%		
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	374 18%	333 26%	374 39%	70 35%	90 30%	135 33%	286 28%	58 57%	57 44%	103 39%	154 43%	336 44%	101 57%	65 26%	287 27%			99 47%	314 42%		
Other ITV channel (e.g. ITV2, ITV3, ITVBe)	335 16%	309 24%	335 35%	70 35%	90 30%	136 33%	259 25%	55 54%	60 46%	111 42%	152 43%	293 38%	87 49%	74 30%	266 25%			96 45%	278 37%		
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	295 14%	254 20%	295 31%	52 26%	72 24%	97 24%	220 21%	40 39%	48 37%	105 40%	141 40%	261 34%	72 40%	73 30%	206 20%			95 44%	238 31%		
Other TV channel that includes commercials	217 10%	178 14%	217 23%	35 18%	57 19%	78 19%	150 15%	25 25%	56 43%	77 29%	105 29%	185 24%	62 35%	48 19%	149 14%			70 33%	178 24%		
Other Channel 5 channel (e.g. 5USA, 5Star)	175 8%	163 13%	175 18%	42 21%	63 21%	82 20%	134 13%	32 32%	39 30%	81 31%	95 27%	154 20%	61 34%	50 20%	141 13%			60 28%	147 19%		
S4C	7 *	7 1%	6 1%	4 2%	2 1%	4 1%	6 1%	- -	2 2%	3 1%	5 1%	5 1%	3 2%	1 *	6 1%			2 1%	4 1%		
NET: Any PSB	1268 60%	1268 100%	748 79%	200 100%	302 100%	413 100%	1025 100%	102 100%	105 81%	206 78%	288 81%	628 81%	162 91%	247 100%	1054 100%			186 87%	599 79%		

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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	2108	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
NET: Any Non-PSB	952	748	952	134	187	272	623	85	130	263	356	770	179	171	633			214	756		
	45%	59%	100%	67%	62%	66%	61%	83%	100%	100%	100%	100%	100%	69%	60%			100%	100%		
NET: Any BBC TV channel only	179	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these/ I have not watched any live broadcast programmes on TV in the past seven days	418	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	40	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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**Amount of Advertising Survey - W3**  
**ONLINE Fieldwork: 19th to 20th October 2022**

Absolutes/col percents

Table 3

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

**Summary table**

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

	ITV/ STV/ UTV	Channel 4	Channel 5	S4C	Other ITV channel (e.g. ITV2, ITV3, ITVBe)	Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	Other Channel 5 channel (e.g. 5USA, 5Star)	Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	Other TV channel that includes commercials	NET: Any PSB	NET: Any Non-PSB	NET: Any Channel
Unweighted base	1050	776	494	8**	330	346	171	299	470	228	1240	926	1436
Weighted base	1083	803	508	7**	335	374	175	295	499	217	1268	952	1472
6am-10am	171 16%	34 4%	32 6%		21 6%	17 4%	15 9%	21 7%	64 13%	37 17%	200 16%	130 14%	291 20%
10am -4pm	202 19%	108 13%	77 15%		57 17%	44 12%	32 18%	51 17%	138 28%	48 22%	302 24%	263 28%	465 32%
4pm-6pm	288 27%	154 19%	101 20%		97 29%	64 17%	48 28%	69 23%	175 35%	66 30%	413 33%	356 37%	626 43%
6pm-11pm	779 72%	629 78%	356 70%		229 68%	293 78%	111 63%	210 71%	367 73%	156 72%	1025 81%	770 81%	1248 85%
11pm-6am	53 5%	53 7%	39 8%		43 13%	65 17%	31 17%	38 13%	77 15%	40 19%	102 8%	179 19%	214 15%

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**Amount of Advertising Survey - W3**  
**ONLINE Fieldwork: 19th to 20th October 2022**

Absolutes/col percents

Table 4

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

**ITV/ STV/ UTV**

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

	Gender			Age							Social Grade					Region										
	Total	Male	Female	16-17	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	1050	525	525	14**	78**	123	150	190	197	298	286	263	230	271	83**	49**	144	87**	93**	70**	60**	95**	111	132	85**	41**
Weighted base	1083	555	528	16**	89**	151	152	197	182	295	315	271	229	267	94**	48**	138	93**	101	77**	62**	92**	118	133	84**	42**
6am-10am	171 16%	83 15%	88 17%			27 18%	36 24%	41 21%	26 14%	30 10%	51 16%	38 14%	43 19%	39 15%			20 15%		11 11%				32 27%	23 17%		
10am -4pm	202 19%	87 16%	115 22%			40 27%	47 31%	22 11%	24 13%	44 15%	54 17%	45 17%	39 17%	64 24%			28 20%		25 25%				31 27%	22 16%		
4pm-6pm	288 27%	156 28%	133 25%			35 23%	44 29%	67 34%	51 28%	63 21%	86 27%	64 24%	60 26%	78 29%			39 28%		32 32%				37 32%	21 16%		
6pm-11pm	779 72%	407 73%	373 71%			86 57%	90 59%	140 71%	137 75%	252 85%	226 72%	212 78%	154 67%	187 70%			99 71%		75 75%				66 56%	103 77%		
11pm-6am	53 5%	34 6%	19 4%			7 5%	11 7%	9 5%	7 4%	11 4%	13 4%	16 6%	11 5%	13 5%			8 5%		7 7%				7 6%	2 2%		

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Absolutes/col percents

Table 5

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

**ITV/ STV/ UTV**

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	1050	1050	627	170	262	369	870	85**	76**	171	238	539	138	196	878	34**	52**	148	506	29**	35**
Weighted base	1083	1083	644	190	266	383	894	96**	87**	177	248	553	142	216	905	39**	50**	156	522	31**	35**
6am-10am	171	171	112	171	67	71	124			45	57	93	28	47	150			29	97		
	16%	16%	17%	90%	25%	19%	14%			25%	23%	17%	20%	22%	17%			19%	19%		
10am -4pm	202	202	120	52	202	104	123			71	60	93	33	63	164			36	95		
	19%	19%	19%	27%	76%	27%	14%			40%	24%	17%	23%	29%	18%			23%	18%		
4pm-6pm	288	288	177	60	89	288	207			65	100	154	53	53	255			44	146		
	27%	27%	28%	32%	33%	75%	23%			37%	40%	28%	38%	25%	28%			28%	28%		
6pm-11pm	779	779	472	95	112	211	779			104	180	428	107	132	658			104	388		
	72%	72%	73%	50%	42%	55%	87%			59%	72%	77%	76%	61%	73%			67%	74%		
11pm-6am	53	53	43	14	17	27	48			13	24	38	31	14	39			6	34		
	5%	5%	7%	8%	6%	7%	5%			7%	10%	7%	22%	6%	4%			4%	6%		

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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	776	406	369	9**	60**	105	127	135	148	192	226	211	166	173	58**	35**	100	54**	65**	52**	39**	69**	92**	118	70**	24**
Weighted base	803	421	382	10**	66**	132	129	143	135	190	252	214	165	172	63**	33**	98**	54**	72**	56**	39**	66**	107	116	71**	28**
6am-10am	34 4%	24 6%	9 2%			12 9%	9 7%	3 2%	5 4%	1 1%	13 5%	5 2%	10 6%	6 3%									8 7%	3 2%		
10am -4pm	108 13%	52 12%	56 15%			27 20%	24 19%	14 10%	16 12%	18 9%	40 16%	26 12%	16 10%	26 15%									22 21%	14 12%		
4pm-6pm	154 19%	98 23%	56 15%			34 26%	25 19%	23 16%	22 16%	25 13%	58 23%	36 17%	22 13%	39 23%									31 29%	14 12%		
6pm-11pm	629 78%	327 78%	302 79%			85 65%	97 76%	122 86%	112 83%	152 80%	198 79%	170 79%	133 80%	129 75%									72 68%	96 83%		
11pm-6am	53 7%	33 8%	19 5%			9 7%	10 8%	10 7%	7 5%	8 4%	18 7%	11 5%	10 6%	14 8%									8 7%	3 2%		

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



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Absolutes/col percents

Table 7

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

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

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am -4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	776	776	516	109	202	266	678	81**	63**	143	203	442	130	151	663	33**	32**	133	416	30**	28**
Weighted base	803	803	537	125	206	270	699	89**	73**	146	214	461	132	167	686	35**	30**	141	435	31**	31**
6am-10am	34 4%	34 4%	23 4%	34 27%	15 7%	14 5%	14 2%							13 9%	16 7%	18 4%	11 8%	13 7%	9 6%	18 4%	
10am -4pm	108 13%	108 13%	74 14%	24 20%	108 52%	47 17%	54 8%							47 32%	42 20%	53 11%	21 16%	32 19%	84 12%	31 22%	47 11%
4pm-6pm	154 19%	154 19%	120 22%	30 24%	62 30%	154 57%	118 17%							55 37%	77 36%	107 23%	41 31%	42 25%	127 19%	37 26%	97 22%
6pm-11pm	629 78%	629 78%	418 78%	76 61%	97 47%	169 62%	629 90%							87 59%	153 72%	374 81%	104 79%	115 69%	547 80%	96 68%	348 80%
11pm-6am	53 7%	53 7%	46 9%	7 6%	14 7%	31 11%	48 7%							12 8%	22 10%	45 10%	43 33%	9 5%	42 6%	16 11%	35 8%

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	494	247	247	5**	27**	51**	70**	68**	117	156	125	134	103	132	31**	22**	77**	39**	38**	32**	25**	40**	64**	62**	46**	18**
Weighted base	508	253	255	8**	32**	64**	74**	68**	103	159	135	138	103	132	34**	21**	81**	39**	38**	31**	25**	40**	71**	58**	49**	21**
6am-10am	32 6%	17 7%	15 6%						4 4%	1 1%	14 10%	5 4%	4 3%	9 7%												
10am -4pm	77 15%	36 14%	42 16%						17 16%	15 10%	19 14%	12 9%	12 11%	34 26%												
4pm-6pm	101 20%	51 20%	51 20%						16 16%	28 17%	34 25%	18 13%	25 25%	24 18%												
6pm-11pm	356 70%	183 72%	173 68%						74 72%	120 76%	89 66%	112 81%	75 73%	81 61%												
11pm-6am	39 8%	28 11%	11 4%						8 8%	7 4%	15 11%	5 4%	9 9%	10 8%												

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	494	494	354	86**	150	206	431	55**	53**	94**	147	298	90**	124	414	26**	19**	90**	285	23**	20**
Weighted base	508	508	364	99**	158	209	436	61**	63**	103	152	302	91**	141	421	29**	19**	95**	289	23**	22**
6am-10am	32 6%	32 6%	28 8%	22 14%	18 8%	19 4%			17 16%	17 11%	21 7%		16 11%	26 6%				22 8%			
10am -4pm	77 15%	77 15%	54 15%	77 49%	38 18%	43 10%			33 32%	31 21%	34 11%		27 19%	66 16%				42 15%			
4pm-6pm	101 20%	101 20%	81 22%	39 25%	101 48%	68 16%			41 40%	49 32%	66 22%		40 29%	83 20%				67 23%			
6pm-11pm	356 70%	356 70%	251 69%	62 39%	113 54%	356 82%			51 49%	103 68%	224 74%		81 58%	293 70%				203 70%			
11pm-6am	39 8%	39 8%	34 9%	14 9%	19 9%	37 8%			8 8%	19 13%	33 11%		10 7%	34 8%				29 10%			

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	8**	8**	-**	1**	-**	-**	2**	1**	-**	4**	3**	2**	-**	3**	-**	-**	-**	-**	-**	8**	-**	-**	-**
Weighted base	7**	7**	-**	1**	-**	-**	2**	1**	-**	4**	4**	1**	-**	3**	-**	-**	-**	-**	-**	7**	-**	-**	-**

**6am-10am**

**10am -4pm**

**4pm-6pm**

**6pm-11pm**

**11pm-6am**

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	8**	8**	7**	4**	3**	5**	7**	-**	2**	3**	5**	6**	3**	1**	7**	2**	-**	2**	5**	1**	-**
Weighted base	7**	7**	6**	4**	2**	4**	6**	-**	2**	3**	5**	5**	3**	1**	6**	1**	-**	2**	4**	1**	-**

**6am-10am**

**10am -4pm**

**4pm-6pm**

**6pm-11pm**

**11pm-6am**

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 Ireland	
Unweighted base	330	182	148	3**	23**	47**	52**	60**	69**	76**	88**	90**	62**	90**	23**	20**	47**	22**	30**	17**	13**	24**	45**	51**	27**	11**	
Weighted base	335	189	146	4**	25**	59**	50**	65**	62**	70**	94**	90**	64**	87**	26**	20**	44**	25**	38**	12**	10**	26**	54**	45**	24**	11**	
6am-10am	21	11	10																								
	6%	6%	7%																								
10am -4pm	57	28	29																								
	17%	15%	20%																								
4pm-6pm	97	59	37																								
	29%	31%	26%																								
6pm-11pm	229	134	95																								
	68%	71%	65%																								
11pm-6am	43	27	16																								
	13%	14%	11%																								

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	6am-6am	10am-10am	4pm-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	330	301	330	60**	92**	128	252	46**	55**	115	148	289	86**	64**	261	12**	8**	93**	274	25**	13**
Weighted base	335	309	335	70**	90**	136	259	55**	60**	111	152	293	87**	74**	266	13**	9**	96**	278	27**	15**
6am-10am	21 6%	19 6%	21 6%			11 8%	10 4%			16 14%	10 7%	11 4%			15 6%				20 7%		
10am-4pm	57 17%	51 16%	57 17%			33 24%	37 14%			57 51%	32 21%	40 14%			44 17%				49 18%		
4pm-6pm	97 29%	89 29%	97 29%			52 38%	78 30%			38 34%	97 64%	78 26%			74 28%				74 27%		
6pm-11pm	229 68%	213 69%	229 68%			91 67%	195 75%			53 48%	87 57%	229 78%			186 70%				191 69%		
11pm-6am	43 13%	41 13%	43 13%			29 21%	36 14%			9 8%	21 14%	40 14%			33 12%				33 12%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 Ire-land
Unweighted base	346	183	162	4**	19**	38**	56**	67**	84**	78**	91**	85**	71**	99**	27**	21**	53**	17**	28**	21**	17**	24**	51**	41**	32**	14**
Weighted base	374	206	167	4**	27**	51**	65**	79**	74**	75**	105	86**	78**	106	34**	17**	53**	18**	35**	22**	14**	25**	60**	47**	33**	17**
6am-10am	17	11	6								5			3												
	4%	5%	3%								5%			3%												
10am -4pm	44	24	20								14			16												
	12%	12%	12%								13%			16%												
4pm-6pm	64	35	29								24			16												
	17%	17%	17%								23%			15%												
6pm-11pm	293	169	123								79			83												
	78%	82%	73%								75%			78%												
11pm-6am	65	44	21								21			14												
	17%	21%	12%								20%			13%												

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



## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	346	310	346	55**	87**	127	267	49**	50**	100	145	311	96**	60**	267	13**	12**	90**	288	22**	19**
Weighted base	374	333	374	70**	90**	135	286	58**	57**	103	154	336	101	65**	287	14**	12**	99**	314	23**	19**
6am-10am	17 4%	15 4%	17 4%			5 4%	6 2%			7 7%	10 6%	13 4%	6 6%		10 4%				12 4%		
10am-4pm	44 12%	42 13%	44 12%			21 16%	25 9%			44 43%	26 17%	23 7%	13 13%		30 10%				32 10%		
4pm-6pm	64 17%	56 17%	64 17%			35 26%	44 15%			20 20%	64 41%	54 16%	29 29%		48 17%				53 17%		
6pm-11pm	293 78%	259 78%	293 78%			107 79%	237 83%			59 58%	107 70%	293 87%	73 72%		231 80%				258 82%		
11pm-6am	65 17%	65 19%	65 17%			30 22%	62 22%			19 19%	38 25%	57 17%	65 64%		54 19%				56 18%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	171	91**	80**	3**	4**	18**	34**	31**	36**	45**	39**	43**	33**	56**	15**	9**	26**	13**	14**	12**	8**	16**	26**	20**	9**	3**	
Weighted base	175	91**	84**	5**	3**	24**	36**	33**	33**	40**	40**	43**	34**	59**	18**	9**	24**	15**	15**	11**	7**	17**	31**	18**	7**	3**	
6am-10am	15																										
	9%																										
10am -4pm	32																										
	18%																										
4pm-6pm	48																										
	28%																										
6pm-11pm	111																										
	63%																										
11pm-6am	31																										
	17%																										

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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-6am	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	171	159	171	35**	59**	75**	134	30**	30**	74**	93**	154	62**	42**	137	6**	7**	56**	141	17**	6**
Weighted base	175	163	175	42**	63**	82**	134	32**	39**	81**	95**	154	61**	50**	141	5**	4**	60**	147	15**	4**
6am-10am	15 9%	15 9%	15 9%				10 8%					11 7%			13 9%			13 9%			
10am-4pm	32 18%	31 19%	32 18%				20 15%					21 14%			23 16%			22 15%			
4pm-6pm	48 28%	42 26%	48 28%				31 23%					40 26%			38 27%			37 25%			
6pm-11pm	111 63%	104 64%	111 63%				98 73%					111 72%			91 65%			93 63%			
11pm-6am	31 17%	30 18%	31 17%				29 21%					30 19%			27 19%			27 19%			

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 Ireland
Unweighted base	299	177	121	2**	12**	30**	35**	53**	75**	92**	73**	77**	64**	85**	26**	21**	39**	15**	20**	21**	19**	31**	35**	37**	23**	12**
Weighted base	295	187	107	1**	13**	39**	39**	51**	68**	84**	81**	74**	60**	81**	29**	20**	40**	14**	24**	19**	17**	25**	40**	35**	23**	11**
6am-10am	21	14	7																							
	7%	7%	7%																							
10am -4pm	51	30	21																							
	17%	16%	20%																							
4pm-6pm	69	51	18																							
	23%	27%	17%																							
6pm-11pm	210	136	72																							
	71%	73%	67%																							
11pm-6am	38	25	12																							
	13%	14%	12%																							

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	299	257	299	43**	75**	99**	226	33**	38**	99**	134	269	74**	59**	211	10**	13**	91**	235	19**	20**
Weighted base	295	254	295	52**	72**	97**	220	40**	48**	105	141	261	72**	73**	206	9**	10**	95**	238	20**	17**
6am-10am	21 7%	17 7%	21 7%				12 6%			14 14%	14 10%	14 5%			14 7%				17 7%		
10am-4pm	51 17%	40 16%	51 17%				31 14%			51 49%	29 21%	34 13%			30 14%				42 18%		
4pm-6pm	69 23%	59 23%	69 23%				54 24%			36 34%	69 49%	58 22%			45 22%				55 23%		
6pm-11pm	210 71%	187 74%	210 71%				169 77%			56 53%	91 65%	210 80%			154 75%				164 69%		
11pm-6am	38 13%	35 14%	38 13%				30 14%			9 9%	24 17%	36 14%			33 16%				33 14%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	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	470	299	170	7**	39**	76**	77**	86**	73**	112	141	121	102	106	30**	23**	57**	41**	37**	35**	25**	42**	69**	64**	32**	15**
Weighted base	499	324	174	9**	53**	93**	85**	87**	69**	104	151	124	114	111	36**	23**	52**	42**	44**	39**	24**	50**	81**	65**	27**	16**
6am-10am	64	50	14							14	29	10	13	13												
	13%	15%	8%							14%	19%	8%	11%	11%												
10am -4pm	138	93	45							34	46	32	27	34												
	28%	29%	26%							33%	30%	26%	23%	31%												
4pm-6pm	175	120	55							32	56	35	37	47												
	35%	37%	32%							31%	37%	29%	32%	42%												
6pm-11pm	367	244	122							79	113	93	87	75												
	73%	75%	70%							76%	75%	75%	76%	67%												
11pm-6am	77	48	29							12	24	20	19	14												
	15%	15%	17%							12%	16%	16%	16%	12%												

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	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	470	358	470	71**	102	138	295	45**	77**	167	212	382	107	70**	311	9**	16**	98**	391	33**	28**
Weighted base	499	384	499	86**	112	144	314	50**	89**	180	226	404	106	85**	338	12**	14**	107	419	37**	29**
6am-10am	64 13%	53 14%	64 13%		24 21%	37 25%	38 12%			38 21%	36 16%	47 12%	26 24%		46 14%			21 20%	53 13%		
10am -4pm	138 28%	103 27%	138 28%		43 39%	51 35%	75 24%			138 77%	91 40%	100 25%	34 32%		94 28%			33 31%	118 28%		
4pm-6pm	175 35%	136 35%	175 35%		40 36%	65 45%	109 35%			91 51%	175 78%	134 33%	38 36%		122 36%			45 42%	149 36%		
6pm-11pm	367 73%	296 77%	367 73%		72 64%	101 70%	261 83%			111 62%	156 69%	367 91%	84 80%		265 78%			80 75%	311 74%		
11pm-6am	77 15%	69 18%	77 15%		16 15%	35 24%	62 20%			30 17%	40 18%	67 17%	77 72%		57 17%			19 17%	67 16%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	228	146	80**	2**	12**	24**	27**	43**	49**	71**	65**	61**	39**	63**	15**	10**	32**	15**	15**	16**	10**	22**	32**	35**	20**	6**
Weighted base	217	145	69**	1**	14**	29**	29**	39**	43**	62**	65**	58**	35**	58**	16**	8**	32**	15**	22**	12**	6**	18**	32**	32**	16**	7**
6am-10am	37 17%	25 17%																								
10am -4pm	48 22%	30 21%																								
4pm-6pm	66 30%	45 31%																								
6pm-11pm	156 72%	107 73%																								
11pm-6am	40 19%	25 17%																								

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



## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	6am-6am	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	228	186	228	33**	62**	81**	153	22**	51**	84**	108	199	60**	42**	157	5**	8**	70**	183	15**	14**
Weighted base	217	178	217	35**	57**	78**	150	25**	56**	77**	105	185	62**	48**	149	5**	6**	70**	178	15**	11**
6am-10am	37 17%	29 16%	37 17%				23 15%				26 25%	26 14%			23 16%				33 19%		
10am-4pm	48 22%	37 21%	48 22%				26 18%				29 28%	38 20%			31 21%				43 24%		
4pm-6pm	66 30%	58 32%	66 30%				48 32%				66 63%	55 30%			47 32%				56 31%		
6pm-11pm	156 72%	127 71%	156 72%				116 78%				72 68%	156 84%			109 73%				129 72%		
11pm-6am	40 19%	34 19%	40 19%				28 19%				26 25%	33 18%			29 19%				33 18%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 Ireland
Unweighted base	1240	617	622	14**	99**	163	193	219	225	327	332	326	268	314	94**	56**	163	97**	102	83**	68**	107	139	176	109	46**
Weighted base	1268	642	626	16**	110	194	197	220	207	325	362	330	269	307	103	54**	158	106	111	89**	70**	102	149	175	106	47**
6am-10am	200	100	101		9	33	46	45	32	32	60	47	47	47	19		23	13	12			19	37	28	10	
	16%	16%	16%		9%	17%	23%	20%	16%	10%	16%	14%	17%	15%	19%		15%	12%	11%			19%	25%	16%	9%	
10am -4pm	302	132	170		28	63	68	32	42	64	86	65	56	95	33		42	12	27			25	49	36	18	
	24%	21%	27%		26%	33%	34%	15%	20%	20%	24%	20%	21%	31%	32%		26%	11%	24%			25%	33%	20%	17%	
4pm-6pm	413	217	196		35	62	67	74	65	97	117	98	87	110	33		52	44	37			34	64	37	24	
	33%	34%	31%		32%	32%	34%	34%	32%	30%	32%	30%	32%	36%	32%		33%	42%	34%			34%	43%	21%	22%	
6pm-11pm	1025	524	501		84	127	147	182	174	297	286	272	217	249	82		129	82	90			85	103	154	92	
	81%	82%	80%		76%	65%	75%	83%	84%	91%	79%	83%	81%	81%	79%		81%	77%	81%			83%	69%	88%	87%	
11pm-6am	102	65	37		10	17	20	20	14	17	32	26	21	23	12		16	5	12			8	17	6	3	
	8%	10%	6%		9%	9%	10%	9%	7%	5%	9%	8%	8%	7%	11%		10%	5%	11%			8%	11%	3%	3%	

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

**Amount of Advertising Survey - W3**  
**ONLINE Fieldwork: 19th to 20th 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	1240	1240	730	183	295	396	1003	92**	91**	201	278	615	159	222	1033	42**	58**	175	584	37**	41**
Weighted base	1268	1268	748	200	302	413	1025	102	105	206	288	628	162	247	1054	45**	55**	186	599	39**	42**
6am-10am	200 16%	200 16%	134 18%	200 100%	82 27%	81 20%	136 13%	25 24%	39 37%	56 27%	69 24%	107 17%	37 23%	61 25%	174 16%			38 21%	110 18%		
10am -4pm	302 24%	302 24%	187 25%	82 41%	302 100%	139 34%	173 17%	30 29%	51 49%	100 49%	92 32%	138 22%	50 31%	92 37%	246 23%			64 35%	140 23%		
4pm-6pm	413 33%	413 33%	272 36%	81 41%	139 46%	413 100%	291 28%	49 48%	63 60%	109 53%	143 50%	231 37%	81 50%	100 40%	348 33%			73 39%	220 37%		
6pm-11pm	1025 81%	1025 81%	623 83%	136 68%	173 57%	291 70%	1025 100%	92 90%	73 69%	147 71%	234 81%	547 87%	141 87%	182 74%	868 82%			143 77%	513 86%		
11pm-6am	102 8%	102 8%	85 11%	25 12%	30 10%	49 12%	92 9%	102 100%	19 18%	24 11%	46 16%	79 13%	66 41%	26 11%	84 8%			23 12%	71 12%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland
Unweighted base	926	511	413	10**	65**	123	138	165	174	251	249	245	192	240	62**	48**	121	67**	69**	66**	45**	83**	128	127	79**	31**
Weighted base	952	543	407	12**	84**	145	141	171	163	236	264	245	200	243	68**	44**	114	74**	81**	67**	40**	85**	143	131	70**	35**
6am-10am	130 14%	89 16%	41 10%			23 16%	31 22%	9 5%	21 13%	28 12%	48 18%	26 11%	27 14%	28 11%										26 18%	11 9%	
10am -4pm	263 28%	148 27%	115 28%			35 24%	54 38%	40 24%	42 26%	63 27%	79 30%	58 24%	50 25%	75 31%										45 31%	32 24%	
4pm-6pm	356 37%	219 40%	137 34%			60 41%	57 40%	63 37%	56 35%	78 33%	99 38%	85 35%	73 37%	98 40%										50 35%	37 28%	
6pm-11pm	770 81%	450 83%	319 78%			117 80%	104 74%	141 82%	137 85%	199 84%	214 81%	194 79%	163 82%	199 82%										106 74%	110 84%	
11pm-6am	179 19%	109 20%	69 17%			29 20%	36 25%	32 18%	29 18%	37 16%	53 20%	45 18%	37 18%	44 18%										23 16%	14 11%	

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

**Amount of Advertising Survey - W3**  
**ONLINE Fieldwork: 19th to 20th 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	926	730	926	117	183	264	611	73**	115	259	342	755	179	146	622	20**	30**	205	732	51**	58**
Weighted base	952	748	952	134	187	272	623	85**	130	263	356	770	179	171	633	24**	28**	214	756	56**	58**
6am-10am	130 14%	105 14%	130 14%	39 29%	51 27%	63 23%	73 12%		130 100%	78 29%	74 21%	87 11%	46 26%	37 22%	87 14%			42 20%	112 15%		
10am-4pm	263 28%	206 28%	263 28%	56 42%	100 54%	109 40%	147 24%		78 60%	263 100%	154 43%	181 23%	61 34%	55 32%	179 28%			70 33%	221 29%		
4pm-6pm	356 37%	288 39%	356 37%	69 51%	92 50%	143 53%	234 38%		74 57%	154 59%	356 100%	273 35%	91 51%	63 37%	250 39%			93 44%	292 39%		
6pm-11pm	770 81%	628 84%	770 81%	107 80%	138 74%	231 85%	547 88%		87 67%	181 69%	273 77%	770 100%	151 84%	129 76%	544 86%			169 79%	625 83%		
11pm-6am	179 19%	162 22%	179 19%	37 27%	50 27%	81 30%	141 23%		46 36%	61 23%	91 26%	151 20%	179 100%	37 21%	138 22%			54 25%	150 20%		

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

**Amount of Advertising Survey - W3**  
**ONLINE Fieldwork: 19th to 20th 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	1436	725	708	14**	117	193	223	261	257	371	382	387	300	367	102	65**	182	111	115	99**	78**	127	171	209	126	51**
Weighted base	1472	760	709	16**	141	224	225	264	239	363	412	391	303	366	111	60**	176	124	126	107	78**	123	182	214	119	51**
6am-10am	291	167	124		24	45	68	52	46	53	88	66	66	71	27		35	19	23	19		27	53	37	17	
	20%	22%	17%		17%	20%	30%	20%	19%	15%	21%	17%	22%	20%	25%		20%	15%	18%	18%		22%	29%	17%	14%	
10am -4pm	465	223	241		47	74	96	65	70	110	131	106	88	140	44		57	24	38	35		37	73	59	30	
	32%	29%	34%		33%	33%	43%	24%	29%	30%	32%	27%	29%	38%	40%		33%	19%	31%	32%		30%	40%	28%	25%	
4pm-6pm	626	349	277		52	101	97	112	101	150	169	151	133	173	49		74	68	57	52		51	89	61	39	
	43%	46%	39%		37%	45%	43%	42%	42%	41%	41%	39%	44%	47%	44%		42%	55%	41%	48%		41%	49%	29%	32%	
6pm-11pm	1248	663	583		112	172	170	228	212	339	347	327	262	312	89		147	105	104	91		112	145	190	107	
	85%	87%	82%		80%	77%	76%	87%	89%	93%	84%	84%	87%	85%	80%		84%	84%	82%	85%		91%	80%	89%	90%	
11pm-6am	214	131	83		18	31	43	38	36	43	63	55	44	52	25		31	16	23	13		13	31	18	17	
	15%	17%	12%		13%	14%	19%	15%	15%	12%	15%	14%	14%	14%	22%		18%	13%	18%	12%		11%	17%	8%	14%	

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

**Amount of Advertising Survey - W3**  
**ONLINE Fieldwork: 19th to 20th 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	1436	1240	926	183	295	396	1003	92**	115	259	342	755	179	222	1033	42**	58**	205	732	51**	58**
Weighted base	1472	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
6am-10am	291	266	224	200	108	119	183	30	130	110	115	165	65	79	227			65	189	30%	25%
	20%	21%	24%	100%	36%	29%	18%	29%	100%	42%	32%	21%	36%	32%	22%						
10am -4pm	465	408	350	96	302	189	257	37	89	263	183	245	82	109	343			98	280	46%	37%
	32%	32%	37%	48%	100%	46%	25%	36%	69%	100%	52%	32%	46%	44%	33%						
4pm-6pm	626	558	485	110	176	413	414	60	95	188	356	379	118	124	472			121	393	57%	52%
	43%	44%	51%	55%	58%	100%	40%	59%	74%	72%	100%	49%	66%	50%	45%						
6pm-11pm	1248	1105	847	156	210	348	1025	95	102	211	309	770	170	207	935			184	682	86%	90%
	85%	87%	89%	78%	70%	84%	100%	93%	78%	80%	87%	100%	95%	84%	89%						
11pm-6am	214	197	197	47	58	93	170	102	52	70	102	167	179	51	165			57	166	27%	22%
	15%	16%	21%	23%	19%	22%	17%	100%	40%	27%	29%	22%	100%	21%	16%						

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1050	776	494	8**	330	346	171	299	470	228	1240	926	1436
Weighted base	1083	803	508	7**	335	374	175	295	499	217	1268	952	1472
More than usual	175 16%	111 14%	71 14%		57 17%	64 17%	36 21%	61 21%	76 15%	39 18%	247 19%	214 22%	351 24%
Same as usual/No change	838 77%	628 78%	382 75%		238 71%	275 73%	122 70%	204 69%	369 74%	154 71%	1054 83%	756 79%	1248 85%
Less than usual	18 2%	18 2%	19 4%		17 5%	7 2%	4 3%	7 3%	21 4%	6 3%	45 4%	56 6%	94 6%
Don't know	52 5%	47 6%	36 7%		22 7%	28 8%	12 7%	23 8%	34 7%	18 8%	55 4%	58 6%	69 5%

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



## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	1050	525	525	14**	78**	123	150	190	197	298	286	263	230	271	83**	49**	144	87**	93**	70**	60**	95**	111	132	85**	41**
Weighted base	1083	555	528	16**	89**	151	152	197	182	295	315	271	229	267	94**	48**	138	93**	101	77**	62**	92**	118	133	84**	42**
More than usual	175 16%	83 15%	91 17%			21 14%	25 17%	17 8%	24 13%	67 23%	51 16%	45 17%	43 19%	36 13%			27 19%		8 8%				32 27%	23 18%		
Same as usual/No change	838 77%	442 80%	396 75%			117 77%	120 79%	170 86%	148 81%	205 70%	248 79%	208 77%	175 76%	207 78%			103 75%		89 88%				77 66%	101 76%		
Less than usual	18 2%	7 1%	11 2%			3 2%	1 *	3 1%	3 2%	7 2%	8 3%	- -	4 2%	6 2%			1 1%		2 2%				2 2%	3 2%		
Don't know	52 5%	22 4%	30 6%			11 7%	6 4%	8 4%	7 4%	16 5%	8 3%	18 7%	8 3%	18 7%			7 5%		2 2%				6 5%	5 4%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1050	1050	627	170	262	369	870	85**	76**	171	238	539	138	196	878	34**	52**	148	506	29**	35**
Weighted base	1083	1083	644	190	266	383	894	96**	87**	177	248	553	142	216	905	39**	50**	156	522	31**	35**
More than usual	175 16%	175 16%	117 18%	42 22%	68 26%	74 19%	129 14%			36 20%	41 16%	89 16%	24 17%	175 81%	64 7%			80 51%	66 13%		
Same as usual/No change	838 77%	838 77%	494 77%	142 75%	187 70%	291 76%	707 79%			136 77%	194 78%	434 78%	110 77%	38 18%	838 93%			74 47%	452 86%		
Less than usual	18 2%	18 2%	6 1%	2 1%	3 1%	5 1%	15 2%			* *	3 1%	6 1%	* *	1 1%	3 *			- -	4 1%		
Don't know	52 5%	52 5%	27 4%	4 2%	8 3%	14 4%	42 5%			5 3%	10 4%	24 4%	7 5%	1 1%	1 *			3 2%	1 *		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	776	406	369	9**	60**	105	127	135	148	192	226	211	166	173	58**	35**	100	54**	65**	52**	39**	69**	92**	118	70**	24**
Weighted base	803	421	382	10**	66**	132	129	143	135	190	252	214	165	172	63**	33**	98**	54**	72**	56**	39**	66**	107	116	71**	28**
More than usual	111 14%	62 15%	49 13%			18 14%	20 16%	11 7%	21 16%	34 18%	37 15%	27 13%	24 15%	22 13%									26 25%	18 16%		
Same as usual/No change	628 78%	328 78%	300 79%			102 77%	99 77%	125 88%	104 77%	139 73%	169 78%	131 79%	131 79%	131 76%									71 66%	85 73%		
Less than usual	18 2%	12 3%	5 1%			4 3%	2 2%	2 1%	1 *	3 2%	8 3%	4 2%	3 2%	2 1%									7 6%	4 3%		
Don't know	47 6%	19 5%	28 7%			8 6%	7 5%	5 4%	9 7%	14 7%	9 4%	14 7%	6 4%	16 10%									3 3%	9 8%		

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

**Amount of Advertising Survey - W3**  
**ONLINE Fieldwork: 19th to 20th 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	776	776	516	109	202	266	678	81**	63**	143	203	442	130	151	663	33**	32**	133	416	30**	28**
Weighted base	803	803	537	125	206	270	699	89**	73**	146	214	461	132	167	686	35**	30**	141	435	31**	31**
More than usual	111	111	82	25	43	40	88			30	33	65	23	111	41			57	44		
	14%	14%	15%	20%	21%	15%	13%			20%	16%	14%	17%	66%	6%			41%	10%		
Same as usual/No change	628	628	413	94	139	204	559			110	166	361	100	52	628			79	376		
	78%	78%	77%	75%	67%	76%	80%			75%	78%	78%	75%	31%	92%			56%	86%		
Less than usual	18	18	9	-	8	10	11			1	5	7	1	*	8			-	8		
	2%	2%	2%	-	4%	4%	2%			1%	2%	1%	1%	*	1%			-	2%		
Don't know	47	47	33	6	16	15	40			6	10	29	8	4	8			5	7		
	6%	6%	6%	5%	8%	6%	6%			4%	5%	6%	6%	3%	1%			3%	2%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	494	247	247	5**	27**	51**	70**	68**	117	156	125	134	103	132	31**	22**	77**	39**	38**	32**	25**	40**	64**	62**	46**	18**
Weighted base	508	253	255	8**	32**	64**	74**	68**	103	159	135	138	103	132	34**	21**	81**	39**	38**	31**	25**	40**	71**	58**	49**	21**
More than usual	71 14%	41 16%	31 12%						10 10%	33 21%	15 11%	21 15%	19 18%	17 13%												
Same as usual/No change	382 75%	193 76%	189 74%						86 84%	111 70%	102 76%	106 77%	76 74%	97 73%												
Less than usual	19 4%	8 3%	11 4%						1 1%	3 2%	9 7%	5 4%	2 2%	3 2%												
Don't know	36 7%	11 5%	24 9%						6 6%	13 8%	8 6%	6 5%	5 5%	16 12%												

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

**Amount of Advertising Survey - W3**  
**ONLINE Fieldwork: 19th to 20th 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	494	494	354	86**	150	206	431	55**	53**	94**	147	298	90**	124	414	26**	19**	90**	285	23**	20**
Weighted base	508	508	364	99**	158	209	436	61**	63**	103	152	302	91**	141	421	29**	19**	95**	289	23**	22**
More than usual	71	71	50		24	31	57			16	18	37		71	15				20		
	14%	14%	14%		15%	15%	13%			16%	12%	12%		51%	4%				7%		
Same as usual/No change	382	382	274		117	155	335			79	118	233		55	382				252		
	75%	75%	75%		74%	74%	77%			77%	78%	77%		39%	91%				87%		
Less than usual	19	19	14		8	11	12			4	10	9		10	13				10		
	4%	4%	4%		5%	5%	3%			4%	7%	3%		7%	3%				4%		
Don't know	36	36	26		9	11	31			4	5	23		5	10				7		
	7%	7%	7%		6%	5%	7%			4%	3%	8%		4%	2%				2%		

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

**Amount of Advertising Survey - W3**  
**ONLINE Fieldwork: 19th to 20th 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	8**	8**	-**	1**	-**	-**	2**	1**	-**	4**	3**	2**	-**	3**	-**	-**	-**	-**	-**	8**	-**	-**	-**
Weighted base	7**	7**	-**	1**	-**	-**	2**	1**	-**	4**	4**	1**	-**	3**	-**	-**	-**	-**	-**	7**	-**	-**	-**

**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 - W3

### ONLINE Fieldwork: 19th to 20th 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	8**	8**	7**	4**	3**	5**	7**	-**	2**	3**	5**	6**	3**	1**	7**	2**	-**	2**	5**	1**	-**
Weighted base	7**	7**	6**	4**	2**	4**	6**	-**	2**	3**	5**	5**	3**	1**	6**	1**	-**	2**	4**	1**	-**

**More than usual**

**Same as usual/No change**

**Less than usual**

**Don't know**

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



## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	330	182	148	3**	23**	47**	52**	60**	69**	76**	88**	90**	62**	90**	23**	20**	47**	22**	30**	17**	13**	24**	45**	51**	27**	11**
Weighted base	335	189	146	4**	25**	59**	50**	65**	62**	70**	94**	90**	64**	87**	26**	20**	44**	25**	38**	12**	10**	26**	54**	45**	24**	11**
More than usual	57 17%	33 18%	24 16%																							
Same as usual/No change	238 71%	135 71%	104 71%																							
Less than usual	17 5%	11 6%	6 4%																							
Don't know	22 7%	10 5%	13 9%																							

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	330	301	330	60**	92**	128	252	46**	55**	115	148	289	86**	64**	261	12**	8**	93**	274	25**	13**
Weighted base	335	309	335	70**	90**	136	259	55**	60**	111	152	293	87**	74**	266	13**	9**	96**	278	27**	15**
More than usual	57	50	57			24	42			16	27	46			31				25		
	17%	16%	17%			17%	16%			15%	18%	16%			12%				9%		
Same as usual/No change	238	227	238			94	191			84	106	211			216				238		
	71%	73%	71%			69%	74%			76%	69%	72%			81%				86%		
Less than usual	17	11	17			9	7			6	11	15			9				9		
	5%	3%	5%			7%	3%			5%	7%	5%			3%				3%		
Don't know	22	22	22			9	19			5	8	21			9				6		
	7%	7%	7%			7%	7%			4%	5%	7%			3%				2%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	346	183	162	4**	19**	38**	56**	67**	84**	78**	91**	85**	71**	99**	27**	21**	53**	17**	28**	21**	17**	24**	51**	41**	32**	14**
Weighted base	374	206	167	4**	27**	51**	65**	79**	74**	75**	105	86**	78**	106	34**	17**	53**	18**	35**	22**	14**	25**	60**	47**	33**	17**
More than usual	64 17%	29 14%	34 20%								23 21%			16 16%												
Same as usual/No change	275 73%	159 77%	115 69%								73 69%			78 74%												
Less than usual	7 2%	4 2%	3 2%								1 1%			2 2%												
Don't know	28 8%	13 6%	15 9%								9 8%			9 9%												

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	346	310	346	55**	87**	127	267	49**	50**	100	145	311	96**	60**	267	13**	12**	90**	288	22**	19**
Weighted base	374	333	374	70**	90**	135	286	58**	57**	103	154	336	101	65**	287	14**	12**	99**	314	23**	19**
More than usual	64	58	64			28	40			26	39	49	22		36				32		
	17%	17%	17%			21%	14%			25%	25%	15%	22%		12%				10%		
Same as usual/No change	275	246	275			95	219			66	105	257	70		235				275		
	73%	74%	73%			70%	77%			64%	68%	76%	69%		82%				88%		
Less than usual	7	6	7			4	6			4	3	6	2		6				1		
	2%	2%	2%			3%	2%			4%	2%	2%	2%		2%				*		
Don't know	28	23	28			8	21			8	7	25	7		11				6		
	8%	7%	8%			6%	7%			7%	5%	7%	7%		4%				2%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	171	91**	80**	3**	4**	18**	34**	31**	36**	45**	39**	43**	33**	56**	15**	9**	26**	13**	14**	12**	8**	16**	26**	20**	9**	3**
Weighted base	175	91**	84**	5**	3**	24**	36**	33**	33**	40**	40**	43**	34**	59**	18**	9**	24**	15**	15**	11**	7**	17**	31**	18**	7**	3**
More than usual	36 21%																									
Same as usual/No change	122 70%																									
Less than usual	4 3%																									
Don't know	12 7%																									

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	171	159	171	35**	59**	75**	134	30**	30**	74**	93**	154	62**	42**	137	6**	7**	56**	141	17**	6**
Weighted base	175	163	175	42**	63**	82**	134	32**	39**	81**	95**	154	61**	50**	141	5**	4**	60**	147	15**	4**
More than usual	36	35	36				24					33		25				14			
	21%	21%	21%				18%					22%		18%				9%			
Same as usual/No change	122	112	122				97					106		105				122			
	70%	69%	70%				72%					69%		74%				83%			
Less than usual	4	4	4				2					3		4				3			
	3%	3%	3%				2%					2%		3%				2%			
Don't know	12	12	12				11					12		7				8			
	7%	7%	7%				8%					8%		5%				5%			

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	299	177	121	2**	12**	30**	35**	53**	75**	92**	73**	77**	64**	85**	26**	21**	39**	15**	20**	21**	19**	31**	35**	37**	23**	12**
Weighted base	295	187	107	1**	13**	39**	39**	51**	68**	84**	81**	74**	60**	81**	29**	20**	40**	14**	24**	19**	17**	25**	40**	35**	23**	11**
More than usual	61 21%	36 19%	24 23%																							
Same as usual/No change	204 69%	130 70%	74 69%																							
Less than usual	7 3%	7 4%	-																							
Don't know	23 8%	13 7%	10 9%																							

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	299	257	299	43**	75**	99**	226	33**	38**	99**	134	269	74**	59**	211	10**	13**	91**	235	19**	20**
Weighted base	295	254	295	52**	72**	97**	220	40**	48**	105	141	261	72**	73**	206	9**	10**	95**	238	20**	17**
More than usual	61	54	61				43			22	27	51		27				25			
	21%	21%	21%				19%			21%	19%	20%		13%				10%			
Same as usual/No change	204	174	204				155			79	104	182		164				204			
	69%	68%	69%				71%			75%	74%	70%		80%				86%			
Less than usual	7	5	7				5			-	3	7		5				4			
	3%	2%	3%				2%			-	2%	3%		3%				2%			
Don't know	23	21	23				17			4	7	21		10				5			
	8%	8%	8%				8%			4%	5%	8%		5%				2%			

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



## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	470	299	170	7**	39**	76**	77**	86**	73**	112	141	121	102	106	30**	23**	57**	41**	37**	35**	25**	42**	69**	64**	32**	15**
Weighted base	499	324	174	9**	53**	93**	85**	87**	69**	104	151	124	114	111	36**	23**	52**	42**	44**	39**	24**	50**	81**	65**	27**	16**
More than usual	76 15%	53 16%	23 13%							19 18%	23 16%	8 6%	23 20%	22 19%												
Same as usual/No change	369 74%	244 75%	124 71%							76 73%	117 77%	96 77%	81 71%	75 68%												
Less than usual	21 4%	9 3%	11 7%							-	6 4%	6 5%	3 2%	6 6%												
Don't know	34 7%	18 5%	16 9%							9 9%	5 3%	14 11%	7 6%	8 7%												

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	470	358	470	71**	102	138	295	45**	77**	167	212	382	107	70**	311	9**	16**	98**	391	33**	28**
Weighted base	499	384	499	86**	112	144	314	50**	89**	180	226	404	106	85**	338	12**	14**	107	419	37**	29**
More than usual	76	67	76		27	27	53			30	41	66	20					76	36		
	15%	17%	15%		24%	19%	17%			17%	18%	16%	19%		15%			71%	9%		
Same as usual/No change	369	274	369		68	97	236			126	159	297	72		262			22	369		
	74%	71%	74%		60%	67%	75%			70%	70%	74%	68%		77%			20%	88%		
Less than usual	21	18	21		11	10	5			12	11	14	4		17			6	10		
	4%	5%	4%		10%	7%	1%			7%	5%	3%	4%		5%			6%	2%		
Don't know	34	25	34		6	11	20			11	14	27	11		9			3	4		
	7%	6%	7%		5%	7%	6%			6%	6%	7%	10%		3%			3%	1%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	228	146	80**	2**	12**	24**	27**	43**	49**	71**	65**	61**	39**	63**	15**	10**	32**	15**	15**	16**	10**	22**	32**	35**	20**	6**
Weighted base	217	145	69**	1**	14**	29**	29**	39**	43**	62**	65**	58**	35**	58**	16**	8**	32**	15**	22**	12**	6**	18**	32**	32**	16**	7**
More than usual	39 18%	27 18%																								
Same as usual/No change	154 71%	107 74%																								
Less than usual	6 3%	2 2%																								
Don't know	18 8%	9 6%																								

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	228	186	228	33**	62**	81**	153	22**	51**	84**	108	199	60**	42**	157	5**	8**	70**	183	15**	14**
Weighted base	217	178	217	35**	57**	78**	150	25**	56**	77**	105	185	62**	48**	149	5**	6**	70**	178	15**	11**
More than usual	39	32	39				29				18	32		18				18			
	18%	18%	18%				20%				17%	17%		12%				10%			
Same as usual/No change	154	130	154				111				77	135		121				154			
	71%	73%	71%				74%				74%	73%		81%				86%			
Less than usual	6	3	6				-				2	4		3				2			
	3%	2%	3%				-				2%	2%		2%				1%			
Don't know	18	13	18				10				7	14		7				5			
	8%	7%	8%				6%				7%	8%		5%				3%			

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1240	617	622	14**	99**	163	193	219	225	327	332	326	268	314	94**	56**	163	97**	102	83**	68**	107	139	176	109	46**
Weighted base	1268	642	626	16**	110	194	197	220	207	325	362	330	269	307	103	54**	158	106	111	89**	70**	102	149	175	106	47**
More than usual	247 19%	128 20%	118 19%		19 17%	36 18%	40 20%	29 13%	36 17%	80 25%	80 22%	63 19%	53 20%	51 17%	8 7%		39 25%	20 19%	12 10%			26 25%	49 33%	36 21%	18 17%	
Same as usual/No change	1054 83%	545 85%	508 81%		91 82%	163 84%	166 84%	196 89%	182 88%	243 75%	308 85%	264 80%	227 84%	255 83%	91 89%		129 81%	87 82%	100 91%			77 75%	111 75%	139 80%	91 86%	
Less than usual	45 4%	24 4%	21 3%		6 6%	9 4%	7 3%	9 4%	3 1%	9 3%	19 5%	9 3%	7 3%	10 3%	2 2%		4 3%	*	2 2%			4 4%	12 8%	7 4%	3 2%	
Don't know	55 4%	22 4%	32 5%		5 5%	11 6%	8 4%	8 3%	8 4%	15 5%	7 2%	19 6%	9 3%	19 6%	5 5%		8 5%	6 6%	2 2%			10 9%	6 4%	7 4%	3 3%	

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1240	1240	730	183	295	396	1003	92**	91**	201	278	615	159	222	1033	42**	58**	175	584	37**	41**
Weighted base	1268	1268	748	200	302	413	1025	102	105	206	288	628	162	247	1054	45**	55**	186	599	39**	42**
More than usual	247 19%	247 19%	171 23%	61 30%	92 31%	100 24%	182 18%	26 26%	37 35%	55 27%	63 22%	129 21%	37 23%	247 100%	108 10%			109 59%	98 16%		
Same as usual/No change	1054 83%	1054 83%	633 85%	174 87%	246 81%	348 84%	868 85%	84 82%	87 83%	179 87%	250 87%	544 87%	138 85%	108 44%	1054 100%			123 66%	563 94%		
Less than usual	45 4%	45 4%	24 3%	12 6%	16 5%	22 5%	29 3%	8 8%	5 4%	4 2%	13 4%	19 3%	5 3%	11 5%	22 2%			7 4%	18 3%		
Don't know	55 4%	55 4%	28 4%	4 2%	9 3%	15 4%	42 4%	6 5%	* *	6 3%	11 4%	23 4%	7 4%	- -	- -			1 1%	- -		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	926	511	413	10**	65**	123	138	165	174	251	249	245	192	240	62**	48**	121	67**	69**	66**	45**	83**	128	127	79**	31**
Weighted base	952	543	407	12**	84**	145	141	171	163	236	264	245	200	243	68**	44**	114	74**	81**	67**	40**	85**	143	131	70**	35**
More than usual	214 22%	124 23%	88 22%			31 21%	36 26%	29 17%	37 23%	61 26%	65 25%	47 19%	50 25%	52 21%			32 28%						45 31%	29 22%		
Same as usual/No change	756 79%	441 81%	314 77%			113 78%	117 83%	149 87%	130 80%	172 73%	216 82%	187 76%	161 81%	193 79%			81 71%						101 71%	110 84%		
Less than usual	56 6%	32 6%	23 6%			24 17%	7 5%	8 5%	6 4%	3 1%	15 6%	15 6%	8 4%	17 7%			10 9%						10 7%	6 5%		
Don't know	58 6%	31 6%	27 7%			10 7%	6 5%	6 3%	14 8%	18 7%	15 6%	17 7%	8 4%	18 8%			7 6%						10 7%	5 4%		

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

**Amount of Advertising Survey - W3**  
**ONLINE Fieldwork: 19th to 20th 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	926	730	926	117	183	264	611	73**	115	259	342	755	179	146	622	20**	30**	205	732	51**	58**
Weighted base	952	748	952	134	187	272	623	85**	130	263	356	770	179	171	633	24**	28**	214	756	56**	58**
More than usual	214	186	214	38	64	73	143		42	70	93	169	54	109	123			214	97		
	22%	25%	22%	29%	34%	27%	23%		32%	27%	26%	22%	30%	64%	19%			100%	13%		
Same as usual/No change	756	599	756	110	140	220	513		112	221	292	625	150	98	563			97	756		
	79%	80%	79%	82%	75%	81%	82%		86%	84%	82%	81%	84%	57%	89%			45%	100%		
Less than usual	56	39	56	9	20	23	20		10	22	29	44	11	20	37			19	26		
	6%	5%	6%	7%	11%	8%	3%		8%	8%	8%	6%	6%	12%	6%			9%	3%		
Don't know	58	42	58	5	11	11	34		*	12	16	47	12	3	13			-	-		
	6%	6%	6%	4%	6%	4%	6%		*	4%	5%	6%	7%	2%	2%			-	-		

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



## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1436	725	708	14**	117	193	223	261	257	371	382	387	300	367	102	65**	182	111	115	99**	78**	127	171	209	126	51**
Weighted base	1472	760	709	16**	141	224	225	264	239	363	412	391	303	366	111	60**	176	124	126	107	78**	123	182	214	119	51**
More than usual	351 24%	194 26%	155 22%		31 22%	52 23%	54 24%	49 19%	54 23%	104 29%	111 27%	88 22%	76 25%	76 21%	18 17%		47 27%	30 24%	20 16%	16 15%		30 24%	68 37%	58 27%	23 19%	
Same as usual/No change	1248 85%	663 87%	583 82%		117 83%	191 85%	202 90%	234 89%	210 88%	279 77%	363 88%	315 81%	263 87%	306 84%	96 87%		146 83%	106 85%	114 91%	99 92%		93 76%	148 81%	178 83%	103 87%	
Less than usual	94 6%	52 7%	42 6%		10 7%	31 14%	13 6%	16 6%	7 3%	13 4%	33 8%	23 6%	14 5%	24 6%	4 4%		13 8%	10 8%	7 6%	2 2%		10 8%	19 10%	13 6%	5 4%	
Don't know	69 5%	32 4%	37 5%		7 5%	14 6%	9 4%	8 3%	11 5%	20 6%	12 3%	23 6%	12 4%	22 6%	5 5%		11 6%	6 4%	2 2%	4 4%		12 10%	8 4%	8 4%	4 3%	

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1436	1240	926	183	295	396	1003	92**	115	259	342	755	179	222	1033	42**	58**	205	732	51**	58**
Weighted base	1472	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
More than usual	351 24%	323 25%	275 29%	67 33%	109 36%	123 30%	246 24%	36 35%	55 42%	86 33%	106 30%	215 28%	63 35%	247 100%	182 17%			214 100%	151 20%		
Same as usual/No change	1248 85%	1090 86%	827 87%	183 91%	262 87%	361 87%	894 87%	89 87%	122 94%	242 92%	317 89%	676 88%	162 90%	140 57%	1054 100%			144 67%	756 100%		
Less than usual	94 6%	77 6%	72 8%	18 9%	33 11%	39 10%	45 4%	12 12%	13 10%	22 8%	36 10%	56 7%	12 7%	28 11%	53 5%			22 10%	38 5%		
Don't know	69 5%	53 4%	42 4%	4 2%	9 3%	14 3%	40 4%	5 5%	-	8 3%	14 4%	36 5%	6 3%	-	-			-	-		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	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	328	175	152	4**	26**	43**	41**	50**	53**	111	97**	84**	67**	80**	15**	15**	47**	28**	20**	16**	12**	28**	58**	53**	24**	12**
Weighted base	351	194	155	7**	31**	52**	54**	49**	54**	104	111	88**	76**	76**	18**	14**	47**	30**	20**	16**	11**	30**	68**	58**	23**	16**
It bothered me a lot	123	62	61							43	32															
	35%	32%	39%							42%	29%															
It bothered me a little bit	186	106	78							48	64															
	53%	55%	50%							46%	58%															
It didn't bother me	40	24	16							13	13															
	11%	12%	10%							12%	12%															
Don't know	1	1	-							-	1															
	*	1%	-							-	1%															

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

**Amount of Advertising Survey - W3**  
**ONLINE Fieldwork: 19th to 20th 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**

	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	328	298	252	56**	102	116	231	31**	43**	70**	94**	198	61**	222	164	11**	3**	205	127	26**	3**
Weighted base	351	323	275	67**	109	123	246	36**	55**	86**	106	215	63**	247	182	13**	1**	214	151	29**	3**
It bothered me a lot	123 35%	113 35%	97 35%	38 35%	45 37%	85 34%					39 37%	73 34%		97 39%	53 29%			80 37%	45 30%		
It bothered me a little bit	186 53%	171 53%	141 51%	56 51%	66 54%	132 54%					47 44%	108 50%		132 54%	99 54%			104 49%	79 52%		
It didn't bother me	40 11%	38 12%	37 13%	15 14%	12 10%	29 12%					20 19%	34 16%		16 6%	30 17%			30 14%	26 17%		
Don't know	1 *	1 *	-	-	-	-								1 1%	-			-	-		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	288	152	135	4**	25**	35**	35**	44**	48**	97**	84**	76**	59**	69**	13**	13**	43**	23**	16**	13**	12**	28**	47**	48**	20**	12**
Weighted base	309	169	139	7**	31**	40**	46**	43**	50**	92**	96**	80**	66**	66**	16**	11**	44**	25**	15**	14**	11**	30**	54**	53**	20**	16**
NET: Took any action	279	153	126	90%	91%	91%																				
I got up from watching the TV to do something else while the ads were on	138	72	66	45%	43%	47%																				
I changed channel until the ads were over	123	69	54	40%	41%	39%																				
I recorded the programme to watch later when I could forward the ads	105	61	44	34%	36%	32%																				
I changed channel to watch a different programme completely	88	53	35	28%	31%	25%																				
I turned the TV off	31	22	9	10%	13%	6%																				
I made a complaint (e.g. to the broadcaster, the broadcast regulator Ofcom)	15	11	4	5%	6%	3%																				
I did something else (please specify)	18	12	6	6%	7%	4%																				
I took no direct action as a result of the ads	30	16	13	10%	9%	9%																				

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	288	262	217	47**	86**	103	204	23**	36**	59**	78**	168	48**	205	136	11**	3**	176	105	16**	3**
Weighted base	309	284	238	57**	94**	111	217	27**	46**	73**	86**	181	49**	229	152	13**	1**	184	125	19**	3**
NET: Took any action	279	260	215			102	201					162		208	141			163	116		
	90%	92%	90%			92%	93%					89%		91%	92%			89%	93%		
I got up from watching the TV to do something else while the ads were on	138	126	112			49	104					90		102	74			86	52		
	45%	44%	47%			44%	48%					50%		44%	49%			47%	42%		
I changed channel until the ads were over	123	118	103			51	96					80		89	67			77	54		
	40%	42%	43%			46%	44%					44%		39%	44%			42%	43%		
I recorded the programme to watch later when I could forward the ads	105	98	79			33	87					65		78	50			59	46		
	34%	35%	33%			29%	40%					36%		34%	33%			32%	37%		
I changed channel to watch a different programme completely	88	82	68			34	65					51		69	39			53	36		
	28%	29%	29%			30%	30%					28%		30%	26%			29%	29%		
I turned the TV off	31	30	25			14	21					14		28	17			14	20		
	10%	11%	11%			13%	10%					7%		12%	11%			8%	16%		
I made a complaint (e.g. to the broadcaster, the broadcast regulator Ofcom)	15	11	14			4	3					1		9	6			11	8		
	5%	4%	6%			4%	1%					1%		4%	4%			6%	6%		
I did something else (please specify)	18	16	14			4	14					14		12	7			12	1		
	6%	6%	6%			4%	6%					8%		5%	4%			6%	1%		
I took no direct action as a result of the ads	30	24	23			9	16					19		22	12			21	8		
	10%	8%	10%			8%	7%					11%		9%	8%			11%	7%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 Ire-land
Unweighted base	1436	725	708	14**	117	193	223	261	257	371	382	387	300	367	102	65**	182	111	115	99**	78**	127	171	209	126	51**
Weighted base	1472	760	709	16**	141	224	225	264	239	363	412	391	303	366	111	60**	176	124	126	107	78**	123	182	214	119	51**
NET: Negative feelings about adverts	554	265	287		32	48	57	95	107	207	151	156	109	139	41		61	51	39	25		58	70	86	56	
	38%	35%	40%		23%	21%	25%	36%	45%	57%	37%	40%	36%	38%	36%		35%	41%	31%	23%		47%	39%	40%	47%	
I dislike adverts/ find adverts annoying/ frustrating	134	67	66		12	8	13	22	23	54	45	36	19	34	13		23	10	6	5		11	18	16	17	
	9%	9%	9%		9%	4%	6%	8%	10%	15%	11%	9%	6%	9%	11%		13%	8%	5%	5%		9%	10%	7%	14%	
I do not watch adverts/ do not pay attention to adverts	97	53	44		4	6	6	16	22	44	22	32	25	18	7		6	10	13	7		8	7	11	17	
	7%	7%	6%		3%	3%	3%	6%	9%	12%	5%	8%	8%	5%	6%		3%	8%	10%	7%		6%	4%	5%	14%	
Other negative mention of adverts	81	44	36		2	15	6	13	15	29	16	21	15	28	6		12	11	3	-		15	6	14	3	
	5%	6%	5%		1%	7%	3%	5%	6%	8%	4%	5%	5%	8%	6%		7%	9%	2%	-		12%	4%	6%	3%	
Adverts are too lengthy/ need to be shorter/ more concise	80	37	44		8	7	14	14	7	30	23	23	19	15	3		7	8	6	5		9	11	11	10	
	5%	5%	6%		5%	3%	6%	5%	3%	8%	6%	6%	6%	4%	3%		4%	7%	5%	5%		7%	6%	5%	8%	
The adverts are repetitive/ repeated throughout the day/ lack variety	73	34	38		2	10	3	6	17	34	14	22	14	23	5		11	8	4	4		11	6	12	6	
	5%	4%	5%		1%	5%	1%	2%	7%	9%	3%	6%	5%	6%	4%		6%	6%	3%	3%		9%	3%	6%	5%	
I do not watch live TV to avoid advertising/ prefer streaming/ pre-record programmes/ fast forward past adverts	71	19	52		1	2	12	12	14	28	20	19	19	14	6		7	5	2	7		9	8	11	2	
	5%	3%	7%		1%	1%	5%	4%	6%	8%	5%	5%	6%	4%	5%		4%	4%	2%	6%		7%	4%	5%	2%	
Advertising spoils programmes/ the viewing experience	58	35	23		4	5	4	8	11	22	16	17	10	15	6		7	7	3	1		8	8	11	1	
	4%	5%	3%		3%	2%	2%	3%	5%	6%	4%	4%	3%	4%	5%		4%	6%	2%	1%		7%	5%	5%	1%	

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## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 Ire-land
Weighted base	1472	760	709	16**	141	224	225	264	239	363	412	391	303	366	111	60**	176	124	126	107	78**	123	182	214	119	51**
The length of the programme is effected by the adverts shown	24 2%	10 1%	14 2%	-	2 1%	2 1%	4 2%	4 2%	10 3%	10 2%	6 2%	5 2%	3 1%	3 3%	-	-	6 3%	2 2%	4 3%	1 1%	2 2%	*	3 1%	1 1%	-	-
Adverts are boring	24 2%	9 1%	15 2%	1 1%	2 1%	2 1%	3 1%	4 2%	11 3%	9 2%	7 2%	3 1%	5 1%	1 1%	-	-	4 2%	3 2%	2 2%	-	2 1%	2 1%	8 4%	1 1%	-	-
Inappropriate products/ services are advertised/ gambling, junk food etc	23 2%	6 1%	16 2%	-	1 *	1 *	7 3%	10 4%	4 1%	7 2%	1 *	4 1%	12 3%	-	-	2 1%	1 1%	3 2%	1 1%	3 3%	*	2 1%	2 2%	2 1%	-	-
Adverts shown are poor quality/ bad to watch	22 1%	15 2%	7 1%	2 2%	1 *	1 1%	4 2%	9 4%	4 1%	8 2%	4 1%	7 2%	3 1%	3 2%	-	-	1 1%	3 2%	1 *	-	3 3%	-	6 3%	5 4%	-	-
Advertising standards are falling / adverts are getting worse / used to be better	21 1%	13 2%	8 1%	-	*	*	8 3%	6 3%	5 1%	3 1%	4 1%	7 2%	7 2%	*	-	-	1 1%	3 3%	2 2%	-	3 2%	3 2%	3 1%	1 1%	-	-
Adverts are irrelevant/ do not offer anything I want/ need/ adverts should be more focused on relevant things	21 1%	11 1%	10 1%	2 1%	*	2 1%	5 2%	4 2%	9 2%	5 1%	6 2%	3 1%	6 2%	2 1%	-	-	3 2%	1 1%	1 1%	-	2 2%	4 2%	7 3%	1 1%	-	-
I change channel when the adverts start	18 1%	6 1%	12 2%	-	1 *	2 1%	7 3%	3 1%	6 2%	4 1%	6 1%	2 1%	7 2%	-	-	3 2%	1 1%	2 2%	-	2 2%	3 1%	2 1%	2 2%	2 1%	-	-
I prefer to watch channels that do not show advertising	17 1%	9 1%	9 1%	1 *	-	1 *	2 1%	6 3%	7 2%	4 1%	5 1%	6 2%	2 *	1 1%	-	-	2 1%	6 5%	-	-	1 *	-	3 1%	1 *	-	-

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## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1472	760	709	16**	141	224	225	264	239	363	412	391	303	366	111	60**	176	124	126	107	78**	123	182	214	119	51**
Adverts are ineffective/ they never encourage me to buy products	15 1%	10 1%	6 1%	-	-	*	4 1%	5 2%	6 2%	9 2%	3 1%	1 *	2 *	3 3%	-	-	2 1%	1 1%	1 1%	-	-	3 2%	2 1%	1 1%	3 2%	-
I do not think adverts should be shown in the middle of programmes/ adverts should only be shown at the beginning or end of programmes	13 1%	7 1%	7 1%	-	-	-	3 1%	4 2%	6 2%	3 1%	9 2%	-	2 1%	-	-	1 *	-	3 2%	-	-	-	-	1 *	6 3%	1 *	-
Adverts are too loud	12 1%	9 1%	3 *	-	-	-	3 1%	2 1%	7 2%	4 1%	4 1%	2 1%	2 1%	-	-	2 1%	-	-	-	-	-	-	2 1%	5 2%	2 2%	-
I mute the sound when the adverts start	11 1%	6 1%	4 1%	-	-	1 1%	2 1%	4 2%	4 1%	7 2%	1 *	1 *	2 1%	-	-	-	2 2%	1 1%	-	-	*	*	-	1 *	6 5%	-
Popular programmes seem to feature more adverts when they are broadcast	11 1%	5 1%	6 1%	1 1%	-	-	3 1%	3 1%	4 1%	2 1%	5 1%	3 1%	1 *	1 1%	-	1 1%	1 1%	-	*	*	-	-	3 2%	3 1%	-	-
Advertising is too politically correct/ woke/ excessive diversity shown in adverts	9 1%	5 1%	4 1%	-	2 1%	-	-	3 1%	4 1%	1 *	1 *	3 1%	3 1%	-	-	2 1%	-	-	-	1 1%	-	-	*	2 1%	1 1%	-
I find adverts a waste of time/ pointless	8 1%	4 1%	2 *	1 1%	-	1 1%	-	-	5 1%	5 1%	1 *	1 *	1 *	1 1%	-	1 1%	1 *	-	-	-	-	-	2 1%	1 *	-	-
There are too many adverts for charities	8 1%	1 *	7 1%	-	-	-	2 1%	3 1%	4 1%	2 1%	2 *	*	4 1%	-	-	-	-	-	-	1 1%	1 1%	5 3%	-	-	-	-

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1472	760	709	16**	141	224	225	264	239	363	412	391	303	366	111	60**	176	124	126	107	78**	123	182	214	119	51**
Negative mention of seasonal advertising/ Christmas, Halloween etc	7	*	6		-	-	2	2	2	2	1	1	2	3	2	-	1	1	-	-	1	-	*	*	-	-
Advertising seems to be synchronised across channels/ channels show advertising at the same time as each other	4	3	1		-	-	-	1	2	1	1	2	-	1	-	2	1	1	-	-	-	1	-	-	-	
NET: Feelings about amount/ frequency of adverts	455	209	244		39	57	73	87	80	112	148	131	75	102	36	47	46	40	37		32	51	67	29		
There is too much advertising/ I would prefer if there was less advertising	31%	28%	34%		28%	26%	32%	33%	33%	31%	36%	33%	25%	28%	33%	27%	37%	32%	34%		26%	28%	31%	24%		
I feel the amount of advertising has remained the same	292	126	164		20	35	52	57	55	68	91	78	46	76	28	29	35	23	25		20	35	43	12		
It varies between channels/ some channels show more than others, worse adverts, shorter adverts etc	20%	17%	23%		14%	16%	23%	21%	23%	19%	22%	20%	15%	21%	25%	16%	28%	18%	23%		16%	19%	20%	10%		
Adverts are too frequent/ programmes are interrupted too frequently/ quickly	50	32	18		5	11	8	9	10	5	21	15	5	8	3	8	4	3	5		5	4	7	2		
	3%	4%	3%		3%	5%	4%	4%	4%	1%	5%	4%	2%	2%	3%	5%	3%	3%	4%		4%	2%	3%	2%		
	39	14	25		5	5	4	8	5	11	15	11	8	5	1	2	2	6	*		4	6	9	2		
	3%	2%	4%		4%	2%	2%	3%	2%	3%	4%	3%	3%	1%	1%	1%	2%	5%	*		3%	3%	4%	2%		
	33	18	16		1	6	5	7	4	11	9	15	3	6	-	7	3	1	2		2	5	4	2		
	2%	2%	2%		1%	2%	2%	3%	2%	3%	2%	4%	1%	2%	-	4%	2%	1%	2%		2%	3%	2%	2%		

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## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	
Weighted base	1472	760	709	16**	141	224	225	264	239	363	412	391	303	366	111	60**	176	124	126	107	78**	123	182	214	119	51**	
All channels/ broadcasters are the same as each other when it comes to advertising/ no comparison	30 2%	17 2%	13 2%	4 3%	1 1%	5 2%	2 1%	5 2%	12 3%	6 1%	9 2%	7 2%	8 2%	3 2%			1 1%	1 *	6 5%	1 1%	2 2%	1 1%	5 2%	7 6%			
The amount of advertising is increasing	27 2%	12 2%	15 2%	6 4%	1 *	2 1%	5 2%	2 1%	9 3%	10 2%	11 3%	3 1%	3 1%	3 3%			3 2%	2 2%	1 1%	5 4%	*	*	3 2%	2 1%	4 3%		
The amount of advertising is what I would expect/ what I have grown used to	18 1%	8 1%	9 1%	1 1%	2 1%	2 1%	2 1%	4 2%	7 2%	6 1%	4 1%	5 2%	3 1%	-		*	1 1%	3 3%	-	-	*	*	2 1%	2 1%	1 *		
Other mention of amount/ frequency of advertising	13 1%	6 1%	7 1%	-	-	1 *	3 1%	2 1%	7 2%	8 2%	1 *	1 *	3 1%	-			1 1%	2 2%	-	1 1%	-	-	1 *	2 1%	4 3%		
NET: Positive feelings about adverts	237 16%	132 17%	105 15%	16 11%	37 16%	30 14%	41 15%	39 16%	74 20%	73 18%	54 14%	49 16%	60 17%	22 20%			26 15%	12 9%	23 18%	15 14%	15 12%	47 26%	30 14%	21 17%			
Advertising gives me the opportunity to do something else whilst watching a programme/ make a cup of tea etc	62 4%	20 3%	42 6%	-	1 *	9 4%	11 4%	16 7%	24 7%	19 5%	14 3%	10 3%	19 5%	6 6%			4 2%	1 1%	3 2%	7 7%	8 7%	7 4%	10 5%	8 7%			
I understand that advertising is necessary/ it is how the channels, programmes are paid for	51 3%	36 5%	16 2%	*	4 2%	3 1%	9 4%	7 3%	27 7%	14 3%	12 3%	6 2%	19 5%	4 4%			11 6%	2 2%	4 3%	4 3%	3 3%	9 5%	6 3%	3 3%			
The amount of advertising is acceptable	44 3%	27 4%	17 2%	8 6%	9 4%	7 3%	9 3%	6 2%	5 1%	12 3%	16 4%	10 3%	6 2%	1 *			5 3%	2 1%	9 7%	2 1%	-	7 4%	9 4%	3 2%			

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1472	760	709	16**	141	224	225	264	239	363	412	391	303	366	111	60**	176	124	126	107	78**	123	182	214	119	51**
Other positive mention of adverts	31 2%	21 3%	10 1%		2 1%	7 3%	7 3%	2 1%	7 3%	7 2%	13 3%	7 2%	8 3%	2 1%	3 2%		*	3 2%	4 3%	*		2 1%	10 6%	2 1%	5 4%	
I do not mind watching advertising/ adverts do not bother me	30 2%	15 2%	15 2%		-	5 2%	3 1%	10 4%	1 *	12 3%	6 2%	5 1%	6 2%	12 3%	12 11%		2 1%	2 2%	3 2%	1 1%		-	4 2%	2 1%	1 1%	
I like/ enjoy adverts	23 2%	16 2%	7 1%		4 3%	5 2%	4 2%	3 1%	4 1%	3 1%	15 4%	4 1%	4 1%	1 *	1 1%		2 1%	3 2%	5 4%	2 1%		*	8 5%	1 1%	1 1%	
Free TV/ I prefer having to watch adverts than pay a subscription/ a license fee	15 1%	8 1%	7 1%		-	1 1%	1 *	4 2%	3 1%	6 2%	2 *	3 1%	4 1%	7 2%	-		2 1%	-	-	5 4%		1 1%	1 1%	3 1%	1 1%	
Adverts are useful/ helpful/ keep you informed about programmes, products, offers etc	11 1%	8 1%	3 *		1 1%	3 2%	3 1%	1 *	1 1%	1 *	1 *	3 1%	4 1%	3 1%	-		1 1%	-	-	*		1 1%	5 3%	*	1 1%	
Adverts can be interesting/ creative	9 1%	6 1%	2 *		-	7 3%	-	-	2 1%	-	3 1%	1 *	3 1%	1 *	-		*	1 1%	-	-		1 *	4 2%	-	1 1%	
NET: Negative comment about channels advertising	94 6%	49 6%	45 6%		12 8%	9 4%	8 3%	15 6%	14 6%	35 10%	31 8%	22 6%	18 6%	23 6%	2 1%		11 6%	6 5%	8 6%	6 6%		9 7%	14 7%	14 7%	14 12%	
Negative mention of other channel's advertising	40 3%	24 3%	15 2%		3 2%	3 1%	2 1%	8 3%	4 2%	19 5%	13 3%	10 3%	6 2%	10 3%	*		4 2%	2 1%	4 3%	6 5%		7 6%	4 2%	6 3%	3 2%	
Negative comment about ITV's advertising	30 2%	10 1%	20 3%		3 2%	3 2%	4 2%	2 1%	5 2%	9 3%	13 3%	7 2%	6 2%	4 1%	1 1%		1 *	3 3%	2 1%	*		-	9 5%	5 2%	7 6%	

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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 & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Weighted base	1472	760	709	16**	141	224	225	264	239	363	412	391	303	366	111	60**	176	124	126	107	78**	123	182	214	119	51**
Negative comment about Channel 4's advertising	25 2%	13 2%	12 2%		5 3%	5 2%	*	4 2%	4 2%	7 2%	10 2%	4 1%	8 3%	3 1%	1 1%		2 1%	-	2 2%	*		-	3 2%	2 1%	9 8%	
Negative comment about Channel 5's advertising	14 1%	5 1%	9 1%		-	-	1 *	3 1%	1 *	7 2%	4 1%	3 1%	2 1%	5 1%	-		4 3%	-	-	-		1 1%	2 1%	2 1%	3 3%	
Negative comment about Sky's advertising	8 1%	6 1%	2 *		*	1 *	1 1%	-	2 1%	3 1%	3 1%	*	1 *	3 1%	-		2 1%	2 2%	-	-		1 *	1 1%	-	1 1%	
Positive mention of other channel's advertising	25 2%	11 1%	13 2%		1 1%	1 1%	3 1%	2 1%	3 1%	12 3%	9 2%	9 2%	2 1%	5 1%	-		2 1%	1 1%	2 1%	1 1%		3 3%	4 2%	6 3%	2 2%	
Other answers	18 1%	10 1%	8 1%		4 3%	1 1%	1 *	4 1%	1 *	8 2%	3 1%	8 2%	3 1%	4 1%	1 1%		3 2%	1 *	1 1%	2 1%		-	2 1%	2 1%	3 3%	
Nothing to add	463 31%	250 33%	213 30%		56 40%	98 44%	95 42%	82 31%	59 25%	69 19%	111 27%	121 31%	106 35%	126 34%	30 27%		64 36%	36 29%	48 38%	38 35%		35 29%	45 25%	70 33%	36 30%	
Don't know	26 2%	16 2%	10 1%		4 3%	9 4%	2 1%	6 2%	3 1%	1 *	10 2%	7 2%	6 2%	3 1%	1 1%		3 2%	3 2%	1 1%	2 2%		4 3%	4 2%	4 2%	-	

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1436	1240	926	183	295	396	1003	92**	115	259	342	755	179	222	1033	42**	58**	205	732	51**	58**
Weighted base	1472	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
NET: Negative feelings about adverts	554	476	382	75	108	159	403	42	48	96	139	328	79	127	376			102	272		
	38%	38%	40%	38%	36%	39%	39%	41%	37%	36%	39%	43%	44%	51%	36%			48%	36%		
I dislike adverts/ find adverts annoying/ frustrating	134	120	88	18	28	43	101	13	5	19	24	79	20	31	96			28	62		
	9%	9%	9%	9%	9%	10%	10%	13%	4%	7%	7%	10%	11%	13%	9%			13%	8%		
I do not watch adverts/ do not pay attention to adverts	97	78	65	15	11	20	67	6	8	12	26	54	13	6	60			4	45		
	7%	6%	7%	7%	4%	5%	7%	5%	6%	5%	7%	7%	7%	2%	6%			2%	6%		
Other negative mention of adverts	81	63	62	11	17	18	52	2	4	18	24	50	18	29	44			22	42		
	5%	5%	7%	6%	6%	4%	5%	2%	3%	7%	7%	7%	10%	12%	4%			10%	6%		
Adverts are too lengthy/ need to be shorter/ more concise	80	64	56	9	11	22	60	7	7	10	20	52	15	23	48			21	37		
	5%	5%	6%	5%	4%	5%	6%	7%	5%	4%	6%	7%	8%	9%	5%			10%	5%		
The adverts are repetitive/ repeated throughout the day/ lack variety	73	65	53	8	15	18	58	6	3	9	20	46	9	16	56			21	39		
	5%	5%	6%	4%	5%	4%	6%	6%	2%	3%	6%	6%	5%	6%	5%			10%	5%		
I do not watch live TV to avoid advertising/ pre-record programmes/ fast forward past adverts	71	62	41	9	14	21	53	5	6	12	10	35	11	16	51			14	30		
	5%	5%	4%	4%	5%	5%	5%	5%	5%	5%	3%	5%	6%	7%	5%			6%	4%		
Advertising spoils programmes/ the viewing experience	58	52	38	10	15	18	45	7	12	13	22	33	13	23	44			8	31		
	4%	4%	4%	5%	5%	4%	4%	7%	9%	5%	6%	4%	7%	9%	4%			4%	4%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1472	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
The length of the programme is effected by the adverts shown	24 2%	23 2%	18 2%	3 2%	8 3%	12 3%	19 2%	3 3%	3 2%	5 2%	6 2%	16 2%	1 1%	15 6%	12 1%		11 5%	11 1%			
Adverts are boring	24 2%	20 2%	23 2%	2 1%	4 1%	5 1%	17 2%	1 1%	2 2%	6 2%	12 3%	16 2%	5 3%	3 1%	15 1%		6 3%	17 2%			
Inappropriate products/ services are advertised/ gambling, junk food etc	23 2%	20 2%	17 2%	7 3%	5 2%	5 1%	18 2%	3 3%	3 2%	3 1%	5 2%	15 2%	7 4%	3 1%	17 2%		3 2%	15 2%			
Adverts shown are poor quality/ bad to watch	22 1%	20 2%	18 2%	5 2%	2 1%	4 1%	16 2%	1 1%	3 2%	2 1%	6 2%	14 2%	3 2%	8 3%	15 1%		7 3%	14 2%			
Advertising standards are falling / adverts are getting worse / used to be better	21 1%	19 2%	12 1%	6 3%	4 1%	5 1%	13 1%	4 4%	-	1	1	10 1%	6 3%	9 4%	14 1%		8 4%	9 1%			
Adverts are irrelevant/ do not offer anything I want/ need/ adverts should be more focused on relevant things	21 1%	17 1%	18 2%	-	7 2%	8 2%	15 1%	-	3 2%	7 3%	3 1%	15 2%	3 2%	9 4%	11 1%		4 2%	12 2%			
I change channel when the adverts start	18 1%	17 1%	16 2%	6 3%	4 1%	4 1%	16 2%	2 2%	2 2%	6 2%	5 2%	14 2%	2 1%	4 2%	15 1%		2 1%	12 2%			
I prefer to watch channels that do not show advertising	17 1%	17 1%	5 1%	2 1%	2 1%	4 1%	15 1%	-	2 2%	1	2 1%	5 1%	2 1%	2 1%	16 2%		3 1%	3		*	

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1472	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
Adverts are ineffective/ they never encourage me to buy products	15	13	13	3	1	5	9	-	-	1	8	11	4	3	11			3	10		
	1%	1%	1%	1%	*	1%	1%	-	-	*	2%	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	13	10	8	2	2	2	7	2	4	2	1	4	4	4	4			2	5		
	1%	1%	1%	1%	1%	*	1%	1%	3%	1%	*	*	2%	2%	*			1%	1%		
Adverts are too loud	12	12	10	4	3	4	10	-	2	3	5	10	2	3	9			4	6		
	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%			2%	1%		
I mute the sound when the adverts start	11	8	8	3	1	2	6	-	-	*	4	8	-	-	7			1	7		
	1%	1%	1%	1%	*	1%	1%	-	-	*	1%	1%	-	-	1%			*	1%		
Popular programmes seem to feature more adverts when they are broadcast	11	9	10	-	5	3	9	4	-	1	3	9	4	2	8			3	7		
	1%	1%	1%	-	2%	1%	1%	4%	-	*	1%	1%	2%	1%	1%			1%	1%		
Advertising is too politically correct/ woke/ excessive diversity shown in adverts	9	8	7	-	2	2	8	2	2	*	3	6	3	3	6			3	5		
	1%	1%	1%	-	1%	1%	1%	2%	1%	*	1%	1%	2%	1%	1%			2%	1%		
I find adverts a waste of time/ pointless	8	6	8	-	2	3	5	1	3	5	4	7	1	2	5			5	6		
	1%	*	1%	-	1%	1%	1%	1%	2%	2%	1%	1%	*	1%	*			2%	1%		
There are too many adverts for charities	8	8	7	1	1	4	4	-	-	3	3	7	-	4	3			4	3		
	1%	1%	1%	1%	*	1%	*	-	-	1%	1%	1%	-	1%	*			2%	*		

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



## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1472	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
Negative mention of seasonal advertising/ Christmas, Halloween etc	7*	7	5*	1	2	4	6	1	2	4	2	3	2	2	6			1	3		
Advertising seems to be synchronised across channels/ channels show advertising at the same time as each other	4*	4	3*	1	1	1	4	-	-	-	-	3	-	1	4			2	2		
NET: Feelings about amount/ frequency of adverts	455	386	278	52	77	102	322	30	30	73	101	228	51	71	322			44	234		
There is too much advertising/ I would prefer if there was less advertising	292	245	173	42	53	66	204	16	21	49	61	143	26	52	200			35	138		
I feel the amount of advertising has remained the same	50	48	33	7	7	9	44	6	3	7	18	23	12	1	45			-	30		
It varies between channels/ some channels show more than others, worse adverts, shorter adverts etc	39	35	18	1	4	5	30	2	*	4	6	18	2	2	32			1	18		
Adverts are too frequent/ programmes are interrupted too frequently/ quickly	33	27	24	2	8	6	22	4	3	4	6	22	7	9	18			3	20		

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## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1472	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
All channels/ broadcasters are the same as each other when it comes to advertising/ no comparison	30 2%	26 2%	17 2%	3 1%	3 1%	6 1%	22 2%	1 1%	2 1%	6 2%	6 2%	15 2%	2 1%	5 2%	19 2%			6 3%	14 2%		
The amount of advertising is increasing	27 2%	20 2%	19 2%	2 1%	5 2%	9 2%	13 1%	2 2%	3 2%	5 2%	7 2%	14 2%	3 2%	6 2%	14 1%			1 1%	16 2%		
The amount of advertising is what I would expect/ what I have grown used to	18 1%	14 1%	14 1%	2 1%	5 2%	4 1%	12 1%	3 3%	-	4 2%	5 1%	11 1%	5 3%	-	14 1%			1 *	14 2%		
Other mention of amount/ frequency of advertising	13 1%	12 1%	9 1%	-	1 *	6 1%	9 1%	-	-	2 1%	1 *	8 1%	2 1%	4 1%	10 1%			2 1%	8 1%		
NET: Positive feelings about adverts	237 16%	214 17%	158 17%	40 20%	67 22%	66 16%	176 17%	25 24%	20 16%	41 16%	57 16%	133 17%	29 16%	42 17%	180 17%			40 19%	131 17%		
Advertising gives me the opportunity to do something else whilst watching a programme/ make a cup of tea etc	62 4%	56 4%	39 4%	7 4%	17 6%	15 4%	43 4%	3 3%	1 1%	9 3%	8 2%	33 4%	5 3%	3 1%	49 5%			5 2%	31 4%		
I understand that advertising is necessary/ it is how the channels, programmes are paid for	51 3%	47 4%	36 4%	4 2%	12 4%	12 3%	42 4%	2 2%	4 3%	6 2%	12 3%	32 4%	5 3%	12 5%	36 3%			14 7%	26 3%		
The amount of advertising is acceptable	44 3%	40 3%	25 3%	10 5%	10 3%	13 3%	36 3%	6 6%	5 4%	6 2%	10 3%	24 3%	3 2%	1 1%	39 4%			3 1%	23 3%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1472	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
Other positive mention of adverts	31	27	20	7	12	7	20	4	3	6	9	16	7	10	22			8	15		
I do not mind watching advertising/ adverts do not bother me	30	28	21	6	10	14	25	5	4	10	13	19	7	4	26			7	21		
I like/ enjoy adverts	23	17	20	3	5	7	13	6	5	4	9	17	4	7	13			5	20		
Free TV/ I prefer having to watch adverts than pay a subscription/ a license fee	15	12	9	2	2	3	11	1	*	2	3	7	1	2	11			2	7		
Adverts are useful/ helpful/ keep you informed about programmes, products, offers etc	11	9	9	2	3	1	6	3	-	2	5	7	1	5	5			1	8		
Adverts can be interesting/ creative	9	9	7	2	1	4	8	3	-	1	2	4	3	1	8			3	5		
NET: Negative comment about channels advertising	94	79	64	11	14	20	71	9	11	10	24	54	13	20	67			15	46		
Negative mention of other channel's advertising	40	30	27	4	4	9	25	5	7	2	10	25	5	4	28			6	20		
Negative comment about ITV's advertising	30	27	22	3	4	4	26	4	-	2	5	17	4	9	22			5	15		
Negative comment about Channel 4's advertising	25	23	13	2	4	5	22	1	4	2	5	8	4	7	19			3	8		

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

Prepared by Yonder

**.YONDER**

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	1472	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
Negative comment about Channel 5's advertising	14 1%	14 1%	9 1%	2 1%	3 1%	3 1%	14 1%	2 2%	- -	2 1%	5 2%	7 1%	- -	6 2%	11 1%			3 1%	6 1%		
Negative comment about Sky's advertising	8 1%	6 *	8 1%	2 1%	1 *	2 1%	4 *	* *	2 1%	4 1%	5 1%	7 1%	3 2%	1 *	5 *			* *	7 1%		
Positive mention of other channel's advertising	25 2%	21 2%	15 2%	2 1%	1 *	6 1%	19 2%	5 5%	1 *	2 1%	5 1%	13 2%	3 2%	7 3%	19 2%			4 2%	11 1%		
Other answers	18 1%	14 1%	11 1%	2 1%	2 1%	1 *	12 1%	2 2%	1 1%	2 1%	3 1%	10 1%	3 2%	5 2%	10 1%			4 2%	7 1%		
Nothing to add	463 31%	400 32%	285 30%	60 30%	98 33%	141 34%	305 30%	27 27%	45 35%	90 34%	103 29%	222 29%	52 29%	54 22%	347 33%			61 29%	237 31%		
Don't know	26 2%	21 2%	18 2%	8 4%	5 2%	15 4%	13 1%	* *	4 3%	9 3%	10 3%	10 1%	* *	4 2%	16 2%			6 3%	16 2%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	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	2108	1021	1079	30**	230	328	338	367	335	480	547	597	428	536	170	92**	249	163	172	144	108	204	264	295	183	64**
Weighted base	2108	1030	1072	37**	254	352	327	363	304	472	573	594	428	512	176	84**	233	172	184	151	100	198	278	288	180	63**
Male	1030	1030	-	118	165	171	180	154	231	312	253	230	235	91		99	95	95	95	64	59	87	147	137	89	
	49%	100%	-	46%	47%	52%	50%	51%	49%	54%	43%	54%	46%	52%		43%	56%	51%	42%	59%	44%	53%	47%	49%		
Female	1072	-	1072	134	186	153	183	150	241	262	340	197	273	82		134	76	88	86	41	111	131	151	90		
	51%	-	100%	53%	53%	47%	50%	49%	51%	46%	57%	46%	53%	47%		57%	44%	48%	57%	41%	56%	47%	52%	50%		
Other	4	-	-	1	1	1	-	-	1	*	1	-	2	1		*	-	1	1	-	-	-	-	-	1	
	*	-	-	1%	*	*	-	-	*	*	*	-	*	*		*	-	1%	1%	-	-	-	-	-	*	*
Prefer not to say	2	-	-	*	-	1	-	-	-	-	-	-	2	1		-	-	-	-	-	-	-	-	*	-	
	*	-	-	*	-	*	-	-	-	-	-	-	*	1%		-	-	-	-	-	-	-	-	*	-	

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

**Amount of Advertising Survey - W3**  
**ONLINE Fieldwork: 19th to 20th October 2022**

Absolutes/col percents

Table 64  
**Gender**  
**Base: All respondents**

	Watched live			Time of Day Watched PSB				Time of Day Watched Non-PSB				Amount of Advertising PSB				Amount of Advertising Non-PSB					
	Total	Any PSB	Any Non-PSB	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	6am-10am	10am-4pm	4pm-6pm	6pm-11pm	11pm-6am	More than usual	Same as usual/ No change	Less than usual	Don't know	More than usual	Same as usual/ No change	Less than usual	Don't know
Unweighted base	2108	1240	926	183	295	396	1003	92**	115	259	342	755	179	222	1033	42**	58**	205	732	51**	58**
Weighted base	2108	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
Male	1030 49%	642 51%	543 57%	100 50%	132 44%	217 53%	524 51%	65 64%	89 68%	148 56%	219 61%	450 58%	109 61%	128 52%	545 52%			124 58%	441 58%		
Female	1072 51%	626 49%	407 43%	101 50%	170 56%	196 47%	501 49%	37 36%	41 32%	115 44%	137 39%	319 41%	69 39%	118 48%	508 48%			88 41%	314 42%		
Other	4 *	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -			- -	1 *		
Prefer not to say	2 *	* *	1 *	- -	- -	- -	* *	- -	- -	- -	- -	1 *	- -	- -	* *			1 1%	- -		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land
Unweighted base	2108	1021	1079	30**	230	328	338	367	335	480	547	597	428	536	170	92**	249	163	172	144	108	204	264	295	183	64**
Weighted base	2108	1030	1072	37**	254	352	327	363	304	472	573	594	428	512	176	84**	233	172	184	151	100	198	278	288	180	63**
16-17	37 2%	13 1%	24 2%	-	-	-	-	-	-	-	15 3%	12 2%	4 1%	6 1%	*	2 1%	1 *	7 4%	1 1%	1 1%	8 4%	9 3%	5 2%	3 2%		
18-24	254 12%	118 11%	134 13%	254 100%	-	-	-	-	-	89 15%	109 18%	34 8%	22 4%	21 12%		22 9%	14 8%	38 21%	24 16%	7 7%	15 8%	54 19%	32 11%	20 11%		
25-34	352 17%	165 16%	186 17%	-	352 100%	-	-	-	-	102 18%	92 15%	81 19%	77 15%	35 20%		41 18%	36 21%	43 23%	26 17%	19 19%	27 14%	40 14%	35 12%	23 13%		
35-44	327 15%	171 17%	153 14%	-	-	327 100%	-	-	-	75 13%	87 15%	84 20%	81 16%	36 20%		33 14%	30 17%	16 9%	44 29%	11 11%	32 16%	43 15%	37 13%	20 11%		
45-54	363 17%	180 17%	183 17%	-	-	-	363 100%	-	-	88 15%	84 14%	75 18%	115 23%	29 16%		42 18%	22 13%	34 19%	28 19%	20 20%	35 17%	48 17%	52 18%	25 14%		
55-64	304 14%	154 15%	150 14%	-	-	-	-	304 100%	-	72 13%	74 13%	64 15%	93 18%	28 16%		37 16%	38 22%	20 11%	15 10%	15 15%	28 14%	31 11%	39 13%	25 14%		
65+	472 22%	231 22%	241 23%	-	-	-	-	472 100%	-	133 23%	136 23%	86 20%	117 23%	27 15%		56 24%	32 19%	26 14%	13 8%	27 27%	54 27%	53 19%	90 31%	64 36%		
NET: 18-34	606 29%	283 27%	321 30%	254 100%	352 100%	-	-	-	-	190 33%	201 34%	115 27%	100 19%	56 32%		63 27%	50 29%	81 44%	50 33%	26 26%	42 21%	94 34%	66 23%	43 24%		
NET: 35-54	689 33%	350 34%	336 31%	-	-	327 100%	363 100%	-	-	163 29%	170 29%	159 37%	197 38%	65 37%		75 32%	51 30%	50 27%	73 48%	31 31%	66 33%	91 33%	88 31%	45 25%		
NET: 55+	776 37%	384 37%	391 37%	-	-	-	-	304 100%	472 100%	205 36%	211 35%	151 35%	210 41%	55 31%		93 40%	70 41%	46 25%	27 18%	42 42%	82 41%	84 30%	129 45%	89 49%		
Average age	47.46	47.98	47.02	**	21.59	30.16	39.61	50.02	59.94	72.09	46.30	45.75	47.49	50.70	45.56	**	48.65	47.55	40.83	41.40	50.53	49.97	44.46	51.21	51.81	**

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	2108	1240	926	183	295	396	1003	92**	115	259	342	755	179	222	1033	42**	58**	205	732	51**	58**
Weighted base	2108	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
16-17	37 2%	16 1%	12 1%	3 2%	3 1%	13 3%	13 1%	4 4%	3 2%	4 1%	9 3%	11 1%	3 1%	7 3%	14 1%			3 1%	9 1%		
18-24	254 12%	110 9%	84 9%	9 5%	28 9%	35 8%	84 8%	10 10%	16 12%	26 10%	33 9%	62 8%	14 8%	19 8%	91 9%			17 8%	66 9%		
25-34	352 17%	194 15%	145 15%	33 16%	63 21%	62 15%	127 12%	17 16%	23 18%	35 13%	60 17%	117 15%	29 16%	36 14%	163 15%			31 15%	113 15%		
35-44	327 15%	197 16%	141 15%	46 23%	68 23%	67 16%	147 14%	20 20%	31 24%	54 20%	57 16%	104 13%	36 20%	40 16%	166 16%			36 17%	117 15%		
45-54	363 17%	220 17%	171 18%	45 22%	32 11%	74 18%	182 18%	20 19%	9 7%	40 15%	63 18%	141 18%	32 18%	29 12%	196 19%			29 14%	149 20%		
55-64	304 14%	207 16%	163 17%	32 16%	42 14%	65 16%	174 17%	14 14%	21 16%	42 16%	56 16%	137 18%	29 16%	36 15%	182 17%			37 17%	130 17%		
65+	472 22%	325 26%	236 25%	32 16%	64 21%	97 24%	297 29%	17 17%	28 21%	63 24%	78 22%	199 26%	37 21%	80 32%	243 23%			61 28%	172 23%		
NET: 18-34	606 29%	304 24%	230 24%	42 21%	92 30%	97 24%	211 21%	27 26%	39 30%	60 23%	93 26%	178 23%	43 24%	54 22%	253 24%			48 22%	179 24%		
NET: 35-54	689 33%	417 33%	311 33%	91 45%	100 33%	141 34%	329 32%	40 39%	40 31%	94 36%	120 34%	244 32%	67 38%	69 28%	362 34%			65 31%	266 35%		
NET: 55+	776 37%	532 42%	399 42%	64 32%	106 35%	163 39%	471 46%	31 30%	48 37%	105 40%	134 38%	337 44%	66 37%	116 47%	425 40%			98 46%	302 40%		
Average age	47.46	49.79	49.71	47.55	46.68	48.68	51.46	45.46	45.80	48.78	47.94	50.42	47.83	51.12	49.22	**	**	50.63	49.33	**	**

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



## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	2108	1021	1079	30**	230	328	338	367	335	480	547	597	428	536	170	92**	249	163	172	144	108	204	264	295	183	64**
Weighted base	2108	1030	1072	37**	254	352	327	363	304	472	573	594	428	512	176	84**	233	172	184	151	100	198	278	288	180	63**
A	150 7%	89 9%	61 6%	34 13%	31 9%	13 4%	30 8%	16 5%	21 4%	150 26%	-	-	-	8 5%	9 4%	11 7%	23 13%	8 5%	7 7%	14 7%	33 12%	17 6%	10 5%			
B	423 20%	223 22%	201 19%	55 22%	70 20%	62 19%	58 16%	56 18%	112 24%	423 74%	-	-	-	36 20%	40 17%	26 15%	39 21%	22 15%	31 31%	39 19%	53 19%	65 23%	45 25%			
C1	594 28%	253 25%	340 32%	109 43%	92 26%	87 26%	84 23%	74 24%	136 29%	-	594 100%	-	-	51 29%	65 28%	41 24%	45 24%	45 29%	29 29%	52 26%	87 31%	80 28%	55 31%			
C2	428 20%	230 22%	197 18%	34 13%	81 23%	84 26%	75 21%	64 21%	86 18%	-	-	428 100%	-	32 18%	49 21%	48 28%	43 24%	31 21%	13 13%	46 23%	51 18%	55 19%	39 21%			
D	292 14%	141 14%	149 14%	19 7%	51 14%	53 16%	69 19%	50 16%	46 10%	-	-	-	292 57%	28 16%	51 22%	33 19%	18 10%	31 21%	11 11%	24 12%	21 8%	44 15%	14 8%			
E	220 10%	93 9%	124 12%	3 1%	27 8%	29 9%	46 13%	43 14%	71 15%	-	-	-	220 43%	20 12%	19 8%	13 8%	16 9%	15 10%	8 8%	25 13%	34 12%	28 10%	18 10%			
NET: AB	573 27%	312 30%	262 24%	89 35%	102 29%	75 23%	88 24%	72 24%	133 28%	573 100%	-	-	-	44 25%	48 21%	37 22%	62 34%	30 20%	38 38%	52 26%	86 31%	82 28%	55 30%			
NET: ABC1	1168 55%	565 55%	601 56%	198 78%	194 55%	162 49%	172 47%	146 48%	269 57%	573 100%	-	-	-	95 54%	113 49%	78 45%	107 58%	75 49%	67 67%	104 52%	173 62%	162 56%	110 61%			
NET: C2DE	940 45%	465 45%	470 44%	56 22%	158 45%	165 51%	190 53%	157 52%	203 43%	-	-	428 100%	512 100%	80 46%	120 51%	94 55%	77 42%	77 51%	33 33%	95 48%	105 38%	126 44%	70 39%			
NET: DE	512 24%	235 23%	273 25%	22 9%	77 22%	81 25%	115 32%	93 31%	117 25%	-	-	-	512 100%	48 27%	71 30%	46 27%	34 18%	46 30%	20 20%	49 25%	55 20%	71 25%	31 17%			

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	2108	1240	926	183	295	396	1003	92**	115	259	342	755	179	222	1033	42**	58**	205	732	51**	58**
Weighted base	2108	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
A	150 7%	97 8%	83 9%	17 8%	26 9%	37 9%	72 7%	15 15%	16 12%	21 8%	30 8%	67 9%	19 11%	17 7%	89 8%			17 8%	73 10%		
B	423 20%	265 21%	181 19%	43 21%	61 20%	80 19%	214 21%	17 17%	33 25%	58 22%	69 19%	148 19%	34 19%	63 25%	220 21%			48 22%	142 19%		
C1	594 28%	330 26%	245 26%	47 23%	65 21%	98 24%	272 27%	26 25%	26 20%	58 22%	85 24%	194 25%	45 25%	63 25%	264 25%			47 22%	187 25%		
C2	428 20%	269 21%	200 21%	47 23%	56 19%	87 21%	217 21%	21 20%	27 21%	50 19%	73 21%	163 21%	37 20%	53 21%	227 22%			50 23%	161 21%		
D	292 14%	189 15%	150 16%	27 14%	55 18%	67 16%	152 15%	12 12%	18 13%	39 15%	57 16%	119 15%	26 15%	27 11%	157 15%			30 14%	119 16%		
E	220 10%	118 9%	93 10%	20 10%	39 13%	43 10%	97 9%	11 11%	10 8%	37 14%	42 12%	80 10%	18 10%	24 10%	97 9%			22 10%	74 10%		
NET: AB	573 27%	362 29%	264 28%	60 30%	86 29%	117 28%	286 28%	32 32%	48 37%	79 30%	99 28%	214 28%	53 30%	80 32%	308 29%			65 30%	216 29%		
NET: ABC1	1168 55%	692 55%	509 53%	106 53%	151 50%	215 52%	558 54%	58 57%	75 58%	137 52%	184 52%	409 53%	98 55%	143 58%	572 54%			112 52%	402 53%		
NET: C2DE	940 45%	577 45%	443 47%	94 47%	151 50%	198 48%	466 46%	44 43%	55 42%	126 48%	172 48%	362 47%	81 45%	104 42%	481 46%			102 48%	354 47%		
NET: DE	512 24%	307 24%	243 26%	47 24%	95 31%	110 27%	249 24%	23 22%	28 21%	75 29%	98 28%	199 26%	44 25%	51 21%	255 24%			52 24%	193 25%		

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland
Unweighted base	2108	1021	1079	30**	230	328	338	367	335	480	547	597	428	536	170	92**	249	163	172	144	108	204	264	295	183	64**
Weighted base	2108	1030	1072	37**	254	352	327	363	304	472	573	594	428	512	176	84**	233	172	184	151	100	198	278	288	180	63**
Scotland	176	91	82		21	35	36	29	28	27	44	51	32	48	176											
	8%	9%	8%		8%	10%	11%	8%	9%	6%	8%	9%	8%	9%	100%											
North East	84	39	45		6	18	11	15	12	20	14	23	17	30												
	4%	4%	4%		2%	5%	4%	4%	4%	4%	2%	4%	4%	6%												
North West	233	99	134		22	41	33	42	37	56	48	65	49	71			233									
	11%	10%	12%		9%	12%	10%	12%	12%	12%	8%	11%	12%	14%			100%									
Yorkshire & Humberside	172	95	76		14	36	30	22	38	32	37	41	48	46				172								
	8%	9%	7%		6%	10%	9%	6%	12%	7%	7%	7%	11%	9%			100%									
West Midlands	184	95	88		38	43	16	34	20	26	62	45	43	34				184								
	9%	9%	8%		15%	12%	5%	9%	7%	6%	11%	7%	10%	7%				100%								
East Midlands	151	64	86		24	26	44	28	15	13	30	45	31	46					151							
	7%	6%	8%		9%	8%	14%	8%	5%	3%	5%	7%	7%	9%					100%							
Wales	100	59	41		7	19	11	20	15	27	38	29	13	20						100						
	5%	6%	4%		3%	5%	3%	6%	5%	6%	7%	5%	3%	4%						100%						
Eastern	198	87	111		15	27	32	35	28	54	52	52	46	49							198					
	9%	8%	10%		6%	8%	10%	10%	9%	11%	9%	9%	11%	10%							100%					
London	278	147	131		54	40	43	48	31	53	86	87	51	55								278				
	13%	14%	12%		21%	11%	13%	13%	10%	11%	15%	15%	12%	11%								100%				
South East	288	137	151		32	35	37	52	39	90	82	80	55	71										288		
	14%	13%	14%		12%	10%	11%	14%	13%	19%	14%	14%	13%	14%										100%		
South West	180	89	90		20	23	20	25	25	64	55	55	39	31											180	
	9%	9%	8%		8%	7%	6%	7%	8%	14%	10%	9%	9%	6%											100%	
Northern Ireland	63	28	35		1	8	14	13	16	11	24	23	4	12												
	3%	3%	3%		*	2%	4%	4%	5%	2%	4%	4%	1%	2%												

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

## Amount of Advertising Survey - W3

### ONLINE Fieldwork: 19th to 20th 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	2108	1240	926	183	295	396	1003	92**	115	259	342	755	179	222	1033	42**	58**	205	732	51**	58**
Weighted base	2108	1268	952	200	302	413	1025	102	130	263	356	770	179	247	1054	45**	55**	214	756	56**	58**
Scotland	176 8%	103 8%	68 7%	19 10%	33 11%	33 8%	82 8%	12 12%	13 10%	26 10%	30 9%	49 6%	19 11%	8 3%	91 9%			15 7%	52 7%		
North East	84 4%	54 4%	44 5%	9 4%	17 6%	22 5%	46 5%	4 4%	1 1%	16 6%	21 6%	31 4%	4 2%	8 3%	49 5%			10 5%	36 5%		
North West	233 11%	158 12%	114 12%	23 12%	42 14%	52 12%	129 13%	16 16%	20 15%	27 10%	38 11%	92 12%	30 17%	39 16%	129 12%			32 15%	81 11%		
Yorkshire & Humberside	172 8%	106 8%	74 8%	13 6%	12 4%	44 11%	82 8%	5 5%	7 5%	16 6%	34 9%	57 7%	15 9%	20 8%	87 8%			18 8%	54 7%		
West Midlands	184 9%	111 9%	81 9%	12 6%	27 9%	37 9%	90 9%	12 12%	16 12%	22 8%	35 10%	72 9%	19 11%	12 5%	100 9%			12 5%	76 10%		
East Midlands	151 7%	89 7%	67 7%	13 7%	16 5%	30 7%	70 7%	7 7%	6 5%	22 8%	30 9%	55 7%	10 5%	9 4%	80 8%			9 4%	61 8%		
Wales	100 5%	70 5%	40 4%	9 4%	13 4%	24 6%	55 5%	8 8%	5 4%	9 4%	17 5%	34 4%	12 6%	8 3%	59 6%			6 3%	34 5%		
Eastern	198 9%	102 8%	85 9%	19 10%	25 8%	34 8%	85 8%	8 8%	11 8%	23 9%	30 8%	77 10%	13 7%	26 10%	77 7%			14 6%	62 8%		
London	278 13%	149 12%	143 15%	37 18%	49 16%	64 16%	103 10%	17 17%	26 20%	45 17%	50 14%	106 14%	23 13%	49 20%	111 11%			45 21%	101 13%		
South East	288 14%	175 14%	131 14%	28 14%	36 12%	37 9%	154 15%	6 6%	11 9%	32 12%	37 10%	110 14%	14 8%	36 15%	139 13%			29 13%	110 15%		
South West	180 9%	106 8%	70 7%	10 5%	18 6%	24 6%	92 9%	3 3%	8 6%	17 6%	23 6%	58 8%	16 9%	18 7%	91 9%			16 7%	60 8%		
Northern Ireland	63 3%	47 4%	35 4%	8 4%	14 5%	12 3%	39 4%	4 4%	6 4%	9 3%	9 3%	28 4%	5 3%	14 6%	41 4%			8 4%	27 4%		

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