BBC Media Review - Adult Survey
FINAL

Table 425

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+

		Gender		Age									Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Yes	181	100	81	29	31	27	36	29	23	7	60	121	45.49	113	28	40	141	184
	8%i	*9%*	*7%*	*9%*	*9%*	*7%*	**10%i**	*9%*	**10%i**	*3%*	**9%i**	**8%i**		*8%*	*9%*	*10%*	*8%*	*8%*
No	1828	899	929	289	301	340	293	265	191	149	590	1238	45.80	1121	247	317	1511	1747
	83%kmn	*84%*	*82%*	**88%hik**	*86%*	*84%*	*82%*	*82%*	*78%*	*78%*	**87%zhik**	*81%*		*83%*	*78%*	*78%*	**84%zn**	*79%*
Don't know	197	73	124	12	18	39	30	30	31	36	31	166	54.27	119	42	48	149	275
	9%acj	*7%*	**11%za**	*4%*	*5%*	**10%cj**	**8%cj**	**9%cj**	**13%cdj**	**19%zcdefgjk**	*4%*	**11%zcdj**		*9%*	**13%z**	*12%*	*8%*	*12%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 426

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Yes	**181**	157	6	6	*	13	168	144	4	2	*	2	152	28	89	60	2	62	115	184
	8%	*8%*	*12%*	*6%*	*	*6%*	***8%z***	*9%*	*7%*	*5%*	*1%*	*5%*	*8%*	*7%*	*8%*	*10%*	*4%*	*9%*	*8%*	*8%*
No	**1828**	1554	38	83	60	181	1646	1337	44	35	12	41	1470	298	990	469	57	582	1220	1747
	83%h	*83%*	*74%*	*78%*	*96%*	***82%c***	*83%*	*82%*	*72%*	*87%*	*98%*	*89%*	*82%*	*79%*	***85%zmo***	*80%*	*82%*	*81%*	*84%*	*79%*
Don't know	**197**	158	7	17	2	27	168	151	14	3	*	3	170	49	81	55	10	73	120	275
	9%afn	*8%*	*14%*	***16%aef***	*4%*	*12%*	*8%*	*9%*	***22%zgl***	*8%*	*1%*	*6%*	*9%*	***13%zn***	*7%*	*9%*	*14%*	*10%*	*8%*	*12%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Yes	181	35	54	47	101	109	72	90	93	60	18	109	71	9	141	126	37	184
	8%j	*7%*	*9%*	*11%*	*10%*	*9%*	*7%*	*8%*	**9%j**	**11%j**	*4%*	*9%*	*7%*	*6%*	*8%*	*9%*	*10%*	*8%*
No	1828	391	531	346	877	994	834	926	845	441	378	1020	804	129	1372	1142	324	1747
	83%	*83%*	*84%*	*83%*	*83%*	*83%*	*83%*	*84%*	*83%*	*81%*	*82%*	*84%*	*81%*	*83%*	*82%*	*84%*	*87%*	*79%*
Don't know	197	44	50	24	75	100	97	82	83	40	64	83	113	17	153	88	10	275
	9%dkop	*9%*	*8%*	*6%*	*7%*	*8%*	*10%*	*7%*	*8%*	*7%*	**14%zhi**	*7%*	**11%zk**	*11%*	**9%o**	*7%*	*3%*	*12%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 428

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Yes	181	160	5	6	11	20	68	56	52	40	79	62	50	81	60	100	21	184
	8%	*9%*	*4%*	*9%*	*6%*	*7%*	*9%*	*10%*	*9%*	*8%*	**13%zkl**	*9%*	*7%*	*9%*	*8%*	*9%*	*8%*	*8%*
No	1828	1526	95	48	159	220	623	464	451	452	460	569	638	740	612	931	240	1747
	83%cjmn	**83%c**	**88%c**	*75%*	**85%c**	*80%*	*82%*	*81%*	*81%*	**85%c**	*79%*	*81%*	**87%zjk**	*80%*	*79%*	*84%*	**90%zn**	*79%*
Don't know	197	162	9	10	16	34	70	53	55	37	47	68	49	105	101	82	7	275
	9%lp	*9%*	*8%*	**16%zabfgi**	*9%*	*13%*	*9%*	*9%*	*10%*	*7%*	*8%*	**10%l**	*7%*	**11%z**	**13%zop**	**7%p**	*3%*	*12%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 429

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Yes	181	31	20	109	97	128	151	139	102	123	106	181	63	43	9	42	28	12	184
	8%	*10%*	*13%*	**10%z**	*9%*	**12%zdfg**	**9%z**	**9%z**	**11%z**	**18%zh**	**36%zhi**	**100%zhij**	**13%z**	**12%z**	*8%*	**13%z**	**14%z**	**19%z**	*8%*
No	1828	239	112	892	852	833	1317	1191	686	512	168	-	350	269	86	241	150	37	1747
	83%acdefgh ijklmopq	*77%*	*76%*	*81%*	**80%e**	*76%*	**80%e**	**79%e**	**77%jk**	**75%jk**	**57%k**	-	*74%*	*75%*	*81%*	**77%q**	**74%q**	*58%*	*79%*
Don't know	197	39	16	104	112	138	178	172	105	52	21	-	61	47	11	31	24	15	275
	9%k	**13%z**	*11%*	*9%*	**11%z**	**13%zf**	**11%z**	**11%zf**	**12%zik**	**8%k**	**7%k**	-	**13%z**	**13%z**	*10%*	*10%*	*12%*	**23%zop**	*12%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 430

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own respons ibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broad caster's responsi bility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's respons ibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broad caster's respons ibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Yes	181	37	33	52	49	119	100	26	107	19	73	12	3	90	132	32	184
	8%	**45%z**	**34%z**	**100%z**	**100%z**	**13%z**	*8%*	*7%*	*8%*	*8%*	**11%zm**	*9%*	*3%*	*7%*	*8%*	**14%zn**	*8%*
No	1828	42	61	-	-	692	1069	286	1137	188	501	103	75	1067	1448	167	1747
	83%abcdejo	*52%*	*62%*	-	-	*76%*	*85%*	*82%*	*83%*	*82%*	*78%*	*77%*	*80%*	**87%zjk**	**84%o**	*74%*	*79%*
Don't know	197	2	3	-	-	97	96	37	118	23	67	19	16	74	149	26	275
	9%fm	*3%*	*3%*	-	-	*11%*	*8%*	*11%*	*9%*	*10%*	**10%m**	**14%m**	**17%m**	*6%*	*9%*	*11%*	*12%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 431

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Yes	181	117	25	118	41	52	105	115	38	115	42	151	18	78	74	111	39	184
	8%	*8%*	*9%*	*9%*	*7%*	*9%*	*9%*	*9%*	*7%*	*9%*	*8%*	*9%*	*8%*	*10%*	*8%*	*9%*	*7%*	*8%*
No	1828	1293	223	1157	445	438	1062	1059	450	1133	410	1433	175	647	778	968	463	1747
	83%egmo	*84%*	*83%*	*84%*	*80%*	*76%*	**86%ze**	*81%*	**88%zg**	**85%z**	*81%*	*82%*	*85%*	*79%*	**87%zm**	*80%*	**87%zo**	*79%*
Don't know	197	136	21	103	71	84	61	138	26	91	53	160	14	95	47	136	29	275
	9%cfhinp	*9%*	*8%*	*7%*	**13%zc**	**15%zf**	*5%*	**10%zh**	*5%*	*7%*	**10%i**	*9%*	*7%*	**12%zn**	*5%*	**11%zp**	*6%*	*12%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 432

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Yes	181	112	42	127	30	127	13	135	11	84	41	122	25	97	35	184
	8%m	*7%*	**12%za**	*8%*	*12%*	*9%*	**18%ze**	**10%z**	**17%z**	*8%*	*9%*	*8%*	*10%*	*7%*	*11%*	*8%*
No	1828	1275	264	1380	194	1231	51	1145	46	899	376	1358	189	1215	257	1747
	83%bdl	**85%zb**	*76%*	**85%zd**	*75%*	**87%zf**	*72%*	**86%zh**	*74%*	*84%*	*81%*	**84%l**	*75%*	**85%z**	*81%*	*79%*
Don't know	197	107	41	124	36	52	7	55	5	89	50	135	38	119	27	275
	9%aceg	*7%*	**12%a**	*8%*	**14%zc**	*4%*	**10%e**	*4%*	*8%*	*8%*	*11%*	*8%*	**15%zk**	*8%*	*8%*	*12%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Yes	181	153	121	158	135	96	161	176	3	50	65	148	100	171	10	184
	8%n	*9%*	*9%*	*8%*	*8%*	*8%*	*8%*	*8%*	*4%*	**10%n**	**12%zn**	**11%zn**	**10%zn**	**10%zn**	*2%*	*8%*
No	1828	1484	1104	1559	1326	1008	1682	1770	57	438	458	1125	811	1418	381	1747
	83%n	*82%*	*82%*	*83%*	*83%*	**84%ab**	**84%zacg**	*83%*	*86%*	**87%zkn**	*83%*	*84%*	*84%*	**84%zn**	*79%*	*79%*
Don't know	197	162	120	169	134	90	169	189	6	14	32	71	58	97	93	275
	9%efijklm	**9%e**	*9%*	**9%e**	*8%*	*8%*	*8%*	**9%f**	*10%*	*3%*	**6%i**	**5%i**	**6%i**	**6%i**	**19%zijklm**	*12%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 434

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	1568	800	768	231	264	321	287	179	175	111	495	1073	45.37	989	201	274	1294	1568
Weighted Total	1686	869	817	253	258	320	294	246	194	120*	512	1174	46.10	1069	219	283	1403	1568
Yes	171	94	77	29	28	26	34	29	21	5	57	114	44.90	105	26	36	135	167
	10%	*11%*	*9%*	*11%*	*11%*	*8%*	*11%*	*12%*	*11%*	*4%*	*11%*	*10%*		*10%*	*12%*	*13%*	*10%*	*11%*
No	1418	734	684	217	221	278	244	202	153	103	438	980	45.76	895	180	227	1192	1290
	84%	*85%*	*84%*	*86%*	*86%*	*87%*	*83%*	*82%*	*79%*	*86%*	*86%*	*84%*		*84%*	*82%*	*80%*	*85%*	*82%*
Don't know	97	41	56	8	9	16	17	15	20	11	17	80	53.14	69	12	20	76	111
	6%j	*5%*	*7%*	*3%*	*3%*	*5%*	*6%*	*6%*	**10%zcdj**	**10%cdj**	*3%*	**7%zj**		*6%*	*6%*	*7%*	*5%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 435

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**1568**	1210	74	191	10	275	1292	1049	114	75	49	31	1318	219	784	474	80	594	954	1568
Weighted Total	**1686**	1498	36**	39**	37**	112*	1573	1302	21**	14**	12**	32**	1380	258	921	457	47*	559	1113	1568
Yes	**171**	149	6	6	*	12	159	138	4	1	*	2	145	27	83	57	2	61	108	167
	10%	*10%*	*17%*	*14%*	*	*10%*	*10%*	*11%*	*20%*	*7%*	*1%*	*8%*	*11%*	*10%*	*9%*	*12%*	*5%*	*11%*	*10%*	*11%*
No	**1418**	1268	26	30	35	91	1327	1086	15	12	12	29	1154	211	794	372	41	463	945	1290
	84%	*85%*	*70%*	*78%*	*94%*	*81%*	***84%z***	*83%*	*72%*	*85%*	*99%*	*89%*	*84%*	*82%*	*86%*	*82%*	*88%*	*83%*	*85%*	*82%*
Don't know	**97**	81	5	3	2	10	86	78	2	1	*	1	81	20	43	28	3	35	60	111
	6%f	*5%*	*13%*	*7%*	*6%*	*9%*	*5%*	*6%*	*8%*	*8%*	*	*3%*	*6%*	*8%*	*5%*	*6%*	*7%*	*6%*	*5%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 436

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	1568	326	469	290	759	841	727	800	765	373	314	850	716	94	1212	986	269	1568
Weighted Total	1686	315	541	355	896	966	720	873	838	420	292	990	695	93*	1291	1126	319	1568
Yes	171	29	54	44	98	103	67	87	90	57	15	106	64	6	135	121	36	167
	10%j	*9%*	*10%*	*12%*	*11%*	*11%*	*9%*	*10%*	**11%j**	**13%j**	*5%*	*11%*	*9%*	*7%*	*10%*	*11%*	*11%*	*11%*
No	1418	267	459	297	756	804	614	743	698	339	259	840	577	81	1083	959	278	1290
	84%	*85%*	*85%*	*84%*	*84%*	*83%*	*85%*	*85%*	*83%*	*81%*	**88%i**	*85%*	*83%*	*87%*	*84%*	*85%*	*87%*	*82%*
Don't know	97	19	28	14	42	59	38	43	50	24	19	43	53	6	73	47	5	111
	6%kop	*6%*	*5%*	*4%*	*5%*	*6%*	*5%*	*5%*	*6%*	*6%*	*7%*	*4%*	**8%zk**	*7%*	**6%o**	*4%*	*2%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 437

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	1568	1218	130	111	109	212	484	381	369	365	440	520	526	770	577	757	179	1568
Weighted Total	1686	1423	80	46	137*	174*	580	430	442	400	511	556	557	682	565	874	210	1568
Yes	171	150	5	5	11	17	63	53	49	38	73	59	49	79	56	94	21	167
	10%	*11%*	*6%*	*12%*	*8%*	*10%*	*11%*	*12%*	*11%*	*9%*	**14%zl**	*11%*	*9%*	*12%*	*10%*	*11%*	*10%*	*11%*
No	1418	1188	72	37	121	141	484	349	359	345	407	460	489	551	458	741	188	1290
	84%jmn	*84%*	**91%zcgh**	*81%*	*88%*	*81%*	*83%*	*81%*	*81%*	*86%*	*80%*	*83%*	**88%zjk**	*81%*	*81%*	*85%*	**89%n**	*82%*
Don't know	97	85	3	4	5	16	34	28	34	17	31	37	19	51	51	39	1	111
	6%lp	*6%*	*4%*	*8%*	*4%*	*9%*	*6%*	*6%*	*8%*	*4%*	*6%*	**7%l**	*3%*	*8%*	**9%zop**	**4%p**	*1%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 438

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	1568	238	126	749	764	813	1185	1092	664	512	238	167	356	287	96	226	165	69	1568
Weighted Total	1686	260	123*	888	857	850	1244	1138	692	564	268	171	374	272	67*	246	156	46*	1568
Yes	171	29	20	103	93	117	141	129	93	115	102	171	58	39	7	39	26	12	167
	10%	*11%*	*16%*	*12%*	*11%*	**14%zdfg**	**11%z**	*11%*	**13%z**	**20%zh**	**38%zhi**	**100%zhij**	**15%z**	*14%*	*11%*	**16%z**	**17%z**	**26%z**	*11%*
No	1418	206	92	729	701	665	1016	926	545	421	146	-	283	207	57	192	117	30	1290
	84%bdefghi jklmopq	*79%*	*74%*	*82%*	**82%e**	*78%*	**82%e**	**81%e**	**79%ijk**	**75%jk**	**55%k**	-	*76%*	*76%*	*85%*	*78%*	*75%*	*65%*	*82%*
Don't know	97	25	12	56	63	68	88	83	54	28	19	-	33	27	3	15	13	4	111
	6%k	**9%z**	*10%*	*6%*	**7%z**	**8%z**	**7%z**	**7%z**	**8%zik**	**5%k**	**7%k**	-	**9%z**	**10%z**	*4%*	*6%*	*8%*	*9%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 439

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	1568	77	80	46	44	662	895	242	969	171	467	94	71	863	1230	168	1568
Weighted Total	1686	77*	94*	47*	47*	731	987	252	1034	179*	486	94*	68**	979	1349	182	1568
Yes	171	36	32	47	47	115	95	25	102	19	65	10	3	90	128	28	167
	10%	**47%z**	**34%z**	**100%z**	**100%z**	**16%z**	*10%*	*10%*	*10%*	*11%*	**13%z**	*10%*	*5%*	*9%*	*9%*	*15%*	*11%*
No	1418	39	59	-	-	564	849	210	872	145	388	77	60	850	1153	138	1290
	84%abcdejo	*50%*	*62%*	-	-	*77%*	*86%*	*83%*	*84%*	*81%*	*80%*	*82%*	*87%*	**87%zj**	**85%zo**	*76%*	*82%*
Don't know	97	2	3	-	-	52	43	17	60	14	33	7	5	38	68	16	111
	6%fm	*3%*	*3%*	-	-	*7%*	*4%*	*7%*	*6%*	*8%*	*7%*	*8%*	*8%*	*4%*	*5%*	*9%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 440

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	1568	1105	192	960	413	436	838	938	363	934	363	1247	140	595	625	889	358	1568
Weighted Total	1686	1225	199	1072	423	410	982	994	419	1059	369	1331	169	605	718	912	440	1568
Yes	171	115	24	114	38	45	102	106	38	112	37	141	18	71	74	103	38	167
	10%	*9%*	*12%*	*11%*	*9%*	*11%*	*10%*	*11%*	*9%*	*11%*	*10%*	*11%*	*10%*	*12%*	*10%*	*11%*	*9%*	*11%*
No	1418	1040	164	912	346	323	850	821	368	903	302	1113	144	488	618	744	389	1290
	84%emo	*85%*	*82%*	*85%*	*82%*	*79%*	**87%ze**	*83%*	*88%*	*85%*	*82%*	*84%*	*85%*	*81%*	**86%m**	*82%*	**89%zo**	*82%*
Don't know	97	70	12	46	39	42	29	67	14	44	30	76	7	45	25	66	13	111
	6%cfhinp	*6%*	*6%*	*4%*	**9%zc**	**10%zf**	*3%*	**7%h**	*3%*	*4%*	**8%i**	*6%*	*4%*	**7%n**	*4%*	**7%zp**	*3%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 441

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	1568	1043	243	1151	175	1184	64	1098	57	773	320	1138	178	1000	230	1568
Weighted Total	1686	1141	259	1270	190	1306	58*	1233	54*	802	373	1243	195	1113	236	1568
Yes	171	109	37	124	25	123	13	131	11	77	41	116	23	89	34	167
	10%m	*10%*	*14%*	*10%*	*13%*	*9%*	**22%ze**	*11%*	*20%*	*10%*	*11%*	*9%*	*12%*	*8%*	**14%m**	*11%*
No	1418	985	202	1081	149	1136	40	1053	39	682	307	1064	147	969	189	1290
	84%bfl	**86%zb**	*78%*	*85%*	*79%*	**87%zf**	*69%*	*85%*	*73%*	*85%*	*82%*	**86%zl**	*75%*	**87%zn**	*80%*	*82%*
Don't know	97	47	20	65	15	47	5	50	4	43	25	63	25	56	14	111
	6%aeg	*4%*	*8%*	*5%*	*8%*	*4%*	*9%*	*4%*	*7%*	*5%*	*7%*	*5%*	**13%zk**	*5%*	*6%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 442

Q.36 In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you heard something on the radio, perhaps relating to strong language or sex but excluding violence, that you did not really approve of but did NOT object to its being broadcast on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	1568	1293	941	1360	1130	836	1428	1523	41	419	453	1210	905	1568	-	1568
Weighted Total	1686	1413	1100	1484	1238	945	1563	1654	27**	502	555	1344	969	1686	-**	1568
Yes	171	146	115	150	125	89	151	166	3	50	65	148	100	171	-	167
	10%	*10%*	*10%*	*10%*	*10%*	*9%*	*10%*	*10%*	*11%*	*10%*	*12%*	*11%*	*10%*	*10%*	-	*11%*
No	1418	1181	915	1244	1053	810	1334	1393	24	438	458	1125	811	1418	-	1290
	84%	*84%*	*83%*	*84%*	**85%a**	**86%ab**	**85%zabcg**	*84%*	*89%*	**87%k**	*83%*	*84%*	*84%*	*84%*	-	*82%*
Don't know	97	86	70	90	60	46	78	95	*	14	32	71	58	97	-	111
	6%dfi	**6%df**	**6%def**	**6%df**	*5%*	*5%*	*5%*	**6%df**	*	*3%*	**6%i**	**5%i**	**6%i**	**6%i**	-	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 443

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		184	105	79	25	44	30	37	21	21	6	69	115	43.93	117	27	37	147	184
Weighted Total		181	100*	81*	29**	31**	27**	36**	29**	23**	7**	60*	121*	45.49	113*	28**	40**	141*	184
Regularly	(5)	13	9	4	1	2	6	1	3	1	-	2	10	43.00	9	1	1	12	15
		7%	*9%*	*5%*	*2%*	*5%*	*21%*	*3%*	*10%*	*5%*	-	*4%*	*9%*		*8%*	*5%*	*3%*	*8%*	*8%*
Often	(4)	20	12	8	6	3	2	2	3	3	1	9	11	41.27	12	2	7	13	25
		11%	*12%*	*10%*	*19%*	*11%*	*9%*	*6%*	*9%*	*12%*	*8%*	*15%*	*9%*		*10%*	*8%*	*17%*	*9%*	*14%*
Sometimes	(3)	65	44	21	14	7	9	10	10	10	6	21	44	48.26	40	12	11	54	65
		36%b	**44%b**	*26%*	*47%*	*23%*	*32%*	*28%*	*33%*	*44%*	*92%*	*35%*	*36%*		*35%*	*41%*	*26%*	*39%*	*35%*
Not very often	(2)	48	24	23	6	9	4	13	8	7	-	15	33	46.38	33	7	11	36	48
		26%	*25%*	*28%*	*21%*	*28%*	*16%*	*37%*	*28%*	*32%*	-	*25%*	*27%*		*29%*	*24%*	*28%*	*26%*	*26%*
Hardly ever	(1)	36	10	26	3	10	6	10	6	2	-	13	23	42.51	19	7	11	26	28
		20%a	*11%*	**32%za**	*10%*	*33%*	*22%*	*27%*	*20%*	*8%*	-	*22%*	*19%*		*17%*	*23%*	*26%*	*18%*	*15%*
Don't know		*	*	*	*	*	-	*	-	-	-	*	*	36.57	*	-	-	*	3
		*	*	*	*	*	-	*	-	-	-	*	*		*	-	-	*	*2%*
Regularly/Often		**32**	**21**	**12**	**6**	**5**	**8**	**3**	**5**	**4**	**1**	**11**	**21**	**41.95**	**21**	**4**	**8**	**24**	**40**
		18%	***21%***	***14%***	***22%***	***17%***	***30%***	***9%***	***19%***	***16%***	***8%***	***19%***	***17%***		***18%***	***13%***	***19%***	***17%***	***22%***
Regularly/Often/ Sometimes		**97**	**65**	**32**	**20**	**12**	**17**	**13**	**15**	**14**	**7**	**32**	**65**	**46.16**	**61**	**15**	**18**	**79**	**105**
		54%b	**65%zb**	***40%***	***69%***	***39%***	***61%***	***37%***	***52%***	***60%***	***100%***	***54%***	***54%***		***54%***	***53%***	***46%***	***56%***	***57%***
Not very often/Hardly ever		**84**	**35**	**49**	**9**	**19**	**10**	**23**	**14**	**9**	**-**	**28**	**56**	**44.71**	**52**	**13**	**22**	**62**	**76**
		46%a	***35%***	**60%za**	***31%***	***61%***	***39%***	***63%***	***48%***	***40%***	**-**	***46%***	***46%***		***46%***	***47%***	***54%***	***44%***	***41%***
Sometimes/Not very often/Hardly ever		**149**	**79**	**69**	**23**	**26**	**19**	**32**	**23**	**19**	**6**	**48**	**100**	**46.26**	**92**	**25**	**33**	**116**	**141**
		82%	***79%***	***86%***	***78%***	***83%***	***70%***	***91%***	***81%***	***84%***	***92%***	***81%***	***83%***		***82%***	***87%***	***81%***	***83%***	***77%***
Net Regularly/Often		-51	-14	-37	-3	-14	-2	-19	-8	-6	1	-16	-35	-2.76	-32	-10	-14	-37	-36
		-28%	*-14%*	*-46%*	*-9%*	*-44%*	*-9%*	*-54%*	*-29%*	*-24%*	*8%*	*-27%*	*-29%*		*-28%*	*-34%*	*-35%*	*-27%*	*-20%*
Mean Score		**2.59b**	**2.84zb**	2.28	2.83	2.28	2.90	2.22	2.61	2.73	3.08	2.55	2.61	1.00	2.63	2.48	2.42	2.64	2.73
Std. Dev.		1.13	1.06	1.15	0.94	1.20	1.43	1.01	1.20	0.95	0.29	1.11	1.15	0.97	1.13	1.09	1.14	1.13	1.13
Std. Err.		0.08	0.10	0.13	0.19	0.18	0.26	0.17	0.26	0.21	0.12	0.14	0.11	0.15	0.11	0.21	0.19	0.09	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 444

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**184**	126	14	28	1	43	141	122	16	12	7	3	160	25	82	65	10	75	106	184
Weighted Total		**181**	157*	6**	6**	***	13**	168	144*	4**	2**	***	2**	152*	28**	89*	60*	2**	62*	115*	184
Regularly	(5)	**13**	10	*	3	-	3	10	7	2	1	*	-	10	3	5	5	-	5	8	15
		7%	*6%*	*	*43%*	-	*22%*	*6%*	*5%*	*47%*	*46%*	*11%*	-	**6%g**	*10%*	*6%*	*8%*	-	*8%*	*7%*	*8%*
Often	(4)	**20**	16	3	1	-	3	16	16	1	*	*	-	17	2	8	9	1	11	9	25
		11%	*10%*	*47%*	*9%*	-	*27%*	*10%*	*11%*	*14%*	*1%*	*50%*	-	*11%*	*8%*	*9%*	*15%*	*22%*	*18%*	*7%*	*14%*
Sometimes	(3)	**65**	58	*	2	-	2	63	56	1	1	*	*	58	13	28	23	1	22	41	65
		36%	*37%*	*1%*	*32%*	-	*17%*	*37%*	*39%*	*20%*	*48%*	*7%*	*16%*	*38%*	*47%*	*32%*	*39%*	*25%*	*35%*	*36%*	*35%*
Not very often	(2)	**48**	42	1	*	*	1	46	37	1	*	*	1	39	6	26	13	1	14	32	48
		26%	*27%*	*21%*	*1%*	*100%*	*11%*	*27%*	*26%*	*19%*	*2%*	*26%*	*47%*	*26%*	*20%*	*29%*	*22%*	*52%*	*23%*	*27%*	*26%*
Hardly ever	(1)	**36**	31	2	1	-	3	33	28	-	*	*	1	28	4	22	10	*	10	26	28
		20%	*20%*	*32%*	*14%*	-	*22%*	*20%*	*19%*	-	*1%*	*6%*	*37%*	*19%*	*14%*	*25%*	*16%*	*	*17%*	*22%*	*15%*
Don't know		*****	-	-	*	-	*	-	-	-	*	-	-	*	-	-	*	*	*	*	3
		*****	-	-	*1%*	-	*	-	-	-	*2%*	-	-	*	-	-	*	*1%*	*	*	*2%*
Regularly/Often		**32**	**26**	**3**	**3**	**-**	**6**	**26**	**23**	**3**	**1**	*****	**-**	**27**	**5**	**13**	**14**	**1**	**16**	**16**	**40**
		18%f	***16%***	***47%***	***52%***	**-**	***50%***	***15%***	***16%***	***61%***	***47%***	***60%***	**-**	***18%***	***18%***	***14%***	***23%***	***22%***	***25%***	***14%***	***22%***
Regularly/Often/ Sometimes		**97**	**84**	**3**	**5**	**-**	**8**	**89**	**79**	**3**	**2**	*****	*****	**85**	**18**	**41**	**37**	**1**	**38**	**58**	**105**
		54%	***54%***	***48%***	***85%***	**-**	***67%***	***53%***	***55%***	***81%***	***96%***	***68%***	***16%***	***56%***	***65%***	***46%***	***62%***	***47%***	***60%***	***50%***	***57%***
Not very often/Hardly ever		**84**	**73**	**3**	**1**	*****	**4**	**80**	**64**	**1**	*****	*****	**2**	**67**	**10**	**48**	**23**	**1**	**25**	**57**	**76**
		46%	***46%***	***52%***	***15%***	***100%***	***33%***	***47%***	***45%***	***19%***	***2%***	***32%***	***84%***	***44%***	***35%***	***54%***	***38%***	***52%***	***40%***	***50%***	***41%***
Sometimes/Not very often/Hardly ever		**149**	**131**	**3**	**3**	*****	**6**	**142**	**120**	**2**	**1**	*****	**2**	**125**	**23**	**76**	**46**	**2**	**47**	**99**	**141**
		82%	***84%***	***53%***	***47%***	***100%***	***50%***	**85%z**	***84%***	***39%***	***51%***	***40%***	***100%***	***82%***	***82%***	***86%***	***77%***	***77%***	***75%***	***86%***	***77%***
Net Regularly/Often		**-51**	-47	*	2	*	2	-53	-41	2	1	*	-2	-41	-5	-36	-9	-1	-9	-41	-36
		-28%	*-30%*	*-5%*	*38%*	*-100%*	*17%*	*-32%*	*-29%*	*41%*	*45%*	*28%*	*-84%*	*-27%*	*-17%*	*-40%*	*-15%*	*-30%*	*-14%*	*-35%*	*-20%*
Mean Score		**2.59**	2.56	2.63	3.67	2.00	3.17	2.54	2.57	3.89	3.92	3.33	1.79	2.61	2.79	2.41	2.77	2.69	2.77	2.49	2.73
Std. Dev.		**1.13**	1.11	1.47	1.52	-	1.53	1.09	1.07	1.37	-	-	0.91	1.11	1.13	1.12	1.15	1.06	1.16	1.13	1.13
Std. Err.		**0.08**	0.10	0.39	0.30	-	0.24	0.09	0.10	0.34	-	-	0.53	0.09	0.23	0.12	0.14	0.38	0.14	0.11	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 445

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		184	39	55	37	92	100	84	97	101	53	22	104	80	10	137	129	35	184
Weighted Total		181	35**	54*	47**	101*	109*	72*	90*	93*	60*	18**	109*	71*	9**	141*	126*	37**	184
Regularly	(5)	13	2	2	5	7	7	6	7	3	8	1	11	2	2	9	9	3	15
		7%l	*6%*	*3%*	*11%*	*6%*	*7%*	*8%*	*8%*	*3%*	*14%*	*7%*	*10%*	*2%*	*22%*	*6%*	*7%*	*7%*	*8%*
Often	(4)	20	2	6	4	10	11	8	9	14	4	2	6	14	-	17	13	4	25
		11%k	*6%*	*11%*	*10%*	*10%*	*10%*	*11%*	*10%*	*15%*	*7%*	*11%*	*5%*	**19%zk**	-	*12%*	*10%*	*10%*	*14%*
Sometimes	(3)	65	15	23	13	35	37	27	31	38	15	9	33	32	5	47	39	6	65
		36%	*43%*	*42%*	*27%*	*35%*	*34%*	*38%*	*34%*	*41%*	*25%*	*48%*	*30%*	*44%*	*53%*	*33%*	*31%*	*16%*	*35%*
Not very often	(2)	48	11	14	12	26	27	20	27	24	17	5	34	14	-	38	36	11	48
		26%	*30%*	*25%*	*25%*	*25%*	*25%*	*28%*	*30%*	*26%*	*28%*	*28%*	*31%*	*19%*	-	*27%*	*29%*	*30%*	*26%*
Hardly ever	(1)	36	5	10	13	23	26	10	16	14	17	1	25	11	2	30	29	14	28
		20%	*15%*	*19%*	*28%*	*23%*	*23%*	*15%*	*17%*	*15%*	*27%*	*6%*	*23%*	*15%*	*25%*	*21%*	*23%*	*37%*	*15%*
Don't know		*	*	*	-	*	*	*	*	*	-	-	*	*	-	*	*	-	3
		*	*	*	-	*	*	*	*	*	-	-	*	*	-	*	*	-	*2%*
Regularly/Often		**32**	**4**	**7**	**9**	**17**	**19**	**14**	**16**	**17**	**12**	**3**	**17**	**15**	**2**	**26**	**22**	**6**	**40**
		18%	***12%***	***14%***	***20%***	***17%***	***17%***	***19%***	***18%***	***18%***	***20%***	***18%***	***15%***	***22%***	***22%***	***19%***	***17%***	***18%***	***22%***
Regularly/Often/ Sometimes		**97**	**19**	**30**	**22**	**52**	**56**	**41**	**47**	**55**	**27**	**12**	**50**	**47**	**7**	**73**	**61**	**12**	**105**
		54%	***55%***	***56%***	***47%***	***52%***	***51%***	***57%***	***52%***	***59%***	***45%***	***66%***	***46%***	**66%zk**	***75%***	***52%***	***48%***	***33%***	***57%***
Not very often/Hardly ever		**84**	**16**	**24**	**25**	**49**	**53**	**31**	**43**	**38**	**33**	**6**	**59**	**24**	**2**	**68**	**65**	**24**	**76**
		46%l	***45%***	***44%***	***53%***	***48%***	***49%***	***43%***	***48%***	***41%***	***55%***	***34%***	**54%l**	***34%***	***25%***	***48%***	***52%***	***67%***	***41%***
Sometimes/Not very often/Hardly ever		**149**	**31**	**47**	**37**	**84**	**90**	**58**	**74**	**76**	**48**	**15**	**93**	**56**	**7**	**114**	**104**	**30**	**141**
		82%	***88%***	***86%***	***80%***	***83%***	***83%***	***81%***	***82%***	***82%***	***80%***	***82%***	***85%***	***78%***	***78%***	***81%***	***83%***	***82%***	***77%***
Net Regularly/Often		-51	-12	-17	-15	-32	-34	-17	-27	-21	-21	-3	-42	-9	*	-41	-43	-18	-36
		-28%	*-33%*	*-31%*	*-32%*	*-31%*	*-31%*	*-24%*	*-30%*	*-23%*	*-35%*	*-15%*	*-39%*	*-13%*	*-3%*	*-29%*	*-34%*	*-49%*	*-20%*
Mean Score		2.59	2.58	2.53	2.51	2.52	2.52	2.69	2.61	2.65	2.52	2.86	2.48	2.75	2.94	2.56	2.50	2.21	2.73
Std. Dev.		1.13	1.01	1.02	1.29	1.15	1.16	1.10	1.13	1.01	1.34	0.96	1.20	1.01	1.46	1.14	1.16	1.26	1.13
Std. Err.		0.08	0.16	0.14	0.21	0.12	0.12	0.12	0.12	0.10	0.18	0.21	0.12	0.11	0.46	0.10	0.10	0.21	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 446

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		184	153	7	16	8	34	68	58	43	42	71	64	59	103	61	100	19	184
Weighted Total		181	160*	5**	6**	11**	20**	68*	56**	52*	40**	79*	62*	50*	81*	60*	100*	21**	184
Regularly	(5)	13	10	1	1	1	2	3	3	6	2	7	5	3	7	4	8	1	15
		7%	*7%*	*14%*	*9%*	*10%*	*9%*	*4%*	*5%*	*11%*	*6%*	*9%*	*8%*	*6%*	*9%*	*6%*	*8%*	*5%*	*8%*
Often	(4)	20	19	-	1	-	3	5	5	2	11	5	5	4	11	11	8	1	25
		11%	*12%*	-	*12%*	-	*17%*	*7%*	*9%*	*5%*	*29%*	*7%*	*8%*	*7%*	*14%*	*18%*	*8%*	*4%*	*14%*
Sometimes	(3)	65	59	1	3	2	5	20	17	27	12	26	22	19	36	22	32	11	65
		36%	*37%*	*23%*	*55%*	*14%*	*26%*	*30%*	*30%*	**51%za**	*31%*	*33%*	*35%*	*37%*	*45%*	*37%*	*32%*	*51%*	*35%*
Not very often	(2)	48	41	1	1	3	3	22	16	9	10	20	16	12	18	14	30	4	48
		26%	*26%*	*29%*	*24%*	*32%*	*18%*	*33%*	*28%*	*17%*	*26%*	*25%*	*25%*	*23%*	*23%*	*24%*	*30%*	*17%*	*26%*
Hardly ever	(1)	36	30	2	-	5	6	17	16	9	4	21	15	13	8	9	22	5	28
		20%m	*19%*	*34%*	-	*44%*	*30%*	*26%*	*29%*	*17%*	*9%*	*26%*	*24%*	*26%*	*10%*	*16%*	*22%*	*23%*	*15%*
Don't know		*	*	-	-	-	*	*	*	-	-	-	*	-	*	*	*	-	3
		*	*	-	-	-	*	*	*	-	-	-	*	-	*	*	*	-	*2%*
Regularly/Often		**32**	**29**	**1**	**1**	**1**	**5**	**8**	**8**	**8**	**14**	**12**	**10**	**7**	**18**	**14**	**16**	**2**	**40**
		18%	***18%***	***14%***	***21%***	***10%***	***25%***	***11%***	***14%***	***15%***	***34%***	***16%***	***16%***	***14%***	***23%***	***24%***	***16%***	***9%***	***22%***
Regularly/Often/ Sometimes		**97**	**88**	**2**	**4**	**3**	**10**	**28**	**25**	**35**	**26**	**38**	**32**	**26**	**55**	**36**	**48**	**12**	**105**
		54%	***55%f***	***37%***	***76%***	***24%***	***52%***	***41%***	***44%***	***66%f***	***65%***	***49%***	***51%***	***51%***	***68%z***	***61%***	***48%***	***60%***	***57%***
Not very often/Hardly ever		**84**	**71**	**3**	**1**	**8**	**9**	**40**	**32**	**18**	**14**	**41**	**31**	**25**	**26**	**24**	**52**	**8**	**76**
		46%m	***45%***	***63%***	***24%***	***76%***	***48%***	***59%ah***	***56%***	***34%***	***35%***	***51%***	***49%***	***49%***	***32%***	***39%***	***52%***	***40%***	***41%***
Sometimes/Not very often/Hardly ever		**149**	**130**	**4**	**5**	**10**	**15**	**60**	**49**	**44**	**26**	**67**	**52**	**44**	**62**	**46**	**84**	**19**	**141**
		82%	***82%***	***86%***	***79%***	***90%***	***74%***	***88%***	***86%***	***85%***	***66%***	***84%***	***84%***	***86%***	***77%***	***76%***	***84%***	***91%***	***77%***
Net Regularly/Often		-51	-42	-2	*	-7	-4	-32	-24	-10	*	-28	-21	-18	-8	-9	-36	-7	-36
		-28%	*-26%*	*-50%*	*-3%*	*-66%*	*-22%*	*-47%*	*-43%*	*-18%*	*-1%*	*-36%*	*-33%*	*-35%*	*-10%*	*-16%*	*-35%*	*-31%*	*-20%*
Mean Score		2.59	**2.62f**	2.30	3.06	2.00	2.56	2.31	2.34	2.75	2.96	2.46	2.51	2.45	**2.90z**	2.75	2.51	2.50	2.73
Std. Dev.		1.13	1.12	1.47	0.93	1.27	1.35	1.06	1.13	1.13	1.07	1.20	1.17	1.15	1.06	1.12	1.16	1.06	1.13
Std. Err.		0.08	0.09	0.56	0.23	0.45	0.24	0.13	0.15	0.17	0.17	0.14	0.15	0.15	0.11	0.14	0.12	0.24	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 447

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		184	30	25	99	104	133	158	148	116	125	116	184	67	58	23	51	40	19	184
Weighted Total		181	31**	20**	109*	97*	128*	151*	139*	102*	123*	106*	181	63*	43*	9**	42*	28**	12**	184
Regularly	(5)	13	5	2	10	9	12	11	10	11	10	13	13	6	5	2	2	3	1	15
		7%	*16%*	*10%*	*9%*	*10%*	*10%*	*7%*	*7%*	*10%*	*8%*	**12%zk**	*7%*	*9%*	*12%*	*19%*	*5%*	*10%*	*8%*	*8%*
Often	(4)	20	3	*	8	9	14	17	16	11	15	16	20	8	4	*	7	9	*	25
		11%	*9%*	*2%*	*7%*	*10%*	*11%*	*12%*	*12%*	*11%*	*12%*	*15%*	*11%*	*14%*	*10%*	*1%*	*17%*	*32%*	*1%*	*14%*
Sometimes	(3)	65	14	10	44	43	54	61	61	43	43	44	65	32	23	4	18	9	7	65
		36%	*44%*	*51%*	*41%*	**45%z**	**42%z**	**40%z**	**44%zf**	*43%*	*35%*	*41%*	*36%*	**50%z**	**54%z**	*46%*	*44%*	*31%*	*61%*	*35%*
Not very often	(2)	48	8	6	26	19	31	41	32	24	33	23	48	12	6	*	10	4	1	48
		26%dm	*28%*	*28%*	*24%*	*19%*	*24%*	**27%dg**	*23%*	*24%*	*27%*	*22%*	*26%*	*19%*	*13%*	*	*24%*	*13%*	*8%*	*26%*
Hardly ever	(1)	36	1	2	21	16	17	20	19	13	22	10	36	5	5	3	4	4	3	28
		20%efghjl	*3%*	*8%*	*19%*	*17%*	*13%*	*14%*	*14%*	*13%*	**18%j**	*9%*	**20%hj**	*8%*	*11%*	*34%*	*10%*	*14%*	*22%*	*15%*
Don't know		*	-	-	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	3
		*	-	-	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*2%*
Regularly/Often		**32**	**8**	**3**	**18**	**19**	**26**	**29**	**26**	**21**	**25**	**29**	**32**	**14**	**9**	**2**	**9**	**12**	**1**	**40**
		18%	***25%***	***13%***	***16%***	***19%***	***21%***	***19%***	***19%***	***21%***	***20%***	**27%zk**	***18%***	***22%***	***22%***	***20%***	***22%***	***42%***	***8%***	***22%***
Regularly/Often/ Sometimes		**97**	**21**	**12**	**62**	**62**	**80**	**89**	**87**	**64**	**68**	**73**	**97**	**46**	**32**	**6**	**28**	**20**	**8**	**105**
		54%	***70%***	***63%***	***57%***	**64%z**	**63%z**	**59%z**	**63%zf**	**63%zk**	***55%***	**69%zik**	***54%***	**73%z**	**76%z**	***66%***	***66%***	***73%***	**69%**	***57%***
Not very often/Hardly ever		**84**	**9**	**7**	**47**	**35**	**48**	**62**	**52**	**37**	**55**	**33**	**84**	**17**	**10**	**3**	**14**	**8**	**4**	**76**
		46%defghjl m	***30%***	***37%***	***43%***	***36%***	***37%***	**41%g**	***37%***	***36%***	**45%j**	***31%***	**46%hj**	***27%***	***24%***	***34%***	***34%***	***27%***	***30%***	***41%***
Sometimes/Not very often/Hardly ever		**149**	**23**	**17**	**91**	**78**	**101**	**122**	**112**	**80**	**98**	**77**	**149**	**49**	**33**	**7**	**33**	**16**	**11**	**141**
		82%j	***75%***	***87%***	***84%***	***81%***	***79%***	***81%***	***81%***	***79%***	***80%***	***73%***	**82%j**	***78%***	***78%***	***80%***	***78%***	***58%***	***92%***	***77%***
Net Regularly/Often		-51	-2	-5	-29	-16	-21	-33	-25	-16	-30	-4	-51	-3	-1	-1	-5	4	-3	-36
		-28%	*-5%*	*-24%*	*-27%*	*-17%*	*-17%*	*-22%*	*-18%*	*-16%*	*-24%*	*-4%*	*-28%*	*-5%*	*-2%*	*-14%*	*-12%*	*14%*	*-22%*	*-20%*
Mean Score		2.59	3.08	2.78	2.63	2.76	**2.80z**	**2.72z**	**2.75z**	**2.82zk**	2.66	**2.99zik**	2.59	**2.96z**	**2.98z**	2.71	2.82	3.09	2.63	2.73
Std. Dev.		1.13	1.08	1.03	1.15	1.14	1.11	1.07	1.07	1.12	1.16	1.11	1.13	1.01	1.08	1.52	1.01	1.21	1.12	1.13
Std. Err.		0.08	0.20	0.21	0.12	0.11	0.10	0.09	0.09	0.10	0.10	0.10	0.08	0.12	0.14	0.32	0.14	0.19	0.26	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 448

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

			Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
		Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total		184	43	41	51	49	122	95	32	106	22	77	17	10	75	131	31	184
Weighted Total		181	37**	33**	52*	49*	119*	100*	26**	107*	19**	73*	12**	3**	90*	132*	32**	184
Regularly	(5)	13	4	7	3	8	11	6	2	9	*	2	1	1	9	9	3	15
		7%j	*10%*	*21%*	*5%*	**16%z**	*9%*	*6%*	*7%*	*8%*	*	*2%*	*7%*	*30%*	*10%*	*7%*	*9%*	*8%*
Often	(4)	20	5	6	8	10	13	11	3	10	5	11	2	*	7	17	2	25
		11%	*13%*	*18%*	*15%*	*20%*	*11%*	*11%*	*13%*	*10%*	*26%*	*15%*	*14%*	*13%*	*7%*	*13%*	*5%*	*14%*
Sometimes	(3)	65	13	12	25	15	39	30	12	41	5	29	5	1	29	39	19	65
		36%n	*36%*	*36%*	**49%d**	*31%*	*33%*	*30%*	*45%*	*38%*	*27%*	*39%*	*42%*	*28%*	*32%*	*30%*	*60%*	*35%*
Not very often	(2)	48	13	4	11	8	31	32	5	30	4	22	2	1	22	36	7	48
		26%	*34%*	*11%*	*21%*	*15%*	*26%*	*32%*	*18%*	*27%*	*20%*	*30%*	*19%*	*29%*	*25%*	*27%*	*22%*	*26%*
Hardly ever	(1)	36	3	5	5	9	27	21	4	18	5	10	2	-	23	31	1	28
		20%	*7%*	*14%*	*10%*	*17%*	*22%*	*21%*	*17%*	*17%*	*27%*	*14%*	*18%*	-	*25%*	*23%*	*4%*	*15%*
Don't know		*	*	*	-	-	-	*	-	*	-	-	-	-	*	*	*	3
		*	*	*	-	-	-	*	-	*	-	-	-	-	*	*	*	*2%*
Regularly/Often		**32**	**9**	**13**	**10**	**18**	**23**	**17**	**5**	**19**	**5**	**12**	**3**	**1**	**16**	**26**	**4**	**40**
		18%	***23%***	***39%***	***20%***	**37%z**	***19%***	***17%***	***20%***	***18%***	***26%***	***17%***	***21%***	***43%***	***18%***	***20%***	***14%***	***22%***
Regularly/Often/ Sometimes		**97**	**22**	**25**	**36**	**33**	**62**	**47**	**17**	**60**	**10**	**41**	**8**	**2**	**45**	**65**	**24**	**105**
		54%	***59%***	***75%***	***70%z***	***67%***	***52%***	***47%***	***66%***	***56%***	***53%***	***56%***	***63%***	***71%***	***50%***	***49%***	***74%***	***57%***
Not very often/Hardly ever		**84**	**15**	**8**	**16**	**16**	**57**	**53**	**9**	**48**	**9**	**32**	**4**	**1**	**45**	**67**	**8**	**76**
		46%c	***41%***	***25%***	***30%***	***33%***	***48%***	***53%***	***34%***	***44%***	***47%***	***44%***	***37%***	***29%***	***50%***	***51%***	***26%***	***41%***
Sometimes/Not very often/Hardly ever		**149**	**28**	**20**	**41**	**31**	**96**	**83**	**21**	**88**	**14**	**61**	**9**	**2**	**74**	**106**	**28**	**141**
		82%d	***77%***	***61%***	***80%***	***63%***	***81%***	***83%***	***80%***	***82%***	***74%***	***83%***	***79%***	***57%***	***82%***	***80%***	***86%***	***77%***
Net Regularly/Often		-51	-7	5	-5	2	-34	-36	-4	-28	-4	-20	-2	*	-29	-41	-4	-36
		-28%	*-18%*	*14%*	*-10%*	*4%*	*-29%*	*-36%*	*-14%*	*-26%*	*-21%*	*-27%*	*-16%*	*14%*	*-32%*	*-31%*	*-12%*	*-20%*
Mean Score		2.59	2.84	3.21	2.85	**3.02z**	2.58	2.49	2.77	2.65	2.51	2.61	2.74	3.44	2.53	2.52	2.94	2.73
Std. Dev.		1.13	1.07	1.30	0.97	1.32	1.20	1.12	1.12	1.13	1.18	0.97	1.17	1.44	1.24	1.18	0.89	1.13
Std. Err.		0.08	0.17	0.21	0.14	0.19	0.11	0.12	0.20	0.11	0.25	0.11	0.28	0.45	0.15	0.10	0.16	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 449

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

			Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		
		Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	Unwtd. Total
Unweighted Total		184	118	26	112	47	71	84	129	31	102	47	155	16	84	67	125	31	184
Weighted Total		181	117*	25**	118*	41*	52*	105*	115*	38**	115*	42*	151*	18**	78*	74*	111*	39**	184
Regularly	(5)	13	7	3	11	1	3	9	5	2	10	2	11	1	7	3	8	3	15
		7%g	*6%*	*11%*	*9%*	*3%*	*5%*	*9%*	*4%*	*6%*	*9%*	*5%*	*7%*	*6%*	*9%*	*5%*	*7%*	*7%*	*8%*
Often	(4)	20	17	2	12	6	4	9	17	2	8	8	14	3	8	7	13	1	25
		11%	*14%*	*6%*	*10%*	*16%*	*9%*	*8%*	**15%z**	*6%*	*7%*	*18%*	*10%*	*15%*	*11%*	*9%*	*12%*	*3%*	*14%*
Sometimes	(3)	65	39	13	38	19	20	36	54	6	33	22	56	4	35	22	47	15	65
		36%i	*33%*	*52%*	*32%*	*46%*	*38%*	*35%*	**47%z**	*15%*	*28%*	**53%zi**	*37%*	*21%*	*44%*	*30%*	**42%z**	*39%*	*35%*
Not very often	(2)	48	28	6	29	11	18	25	22	12	37	6	43	2	13	26	25	7	48
		26%gm	*24%*	*25%*	*25%*	*28%*	*35%*	*24%*	*20%*	*32%*	*32%*	*14%*	*28%*	*9%*	*17%*	*35%*	*22%*	*18%*	*26%*
Hardly ever	(1)	36	27	1	29	3	7	26	16	15	27	4	26	9	15	16	18	13	28
		20%dg	*23%*	*6%*	*24%*	*8%*	*14%*	*25%*	*14%*	*41%*	*23%*	*9%*	*18%*	*49%*	*19%*	*22%*	*17%*	*32%*	*15%*
Don't know		*	*	-	*	-	*	*	*	*	*	*	*	*	*	*	-	*	3
		*	*	-	*	-	*	*	*	*	*	*	*	*	*	*	-	*	*2%*
Regularly/Often		**32**	**24**	**4**	**22**	**8**	**7**	**18**	**22**	**4**	**18**	**10**	**25**	**4**	**15**	**10**	**21**	**4**	**40**
		18%	***20%***	***18%***	***19%***	***19%***	***14%***	***17%***	***19%***	***12%***	***16%***	***24%***	***17%***	***21%***	***19%***	***13%***	***19%***	***10%***	***22%***
Regularly/Often/ Sometimes		**97**	**63**	**18**	**60**	**26**	**27**	**54**	**76**	**10**	**51**	**33**	**81**	**7**	**50**	**32**	**68**	**19**	**105**
		54%i	***54%***	***70%***	***51%***	***65%***	***52%***	***51%***	**66%z**	***27%***	***44%***	**77%zi**	***54%***	***42%***	***64%***	***43%***	**61%z**	***49%***	***57%***
Not very often/Hardly ever		**84**	**54**	**8**	**58**	**14**	**25**	**51**	**39**	**27**	**64**	**10**	**69**	**10**	**28**	**42**	**43**	**20**	**76**
		46%gjo	***46%***	***30%***	***49%***	***35%***	***48%***	***48%***	***34%***	***73%***	**56%zj**	***23%***	***46%***	***58%***	***36%***	***57%***	***39%***	***51%***	***41%***
Sometimes/Not very often/Hardly ever		**149**	**94**	**21**	**96**	**33**	**45**	**87**	**93**	**33**	**97**	**32**	**125**	**14**	**63**	**64**	**90**	**35**	**141**
		82%	***80%***	***82%***	***81%***	***81%***	***86%***	***83%***	***81%***	***88%***	***84%***	***76%***	***83%***	***79%***	***81%***	***87%***	***81%***	***90%***	***77%***
Net Regularly/Often		-51	-31	-3	-36	-7	-18	-33	-16	-23	-46	*	-44	-7	-13	-32	-22	-16	-36
		-28%	*-26%*	*-13%*	*-30%*	*-16%*	*-35%*	*-32%*	*-14%*	*-61%*	*-40%*	*1%*	*-29%*	*-37%*	*-17%*	*-43%*	*-20%*	*-41%*	*-20%*
Mean Score		2.59	2.57	2.93	2.54	2.79	2.57	2.52	**2.76z**	2.05	2.46	**2.97zi**	2.60	2.20	2.73	2.40	2.71	2.34	2.73
Std. Dev.		1.13	1.16	1.01	1.22	0.92	1.01	1.20	1.01	1.18	1.19	0.96	1.10	1.38	1.16	1.07	1.10	1.18	1.13
Std. Err.		0.08	0.11	0.20	0.12	0.13	0.12	0.13	0.09	0.22	0.12	0.14	0.09	0.37	0.13	0.13	0.10	0.22	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 450

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		184	101	49	115	34	121	16	124	14	97	31	126	26	102	39	184
Weighted Total		181	112*	42**	127*	30**	127*	13**	135*	11**	84*	41**	122*	25**	97*	35**	184
Regularly	(5)	13	4	8	7	3	5	3	8	3	4	2	7	3	8	4	15
		7%	*3%*	*19%*	*5%*	*9%*	*4%*	*21%*	*6%*	*25%*	*5%*	*6%*	*6%*	*12%*	*8%*	*10%*	*8%*
Often	(4)	20	14	3	16	2	16	2	18	*	13	5	13	4	10	9	25
		11%	*13%*	*7%*	*13%*	*5%*	*12%*	*17%*	*13%*	*	*15%*	*13%*	*11%*	*17%*	*10%*	*25%*	*14%*
Sometimes	(3)	65	33	21	37	16	39	5	46	5	34	15	48	8	37	12	65
		36%c	*29%*	*51%*	*29%*	*54%*	*31%*	*42%*	*34%*	*50%*	*41%*	*37%*	*39%*	*31%*	*38%*	*34%*	*35%*
Not very often	(2)	48	32	7	40	5	35	3	34	3	20	15	24	8	19	8	48
		26%k	*29%*	*16%*	*31%*	*17%*	*28%*	*21%*	*25%*	*25%*	*23%*	*38%*	*20%*	*30%*	*20%*	*22%*	*26%*
Hardly ever	(1)	36	29	3	27	5	31	-	29	*	13	3	30	2	23	3	28
		20%	*26%*	*8%*	*22%*	*15%*	*24%*	-	*22%*	*	*16%*	*7%*	*24%*	*9%*	*24%*	*9%*	*15%*
Don't know		*	*	-	*	-	-	-	-	-	*	-	*	-	-	*	3
		*	*	-	*	-	-	-	-	-	*	-	*	-	-	*	*2%*
Regularly/Often		**32**	**18**	**11**	**23**	**4**	**21**	**5**	**25**	**3**	**17**	**8**	**20**	**7**	**18**	**12**	**40**
		18%	***16%***	***26%***	***18%***	***14%***	***17%***	***37%***	***19%***	***25%***	***20%***	***19%***	***16%***	***30%***	***18%***	***35%***	***22%***
Regularly/Often/ Sometimes		**97**	**51**	**32**	**59**	**21**	**61**	**10**	**71**	**8**	**51**	**23**	**68**	**15**	**55**	**24**	**105**
		54%ac	***45%***	***76%***	***47%***	***68%***	***48%***	***79%***	***53%***	***75%***	***61%***	***55%***	***56%***	***61%***	***56%***	***69%***	***57%***
Not very often/Hardly ever		**84**	**61**	**10**	**67**	**10**	**66**	**3**	**63**	**3**	**33**	**18**	**54**	**10**	**43**	**11**	**76**
		46%	**55%z**	***24%***	**53%z**	***32%***	***52%***	***21%***	***47%***	***25%***	***39%***	***45%***	***44%***	***39%***	***44%***	***31%***	***41%***
Sometimes/Not very often/Hardly ever		**149**	**94**	**31**	**104**	**26**	**105**	**8**	**109**	**8**	**67**	**33**	**102**	**18**	**79**	**23**	**141**
		82%	***84%***	***74%***	***82%***	***86%***	***83%***	***63%***	***81%***	***75%***	***80%***	***81%***	***84%***	***70%***	***82%***	***65%***	***77%***
Net Regularly/Often		-51	-43	1	-45	-6	-45	2	-38	*	-16	-11	-35	-2	-25	1	-36
		-28%	*-39%*	*2%*	*-35%*	*-19%*	*-35%*	*17%*	*-28%*	*	*-19%*	*-26%*	*-28%*	*-9%*	*-26%*	*3%*	*-20%*
Mean Score		**2.59a**	2.39	3.12	2.48	2.75	2.45	3.37	2.56	3.25	2.69	2.73	2.53	2.95	2.59	3.04	2.73
Std. Dev.		1.13	1.11	1.14	1.12	1.07	1.12	1.07	1.14	1.14	1.06	0.98	1.14	1.17	1.20	1.13	1.13
Std. Err.		0.08	0.11	0.16	0.11	0.18	0.10	0.27	0.10	0.31	0.11	0.18	0.10	0.23	0.12	0.18	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 451

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

			Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		184	155	110	161	132	97	166	178	5	49	52	137	106	167	16	184
Weighted Total		181	153*	121*	158	135*	96*	161	176	3**	50*	65*	148*	100*	171	10**	184
Regularly	(5)	13 **7%dfg**	10 **6%df**	9 **8%df**	11 **7%df**	3 *2%*	5 *5%*	6 **4%d**	11 **6%df**	2 *60%*	5 *11%*	2 *3%*	12 *8%*	5 *5%*	12 *7%*	1 *8%*	15 *8%*
Often	(4)	20 **11%b**	16 **10%b**	8 *7%*	16 **10%b**	11 *8%*	8 *8%*	18 **11%bd**	20 **11%b**	* *1%*	3 *5%*	3 *5%*	13 *9%*	14 *14%*	18 *11%*	1 *11%*	25 *14%*
Sometimes	(3)	65 *36%*	52 *34%*	39 *32%*	54 *34%*	56 **41%abcfg**	31 *32%*	59 *36%*	63 *36%*	* *	24 *48%*	21 *33%*	54 *37%*	37 *37%*	59 *34%*	6 *61%*	65 *35%*
Not very often	(2)	48 **26%l**	45 *30%*	42 **34%zfg**	46 **29%g**	36 *27%*	28 *29%*	43 *27%*	46 *26%*	1 *39%*	12 *24%*	22 **34%l**	41 **28%l**	20 *20%*	47 **27%l**	1 *9%*	48 *26%*
Hardly ever	(1)	36 *20%*	30 *20%*	22 *19%*	30 *19%*	29 *22%*	24 *25%*	35 *22%*	36 *20%*	- -	6 *12%*	16 *25%*	27 *18%*	24 *24%*	35 *21%*	1 *10%*	28 *15%*
Don't know		* *	* *	* *	* *	* *	* *	* *	* *	- -	- -	- -	- -	* *	* *	* *	3 *2%*
Regularly/Often		**32** **18%dfj**	**25** **16%d**	**17** ***14%***	**27** **17%d**	**14** ***10%***	**13** ***14%***	**24** **15%d**	**30** **17%df**	**2** ***61%***	**8** ***16%***	**5** ***8%***	**25** **17%j**	**20** **20%j**	**30** **18%j**	**2** ***19%***	**40** ***22%***
Regularly/Often/ Sometimes		**97** **54%j**	**78** ***51%***	**57** ***47%***	**81** ***51%***	**69** ***51%***	**44** ***46%***	**83** ***52%***	**94** ***53%***	**2** ***61%***	**32** **64%j**	**26** ***41%***	**79** **54%j**	**56** ***56%***	**89** ***52%***	**8** ***81%***	**105** ***57%***
Not very often/Hardly ever		**84** ***46%***	**76** ***49%***	**64** ***53%***	**77** ***49%***	**66** ***49%***	**52** ***54%***	**78** ***48%***	**83** ***47%***	**1** ***39%***	**18** ***36%***	**39** **59%zik**	**69** ***46%***	**44** ***44%***	**82** ***48%***	**2** ***19%***	**76** ***41%***
Sometimes/Not very often/Hardly ever		**149** ***82%***	**128** ***84%***	**103** ***86%***	**131** ***83%***	**121** **90%zacfg**	**82** ***86%***	**137** **85%zg**	**146** ***83%***	**1** ***39%***	**42** ***84%***	**60** **92%zklm**	**123** ***83%***	**80** ***80%***	**140** ***82%***	**8** ***80%***	**141** ***77%***
Net Regularly/Often		-51 *-28%*	-51 *-33%*	-47 *-39%*	-50 *-31%*	-52 *-39%*	-39 *-40%*	-54 *-33%*	-52 *-29%*	1 *22%*	-10 *-20%*	-33 *-52%*	-44 *-29%*	-24 *-24%*	-51 *-30%*	* *	-36 *-20%*
Mean Score		**2.59dfj**	2.53	2.50	**2.56d**	2.42	2.40	2.49	**2.56df**	3.82	**2.78j**	2.26	**2.60j**	2.57	**2.56j**	2.98	2.73
Std. Dev.		1.13	1.11	1.11	1.12	0.99	1.12	1.07	1.12	1.80	1.09	1.00	1.13	1.16	1.14	1.01	1.13
Std. Err.		0.08	0.09	0.11	0.09	0.09	0.11	0.08	0.08	0.80	0.16	0.14	0.10	0.11	0.09	0.27	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 452

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

			Q.38 What didn't approve of on radio								
		Total	Intrusion into people's private lives	Strong language/ swearing	Sexual content	Offensive humour	People being bullied	Religious humour or treatment of religion	Material that is offensive to people in minority groups	Other	Don't know
Unweighted Total		**184**	53	51	49	47	33	30	18	5	13
Weighted Total		**181**	62	52	49	42	33	21	18	8	13
Regularly	(5)	**13**	5	3	8	4	5	3	3	2	-
		7%	*9%*	*5%*	*16%*	*9%*	*14%*	*15%*	*17%*	*19%*	-
Often	(4)	**20**	8	8	10	8	3	5	3	-	-
		11%	*14%*	*15%*	*20%*	*18%*	*10%*	*25%*	*16%*	-	-
Sometimes	(3)	**65**	19	25	15	15	11	8	7	4	*
		36%	*30%*	*49%*	*31%*	*35%*	*34%*	*38%*	*38%*	*48%*	*
Not very often	(2)	**48**	15	11	8	9	7	5	3	1	9
		26%	*24%*	*21%*	*15%*	*22%*	*22%*	*21%*	*18%*	*17%*	*68%*
Hardly ever	(1)	**36**	14	5	9	7	7	-	2	1	4
		20%	*23%*	*10%*	*17%*	*16%*	*21%*	-	*11%*	*15%*	*32%*
Don't know		*	-	-	-	-	-	*	-	-	*
		*	-	-	-	-	-	*	-	-	*
Regularly/Often		**32**	**14**	**10**	**18**	**11**	**8**	**9**	**6**	**2**	-
		18%	***22%***	***20%***	***37%***	***27%***	***24%***	***40%***	***33%***	***19%***	-
Regularly/Often/ Sometimes		**97**	**33**	**36**	**33**	**26**	**19**	**17**	**13**	**5**	*
		54%	***53%***	***70%***	***67%***	***62%***	***57%***	***78%***	***71%***	***68%***	*
Not very often/Hardly ever		**84**	**29**	**16**	**16**	**16**	**14**	**5**	**5**	**3**	**13**
		46%	***47%***	***30%***	***33%***	***38%***	***43%***	***21%***	***29%***	***32%***	***100%***
Sometimes/Not very often/Hardly ever		**149**	**48**	**41**	**31**	**31**	**25**	**13**	**12**	**6**	**13**
		82%	***78%***	***80%***	***63%***	***73%***	***76%***	***60%***	***67%***	***81%***	***100%***
Net Regularly/Often		**-51**	-16	-5	2	-5	-6	4	1	-1	-13
		-28%	*-25%*	*-10%*	*4%*	*-11%*	*-19%*	*19%*	*5%*	*-13%*	*-100%*
Mean Score		**2.59**	2.60	2.85	3.02	2.82	2.74	3.34	3.11	2.92	1.68
Std. Dev.		**1.13**	1.23	0.97	1.32	1.18	1.30	1.00	1.24	1.33	0.49
Std. Err.		**0.08**	0.17	0.14	0.19	0.17	0.23	0.19	0.29	0.59	0.15

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
FINAL

Table 453

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Never [from Q36]	**(0)**	**2025**	**973**	**1053**	**301**	**319**	**379**	**323**	**295**	**222**	**185**	**620**	**1404**	**46.62**	**1240**	**290**	**365**	**1660**	**2022**
		92%	***91%***	***93%***	***91%***	***91%***	***93%***	***90%***	***91%***	***90%***	***97%zfhjk***	***91%***	***92%***		***92%***	***91%***	***90%***	***92%***	***92%***
Regularly	(5)	13	9	4	1	2	6	1	3	1	-	2	10	43.00	9	1	1	12	15
		1%	*1%*	*	*	*	*1%*	*	*1%*	*	-	*	*1%*		*1%*	*	*	*1%*	*1%*
Often	(4)	20	12	8	6	3	2	2	3	3	1	9	11	41.27	12	2	7	13	25
		1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*		*1%*	*1%*	*2%*	*1%*	*1%*
Sometimes	(3)	65	44	21	14	7	9	10	10	10	6	21	44	48.26	40	12	11	54	65
		3%b	**4%zb**	*2%*	*4%*	*2%*	*2%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*		*3%*	*4%*	*3%*	*3%*	*3%*
Not very often	(2)	48	24	23	6	9	4	13	8	7	-	15	33	46.38	33	7	11	36	48
		2%	*2%*	*2%*	*2%*	*2%*	*1%*	**4%i**	*2%*	**3%i**	-	*2%*	*2%*		*2%*	*2%*	*3%*	*2%*	*2%*
Hardly ever	(1)	36	10	26	3	10	6	10	6	2	-	13	23	42.51	19	7	11	26	28
		2%	*1%*	*2%*	*1%*	*3%*	*1%*	*3%*	*2%*	*1%*	-	*2%*	*2%*		*1%*	*2%*	*3%*	*1%*	*1%*
Don't know		*	*	*	*	*	-	*	-	-	-	*	*	36.57	*	-	-	*	3
		*	*	*	*	*	-	*	-	-	-	*	*		*	-	-	*	*
Regularly/Often		**32**	**21**	**12**	**6**	**5**	**8**	**3**	**5**	**4**	**1**	**11**	**21**	**41.95**	**21**	**4**	**8**	**24**	**40**
		1%	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*	*2%*	*1%*		*2%*	*1%*	*2%*	*1%*	*2%*
Regularly/Often/ Sometimes		**97**	**65**	**32**	**20**	**12**	**17**	**13**	**15**	**14**	**7**	**32**	**65**	**46.16**	**61**	**15**	**18**	**79**	**105**
		4%b	**6%zb**	***3%***	***6%***	***3%***	***4%***	***4%***	***5%***	***6%***	***3%***	***5%***	***4%***		***4%***	***5%***	***5%***	***4%***	***5%***
Not very often/Hardly ever		**84**	**35**	**49**	**9**	**19**	**10**	**23**	**14**	**9**	**-**	**28**	**56**	**44.71**	**52**	**13**	**22**	**62**	**76**
		4%i	***3%***	***4%***	***3%***	**5%i**	***3%***	**6%zeik**	**4%i**	**4%i**	**-**	**4%i**	**4%i**		***4%***	***4%***	***5%***	***3%***	***3%***
Sometimes/Not very often/Hardly ever		**149**	**79**	**69**	**23**	**26**	**19**	**32**	**23**	**19**	**6**	**48**	**100**	**46.26**	**92**	**25**	**33**	**116**	**141**
		7%	***7%***	***6%***	***7%***	***7%***	***5%***	**9%i**	***7%***	***8%***	***3%***	***7%***	***7%***		***7%***	***8%***	***8%***	***6%***	***6%***
Net Regularly/Often		-51	-14	-37	-3	-14	-2	-19	-8	-6	1	-16	-35	-2.76	-32	-10	-14	-37	-36
		-2%	*-1%*	*-3%*	*-1%*	*-4%*	*-1%*	*-5%*	*-3%*	*-2%*	*	*-2%*	*-2%*		*-2%*	*-3%*	*-3%*	*-2%*	*-2%*
Mean Score		**0.21b**	**0.26zb**	0.16	0.25	0.20	0.19	0.22	0.23	0.26	0.11	0.22	0.21	0.98	0.22	0.22	0.24	0.21	0.22
Std. Dev.		0.78	0.89	0.66	0.84	0.74	0.81	0.73	0.82	0.85	0.57	0.79	0.78	0.99	0.80	0.78	0.81	0.77	0.82
Std. Err.		0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.05	0.06	0.04	0.03	0.02	0.15	0.02	0.04	0.04	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 454

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity: White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Religion: Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	Number in Household: 1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Children in Household: Yes (q)	No (r)	Unwtd. Total
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Never [from Q36]	**(0)**	**2025**	**1711**	**45**	**100**	**62**	**207**	**1814**	**1488**	**58**	**38**	**12**	**44**	**1640**	**347**	**1071**	**524**	**67**	**655**	**1341**	**2022**
		92%f	***92%***	***88%***	***94%***	***100%***	***94%***	***92%***	***91%***	***93%***	***95%***	***99%***	***95%***	***92%***	***93%***	***92%***	***90%***	***96%***	***91%***	***92%***	***92%***
Regularly	(5)	**13**	10	*	3	-	3	10	7	2	1	*	-	10	3	5	5	-	5	8	15
		1%f	*1%*	*	***3%zaef***	-	*1%*	*	*	***3%zgl***	*2%*	*	-	***1%g***	*1%*	*	*1%*	-	*1%*	*1%*	*1%*
Often	(4)	**20**	16	3	1	-	3	16	16	1	*	*	-	17	2	8	9	1	11	9	25
		1%f	*1%*	*6%*	*1%*	-	*2%*	*1%*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
Sometimes	(3)	**65**	58	*	2	-	2	63	56	1	1	*	*	58	13	28	23	1	22	41	65
		3%	*3%*	*	*2%*	-	*1%*	***3%z***	*3%*	*1%*	*2%*	*	*1%*	*3%*	*4%*	*2%*	*4%*	*1%*	*3%*	*3%*	*3%*
Not very often	(2)	**48**	42	1	*	*	1	46	37	1	*	*	1	39	6	26	13	1	14	32	48
		2%	*2%*	*2%*	*	*	*1%*	***2%z***	*2%*	*1%*	*	*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
Hardly ever	(1)	**36**	31	2	1	-	3	33	28	-	*	*	1	28	4	22	10	*	10	26	28
		2%	*2%*	*4%*	*1%*	-	*1%*	*2%*	*2%*	-	*	*	*2%*	*2%*	*1%*	*2%*	*2%*	*	*1%*	*2%*	*1%*
Don't know		*	-	-	*	-	*	-	-	-	*	-	-	*	-	-	*	*	*	*	3
		*	-	-	*	-	*	-	-	-	*	-	-	*	-	-	*	*	*	*	*
Regularly/Often		**32**	**26**	**3**	**3**	**-**	**6**	**26**	**23**	**3**	**1**	*****	**-**	**27**	**5**	**13**	**14**	**1**	**16**	**16**	**40**
		1%f	***1%***	***6%***	***3%***	**-**	***3%***	***1%***	***1%***	***4%***	***2%***	***1%***	**-**	***1%***	***1%***	***1%***	***2%***	***1%***	***2%***	***1%***	***2%***
Regularly/Often/ Sometimes		**97**	**84**	**3**	**5**	**-**	**8**	**89**	**79**	**3**	**2**	*****	*****	**85**	**18**	**41**	**37**	**1**	**38**	**58**	**105**
		4%	***5%***	***6%***	***5%***	**-**	***4%***	***4%***	***5%***	***5%***	***4%***	***1%***	***1%***	***5%***	***5%***	***4%***	***6%zn***	***2%***	***5%***	***4%***	***5%***
Not very often/Hardly ever		**84**	**73**	**3**	**1**	*****	**4**	**80**	**64**	**1**	*****	*****	**2**	**67**	**10**	**48**	**23**	**1**	**25**	**57**	**76**
		4%	***4%***	***6%***	***1%***	*****	***2%***	***4%z***	***4%***	***1%***	*****	*****	***4%***	***4%***	***3%***	***4%***	***4%***	***2%***	***3%***	***4%***	***3%***
Sometimes/Not very often/Hardly ever		**149**	**131**	**3**	**3**	*****	**6**	**142**	**120**	**2**	**1**	*****	**2**	**125**	**23**	**76**	**46**	**2**	**47**	**99**	**141**
		7%	***7%***	***6%***	***3%***	*****	***3%***	***7%z***	***7%l***	***3%***	***2%***	*****	***5%***	***7%***	***6%***	***7%***	***8%***	***3%***	***6%***	***7%***	***6%***
Net Regularly/Often		**-51**	-47	*	2	*	2	-53	-41	2	1	*	-2	-41	-5	-36	-9	-1	-9	-41	-36
		-2%	*-3%*	*-1%*	***2%e***	*	*1%*	*-3%*	*-3%*	*3%*	*2%*	*	*-4%*	*-2%*	*-1%*	*-3%*	*-2%*	*-1%*	*-1%*	*-3%*	*-2%*
Mean Score		**0.21**	0.22	0.31	0.22	*	0.18	0.22	0.23	0.26	0.17	0.03	0.09	0.22	0.21	0.18	**0.28z**	0.09	0.24	0.20	0.22
Std. Dev.		**0.78**	0.78	0.98	0.94	0.04	0.81	0.78	0.79	1.03	0.85	0.37	0.43	0.79	0.80	0.71	0.92	0.52	0.85	0.74	0.82
Std. Err.		**0.02**	0.02	0.08	0.05	0.01	0.04	0.02	0.02	0.07	0.07	0.05	0.07	0.02	0.04	0.02	0.04	0.04	0.03	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 455

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Never [from Q36]	**(0)**	**2025**	**435**	**582**	**370**	**952**	**1095**	**930**	**1008**	**928**	**481**	**443**	**1103**	**917**	**146**	**1525**	**1230**	**334**	**2022**
		92%	***93%***	***91%***	***89%***	***90%***	***91%***	***93%***	***92%***	***91%***	***89%***	**96%zhi**	***91%***	***93%***	***94%***	***92%***	***91%***	***90%***	***92%***
Regularly	(5)	13	2	2	5	7	7	6	7	3	8	1	11	2	2	9	9	3	15
		1%l	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	**2%zh**	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*
Often	(4)	20	2	6	4	10	11	8	9	14	4	2	6	14	-	17	13	4	25
		1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	-	*1%*	*1%*	*1%*	*1%*
Sometimes	(3)	65	15	23	13	35	37	27	31	38	15	9	33	32	5	47	39	6	65
		3%	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*
Not very often	(2)	48	11	14	12	26	27	20	27	24	17	5	34	14	-	38	36	11	48
		2%	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*1%*	*3%*	*1%*	-	*2%*	*3%*	*3%*	*2%*
Hardly ever	(1)	36	5	10	13	23	26	10	16	14	17	1	25	11	2	30	29	14	28
		2%j	*1%*	*2%*	*3%*	*2%*	*2%*	*1%*	*1%*	*1%*	**3%j**	*	*2%*	*1%*	*1%*	*2%*	*2%*	**4%z**	*1%*
Don't know		*	*	*	-	*	*	*	*	*	-	-	*	*	-	*	*	-	3
		*	*	*	-	*	*	*	*	*	-	-	*	*	-	*	*	-	*
Regularly/Often		**32**	**4**	**7**	**9**	**17**	**19**	**14**	**16**	**17**	**12**	**3**	**17**	**15**	**2**	**26**	**22**	**6**	**40**
		1%	***1%***	***1%***	***2%***	***2%***	***2%***	***1%***	***1%***	***2%***	***2%***	***1%***	***1%***	***2%***	***1%***	***2%***	***2%***	***2%***	***2%***
Regularly/Often/ Sometimes		**97**	**19**	**30**	**22**	**52**	**56**	**41**	**47**	**55**	**27**	**12**	**50**	**47**	**7**	**73**	**61**	**12**	**105**
		4%	***4%***	***5%***	***5%***	***5%***	***5%***	***4%***	***4%***	***5%***	***5%***	***3%***	***4%***	***5%***	***4%***	***4%***	***4%***	***3%***	***5%***
Not very often/Hardly ever		**84**	**16**	**24**	**25**	**49**	**53**	**31**	**43**	**38**	**33**	**6**	**59**	**24**	**2**	**68**	**65**	**24**	**76**
		4%jl	***3%***	***4%***	***6%***	***5%***	***4%***	***3%***	***4%***	**4%j**	**6%zj**	***1%***	**5%zl**	***2%***	***1%***	***4%***	**5%z**	**7%z**	***3%***
Sometimes/Not very often/Hardly ever		**149**	**31**	**47**	**37**	**84**	**90**	**58**	**74**	**76**	**48**	**15**	**93**	**56**	**7**	**114**	**104**	**30**	**141**
		7%j	***7%***	***7%***	***9%***	***8%***	***7%***	***6%***	***7%***	**7%j**	**9%j**	***3%***	***8%***	***6%***	***5%***	***7%***	***8%***	***8%***	***6%***
Net Regularly/Often		-51	-12	-17	-15	-32	-34	-17	-27	-21	-21	-3	-42	-9	*	-41	-43	-18	-36
		-2%	*-2%*	*-3%*	*-4%*	*-3%*	*-3%*	*-2%*	*-2%*	*-2%*	*-4%*	*-1%*	*-3%*	*-1%*	*	*-2%*	*-3%*	*-5%*	*-2%*
Mean Score		**0.21j**	0.19	0.22	0.28	0.24	0.23	0.19	0.21	**0.24j**	**0.28j**	0.11	0.22	0.20	0.17	0.22	0.23	0.22	0.22
Std. Dev.		0.78	0.73	0.77	0.90	0.82	0.80	0.75	0.79	0.82	0.91	0.59	0.80	0.76	0.76	0.78	0.81	0.77	0.82
Std. Err.		0.02	0.03	0.03	0.05	0.03	0.02	0.02	0.02	0.03	0.04	0.03	0.02	0.02	0.06	0.02	0.02	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 456

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Never [from Q36]	**(0)**	**2025**	**1688**	**103**	**58**	**175**	**254**	**693**	**517**	**506**	**489**	**507**	**637**	**687**	**845**	**713**	**1014**	**247**	**2022**
		92%j	***91%***	***96%***	***91%***	***94%***	***93%***	***91%***	***90%***	***91%***	***92%***	***87%***	***91%j***	***93%j***	***91%***	***92%***	***91%***	***92%***	***92%***
Regularly	(5)	13	10	1	1	1	2	3	3	6	2	7	5	3	7	4	8	1	15
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*	*1%*
Often	(4)	20	19	-	1	-	3	5	5	2	11	5	5	4	11	11	8	1	25
		1%	*1%*	-	*1%*	-	*1%*	*1%*	*1%*	*	**2%za**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*
Sometimes	(3)	65	59	1	3	2	5	20	17	27	12	26	22	19	36	22	32	11	65
		3%	*3%*	*1%*	**5%bd**	*1%*	*2%*	*3%*	*3%*	**5%zd**	*2%*	*4%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*
Not very often	(2)	48	41	1	1	3	3	22	16	9	10	20	16	12	18	14	30	4	48
		2%	*2%*	*1%*	*2%*	*2%*	*1%*	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*
Hardly ever	(1)	36	30	2	-	5	6	17	16	9	4	21	15	13	8	9	22	5	28
		2%m	*2%*	*1%*	-	*3%*	*2%*	*2%*	**3%i**	*2%*	*1%*	**4%z**	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*
Don't know		*	*	-	-	-	*	*	*	-	-	-	*	-	*	*	*	-	3
		*	*	-	-	-	*	*	*	-	-	-	*	-	*	*	*	-	*
Regularly/Often		**32**	**29**	**1**	**1**	**1**	**5**	**8**	**8**	**8**	**14**	**12**	**10**	**7**	**18**	**14**	**16**	**2**	**40**
		1%	***2%***	***1%***	***2%***	***1%***	***2%***	***1%***	***1%***	***1%***	***3%***	***2%***	***1%***	***1%***	***2%***	***2%***	***1%***	***1%***	***2%***
Regularly/Often/ Sometimes		**97**	**88**	**2**	**4**	**3**	**10**	**28**	**25**	**35**	**26**	**38**	**32**	**26**	**55**	**36**	**48**	**12**	**105**
		4%	***5%***	***2%***	**7%bd**	***1%***	***4%***	***4%***	***4%***	**6%bd**	***5%***	**7%zl**	***5%***	***3%***	**6%z**	***5%***	***4%***	***5%***	***5%***
Not very often/Hardly ever		**84**	**71**	**3**	**1**	**8**	**9**	**40**	**32**	**18**	**14**	**41**	**31**	**25**	**26**	**24**	**52**	**8**	**76**
		4%	***4%***	***3%***	***2%***	***4%***	***3%***	***5%***	***6%***	***3%***	***3%***	**7%zl**	***4%***	***3%***	***3%***	***3%***	***5%***	***3%***	***3%***
Sometimes/Not very often/Hardly ever		**149**	**130**	**4**	**5**	**10**	**15**	**60**	**49**	**44**	**26**	**67**	**52**	**44**	**62**	**46**	**84**	**19**	**141**
		7%	***7%***	***4%***	***7%***	***5%***	***5%***	***8%***	***8%***	***8%***	***5%***	**11%zkl**	***7%***	***6%***	***7%***	***6%***	***8%***	***7%***	***6%***
Net Regularly/Often		-51	-42	-2	*	-7	-4	-32	-24	-10	*	-28	-21	-18	-8	-9	-36	-7	-36
		-2%	*-2%*	*-2%*	*	*-4%*	*-2%*	*-4%*	*-4%*	*-2%*	*	*-5%*	*-3%*	*-2%*	*-1%*	*-1%*	*-3%*	*-2%*	*-2%*
Mean Score		0.21	0.23	0.10	**0.28b**	0.12	0.18	0.21	0.23	0.26	0.22	**0.33zkl**	0.22	0.17	0.25	0.21	0.23	0.19	0.22
Std. Dev.		0.78	0.80	0.54	0.92	0.55	0.75	0.73	0.78	0.87	0.83	0.95	0.80	0.69	0.87	0.80	0.80	0.73	0.82
Std. Err.		0.02	0.02	0.04	0.07	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 457

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Never [from Q36]	**(0)**	**2025**	**278**	**128**	**996**	**964**	**970**	**1495**	**1363**	**791**	**564**	**190**	**-**	**411**	**316**	**97**	**271**	**174**	**52**	**2022**
		92%cefghij klmopq	***90%***	***87%***	***90%***	**91%e**	***88%***	**91%e**	**91%e**	**89%ijk**	**82%jk**	**64%k**	**-**	***87%***	***88%***	***92%***	***87%***	***86%***	***81%***	***92%***
Regularly	(5)	13	5	2	10	9	12	11	10	11	10	13	13	6	5	2	2	3	1	15
		1%	*2%*	*1%*	*1%*	*1%*	**1%zfg**	*1%*	*1%*	**1%z**	**2%z**	**4%zhi**	**7%zhi**	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*
Often	(4)	20	3	*	8	9	14	17	16	11	15	16	20	8	4	*	7	9	*	25
		1%	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	**2%z**	**5%zhi**	**11%zhij**	*2%*	*1%*	*	**2%z**	**4%z**	*	*1%*
Sometimes	(3)	65	14	10	44	43	54	61	61	43	43	44	65	32	23	4	18	9	7	65
		3%	*4%*	*7%*	**4%z**	**4%z**	**5%zf**	**4%z**	**4%z**	**5%z**	**6%z**	**15%zhi**	**36%zhij**	**7%z**	**6%z**	*4%*	**6%z**	*4%*	**12%zp**	*3%*
Not very often	(2)	48	8	6	26	19	31	41	32	24	33	23	48	12	6	*	10	4	1	48
		2%	*3%*	*4%*	*2%*	*2%*	**3%d**	**3%g**	*2%*	*3%*	**5%zh**	**8%zh**	**26%zhij**	*2%*	*2%*	*	*3%*	*2%*	*2%*	*2%*
Hardly ever	(1)	36	1	2	21	16	17	20	19	13	22	10	36	5	5	3	4	4	3	28
		2%f	*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	**3%zh**	*3%*	**20%zhij**	*1%*	*1%*	*3%*	*1%*	*2%*	*4%*	*1%*
Don't know		*	-	-	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	3
		*	-	-	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*
Regularly/Often		**32**	**8**	**3**	**18**	**19**	**26**	**29**	**26**	**21**	**25**	**29**	**32**	**14**	**9**	**2**	**9**	**12**	**1**	**40**
		1%	***3%***	***2%***	***2%***	***2%***	**2%zf**	***2%***	***2%***	**2%z**	**4%z**	**10%zhi**	**18%zhij**	**3%z**	***3%***	***2%***	***3%***	**6%z**	***2%***	***2%***
Regularly/Often/ Sometimes		**97**	**21**	**12**	**62**	**62**	**80**	**89**	**87**	**64**	**68**	**73**	**97**	**46**	**32**	**6**	**28**	**20**	**8**	**105**
		4%	***7%***	***8%***	**6%z**	**6%z**	**7%zfg**	**5%z**	**6%z**	**7%z**	**10%zh**	**25%zhi**	**54%zhij**	**10%z**	**9%z**	***6%***	**9%z**	**10%z**	**13%z**	***5%***
Not very often/Hardly ever		**84**	**9**	**7**	**47**	**35**	**48**	**62**	**52**	**37**	**55**	**33**	**84**	**17**	**10**	**3**	**14**	**8**	**4**	**76**
		4%	***3%***	***5%***	***4%***	***3%***	***4%***	***4%***	***3%***	***4%***	**8%zh**	**11%zh**	**46%zhij**	***4%***	***3%***	***3%***	**5%**	***4%***	***6%***	***3%***
Sometimes/Not very often/Hardly ever		**149**	**23**	**17**	**91**	**78**	**101**	**122**	**112**	**80**	**98**	**77**	**149**	**49**	**33**	**7**	**33**	**16**	**11**	**141**
		7%	***7%***	***12%***	**8%z**	***7%***	**9%zdfg**	***7%***	***7%***	**9%z**	**14%zh**	**26%zhi**	**82%zhij**	**10%z**	***9%***	***7%***	**10%z**	***8%***	**17%zp**	***6%***
Net Regularly/Often		-51	-2	-5	-29	-16	-21	-33	-25	-16	-30	-4	-51	-3	-1	-1	-5	4	-3	-36
		-2%	*-1%*	*-3%*	*-3%*	*-2%*	*-2%*	*-2%*	*-2%*	*-2%*	*-4%*	*-1%*	*-28%*	*-1%*	*	*-1%*	*-2%*	**2%q**	*-4%*	*-2%*
Mean Score		0.21	0.31	0.37	**0.26z**	0.25	**0.33zdfg**	**0.25z**	**0.25z**	**0.32z**	**0.48zh**	**1.07zhi**	**2.59zhij**	**0.39z**	**0.35z**	0.23	**0.38z**	**0.43z**	**0.49z**	0.22
Std. Dev.		0.78	0.98	1.02	0.86	0.87	0.97	0.85	0.86	0.97	1.13	1.58	1.13	1.07	1.03	0.86	1.03	1.16	1.13	0.82
Std. Err.		0.02	0.06	0.08	0.03	0.03	0.03	0.02	0.02	0.03	0.04	0.10	0.08	0.05	0.05	0.07	0.06	0.08	0.11	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 458

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+

			Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
		Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Never [from Q36]	**(0)**	**2025**	**45**	**64**	-	-	**790**	**1165**	**323**	**1255**	**211**	**569**	**123**	**91**	**1141**	**1597**	**193**	**2022**
		92%abcdejo	***55%***	***66%***	-	-	***87%***	***92%***	***93%***	***92%***	***92%***	***89%***	***91%***	***97%***	**93%j**	**92%o**	***86%***	***92%***
Regularly	(5)	13	4	7	3	8	11	6	2	9	*	2	1	1	9	9	3	15
		1%	**4%z**	**7%z**	**5%z**	**16%z**	**1%z**	*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Often	(4)	20	5	6	8	10	13	11	3	10	5	11	2	*	7	17	2	25
		1%	**6%z**	**6%z**	**15%z**	**20%z**	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*	*1%*	*1%*	*1%*	*1%*
Sometimes	(3)	65	13	12	25	15	39	30	12	41	5	29	5	1	29	39	19	65
		3%n	**16%z**	**12%z**	**49%zd**	**31%z**	**4%z**	*2%*	*3%*	*3%*	*2%*	**4%z**	*4%*	*1%*	*2%*	*2%*	**9%zn**	*3%*
Not very often	(2)	48	13	4	11	8	31	32	5	30	4	22	2	1	22	36	7	48
		2%	**16%zb**	*4%*	**21%z**	**15%z**	**3%z**	*3%*	*1%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*
Hardly ever	(1)	36	3	5	5	9	27	21	4	18	5	10	2	-	23	31	1	28
		2%	*3%*	*5%*	**10%z**	**17%z**	**3%z**	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	-	*2%*	*2%*	*1%*	*1%*
Don't know		*	*	*	-	-	-	*	-	*	-	-	-	-	*	*	*	3
		*	*	*	-	-	-	*	-	*	-	-	-	-	*	*	*	*
Regularly/Often		**32**	**9**	**13**	**10**	**18**	**23**	**17**	**5**	**19**	**5**	**12**	**3**	**1**	**16**	**26**	**4**	**40**
		1%	**10%z**	**13%z**	**20%z**	**37%z**	**3%z**	***1%***	***2%***	***1%***	***2%***	***2%***	***2%***	***1%***	***1%***	***1%***	***2%***	***2%***
Regularly/Often/ Sometimes		**97**	**22**	**25**	**36**	**33**	**62**	**47**	**17**	**60**	**10**	**41**	**8**	**2**	**45**	**65**	**24**	**105**
		4%n	**27%z**	**26%z**	**70%z**	**67%z**	**7%z**	***4%***	***5%***	***4%***	***4%***	**6%zm**	***6%***	***2%***	***4%***	***4%***	**11%zn**	***5%***
Not very often/Hardly ever		**84**	**15**	**8**	**16**	**16**	**57**	**53**	**9**	**48**	**9**	**32**	**4**	**1**	**45**	**67**	**8**	**76**
		4%	**19%zb**	***9%***	**30%z**	**33%z**	**6%z**	***4%***	***3%***	***3%***	***4%***	***5%***	***3%***	***1%***	***4%***	***4%***	***4%***	***3%***
Sometimes/Not very often/Hardly ever		**149**	**28**	**20**	**41**	**31**	**96**	**83**	**21**	**88**	**14**	**61**	**9**	**2**	**74**	**106**	**28**	**141**
		7%	**35%zb**	**21%z**	**80%z**	**63%z**	**11%z**	***7%***	***6%***	***6%***	***6%***	**9%zm**	***7%***	***2%***	***6%***	***6%***	**12%zn**	***6%***
Net Regularly/Often		-51	-7	5	-5	2	-34	-36	-4	-28	-4	-20	-2	*	-29	-41	-4	-36
		-2%	*-8%*	*5%*	*-10%*	*4%*	*-4%*	*-3%*	*-1%*	*-2%*	*-2%*	*-3%*	*-1%*	*	*-2%*	*-2%*	*-2%*	*-2%*
Mean Score		0.21	**1.29z**	**1.10z**	**2.85z**	**3.02z**	**0.34z**	0.20	0.21	0.21	0.21	**0.30zm**	0.24	0.12	0.19	0.19	**0.42zn**	0.22
Std. Dev.		0.78	1.59	1.71	0.97	1.32	0.97	0.74	0.79	0.78	0.78	0.89	0.85	0.67	0.74	0.74	1.08	0.82
Std. Err.		0.02	0.17	0.18	0.14	0.19	0.03	0.02	0.04	0.02	0.05	0.04	0.07	0.06	0.02	0.02	0.07	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 459

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+

			Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
		Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Never [from Q36]	**(0)**	**2025**	**1429**	**243**	**1259**	**516**	**522**	**1123**	**1197**	**476**	**1224**	**463**	**1594**	**189**	**742**	**825**	**1103**	**492**	**2022**
		92%	***92%***	***91%***	***91%***	***93%***	***91%***	***91%***	***91%***	***93%***	***91%***	***92%***	***91%***	***92%***	***90%***	***92%***	***91%***	***93%***	***92%***
Regularly	(5)	13	7	3	11	1	3	9	5	2	10	2	11	1	7	3	8	3	15
		1%	*	*1%*	*1%*	*	*	*1%*	*	*	*1%*	*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*
Often	(4)	20	17	2	12	6	4	9	17	2	8	8	14	3	8	7	13	1	25
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*
Sometimes	(3)	65	39	13	38	19	20	36	54	6	33	22	56	4	35	22	47	15	65
		3%h	*3%*	*5%*	*3%*	*3%*	*3%*	*3%*	**4%zh**	*1%*	*2%*	*4%*	*3%*	*2%*	**4%z**	*2%*	**4%z**	*3%*	*3%*
Not very often	(2)	48	28	6	29	11	18	25	22	12	37	6	43	2	13	26	25	7	48
		2%	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*	*1%*	*2%*	*3%*	*2%*	*1%*	*2%*
Hardly ever	(1)	36	27	1	29	3	7	26	16	15	27	4	26	9	15	16	18	13	28
		2%d	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	**3%zg**	*2%*	*1%*	*2%*	**4%zk**	*2%*	*2%*	*2%*	*2%*	*1%*
Don't know		*	*	-	*	-	*	*	*	*	*	*	*	*	*	*	-	*	3
		*	*	-	*	-	*	*	*	*	*	*	*	*	*	*	-	*	*
Regularly/Often		**32**	**24**	**4**	**22**	**8**	**7**	**18**	**22**	**4**	**18**	**10**	**25**	**4**	**15**	**10**	**21**	**4**	**40**
		1%	***2%***	***2%***	***2%***	***1%***	***1%***	***1%***	***2%***	***1%***	***1%***	***2%***	***1%***	***2%***	***2%***	***1%***	***2%***	***1%***	***2%***
Regularly/Often/ Sometimes		**97**	**63**	**18**	**60**	**26**	**27**	**54**	**76**	**10**	**51**	**33**	**81**	**7**	**50**	**32**	**68**	**19**	**105**
		4%h	***4%***	***7%***	***4%***	***5%***	***5%***	***4%***	**6%zh**	***2%***	***4%***	***6%***	***5%***	***4%***	**6%z**	***4%***	**6%z**	***4%***	***5%***
Not very often/Hardly ever		**84**	**54**	**8**	**58**	**14**	**25**	**51**	**39**	**27**	**64**	**10**	**69**	**10**	**28**	**42**	**43**	**20**	**76**
		4%gj	***4%***	***3%***	***4%***	***3%***	***4%***	***4%***	***3%***	***5%***	**5%zj**	***2%***	***4%***	***5%***	***3%***	***5%***	***4%***	***4%***	***3%***
Sometimes/Not very often/Hardly ever		**149**	**94**	**21**	**96**	**33**	**45**	**87**	**93**	**33**	**97**	**32**	**125**	**14**	**63**	**64**	**90**	**35**	**141**
		7%	***6%***	***8%***	***7%***	***6%***	***8%***	***7%***	***7%***	***6%***	***7%***	***6%***	***7%***	***7%***	***8%***	***7%***	***7%***	***7%***	***6%***
Net Regularly/Often		-51	-31	-3	-36	-7	-18	-33	-16	-23	-46	*	-44	-7	-13	-32	-22	-16	-36
		-2%	*-2%*	*-1%*	*-3%*	*-1%*	*-3%*	*-3%*	*-1%*	*-4%*	*-3%*	*	*-3%*	*-3%*	*-2%*	*-4%*	*-2%*	*-3%*	*-2%*
Mean Score		0.21	0.19	0.28	0.22	0.21	0.23	0.22	0.24	0.15	0.21	0.25	0.22	0.19	0.26	0.20	0.25	0.17	0.22
Std. Dev.		0.78	0.75	0.91	0.80	0.77	0.80	0.79	0.84	0.62	0.77	0.87	0.80	0.73	0.88	0.73	0.85	0.69	0.82
Std. Err.		0.02	0.02	0.05	0.02	0.03	0.03	0.02	0.02	0.03	0.02	0.04	0.02	0.05	0.03	0.03	0.02	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 460

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Never [from Q36]	**(0)**	**2025**	**1382**	**305**	**1504**	**230**	**1282**	**57**	**1200**	**51**	**988**	**426**	**1493**	**227**	**1334**	**284**	**2022**
		92%bfgh	***93%b***	***88%***	***92%***	***88%***	***91%f***	***82%***	***90%***	***83%***	***92%***	***91%***	***92%***	***90%***	***93%z***	***89%***	***92%***
Regularly	(5)	13	4	8	7	3	5	3	8	3	4	2	7	3	8	4	15
		1%a	*	**2%za**	*	*1%*	*	**4%ze**	*1%*	**4%zg**	*	*	*	*1%*	*1%*	*1%*	*1%*
Often	(4)	20	14	3	16	2	16	2	18	*	13	5	13	4	10	9	25
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*	**3%zm**	*1%*
Sometimes	(3)	65	33	21	37	16	39	5	46	5	34	15	48	8	37	12	65
		3%ac	*2%*	**6%za**	*2%*	**6%zc**	*3%*	*8%*	*3%*	**9%z**	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*
Not very often	(2)	48	32	7	40	5	35	3	34	3	20	15	24	8	19	8	48
		2%km	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	*3%*	*4%*	*2%*	*3%*	*2%*	*3%*	*1%*	*2%*	*2%*
Hardly ever	(1)	36	29	3	27	5	31	-	29	*	13	3	30	2	23	3	28
		2%	*2%*	*1%*	*2%*	*2%*	**2%z**	-	*2%*	*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
Don't know		*	*	-	*	-	-	-	-	-	*	-	*	-	-	*	3
		*	*	-	*	-	-	-	-	-	*	-	*	-	-	*	*
Regularly/Often		**32**	**18**	**11**	**23**	**4**	**21**	**5**	**25**	**3**	**17**	**8**	**20**	**7**	**18**	**12**	**40**
		1%	***1%***	**3%za**	***1%***	***2%***	***2%***	**7%ze**	***2%***	***4%***	***2%***	***2%***	***1%***	***3%***	***1%***	**4%zm**	***2%***
Regularly/Often/ Sometimes		**97**	**51**	**32**	**59**	**21**	**61**	**10**	**71**	**8**	**51**	**23**	**68**	**15**	**55**	**24**	**105**
		4%ac	***3%***	**9%za**	***4%***	**8%zc**	***4%***	**14%ze**	***5%***	**13%zg**	***5%***	***5%***	***4%***	***6%***	***4%***	**7%zm**	***5%***
Not very often/Hardly ever		**84**	**61**	**10**	**67**	**10**	**66**	**3**	**63**	**3**	**33**	**18**	**54**	**10**	**43**	**11**	**76**
		4%m	***4%***	***3%***	***4%***	***4%***	**5%z**	***4%***	**5%z**	***4%***	***3%***	***4%***	***3%***	***4%***	***3%***	***3%***	***3%***
Sometimes/Not very often/Hardly ever		**149**	**94**	**31**	**104**	**26**	**105**	**8**	**109**	**8**	**67**	**33**	**102**	**18**	**79**	**23**	**141**
		7%m	***6%***	***9%***	***6%***	***10%***	***7%***	***11%***	**8%z**	***13%***	***6%***	***7%***	***6%***	***7%***	***6%***	***7%***	***6%***
Net Regularly/Often		-51	-43	1	-45	-6	-45	2	-38	*	-16	-11	-35	-2	-25	1	-36
		-2%	*-3%*	*	*-3%*	*-2%*	*-3%*	*3%*	*-3%*	*	*-2%*	*-2%*	*-2%*	*-1%*	*-2%*	*	*-2%*
Mean Score		**0.21am**	0.18	**0.38za**	0.19	0.32	0.22	**0.61ze**	**0.26z**	**0.56zg**	0.21	0.24	0.19	0.29	0.18	**0.33zm**	0.22
Std. Dev.		0.78	0.70	1.09	0.73	0.95	0.78	1.38	0.85	1.32	0.78	0.82	0.74	0.95	0.72	1.02	0.82
Std. Err.		0.02	0.02	0.06	0.02	0.06	0.02	0.15	0.02	0.15	0.02	0.04	0.02	0.06	0.02	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 461

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+

			Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Never [from Q36]	**(0)**	**2025**	**1645**	**1224**	**1728**	**1460**	**1097**	**1850**	**1960**	**63**	**452**	**490**	**1197**	**869**	**1515**	**475**	**2022**
		92%jklm	***91%***	***91%***	***92%***	***92%***	***92%***	***92%***	***92%***	***96%***	***90%***	***88%***	***89%***	***90%***	***90%***	**98%zijklm**	***92%***
Regularly	(5)	13	10	9	11	3	5	6	11	2	5	2	12	5	12	1	15
		1%dfg	**1%df**	**1%df**	**1%df**	*	*	*	**1%df**	*3%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*
Often	(4)	20	16	8	16	11	8	18	20	*	3	3	13	14	18	1	25
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*
Sometimes	(3)	65	52	39	54	56	31	59	63	*	24	21	54	37	59	6	65
		3%	*3%*	*3%*	*3%*	**3%cf**	*3%*	*3%*	*3%*	*	**5%n**	*4%*	**4%zn**	**4%n**	**3%z**	*1%*	*3%*
Not very often	(2)	48	45	42	46	36	28	43	46	1	12	22	41	20	47	1	48
		2%n	*3%*	**3%zfg**	**2%z**	*2%*	*2%*	*2%*	*2%*	*2%*	**2%n**	**4%zln**	**3%zn**	**2%n**	**3%zn**	*	*2%*
Hardly ever	(1)	36	30	22	30	29	24	35	36	-	6	16	27	24	35	1	28
		2%n	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	-	*1%*	**3%zn**	**2%n**	**2%n**	**2%zn**	*	*1%*
Don't know		*	*	*	*	*	*	*	*	-	-	-	-	*	*	*	3
		*	*	*	*	*	*	*	*	-	-	-	-	*	*	*	*
Regularly/Often		**32**	**25**	**17**	**27**	**14**	**13**	**24**	**30**	**2**	**8**	**5**	**25**	**20**	**30**	**2**	**40**
		1%df	**1%d**	*1%*	**1%d**	*1%*	*1%*	**1%d**	**1%df**	*3%*	*2%*	*1%*	*2%*	*2%*	*2%*	*	*2%*
Regularly/Often/ Sometimes		**97**	**78**	**57**	**81**	**69**	**44**	**83**	**94**	**2**	**32**	**26**	**79**	**56**	**89**	**8**	**105**
		4%n	***4%***	***4%***	***4%***	***4%***	***4%***	***4%***	***4%***	***3%***	**6%n**	**5%n**	**6%zn**	**6%zn**	**5%zn**	***2%***	***5%***
Not very often/Hardly ever		**84**	**76**	**64**	**77**	**66**	**52**	**78**	**83**	**1**	**18**	**39**	**69**	**44**	**82**	**2**	**76**
		4%n	***4%***	**5%zg**	***4%***	***4%***	***4%***	***4%***	***4%***	***2%***	**4%n**	**7%zikmn**	**5%zn**	**5%n**	**5%zn**	*	***3%***
Sometimes/Not very often/Hardly ever		**149**	**128**	**103**	**131**	**121**	**82**	**137**	**146**	**1**	**42**	**60**	**123**	**80**	**140**	**8**	**141**
		7%n	***7%***	***8%***	***7%***	**8%zf**	***7%***	***7%***	***7%***	***2%***	**8%n**	**11%zmn**	**9%zn**	**8%n**	**8%zn**	***2%***	***6%***
Net Regularly/Often		-51	-51	-47	-50	-52	-39	-54	-52	1	-10	-33	-44	-24	-51	*	-36
		-2%	*-3%*	*-3%*	*-3%*	*-3%*	*-3%*	*-3%*	*-2%*	*1%*	*-2%*	*-6%*	*-3%*	*-2%*	*-3%*	*	*-2%*
Mean Score		**0.21fn**	0.22	0.22	0.21	0.20	0.19	0.20	**0.21f**	0.17	**0.28n**	**0.26n**	**0.29zn**	**0.27zn**	**0.26zn**	0.06	0.22
Std. Dev.		0.78	0.78	0.79	0.78	0.73	0.72	0.74	0.78	0.85	0.90	0.80	0.90	0.87	0.85	0.45	0.82
Std. Err.		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.09	0.04	0.04	0.03	0.03	0.02	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 462

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		1568	800	768	231	264	321	287	179	175	111	495	1073	45.37	989	201	274	1294	1568
Weighted Total		1686	869	817	253	258	320	294	246	194	120*	512	1174	46.10	1069	219	283	1403	1568
Never	(0)	1515	775	740	225	230	295	260	217	173	115	455	1060	46.23	964	193	247	1268	1401
		90%	*89%*	*91%*	*89%*	*89%*	*92%*	*89%*	*88%*	*89%*	*96%*	*89%*	*90%*		*90%*	*88%*	*87%*	*90%*	*89%*
Regularly	(5)	12	8	4	1	2	5	1	3	1	-	2	10	43.21	8	1	1	11	14
		1%	*1%*	*	*	*1%*	*2%*	*	*1%*	*1%*	-	*	*1%*		*1%*	*1%*	*	*1%*	*1%*
Often	(4)	18	12	7	6	2	2	2	3	3	1	8	10	41.72	12	1	6	13	23
		1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*	*1%*		*1%*	*1%*	*2%*	*1%*	*1%*
Sometimes	(3)	59	40	18	14	7	8	8	10	9	5	20	38	46.80	34	12	8	50	58
		3%b	**5%zb**	*2%*	*5%*	*3%*	*2%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*		*3%*	*5%*	*3%*	*4%*	*4%*
Not very often	(2)	47	24	22	6	8	4	13	8	7	-	14	33	46.70	32	7	11	35	45
		3%	*3%*	*3%*	*2%*	*3%*	*1%*	**4%i**	*3%*	*4%*	-	*3%*	*3%*		*3%*	*3%*	*4%*	*3%*	*3%*
Hardly ever	(1)	35	9	26	3	10	6	10	6	1	-	13	22	41.60	19	6	10	26	26
		2%a	*1%*	**3%za**	*1%*	*4%*	*2%*	*3%*	*2%*	*	-	*3%*	*2%*		*2%*	*3%*	*3%*	*2%*	*2%*
Don't know		*	-	*	-	*	-	-	-	-	-	*	-	26.00	*	-	-	*	1
		*	-	*	-	*	-	-	-	-	-	*	-		*	-	-	*	*
Regularly/Often		**30**	**20**	**11**	**6**	**4**	**7**	**3**	**5**	**4**	**1**	**10**	**20**	**42.30**	**20**	**2**	**7**	**24**	**37**
		2%	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*	*2%*	*2%*		*2%*	*1%*	*2%*	*2%*	*2%*
Regularly/Often/ Sometimes		**89**	**60**	**29**	**20**	**11**	**15**	**11**	**15**	**12**	**5**	**30**	**59**	**45.27**	**54**	**14**	**15**	**74**	**95**
		5%b	**7%zb**	***4%***	***8%***	***4%***	***5%***	***4%***	***6%***	***6%***	***4%***	***6%***	***5%***		***5%***	***6%***	***5%***	***5%***	***6%***
Not very often/Hardly ever		**82**	**34**	**48**	**9**	**18**	**10**	**23**	**14**	**8**	**-**	**27**	**55**	**44.51**	**52**	**12**	**21**	**61**	**71**
		5%i	***4%***	***6%***	***4%***	**7%i**	***3%***	**8%zik**	**6%i**	***4%***	**-**	**5%i**	**5%i**		***5%***	***6%***	***7%***	***4%***	***5%***
Sometimes/Not very often/Hardly ever		**140**	**74**	**66**	**23**	**24**	**18**	**30**	**23**	**17**	**5**	**47**	**93**	**45.47**	**86**	**24**	**29**	**111**	**129**
		8%	***9%***	***8%***	***9%***	***9%***	***6%***	***10%***	***9%***	***9%***	***4%***	***9%***	***8%***		***8%***	***11%***	***10%***	***8%***	***8%***
Net Regularly/Often		-51	-14	-37	-3	-14	-3	-19	-8	-5	1	-16	-35	-2.21	-32	-10	-14	-37	-34
		-3%	*-2%*	*-5%*	*-1%*	*-5%*	*-1%*	*-7%*	*-3%*	*-2%*	*	*-3%*	*-3%*		*-3%*	*-4%*	*-5%*	*-3%*	*-2%*
Mean Score		0.26	0.31	0.21	0.32	0.24	0.22	0.25	0.30	0.30	0.13	0.28	0.25	0.98	0.26	0.30	0.30	0.25	0.29
Std. Dev.		0.85	0.95	0.74	0.95	0.79	0.86	0.77	0.93	0.91	0.63	0.88	0.84	0.99	0.85	0.88	0.88	0.85	0.92
Std. Err.		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.07	0.07	0.06	0.04	0.03	0.15	0.03	0.06	0.05	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 463

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**1568**	1210	74	191	10	275	1292	1049	114	75	49	31	1318	219	784	474	80	594	954	1568
Weighted Total		**1686**	1498	36**	39**	37**	112*	1573	1302	21**	14**	12**	32**	1380	258	921	457	47*	559	1113	1568
Never	(0)	**1515**	1349	30	33	37	101	1414	1164	17	13	12	30	1235	231	838	400	45	499	1005	1401
		90%	*90%*	*83%*	*86%*	*100%*	*90%*	*90%*	*89%*	*80%*	*93%*	*99%*	*92%*	*89%*	*90%*	*91%*	*88%*	*95%*	*89%*	*90%*	*89%*
Regularly	(5)	**12**	10	*	2	-	2	10	7	2	*	*	-	9	3	5	4	-	4	8	14
		1%f	*1%*	*	*5%*	-	*2%*	*1%*	*1%*	*9%*	*	*	-	**1%g**	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*
Often	(4)	**18**	15	3	1	-	3	15	15	1	*	*	-	16	1	8	9	1	11	7	23
		1%f	*1%*	*8%*	*1%*	-	*3%*	*1%*	*1%*	*3%*	*	*1%*	-	*1%*	*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*
Sometimes	(3)	**59**	52	*	2	-	2	56	52	1	1	*	*	54	13	24	21	1	22	37	58
		3%	*3%*	*	*5%*	-	*2%*	**4%z**	*4%*	*4%*	*6%*	*	*1%*	*4%*	*5%*	*3%*	*5%*	*1%*	*4%*	*3%*	*4%*
Not very often	(2)	**47**	42	1	*	*	1	45	37	1	*	*	1	39	6	25	13	1	13	32	45
		3%	*3%*	*3%*	*	*	*1%*	**3%z**	*3%*	*4%*	*	*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*
Hardly ever	(1)	**35**	30	2	1	-	3	32	27	-	-	*	1	27	4	21	10	*	10	25	26
		2%	*2%*	*5%*	*2%*	-	*2%*	*2%*	*2%*	-	-	*	*3%*	*2%*	*2%*	*2%*	*2%*	*	*2%*	*2%*	*2%*
Don't know		*	-	-	*	-	*	-	-	-	*	-	-	*	-	-	*	-	-	*	1
		*	-	-	*	-	*	-	-	-	*	-	-	*	-	-	*	-	-	*	*
Regularly/Often		**30**	**25**	**3**	**3**	**-**	**5**	**25**	**22**	**2**	*****	*****	**-**	**25**	**4**	**13**	**13**	**1**	**15**	**15**	**37**
		2%f	*2%*	*8%*	*6%*	-	*5%*	*2%*	*2%*	*12%*	*	*1%*	-	*2%*	*2%*	*1%*	*3%*	*1%*	*3%*	*1%*	*2%*
Regularly/Often/ Sometimes		**89**	**77**	**3**	**5**	**-**	**7**	**81**	**74**	**3**	**1**	*****	*****	**79**	**17**	**37**	**34**	**1**	**37**	**52**	**95**
		5%fn	***5%***	***8%***	***12%***	**-**	***7%***	***5%***	***6%***	***16%***	***6%***	***1%***	***1%***	***6%***	***7%***	***4%***	**7%n**	***2%***	***7%***	***5%***	***6%***
Not very often/Hardly ever		**82**	**72**	**3**	**1**	*****	**4**	**78**	**63**	**1**	*****	*****	**2**	**66**	**10**	**46**	**23**	**1**	**24**	**56**	**71**
		5%	***5%***	***9%***	***2%***	*****	***4%***	**5%z**	***5%***	***4%***	*****	*****	***6%***	***5%***	***4%***	***5%***	***5%***	***3%***	***4%***	***5%***	***5%***
Sometimes/Not very often/Hardly ever		**140**	**124**	**3**	**3**	*****	**6**	**134**	**116**	**2**	**1**	*****	**2**	**121**	**23**	**70**	**43**	**2**	**46**	**93**	**129**
		8%	***8%***	***9%***	***8%***	*****	***6%***	**9%z**	***9%***	***8%***	***6%***	*****	***8%***	***9%***	***9%***	***8%***	***10%***	***4%***	***8%***	***8%***	***8%***
Net Regularly/Often		**-51**	-47	*	2	*	1	-53	-41	2	*	*	-2	-42	-6	-34	-10	-1	-9	-41	-34
		-3%	*-3%*	*-1%*	*4%*	*	*1%*	*-3%*	*-3%*	*8%*	*	*	*-6%*	*-3%*	*-2%*	*-4%*	*-2%*	*-2%*	*-2%*	*-4%*	*-2%*
Mean Score		**0.26f**	0.25	0.44	0.50	*	0.31	0.26	0.27	0.77	0.20	0.03	0.13	0.27	0.29	0.22	0.34	0.14	0.30	0.24	0.29
Std. Dev.		**0.85**	0.84	1.14	1.34	0.05	1.04	0.84	0.86	1.68	0.77	0.37	0.52	0.87	0.91	0.77	0.98	0.62	0.93	0.81	0.92
Std. Err.		**0.02**	0.02	0.13	0.10	0.02	0.06	0.02	0.03	0.16	0.09	0.05	0.09	0.02	0.06	0.03	0.05	0.07	0.04	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 464

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		1568	326	469	290	759	841	727	800	765	373	314	850	716	94	1212	986	269	1568
Weighted Total		1686	315	541	355	896	966	720	873	838	420	292	990	695	93*	1291	1126	319	1568
Never	(0)	1515	286	487	311	798	863	652	786	748	363	278	884	630	87	1156	1005	284	1401
		90%	*91%*	*90%*	*88%*	*89%*	*89%*	*91%*	*90%*	*89%*	*87%*	**95%zhi**	*89%*	*91%*	*93%*	*90%*	*89%*	*89%*	*89%*
Regularly	(5)	12	2	2	5	7	6	6	6	3	8	1	10	2	2	8	9	3	14
		1%	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	**2%zh**	*	*1%*	*	*2%*	*1%*	*1%*	*1%*	*1%*
Often	(4)	18	2	6	4	10	11	7	9	14	4	1	6	13	-	16	13	4	23
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*
Sometimes	(3)	59	11	23	10	33	33	25	30	36	13	7	31	28	3	44	35	6	58
		3%	*4%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*4%*	*3%*	*2%*	*3%*	*4%*	*3%*	*3%*	*3%*	*2%*	*4%*
Not very often	(2)	47	10	14	12	26	26	20	27	24	16	5	34	13	-	37	35	10	45
		3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*2%*	*3%*	*2%*	-	*3%*	*3%*	*3%*	*3%*
Hardly ever	(1)	35	4	10	13	23	26	9	15	14	17	-	25	10	1	30	29	14	26
		2%	*1%*	*2%*	*4%*	*3%*	*3%*	*1%*	*2%*	*2%*	**4%zj**	-	*3%*	*1%*	*1%*	*2%*	*3%*	*4%*	*2%*
Don't know		*	-	-	-	-	-	*	*	*	-	-	*	-	-	*	*	-	1
		*	-	-	-	-	-	*	*	*	-	-	*	-	-	*	*	-	*
Regularly/Often		**30**	**4**	**7**	**9**	**17**	**18**	**13**	**15**	**17**	**11**	**2**	**16**	**14**	**2**	**24**	**22**	**6**	**37**
		2%	***1%***	***1%***	***3%***	***2%***	***2%***	***2%***	***2%***	***2%***	***3%***	***1%***	***2%***	***2%***	***2%***	***2%***	***2%***	***2%***	***2%***
Regularly/Often/ Sometimes		**89**	**15**	**30**	**20**	**50**	**51**	**38**	**46**	**52**	**24**	**9**	**47**	**42**	**5**	**68**	**57**	**12**	**95**
		5%	***5%***	***6%***	***6%***	***6%***	***5%***	***5%***	***5%***	***6%***	***6%***	***3%***	***5%***	***6%***	***6%***	***5%***	***5%***	***4%***	***6%***
Not very often/Hardly ever		**82**	**14**	**24**	**25**	**49**	**52**	**30**	**41**	**38**	**32**	**5**	**59**	**22**	**1**	**67**	**64**	**23**	**71**
		5%jl	***4%***	***4%***	***7%***	***5%***	***5%***	***4%***	***5%***	***5%***	***8%zj***	***2%***	***6%l***	***3%***	***1%***	***5%***	***6%***	***7%***	***5%***
Sometimes/Not very often/Hardly ever		**140**	**25**	**47**	**35**	**82**	**85**	**55**	**72**	**74**	**45**	**12**	**90**	**50**	**4**	**111**	**99**	**29**	**129**
		8%j	***8%***	***9%***	***10%***	***9%***	***9%***	***8%***	***8%***	***9%***	***11%j***	***4%***	***9%***	***7%***	***5%***	***9%***	***9%***	***9%***	***8%***
Net Regularly/Often		-51	-10	-17	-15	-32	-34	-17	-26	-21	-21	-3	-43	-8	1	-42	-42	-17	-34
		-3%	*-3%*	*-3%*	*-4%*	*-4%*	*-4%*	*-2%*	*-3%*	*-3%*	*-5%*	*-1%*	*-4%*	*-1%*	*1%*	*-3%*	*-4%*	*-5%*	*-2%*
Mean Score		**0.26j**	0.24	0.25	0.31	0.28	0.26	0.25	0.26	0.28	**0.33j**	0.14	0.26	0.25	0.22	0.26	0.27	0.25	0.29
Std. Dev.		0.85	0.82	0.83	0.94	0.87	0.85	0.85	0.86	0.88	0.98	0.66	0.85	0.86	0.90	0.86	0.86	0.82	0.92
Std. Err.		0.02	0.05	0.04	0.06	0.03	0.03	0.03	0.03	0.03	0.05	0.04	0.03	0.03	0.09	0.02	0.03	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 465

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		1568	1218	130	111	109	212	484	381	369	365	440	520	526	770	577	757	179	1568
Weighted Total		1686	1423	80	46	137*	174*	580	430	442	400	511	556	557	682	565	874	210	1568
Never	(0)	1515	1273	75	40	126	158	517	376	393	362	438	497	508	603	509	780	190	1401
		90%j	*89%*	*94%*	*88%*	*92%*	*90%*	*89%*	*88%*	*89%*	*91%*	*86%*	*89%*	**91%j**	*88%*	*90%*	*89%*	*90%*	*89%*
Regularly	(5)	12	10	1	1	1	1	2	2	6	2	7	4	3	7	3	8	1	14
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*
Often	(4)	18	18	-	1	-	3	5	5	2	10	5	5	4	11	9	8	1	23
		1%	*1%*	-	*2%*	-	*2%*	*1%*	*1%*	*1%*	**3%za**	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*	*1%*
Sometimes	(3)	59	53	1	3	2	3	16	15	25	12	22	20	18	35	21	27	11	58
		3%	*4%*	*1%*	**6%bd**	*1%*	*2%*	*3%*	*3%*	**6%z**	*3%*	*4%*	*4%*	*3%*	**5%z**	*4%*	*3%*	*5%*	*4%*
Not very often	(2)	47	40	1	1	3	3	22	16	8	10	19	16	12	18	14	29	4	45
		3%	*3%*	*2%*	*3%*	*3%*	*2%*	*4%*	*4%*	*2%*	*3%*	*4%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*
Hardly ever	(1)	35	29	2	-	5	6	17	16	8	4	20	14	12	8	9	21	5	26
		2%	*2%*	*2%*	-	*3%*	*3%*	*3%*	**4%ai**	*2%*	*1%*	**4%z**	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*
Don't know		*	*	-	-	-	-	*	*	*	-	-	*	-	*	-	*	-	1
		*	*	-	-	-	-	*	*	-	-	-	*	-	*	-	*	-	*
Regularly/Often		**30**	**27**	**1**	**1**	**1**	**4**	**7**	**7**	**8**	**12**	**12**	**9**	**7**	**18**	**12**	**16**	**2**	**37**
		2%	***2%***	***1%***	***3%***	***1%***	***2%***	***1%***	***2%***	***2%***	***3%***	***2%***	***2%***	***1%***	***3%***	***2%***	***2%***	***1%***	***2%***
Regularly/Often/ Sometimes		**89**	**81**	**2**	**4**	**3**	**7**	**23**	**22**	**33**	**24**	**35**	**29**	**25**	**53**	**33**	**44**	**12**	**95**
		5%	***6%***	***2%***	**9%bdf**	***2%***	***4%***	***4%***	***5%***	***7%***	***6%***	***7%***	***5%***	***5%***	**8%z**	***6%***	***5%***	***6%***	***6%***
Not very often/Hardly ever		**82**	**69**	**3**	**1**	**8**	**9**	**40**	**32**	**16**	**14**	**39**	**30**	**24**	**26**	**24**	**50**	**8**	**71**
		5%	***5%***	***4%***	***3%***	***6%***	***5%***	***7%a***	***7%a***	***4%***	***3%***	***8%z***	***5%***	***4%***	***4%***	***4%***	***6%***	***4%***	***5%***
Sometimes/Not very often/Hardly ever		**140**	**122**	**4**	**4**	**10**	**12**	**56**	**46**	**41**	**26**	**61**	**50**	**42**	**61**	**44**	**77**	**19**	**129**
		8%	***9%***	***5%***	***9%***	***7%***	***7%***	***10%***	***11%***	***9%***	***6%***	**12%zl**	***9%***	***8%***	***9%***	***8%***	***9%***	***9%***	***8%***
Net Regularly/Often		-51	-42	-2	*	-7	-5	-33	-25	-8	-1	-26	-20	-17	-8	-11	-34	-7	-34
		-3%	*-3%*	*-3%*	*	*-5%*	*-3%*	*-6%*	*-6%*	*-2%*	*	*-5%*	*-4%*	*-3%*	*-1%*	*-2%*	*-4%*	*-3%*	*-2%*
Mean Score		0.26	0.27	0.14	**0.36b**	0.16	0.23	0.24	0.28	0.31	0.28	**0.35zl**	0.26	0.22	**0.34z**	0.27	0.27	0.25	0.29
Std. Dev.		0.85	0.87	0.63	1.04	0.64	0.81	0.78	0.84	0.95	0.92	0.98	0.85	0.78	1.00	0.87	0.87	0.81	0.92
Std. Err.		0.02	0.03	0.06	0.10	0.06	0.06	0.04	0.04	0.05	0.05	0.05	0.04	0.03	0.04	0.04	0.03	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 466

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		1568	238	126	749	764	813	1185	1092	664	512	238	167	356	287	96	226	165	69	1568
Weighted Total		1686	260	123*	888	857	850	1244	1138	692	564	268	171	374	272	67*	246	156	46*	1568
Never	(0)	1515	231	104	785	764	733	1104	1009	599	449	166	-	316	233	60	207	131	34	1401
		90%efhijkl opq	*89%*	*84%*	*88%*	89%e	*86%*	89%e	89%e	87%ijk	80%jk	62%k	-	*85%*	*86%*	*89%*	*84%*	*83%*	*74%*	*89%*
Regularly	(5)	12	5	2	10	9	12	10	9	10	10	12	12	6	4	2	2	2	1	14
		1%	*2%*	*2%*	*1%*	*1%*	1%zfg	*1%*	*1%*	*1%*	2%z	4%zhi	7%zhi	*1%*	*2%*	*3%*	*1%*	*1%*	*2%*	*1%*
Often	(4)	18	3	*	8	8	13	16	15	11	15	16	18	8	4	*	7	9	*	23
		1%	*1%*	*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	3%z	6%zhi	11%zhij	*2%*	*2%*	*	3%z	6%z	*	*1%*
Sometimes	(3)	59	12	10	39	42	47	54	54	37	38	42	59	28	21	3	16	9	7	58
		3%	*5%*	8%z	*4%*	5%z	6%zf	4%z	5%z	5%z	7%z	16%zhi	34%zhij	7%z	8%z	*4%*	7%z	*6%*	16%zop	*4%*
Not very often	(2)	47	8	6	25	18	30	40	32	24	32	22	47	12	5	*	10	4	1	45
		3%	*3%*	*4%*	*3%*	*2%*	4%d	3%dg	*3%*	*3%*	6%zh	8%zh	27%zhij	*3%*	*2%*	*	*4%*	*2%*	*2%*	*3%*
Hardly ever	(1)	35	1	2	21	16	16	19	18	12	21	10	35	4	4	3	3	3	3	26
		2%f	*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	4%zh	*4%*	21%zhij	*1%*	*1%*	*4%*	*1%*	*2%*	*6%*	*2%*
Don't know		*	-	-	*	*	-	-	-	*	-	-	*	*	*	*	-	-	-	1
		*	-	-	*	*	-	-	-	*	-	-	*	*	*	*	-	-	-	*
Regularly/Often		**30**	**8**	**3**	**18**	**17**	**24**	**27**	**24**	**20**	**24**	**28**	**30**	**14**	**8**	**2**	**9**	**11**	**1**	**37**
		2%	***3%***	***2%***	***2%***	***2%***	***3%z***	***2%***	***2%***	***3%z***	***4%z***	***10%zhi***	***18%zhij***	***4%z***	***3%***	***3%***	***4%***	***7%z***	***2%***	***2%***
Regularly/Often/ Sometimes		**89**	**20**	**12**	**57**	**59**	**72**	**81**	**79**	**57**	**62**	**70**	**89**	**42**	**30**	**4**	**26**	**19**	**8**	**95**
		5%	***8%***	***10%***	***6%***	***7%z***	***8%zfg***	***7%z***	***7%z***	***8%z***	***11%z***	***26%zhi***	***52%zhij***	***11%z***	***11%z***	***6%***	***10%z***	***12%z***	***18%z***	***6%***
Not very often/Hardly ever		**82**	**9**	**7**	**46**	**34**	**46**	**60**	**51**	**36**	**53**	**32**	**82**	**16**	**9**	**3**	**13**	**7**	**4**	**71**
		5%	***4%***	***6%***	***5%***	***4%***	***5%d***	***5%***	***4%***	***5%***	***9%zh***	***12%zh***	***48%zhij***	***4%***	***3%***	***5%***	***5%***	***4%***	***8%***	***5%***
Sometimes/Not very often/Hardly ever		**140**	**21**	**17**	**85**	**75**	**93**	**114**	**105**	**73**	**91**	**74**	**140**	**44**	**30**	**6**	**30**	**15**	**11**	**129**
		8%	***8%***	***14%***	***10%***	***9%***	***11%zdfg***	***9%***	***9%***	***11%z***	***16%zh***	***28%zhi***	***82%zhij***	***12%z***	***11%***	***8%***	***12%***	***10%***	***24%zp***	***8%***
Net Regularly/Often		-51	-2	-5	-28	-16	-22	-33	-26	-16	-29	-4	-51	-2	-1	-1	-4	4	-3	-34
		-3%	*-1%*	*-4%*	*-3%*	*-2%*	*-3%*	*-3%*	*-2%*	*-2%*	*-5%*	*-2%*	*-30%*	*-1%*	*	*-2%*	*-2%*	3%q	*-6%*	*-2%*
Mean Score		0.26	0.35	0.44	0.30	0.30	0.38zdfg	0.31z	0.31z	0.38z	0.54zh	1.14zhi	2.56zhij	0.46z	0.43z	0.29	0.45z	0.52z	0.69z	0.29
Std. Dev.		0.85	1.04	1.10	0.93	0.93	1.05	0.93	0.94	1.05	1.19	1.60	1.14	1.15	1.12	0.99	1.12	1.24	1.29	0.92
Std. Err.		0.02	0.07	0.10	0.03	0.03	0.04	0.03	0.03	0.04	0.05	0.10	0.09	0.06	0.07	0.10	0.07	0.10	0.16	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 467

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own respons ibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broad caster's responsi bility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's respons ibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broad caster's respons ibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		1568	77	80	46	44	662	895	242	969	171	467	94	71	863	1230	168	1568
Weighted Total		1686	77*	94*	47*	47*	731	987	252	1034	179*	486	94*	68**	979	1349	182	1568
Never	(0)	1515	41	62	-	-	616	892	227	932	160	420	84	65	888	1221	154	1401
		90%abcdej	*53%*	*66%*	-	-	*84%*	*90%*	*90%*	*90%*	*89%*	*87%*	*90%*	*95%*	*91%*	*91%*	*85%*	*89%*
Regularly	(5)	12	4	6	3	7	10	6	1	8	*	2	-	1	9	9	2	14
		1%	**5%z**	**6%z**	**6%z**	**15%z**	*1%*	*1%*	*	*1%*	*	*	-	*1%*	*1%*	*1%*	*1%*	*1%*
Often	(4)	18	5	6	7	10	13	11	3	10	5	10	2	*	7	16	2	23
		1%	**6%z**	**7%z**	**14%z**	**21%z**	*2%*	*1%*	*1%*	*1%*	*3%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*
Sometimes	(3)	59	13	12	22	13	35	26	12	36	5	24	3	1	29	37	16	58
		3%n	**17%z**	**13%z**	**47%z**	**29%z**	**5%z**	*3%*	*5%*	*4%*	*3%*	*5%*	*4%*	*1%*	*3%*	*3%*	**9%zn**	*4%*
Not very often	(2)	47	12	4	11	8	31	32	5	29	4	21	2	1	22	35	7	45
		3%	**15%zb**	*4%*	**23%z**	**16%z**	**4%z**	*3%*	*2%*	*3%*	*2%*	*4%*	*2%*	*1%*	*2%*	*3%*	*4%*	*3%*
Hardly ever	(1)	35	3	5	5	8	27	20	4	18	5	9	2	-	23	31	1	26
		2%	*3%*	*5%*	**11%z**	**18%z**	**4%z**	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	-	*2%*	*2%*	*1%*	*2%*
Don't know		*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	1
		*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	*	*
Regularly/Often		**30**	**9**	**12**	**9**	**17**	**22**	**17**	**4**	**18**	**5**	**11**	**2**	**1**	**16**	**25**	**4**	**37**
		2%	***11%z***	***13%z***	***20%z***	***37%z***	***3%z***	***2%***	***2%***	***2%***	***3%***	***2%***	***2%***	***2%***	***2%***	***2%***	***2%***	***2%***
Regularly/Often/ Sometimes		**89**	**22**	**24**	**31**	**31**	**58**	**43**	**16**	**55**	**10**	**35**	**5**	**2**	**45**	**62**	**19**	**95**
		5%n	**28%z**	**26%z**	**67%z**	**66%z**	**8%z**	***4%***	***6%***	***5%***	***6%***	***7%***	***6%***	***3%***	***5%***	***5%***	**11%zn**	***6%***
Not very often/Hardly ever		**82**	**14**	**8**	**16**	**16**	**57**	**52**	**9**	**47**	**9**	**30**	**4**	**1**	**45**	**66**	**8**	**71**
		5%	***19%z***	***9%***	***33%z***	***34%z***	***8%z***	***5%***	***4%***	***5%***	***5%***	***6%***	***5%***	***1%***	***5%***	***5%***	***5%***	***5%***
Sometimes/Not very often/Hardly ever		**140**	**27**	**20**	**38**	**29**	**92**	**78**	**21**	**84**	**14**	**54**	**8**	**2**	**74**	**103**	**24**	**129**
		8%	**36%zb**	**21%z**	**80%z**	**63%z**	**13%z**	***8%***	***8%***	***8%***	***8%***	**11%z**	***8%***	***3%***	***8%***	***8%***	**13%n**	***8%***
Net Regularly/Often		-51	-6	4	-6	1	-35	-35	-4	-29	-4	-19	-3	*	-29	-42	-5	-34
		-3%	*-8%*	*4%*	*-14%*	*2%*	*-5%*	*-4%*	*-2%*	*-3%*	*-2%*	*-4%*	*-3%*	*1%*	*-3%*	*-3%*	*-3%*	*-2%*
Mean Score		0.26	**1.34z**	**1.09z**	**2.81z**	**2.99z**	**0.40z**	0.24	0.27	0.26	0.27	**0.35z**	0.25	0.16	0.23	0.24	**0.44zn**	0.29
Std. Dev.		0.85	1.61	1.69	1.01	1.32	1.04	0.81	0.87	0.86	0.87	0.96	0.83	0.78	0.82	0.82	1.09	0.92
Std. Err.		0.02	0.18	0.19	0.15	0.20	0.04	0.03	0.06	0.03	0.07	0.04	0.09	0.09	0.03	0.02	0.08	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 468

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		1568	1105	192	960	413	436	838	938	363	934	363	1247	140	595	625	889	358	1568
Weighted Total		1686	1225	199	1072	423	410	982	994	419	1059	369	1331	169	605	718	912	440	1568
Never	(0)	1515	1111	175	958	385	365	879	888	382	947	332	1190	151	533	644	809	402	1401
		90%	*91%*	*88%*	*89%*	*91%*	*89%*	*90%*	*89%*	*91%*	*89%*	*90%*	*89%*	*90%*	*88%*	*90%*	*89%*	*91%*	*89%*
Regularly	(5)	12	7	2	11	1	3	9	4	2	10	2	10	1	7	3	7	3	14
		1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*
Often	(4)	18	15	2	11	6	3	9	16	2	8	8	14	3	8	7	12	1	23
		1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*1%*
Sometimes	(3)	59	39	12	37	16	15	35	48	6	31	18	50	4	29	22	42	14	58
		3%h	*3%*	*6%*	*3%*	*4%*	*4%*	*4%*	**5%zh**	*1%*	*3%*	*5%*	*4%*	*2%*	*5%*	*3%*	**5%z**	*3%*	*4%*
Not very often	(2)	47	27	6	28	11	18	24	22	12	36	6	42	2	13	26	24	7	45
		3%	*2%*	*3%*	*3%*	*3%*	*4%*	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*	*1%*	*2%*	*4%*	*3%*	*2%*	*3%*
Hardly ever	(1)	35	27	1	28	3	6	26	15	15	27	3	25	9	14	16	18	13	26
		2%	*2%*	*1%*	*3%*	*1%*	*1%*	*3%*	*2%*	*4%*	*3%*	*1%*	*2%*	**5%zk**	*2%*	*2%*	*2%*	*3%*	*2%*
Don't know		*	*	-	-	-	-	*	-	*	-	*	-	*	*	-	-	*	1
		*	*	-	-	-	-	*	-	*	-	*	-	*	*	-	-	*	*
Regularly/Often		**30**	**22**	**4**	**21**	**8**	**6**	**18**	**20**	**4**	**18**	**10**	**24**	**4**	**15**	**10**	**19**	**4**	**37**
		2%	***2%***	***2%***	***2%***	***2%***	***1%***	***2%***	***2%***	***1%***	***2%***	***3%***	***2%***	***2%***	***3%***	***1%***	***2%***	***1%***	***2%***
Regularly/Often/ Sometimes		**89**	**61**	**16**	**58**	**23**	**21**	**53**	**68**	**10**	**48**	**28**	**74**	**7**	**44**	**32**	**61**	**18**	**95**
		5%h	***5%***	***8%***	***5%***	***6%***	***5%***	***5%***	**7%zh**	***2%***	***5%***	***8%***	***6%***	***4%***	**7%z**	***4%***	**7%z**	***4%***	***6%***
Not very often/Hardly ever		**82**	**54**	**8**	**56**	**14**	**24**	**50**	**38**	**27**	**63**	**9**	**67**	**10**	**27**	**42**	**42**	**20**	**71**
		5%gj	***4%***	***4%***	***5%***	***3%***	***6%***	***5%***	***4%***	***7%***	**6%zj**	***2%***	***5%***	***6%***	***5%***	***6%***	***5%***	***5%***	***5%***
Sometimes/Not very often/Hardly ever		**140**	**92**	**20**	**93**	**30**	**39**	**85**	**86**	**33**	**94**	**27**	**117**	**14**	**56**	**64**	**84**	**34**	**129**
		8%	***8%***	***10%***	***9%***	***7%***	***10%***	***9%***	***9%***	***8%***	***9%***	***7%***	***9%***	***8%***	***9%***	***9%***	***9%***	***8%***	***8%***
Net Regularly/Often		-51	-31	-4	-35	-7	-18	-32	-17	-23	-46	1	-43	-7	-12	-32	-23	-16	-34
		-3%	*-3%*	*-2%*	*-3%*	*-2%*	*-4%*	*-3%*	*-2%*	*-5%*	*-4%*	*	*-3%*	*-4%*	*-2%*	*-4%*	*-3%*	*-4%*	*-2%*
Mean Score		0.26	0.24	0.34	0.27	0.25	0.28	0.26	0.29	0.18	0.26	0.30	0.27	0.23	0.32	0.25	0.30	0.20	0.29
Std. Dev.		0.85	0.83	0.98	0.88	0.84	0.86	0.86	0.90	0.68	0.84	0.96	0.88	0.80	0.97	0.81	0.92	0.73	0.92
Std. Err.		0.02	0.02	0.07	0.03	0.04	0.04	0.03	0.03	0.04	0.03	0.05	0.02	0.07	0.04	0.03	0.03	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 469

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		1568	1043	243	1151	175	1184	64	1098	57	773	320	1138	178	1000	230	1568
Weighted Total		1686	1141	259	1270	190	1306	58*	1233	54*	802	373	1243	195	1113	236	1568
Never	(0)	1515	1033	222	1146	164	1183	46	1103	43	725	332	1127	172	1024	203	1401
		90%f	*90%*	*86%*	*90%*	*87%*	**91%f**	*78%*	*89%*	*80%*	*90%*	*89%*	*91%*	*88%*	**92%zn**	*86%*	*89%*
Regularly	(5)	12	3	8	6	3	5	3	8	3	4	2	7	2	7	4	14
		1%ae	*	**3%za**	*	*1%*	*	**5%ze**	*1%*	**5%zg**	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Often	(4)	18	13	3	15	2	15	2	17	*	11	5	12	4	8	9	23
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*4%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*	**4%zm**	*1%*
Sometimes	(3)	59	32	16	36	11	38	5	44	5	29	15	44	8	31	12	58
		3%ce	*3%*	**6%a**	*3%*	*6%*	*3%*	**9%e**	*4%*	**10%z**	*4%*	*4%*	*4%*	*4%*	*3%*	*5%*	*4%*
Not very often	(2)	47	32	7	40	5	35	3	34	3	20	15	24	7	19	8	45
		3%km	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*5%*	*2%*	*4%*	*2%*	*3%*	*2%*	*3%*	*3%*
Hardly ever	(1)	35	29	3	27	5	30	-	28	-	12	3	29	2	23	2	26
		2%	*3%*	*1%*	*2%*	*2%*	*2%*	-	*2%*	-	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*
Don't know		*	-	-	-	-	-	-	-	-	*	-	*	-	-	-	1
		*	-	-	-	-	-	-	-	-	*	-	*	-	-	-	*
Regularly/Often		**30**	**16**	**11**	**21**	**4**	**20**	**5**	**24**	**3**	**15**	**8**	**19**	**7**	**16**	**12**	**37**
		2%	***1%***	**4%za**	***2%***	***2%***	***2%***	**8%ze**	***2%***	***5%***	***2%***	***2%***	***1%***	***3%***	***1%***	**5%zm**	***2%***
Regularly/Often/ Sometimes		**89**	**48**	**27**	**57**	**15**	**58**	**10**	**68**	**8**	**45**	**23**	**62**	**14**	**46**	**24**	**95**
		5%acem	***4%***	**10%za**	***4%***	***8%***	***4%***	**17%ze**	***6%***	**15%zg**	***6%***	***6%***	***5%***	***7%***	***4%***	**10%zm**	***6%***
Not very often/Hardly ever		**82**	**61**	**10**	**67**	**10**	**65**	**3**	**62**	**3**	**32**	**18**	**53**	**9**	**43**	**10**	**71**
		5%m	***5%***	***4%***	***5%***	***5%***	***5%***	***4%***	***5%***	***5%***	***4%***	***5%***	***4%***	***5%***	***4%***	***4%***	***5%***
Sometimes/Not very often/Hardly ever		**140**	**93**	**26**	**104**	**21**	**103**	**8**	**107**	**8**	**61**	**33**	**97**	**17**	**73**	**22**	**129**
		8%m	***8%***	***10%***	***8%***	***11%***	***8%***	***14%***	***9%***	***15%***	***8%***	***9%***	***8%***	***8%***	***7%***	***9%***	***8%***
Net Regularly/Often		-51	-45	1	-47	-6	-45	2	-38	*	-16	-11	-35	-2	-27	2	-34
		-3%	*-4%*	*	*-4%*	*-3%*	*-3%*	*4%*	*-3%*	*	*-2%*	*-3%*	*-3%*	*-1%*	*-2%*	*1%*	*-2%*
Mean Score		**0.26aem**	0.22	**0.45za**	0.24	0.36	0.23	**0.74ze**	0.27	**0.64zg**	0.26	0.30	0.23	0.35	0.20	**0.44zm**	0.29
Std. Dev.		0.85	0.77	1.19	0.81	1.01	0.79	1.49	0.87	1.39	0.85	0.91	0.81	1.02	0.76	1.16	0.92
Std. Err.		0.02	0.02	0.08	0.02	0.08	0.02	0.19	0.03	0.18	0.03	0.05	0.02	0.08	0.02	0.08	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

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Table 470

Q.37 In the last 12 months how frequently have you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast?

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		1568	1293	941	1360	1130	836	1428	1523	41	419	453	1210	905	1568	-	1568
Weighted Total		1686	1413	1100	1484	1238	945	1563	1654	27**	502	555	1344	969	1686	-**	1568
Never	(0)	1515	1267	985	1334	1113	856	1412	1488	24	452	490	1197	869	1515	-	1401
		90%	*90%*	*90%*	*90%*	*90%*	*91%*	*90%*	*90%*	*89%*	*90%*	*88%*	*89%*	*90%*	*90%*	-	*89%*
Regularly	(5)	12	9	8	10	2	4	5	10	2	5	2	12	5	12	-	14
		1%dfg	**1%df**	**1%df**	**1%df**	*	*	*d	**1%df**	*6%*	*1%*	*	*1%*	*1%*	*1%*	-	*1%*
Often	(4)	18	14	8	15	10	7	17	18	*	3	3	13	14	18	-	23
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	**1%d**	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*
Sometimes	(3)	59	49	36	50	49	27	52	57	*	24	21	54	37	59	-	58
		3%	*3%*	*3%*	*3%*	**4%f**	*3%*	*3%*	*3%*	*	*5%*	*4%*	*4%*	*4%*	*3%*	-	*4%*
Not very often	(2)	47	44	42	45	35	28	42	45	1	12	22	41	20	47	-	45
		3%	*3%*	**4%zfg**	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*2%*	**4%l**	*3%*	*2%*	*3%*	-	*3%*
Hardly ever	(1)	35	29	21	29	28	23	34	35	-	6	16	27	24	35	-	26
		2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	-	*1%*	*3%*	*2%*	*2%*	*2%*	-	*2%*
Don't know		*	*	-	*	*	-	*	*	-	-	-	-	*	*	-	1
		*	*	-	*	*	-	*	*	-	-	-	-	*	*	-	*
Regularly/Often		**30**	**23**	**17**	**25**	**12**	**11**	**22**	**28**	**2**	**8**	**5**	**25**	**20**	**30**	**-**	**37**
		2%df	**2%d**	***2%***	**2%d**	***1%***	***1%***	**1%d**	**2%df**	***7%***	***2%***	***1%***	***2%***	***2%***	***2%***	**-**	***2%***
Regularly/Often/ Sometimes		**89**	**72**	**52**	**75**	**61**	**38**	**75**	**86**	**2**	**32**	**26**	**79**	**56**	**89**	**-**	**95**
		5%ef	***5%***	***5%***	***5%***	***5%***	***4%***	***5%***	**5%f**	***7%***	***6%***	***5%***	***6%***	***6%***	***5%***	**-**	***6%***
Not very often/Hardly ever		**82**	**74**	**63**	**75**	**64**	**51**	**76**	**81**	**1**	**18**	**39**	**69**	**44**	**82**	**-**	**71**
		5%	***5%***	***6%***	***5%***	***5%***	***5%***	***5%***	***5%***	***4%***	***4%***	**7%zikm**	***5%***	***5%***	***5%***	**-**	***5%***
Sometimes/Not very often/Hardly ever		**140**	**123**	**99**	**124**	**113**	**78**	**128**	**138**	**1**	**42**	**60**	**123**	**80**	**140**	**-**	**129**
		8%	***9%***	***9%***	***8%***	**9%f**	***8%***	***8%***	***8%***	***4%***	***8%***	**11%zm**	***9%***	***8%***	***8%***	**-**	***8%***
Net Regularly/Often		-51	-51	-46	-50	-52	-40	-54	-52	1	-10	-33	-44	-24	-51	0	-34
		-3%	*-4%*	*-4%*	*-3%*	*-4%*	*-4%*	*-3%*	*-3%*	*2%*	*-2%*	*-6%*	*-3%*	*-2%*	*-3%*	*0%*	*-2%*
Mean Score		**0.26f**	0.26	0.26	0.26	0.24	0.22	0.24	**0.25f**	0.41	0.28	0.26	0.29	0.27	0.26	-	0.29
Std. Dev.		0.85	0.84	0.84	0.84	0.78	0.76	0.80	0.84	1.30	0.90	0.80	0.90	0.87	0.85	-	0.92
Std. Err.		0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.20	0.04	0.04	0.03	0.03	0.02	-	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 471

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	184	105	79	25	44	30	37	21	21	6	69	115	43.93	117	27	37	147	184
Weighted Total	181	100*	81*	29**	31**	27**	36**	29**	23**	7**	60*	121*	45.49	113*	28**	40**	141*	184
Intrusion into people's private lives	62 *34%*	34 *34%*	28 *34%*	14 *48%*	9 *30%*	10 *39%*	12 *34%*	13 *45%*	3 *13%*	1 *8%*	23 *39%*	39 *32%*	41.69	38 *34%*	9 *31%*	16 *40%*	46 *33%*	53 *29%*
Strong language/swearing	52 *29%*	24 *24%*	27 *34%*	8 *29%*	7 *22%*	6 *22%*	12 *35%*	7 *24%*	8 *34%*	4 *53%*	15 *25%*	37 *30%*	48.00	34 *30%*	11 *38%*	13 *33%*	38 *27%*	51 *28%*
Sexual content	49 *27%*	22 *22%*	26 *33%*	5 *16%*	8 *26%*	7 *24%*	12 *33%*	8 *28%*	6 *26%*	4 *56%*	13 *21%*	36 *30%*	48.84	34 *30%*	10 *37%*	9 *23%*	39 *28%*	49 *27%*
Offensive humour	42 *23%*	20 *20%*	22 *28%*	8 *29%*	10 *31%*	6 *22%*	4 *12%*	5 *19%*	9 *37%*	- -	18 *30%*	24 *20%*	43.66	27 *23%*	5 *18%*	4 *10%*	38 **27%z**	47 *26%*
People being bullied	33 **18%kl**	18 *18%*	15 *18%*	8 *29%*	8 *27%*	7 *24%*	3 *8%*	2 *6%*	4 *16%*	1 *13%*	17 *28%*	16 *13%*	38.72	14 *12%*	4 *16%*	8 *20%*	25 *17%*	33 *18%*
Religious humour or treatment of religion	21 **12%k**	16 *16%*	5 *6%*	7 *24%*	5 *15%*	3 *10%*	1 *3%*	2 *7%*	4 *16%*	* *5%*	12 *20%*	10 *8%*	38.75	13 *12%*	1 *4%*	4 *10%*	18 *12%*	30 *16%*
Material that is offensive to people in minority groups	18 *10%*	14 *14%*	4 *5%*	4 *14%*	1 *3%*	2 *7%*	4 *10%*	4 *15%*	3 *12%*	1 *15%*	5 *8%*	13 *11%*	47.64	13 *12%*	1 *4%*	5 *12%*	14 *10%*	18 *10%*
Other	8 **4%o**	6 *6%*	1 *2%*	- -	1 *4%*	3 *10%*	- -	4 *13%*	- -	- -	1 *2%*	6 *5%*	47.63	6 *6%*	- -	5 *12%*	3 *2%*	5 *3%*
Don't know	13 **7%j**	5 *5%*	8 *10%*	* *	* *1%*	- -	3 *10%*	1 *4%*	8 *35%*	- -	* *1%*	13 *10%*	62.57	8 *7%*	5 *17%*	2 *5%*	11 *8%*	13 *7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 472

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**184**	126	14	28	1	43	141	122	16	12	7	3	160	25	82	65	10	75	106	184
Weighted Total	**181**	157*	6**	6**	***	13**	168	144*	4**	2**	***	2**	152*	28**	89*	60*	2**	62*	115*	184
Intrusion into people's private lives	**62**	59	*	1	-	1	61	55	1	*	*	*	56	8	29	25	1	26	36	53
	34%	*37%*	*	*15%*	-	*8%*	*36%*	*38%*	*13%*	*1%*	*40%*	*16%*	*37%*	*28%*	*32%*	*42%*	*26%*	*41%*	*32%*	*29%*
Strong language/swearing	**52**	47	1	*	*	1	50	49	*	*	*	-	49	9	26	17	*	17	33	51
	29%	*30%*	*20%*	*1%*	*100%*	*11%*	*30%*	***34%z***	*2%*	*1%*	*9%*	-	***32%z***	*31%*	*29%*	*28%*	*1%*	*27%*	*29%*	*28%*
Sexual content	**49**	43	*	3	-	3	46	41	2	1	*	-	44	11	23	14	1	18	30	49
	27%	*27%*	*	*48%*	-	*25%*	*27%*	*29%*	*54%*	*46%*	*9%*	-	*29%*	*38%*	*26%*	*24%*	*21%*	*28%*	*26%*	*27%*
Offensive humour	**42**	37	3	1	-	4	39	33	*	1	*	-	34	6	23	11	1	12	30	47
	23%	*23%*	*43%*	*15%*	-	*29%*	*23%*	*23%*	*2%*	*48%*	*51%*	-	*22%*	*23%*	*26%*	*19%*	*52%*	*20%*	*26%*	*26%*
People being bullied	**33**	27	*	2	-	2	30	23	2	1	*	1	27	7	13	12	1	10	22	33
	18%	*17%*	*	*37%*	-	*19%*	*18%*	*16%*	*55%*	*48%*	*40%*	*37%*	*18%*	*25%*	*15%*	*20%*	*21%*	*17%*	*19%*	*18%*
Religious humour or treatment of religion	**21**	13	2	4	-	6	16	17	4	1	*	-	21	1	8	11	1	13	9	30
	12%af	*8%*	*36%*	*57%*	-	*47%*	*9%*	*12%*	*86%*	*48%*	*9%*	-	***14%g***	*5%*	*9%*	*19%*	*25%*	*20%*	*8%*	*16%*
Material that is offensive to people in minority groups	**18**	14	2	2	-	4	14	12	2	1	*	-	14	1	8	9	-	6	13	18
	10%	*9%*	*36%*	*29%*	-	*32%*	*9%*	*8%*	*43%*	*46%*	*14%*	-	*10%*	*5%*	*9%*	*15%*	-	*10%*	*11%*	*10%*
Other	**8**	7	-	-	-	-	8	5	-	-	-	-	5	2	5	1	-	1	6	5
	4%	*4%*	-	-	-	-	*5%*	*3%*	-	-	-	-	*3%*	*5%*	*6%*	*2%*	-	*2%*	*6%*	*3%*
Don't know	**13**	12	-	1	-	1	12	9	-	*	-	1	11	2	6	3	*	3	9	13
	7%	*7%*	-	*14%*	-	*7%*	*7%*	*7%*	-	*2%*	-	*47%*	*7%*	*8%*	*7%*	*4%*	*1%*	*4%*	*8%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 473

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	184	39	55	37	92	100	84	97	101	53	22	104	80	10	137	129	35	184
Weighted Total	181	35**	54*	47**	101*	109*	72*	90*	93*	60*	18**	109*	71*	9**	141*	126*	37**	184
Intrusion into people's private lives	62	9	18	23	41	39	23	32	32	25	2	49	14	3	49	48	17	53
	34%l	*27%*	*33%*	*50%*	*40%*	*36%*	*32%*	*35%*	*34%*	*41%*	*11%*	**44%zl**	*19%*	*30%*	*35%*	*38%*	*48%*	*29%*
Strong language/swearing	52	15	15	12	27	29	22	29	33	10	6	29	23	3	42	37	8	51
	29%	*42%*	*27%*	*26%*	*26%*	*27%*	*31%*	*32%*	*35%*	*16%*	*30%*	*26%*	*32%*	*34%*	*30%*	*29%*	*22%*	*28%*
Sexual content	49	14	12	12	24	28	21	27	28	16	5	26	23	6	35	30	7	49
	27%	*41%*	*22%*	*26%*	*24%*	*26%*	*29%*	*30%*	*30%*	*26%*	*25%*	*24%*	*32%*	*63%*	*25%*	*24%*	*18%*	*27%*
Offensive humour	42	9	13	13	26	24	19	23	23	16	4	27	15	3	31	32	12	47
	23%	*26%*	*23%*	*28%*	*26%*	*22%*	*26%*	*25%*	*25%*	*26%*	*21%*	*25%*	*22%*	*30%*	*22%*	*26%*	*33%*	*26%*
People being bullied	33	7	10	8	18	17	16	17	15	14	4	23	10	1	30	21	9	33
	18%	*20%*	*18%*	*17%*	*18%*	*15%*	*22%*	*19%*	*16%*	*22%*	*24%*	*21%*	*13%*	*15%*	*21%*	*17%*	*24%*	*18%*
Religious humour or treatment of religion	21	1	8	3	11	14	7	10	14	4	3	9	13	3	10	9	2	30
	12%no	*4%*	*15%*	*6%*	*11%*	*13%*	*10%*	*11%*	*15%*	*6%*	*19%*	*8%*	*18%*	*34%*	*7%*	*7%*	*6%*	*16%*
Material that is offensive to people in minority groups	18	2	4	3	7	10	8	8	9	7	3	11	7	1	17	12	-	18
	10%	*7%*	*7%*	*6%*	*7%*	*9%*	*12%*	*9%*	*9%*	*11%*	*18%*	*10%*	*10%*	*12%*	*12%*	*10%*	-	*10%*
Other	8	1	3	-	3	6	2	4	5	3	-	3	5	-	5	8	2	5
	4%	*4%*	*5%*	-	*3%*	*6%*	*2%*	*4%*	*5%*	*5%*	-	*3%*	*7%*	-	*4%*	*6%*	*4%*	*3%*
Don't know	13	2	3	3	7	8	5	5	3	5	3	4	9	1	11	6	*	13
	7%h	*6%*	*6%*	*7%*	*6%*	*7%*	*7%*	*5%*	*3%*	*8%*	*18%*	*4%*	*12%*	*11%*	*8%*	*5%*	*1%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 474

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	184	153	7	16	8	34	68	58	43	42	71	64	59	103	61	100	19	184
Weighted Total	181	160*	5**	6**	11**	20**	68*	56**	52*	40**	79*	62*	50*	81*	60*	100*	21**	184
Intrusion into people's private lives	62 *34%*	53 *33%*	- -	2 *28%*	8 *70%*	6 *29%*	24 *35%*	23 *40%*	16 *31%*	13 *33%*	33 *42%*	22 *35%*	21 *41%*	24 *30%*	22 *36%*	32 *32%*	9 *43%*	53 *29%*
Strong language/swearing	52 *29%*	42 *26%*	2 *48%*	3 *58%*	4 *39%*	1 *6%*	17 *25%*	12 *21%*	14 *27%*	10 *26%*	21 *26%*	19 *30%*	13 *26%*	22 *28%*	21 *36%*	21 *21%*	9 *43%*	51 *28%*
Sexual content	49 *27%*	40 *25%*	1 *12%*	2 *33%*	7 *62%*	4 *18%*	13 *20%*	10 *17%*	14 *28%*	12 *30%*	20 *26%*	20 *31%*	13 *26%*	29 **36%z**	21 *35%*	22 *22%*	6 *29%*	49 *27%*
Offensive humour	42 *23%*	37 *23%*	1 *23%*	1 *10%*	3 *31%*	4 *22%*	13 *20%*	12 *22%*	13 *25%*	11 *28%*	19 *25%*	17 *26%*	10 *21%*	25 *31%*	14 *23%*	25 *25%*	4 *18%*	47 *26%*
People being bullied	33 *18%*	26 *16%*	3 *56%*	2 *29%*	2 *20%*	7 *38%*	15 *23%*	15 *26%*	6 *11%*	5 *13%*	15 *19%*	14 *22%*	8 *16%*	13 *16%*	7 *12%*	16 *16%*	9 *45%*	33 *18%*
Religious humour or treatment of religion	21 *12%*	18 *11%*	- -	1 *23%*	2 *21%*	4 *20%*	9 *14%*	9 *15%*	4 *8%*	4 *10%*	5 *6%*	7 *11%*	10 **20%j**	16 **19%z**	9 *14%*	13 *12%*	* *2%*	30 *16%*
Material that is offensive to people in minority groups	18 *10%*	17 *10%*	- -	1 *13%*	1 *10%*	3 *15%*	7 *11%*	7 *12%*	5 *9%*	5 *11%*	6 *8%*	4 *7%*	2 *4%*	11 *14%*	7 *12%*	9 *9%*	3 *13%*	18 *10%*
Other	8 *4%*	8 *5%*	- -	- -	- -	- -	4 *5%*	2 *4%*	3 *5%*	1 *4%*	5 *7%*	- -	- -	4 *5%*	3 *4%*	5 *5%*	- -	5 *3%*
Don't know	13 *7%*	11 *7%*	* *7%*	- -	1 *10%*	2 *11%*	5 *8%*	5 *10%*	2 *4%*	4 *10%*	6 *8%*	5 *8%*	2 *5%*	3 *4%*	2 *3%*	9 *9%*	2 *7%*	13 *7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 475

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	184	30	25	99	104	133	158	148	116	125	116	184	67	58	23	51	40	19	184
Weighted Total	181	31**	20**	109*	97*	128*	151*	139*	102*	123*	106*	181	63*	43*	9**	42*	28**	12**	184
Intrusion into people's private lives	62 **34%g**	12 *39%*	5 *26%*	44 *40%*	33 *34%*	44 *34%*	48 **32%g**	42 *30%*	36 *35%*	49 *40%*	39 *37%*	62 *34%*	23 *36%*	12 *29%*	2 *17%*	18 *42%*	6 *22%*	2 *21%*	53 *29%*
Strong language/swearing	52 *29%*	15 *48%*	11 *56%*	35 *32%*	37 **38%z**	44 **34%z**	48 *32%*	48 **35%zf**	39 **39%zk**	41 *33%*	37 *35%*	52 *29%*	31 **49%z**	19 **44%z**	7 *77%*	21 **51%z**	13 *47%*	4 *36%*	51 *28%*
Sexual content	49 *27%*	14 *46%*	5 *25%*	35 *32%*	34 **36%z**	40 *31%*	44 *29%*	44 **32%zf**	29 *29%*	34 *27%*	36 **34%zk**	49 *27%*	19 *31%*	18 **43%z**	6 *66%*	11 *27%*	14 *50%*	4 *32%*	49 *27%*
Offensive humour	42 *23%*	7 *21%*	2 *8%*	26 *24%*	24 *25%*	28 *22%*	34 *23%*	33 *24%*	19 *19%*	28 *23%*	31 **29%h**	42 *23%*	17 **27%m**	6 *14%*	1 *12%*	12 *29%*	6 *21%*	3 *22%*	47 *26%*
People being bullied	33 *18%*	4 *13%*	4 *20%*	22 *20%*	20 *20%*	22 *17%*	24 *16%*	21 *15%*	17 *16%*	21 *17%*	21 *20%*	33 *18%*	11 *18%*	8 *18%*	1 *16%*	8 *19%*	5 *18%*	1 *11%*	33 *18%*
Religious humour or treatment of religion	21 *12%*	5 *15%*	1 *4%*	12 *11%*	15 *15%*	15 *12%*	21 *14%*	19 *13%*	14 *13%*	18 *15%*	18 **17%zk**	21 *12%*	9 *14%*	7 *17%*	2 *25%*	6 *14%*	7 *25%*	4 *32%*	30 *16%*
Material that is offensive to people in minority groups	18 *10%*	7 *21%*	5 *25%*	8 *8%*	13 *13%*	17 *14%*	17 *11%*	16 *12%*	11 *11%*	12 *9%*	12 *11%*	18 *10%*	7 *11%*	5 *11%*	2 *17%*	3 *6%*	3 *9%*	2 *12%*	18 *10%*
Other	8 *4%*	4 *12%*	2 *12%*	6 *6%*	4 *4%*	5 *4%*	8 *5%*	8 *6%*	8 **8%j**	5 *4%*	3 *3%*	8 *4%*	4 *6%*	1 *4%*	- -	- -	- -	- -	5 *3%*
Don't know	13 **7%ij**	1 *3%*	2 *11%*	6 *5%*	4 *4%*	10 **8%d**	11 **7%g**	8 *6%*	4 *4%*	3 *3%*	3 *3%*	13 **7%ij**	2 *3%*	2 *4%*	1 *10%*	2 *5%*	2 *7%*	1 *7%*	13 *7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 476

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	184	43	41	51	49	122	95	32	106	22	77	17	10	75	131	31	184
Weighted Total	181	37**	33**	52*	49*	119*	100*	26**	107*	19**	73*	12**	3**	90*	132*	32**	184
Intrusion into people's private lives	62 *34%*	17 *45%*	14 *43%*	16 *32%*	18 *37%*	50 **42%z**	36 *36%*	11 *43%*	39 *36%*	9 *45%*	21 *29%*	2 *14%*	* *12%*	38 *42%*	48 *36%*	12 *37%*	53 *29%*
Strong language/swearing	52 *29%*	24 *66%*	15 *46%*	52 **100%zd**	24 **49%z**	35 *29%*	23 *23%*	12 *47%*	29 *27%*	1 *6%*	23 *31%*	3 *27%*	3 *78%*	22 *24%*	40 *31%*	9 *28%*	51 *28%*
Sexual content	49 *27%*	17 *46%*	25 *76%*	24 **46%z**	49 **100%zc**	34 *29%*	24 *24%*	14 *55%*	28 *26%*	7 *36%*	20 *28%*	4 *35%*	2 *49%*	23 *25%*	38 *29%*	8 *26%*	49 *27%*
Offensive humour	42 *23%*	9 *24%*	17 *50%*	9 *17%*	13 *26%*	26 *22%*	26 *26%*	8 *29%*	25 *23%*	3 *14%*	17 *23%*	4 *37%*	1 *19%*	20 *22%*	34 *26%*	6 *17%*	47 *26%*
People being bullied	33 **18%fj**	9 *25%*	12 *35%*	10 *20%*	8 *16%*	22 *19%*	9 *9%*	9 *35%*	19 *18%*	6 *29%*	8 *10%*	3 *27%*	- -	22 *24%*	24 *18%*	7 *23%*	33 *18%*
Religious humour or treatment of religion	21 **12%n**	4 *11%*	3 *8%*	4 *8%*	6 *11%*	11 *9%*	9 *9%*	4 *13%*	14 *13%*	* *	12 *17%*	2 *14%*	1 *23%*	7 *7%*	9 *7%*	5 *15%*	30 *16%*
Material that is offensive to people in minority groups	18 *10%*	2 *4%*	2 *6%*	4 *7%*	2 *4%*	12 *10%*	8 *8%*	2 *7%*	11 *11%*	1 *5%*	5 *7%*	3 *22%*	- -	11 *12%*	13 *10%*	5 *16%*	18 *10%*
Other	8 **4%h**	- -	- -	2 *4%*	- -	6 *5%*	3 *3%*	- -	1 *1%*	1 *7%*	3 *4%*	- -	- -	5 *5%*	5 *4%*	3 *8%*	5 *3%*
Don't know	13 *7%*	2 *4%*	* *	- -	- -	8 *7%*	10 *10%*	1 *5%*	11 *10%*	* *	8 *11%*	1 *10%*	- -	2 *3%*	8 *6%*	- -	13 *7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	Unwtd. Total
Unweighted Total	184	118	26	112	47	71	84	129	31	102	47	155	16	84	67	125	31	184
Weighted Total	181	117*	25**	118*	41*	52*	105*	115*	38**	115*	42*	151*	18**	78*	74*	111*	39**	184
Intrusion into people's private lives	62 **34%g**	38 *32%*	10 *41%*	36 *30%*	15 *37%*	14 *26%*	44 *42%*	30 *26%*	19 *50%*	40 *35%*	14 *33%*	57 *38%*	5 *27%*	28 *36%*	23 *31%*	39 *35%*	12 *30%*	53 *29%*
Strong language/swearing	52 *29%*	35 *30%*	6 *25%*	30 *26%*	17 *42%*	16 *32%*	26 *24%*	41 **36%z**	5 *12%*	34 *29%*	10 *24%*	45 *30%*	4 *26%*	24 *31%*	17 *22%*	33 *30%*	17 *44%*	51 *28%*
Sexual content	49 *27%*	35 *30%*	7 *27%*	26 *22%*	18 **45%zc**	18 *34%*	22 *21%*	34 *30%*	7 *19%*	34 *30%*	11 *25%*	42 *28%*	3 *18%*	23 *30%*	18 *24%*	26 *23%*	13 *34%*	49 *27%*
Offensive humour	42 *23%*	29 *25%*	5 *21%*	26 *22%*	12 *29%*	8 *15%*	30 *28%*	26 *22%*	10 *26%*	24 *21%*	11 *27%*	37 *25%*	2 *11%*	19 *24%*	17 *22%*	31 *28%*	7 *18%*	47 *26%*
People being bullied	33 *18%*	20 *17%*	8 *30%*	22 *19%*	5 *12%*	5 *10%*	24 *22%*	18 *16%*	8 *21%*	26 *22%*	6 *15%*	29 *19%*	2 *11%*	13 *16%*	14 *19%*	19 *17%*	10 *25%*	33 *18%*
Religious humour or treatment of religion	21 *12%*	14 *12%*	4 *16%*	14 *12%*	4 *10%*	5 *10%*	9 *9%*	17 *15%*	2 *5%*	10 *9%*	7 *17%*	18 *12%*	1 *6%*	10 *13%*	8 *10%*	17 *15%*	2 *4%*	30 *16%*
Material that is offensive to people in minority groups	18 *10%*	9 *8%*	3 *13%*	13 *11%*	2 *6%*	5 *10%*	7 *7%*	16 *14%*	1 *3%*	11 *9%*	8 *19%*	14 *9%*	3 *16%*	7 *9%*	7 *10%*	9 *8%*	4 *10%*	18 *10%*
Other	8 *4%*	6 *5%*	1 *6%*	7 *6%*	1 *3%*	1 *3%*	6 *6%*	5 *4%*	- -	6 *5%*	- -	7 *4%*	1 *7%*	4 *5%*	4 *5%*	3 *3%*	5 *12%*	5 *3%*
Don't know	13 **7%f**	5 *5%*	* *	10 *9%*	1 *3%*	8 **15%zf**	3 *3%*	8 *7%*	1 *3%*	12 *10%*	1 *2%*	9 *6%*	3 *16%*	7 *9%*	5 *6%*	7 *6%*	2 *6%*	13 *7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 478

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	184	101	49	115	34	121	16	124	14	97	31	126	26	102	39	184
Weighted Total	181	112*	42**	127*	30**	127*	13**	135*	11**	84*	41**	122*	25**	97*	35**	184
Intrusion into people's private lives	62 *34%*	38 *34%*	21 *49%*	47 *37%*	12 *40%*	43 *34%*	6 *47%*	48 *36%*	2 *22%*	25 *30%*	17 *42%*	40 *32%*	10 *40%*	32 *33%*	18 *53%*	53 *29%*
Strong language/swearing	52 *29%*	31 *28%*	14 *34%*	39 *31%*	7 *23%*	42 *33%*	1 *9%*	45 *33%*	1 *10%*	23 *27%*	17 *41%*	36 *29%*	7 *28%*	30 *31%*	13 *36%*	51 *28%*
Sexual content	49 *27%*	30 *27%*	13 *32%*	33 *26%*	10 *32%*	35 *28%*	4 *33%*	40 *30%*	2 *20%*	18 *22%*	13 *31%*	31 *26%*	9 *37%*	24 *24%*	16 *47%*	49 *27%*
Offensive humour	42 *23%*	33 *29%*	6 *13%*	34 *27%*	4 *14%*	30 *23%*	1 *9%*	32 *24%*	1 *10%*	20 *24%*	5 *12%*	27 *22%*	7 *27%*	19 *20%*	9 *26%*	47 *26%*
People being bullied	33 *18%*	24 *22%*	6 *14%*	24 *19%*	4 *15%*	21 *16%*	2 *19%*	22 *16%*	4 *37%*	11 *13%*	7 *18%*	19 *16%*	6 *26%*	18 *18%*	7 *20%*	33 *18%*
Religious humour or treatment of religion	21 **12%g**	9 *8%*	5 *12%*	12 *10%*	5 *16%*	10 *8%*	3 *23%*	10 *8%*	3 *28%*	15 *18%*	* *	16 *13%*	4 *15%*	9 *9%*	4 *12%*	30 *16%*
Material that is offensive to people in minority groups	18 *10%*	10 *9%*	1 *3%*	13 *10%*	2 *6%*	13 *10%*	1 *8%*	14 *10%*	1 *10%*	9 *11%*	4 *11%*	9 *8%*	2 *8%*	6 *6%*	5 *16%*	18 *10%*
Other	8 **4%ac**	1 *1%*	4 *10%*	1 *1%*	4 *14%*	6 *5%*	1 *12%*	5 *4%*	1 *14%*	4 *5%*	2 *6%*	5 *4%*	- -	6 *7%*	- -	5 *3%*
Don't know	13 *7%*	6 *5%*	2 *5%*	8 *6%*	2 *8%*	8 *6%*	2 *18%*	9 *7%*	2 *21%*	8 *10%*	5 *11%*	9 *8%*	3 *14%*	7 *7%*	1 *4%*	13 *7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 479

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who have heard something on the radio that they didn't approve of, but did not object to being broadcast

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	184	155	110	161	132	97	166	178	5	49	52	137	106	167	16	184
Weighted Total	181	153*	121*	158	135*	96*	161	176	3**	50*	65*	148*	100*	171	10**	184
Intrusion into people's private lives	62 *34%*	54 *35%*	43 *35%*	56 *36%*	44 *33%*	31 *32%*	56 *35%*	62 *35%*	- -	19 *38%*	19 *30%*	49 *33%*	40 *40%*	60 *35%*	2 *20%*	53 *29%*
Strong language/swearing	52 *29%*	49 **32%z**	34 *28%*	50 **32%z**	44 *32%*	32 *33%*	49 *30%*	52 *29%*	- -	16 *31%*	18 *28%*	43 *29%*	23 *23%*	47 *27%*	5 *45%*	51 *28%*
Sexual content	49 *27%*	45 *29%*	34 *28%*	47 *30%*	36 *27%*	22 *23%*	42 *26%*	49 *28%*	* *8%*	17 *34%*	16 *25%*	42 *28%*	28 *28%*	47 *27%*	2 *23%*	49 *27%*
Offensive humour	42 *23%*	36 *23%*	26 *21%*	36 *23%*	34 *25%*	22 *23%*	38 *24%*	42 *24%*	* *1%*	16 *33%*	14 *21%*	38 *26%*	28 *28%*	41 *24%*	1 *9%*	47 *26%*
People being bullied	33 *18%*	31 *20%*	25 *21%*	33 *21%*	25 *19%*	22 *23%*	29 *18%*	33 *18%*	- -	10 *20%*	13 *20%*	29 *19%*	19 *19%*	31 *18%*	2 *15%*	33 *18%*
Religious humour or treatment of religion	21 *12%*	16 *10%*	13 *11%*	16 *10%*	12 *9%*	8 *8%*	18 *11%*	21 **12%c**	* *1%*	9 *18%*	5 *8%*	17 *11%*	11 *11%*	21 *13%*	* *	30 *16%*
Material that is offensive to people in minority groups	18 *10%*	14 *9%*	13 *11%*	14 *9%*	13 *10%*	11 *11%*	16 *10%*	18 *10%*	- -	3 *6%*	8 *12%*	15 *10%*	7 *7%*	18 *10%*	1 *8%*	18 *10%*
Other	8 **4%acfg**	4 *2%*	4 *3%*	4 *2%*	3 *3%*	2 *2%*	5 *3%*	5 *3%*	2 *52%*	1 *3%*	3 *4%*	7 *4%*	6 *6%*	8 *5%*	- -	5 *3%*
Don't know	13 **7%f**	11 *7%*	9 *8%*	11 *7%*	8 *6%*	6 *6%*	8 *5%*	12 **7%f**	1 *39%*	- -	5 *7%*	10 *7%*	4 *4%*	12 *7%*	1 *10%*	13 *7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 480

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+

		Gender		Age									Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Intrusion into people's private lives	62 **3%i**	34 *3%*	28 *2%*	14 **4%i**	9 *3%*	10 *3%*	12 *3%*	13 **4%i**	3 *1%*	1 *	23 *3%*	39 *3%*	41.69	38 *3%*	9 *3%*	16 *4%*	46 *3%*	53 *2%*
Strong language/swearing	52 *2%*	24 *2%*	27 *2%*	8 *3%*	7 *2%*	6 *1%*	12 *3%*	7 *2%*	8 *3%*	4 *2%*	15 *2%*	37 *2%*	48.00	34 *3%*	11 *3%*	13 *3%*	38 *2%*	51 *2%*
Sexual content	49 *2%*	22 *2%*	26 *2%*	5 *1%*	8 *2%*	7 *2%*	12 *3%*	8 *3%*	6 *2%*	4 *2%*	13 *2%*	36 *2%*	48.84	34 *3%*	10 *3%*	9 *2%*	39 *2%*	49 *2%*
Offensive humour	42 *2%*	20 *2%*	22 *2%*	8 *3%*	10 *3%*	6 *1%*	4 *1%*	5 *2%*	9 **4%ik**	- -	18 *3%*	24 *2%*	43.66	27 *2%*	5 *2%*	4 *1%*	38 *2%*	47 *2%*
People being bullied	33 **1%k**	18 *2%*	15 *1%*	8 *3%*	8 *2%*	7 *2%*	3 *1%*	2 *1%*	4 *2%*	1 *	17 *2%*	16 *1%*	38.72	14 *1%*	4 *1%*	8 *2%*	25 *1%*	33 *1%*
Religious humour or treatment of religion	21 **1%bk**	16 **2%b**	5 *	7 *2%*	5 *1%*	3 *1%*	1 *	2 *1%*	4 *2%*	* *	12 *2%*	10 *1%*	38.75	13 *1%*	1 *	4 *1%*	18 *1%*	30 *1%*
Material that is offensive to people in minority groups	18 **1%b**	14 *1%*	4 *	4 *1%*	1 *	2 *	4 *1%*	4 *1%*	3 *1%*	1 *1%*	5 *1%*	13 *1%*	47.64	13 *1%*	1 *	5 *1%*	14 *1%*	18 *1%*
Other	8 *o	6 *1%*	1 *	- -	1 *	3 *1%*	- -	4 *1%*	- -	- -	1 *	6 *	47.63	6 *	- -	5 **1%zo**	3 *	5 *
Don't know	13 *1%*	5 *	8 *1%*	* *	* *	- -	3 *1%*	1 *	8 **3%zcdegijk**	- -	* *	13 *1%*	62.57	8 *1%*	5 *2%*	2 *	11 *1%*	13 *1%*
Have not heard anything [from Q36]	**2025** ***92%***	**973** ***91%***	**1053** ***93%***	**301** ***91%***	**319** ***91%***	**379** ***93%***	**323** ***90%***	**295** ***91%***	**222** ***90%***	**185** **97%zfhjk**	**620** ***91%***	**1404** ***92%***	**46.62**	**1240** ***92%***	**290** ***91%***	**365** ***90%***	**1660** ***92%***	**2022** ***92%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos

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Table 481

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Intrusion into people's private lives	**62**	59	*	1	-	1	61	55	1	*	*	*	56	8	29	25	1	26	36	53
	3%	***3%z***	*	*1%*	-	*	***3%z***	***3%z***	*1%*	*	*	*1%*	*3%*	*2%*	*2%*	*4%*	*1%*	*4%*	*3%*	*2%*
Strong language/swearing	**52**	47	1	*	*	1	50	49	*	*	*	-	49	9	26	17	*	17	33	51
	2%	*3%*	*2%*	*	*	*1%*	***3%z***	***3%zl***	*	*	*	-	*3%*	*2%*	*2%*	*3%*	*	*2%*	*2%*	*2%*
Sexual content	**49**	43	*	3	-	3	46	41	2	1	*	-	44	11	23	14	1	18	30	49
	2%	*2%*	*	***3%e***	-	*1%*	*2%*	*3%*	*4%*	*2%*	*	-	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*
Offensive humour	**42**	37	3	1	-	4	39	33	*	1	*	-	34	6	23	11	1	12	30	47
	2%	*2%*	*5%*	*1%*	-	*2%*	*2%*	*2%*	*	*2%*	*1%*	-	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
People being bullied	**33**	27	*	2	-	2	30	23	2	1	*	1	27	7	13	12	1	10	22	33
	1%	*1%*	*	*2%*	-	*1%*	*2%*	*1%*	*4%*	*2%*	*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*
Religious humour or treatment of religion	**21**	13	2	4	-	6	16	17	4	1	*	-	21	1	8	11	1	13	9	30
	1%af	*1%*	*4%*	***3%af***	-	*3%*	*1%*	*1%*	***6%zgl***	*2%*	*	-	***1%g***	*	*1%*	*2%*	*1%*	***2%r***	*1%*	*1%*
Material that is offensive to people in minority groups	**18**	14	2	2	-	4	14	12	2	1	*	-	14	1	8	9	-	6	13	18
	1%f	*1%*	*4%*	*2%*	-	*2%*	*1%*	*1%*	*3%*	*2%*	*	-	*1%*	*	*1%*	*2%*	-	*1%*	*1%*	*1%*
Other	**8**	7	-	-	-	-	8	5	-	-	-	-	5	2	5	1	-	1	6	5
	*****	*	-	-	-	-	*	*	-	-	-	-	*	*	*	*	-	*	*	*
Don't know	**13**	12	-	1	-	1	12	9	-	*	-	1	11	2	6	3	*	3	9	13
	1%	*1%*	-	*1%*	-	*	*1%*	*1%*	-	*	-	*2%*	*1%*	*1%*	*1%*	*	*	*	*1%*	*1%*
Have not heard anything [from Q36]	**2025**	**1711**	**45**	**100**	**62**	**207**	**1814**	**1488**	**58**	**38**	**12**	**44**	**1640**	**347**	**1071**	**524**	**67**	**655**	**1341**	**2022**
	92%f	***92%***	***88%***	***94%***	***100%***	***94%***	***92%***	***91%***	***93%***	***95%***	***99%***	***95%***	***92%***	***93%***	***92%***	***90%***	***96%***	***91%***	***92%***	***92%***

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 482

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Intrusion into people's private lives	62 **3%jl**	9 *2%*	18 *3%*	23 **6%za**	41 **4%z**	39 *3%*	23 *2%*	32 *3%*	32 **3%j**	25 **5%j**	2 *	49 **4%zl**	14 *1%*	3 *2%*	49 *3%*	48 *4%*	17 *5%*	53 *2%*
Strong language/swearing	52 *2%*	15 *3%*	15 *2%*	12 *3%*	27 *3%*	29 *2%*	22 *2%*	29 *3%*	33 *3%*	10 *2%*	6 *1%*	29 *2%*	23 *2%*	3 *2%*	42 *3%*	37 *3%*	8 *2%*	51 *2%*
Sexual content	49 *2%*	14 *3%*	12 *2%*	12 *3%*	24 *2%*	28 *2%*	21 *2%*	27 *2%*	28 *3%*	16 *3%*	5 *1%*	26 *2%*	23 *2%*	6 *4%*	35 *2%*	30 *2%*	7 *2%*	49 *2%*
Offensive humour	42 *2%*	9 *2%*	13 *2%*	13 *3%*	26 *2%*	24 *2%*	19 *2%*	23 *2%*	23 *2%*	16 *3%*	4 *1%*	27 *2%*	15 *2%*	3 *2%*	31 *2%*	32 *2%*	12 *3%*	47 *2%*
People being bullied	33 *1%*	7 *2%*	10 *2%*	8 *2%*	18 *2%*	17 *1%*	16 *2%*	17 *2%*	15 *1%*	14 *2%*	4 *1%*	23 *2%*	10 *1%*	1 *1%*	30 *2%*	21 *2%*	9 *2%*	33 *1%*
Religious humour or treatment of religion	21 **1%n**	1 *	8 *1%*	3 *1%*	11 *1%*	14 *1%*	7 *1%*	10 *1%*	14 *1%*	4 *1%*	3 *1%*	9 *1%*	13 *1%*	3 *2%*	10 *1%*	9 *1%*	2 *1%*	30 *1%*
Material that is offensive to people in minority groups	18 *1%*	2 *	4 *1%*	3 *1%*	7 *1%*	10 *1%*	8 *1%*	8 *1%*	9 *1%*	7 *1%*	3 *1%*	11 *1%*	7 *1%*	1 *1%*	17 *1%*	12 *1%*	- -	18 *1%*
Other	8 *	1 *	3 *	- -	3 *	6 *1%*	2 *	4 *	5 *	3 *1%*	- -	3 *	5 *	- -	5 *	8 *1%*	2 *	5 *
Don't know	13 *1%*	2 *	3 *1%*	3 *1%*	7 *1%*	8 *1%*	5 *	5 *	3 *	5 *1%*	3 *1%*	4 *	9 *1%*	1 *1%*	11 *1%*	6 *	* *	13 *1%*
Have not heard anything [from Q36]	**2025** ***92%***	**435** ***93%***	**582** ***91%***	**370** ***89%***	**952** ***90%***	**1095** ***91%***	**930** ***93%***	**1008** ***92%***	**928** ***91%***	**481** ***89%***	**443** **96%zhi**	**1103** ***91%***	**917** ***93%***	**146** ***94%***	**1525** ***92%***	**1230** ***91%***	**334** ***90%***	**2022** ***92%***

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

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Table 483

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Intrusion into people's private lives	62 **3%b**	53 **3%b**	- -	2 **2%b**	8 **4%b**	6 *2%*	24 **3%b**	23 **4%b**	16 *3%*	13 *2%*	33 **6%zkl**	22 *3%*	21 *3%*	24 *3%*	22 *3%*	32 *3%*	9 *3%*	53 *2%*
Strong language/swearing	52 *2%*	42 *2%*	2 *2%*	3 **5%zaegi**	4 *2%*	1 *	17 *2%*	12 **2%e**	14 *3%*	10 *2%*	21 *4%*	19 *3%*	13 *2%*	22 *2%*	21 *3%*	21 *2%*	9 *3%*	51 *2%*
Sexual content	49 *2%*	40 *2%*	1 *1%*	2 *3%*	7 *4%*	4 *1%*	13 *2%*	10 *2%*	14 *3%*	12 *2%*	20 *3%*	20 *3%*	13 *2%*	29 *3%*	21 *3%*	22 *2%*	6 *2%*	49 *2%*
Offensive humour	42 *2%*	37 *2%*	1 *1%*	1 *1%*	3 *2%*	4 *2%*	13 *2%*	12 *2%*	13 *2%*	11 *2%*	19 **3%z**	17 *2%*	10 *1%*	25 *3%*	14 *2%*	25 *2%*	4 *1%*	47 *2%*
People being bullied	33 *1%*	26 *1%*	3 *2%*	2 *3%*	2 *1%*	7 *3%*	15 *2%*	15 *3%*	6 *1%*	5 *1%*	15 *3%*	14 *2%*	8 *1%*	13 *1%*	7 *1%*	16 *1%*	9 **4%zn**	33 *1%*
Religious humour or treatment of religion	21 *1%*	18 *1%*	- -	1 *2%*	2 *1%*	4 *1%*	9 *1%*	9 *2%*	4 *1%*	4 *1%*	5 *1%*	7 *1%*	10 *1%*	16 *2%*	9 *1%*	13 *1%*	* *	30 *1%*
Material that is offensive to people in minority groups	18 *1%*	17 *1%*	- -	1 *1%*	1 *1%*	3 *1%*	7 *1%*	7 *1%*	5 *1%*	5 *1%*	6 *1%*	4 *1%*	2 *	11 *1%*	7 *1%*	9 *1%*	3 *1%*	18 *1%*
Other	8 *	8 *	- -	- -	- -	- -	4 *	2 *	3 *	1 *	5 **1%l**	- -	- -	4 *	3 *	5 *	- -	5 *
Don't know	13 *1%*	11 *1%*	* *	- -	1 *1%*	2 *1%*	5 *1%*	5 *1%*	2 *	4 *1%*	6 *1%*	5 *1%*	2 *	3 *	2 *	9 *1%*	2 *1%*	13 *1%*
Have not heard anything [from Q36]	**2025** ***92%j***	**1688** ***91%***	**103** ***96%***	**58** ***91%***	**175** ***94%***	**254** ***93%***	**693** ***91%***	**517** ***90%***	**506** ***91%***	**489** ***92%***	**507** ***87%***	**637** **91%j**	**687** **93%j**	**845** ***91%***	**713** ***92%***	**1014** ***91%***	**247** ***92%***	**2022** ***92%***

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

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Table 484

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Intrusion into people's private lives	62 *3%*	12 *4%*	5 *3%*	44 **4%z**	33 *3%*	44 **4%zfg**	48 *3%*	42 *3%*	36 **4%z**	49 **7%zh**	39 **13%zhi**	62 **34%zhij**	23 **5%z**	12 *3%*	2 *1%*	18 **6%z**	6 *3%*	2 *4%*	53 *2%*
Strong language/swearing	52 *2%*	15 **5%z**	11 **7%zc**	35 *3%*	37 **3%z**	44 **4%zf**	48 **3%z**	48 **3%z**	39 **4%z**	41 **6%z**	37 **12%zhi**	52 **29%zhij**	31 **7%z**	19 **5%z**	7 **6%z**	21 **7%z**	13 **6%z**	4 *7%*	51 *2%*
Sexual content	49 *2%*	14 **5%z**	5 *3%*	35 **3%z**	34 **3%z**	40 **4%zf**	44 *3%*	44 **3%z**	29 **3%z**	34 **5%z**	36 **12%zhi**	49 **27%zhij**	19 **4%z**	18 **5%z**	6 *6%*	11 *4%*	14 **7%z**	4 *6%*	49 *2%*
Offensive humour	42 *2%*	7 *2%*	2 *1%*	26 *2%*	24 *2%*	28 *3%*	34 *2%*	33 *2%*	19 *2%*	28 **4%zh**	31 **10%zhi**	42 **23%zhij**	17 **4%z**	6 *2%*	1 *1%*	12 **4%z**	6 *3%*	3 *4%*	47 *2%*
People being bullied	33 *1%*	4 *1%*	4 *3%*	22 *2%*	20 *2%*	22 *2%*	24 *1%*	21 *1%*	17 *2%*	21 **3%z**	21 **7%zhi**	33 **18%zhij**	11 *2%*	8 *2%*	1 *1%*	8 *3%*	5 *2%*	1 *2%*	33 *1%*
Religious humour or treatment of religion	21 *1%*	5 *2%*	1 *	12 *1%*	15 *1%*	15 *1%*	21 *1%*	19 *1%*	14 *2%*	18 **3%z**	18 **6%zhi**	21 **12%zhij**	9 *2%*	7 *2%*	2 *2%*	6 *2%*	7 **4%z**	4 **6%z**	30 *1%*
Material that is offensive to people in minority groups	18 *1%*	7 **2%z**	5 **3%zc**	8 *1%*	13 *1%*	17 **2%zf**	17 *1%*	16 *1%*	11 *1%*	12 **2%z**	12 **4%zh**	18 **10%zhij**	7 *1%*	5 *1%*	2 *1%*	3 *1%*	3 *1%*	2 *2%*	18 *1%*
Other	8 *	4 **1%z**	2 *2%*	6 *1%*	4 *	5 *	8 *	8 *1%*	8 **1%z**	5 *1%*	3 *1%*	8 **4%zhij**	4 *1%*	1 *	- -	- -	- -	- -	5 *
Don't know	13 *1%*	1 *	2 *1%*	6 *1%*	4 *	10 **1%dg**	11 *1%*	8 *1%*	4 *	3 *1%*	3 *1%*	13 **7%zhij**	2 *	2 *1%*	1 *1%*	2 *1%*	2 *1%*	1 *1%*	13 *1%*
Have not heard anything [from Q36]	**2025** **92%cefghij klmopq**	**278** ***90%***	**128** ***87%***	**996** ***90%***	**964** **91%e**	**970** ***88%***	**1495** **91%e**	**1363** **91%e**	**791** **89%ijk**	**564** **82%jk**	**190** **64%k**	**-** **-**	**411** ***87%***	**316** ***88%***	**97** ***92%***	**271** ***87%***	**174** ***86%***	**52** ***81%***	**2022** ***92%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

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Table 485

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Intrusion into people's private lives	62 *3%*	17 **20%z**	14 **15%z**	16 **32%z**	18 **37%z**	50 **6%z**	36 *3%*	11 *3%*	39 *3%*	9 *4%*	21 *3%*	2 *1%*	* *	38 *3%*	48 *3%*	12 *5%*	53 *2%*
Strong language/swearing	52 *2%*	24 **30%zb**	15 **16%z**	52 **100%zd**	24 **49%z**	35 **4%z**	23 *2%*	12 *4%*	29 *2%*	1 *1%*	23 *4%*	3 *2%*	3 *3%*	22 *2%*	40 *2%*	9 *4%*	51 *2%*
Sexual content	49 *2%*	17 **21%z**	25 **26%z**	24 **46%z**	49 **100%zc**	34 **4%z**	24 *2%*	14 *4%*	28 *2%*	7 *3%*	20 *3%*	4 *3%*	2 *2%*	23 *2%*	38 *2%*	8 *4%*	49 *2%*
Offensive humour	42 *2%*	9 **11%z**	17 **17%z**	9 **17%z**	13 **26%z**	26 **3%z**	26 *2%*	8 *2%*	25 *2%*	3 *1%*	17 *3%*	4 *3%*	1 *1%*	20 *2%*	34 *2%*	6 *2%*	47 *2%*
People being bullied	33 **1%f**	9 **11%z**	12 **12%z**	10 **20%z**	8 **16%z**	22 **2%z**	9 *1%*	9 **3%f**	19 *1%*	6 *2%*	8 *1%*	3 *2%*	- -	22 *2%*	24 *1%*	7 *3%*	33 *1%*
Religious humour or treatment of religion	21 **1%n**	4 **5%z**	3 *3%*	4 **8%z**	6 **11%z**	11 *1%*	9 *1%*	4 *1%*	14 *1%*	* *	12 **2%zm**	2 *1%*	1 *1%*	7 *1%*	9 *1%*	5 **2%n**	30 *1%*
Material that is offensive to people in minority groups	18 *1%*	2 *2%*	2 *2%*	4 **7%z**	2 *4%*	12 *1%*	8 *1%*	2 *1%*	11 *1%*	1 *	5 *1%*	3 *2%*	- -	11 *1%*	13 *1%*	5 *2%*	18 *1%*
Other	8 *h	- -	- -	2 **4%z**	- -	6 *1%*	3 *	- -	1 *	1 *1%*	3 *	- -	- -	5 *	5 *	3 *1%*	5 *
Don't know	13 **1%m**	2 *2%*	* *	- -	- -	8 *1%*	10 *1%*	1 *	11 *1%*	* *	8 **1%m**	1 *1%*	- -	2 *	8 *	- -	13 *1%*
Have not heard anything [from Q36]	**2025** **92%abcdejo**	**45** ***55%***	**64** ***66%***	**-** **-**	**-** **-**	**790** ***87%***	**1165** ***92%***	**323** ***93%***	**1255** ***92%***	**211** ***92%***	**569** ***89%***	**123** ***91%***	**91** ***97%***	**1141** **93%j**	**1597** **92%o**	**193** ***86%***	**2022** ***92%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 486

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Intrusion into people's private lives	62 *3%*	38 *2%*	10 *4%*	36 *3%*	15 *3%*	14 *2%*	44 *4%*	30 *2%*	19 *4%*	40 *3%*	14 *3%*	57 *3%*	5 *2%*	28 *3%*	23 *3%*	39 *3%*	12 *2%*	53 *2%*
Strong language/swearing	52 **2%h**	35 *2%*	6 *2%*	30 *2%*	17 *3%*	16 *3%*	26 *2%*	41 **3%zh**	5 *1%*	34 *3%*	10 *2%*	45 *3%*	4 *2%*	24 *3%*	17 *2%*	33 *3%*	17 *3%*	51 *2%*
Sexual content	49 *2%*	35 *2%*	7 *3%*	26 *2%*	18 *3%*	18 *3%*	22 *2%*	34 *3%*	7 *1%*	34 *3%*	11 *2%*	42 *2%*	3 *1%*	23 *3%*	18 *2%*	26 *2%*	13 *3%*	49 *2%*
Offensive humour	42 *2%*	29 *2%*	5 *2%*	26 *2%*	12 *2%*	8 *1%*	30 *2%*	26 *2%*	10 *2%*	24 *2%*	11 *2%*	37 *2%*	2 *1%*	19 *2%*	17 *2%*	31 *3%*	7 *1%*	47 *2%*
People being bullied	33 *1%*	20 *1%*	8 *3%*	22 *2%*	5 *1%*	5 *1%*	24 *2%*	18 *1%*	8 *2%*	26 *2%*	6 *1%*	29 *2%*	2 *1%*	13 *2%*	14 *2%*	19 *2%*	10 *2%*	33 *1%*
Religious humour or treatment of religion	21 *1%*	14 *1%*	4 *1%*	14 *1%*	4 *1%*	5 *1%*	9 *1%*	17 *1%*	2 *	10 *1%*	7 *1%*	18 *1%*	1 *1%*	10 *1%*	8 *1%*	17 *1%*	2 *	30 *1%*
Material that is offensive to people in minority groups	18 *1%*	9 *1%*	3 *1%*	13 *1%*	2 *	5 *1%*	7 *1%*	16 *1%*	1 *	11 *1%*	8 *2%*	14 *1%*	3 *1%*	7 *1%*	7 *1%*	9 *1%*	4 *1%*	18 *1%*
Other	8 *	6 *	1 *1%*	7 *	1 *	1 *	6 *1%*	5 *	- -	6 *	- -	7 *	1 *1%*	4 *1%*	4 *	3 *	5 *1%*	5 *
Don't know	13 **1%f**	5 *	* *	10 *1%*	1 *	8 **1%f**	3 *	8 *1%*	1 *	12 *1%*	1 *	9 *	3 *1%*	7 *1%*	5 *1%*	7 *1%*	2 *	13 *1%*
Have not heard anything [from Q36]	**2025** ***92%***	**1429** ***92%***	**243** ***91%***	**1259** ***91%***	**516** ***93%***	**522** ***91%***	**1123** ***91%***	**1197** ***91%***	**476** ***93%***	**1224** ***91%***	**463** ***92%***	**1594** ***91%***	**189** ***92%***	**742** ***90%***	**825** ***92%***	**1103** ***91%***	**492** ***93%***	**2022** ***92%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 487

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Intrusion into people's private lives	62 *3%*	38 *3%*	21 **6%za**	47 *3%*	12 *5%*	43 *3%*	6 **8%z**	48 **4%z**	2 *4%*	25 *2%*	17 *4%*	40 *2%*	10 *4%*	32 *2%*	18 **6%zm**	53 *2%*
Strong language/swearing	52 *2%*	31 *2%*	14 *4%*	39 *2%*	7 *3%*	42 *3%*	1 *2%*	45 **3%z**	1 *2%*	23 *2%*	17 *4%*	36 *2%*	7 *3%*	30 *2%*	13 *4%*	51 *2%*
Sexual content	49 **2%m**	30 *2%*	13 *4%*	33 *2%*	10 *4%*	35 *2%*	4 *6%*	40 **3%z**	2 *3%*	18 *2%*	13 *3%*	31 *2%*	9 *4%*	24 *2%*	16 **5%zm**	49 *2%*
Offensive humour	42 **2%m**	33 *2%*	6 *2%*	34 *2%*	4 *2%*	30 *2%*	1 *2%*	32 *2%*	1 *2%*	20 *2%*	5 *1%*	27 *2%*	7 *3%*	19 *1%*	9 *3%*	47 *2%*
People being bullied	33 *1%*	24 *2%*	6 *2%*	24 *1%*	4 *2%*	21 *1%*	2 *3%*	22 *2%*	4 **6%zg**	11 *1%*	7 *2%*	19 *1%*	6 *3%*	18 *1%*	7 *2%*	33 *1%*
Religious humour or treatment of religion	21 **1%aj**	9 *1%*	5 *1%*	12 *1%*	5 *2%*	10 *1%*	3 **4%ze**	10 *1%*	3 **5%zg**	15 **1%j**	* *	16 *1%*	4 *1%*	9 *1%*	4 *1%*	30 *1%*
Material that is offensive to people in minority groups	18 **1%m**	10 *1%*	1 *	13 *1%*	2 *1%*	13 *1%*	1 *2%*	14 *1%*	1 *2%*	9 *1%*	4 *1%*	9 *1%*	2 *1%*	6 *	5 **2%m**	18 *1%*
Other	8 *ac	1 *	4 **1%a**	1 *	4 **2%zc**	6 *	1 *2%*	5 *	1 **2%z**	4 *	2 *	5 *	- -	6 *	- -	5 *
Don't know	13 *1%*	6 *	2 *1%*	8 *	2 *1%*	8 *1%*	2 **3%ze**	9 *1%*	2 **4%zg**	8 *1%*	5 *1%*	9 *1%*	3 *1%*	7 *	1 *	13 *1%*
Have not heard anything [from Q36]	**2025** **92%bfgh**	**1382** **93%b**	**305** ***88%***	**1504** ***92%***	**230** ***88%***	**1282** **91%f**	**57** ***82%***	**1200** ***90%***	**51** ***83%***	**988** ***92%***	**426** ***91%***	**1493** ***92%***	**227** ***90%***	**1334** **93%z**	**284** ***89%***	**2022** ***92%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 488

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Intrusion into people's private lives	62 **3%n**	54 *3%*	43 *3%*	56 *3%*	44 *3%*	31 *3%*	56 *3%*	62 *3%*	- -	19 **4%n**	19 **3%n**	49 **4%zn**	40 **4%zn**	60 **4%zn**	2 *	53 *2%*
Strong language/swearing	52 *2%*	49 **3%z**	34 *3%*	50 **3%z**	44 *3%*	32 *3%*	49 *2%*	52 *2%*	- -	16 *3%*	18 **3%n**	43 **3%zn**	23 *2%*	47 *3%*	5 *1%*	51 *2%*
Sexual content	49 **2%n**	45 *3%*	34 *2%*	47 **2%f**	36 *2%*	22 *2%*	42 *2%*	49 *2%*	* *	17 **3%n**	16 **3%n**	42 **3%zn**	28 **3%n**	47 **3%zn**	2 *	49 *2%*
Offensive humour	42 **2%n**	36 *2%*	26 *2%*	36 *2%*	34 *2%*	22 *2%*	38 *2%*	42 *2%*	* *	16 **3%n**	14 **2%n**	38 **3%zn**	28 **3%zn**	41 **2%zn**	1 *	47 *2%*
People being bullied	33 *1%*	31 *2%*	25 *2%*	33 *2%*	25 *2%*	22 *2%*	29 *1%*	33 *2%*	- -	10 *2%*	13 **2%n**	29 **2%zn**	19 *2%*	31 *2%*	2 *	33 *1%*
Religious humour or treatment of religion	21 **1%n**	16 *1%*	13 *1%*	16 *1%*	12 *1%*	8 *1%*	18 *1%*	21 *1%*	* *	9 **2%n**	5 *1%*	17 *1%*	11 *1%*	21 *1%*	* *	30 *1%*
Material that is offensive to people in minority groups	18 *1%*	14 *1%*	13 *1%*	14 *1%*	13 *1%*	11 *1%*	16 *1%*	18 *1%*	- -	3 *1%*	8 *1%*	15 *1%*	7 *1%*	18 *1%*	1 *	18 *1%*
Other	8 *acfg	4 *	4 *	4 *	3 *	2 *	5 *	5 *	2 *2%*	1 *	3 *1%*	7 *	6 *1%*	8 *	- -	5 *
Don't know	13 **1%f**	11 *1%*	9 *1%*	11 *1%*	8 *1%*	6 *1%*	8 *	12 **1%f**	1 *2%*	- -	5 *1%*	10 *1%*	4 *	12 *1%*	1 *	13 *1%*
Have not heard anything [from Q36]	**2025** **92%jklm**	**1645** ***91%***	**1224** ***91%***	**1728** ***92%***	**1460** ***92%***	**1097** ***92%***	**1850** ***92%***	**1960** ***92%***	**63** ***96%***	**452** ***90%***	**490** ***88%***	**1197** ***89%***	**869** ***90%***	**1515** ***90%***	**475** **98%zijklm**	**2022** ***92%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

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FINAL

Table 489

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	1568	800	768	231	264	321	287	179	175	111	495	1073	45.37	989	201	274	1294	1568
Weighted Total	1686	869	817	253	258	320	294	246	194	120*	512	1174	46.10	1069	219	283	1403	1568
Intrusion into people's private lives	60 *4%*	32 *4%*	28 *3%*	14 *5%*	9 *4%*	10 *3%*	10 *3%*	13 *5%*	3 *2%*	1 *	23 *5%*	37 *3%*	41.34	36 *3%*	9 *4%*	16 *6%*	44 *3%*	51 *3%*
Strong language/swearing	47 *3%*	22 *3%*	25 *3%*	8 *3%*	5 *2%*	6 *2%*	12 *4%*	7 *3%*	6 *3%*	2 *2%*	13 *3%*	34 *3%*	46.56	31 *3%*	10 *4%*	11 *4%*	36 *3%*	46 *3%*
Sexual content	47 *3%*	22 *2%*	25 *3%*	5 *2%*	8 *3%*	6 *2%*	12 *4%*	8 *3%*	5 *2%*	4 *3%*	13 *2%*	34 *3%*	48.42	32 *3%*	10 *5%*	9 *3%*	37 *3%*	44 *3%*
Offensive humour	41 *2%*	20 *2%*	22 *3%*	8 *3%*	9 *3%*	6 *2%*	4 *1%*	5 *2%*	9 *4%*	- -	17 *3%*	24 *2%*	43.96	26 *2%*	5 *2%*	4 *1%*	37 *3%*	45 *3%*
People being bullied	31 **2%kl**	17 *2%*	14 *2%*	8 *3%*	8 *3%*	5 *2%*	3 *1%*	2 *1%*	4 *2%*	1 *1%*	17 **3%k**	14 *1%*	38.62	13 *1%*	4 *2%*	7 *3%*	24 *2%*	29 *2%*
Religious humour or treatment of religion	21 **1%k**	16 *2%*	5 *1%*	7 *3%*	5 *2%*	3 *1%*	1 *	2 *1%*	4 *2%*	* *	12 *2%*	10 *1%*	38.76	13 *1%*	1 *	4 *1%*	17 *1%*	29 *2%*
Material that is offensive to people in minority groups	18 *1%*	13 *2%*	4 *1%*	4 *2%*	1 *	1 *	4 *1%*	4 *2%*	3 *1%*	1 *1%*	5 *1%*	13 *1%*	48.00	12 *1%*	1 *	5 *2%*	13 *1%*	17 *1%*
Other	8 *o	6 *1%*	1 *	- -	1 *1%*	3 *1%*	- -	4 *2%*	- -	- -	1 *	6 *1%*	47.63	6 *1%*	- -	5 **2%zo**	3 *	5 *
Don't know	12 *1%*	4 *	8 *1%*	- -	* *	- -	3 *1%*	1 *	7 **4%zcdejk**	- -	* *	12 *1%*	61.63	8 *1%*	4 *2%*	1 *	11 *1%*	10 *1%*
Have not heard anything	**1515** ***90%***	**775** ***89%***	**740** ***91%***	**225** ***89%***	**230** ***89%***	**295** ***92%***	**260** ***89%***	**217** ***88%***	**173** ***89%***	**115** ***96%***	**455** ***89%***	**1060** ***90%***	**46.23**	**964** ***90%***	**193** ***88%***	**247** ***87%***	**1268** ***90%***	**1401** ***89%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 490

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**1568**	1210	74	191	10	275	1292	1049	114	75	49	31	1318	219	784	474	80	594	954	1568
Weighted Total	**1686**	1498	36**	39**	37**	112*	1573	1302	21**	14**	12**	32**	1380	258	921	457	47*	559	1113	1568
Intrusion into people's private lives	**60**	57	*	1	-	1	59	55	1	*	*	*	56	8	29	23	1	26	34	51
	4%	*4%*	*	*2%*	-	*1%*	**4%z**	*4%*	*2%*	*	*	*1%*	*4%*	*3%*	*3%*	*5%*	*1%*	*5%*	*3%*	*3%*
Strong language/swearing	**47**	43	1	*	*	1	46	45	*	*	*	-	45	7	23	16	*	17	30	46
	3%	*3%*	*3%*	*	*	*1%*	**3%z**	**3%z**	*	*	*	-	*3%*	*3%*	*3%*	*4%*	*	*3%*	*3%*	*3%*
Sexual content	**47**	41	*	2	-	2	44	40	2	-	*	-	42	11	22	13	1	17	30	44
	3%	*3%*	*	*6%*	-	*2%*	**3%z**	*3%*	*11%*	-	*	-	*3%*	*4%*	*2%*	*3%*	*1%*	*3%*	*3%*	*3%*
Offensive humour	**41**	37	3	1	-	4	38	33	*	1	*	-	34	6	22	11	1	11	30	45
	2%f	*2%*	*7%*	*2%*	-	*3%*	*2%*	*3%*	*	*6%*	*1%*	-	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*
People being bullied	**31**	26	*	2	-	2	29	22	2	*	*	1	25	7	12	11	1	10	21	29
	2%	*2%*	*	*4%*	-	*1%*	*2%*	*2%*	*11%*	*	*	*3%*	*2%*	*3%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*
Religious humour or treatment of religion	**21**	13	2	4	-	6	16	17	4	1	*	-	21	1	8	11	1	13	9	29
	1%afr	*1%*	*6%*	*9%*	-	**5%af**	*1%*	*1%*	*17%*	*6%*	*	-	**2%g**	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*
Material that is offensive to people in minority groups	**18**	14	2	1	-	3	14	12	2	*	*	-	14	1	8	8	-	5	13	17
	1%f	*1%*	*6%*	*3%*	-	*3%*	*1%*	*1%*	*9%*	*	*	-	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*
Other	**8**	7	-	-	-	-	8	5	-	-	-	-	5	2	5	1	-	1	6	5
	*****	*	-	-	-	-	*z	*	-	-	-	-	*	*1%*	*1%*	*	-	*	*1%*	*
Don't know	**12**	11	-	1	-	1	11	8	-	*	-	1	10	2	5	3	-	3	8	10
	1%	*1%*	-	*2%*	-	*1%*	*1%*	*1%*	-	*	-	*4%*	*1%*	*1%*	*1%*	*1%*	-	*	*1%*	*1%*
Have not heard anything	**1515**	**1349**	**30**	**33**	**37**	**101**	**1414**	**1164**	**17**	**13**	**12**	**30**	**1235**	**231**	**838**	**400**	**45**	**499**	**1005**	**1401**
	90%	***90%***	***83%***	***86%***	***100%***	***90%***	***90%***	***89%***	***80%***	***93%***	***99%***	***92%***	***89%***	***90%***	***91%***	***88%***	***95%***	***89%***	***90%***	***89%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 491

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	1568	326	469	290	759	841	727	800	765	373	314	850	716	94	1212	986	269	1568
Weighted Total	1686	315	541	355	896	966	720	873	838	420	292	990	695	93*	1291	1126	319	1568
Intrusion into people's private lives	60 **4%jl**	9 *3%*	18 *3%*	21 **6%z**	39 *4%*	37 *4%*	23 *3%*	32 *4%*	32 **4%j**	23 **5%j**	2 *1%*	47 **5%zl**	14 *2%*	3 *3%*	49 *4%*	46 *4%*	17 *5%*	51 *3%*
Strong language/swearing	47 *3%*	12 *4%*	15 *3%*	12 *3%*	26 *3%*	27 *3%*	20 *3%*	28 *3%*	31 *4%*	10 *2%*	3 *1%*	28 *3%*	18 *3%*	1 *2%*	39 *3%*	35 *3%*	8 *3%*	46 *3%*
Sexual content	47 *3%*	13 *4%*	12 *2%*	12 *3%*	24 *3%*	26 *3%*	21 *3%*	27 *3%*	26 *3%*	15 *4%*	5 *2%*	25 *3%*	21 *3%*	6 *6%*	33 *3%*	29 *3%*	7 *2%*	44 *3%*
Offensive humour	41 *2%*	8 *3%*	13 *2%*	13 *4%*	26 *3%*	23 *2%*	19 *3%*	22 *3%*	23 *3%*	15 *3%*	4 *1%*	27 *3%*	15 *2%*	3 *3%*	30 *2%*	32 *3%*	11 *4%*	45 *3%*
People being bullied	31 *2%*	6 *2%*	10 *2%*	8 *2%*	18 *2%*	16 *2%*	15 *2%*	16 *2%*	14 *2%*	13 *3%*	4 *1%*	22 *2%*	9 *1%*	1 *1%*	29 *2%*	21 *2%*	9 *3%*	29 *2%*
Religious humour or treatment of religion	21 **1%n**	1 *	8 *2%*	3 *1%*	11 *1%*	14 *1%*	7 *1%*	10 *1%*	14 *2%*	4 *1%*	3 *1%*	9 *1%*	13 *2%*	3 *3%*	10 *1%*	9 *1%*	2 *1%*	29 *2%*
Material that is offensive to people in minority groups	18 *1%*	2 *1%*	4 *1%*	3 *1%*	7 *1%*	9 *1%*	8 *1%*	7 *1%*	9 *1%*	6 *1%*	3 *1%*	10 *1%*	7 *1%*	1 *1%*	17 *1%*	12 *1%*	- -	17 *1%*
Other	8 *	1 *	3 *1%*	- -	3 *	6 *1%*	2 *	4 *	5 *1%*	3 *1%*	- -	3 *	5 *1%*	- -	5 *	8 *1%*	2 *	5 *
Don't know	12 *1%*	1 *	3 *1%*	3 *1%*	7 *1%*	8 *1%*	4 *1%*	4 *	3 *	5 *1%*	2 *1%*	4 *	8 *1%*	- -	11 *1%*	6 *1%*	* *	10 *1%*
Have not heard anything	**1515** ***90%***	**286** ***91%***	**487** ***90%***	**311** ***88%***	**798** ***89%***	**863** ***89%***	**652** ***91%***	**786** ***90%***	**748** ***89%***	**363** ***87%***	**278** **95%zhi**	**884** ***89%***	**630** ***91%***	**87** ***93%***	**1156** ***90%***	**1005** ***89%***	**284** ***89%***	**1401** ***89%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 492

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	1568	1218	130	111	109	212	484	381	369	365	440	520	526	770	577	757	179	1568
Weighted Total	1686	1423	80	46	137*	174*	580	430	442	400	511	556	557	682	565	874	210	1568
Intrusion into people's private lives	60 **4%b**	51 **4%b**	- -	2 **3%b**	8 **6%b**	4 *2%*	22 *4%*	21 **5%b**	16 *4%*	13 *3%*	31 **6%z**	22 *4%*	21 *4%*	24 *4%*	22 *4%*	30 *3%*	9 *4%*	51 *3%*
Strong language/swearing	47 *3%*	37 *3%*	2 *3%*	3 **6%zaei**	4 *3%*	1 *1%*	16 *3%*	12 *3%*	13 *3%*	9 *2%*	19 *4%*	17 *3%*	13 *2%*	21 *3%*	19 *3%*	19 *2%*	9 *4%*	46 *3%*
Sexual content	47 *3%*	37 *3%*	1 *1%*	2 *4%*	7 *5%*	3 *2%*	12 *2%*	9 *2%*	13 *3%*	12 *3%*	19 *4%*	17 *3%*	13 *2%*	28 *4%*	20 *4%*	20 *2%*	6 *3%*	44 *3%*
Offensive humour	41 *2%*	36 *3%*	1 *1%*	1 *1%*	3 *2%*	4 *2%*	13 *2%*	12 *3%*	12 *3%*	11 *3%*	18 *4%*	17 *3%*	10 *2%*	25 *4%*	14 *2%*	24 *3%*	4 *2%*	45 *3%*
People being bullied	31 *2%*	25 *2%*	3 *3%*	2 *4%*	2 *2%*	7 *4%*	15 *3%*	14 *3%*	6 *1%*	4 *1%*	15 *3%*	13 *2%*	8 *1%*	13 *2%*	6 *1%*	15 *2%*	9 **4%zn**	29 *2%*
Religious humour or treatment of religion	21 *1%*	18 *1%*	- -	1 **3%b**	2 *2%*	4 *2%*	9 *2%*	9 *2%*	4 *1%*	4 *1%*	5 *1%*	7 *1%*	10 *2%*	16 **2%z**	9 *2%*	13 *1%*	* *	29 *2%*
Material that is offensive to people in minority groups	18 *1%*	16 *1%*	- -	1 *2%*	1 *1%*	2 *1%*	6 *1%*	6 *1%*	5 *1%*	5 *1%*	6 *1%*	3 *1%*	2 *	11 *2%*	6 *1%*	9 *1%*	3 *1%*	17 *1%*
Other	8 *	8 *1%*	- -	- -	- -	- -	4 *1%*	2 *1%*	3 *1%*	1 *	5 *1%*	- -	- -	4 *1%*	3 *	5 *1%*	- -	5 *
Don't know	12 *1%*	10 *1%*	* *	- -	1 *1%*	2 *1%*	5 *1%*	5 *1%*	1 *	4 *1%*	5 *1%*	4 *1%*	1 *	3 *	2 *	8 *1%*	2 *1%*	10 *1%*
Have not heard anything	**1515** **90%j**	**1273** ***89%***	**75** ***94%***	**40** ***88%***	**126** ***92%***	**158** ***90%***	**517** ***89%***	**376** ***88%***	**393** ***89%***	**362** ***91%***	**438** ***86%***	**497** ***89%***	**508** **91%j**	**603** ***88%***	**509** ***90%***	**780** ***89%***	**190** ***90%***	**1401** ***89%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 493

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	1568	238	126	749	764	813	1185	1092	664	512	238	167	356	287	96	226	165	69	1568
Weighted Total	1686	260	123*	888	857	850	1244	1138	692	564	268	171	374	272	67*	246	156	46*	1568
Intrusion into people's private lives	60 *4%*	12 *5%*	5 *4%*	42 *5%*	33 *4%*	42 **5%zfg**	46 *4%*	40 *3%*	34 *5%*	47 **8%zh**	37 **14%zhi**	60 **35%zhij**	23 **6%z**	12 *5%*	2 *2%*	18 **7%z**	6 *4%*	2 *5%*	51 *3%*
Strong language/swearing	47 *3%*	13 *5%*	11 **9%zc**	31 *4%*	34 **4%z**	39 **5%zf**	43 **3%z**	43 **4%z**	36 **5%z**	39 **7%z**	37 **14%zhi**	47 **27%zhij**	28 **7%z**	17 **6%z**	5 *8%*	19 **8%z**	13 **8%z**	4 **9%z**	46 *3%*
Sexual content	47 *3%*	13 *5%*	5 *4%*	33 *4%*	33 **4%z**	38 **4%zf**	42 *3%*	42 **4%z**	27 *4%*	33 **6%z**	35 **13%zhi**	47 **27%zhij**	18 **5%z**	16 **6%z**	4 *7%*	11 *5%*	13 **8%z**	4 *8%*	44 *3%*
Offensive humour	41 *2%*	7 *2%*	2 *1%*	25 *3%*	23 *3%*	27 *3%*	33 *3%*	33 *3%*	19 *3%*	27 **5%zh**	30 **11%zhi**	41 **24%zhij**	17 **4%z**	6 *2%*	1 *2%*	12 **5%z**	6 *4%*	3 *6%*	45 *3%*
People being bullied	31 *2%*	4 *2%*	4 *3%*	22 *2%*	20 *2%*	21 *2%*	22 *2%*	20 *2%*	15 *2%*	20 **3%z**	20 **7%zhi**	31 **18%zhij**	11 *3%*	7 *2%*	1 *2%*	8 *3%*	4 *3%*	1 *3%*	29 *2%*
Religious humour or treatment of religion	21 *1%*	5 *2%*	1 *1%*	12 *1%*	15 *2%*	15 *2%*	21 *2%*	19 *2%*	14 *2%*	18 **3%z**	18 **7%zhi**	21 **13%zhij**	9 *2%*	7 *3%*	2 *3%*	6 *2%*	7 **5%z**	4 **8%z**	29 *2%*
Material that is offensive to people in minority groups	18 *1%*	7 *2%*	5 **4%zc**	8 *1%*	13 *1%*	17 **2%z**	17 *1%*	15 *1%*	10 *1%*	11 *2%*	11 **4%zh**	18 **10%zhij**	7 *2%*	4 *1%*	2 *2%*	3 *1%*	2 *1%*	2 *3%*	17 *1%*
Other	8 *	4 *1%*	2 *2%*	6 *1%*	4 *	5 *1%*	8 *1%*	8 *1%*	8 **1%z**	5 *1%*	3 *1%*	8 **5%zhij**	4 *1%*	1 *1%*	- -	- -	- -	- -	5 *
Don't know	12 *1%*	1 *	2 *2%*	6 *1%*	4 *	9 **1%dg**	9 *1%*	7 *1%*	3 *	2 *	3 *1%*	12 **7%zhij**	1 *	1 *	1 *1%*	1 *	1 *1%*	1 *2%*	10 *1%*
Have not heard anything	**1515** **90%efhijkl opq**	**231** ***89%***	**104** ***84%***	**785** ***88%***	**764** **89%e**	**733** ***86%***	**1104** **89%e**	**1009** **89%e**	**599** **87%ijk**	**449** **80%jk**	**166** **62%k**	**-** **-**	**316** ***85%***	**233** ***86%***	**60** ***89%***	**207** ***84%***	**131** ***83%***	**34** ***74%***	**1401** ***89%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 494

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	1568	77	80	46	44	662	895	242	969	171	467	94	71	863	1230	168	1568
Weighted Total	1686	77*	94*	47*	47*	731	987	252	1034	179*	486	94*	68**	979	1349	182	1568
Intrusion into people's private lives	60 *4%*	17 **22%z**	14 **15%z**	16 **35%z**	18 **39%z**	48 **7%z**	36 *4%*	11 *4%*	37 *4%*	9 *5%*	19 *4%*	2 *2%*	* *1%*	38 *4%*	48 *4%*	10 *5%*	51 *3%*
Strong language/swearing	47 *3%*	24 **32%zb**	15 **16%z**	47 **100%zd**	22 **48%z**	34 **5%z**	20 *2%*	12 *5%*	27 *3%*	1 *1%*	20 *4%*	2 *2%*	3 *4%*	22 *2%*	37 *3%*	8 *4%*	46 *3%*
Sexual content	47 *3%*	17 **22%z**	24 **26%z**	22 **48%z**	47 **100%zc**	34 **5%z**	23 *2%*	14 *5%*	27 *3%*	7 *4%*	19 *4%*	3 *4%*	2 *2%*	23 *2%*	36 *3%*	8 *4%*	44 *3%*
Offensive humour	41 *2%*	8 **10%z**	17 **18%z**	9 **19%z**	13 **28%z**	26 **4%z**	26 *3%*	8 *3%*	25 *2%*	3 *2%*	16 *3%*	4 *5%*	1 *1%*	20 *2%*	33 *2%*	6 *3%*	45 *3%*
People being bullied	31 **2%f**	9 **12%z**	11 **12%z**	10 **22%z**	7 **15%z**	21 **3%z**	8 *1%*	8 **3%f**	17 *2%*	6 *3%*	7 *1%*	2 *3%*	- -	22 *2%*	24 *2%*	7 *4%*	29 *2%*
Religious humour or treatment of religion	21 **1%mn**	4 **5%z**	3 *3%*	4 **9%z**	6 **12%z**	11 *2%*	9 *1%*	3 *1%*	14 *1%*	* *	12 **3%zm**	2 *2%*	1 *1%*	7 *1%*	9 *1%*	5 **3%n**	29 *2%*
Material that is offensive to people in minority groups	18 *1%*	2 *2%*	1 *1%*	4 **8%z**	1 *2%*	11 *2%*	8 *1%*	1 *	11 *1%*	1 *1%*	5 *1%*	2 *2%*	- -	11 *1%*	13 *1%*	4 *2%*	17 *1%*
Other	8 *h	- -	- -	2 **5%z**	- -	6 *1%*	3 *	- -	1 *	1 *1%*	3 *1%*	- -	- -	5 *1%*	5 *	3 *1%*	5 *
Don't know	12 **1%m**	2 *2%*	- -	- -	- -	8 *1%*	9 *1%*	1 *	11 *1%*	* *	7 **1%m**	1 *1%*	- -	2 *	8 *1%*	- -	10 *1%*
Have not heard anything	**1515** **90%abcdej**	**41** ***53%***	**62** ***66%***	**-** **-**	**-** **-**	**616** ***84%***	**892** ***90%***	**227** ***90%***	**932** ***90%***	**160** ***89%***	**420** ***87%***	**84** ***90%***	**65** ***95%***	**888** ***91%***	**1221** ***91%***	**154** ***85%***	**1401** ***89%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 495

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	1568	1105	192	960	413	436	838	938	363	934	363	1247	140	595	625	889	358	1568
Weighted Total	1686	1225	199	1072	423	410	982	994	419	1059	369	1331	169	605	718	912	440	1568
Intrusion into people's private lives	60 *4%*	38 *3%*	10 *5%*	36 *3%*	15 *4%*	11 *3%*	44 *4%*	28 *3%*	19 *5%*	40 *4%*	12 *3%*	55 *4%*	5 *3%*	26 *4%*	23 *3%*	37 *4%*	12 *3%*	51 *3%*
Strong language/swearing	47 **3%h**	33 *3%*	6 *3%*	29 *3%*	14 *3%*	14 *3%*	24 *2%*	36 **4%zh**	5 *1%*	32 *3%*	9 *2%*	41 *3%*	4 *3%*	21 *3%*	17 *2%*	30 *3%*	16 *4%*	46 *3%*
Sexual content	47 *3%*	35 *3%*	6 *3%*	26 *2%*	17 *4%*	16 *4%*	22 *2%*	32 *3%*	7 *2%*	32 *3%*	11 *3%*	39 *3%*	3 *2%*	22 *4%*	18 *2%*	25 *3%*	12 *3%*	44 *3%*
Offensive humour	41 *2%*	28 *2%*	5 *3%*	25 *2%*	12 *3%*	8 *2%*	29 *3%*	26 *3%*	10 *2%*	23 *2%*	11 *3%*	37 *3%*	2 *1%*	19 *3%*	17 *2%*	30 *3%*	7 *2%*	45 *3%*
People being bullied	31 *2%*	20 *2%*	6 *3%*	21 *2%*	5 *1%*	4 *1%*	24 *2%*	16 *2%*	8 *2%*	25 *2%*	6 *2%*	27 *2%*	2 *1%*	12 *2%*	14 *2%*	18 *2%*	10 *2%*	29 *2%*
Religious humour or treatment of religion	21 *1%*	14 *1%*	4 *2%*	14 *1%*	4 *1%*	5 *1%*	9 *1%*	17 *2%*	2 *	10 *1%*	7 *2%*	18 *1%*	1 *1%*	10 *2%*	7 *1%*	17 *2%*	2 *	29 *2%*
Material that is offensive to people in minority groups	18 *1%*	9 *1%*	2 *1%*	13 *1%*	2 *1%*	5 *1%*	7 *1%*	15 *2%*	1 *	10 *1%*	8 *2%*	13 *1%*	3 *2%*	7 *1%*	7 *1%*	9 *1%*	4 *1%*	17 *1%*
Other	8 *	6 *1%*	1 *1%*	7 *1%*	1 *	1 *	6 *1%*	5 *1%*	- -	6 *1%*	- -	7 *	1 *1%*	4 *1%*	4 *1%*	3 *	5 *1%*	5 *
Don't know	12 **1%f**	5 *	* *	9 *1%*	1 *	7 **2%f**	3 *	7 *1%*	1 *	12 *1%*	- -	8 *1%*	3 *2%*	6 *1%*	5 *1%*	7 *1%*	2 *1%*	10 *1%*
Have not heard anything	**1515** ***90%***	**1111** ***91%***	**175** ***88%***	**958** ***89%***	**385** ***91%***	**365** ***89%***	**879** ***90%***	**888** ***89%***	**382** ***91%***	**947** ***89%***	**332** ***90%***	**1190** ***89%***	**151** ***90%***	**533** ***88%***	**644** ***90%***	**809** ***89%***	**402** ***91%***	**1401** ***89%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 496

Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	1568	1043	243	1151	175	1184	64	1098	57	773	320	1138	178	1000	230	1568
Weighted Total	1686	1141	259	1270	190	1306	58*	1233	54*	802	373	1243	195	1113	236	1568
Intrusion into people's private lives	60 **4%m**	38 *3%*	18 **7%za**	47 *4%*	10 *5%*	43 *3%*	6 **10%ze**	48 *4%*	2 *4%*	23 *3%*	17 *5%*	38 *3%*	10 *5%*	30 *3%*	18 **8%zm**	51 *3%*
Strong language/swearing	47 *3%*	30 *3%*	11 *4%*	37 *3%*	4 *2%*	39 *3%*	1 *2%*	42 *3%*	1 *2%*	19 *2%*	17 *4%*	33 *3%*	7 *4%*	26 *2%*	13 *5%*	46 *3%*
Sexual content	47 **3%m**	29 *3%*	12 *5%*	33 *3%*	8 *4%*	33 *3%*	4 *7%*	39 *3%*	2 *4%*	18 *2%*	13 *3%*	30 *2%*	8 *4%*	21 *2%*	16 **7%zm**	44 *3%*
Offensive humour	41 **2%m**	33 *3%*	6 *2%*	34 *3%*	4 *2%*	30 *2%*	1 *2%*	32 *3%*	1 *2%*	20 *3%*	5 *1%*	27 *2%*	6 *3%*	19 *2%*	9 *4%*	45 *3%*
People being bullied	31 *2%*	23 *2%*	6 *2%*	23 *2%*	4 *2%*	21 *2%*	2 *4%*	22 *2%*	4 **7%zg**	10 *1%*	7 *2%*	18 *1%*	6 *3%*	16 *1%*	7 *3%*	29 *2%*
Religious humour or treatment of religion	21 **1%aegjm**	9 *1%*	5 *2%*	12 *1%*	5 *3%*	10 *1%*	3 **5%e**	10 *1%*	3 **5%zg**	15 **2%j**	* *	16 *1%*	4 *2%*	9 *1%*	4 *2%*	29 *2%*
Material that is offensive to people in minority groups	18 **1%m**	9 *1%*	1 *	12 *1%*	2 *1%*	13 *1%*	1 *2%*	14 *1%*	1 *2%*	9 *1%*	4 *1%*	9 *1%*	1 *1%*	5 *	5 **2%m**	17 *1%*
Other	8 *ac	1 *	4 **2%a**	1 *	4 **2%zc**	6 *	1 *3%*	5 *	1 *3%*	4 *	2 *1%*	5 *	- -	6 *1%*	- -	5 *
Don't know	12 *1%*	6 *1%*	2 *1%*	8 *1%*	2 *1%*	7 *1%*	2 **4%ze**	8 *1%*	2 **4%zg**	7 *1%*	5 *1%*	8 *1%*	3 *2%*	7 *1%*	* *	10 *1%*
Have not heard anything	**1515** **90%f**	**1033** ***90%***	**222** ***86%***	**1146** ***90%***	**164** ***87%***	**1183** **91%f**	**46** ***78%***	**1103** ***89%***	**43** ***80%***	**725** ***90%***	**332** ***89%***	**1127** ***91%***	**172** ***88%***	**1024** **92%zn**	**203** ***86%***	**1401** ***89%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

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Q.38 Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you did not really approve of but did not object to its being broadcast, from this list, please tell me what it was that you did not approve of?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	1568	1293	941	1360	1130	836	1428	1523	41	419	453	1210	905	1568	-	1568
Weighted Total	1686	1413	1100	1484	1238	945	1563	1654	27**	502	555	1344	969	1686	-**	1568
Intrusion into people's private lives	60 *4%*	54 *4%*	43 *4%*	56 *4%*	42 *3%*	31 *3%*	54 *3%*	60 *4%*	- -	19 *4%*	19 *3%*	49 *4%*	40 *4%*	60 *4%*	- -	51 *3%*
Strong language/swearing	47 *3%*	45 *3%*	30 *3%*	46 *3%*	39 *3%*	27 *3%*	44 *3%*	47 *3%*	- -	16 *3%*	18 *3%*	43 *3%*	23 *2%*	47 *3%*	- -	46 *3%*
Sexual content	47 *3%*	43 **3%f**	31 *3%*	45 **3%f**	34 *3%*	20 *2%*	40 *3%*	46 **3%f**	* *1%*	17 *3%*	16 *3%*	42 *3%*	28 *3%*	47 *3%*	- -	44 *3%*
Offensive humour	41 *2%*	35 *2%*	26 *2%*	35 *2%*	33 *3%*	22 *2%*	38 *2%*	41 *2%*	* *	16 *3%*	14 *2%*	38 *3%*	28 *3%*	41 *2%*	- -	45 *3%*
People being bullied	31 *2%*	30 *2%*	24 *2%*	31 *2%*	24 *2%*	21 *2%*	27 *2%*	31 *2%*	- -	10 *2%*	13 *2%*	29 *2%*	19 *2%*	31 *2%*	- -	29 *2%*
Religious humour or treatment of religion	21 *1%*	16 *1%*	13 *1%*	16 *1%*	12 *1%*	8 *1%*	18 *1%*	21 **1%c**	* *	9 *2%*	5 *1%*	17 *1%*	11 *1%*	21 *1%*	- -	29 *2%*
Material that is offensive to people in minority groups	18 *1%*	14 *1%*	12 *1%*	14 *1%*	13 *1%*	10 *1%*	16 *1%*	18 *1%*	- -	3 *1%*	8 *1%*	15 *1%*	7 *1%*	18 *1%*	- -	17 *1%*
Other	8 *acfg	4 *	4 *	4 *	3 *	2 *	5 *	5 *	2 *6%*	1 *	3 *1%*	7 *	6 *1%*	8 *	- -	5 *
Don't know	12 **1%f**	10 *1%*	8 *1%*	10 *1%*	7 *1%*	5 *1%*	7 *	11 **1%f**	1 *4%*	- -	5 *1%*	10 *1%*	4 *	12 *1%*	- -	10 *1%*
Have not heard anything	**1515** ***90%***	**1267** ***90%***	**985** ***90%***	**1334** ***90%***	**1113** ***90%***	**856** ***91%***	**1412** ***90%***	**1488** ***90%***	**24** ***89%***	**452** ***90%***	**490** ***88%***	**1197** ***89%***	**869** ***90%***	**1515** ***90%***	**-** **-**	**1401** ***89%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 498

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+ who have seen/heard something on television/the radio that they didn't approve of

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	1173	555	618	146	175	229	218	159	150	95	321	851	47.39	747	180	245	928	1173
Weighted Total	1217	561	656	140*	153*	228	215	206	167	107*	293	923	48.82	791	194	256	961	1173
Did something	**1026**	**445**	**581**	**108**	**124**	**190**	**183**	**182**	**144**	**95**	**231**	**794**	**49.66**	**665**	**168**	**230**	**796**	**999**
	84%acjo	***79%***	**89%za**	***77%***	***81%***	***83%***	***85%***	**89%cj**	***86%***	***88%***	***79%***	**86%zcj**		***84%***	***87%***	**90%zo**	***83%***	***85%***
Turned over to another programme/channel	639	289	350	65	69	125	119	114	87	60	134	504	49.76	416	116	156	483	644
	53%o	*52%*	*53%*	*46%*	*45%*	*55%*	*55%*	*55%*	*52%*	*56%*	*46%*	**55%zj**		*53%*	*60%*	**61%zo**	*50%*	*55%*
Switched off the TV or radio	291	128	163	6	18	42	61	70	61	33	24	267	56.49	217	45	64	227	275
	24%cdj	*23%*	*25%*	*4%*	*12%*	**19%cj**	**28%cdj**	**34%zcdej**	**36%zcdejk**	**31%cdej**	**8%c**	**29%zcdej**		**27%z**	*23%*	*25%*	*24%*	*23%*
Mentioned it to somebody else	195	88	107	24	32	40	29	36	24	10	56	140	46.82	132	19	50	145	180
	16%m	*16%*	*16%*	*17%*	*21%*	*18%*	*13%*	*18%*	*14%*	*10%*	*19%*	*15%*		*17%*	*10%*	*20%*	*15%*	*15%*
Turned the sound down/ off	134	51	83	5	33	29	16	23	14	13	39	95	48.06	87	18	33	101	125
	11%c	*9%*	*13%*	*4%*	**22%zcfghjk**	**13%c**	*8%*	*11%*	*9%*	*12%*	**13%c**	*10%*		*11%*	*9%*	*13%*	*10%*	*11%*
Left the room	90	30	60	12	7	21	19	22	7	1	19	71	46.46	76	1	17	72	71
	7%aim	*5%*	*9%*	**8%i**	*5%*	**9%i**	**9%i**	**11%i**	*4%*	*1%*	*6%*	**8%i**		**10%zm**	*1%*	*7%*	*8%*	*6%*
Looked away	68	24	45	14	12	16	10	6	7	3	27	42	42.06	46	2	15	53	63
	6%km	*4%*	*7%*	**10%gk**	*8%*	*7%*	*5%*	*3%*	*4%*	*3%*	**9%zgk**	*5%*		**6%m**	*1%*	*6%*	*6%*	*5%*
Complained to broadcaster/regulator, watchdog/the Trust	37	17	21	-	2	7	7	11	7	3	2	35	54.94	30	3	10	28	29
	3%	*3%*	*3%*	-	*2%*	*3%*	*3%*	**5%cj**	*4%*	*3%*	*1%*	**4%z**		*4%*	*2%*	*4%*	*3%*	*2%*
Fast forward	16	10	6	4	2	1	3	4	1	-	6	10	44.53	9	2	2	14	31
	1%	*2%*	*1%*	*3%*	*2%*	*	*2%*	*2%*	*1%*	-	*2%*	*1%*		*1%*	*1%*	*1%*	*1%*	*3%*
Other	6	1	5	1	*	1	1	2	1	-	1	5	46.02	1	2	3	4	8
	1%	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	-	*	*1%*		*	*1%*	*1%*	*	*1%*
Nothing/carried on watching/listening	128	75	53	21	20	23	25	18	16	4	41	87	43.82	87	19	19	109	117
	11%bi	**13%zb**	*8%*	**15%i**	*13%*	*10%*	*11%*	*9%*	*10%*	*4%*	**14%i**	*9%*		*11%*	*10%*	*7%*	*11%*	*10%*
Don't know	63	41	22	12	9	14	8	5	7	8	20	43	45.35	39	8	7	56	57
	5%b	**7%zb**	*3%*	*8%*	*6%*	*6%*	*4%*	*3%*	*4%*	*8%*	*7%*	*5%*		*5%*	*4%*	*3%*	*6%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 499

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+ who have seen/heard something on television/the radio that they didn't approve of

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**1173**	846	63	185	9	257	913	765	123	69	33	19	1009	176	561	346	76	430	720	1173
Weighted Total	**1217**	1044	29**	43**	33**	105*	1108	947	28**	14**	3**	24**	1016	202	643	324	35**	374	820	1173
Did something	**1026**	**885**	**19**	**36**	**28**	**83**	**940**	**800**	**22**	**13**	**3**	**22**	**859**	**172**	**554**	**257**	**32**	**299**	**706**	**999**
	84%oq	***85%***	***64%***	***85%***	***86%***	***80%***	**85%z**	***85%***	***78%***	***91%***	***97%***	***89%***	***85%***	***85%***	**86%o**	***79%***	***91%***	***80%***	**86%q**	***85%***
Turned over to another programme/channel	**639**	539	9	31	19	59	577	515	17	11	1	10	553	110	343	154	22	188	436	644
	53%f	*52%*	*32%*	*72%*	*59%*	*57%*	*52%*	*54%*	*60%*	*77%*	*37%*	*39%*	**54%z**	*54%*	*53%*	*48%*	*62%*	*50%*	*53%*	*55%*
Switched off the TV or radio	**291**	264	4	4	6	13	275	245	3	1	*	4	253	50	176	60	4	75	209	275
	24%o	**25%z**	*12%*	*9%*	*17%*	*12%*	**25%z**	**26%zl**	*10%*	*9%*	*4%*	*18%*	*25%*	*25%*	**27%zo**	*19%*	*13%*	*20%*	*26%*	*23%*
Mentioned it to somebody else	**195**	172	3	5	6	14	181	160	2	2	1	1	166	23	118	54	1	51	144	180
	16%	*16%*	*10%*	*12%*	*17%*	*13%*	**16%z**	*17%*	*6%*	*15%*	*23%*	*5%*	*16%*	*11%*	*18%*	*17%*	*2%*	*14%*	*18%*	*15%*
Turned the sound down/ off	**134**	103	3	6	14	23	107	96	6	3	1	9	115	24	71	32	5	41	92	125
	11%af	*10%*	*9%*	*15%*	*44%*	**22%zaf**	*10%*	*10%*	*21%*	*24%*	*25%*	*37%*	**11%g**	*12%*	*11%*	*10%*	*16%*	*11%*	*11%*	*11%*
Left the room	**90**	67	3	1	6	10	80	79	*	*	1	-	80	2	62	24	2	26	62	71
	7%am	*6%*	*9%*	*3%*	*17%*	*9%*	**7%a**	**8%l**	*	*	*33%*	-	*8%*	*1%*	**10%zm**	**7%m**	*7%*	*7%*	*8%*	*6%*
Looked away	**68**	53	*	2	6	8	60	48	2	*	2	-	52	5	39	21	4	23	44	63
	6%af	*5%*	*	*6%*	*17%*	*8%*	*5%*	*5%*	*8%*	*	*55%*	-	*5%*	*2%*	*6%*	*7%*	*11%*	*6%*	*5%*	*5%*
Complained to broadcaster/regulator, watchdog/the Trust	**37**	37	-	*	-	*	37	29	*	-	*	-	29	5	25	8	*	11	25	29
	3%	**4%z**	-	*	-	*	**3%z**	*3%*	*	-	*	-	*3%*	*2%*	*4%*	*2%*	*	*3%*	*3%*	*2%*
Fast forward	**16**	15	-	*	-	*	16	12	*	*	1	1	13	2	10	4	*	5	11	31
	1%	*1%*	-	*	-	*	**1%z**	*1%*	*	*	*34%*	*3%*	*1%*	*1%*	*2%*	*1%*	*	*1%*	*1%*	*3%*
Other	**6**	6	-	*	-	*	6	2	*	-	-	-	2	2	1	1	2	3	4	8
	1%gl	*1%*	-	*	-	*	*1%*	*	*	-	-	-	*	*1%*	*	*	*5%*	*1%*	*	*1%*
Nothing/carried on watching/listening	**128**	108	8	1	2	12	116	100	1	*	*	3	103	18	63	43	3	49	77	117
	11%	*10%*	*29%*	*3%*	*7%*	*11%*	*10%*	*11%*	*3%*	*1%*	*2%*	*11%*	*10%*	*9%*	*10%*	*13%*	*9%*	*13%*	*9%*	*10%*
Don't know	**63**	51	2	5	2	9	53	47	5	1	*	-	53	12	26	24	*	26	37	57
	5%f	*5%*	*7%*	*11%*	*7%*	*9%*	*5%*	*5%*	*19%*	*8%*	*1%*	-	*5%*	*6%*	*4%*	*7%*	*	*7%*	*5%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 500

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+ who have seen/heard something on television/the radio that they didn't approve of

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	1173	274	344	199	543	618	555	572	545	284	245	581	588	79	891	715	164	1173
Weighted Total	1217	242	377	257	634	705	512	595	558	330	220	644	570	73*	919	800	188*	1173
Did something	**1026**	**209**	**324**	**211**	**535**	**600**	**426**	**510**	**465**	**277**	**189**	**521**	**503**	**64**	**771**	**676**	**153**	**999**
	84%k	***86%***	***86%***	***82%***	***84%***	***85%***	***83%***	***86%***	***83%***	***84%***	***86%***	***81%***	***88%zk***	***88%***	***84%***	***84%***	***82%***	***85%***
Turned over to another programme/channel	639	148	174	143	317	357	282	316	284	161	120	336	302	41	471	425	96	644
	53%b	**61%zbd**	*46%*	*56%*	*50%*	*51%*	*55%*	*53%*	*51%*	*49%*	*55%*	*52%*	*53%*	*56%*	*51%*	*53%*	*51%*	*55%*
Switched off the TV or radio	291	47	97	68	166	202	89	141	118	100	51	139	152	18	234	210	23	275
	24%fp	*20%*	*26%*	*27%*	*26%*	**29%zfg**	*17%*	**24%f**	*21%*	**30%zh**	*23%*	*22%*	*27%*	*25%*	*25%*	*26%*	*12%*	*23%*
Mentioned it to somebody else	195	28	60	60	120	141	54	92	90	72	18	98	98	3	157	160	41	180
	16%fjm	*12%*	*16%*	**23%za**	**19%za**	**20%zfg**	*11%*	**15%f**	**16%j**	**22%zj**	*8%*	*15%*	*17%*	*4%*	**17%m**	**20%zmn**	*22%*	*15%*
Turned the sound down/ off	134	27	50	22	73	84	50	77	50	47	28	64	69	8	102	86	33	125
	11%	*11%*	*13%*	*9%*	*11%*	*12%*	*10%*	*13%*	*9%*	*14%*	*13%*	*10%*	*12%*	*11%*	*11%*	*11%*	**18%z**	*11%*
Left the room	90	10	39	24	63	49	40	41	39	24	18	56	33	3	75	64	8	71
	7%	*4%*	**10%a**	*10%*	**10%za**	*7%*	*8%*	*7%*	*7%*	*7%*	*8%*	*9%*	*6%*	*4%*	*8%*	*8%*	*4%*	*6%*
Looked away	68	16	24	13	37	44	24	33	31	27	9	42	26	1	62	51	13	63
	6%	*7%*	*6%*	*5%*	*6%*	*6%*	*5%*	*6%*	*6%*	*8%*	*4%*	*7%*	*5%*	*2%*	**7%z**	*6%*	*7%*	*5%*
Complained to broadcaster/regulator, watchdog/the Trust	37	2	15	14	28	30	7	14	17	17	3	18	19	-	30	33	4	29
	3%f	*1%*	*4%*	**5%a**	**4%a**	**4%zfg**	*1%*	*2%*	*3%*	*5%*	*1%*	*3%*	*3%*	-	*3%*	*4%*	*2%*	*2%*
Fast forward	16	2	3	6	9	8	8	8	7	4	2	9	7	1	7	9	*	31
	1%n	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*	*3%*
Other	6	4	-	-	-	2	4	2	4	-	3	-	6	1	4	2	1	8
	1%	**2%bd**	-	-	-	*	*1%*	*	*1%*	-	*1%*	-	**1%k**	*1%*	*	*	*1%*	*1%*
Nothing/carried on watching/listening	128	26	41	19	60	60	68	62	68	22	26	82	44	9	102	80	27	117
	11%el	*11%*	*11%*	*7%*	*9%*	*9%*	**13%ze**	*10%*	*12%*	*7%*	*12%*	**13%l**	*8%*	*12%*	*11%*	*10%*	*14%*	*10%*
Don't know	63	7	11	27	39	44	19	23	26	31	4	41	22	-	46	45	8	57
	5%j	*3%*	*3%*	**11%zabd**	**6%b**	**6%g**	*4%*	*4%*	*5%*	**9%zhj**	*2%*	*6%*	*4%*	-	*5%*	*6%*	*4%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 501

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+ who have seen/heard something on television/the radio that they didn't approve of

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	1173	926	91	72	84	170	370	288	271	285	325	411	352	650	491	549	99	1173
Weighted Total	1217	1026	56*	30*	104*	120*	415	303	327	284	369	439	349	564	474	607	114*	1173
Did something	**1026**	**857**	**46**	**28**	**95**	**93**	**333**	**237**	**281**	**243**	**323**	**380**	**293**	**480**	**434**	**482**	**91**	**999**
	84%fgo	**84%g**	***82%***	**90%g**	**92%efg**	***77%***	***80%***	***78%***	***86%***	***86%***	***88%***	***86%***	***84%***	***85%***	**92%zop**	***79%***	***80%***	***85%***
Turned over to another programme/channel	639	517	31	20	72	56	191	135	178	147	194	218	195	302	273	310	46	644
	53%afgp	*50%*	*55%*	**66%zaefg**	**69%zaefghi**	*47%*	*46%*	*45%*	*54%*	*52%*	*53%*	*50%*	*56%*	*54%*	**58%zp**	*51%*	*40%*	*55%*
Switched off the TV or radio	291	253	13	4	20	17	111	74	86	57	124	130	55	163	152	116	18	275
	24%lo	**25%e**	*22%*	*15%*	*20%*	*14%*	**27%e**	**25%e**	*26%*	*20%*	**34%zl**	**30%zl**	*16%*	**29%z**	**32%zop**	*19%*	*16%*	*23%*
Mentioned it to somebody else	195	171	7	2	15	24	73	57	41	57	78	79	61	92	78	94	22	180
	16%c	**17%c**	*13%*	*6%*	*15%*	**20%c**	**18%c**	**19%c**	*13%*	**20%c**	**21%z**	*18%*	*17%*	*16%*	*16%*	*16%*	*19%*	*15%*
Turned the sound down/ off	134	120	4	5	5	20	41	32	34	44	38	32	38	67	51	73	7	125
	11%k	*12%*	*8%*	**15%d**	*5%*	**16%d**	*10%*	*11%*	*11%*	**16%zd**	*10%*	*7%*	*11%*	*12%*	*11%*	*12%*	*6%*	*11%*
Left the room	90	80	1	1	8	14	38	29	17	25	21	42	28	42	31	43	15	71
	7%	*8%*	*2%*	*3%*	*7%*	**12%b**	*9%*	*10%*	*5%*	*9%*	*6%*	*9%*	*8%*	*7%*	*6%*	*7%*	**13%z**	*6%*
Looked away	68	57	2	1	9	7	21	16	12	24	23	21	18	32	12	42	15	63
	6%n	*6%*	*3%*	*3%*	*8%*	*6%*	*5%*	*5%*	*4%*	*8%*	*6%*	*5%*	*5%*	*6%*	*2%*	**7%n**	**13%zn**	*5%*
Complained to broadcaster/regulator, watchdog/the Trust	37	32	2	1	3	2	13	9	13	6	22	12	6	20	24	11	2	29
	3%o	*3%*	*3%*	*2%*	*3%*	*1%*	*3%*	*3%*	*4%*	*2%*	**6%zkl**	*3%*	*2%*	*4%*	**5%zo**	*2%*	*2%*	*2%*
Fast forward	16	14	1	1	*	3	9	8	4	1	2	8	5	9	6	7	3	31
	1%	*1%*	*2%*	*2%*	*	*2%*	*2%*	*3%*	*1%*	*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*3%*	*3%*
Other	6	5	-	-	1	1	1	1	1	4	1	3	-	1	6	1	*	8
	1%	*1%*	-	-	*1%*	*	*	*	*	*1%*	*	*1%*	-	*	*1%*	*	*	*1%*
Nothing/carried on watching/listening	128	111	8	2	7	10	46	31	38	27	22	36	47	53	24	80	21	117
	11%jn	*11%*	*14%*	*6%*	*7%*	*8%*	*11%*	*10%*	*12%*	*9%*	*6%*	*8%*	**14%jk**	*9%*	*5%*	**13%zn**	**19%zn**	*10%*
Don't know	63	58	2	1	2	17	36	34	8	14	24	24	9	31	16	45	1	57
	5%ln	**6%h**	*4%*	*3%*	*1%*	**14%zadhi**	**9%zadh**	**11%zadfhi**	*2%*	*5%*	**6%l**	*5%*	*2%*	*5%*	*3%*	**7%znp**	*1%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 502

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+ who have seen/heard something on television/the radio that they didn't approve of

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	1173	207	104	607	690	827	1033	968	902	650	271	184	486	413	170	305	233	103	1173
Weighted Total	1217	224	99*	721	724	831	1048	973	893	687	296	181	474	358	106*	313	201	64*	1173
Did something	**1026**	**202**	**82**	**618**	**637**	**731**	**902**	**848**	**784**	**572**	**251**	**143**	**419**	**318**	**98**	**262**	**167**	**59**	**999**
	84%	**90%z**	***83%***	***86%***	**88%z**	**88%zf**	**86%z**	**87%zf**	**88%zik**	***83%***	***85%***	***79%***	**88%z**	**89%z**	**93%z**	***84%***	***83%***	***92%***	***85%***
Turned over to another programme/channel	639	131	59	403	407	461	564	528	504	360	145	78	284	210	63	171	103	33	644
	53%k	*58%*	*59%*	**56%z**	**56%z**	**55%z**	*54%*	*54%*	**57%zk**	**52%k**	*49%*	*43%*	**60%z**	**59%z**	*60%*	*55%*	*51%*	*51%*	*55%*
Switched off the TV or radio	291	84	29	176	209	235	271	255	222	178	80	51	129	89	34	96	59	26	275
	24%	**38%zc**	*30%*	*24%*	**29%zf**	**28%zf**	**26%z**	**26%z**	*25%*	*26%*	*27%*	*28%*	*27%*	*25%*	*33%*	**31%z**	*29%*	**40%z**	*23%*
Mentioned it to somebody else	195	47	14	132	129	133	159	148	143	111	44	26	75	52	6	47	23	2	180
	16%nq	*21%*	*14%*	*18%*	**18%fg**	*16%*	*15%*	*15%*	*16%*	*16%*	*15%*	*14%*	**16%n**	**14%n**	*6%*	**15%q**	**12%q**	*3%*	*15%*
Turned the sound down/ off	134	23	8	73	75	92	119	117	103	72	39	18	58	56	15	38	23	10	125
	11%	*10%*	*8%*	*10%*	*10%*	*11%*	*11%*	*12%*	*12%*	*10%*	*13%*	*10%*	*12%*	**16%z**	*14%*	*12%*	*11%*	*16%*	*11%*
Left the room	90	17	9	65	61	58	74	73	68	40	19	6	44	29	12	20	10	1	71
	7%k	*8%*	*9%*	*9%*	*8%*	*7%*	*7%*	*8%*	**8%k**	*6%*	*6%*	*3%*	*9%*	*8%*	*12%*	*6%*	*5%*	*2%*	*6%*
Looked away	68	10	4	44	37	40	54	49	50	35	7	8	21	19	6	18	4	1	63
	6%jp	*4%*	*4%*	*6%*	*5%*	*5%*	*5%*	*5%*	**6%j**	*5%*	*2%*	*4%*	*4%*	*5%*	*6%*	**6%p**	*2%*	*2%*	*5%*
Complained to broadcaster/regulator, watchdog/the Trust	37	13	7	24	31	33	33	33	34	20	13	6	24	13	5	9	5	6	29
	3%	**6%z**	*7%*	*3%*	**4%zf**	**4%zf**	*3%*	*3%*	*4%*	*3%*	*4%*	*4%*	**5%z**	*4%*	*4%*	*3%*	*2%*	**9%zop**	*2%*
Fast forward	16	2	2	8	11	10	13	13	13	8	3	3	8	5	3	4	1	3	31
	1%	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*3%*	*1%*	*	**5%p**	*3%*
Other	6	1	2	5	5	6	6	5	6	4	3	1	3	2	2	1	1	1	8
	1%	*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*2%*	*	*	*1%*	*1%*
Nothing/carried on watching/listening	128	14	7	60	59	62	92	81	69	68	31	21	39	26	2	29	25	3	117
	11%cdefghn	*6%*	*7%*	*8%*	*8%*	*7%*	**9%e**	*8%*	*8%*	*10%*	*10%*	*12%*	*8%*	*7%*	*2%*	*9%*	*12%*	*5%*	*10%*
Don't know	63	8	10	43	28	38	53	43	39	46	14	16	16	14	5	22	10	2	57
	5%d	*4%*	**11%za**	*6%*	*4%*	*5%*	**5%g**	*4%*	*4%*	**7%zh**	*5%*	**9%zhj**	*3%*	*4%*	*5%*	*7%*	*5%*	*3%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 503

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+ who have seen/heard something on television/the radio that they didn't approve of

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	1173	86	90	51	49	647	592	232	657	144	441	105	80	483	867	159	1173
Weighted Total	1217	82*	98*	52*	49*	689	627	209	685	141*	440	107*	70*	548	912	172*	1173
Did something	**1026**	**67**	**83**	**42**	**45**	**598**	**527**	**176**	**568**	**124**	**396**	**97**	**66**	**428**	**763**	**151**	**999**
	84%m	***82%***	***85%***	***82%***	***92%***	**87%z**	***84%***	***84%***	***83%***	***88%***	**90%zm**	**90%m**	**94%m**	***78%***	***84%***	***88%***	***85%***
Turned over to another programme/channel	639	41	48	26	25	380	317	122	354	71	261	60	42	253	483	93	644
	53%m	*50%*	*49%*	*50%*	*51%*	*55%*	*51%*	*58%*	*52%*	*50%*	**59%zm**	*56%*	*60%*	*46%*	*53%*	*54%*	*55%*
Switched off the TV or radio	291	25	26	19	19	192	138	49	165	37	103	45	25	105	202	50	275
	24%mn	*31%*	*26%*	*37%*	**39%z**	**28%z**	*22%*	*24%*	*24%*	*26%*	*23%*	**42%zjm**	**36%m**	*19%*	*22%*	*29%*	*23%*
Mentioned it to somebody else	195	14	20	10	6	132	92	28	101	19	73	18	7	94	147	26	180
	16%	*18%*	*20%*	*19%*	*12%*	**19%z**	*15%*	*13%*	*15%*	*14%*	*17%*	*17%*	*10%*	*17%*	*16%*	*15%*	*15%*
Turned the sound down/ off	134	9	7	5	3	74	70	23	72	22	46	28	11	43	91	20	125
	11%m	*11%*	*7%*	*10%*	*6%*	*11%*	*11%*	*11%*	*10%*	*15%*	*11%*	**26%zjm**	*16%*	*8%*	*10%*	*11%*	*11%*
Left the room	90	8	12	1	2	53	33	10	44	7	27	11	4	41	63	12	71
	7%f	*10%*	*12%*	*2%*	*5%*	*8%*	*5%*	*5%*	*6%*	*5%*	*6%*	*11%*	*5%*	*7%*	*7%*	*7%*	*6%*
Looked away	68	1	3	2	4	33	37	9	37	4	18	7	3	37	53	5	63
	6%	*1%*	*3%*	*4%*	*9%*	*5%*	*6%*	*4%*	*5%*	*3%*	*4%*	*6%*	*5%*	*7%*	*6%*	*3%*	*5%*
Complained to broadcaster/regulator, watchdog/the Trust	37	6	5	-	4	27	18	8	16	8	6	5	7	18	29	6	29
	3%j	*8%*	*5%*	-	*8%*	*4%*	*3%*	*4%*	*2%*	*6%*	*1%*	*4%*	**9%j**	*3%*	*3%*	*4%*	*2%*
Fast forward	16	-	-	1	-	10	6	1	9	1	8	1	1	6	6	2	31
	1%n	-	-	*2%*	-	*1%*	*1%*	*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*3%*
Other	6	1	-	-	1	2	2	2	3	1	2	1	-	4	4	1	8
	1%	*2%*	-	-	*1%*	*	*	*1%*	*	*1%*	*	*	-	*1%*	*	*1%*	*1%*
Nothing/carried on watching/listening	128	9	10	8	4	53	74	21	83	12	23	4	3	91	99	14	117
	11%ej	*11%*	*10%*	*15%*	*8%*	*8%*	*12%*	*10%*	*12%*	*8%*	*5%*	*4%*	*5%*	**17%zjk**	*11%*	*8%*	*10%*
Don't know	63	5	4	1	-	38	26	12	34	6	21	6	1	28	51	7	57
	5%	*6%*	*4%*	*3%*	-	*5%*	*4%*	*6%*	*5%*	*4%*	*5%*	*5%*	*2%*	*5%*	*6%*	*4%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 504

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+ who have seen/heard something on television/the radio that they didn't approve of

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	Unwtd. Total
Unweighted Total	1173	748	180	629	376	467	454	841	171	623	335	977	93	519	398	761	217	1173
Weighted Total	1217	799	188	684	382	425	547	855	204	696	320	1000	110*	502	461	750	267	1173
Did something	**1026**	**663**	**162**	**572**	**337**	**386**	**422**	**756**	**141**	**587**	**273**	**847**	**86**	**446**	**388**	**656**	**215**	**999**
	84%fh	***83%***	***86%***	***84%***	**88%z**	**91%zf**	***77%***	**88%zh**	***69%***	***84%***	***85%***	***85%***	***78%***	**89%z**	***84%***	**87%zp**	***81%***	***85%***
Turned over to another programme/channel	639	410	105	346	223	262	255	479	88	375	168	541	48	265	249	402	144	644
	53%fh	*51%*	*56%*	*51%*	**58%z**	**62%zf**	*47%*	**56%zh**	*43%*	*54%*	*53%*	*54%*	*44%*	*53%*	*54%*	*54%*	*54%*	*55%*
Switched off the TV or radio	291	193	52	166	100	121	101	235	21	165	87	255	27	136	111	197	56	275
	24%fh	*24%*	*27%*	*24%*	*26%*	**29%zf**	*19%*	**28%zh**	*10%*	*24%*	*27%*	**25%z**	*25%*	*27%*	*24%*	*26%*	*21%*	*23%*
Mentioned it to somebody else	195	140	22	117	58	58	108	149	30	121	44	172	9	76	86	119	60	180
	16%	*18%*	*12%*	*17%*	*15%*	*14%*	**20%ze**	*17%*	*15%*	*17%*	*14%*	*17%*	*8%*	*15%*	*19%*	*16%*	**22%z**	*15%*
Turned the sound down/ off	134	79	18	69	43	58	51	96	21	64	38	103	9	53	49	87	24	125
	11%i	*10%*	*10%*	*10%*	*11%*	*14%*	*9%*	*11%*	*10%*	*9%*	*12%*	*10%*	*8%*	*11%*	*11%*	*12%*	*9%*	*11%*
Left the room	90	50	17	51	25	32	35	63	12	48	22	69	8	35	35	57	21	71
	7%	*6%*	*9%*	*7%*	*7%*	*8%*	*6%*	*7%*	*6%*	*7%*	*7%*	*7%*	*7%*	*7%*	*8%*	*8%*	*8%*	*6%*
Looked away	68	50	7	50	8	24	36	43	20	39	11	52	6	23	31	39	22	63
	6%d	*6%*	*4%*	**7%zd**	*2%*	*6%*	*7%*	*5%*	**10%zg**	*6%*	*3%*	*5%*	*6%*	*5%*	*7%*	*5%*	*8%*	*5%*
Complained to broadcaster/regulator, watchdog/the Trust	37	26	6	24	13	17	10	29	4	25	7	27	8	20	14	26	8	29
	3%f	*3%*	*3%*	*4%*	*3%*	*4%*	*2%*	*3%*	*2%*	*4%*	*2%*	*3%*	*7%*	*4%*	*3%*	*3%*	*3%*	*2%*
Fast forward	16	11	2	10	4	6	10	11	3	12	3	16	*	8	5	12	2	31
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*	*2%*	*1%*	*2%*	*1%*	*3%*
Other	6	4	1	2	2	3	3	5	-	3	1	6	-	2	3	6	-	8
	1%	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*	*	*1%*	-	*	*1%*	*1%*	-	*1%*
Nothing/carried on watching/listening	128	94	15	70	29	26	87	63	48	77	35	106	16	41	45	64	41	117
	11%ego	*12%*	*8%*	*10%*	*8%*	*6%*	**16%ze**	*7%*	**23%zg**	*11%*	*11%*	*11%*	*14%*	*8%*	*10%*	*8%*	**15%zo**	*10%*
Don't know	63	42	12	41	16	13	38	36	16	32	13	47	8	16	28	31	10	57
	5%egm	*5%*	*6%*	*6%*	*4%*	*3%*	**7%e**	*4%*	*8%*	*5%*	*4%*	*5%*	*8%*	*3%*	*6%*	*4%*	*4%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 505

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+ who have seen/heard something on television/the radio that they didn't approve of

	Wtd. Total (z)	Q.58 Satisfaction with TV: Satisfied (a)	Q.58 Satisfaction with TV: Dissatisfied (b)	Q.59 Satisfaction with BBC TV: Satisfied (c)	Q.59 Satisfaction with BBC TV: Dissatisfied (d)	Q.60 Satisfaction with Radio: Satisfied (e)	Q.60 Satisfaction with Radio: Dissatisfied (f)	Q.61 Satisfaction with BBC Radio: Satisfied (g)	Q.61 Satisfaction with BBC Radio: Dissatisfied (h)	Q.74 Would like Britain to be the way it used to be: Agree (i)	Q.74 Would like Britain to be the way it used to be: Disagree (j)	Q.78 People are too easily offended: Agree (k)	Q.78 People are too easily offended: Disagree (l)	Q.82 Important to protect freedom of speech: Agree (m)	Q.82 Important to protect freedom of speech: Disagree (n)	Unwtd. Total
Unweighted Total	1173	690	256	784	186	706	48	671	43	604	218	797	178	704	205	1173
Weighted Total	1217	747	257	861	186	777	46**	754	37**	586	263	819	192	771	207	1173
Did something	**1026**	**601**	**239**	**706**	**167**	**660**	**37**	**639**	**31**	**493**	**225**	**688**	**161**	**650**	**180**	**999**
	84%ac	***80%***	**93%za**	***82%***	**90%c**	***85%***	***81%***	***85%***	***83%***	***84%***	***85%***	***84%***	***84%***	***84%***	***87%***	***85%***
Turned over to another programme/channel	639	370	154	446	99	419	17	409	17	313	141	413	114	381	121	644
	53%am	*50%*	**60%za**	*52%*	*53%*	*54%*	*36%*	*54%*	*46%*	*53%*	*54%*	*50%*	*59%*	*49%*	*58%*	*55%*
Switched off the TV or radio	291	177	69	205	55	205	11	199	7	136	74	171	49	180	60	275
	24%k	*24%*	*27%*	*24%*	*30%*	**26%z**	*23%*	**26%z**	*20%*	*23%*	*28%*	*21%*	*26%*	*23%*	*29%*	*23%*
Mentioned it to somebody else	195	109	52	125	32	127	9	123	9	78	50	132	30	114	50	180
	16%i	*15%*	*20%*	*15%*	*17%*	*16%*	*19%*	*16%*	*25%*	*13%*	*19%*	*16%*	*15%*	*15%*	**24%zm**	*15%*
Turned the sound down/ off	134	74	31	79	29	69	10	66	9	65	30	100	16	91	27	125
	11%ceg	*10%*	*12%*	*9%*	**16%c**	*9%*	*22%*	*9%*	*25%*	*11%*	*12%*	*12%*	*8%*	*12%*	*13%*	*11%*
Left the room	90	38	28	48	13	56	3	52	*	46	20	63	10	44	23	71
	7%acm	*5%*	**11%a**	*6%*	*7%*	*7%*	*7%*	*7%*	*1%*	*8%*	*8%*	*8%*	*5%*	*6%*	**11%m**	*6%*
Looked away	68	41	13	42	11	39	6	30	4	18	25	49	8	46	16	63
	6%gi	*6%*	*5%*	*5%*	*6%*	*5%*	*12%*	*4%*	*10%*	*3%*	**9%zi**	*6%*	*4%*	*6%*	*8%*	*5%*
Complained to broadcaster/regulator, watchdog/the Trust	37	15	16	24	12	27	3	26	5	10	15	24	7	22	13	29
	3%ai	*2%*	**6%za**	*3%*	**6%z**	*3%*	*7%*	*3%*	*12%*	*2%*	**6%i**	*3%*	*4%*	*3%*	**6%z**	*2%*
Fast forward	16	8	6	9	3	8	*	8	*	8	4	12	3	9	2	31
	1%	*1%*	*2%*	*1%*	*2%*	*1%*	*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*3%*
Other	6	2	4	1	2	4	-	2	1	3	1	5	-	6	*	8
	1%c	*	*2%*	*	*1%*	*	-	*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*	*1%*
Nothing/carried on watching/listening	128	100	11	109	13	87	4	82	4	73	18	95	20	90	16	117
	11%b	**13%zb**	*4%*	**13%z**	*7%*	*11%*	*9%*	*11%*	*12%*	*12%*	*7%*	*12%*	*11%*	*12%*	*7%*	*10%*
Don't know	63	46	8	46	6	31	5	33	2	21	20	36	11	30	12	57
	5%eim	*6%*	*3%*	*5%*	*3%*	*4%*	*10%*	*4%*	*5%*	*4%*	*8%*	*4%*	*6%*	*4%*	*6%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 506

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+ who have seen/heard something on television/the radio that they didn't approve of

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	1173	975	689	1021	838	614	1058	1138	32	199	288	714	516	891	254	1173
Weighted Total	1217	1022	777	1069	900	677	1126	1195	19**	244	362	811	561	976	225	1173
Did something	**1026** **84%i**	**864** ***85%***	**661** ***85%***	**905** ***85%***	**750** ***83%***	**559** ***83%***	**949** ***84%***	**1010** ***85%***	**14** ***75%***	**187** ***77%***	**318** **88%ikm**	**674** **83%i**	**486** **87%ikm**	**816** **84%i**	**199** **88%i**	**999** ***85%***
Turned over to another programme/channel	639 *53%*	554 **54%zg**	425 *55%*	576 **54%zg**	488 *54%*	370 *55%*	600 *53%*	630 *53%*	9 *47%*	113 *47%*	212 **59%zikm**	416 *51%*	296 *53%*	502 *51%*	133 **59%i**	644 *55%*
Switched off the TV or radio	291 **24%i**	257 **25%z**	222 **29%zacdefg**	272 **25%zfg**	213 *24%*	159 *23%*	268 *24%*	288 *24%*	3 *15%*	25 *10%*	110 **30%zim**	213 **26%i**	140 **25%i**	240 **25%i**	48 **22%i**	275 *23%*
Mentioned it to somebody else	195 *16%*	171 *17%*	131 *17%*	180 *17%*	150 *17%*	127 **19%zg**	185 *16%*	193 *16%*	2 *11%*	42 *17%*	54 *15%*	129 *16%*	112 **20%zkm**	165 *17%*	30 *13%*	180 *15%*
Turned the sound down/ off	134 **11%abc**	98 *10%*	70 *9%*	100 *9%*	100 **11%abc**	62 *9%*	126 **11%abce**	128 **11%abc**	4 *21%*	22 *9%*	32 *9%*	78 *10%*	64 *11%*	98 *10%*	33 *15%*	125 *11%*
Left the room	90 *7%*	75 *7%*	54 *7%*	76 *7%*	65 *7%*	53 *8%*	82 *7%*	90 *8%*	- -	21 *9%*	21 *6%*	55 *7%*	37 *7%*	74 *8%*	14 *6%*	71 *6%*
Looked away	68 *6%*	58 *6%*	36 *5%*	62 **6%b**	48 *5%*	44 **6%b**	64 *6%*	67 *6%*	* *	11 *5%*	13 *4%*	41 *5%*	26 *5%*	55 *6%*	14 *6%*	63 *5%*
Complained to broadcaster/regulator, watchdog/the Trust	37 **3%di**	33 **3%d**	33 **4%zdfg**	36 **3%d**	21 *2%*	28 **4%df**	34 **3%d**	37 **3%d**	- -	1 *	14 *4%*	29 **4%i**	19 *3%*	33 **3%i**	4 *2%*	29 *2%*
Fast forward	16 *1%*	12 *1%*	11 *1%*	12 *1%*	14 *2%*	7 *1%*	15 *1%*	16 *1%*	* *	4 *2%*	4 *1%*	9 *1%*	5 *1%*	11 *1%*	5 *2%*	31 *3%*
Other	6 *1%*	6 *1%*	2 *	6 *1%*	6 *1%*	3 *	6 *1%*	6 *1%*	- -	1 *1%*	1 *	4 *	4 *1%*	5 *	2 *1%*	8 *1%*
Nothing/carried on watching/listening	128 *11%*	109 *11%*	81 *10%*	111 *10%*	107 **12%zc**	80 *12%*	124 *11%*	126 *11%*	1 *7%*	48 **20%zjklmn**	32 *9%*	96 **12%j**	55 *10%*	109 *11%*	17 *7%*	117 *10%*
Don't know	63 **5%fg**	49 *5%*	35 *4%*	53 *5%*	43 *5%*	38 *6%*	52 *5%*	58 *5%*	3 *17%*	9 *4%*	11 *3%*	41 *5%*	20 *4%*	51 **5%l**	9 *4%*	57 *5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 507

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Did something	**1026**	**445**	**581**	**108**	**124**	**190**	**183**	**182**	**144**	**95**	**231**	**794**	**49.66**	**665**	**168**	**230**	**796**	**999**
	47%acdjo	***41%***	**51%za**	***33%***	***35%***	**47%cdj**	**51%cdj**	**56%zcdj**	**59%zcdejk**	**49%cdj**	***34%***	**52%zcdj**		**49%z**	***53%***	**57%zo**	***44%***	***45%***
Turned over to another programme/channel	639	289	350	65	69	125	119	114	87	60	134	504	49.76	416	116	156	483	644
	29%cdjo	*27%*	*31%*	*20%*	*20%*	**31%cdj**	**33%cdj**	**35%cdj**	**35%zcdj**	**31%cdj**	*20%*	**33%zcdj**		*31%*	**36%z**	**39%zo**	*27%*	*29%*
Switched off the TV or radio	291	128	163	6	18	42	61	70	61	33	24	267	56.49	217	45	64	227	275
	13%cdj	*12%*	*14%*	*2%*	*5%*	**10%cj**	**17%cdej**	**22%zcdej**	**25%zcdefjk**	**17%cdj**	**4%c**	**17%zcdej**		**16%z**	*14%*	*16%*	*13%*	*12%*
Mentioned it to somebody else	195	88	107	24	32	40	29	36	24	10	56	140	46.82	132	19	50	145	180
	9%o	*8%*	*9%*	*7%*	*9%*	*10%*	*8%*	*11%*	*10%*	*5%*	*8%*	*9%*		*10%*	*6%*	**12%zo**	*8%*	*8%*
Turned the sound down/ off	134	51	83	5	33	29	16	23	14	13	39	95	48.06	87	18	33	101	125
	6%ac	*5%*	*7%*	*2%*	**10%zcj**	**7%c**	*5%*	**7%c**	**6%c**	**7%c**	**6%c**	**6%c**		*6%*	*6%*	*8%*	*6%*	*6%*
Left the room	90	30	60	12	7	21	19	22	7	1	19	71	46.46	76	1	17	72	71
	4%aim	*3%*	**5%za**	*4%*	*2%*	**5%i**	**5%i**	**7%dij**	*3%*	*1%*	*3%*	**5%i**		**6%zm**	*	*4%*	*4%*	*3%*
Looked away	68	24	45	14	12	16	10	6	7	3	27	42	42.06	46	2	15	53	63
	3%m	*2%*	*4%*	*4%*	*4%*	*4%*	*3%*	*2%*	*3%*	*2%*	*4%*	*3%*		**3%m**	*1%*	*4%*	*3%*	*3%*
Complained to broadcaster/regulator, watchdog/the Trust	37	17	21	-	2	7	7	11	7	3	2	35	54.94	30	3	10	28	29
	2%j	*2%*	*2%*	-	*1%*	*2%*	**2%cj**	**3%cj**	**3%cj**	*1%*	*	**2%zcj**		*2%*	*1%*	*2%*	*2%*	*1%*
Fast forward	16	10	6	4	2	1	3	4	1	-	6	10	44.53	9	2	2	14	31
	1%	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*1%*	*1%*		*1%*	*1%*	*1%*	*1%*	*1%*
Other	6	1	5	1	*	1	1	2	1	-	1	5	46.02	1	2	3	4	8
	*	*	*	*	*	*	*	*	*	-	*	*		*	*1%*	*1%*	*	*
Nothing/carried on watching/listening	128	75	53	21	20	23	25	18	16	4	41	87	43.82	87	19	19	109	117
	6%	*7%*	*5%*	*6%*	*6%*	*6%*	*7%*	*6%*	*7%*	*2%*	*6%*	*6%*		*6%*	*6%*	*5%*	*6%*	*5%*
Don't know	63	41	22	12	9	14	8	5	7	8	20	43	45.35	39	8	7	56	57
	3%b	**4%b**	*2%*	*4%*	*2%*	*4%*	*2%*	*2%*	*3%*	*4%*	*3%*	*3%*		*3%*	*2%*	*2%*	*3%*	*3%*
Have not seen or heard anything [from Q27,Q30,Q33,Q36]	**989**	**511**	**478**	**190**	**197**	**179**	**144**	**118**	**78**	**84**	**387**	**603**	**43.70**	**562**	**124**	**150**	**839**	**1033**
	45%bghkln	**48%zb**	***42%***	**57%zefghik**	**56%zefghik**	**44%h**	***40%***	***37%***	***32%***	**44%h**	**57%zefghik**	**40%h**		***42%***	***39%***	***37%***	**47%zn**	***47%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 508

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity: White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Religion: Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	Number in Household: 1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Children in Household: Yes (q)	No (r)	Unwtd. Total
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Did something	**1026**	**885**	**19**	**36**	**28**	**83**	**940**	**800**	**22**	**13**	**3**	**22**	**859**	**172**	**554**	**257**	**32**	**299**	**706**	**999**
	47%cq	**47%zc**	***37%***	***34%***	***46%***	***38%***	**47%zc**	**49%zl**	***35%***	***32%***	***23%***	***47%***	**48%z**	***46%***	***48%***	***44%***	***45%***	***42%***	**48%q**	***45%***
Turned over to another programme/channel	**639**	539	9	31	19	59	577	515	17	11	1	10	553	110	343	154	22	188	436	644
	29%	*29%*	*18%*	*29%*	*31%*	*27%*	*29%*	**32%zl**	*27%*	*27%*	*9%*	*21%*	**31%z**	*29%*	*30%*	*26%*	*31%*	*26%*	*30%*	*29%*
Switched off the TV or radio	**291**	264	4	4	6	13	275	245	3	1	*	4	253	50	176	60	4	75	209	275
	13%cq	**14%zce**	*7%*	*3%*	*9%*	**6%c**	**14%zce**	**15%zl**	*4%*	*3%*	*1%*	*10%*	**14%z**	*13%*	**15%zo**	*10%*	*6%*	*10%*	**14%q**	*12%*
Mentioned it to somebody else	**195**	172	3	5	6	14	181	160	2	2	1	1	166	23	118	54	1	51	144	180
	9%p	*9%*	*6%*	*5%*	*9%*	*6%*	**9%z**	**10%zl**	*3%*	*5%*	*5%*	*3%*	*9%*	*6%*	**10%p**	**9%p**	*1%*	*7%*	*10%*	*8%*
Turned the sound down/ off	**134**	103	3	6	14	23	107	96	6	3	1	9	115	24	71	32	5	41	92	125
	6%af	*5%*	*5%*	*6%*	*23%*	**11%c**	*5%*	*6%*	*9%*	*8%*	*6%*	*19%*	**6%g**	*7%*	*6%*	*6%*	*8%*	*6%*	*6%*	*6%*
Left the room	**90**	67	3	1	6	10	80	79	*	*	1	-	80	2	62	24	2	26	62	71
	4%am	*4%*	*5%*	*1%*	*9%*	**4%c**	**4%a**	**5%zl**	*	*	*8%*	-	*4%*	*1%*	**5%zm**	**4%m**	*3%*	*4%*	*4%*	*3%*
Looked away	**68**	53	*	2	6	8	60	48	2	*	2	-	52	5	39	21	4	23	44	63
	3%	*3%*	*	*2%*	*9%*	*4%*	*3%*	*3%*	*4%*	*	*13%*	-	*3%*	*1%*	*3%*	*4%*	*5%*	*3%*	*3%*	*3%*
Complained to broadcaster/regulator, watchdog/the Trust	**37**	37	-	*	-	*	37	29	*	-	*	-	29	5	25	8	*	11	25	29
	2%	**2%z**	-	*	-	*	**2%z**	*2%*	*	-	*	-	*2%*	*1%*	*2%*	*1%*	*	*1%*	*2%*	*1%*
Fast forward	**16**	15	-	*	-	*	16	12	*	*	1	1	13	2	10	4	*	5	11	31
	1%	*1%*	-	*	-	*	**1%z**	*1%*	*	*	*8%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*
Other	**6**	6	-	*	-	*	6	2	*	-	-	-	2	2	1	1	2	3	4	8
	****gl***	*	-	*	-	*	*	*	*	-	-	-	*	*1%*	*	*	**3%zno**	*	*	*
Nothing/carried on watching/listening	**128**	108	8	1	2	12	116	100	1	*	*	3	103	18	63	43	3	49	77	117
	6%	*6%*	*16%*	*1%*	*4%*	**5%c**	*6%*	**6%l**	*1%*	*	*1%*	*6%*	*6%*	*5%*	*5%*	*7%*	*5%*	*7%*	*5%*	*5%*
Don't know	**63**	51	2	5	2	9	53	47	5	1	*	-	53	12	26	24	*	26	37	57
	3%f	*3%*	*4%*	*5%*	*4%*	*4%*	*3%*	*3%*	**8%zgl**	*3%*	*	-	*3%*	*3%*	*2%*	*4%*	*	*4%*	*3%*	*3%*
Have not seen or heard anything [from Q27,Q30,Q33,Q36]	**989**	**824**	**22**	**64**	**29**	**115**	**874**	**685**	**34**	**26**	**9**	**22**	**776**	**172**	**517**	**260**	**35**	**344**	**636**	**1033**
	45%fgl	***44%***	***43%***	**60%zaef**	***47%***	***52%***	***44%***	***42%***	***55%***	***65%***	***76%***	***48%***	**43%g**	***46%***	***45%***	***45%***	***50%***	***48%***	***44%***	***47%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 509

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Did something	**1026**	**209**	**324**	**211**	**535**	**600**	**426**	**510**	**465**	**277**	**189**	**521**	**503**	**64**	**771**	**676**	**153**	**999**
	47%fjk	***44%***	**51%z**	***51%***	**51%z**	**50%zf**	***42%***	***46%***	***46%***	**51%j**	***41%***	***43%***	**51%zk**	***41%***	***46%***	**50%zn**	***41%***	***45%***
Turned over to another programme/channel	639	148	174	143	317	357	282	316	284	161	120	336	302	41	471	425	96	644
	29%	*31%*	*27%*	**34%z**	*30%*	*30%*	*28%*	*29%*	*28%*	*30%*	*26%*	*28%*	*31%*	*26%*	*28%*	**31%zn**	*26%*	*29%*
Switched off the TV or radio	291	47	97	68	166	202	89	141	118	100	51	139	152	18	234	210	23	275
	13%fkp	*10%*	**15%a**	**16%a**	**16%za**	**17%zfg**	*9%*	**13%f**	*12%*	**18%zhj**	*11%*	*11%*	**15%zk**	*12%*	*14%*	**15%z**	*6%*	*12%*
Mentioned it to somebody else	195	28	60	60	120	141	54	92	90	72	18	98	98	3	157	160	41	180
	9%fjm	*6%*	*9%*	**14%za**	**11%zab**	**12%zfg**	*5%*	**8%f**	**9%j**	**13%zhj**	*4%*	*8%*	*10%*	*2%*	**9%m**	**12%zmn**	*11%*	*8%*
Turned the sound down/ off	134	27	50	22	73	84	50	77	50	47	28	64	69	8	102	86	33	125
	6%	*6%*	*8%*	*5%*	*7%*	*7%*	*5%*	**7%f**	*5%*	**9%h**	*6%*	*5%*	*7%*	*5%*	*6%*	*6%*	*9%*	*6%*
Left the room	90	10	39	24	63	49	40	41	39	24	18	56	33	3	75	64	8	71
	4%	*2%*	**6%za**	**6%a**	**6%za**	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*5%*	*3%*	*2%*	*4%*	*5%*	*2%*	*3%*
Looked away	68	16	24	13	37	44	24	33	31	27	9	42	26	1	62	51	13	63
	3%	*3%*	*4%*	*3%*	*4%*	*4%*	*2%*	*3%*	*3%*	**5%j**	*2%*	*4%*	*3%*	*1%*	**4%z**	*4%*	*4%*	*3%*
Complained to broadcaster/regulator, watchdog/the Trust	37	2	15	14	28	30	7	14	17	17	3	18	19	-	30	33	4	29
	2%f	*	*2%*	**3%a**	**3%za**	**3%zfg**	*1%*	*1%*	*2%*	**3%zj**	*1%*	*2%*	*2%*	-	*2%*	**2%z**	*1%*	*1%*
Fast forward	16	2	3	6	9	8	8	8	7	4	2	9	7	1	7	9	*	31
	1%n	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*
Other	6	4	-	-	-	2	4	2	4	-	3	-	6	1	4	2	1	8
	*	**1%d**	-	-	-	*	*	*	*	-	*1%*	-	**1%k**	*1%*	*	*	*	*
Nothing/carried on watching/listening	128	26	41	19	60	60	68	62	68	22	26	82	44	9	102	80	27	117
	6%l	*6%*	*6%*	*5%*	*6%*	*5%*	*7%*	*6%*	*7%*	*4%*	*6%*	*7%*	*4%*	*6%*	*6%*	*6%*	*7%*	*5%*
Don't know	63	7	11	27	39	44	19	23	26	31	4	41	22	-	46	45	8	57
	3%fj	*2%*	*2%*	**7%zabd**	**4%b**	**4%g**	*2%*	*2%*	*3%*	**6%zhj**	*1%*	*3%*	*2%*	-	*3%*	*3%*	*2%*	*3%*
Have not seen or heard anything [from Q27,Q30,Q33,Q36]	**989**	**227**	**259**	**160**	**419**	**499**	**490**	**503**	**463**	**212**	**241**	**569**	**419**	**82**	**747**	**556**	**182**	**1033**
	45%cdeio	**48%cd**	***41%***	***38%***	***40%***	***41%***	**49%ze**	**46%e**	***45%***	***39%***	**52%zhi**	***47%***	***42%***	**53%o**	**45%o**	***41%***	***49%***	***47%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 510

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Did something	**1026**	**857**	**46**	**28**	**95**	**93**	**333**	**237**	**281**	**243**	**323**	**380**	**293**	**480**	**434**	**482**	**91**	**999**
	47%eglop	**46%eg**	***43%***	***43%***	**51%e**	***34%***	**44%e**	**41%e**	**50%eg**	**46%e**	**55%zl**	**54%zl**	***40%***	**52%z**	**56%zop**	**43%p**	***34%***	***45%***
Turned over to another programme/channel	639	517	31	20	72	56	191	135	178	147	194	218	195	302	273	310	46	644
	29%efgp	**28%eg**	*29%*	**31%e**	**38%zaefgi**	*20%*	*25%*	*24%*	**32%eg**	*28%*	**33%l**	*31%*	*26%*	**33%z**	**35%zop**	**28%p**	*17%*	*29%*
Switched off the TV or radio	291	253	13	4	20	17	111	74	86	57	124	130	55	163	152	116	18	275
	13%celop	**14%ce**	*12%*	*7%*	*11%*	*6%*	**15%ce**	**13%e**	**15%ce**	*11%*	**21%zl**	**19%zl**	*7%*	**18%z**	**20%zop**	*10%*	*7%*	*12%*
Mentioned it to somebody else	195	171	7	2	15	24	73	57	41	57	78	79	61	92	78	94	22	180
	9%c	**9%c**	*7%*	*3%*	*8%*	*9%*	**10%c**	**10%c**	*7%*	**11%c**	**13%zl**	**11%z**	*8%*	*10%*	*10%*	*8%*	*8%*	*8%*
Turned the sound down/ off	134	120	4	5	5	20	41	32	34	44	38	32	38	67	51	73	7	125
	6%p	*6%*	*4%*	*7%*	*3%*	*7%*	*5%*	*6%*	*6%*	**8%d**	*7%*	*5%*	*5%*	*7%*	*7%*	*7%*	*3%*	*6%*
Left the room	90	80	1	1	8	14	38	29	17	25	21	42	28	42	31	43	15	71
	4%b	*4%*	*1%*	*1%*	*4%*	*5%*	**5%b**	*5%*	*3%*	*5%*	*4%*	**6%z**	*4%*	*4%*	*4%*	*4%*	*6%*	*3%*
Looked away	68	57	2	1	9	7	21	16	12	24	23	21	18	32	12	42	15	63
	3%n	*3%*	*2%*	*1%*	*5%*	*2%*	*3%*	*3%*	*2%*	*5%*	*4%*	*3%*	*2%*	*3%*	*2%*	**4%n**	**5%n**	*3%*
Complained to broadcaster/regulator, watchdog/the Trust	37	32	2	1	3	2	13	9	13	6	22	12	6	20	24	11	2	29
	2%o	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	**4%zkl**	*2%*	*1%*	*2%*	**3%zo**	*1%*	*1%*	*1%*
Fast forward	16	14	1	1	*	3	9	8	4	1	2	8	5	9	6	7	3	31
	1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Other	6	5	-	-	1	1	1	1	1	4	1	3	-	1	6	1	*	8
	*	*	-	-	*	*	*	*	*	*1%*	*	*	-	*	**1%zo**	*	*	*
Nothing/carried on watching/listening	128	111	8	2	7	10	46	31	38	27	22	36	47	53	24	80	21	117
	6%n	*6%*	*7%*	*3%*	*4%*	*4%*	*6%*	*5%*	*7%*	*5%*	*4%*	*5%*	*6%*	*6%*	*3%*	**7%n**	**8%n**	*5%*
Don't know	63	58	2	1	2	17	36	34	8	14	24	24	9	31	16	45	1	57
	3%lp	**3%h**	*2%*	*2%*	*1%*	**6%zadh**	**5%zadh**	**6%zadh**	*1%*	*3%*	**4%l**	**3%l**	*1%*	*3%*	*2%*	**4%zp**	*	*3%*
Have not seen or heard anything [from Q27,Q30,Q33,Q36]	**989**	**822**	**52**	**34**	**82**	**153**	**346**	**271**	**232**	**245**	**217**	**260**	**389**	**362**	**299**	**507**	**154**	**1033**
	45%jkmn	***44%***	***48%***	**52%h**	***44%***	**56%zafgh**	***45%***	***47%***	***41%***	***46%***	***37%***	***37%***	**53%zjk**	***39%***	***39%***	**46%n**	**58%zno**	***47%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 511

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Did something	**1026**	**202**	**82**	**618**	**637**	**731**	**902**	**848**	**784**	**572**	**251**	**143**	**419**	**318**	**98**	**262**	**167**	**59**	**999**
	47%	**66%zc**	**55%**	**56%z**	**60%zfg**	**67%zdfg**	**55%z**	**56%zf**	**88%zik**	**83%z**	**85%z**	**79%z**	**88%z**	**89%z**	**93%z**	**84%z**	**83%z**	**92%z**	***45%***
Turned over to another programme/channel	639	131	59	403	407	461	564	528	504	360	145	78	284	210	63	171	103	33	644
	29%	**43%z**	**40%z**	**36%z**	**38%zfg**	**42%zdfg**	**34%z**	**35%z**	**57%zk**	**52%zk**	**49%z**	**43%z**	**60%z**	**59%z**	**60%z**	**55%z**	**51%z**	**51%z**	*29%*
Switched off the TV or radio	291	84	29	176	209	235	271	255	222	178	80	51	129	89	34	96	59	26	275
	13%	**27%zc**	*20%*	**16%z**	**20%zfg**	**21%zfg**	**16%z**	**17%z**	**25%z**	**26%z**	**27%z**	**28%z**	**27%z**	**25%z**	**33%z**	**31%z**	**29%z**	**40%z**	*12%*
Mentioned it to somebody else	195	47	14	132	129	133	159	148	143	111	44	26	75	52	6	47	23	2	180
	9%	**15%z**	*10%*	**12%z**	**12%zfg**	**12%zfg**	*10%*	*10%*	**16%z**	**16%z**	**15%z**	**14%z**	**16%zn**	**14%zn**	*6%*	**15%zq**	**12%q**	*3%*	*8%*
Turned the sound down/ off	134	23	8	73	75	92	119	117	103	72	39	18	58	56	15	38	23	10	125
	6%	*7%*	*6%*	*7%*	*7%*	**8%z**	**7%z**	**8%zf**	**12%z**	**10%z**	**13%z**	*10%*	**12%z**	**16%z**	**14%z**	**12%z**	**11%z**	**16%z**	*6%*
Left the room	90	17	9	65	61	58	74	73	68	40	19	6	44	29	12	20	10	1	71
	4%	*6%*	*6%*	**6%z**	**6%zf**	**5%z**	*4%*	**5%z**	**8%zk**	**6%z**	*6%*	*3%*	**9%z**	**8%z**	**12%z**	*6%*	*5%*	*2%*	*3%*
Looked away	68	10	4	44	37	40	54	49	50	35	7	8	21	19	6	18	4	1	63
	3%	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	**6%zj**	**5%z**	*2%*	*4%*	*4%*	*5%*	*6%*	**6%zp**	*2%*	*2%*	*3%*
Complained to broadcaster/regulator, watchdog/the Trust	37	13	7	24	31	33	33	33	34	20	13	6	24	13	5	9	5	6	29
	2%	**4%zc**	*5%*	*2%*	**3%zf**	**3%zfg**	*2%*	*2%*	**4%z**	**3%z**	**4%z**	*4%*	**5%z**	**4%z**	*4%*	*3%*	*2%*	**9%zop**	*1%*
Fast forward	16	2	2	8	11	10	13	13	13	8	3	3	8	5	3	4	1	3	31
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	**2%z**	*1%*	*1%*	*2%*	**2%z**	*1%*	*3%*	*1%*	*	**5%zp**	*1%*
Other	6	1	2	5	5	6	6	5	6	4	3	1	3	2	2	1	1	1	8
	*	*	*1%*	*	*	*1%*	*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	**2%z**	*	*	*1%*	*
Nothing/carried on watching/listening	128	14	7	60	59	62	92	81	69	68	31	21	39	26	2	29	25	3	117
	6%	*5%*	*4%*	*5%*	*6%*	*6%*	*6%*	*5%*	**8%z**	**10%z**	**10%z**	**12%z**	*8%*	*7%*	*2%*	**9%z**	**12%z**	*5%*	*5%*
Don't know	63	8	10	43	28	38	53	43	39	46	14	16	16	14	5	22	10	2	57
	3%	*3%*	**7%z**	**4%z**	*3%*	*3%*	**3%g**	*3%*	**4%z**	**7%zh**	*5%*	**9%zhj**	*3%*	*4%*	*5%*	**7%z**	*5%*	*3%*	*3%*
Have not seen or heard anything [from Q27,Q30,Q33,Q36]	**989**	**84**	**49**	**384**	**336**	**267**	**599**	**529**	-	-	-	-	-	-	-	-	-	-	**1033**
	45%abcdefg hijklmnopq	*27%*	*33%*	**35%a**	**32%e**	*24%*	**36%deg**	**35%de**	-	-	-	-	-	-	-	-	-	-	***47%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 512

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own responsibility (f)	Broadcaster's responsibility (g)	Parent's/ Guardian's responsibility (h)	Broadcaster's responsibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Did something	**1026**	**67**	**83**	**42**	**45**	**598**	**527**	**176**	**568**	**124**	**396**	**97**	**66**	**428**	**763**	**151**	**999**
	47%fhmn	**82%z**	**85%z**	**82%z**	**92%z**	**66%z**	***42%***	**50%f**	***42%***	**54%h**	**62%zm**	**72%zm**	**70%zm**	***35%***	***44%***	**67%zn**	***45%***
Turned over to another programme/channel	639	41	48	26	25	380	317	122	354	71	261	60	42	253	483	93	644
	29%fhm	**50%z**	**49%z**	**50%z**	**51%z**	**42%z**	*25%*	**35%f**	*26%*	*31%*	**41%zm**	**44%zm**	**45%zm**	*21%*	*28%*	**41%zn**	*29%*
Switched off the TV or radio	291	25	26	19	19	192	138	49	165	37	103	45	25	105	202	50	275
	13%fmn	**31%z**	**26%z**	**37%z**	**39%z**	**21%z**	*11%*	*14%*	*12%*	*16%*	**16%m**	**34%zjm**	**27%zm**	*9%*	*12%*	**22%zn**	*12%*
Mentioned it to somebody else	195	14	20	10	6	132	92	28	101	19	73	18	7	94	147	26	180
	9%fh	**18%z**	**20%z**	**19%z**	*12%*	**14%z**	*7%*	*8%*	*7%*	*8%*	**11%m**	*14%*	*7%*	*8%*	*9%*	*12%*	*8%*
Turned the sound down/ off	134	9	7	5	3	74	70	23	72	22	46	28	11	43	91	20	125
	6%mn	*11%*	*7%*	*10%*	*6%*	**8%z**	*6%*	*7%*	*5%*	*9%*	**7%m**	**21%zjm**	**12%m**	*4%*	*5%*	*9%*	*6%*
Left the room	90	8	12	1	2	53	33	10	44	7	27	11	4	41	63	12	71
	4%fh	**10%z**	**12%z**	*2%*	*5%*	**6%z**	*3%*	*3%*	*3%*	*3%*	*4%*	**8%zm**	*4%*	*3%*	*4%*	*5%*	*3%*
Looked away	68	1	3	2	4	33	37	9	37	4	18	7	3	37	53	5	63
	3%	*1%*	*3%*	*4%*	*9%*	*4%*	*3%*	*3%*	*3%*	*2%*	*3%*	*5%*	*4%*	*3%*	*3%*	*2%*	*3%*
Complained to broadcaster/regulator, watchdog/the Trust	37	6	5	-	4	27	18	8	16	8	6	5	7	18	29	6	29
	2%h	**8%z**	**5%z**	-	**8%z**	**3%z**	*1%*	*2%*	*1%*	*3%*	*1%*	*4%*	**7%zjm**	*1%*	*2%*	*3%*	*1%*
Fast forward	16	-	-	1	-	10	6	1	9	1	8	1	1	6	6	2	31
	1%n	-	-	*2%*	-	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*
Other	6	1	-	-	1	2	2	2	3	1	2	1	-	4	4	1	8
	*	*2%*	-	-	*1%*	*	*	*1%*	*	*1%*	*	*	-	*	*	*	*
Nothing/carried on watching/listening	128	9	10	8	4	53	74	21	83	12	23	4	3	91	99	14	117
	6%j	*11%*	*10%*	**15%z**	*8%*	*6%*	*6%*	*6%*	*6%*	*5%*	*4%*	*3%*	*3%*	**7%zj**	*6%*	*6%*	*5%*
Don't know	63	5	4	1	-	38	26	12	34	6	21	6	1	28	51	7	57
	3%f	*6%*	*4%*	*3%*	-	**4%z**	*2%*	*3%*	*3%*	*2%*	*3%*	*4%*	*1%*	*2%*	*3%*	*3%*	*3%*
Have not seen or heard anything [from Q27,Q30,Q33,Q36]	**989**	-	-	-	-	**220**	**637**	**140**	**677**	**89**	**202**	**27**	**24**	**683**	**816**	**53**	**1033**
	45%abcdejklo	-	-	-	-	***24%***	**50%zg**	***40%***	**50%zi**	**39%**	**31%k**	***20%***	***25%***	**55%zjkl**	**47%zo**	***24%***	**47%**

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 513

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
		Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Did something	**1026**	**663**	**162**	**572**	**337**	**386**	**422**	**756**	**141**	**587**	**273**	**847**	**86**	**446**	**388**	**656**	**215**	**999**
	47%acfhip	***43%***	**60%za**	***42%***	**61%zc**	**67%zf**	***34%***	**58%zh**	***27%***	***44%***	**54%zi**	**49%z**	***41%***	**54%zn**	***43%***	**54%zp**	***41%***	***45%***
Turned over to another programme/channel	639	410	105	346	223	262	255	479	88	375	168	541	48	265	249	402	144	644
	29%acfh	*27%*	**39%za**	*25%*	**40%zc**	**46%zf**	*21%*	**37%zh**	*17%*	*28%*	*33%*	**31%z**	*23%*	**32%z**	*28%*	**33%z**	*27%*	*29%*
Switched off the TV or radio	291	193	52	166	100	121	101	235	21	165	87	255	27	136	111	197	56	275
	13%fh	*12%*	**19%za**	*12%*	**18%zc**	**21%zf**	*8%*	**18%zh**	*4%*	*12%*	**17%zi**	**15%z**	*13%*	**17%z**	*12%*	**16%zp**	*10%*	*12%*
Mentioned it to somebody else	195	140	22	117	58	58	108	149	30	121	44	172	9	76	86	119	60	180
	9%h	*9%*	*8%*	*9%*	*10%*	*10%*	*9%*	**11%zh**	*6%*	*9%*	*9%*	**10%zl**	*4%*	*9%*	*10%*	*10%*	*11%*	*8%*
Turned the sound down/ off	134	79	18	69	43	58	51	96	21	64	38	103	9	53	49	87	24	125
	6%acfi	*5%*	*7%*	*5%*	*8%*	**10%zf**	*4%*	**7%z**	*4%*	*5%*	*8%*	*6%*	*4%*	*6%*	*6%*	*7%*	*4%*	*6%*
Left the room	90	50	17	51	25	32	35	63	12	48	22	69	8	35	35	57	21	71
	4%af	*3%*	*6%*	*4%*	*4%*	**6%f**	*3%*	*5%*	*2%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*3%*
Looked away	68	50	7	50	8	24	36	43	20	39	11	52	6	23	31	39	22	63
	3%d	*3%*	*2%*	**4%d**	*1%*	*4%*	*3%*	*3%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*
Complained to broadcaster/regulator, watchdog/the Trust	37	26	6	24	13	17	10	29	4	25	7	27	8	20	14	26	8	29
	2%f	*2%*	*2%*	*2%*	*2%*	**3%zf**	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*4%*	*2%*	*2%*	*2%*	*1%*	*1%*
Fast forward	16	11	2	10	4	6	10	11	3	12	3	16	*	8	5	12	2	31
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*
Other	6	4	1	2	2	3	3	5	-	3	1	6	-	2	3	6	-	8
	*	*	*	*	*	*1%*	*	*	-	*	*	*	-	*	*	*1%*	-	*
Nothing/carried on watching/listening	128	94	15	70	29	26	87	63	48	77	35	106	16	41	45	64	41	117
	6%g	*6%*	*5%*	*5%*	*5%*	*5%*	**7%z**	*5%*	**9%zg**	*6%*	*7%*	*6%*	*8%*	*5%*	*5%*	*5%*	*8%*	*5%*
Don't know	63	42	12	41	16	13	38	36	16	32	13	47	8	16	28	31	10	57
	3%	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*4%*	*2%*	*3%*	*3%*	*2%*	*3%*
Have not seen or heard anything [from Q27,Q30,Q33,Q36]	**989**	**747**	**80**	**694**	**174**	**149**	**681**	**458**	**309**	**643**	**185**	**744**	**96**	**318**	**438**	**464**	**264**	**1033**
	45%bdegjkm	**48%zb**	***30%***	**50%zd**	***31%***	***26%***	**55%ze**	***35%***	**60%zg**	**48%zj**	***37%***	***43%***	**47%**	***39%***	**49%zm**	***38%***	**50%zo**	***47%***
	o																	

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 514

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV: Satisfied (a)	Q.58 Satisfaction with TV: Dissatisfied (b)	Q.59 Satisfaction with BBC TV: Satisfied (c)	Q.59 Satisfaction with BBC TV: Dissatisfied (d)	Q.60 Satisfaction with Radio: Satisfied (e)	Q.60 Satisfaction with Radio: Dissatisfied (f)	Q.61 Satisfaction with BBC Radio: Satisfied (g)	Q.61 Satisfaction with BBC Radio: Dissatisfied (h)	Q.74 Would like Britain to be the way it used to be: Agree (i)	Q.74 Would like Britain to be the way it used to be: Disagree (j)	Q.78 People are too easily offended: Agree (k)	Q.78 People are too easily offended: Disagree (l)	Q.82 Important to protect freedom of speech: Agree (m)	Q.82 Important to protect freedom of speech: Disagree (n)	Unwtd. Total
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Did something	**1026**	**601**	**239**	**706**	**167**	**660**	**37**	**639**	**31**	**493**	**225**	**688**	**161**	**650**	**180**	**999**
	47%ack	***40%***	**69%za**	***43%***	**64%zc**	***47%***	***53%***	***48%***	***50%***	***46%***	***48%***	***43%***	**64%zk**	***45%***	**56%zm**	***45%***
Turned over to another programme/channel	639	370	154	446	99	419	17	409	17	313	141	413	114	381	121	644
	29%ackm	*25%*	**44%za**	*27%*	**38%zc**	*30%*	*24%*	*31%*	*27%*	*29%*	*30%*	*26%*	**45%zk**	*27%*	**38%zm**	*29%*
Switched off the TV or radio	291	177	69	205	55	205	11	199	7	136	74	171	49	180	60	275
	13%ak	*12%*	**20%za**	*13%*	**21%zc**	*15%*	*15%*	**15%z**	*12%*	*13%*	*16%*	*11%*	**20%zk**	*13%*	**19%zm**	*12%*
Mentioned it to somebody else	195	109	52	125	32	127	9	123	9	78	50	132	30	114	50	180
	9%aci	*7%*	**15%za**	*8%*	*12%*	*9%*	*12%*	*9%*	*15%*	*7%*	*11%*	*8%*	*12%*	*8%*	**16%zm**	*8%*
Turned the sound down/ off	134	74	31	79	29	69	10	66	9	65	30	100	16	91	27	125
	6%aceg	*5%*	**9%a**	*5%*	**11%zc**	*5%*	**15%ze**	*5%*	**15%zg**	*6%*	*7%*	*6%*	*6%*	*6%*	*8%*	*6%*
Left the room	90	38	28	48	13	56	3	52	*	46	20	63	10	44	23	71
	4%acm	*3%*	**8%za**	*3%*	*5%*	*4%*	*5%*	*4%*	*1%*	*4%*	*4%*	*4%*	*4%*	*3%*	**7%zm**	*3%*
Looked away	68	41	13	42	11	39	6	30	4	18	25	49	8	46	16	63
	3%cgi	*3%*	*4%*	*3%*	*4%*	*3%*	*8%*	*2%*	*6%*	*2%*	**5%zi**	*3%*	*3%*	*3%*	*5%*	*3%*
Complained to broadcaster/regulator, watchdog/the Trust	37	15	16	24	12	27	3	26	5	10	15	24	7	22	13	29
	2%ai	*1%*	**5%za**	*1%*	**5%zc**	*2%*	*5%*	*2%*	**7%zg**	*1%*	**3%zi**	*1%*	*3%*	*2%*	**4%zm**	*1%*
Fast forward	16	8	6	9	3	8	*	8	*	8	4	12	3	9	2	31
	1%	*1%*	*2%*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Other	6	2	4	1	2	4	-	2	1	3	1	5	-	6	*	8
	*c	*	**1%za**	*	*1%*	*	-	*	*1%*	*	*	*	-	*	*	*
Nothing/carried on watching/listening	128	100	11	109	13	87	4	82	4	73	18	95	20	90	16	117
	6%	**7%zb**	*3%*	**7%z**	*5%*	*6%*	*6%*	*6%*	*7%*	*7%*	*4%*	*6%*	*8%*	*6%*	*5%*	*5%*
Don't know	63	46	8	46	6	31	5	33	2	21	20	36	11	30	12	57
	3%eikm	*3%*	*2%*	*3%*	*2%*	*2%*	*7%*	*2%*	*3%*	*2%*	**4%i**	*2%*	*4%*	*2%*	*4%*	*3%*
Have not seen or heard anything [from Q27,Q30,Q33,Q36]	**989**	**747**	**90**	**770**	**74**	**631**	**25**	**580**	**24**	**485**	**204**	**796**	**60**	**661**	**112**	**1033**
	45%bdln	**50%zb**	***26%***	**47%zd**	***29%***	***45%***	***35%***	***43%***	***40%***	***45%***	***44%***	**49%zl**	***24%***	**46%n**	***35%***	***47%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 515

Q.39 From this card, please tell me what, if anything, did you do the last time you were watching or listening to a programme you did not like or approve of?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Did something	**1026** **47%in**	**864** **48%z**	**661** **49%z**	**905** **48%z**	**750** ***47%***	**559** ***47%***	**949** ***47%***	**1010** **47%z**	**14** ***22%***	**187** ***37%***	**318** **57%ziklmn**	**674** **50%zimn**	**486** **50%zin**	**816** **48%zin**	**199** ***41%***	**999** ***45%***
Turned over to another programme/channel	639 **29%i**	554 **31%zg**	425 **32%zg**	576 **31%zg**	488 **31%z**	370 *31%*	600 **30%z**	630 **29%z**	9 *14%*	113 *23%*	212 **38%ziklmn**	416 **31%zi**	296 **31%i**	502 **30%i**	133 *27%*	644 *29%*
Switched off the TV or radio	291 **13%i**	257 **14%zfg**	222 **17%zacdefg**	272 **14%zfg**	213 *13%*	159 *13%*	268 *13%*	288 **13%z**	3 *4%*	25 *5%*	110 **20%ziklmn**	213 **16%zimn**	140 **14%i**	240 **14%zi**	48 **10%i**	275 *12%*
Mentioned it to somebody else	195 *9%*	171 *10%*	131 *10%*	180 **10%z**	150 *9%*	127 **11%zfg**	185 *9%*	193 *9%*	2 *3%*	42 *8%*	54 *10%*	129 *10%*	112 **12%zmn**	165 **10%z**	30 *6%*	180 *8%*
Turned the sound down/ off	134 **6%ac**	98 *5%*	70 *5%*	100 *5%*	100 **6%c**	62 *5%*	126 **6%ac**	128 **6%c**	4 *6%*	22 *4%*	32 *6%*	78 *6%*	64 *7%*	98 *6%*	33 *7%*	125 *6%*
Left the room	90 *4%*	75 *4%*	54 *4%*	76 *4%*	65 *4%*	53 *4%*	82 *4%*	90 *4%*	- -	21 *4%*	21 *4%*	55 *4%*	37 *4%*	74 *4%*	14 *3%*	71 *3%*
Looked away	68 *3%*	58 *3%*	36 *3%*	62 *3%*	48 *3%*	44 **4%b**	64 *3%*	67 *3%*	* *	11 *2%*	13 *2%*	41 *3%*	26 *3%*	55 *3%*	14 *3%*	63 *3%*
Complained to broadcaster/regulator, watchdog/the Trust	37 **2%i**	33 **2%d**	33 **2%zdfg**	36 **2%d**	21 *1%*	28 **2%df**	34 *2%*	37 **2%d**	- -	1 *	14 **3%i**	29 **2%i**	19 **2%i**	33 **2%i**	4 *1%*	29 *1%*
Fast forward	16 *1%*	12 *1%*	11 *1%*	12 *1%*	14 *1%*	7 *1%*	15 *1%*	16 *1%*	* *	4 *1%*	4 *1%*	9 *1%*	5 *1%*	11 *1%*	5 *1%*	31 *1%*
Other	6 *	6 *	2 *	6 *	6 *	3 *	6 *	6 *	- -	1 *	1 *	4 *	4 *	5 *	2 *	8 *
Nothing/carried on watching/listening	128 **6%n**	109 *6%*	81 *6%*	111 *6%*	107 **7%zg**	80 *7%*	124 **6%z**	126 *6%*	1 *2%*	48 **10%zjlmn**	32 *6%*	96 **7%zn**	55 *6%*	109 *6%*	17 *3%*	117 *5%*
Don't know	63 **3%fg**	49 *3%*	35 *3%*	53 *3%*	43 *3%*	38 *3%*	52 *3%*	58 *3%*	3 *5%*	9 *2%*	11 *2%*	41 *3%*	20 *2%*	51 **3%l**	9 *2%*	57 *3%*
Have not seen or heard anything [from Q27,Q30,Q33,Q36]	**989** **45%abcfgjkm**	**776** ***43%***	**567** ***42%***	**817** ***43%***	**695** ***44%***	**516** ***43%***	**885** ***44%***	**941** ***44%***	**47** ***71%***	**258** **51%zjklm**	**193** ***35%***	**533** **40%j**	**408** **42%j**	**709** **42%jk**	**260** **54%zjklm**	**1033** ***47%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 516

Q.40 Have you ever found something on radio or TV that has concerned you in the area of morality, values and standards of behaviour, that you did NOT personally see or hear, but heard or read about later?

Base : UK Adults Aged 16+

		Gender		Age									Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Yes	909	440	469	105	110	165	175	163	114	77	215	694	48.73	612	133	184	725	857
	41%cdj	*41%*	*41%*	*32%*	*31%*	**41%j**	**49%zcdj**	**50%zcdj**	**47%cdj**	*40%*	*32%*	**45%zcdj**		**45%z**	*42%*	*45%*	*40%*	*39%*
No	1219	611	608	219	228	229	173	151	120	99	448	772	44.44	702	167	209	1010	1228
	55%fgkl	*57%*	*54%*	**67%zefghik**	**65%zfghik**	**56%k**	*48%*	*47%*	*49%*	*52%*	**66%zefghik**	*51%*		*52%*	*53%*	*51%*	*56%*	*56%*
Don't know	78	21	57	5	12	13	12	10	10	16	17	60	53.53	38	18	13	65	121
	4%a	*2%*	**5%za**	*2%*	*3%*	*3%*	*3%*	*3%*	*4%*	**8%zcefgjk**	*3%*	*4%*		*3%*	*6%*	*3%*	*4%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 517

Q.40 Have you ever found something on radio or TV that has concerned you in the area of morality, values and standards of behaviour, that you did NOT personally see or hear, but heard or read about later?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Yes	**909**	796	8	40	14	62	844	715	23	16	1	11	767	137	491	243	35	282	616	857
	41%e	**43%ze**	*16%*	**37%e**	*23%*	*28%*	**43%ze**	**44%zl**	*37%*	*41%*	*10%*	*24%*	**43%z**	*36%*	*42%*	*42%*	*50%*	*39%*	*42%*	*39%*
No	**1219**	1003	42	63	48	152	1066	856	35	24	11	35	960	222	627	326	35	417	787	1228
	55%afgl	*54%*	*82%*	*59%*	*77%*	**69%zacf**	*54%*	*52%*	*57%*	*59%*	*89%*	*75%*	**54%g**	*59%*	*54%*	*56%*	*50%*	*58%*	*54%*	*56%*
Don't know	**78**	69	1	4	*	5	73	61	4	*	*	*	65	16	42	14	*	19	53	121
	4%	*4%*	*2%*	*4%*	*	*2%*	*4%*	*4%*	*6%*	*	*1%*	*1%*	*4%*	*4%*	*4%*	*2%*	*	*3%*	*4%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 518

Q.40 Have you ever found something on radio or TV that has concerned you in the area of morality, values and standards of behaviour, that you did NOT personally see or hear, but heard or read about later?

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Yes	909	149	286	219	505	549	360	437	421	262	143	516	393	46	692	639	140	857
	41%afjm	*32%*	**45%a**	**53%za**	**48%za**	**46%zfg**	*36%*	*40%*	**41%j**	**48%zj**	*31%*	*43%*	*40%*	*30%*	**42%m**	**47%zmn**	*38%*	*39%*
No	1219	300	331	191	522	611	608	626	571	264	294	660	556	97	923	681	224	1228
	55%cdeio	**64%zbcd**	*52%*	*46%*	*50%*	*51%*	**61%ze**	**57%e**	**56%i**	*49%*	**64%zhi**	*54%*	*56%*	**63%o**	**55%o**	*50%*	*61%*	*56%*
Don't know	78	20	19	7	26	43	35	35	28	16	24	37	40	11	51	36	6	121
	4%do	*4%*	*3%*	*2%*	*2%*	*4%*	*3%*	*3%*	*3%*	*3%*	*5%*	*3%*	*4%*	**7%zno**	*3%*	*3%*	*2%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 519

Q.40 Have you ever found something on radio or TV that has concerned you in the area of morality, values and standards of behaviour, that you did NOT personally see or hear, but heard or read about later?

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Yes	909	776	38	21	74	83	316	214	226	234	312	336	271	412	373	447	78	857
	41%celp	**42%ce**	*36%*	*32%*	*40%*	*30%*	**42%eg**	**37%e**	**41%e**	**44%ce**	**53%zl**	**48%zl**	*37%*	*44%*	**48%zop**	**40%p**	*29%*	*39%*
No	1219	1012	67	37	104	176	422	338	312	278	255	345	451	469	370	633	180	1228
	55%jkmn	*55%*	*62%*	*58%*	*56%*	**64%zafi**	*55%*	**59%f**	*56%*	*53%*	*43%*	**49%j**	**61%zjk**	*51%*	*48%*	**57%n**	**67%zno**	*56%*
Don't know	78	60	3	6	9	15	23	21	20	17	20	18	16	45	29	34	10	121
	4%l	*3%*	*3%*	**10%zabfghi**	*5%*	*5%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	*2%*	*5%*	*4%*	*3%*	*4%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 520

Q.40 Have you ever found something on radio or TV that has concerned you in the area of morality, values and standards of behaviour, that you did NOT personally see or hear, but heard or read about later?

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Yes	909	176	87	544	563	602	768	700	515	411	181	119	288	205	63	171	124	42	857
	41%	**57%zc**	**59%z**	**49%z**	**53%zfg**	**55%zfg**	**47%z**	**47%z**	**58%z**	**60%z**	**61%z**	**66%z**	**61%z**	**57%z**	**59%z**	**55%z**	**62%z**	**65%z**	*39%*
No	1219	121	55	524	457	445	809	737	341	256	112	59	170	139	37	130	70	19	1228
	55%abcdefg hijklmnopq	*39%*	*37%*	**47%a**	*43%*	*41%*	**49%de**	**49%de**	*38%*	*37%*	*38%*	*32%*	*36%*	*39%*	*35%*	*41%*	*35%*	*30%*	*56%*
Don't know	78	11	5	36	40	50	69	65	37	20	2	3	15	15	6	12	8	3	121
	4%j	*4%*	*4%*	*3%*	*4%*	**5%z**	**4%z**	**4%z**	**4%j**	*3%*	*1%*	*1%*	*3%*	*4%*	*5%*	*4%*	*4%*	*5%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 521

Q.40 Have you ever found something on radio or TV that has concerned you in the area of morality, values and standards of behaviour, that you did NOT personally see or hear, but heard or read about later?

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Yes	909	55	68	35	34	909	468	146	551	95	317	69	39	453	690	131	857
	41%fm	**67%z**	**70%z**	**68%z**	**70%z**	**100%z**	*37%*	*42%*	*40%*	*41%*	**49%zm**	**51%m**	*42%*	*37%*	*40%*	**58%zn**	*39%*
No	1219	26	28	14	13	-	759	184	769	128	302	60	44	755	981	88	1228
	55%abcdejko	*32%*	*29%*	*27%*	*26%*	-	**60%z**	*53%*	*56%*	*56%*	*47%*	*45%*	*46%*	**61%zjkl**	**57%zo**	*39%*	*56%*
Don't know	78	1	1	2	2	-	38	19	42	7	23	6	11	23	58	6	121
	4%em	*2%*	*1%*	*5%*	*3%*	-	*3%*	*5%*	*3%*	*3%*	*4%*	*4%*	**12%zjm**	*2%*	*3%*	*3%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 522

Q.40 Have you ever found something on radio or TV that has concerned you in the area of morality, values and standards of behaviour, that you did NOT personally see or hear, but heard or read about later?

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Yes	909	621	126	560	266	303	455	628	135	551	228	749	88	385	340	527	221	857
	41%fh	*40%*	*47%*	*41%*	**48%zc**	**53%zf**	*37%*	**48%zh**	*26%*	*41%*	*45%*	**43%z**	*43%*	**47%zn**	*38%*	*43%*	*42%*	*39%*
No	1219	875	131	785	263	250	742	627	367	746	259	935	114	404	533	636	299	1228
	55%degkmo	*57%*	*49%*	**57%d**	*47%*	*44%*	**60%ze**	*48%*	**71%zg**	*56%*	*51%*	*54%*	*55%*	*49%*	**59%zm**	*52%*	*56%*	*56%*
Don't know	78	51	12	33	27	19	31	58	12	42	18	60	5	31	25	51	11	121
	4%cf	*3%*	*5%*	*2%*	**5%c**	*3%*	*2%*	**4%z**	*2%*	*3%*	*4%*	*3%*	*2%*	*4%*	*3%*	*4%*	*2%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 523

Q.40 Have you ever found something on radio or TV that has concerned you in the area of morality, values and standards of behaviour, that you did NOT personally see or hear, but heard or read about later?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Yes	909	544	194	646	141	597	39	564	29	425	215	621	139	577	157	857
	41%ack	*36%*	**56%za**	*40%*	**54%zc**	*42%*	*56%*	*42%*	*48%*	*40%*	*46%*	*38%*	**55%zk**	*40%*	**49%zm**	*39%*
No	1219	906	136	937	104	775	28	736	28	618	241	942	104	810	153	1228
	55%bdfln	**61%zb**	*39%*	**57%zd**	*40%*	*55%*	*40%*	*55%*	*46%*	*58%*	*52%*	**58%zl**	*41%*	**57%n**	*48%*	*56%*
Don't know	78	43	18	49	16	36	3	35	4	29	11	52	9	44	9	121
	4%eg	*3%*	*5%*	*3%*	*6%*	*3%*	*4%*	*3%*	*7%*	*3%*	*2%*	*3%*	*4%*	*3%*	*3%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 524

Q.40 Have you ever found something on radio or TV that has concerned you in the area of morality, values and standards of behaviour, that you did NOT personally see or hear, but heard or read about later?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Yes	909	758	603	797	673	513	820	878	28	174	279	617	424	731	171	857
	41%in	*42%*	**45%zacdfg**	**42%zfg**	*42%*	*43%*	*41%*	*41%*	*43%*	*35%*	**50%ziklmn**	**46%zimn**	**44%in**	**43%zin**	*35%*	*39%*
No	1219	975	687	1019	868	644	1119	1181	37	322	263	690	528	911	286	1228
	55%bcjk	**54%b**	*51%*	**54%b**	**54%b**	**54%b**	**56%abc**	**55%bc**	*57%*	**64%zjklm**	*47%*	*51%*	**55%j**	**54%jk**	**59%jk**	*56%*
Don't know	78	66	54	70	54	36	72	78	*	6	13	38	16	44	28	121
	4%ilm	*4%*	**4%e**	*4%*	*3%*	*3%*	*4%*	*4%*	*	*1%*	*2%*	**3%il**	*2%*	**3%l**	**6%zijklm**	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 525

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Gender		Age									Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
BBC One	1343	662	681	221	215	280	234	170	119	104	436	907	44.96	835	183	243	1100	1307
	61%gh	*62%*	*60%*	**67%ghi**	**61%h**	**69%zghik**	**65%ghik**	*53%*	*49%*	*54%*	**64%ghi**	**59%gh**		*62%*	*58%*	*60%*	*61%*	*59%*
BBC Two	1236	619	616	170	179	236	221	185	135	110	349	886	47.41	808	164	216	1020	1131
	56%j	*58%*	*54%*	*52%*	*51%*	*58%*	**62%zcdj**	*57%*	*55%*	*58%*	*51%*	**58%zj**		**60%zm**	*52%*	*53%*	*57%*	*51%*
ITV1	682	327	356	137	107	148	110	84	57	40	244	439	43.14	415	80	143	540	680
	31%hik	*30%*	*31%*	**42%zdfghijk**	*30%*	**36%zghik**	**31%i**	*26%*	*23%*	*21%*	**36%zdghik**	**29%i**		*31%*	*25%*	*35%*	*30%*	*31%*
BBC Four	434	247	187	56	71	103	86	60	38	20	127	308	45.02	309	44	73	361	368
	20%bim	**23%zb**	*17%*	*17%*	**20%i**	**25%zchijk**	**24%hi**	*18%*	*15%*	*11%*	**19%i**	**20%i**		**23%zm**	*14%*	*18%*	*20%*	*17%*
Channel 4	422	210	211	97	79	76	60	41	40	27	176	245	42.14	224	57	58	363	409
	19%gkln	*20%*	*19%*	**29%zefghik**	**23%gk**	*19%*	*17%*	*13%*	*16%*	*14%*	**26%zefghik**	*16%*		*17%*	*18%*	*14%*	**20%n**	*19%*
BBC Three	348	200	148	52	63	80	71	39	25	17	115	232	43.61	245	31	60	288	316
	16%bhim	**19%zb**	*13%*	*16%*	**18%hi**	**20%ghik**	**20%ghik**	*12%*	*10%*	*9%*	**17%hi**	**15%hi**		**18%zm**	*10%*	*15%*	*16%*	*14%*
Five	252	135	117	46	66	45	40	24	16	14	112	139	40.91	135	33	33	218	254
	11%hkl	*13%*	*10%*	**14%ghk**	**19%zefghik**	*11%*	*11%*	*7%*	*7%*	*7%*	**17%zghik**	*9%*		*10%*	*10%*	*8%*	*12%*	*12%*
ITV2	208	118	90	45	42	30	42	26	11	12	87	121	41.72	120	25	40	167	204
	9%hk	*11%*	*8%*	**14%zehik**	**12%h**	*7%*	**12%hk**	*8%*	*4%*	*6%*	**13%zehk**	*8%*		*9%*	*8%*	*10%*	*9%*	*9%*
Sky One	207	132	75	52	51	43	24	24	7	6	102	104	38.30	122	18	31	176	213
	9%bhik	**12%zb**	*7%*	**16%zfghik**	**14%zfghik**	**11%hik**	*7%*	*7%*	*3%*	*3%*	**15%zfghik**	**7%h**		*9%*	*6%*	*8%*	*10%*	*10%*
ITV3	201	112	89	38	39	30	40	25	18	12	77	124	43.57	119	26	37	164	190
	9%k	*10%*	*8%*	*12%*	*11%*	*7%*	**11%k**	*8%*	*7%*	*6%*	*11%*	*8%*		*9%*	*8%*	*9%*	*9%*	*9%*
Living	145	73	72	43	18	36	22	14	11	2	60	84	38.94	82	10	36	108	144
	7%ikm	*7%*	*6%*	**13%zdfghijk**	*5%*	**9%ik**	**6%i**	*4%*	*4%*	*1%*	**9%zdik**	**6%i**		*6%*	*3%*	*9%*	*6%*	*7%*
ITV4	138	85	53	31	31	25	24	9	12	6	62	76	40.84	88	14	28	110	137
	6%bgk	**8%zb**	*5%*	**9%gik**	**9%gk**	*6%*	*7%*	*3%*	*5%*	*3%*	**9%zgik**	*5%*		*6%*	*4%*	*7%*	*6%*	*6%*
E4	129	70	59	56	28	19	17	6	1	2	85	44	31.76	58	7	15	113	109
	6%ghiklm	*7%*	*5%*	**17%zdefghijk**	**8%ghik**	**5%h**	**5%h**	*2%*	*	*1%*	**12%zdefghik**	**3%h**		*4%*	*2%*	*4%*	*6%*	*5%*
More 4	111	50	61	36	25	19	18	*	9	5	60	51	37.21	69	10	12	99	95
	5%gk	*5%*	*5%*	**11%zefghik**	**7%gk**	**5%g**	**5%g**	*	**4%g**	**2%g**	**9%zghik**	**3%g**		*5%*	*3%*	*3%*	*5%*	*4%*
Five US	90	48	42	31	21	10	15	4	6	4	51	39	36.68	50	12	11	79	86
	4%gk	*5%*	*4%*	**9%zefghik**	**6%gk**	*2%*	*4%*	*1%*	*3%*	*2%*	**8%zeghik**	*3%*		*4%*	*4%*	*3%*	*4%*	*4%*
Fiver (Five Life)	69	35	34	25	10	9	16	3	4	*	35	33	37.08	38	5	11	58	70
	3%ik	*3%*	*3%*	**8%zeghik**	*3%*	*2%*	**4%gik**	*1%*	*2%*	*	**5%zdgik**	*2%*		*3%*	*2%*	*3%*	*3%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 525

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Gender		Age									Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
MTV	44	29	15	25	7	5	4	1	1	-	32	12	29.23	20	1	7	37	52
	2%k	*3%*	*1%*	**8%zdefghijk**	*2%*	*1%*	*1%*	*	*	-	**5%zdefghik**	*1%*		*2%*	*	*2%*	*2%*	*2%*
Virgin 1	42	22	20	12	8	8	4	2	7	-	20	21	38.92	20	4	7	35	46
	2%k	*2%*	*2%*	**4%ik**	*2%*	*2%*	*1%*	*1%*	*3%*	-	**3%i**	*1%*		*1%*	*1%*	*2%*	*2%*	*2%*
Other	15	6	9	3	2	4	1	2	2	-	5	10	40.99	11	-	3	12	23
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	-	*1%*	*1%*		*1%*	-	*1%*	*1%*	*1%*
Don't know	158	62	96	22	43	22	16	22	19	15	65	93	45.53	90	28	23	135	172
	7%k	*6%*	*8%*	*7%*	**12%zefk**	*5%*	*4%*	*7%*	*8%*	*8%*	**9%cfk**	*6%*		*7%*	*9%*	*6%*	*7%*	*8%*
None of these	169	89	81	15	22	27	26	37	23	19	38	132	50.98	110	27	36	134	192
	8%	*8%*	*7%*	*5%*	*6%*	*7%*	*7%*	**11%cj**	*9%*	*10%*	*6%*	**9%z**		*8%*	*9%*	*9%*	*7%*	*9%*
Any BBC TV	**1633**	**805**	**828**	**237**	**243**	**318**	**291**	**226**	**176**	**142**	**480**	**1153**	**46.68**	**1026**	**234**	**295**	**1338**	**1585**
	74%	***75%***	***73%***	***72%***	***70%***	***78%j***	***81%zcdghjk***	***70%***	***72%***	***74%***	***71%***	***76%z***		***76%***	***74%***	***73%***	***74%***	***72%***
Any ITV	**784**	**378**	**407**	**155**	**119**	**158**	**132**	**102**	**66**	**53**	**274**	**511**	**43.86**	**464**	**102**	**156**	**628**	**773**
	36%hik	***35%***	***36%***	**47%zdfghijk**	***34%***	**39%hik**	**37%h**	***32%***	***27%***	***28%***	**40%zdhik**	**33%h**		***34%***	***32%***	***39%***	***35%***	***35%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 526

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
BBC One	**1343**	1139	33	69	50	152	1189	975	45	22	6	24	1073	215	657	415	40	474	846	1307
	61%fnr	**61%f**	*64%*	*65%*	*80%*	*69%*	*60%*	*60%*	*73%*	*56%*	*52%*	*53%*	*60%*	*57%*	*57%*	**71%zmn**	*58%*	**66%zr**	*58%*	*59%*
BBC Two	**1236**	1098	21	35	36	92	1144	934	15	15	7	17	986	199	645	347	32	405	808	1131
	56%ceh	**59%zcef**	*41%*	*33%*	*57%*	**42%c**	**58%zce**	**57%hl**	*24%*	*37%*	*55%*	*36%*	**55%h**	*53%*	*56%*	*60%*	*46%*	*56%*	*56%*	*51%*
ITV1	**682**	600	13	26	12	52	631	530	12	9	*	12	562	95	350	218	17	240	438	680
	31%	**32%z**	*26%*	*25%*	*20%*	*24%*	**32%z**	**32%zl**	*19%*	*21%*	*1%*	*25%*	*31%*	*25%*	*30%*	**37%zmn**	*25%*	*33%*	*30%*	*31%*
BBC Four	**434**	397	7	6	11	24	410	316	*	4	1	7	327	52	224	143	14	158	274	368
	20%chlm	**21%zce**	*13%*	*6%*	*18%*	**11%c**	**21%zce**	**19%hl**	*	*10%*	*6%*	*14%*	**18%h**	*14%*	*19%*	**24%zm**	*20%*	*22%*	*19%*	*17%*
Channel 4	**422**	342	18	21	21	60	362	299	8	10	*	3	321	74	201	130	8	150	260	409
	19%afl	*18%*	*35%*	*20%*	*33%*	**27%c**	*18%*	*18%*	*13%*	*26%*	*1%*	*7%*	*18%*	*20%*	*17%*	*22%*	*12%*	*21%*	*18%*	*19%*
BBC Three	**348**	320	5	3	8	16	331	254	*	1	1	6	262	42	168	125	11	139	206	316
	16%cehlmr	**17%zce**	*9%*	*3%*	*14%*	**7%c**	**17%zce**	**16%hl**	*	*2%*	*6%*	*13%*	**15%h**	*11%*	*14%*	**21%zmn**	*16%*	**19%zr**	*14%*	*14%*
Five	**252**	191	7	18	22	47	205	167	13	3	*	11	195	39	137	63	8	96	152	254
	11%afg	*10%*	*14%*	*17%*	*36%*	**21%zacf**	*10%*	*10%*	**21%gl**	*8%*	*	*25%*	**11%g**	*10%*	*12%*	*11%*	*12%*	*13%*	*10%*	*12%*
ITV2	**208**	193	2	7	-	9	198	158	5	3	1	3	169	28	100	67	10	75	129	204
	9%	**10%z**	*5%*	**7%e**	-	*4%*	**10%z**	*10%*	*7%*	*6%*	*9%*	*7%*	*9%*	*7%*	*9%*	*11%*	*15%*	*10%*	*9%*	*9%*
Sky One	**207**	173	7	14	5	26	180	142	9	5	3	1	160	15	114	66	7	71	127	213
	9%fm	*9%*	*13%*	*13%*	*9%*	*12%*	*9%*	*9%*	*15%*	*12%*	*24%*	*3%*	*9%*	*4%*	**10%m**	**11%m**	*11%*	*10%*	*9%*	*10%*
ITV3	**201**	182	1	5	-	6	192	153	4	*	*	6	163	27	104	60	7	62	135	190
	9%e	**10%ze**	*2%*	**5%e**	-	*3%*	**10%ze**	*9%*	*6%*	*	*	*12%*	*9%*	*7%*	*9%*	*10%*	*10%*	*9%*	*9%*	*9%*
Living	**145**	122	2	9	6	17	127	113	3	3	3	3	125	13	67	53	9	42	99	144
	7%m	*7%*	*5%*	*9%*	*9%*	*8%*	*6%*	*7%*	*6%*	*9%*	*22%*	*6%*	*7%*	*3%*	*6%*	**9%zmn**	**12%m**	*6%*	*7%*	*7%*
ITV4	**138**	126	4	*	6	9	129	103	*	*	*	2	104	18	70	45	4	41	96	137
	6%c	**7%zc**	*7%*	*	*9%*	**4%c**	**6%zc**	**6%l**	*	*	*	*3%*	*6%*	*5%*	*6%*	*8%*	*6%*	*6%*	*7%*	*6%*
E4	**129**	113	3	4	5	12	117	92	*	4	-	-	96	11	78	35	4	38	90	109
	6%m	*6%*	*5%*	*4%*	*8%*	*5%*	*6%*	*6%*	*	*9%*	-	-	*5%*	*3%*	**7%m**	*6%*	*6%*	*5%*	*6%*	*5%*
More 4	**111**	95	1	5	2	8	103	82	1	3	-	1	87	11	67	30	3	33	78	95
	5%	*5%*	*2%*	*4%*	*4%*	*4%*	*5%*	*5%*	*1%*	*7%*	-	*3%*	*5%*	*3%*	*6%*	*5%*	*4%*	*5%*	*5%*	*4%*
Five US	**90**	77	6	2	3	11	80	73	2	*	-	1	76	14	46	25	5	33	57	86
	4%	*4%*	*11%*	*2%*	*5%*	**5%c**	*4%*	*4%*	*3%*	*	-	*3%*	*4%*	*4%*	*4%*	*4%*	*7%*	*5%*	*4%*	*4%*
Fiver (Five Life)	**69**	62	1	*	-	2	64	48	*	*	-	1	50	8	45	15	2	24	44	70
	3%	*3%*	*2%*	*	-	*1%*	**3%z**	*3%*	*	*	-	*3%*	*3%*	*2%*	*4%*	*3%*	*2%*	*3%*	*3%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 526

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
MTV	**44**	42	*	*	-	*	44	28	*	*	-	1	29	3	26	12	3	16	28	52
	2%l	**2%z**	*	*	-	*	**2%z**	*2%*	*	*	-	*1%*	*2%*	*1%*	*2%*	*2%*	**5%m**	*2%*	*2%*	*2%*
Virgin 1	**42**	38	2	*	-	2	40	32	*	*	*	1	33	6	22	12	2	13	28	46
	2%	*2%*	*4%*	*	-	**1%c**	*2%*	*2%*	*	*	*	*1%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*
Other	**15**	11	1	2	-	3	12	8	1	2	*	-	11	-	12	2	*	5	10	23
	1%f	*1%*	*2%*	*2%*	-	*1%*	*1%*	*1%*	*2%*	*4%*	*	-	**1%g**	-	*1%*	*	*	*1%*	*1%*	*1%*
Don't know	**158**	125	3	7	9	19	139	112	4	3	1	11	131	30	90	27	11	57	101	172
	7%ao	*7%*	*6%*	*7%*	*15%*	*9%*	*7%*	*7%*	*6%*	*9%*	*8%*	*23%*	**7%g**	*8%*	**8%o**	*5%*	**16%zno**	*8%*	*7%*	*8%*
None of these	**169**	143	2	8	*	10	159	126	3	5	*	2	137	33	95	37	4	46	122	192
	8%	*8%*	*3%*	**8%e**	*	*5%*	**8%za**	*8%*	*5%*	*12%*	*1%*	*5%*	*8%*	*9%*	*8%*	*6%*	*6%*	*6%*	*8%*	*9%*
Any BBC TV	**1633**	**1405**	**33**	**73**	**53**	**159**	**1472**	**1211**	**45**	**24**	**8**	**29**	**1317**	**276**	**830**	**468**	**44**	**542**	**1063**	**1585**
	74%n	**75%zf**	***64%***	***69%***	***85%***	***72%***	***74%***	**74%l**	***73%***	***60%***	***68%***	***62%***	***74%***	***74%***	***72%***	**80%znp**	***64%***	***76%***	***73%***	***72%***
Any ITV	**784**	**680**	**13**	**36**	**16**	**65**	**716**	**611**	**19**	**11**	**1**	**12**	**654**	**114**	**398**	**243**	**24**	**268**	**509**	**773**
	36%	**36%z**	***26%***	***34%***	***25%***	***30%***	**36%z**	**37%zl**	***31%***	***28%***	***10%***	***25%***	***37%***	***30%***	***34%***	**42%zmn**	***35%***	***37%***	***35%***	***35%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 527

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
BBC One	1343	278	379	291	670	778	565	658	621	362	254	763	577	86	1018	878	239	1307
	61%fj	*59%*	*60%*	**70%zabd**	**64%b**	**65%zfg**	*56%*	*60%*	*61%*	**67%zj**	*55%*	*63%*	*58%*	*55%*	*61%*	**65%zn**	*64%*	*59%*
BBC Two	1236	234	375	293	668	760	475	583	584	346	209	701	534	80	954	828	204	1131
	56%afgj	*50%*	**59%a**	**70%zabd**	**63%zab**	**63%zfg**	*47%*	**53%f**	**57%j**	**64%zj**	*45%*	*58%*	*54%*	*52%*	*57%*	**61%zn**	*55%*	*51%*
ITV1	682	141	209	135	343	331	352	349	359	129	135	402	281	41	544	453	135	680
	31%ei	*30%*	*33%*	*32%*	*33%*	*27%*	**35%ze**	**32%e**	**35%zi**	*24%*	*29%*	*33%*	*28%*	*27%*	**33%z**	**33%z**	*36%*	*31%*
BBC Four	434	66	145	125	270	311	123	204	222	160	30	275	159	5	363	359	91	368
	20%afjlm	*14%*	**23%a**	**30%zab**	**26%zab**	**26%zfg**	*12%*	**19%f**	**22%j**	**29%zhj**	*6%*	**23%zl**	*16%*	*3%*	**22%zm**	**26%zmn**	*24%*	*17%*
Channel 4	422	85	120	72	191	223	199	215	225	89	69	238	181	50	313	252	95	409
	19%j	*18%*	*19%*	*17%*	*18%*	*19%*	*20%*	*20%*	**22%zj**	*16%*	*15%*	*20%*	*18%*	**32%zno**	*19%*	*19%*	**26%z**	*19%*
BBC Three	348	51	111	99	210	225	123	164	169	122	35	214	134	2	300	281	81	316
	16%afjlm	*11%*	**17%a**	**24%za**	**20%zab**	**19%zfg**	*12%*	*15%*	**17%j**	**22%zhj**	*8%*	**18%l**	*14%*	*1%*	**18%zm**	**21%zmn**	**22%z**	*14%*
Five	252	70	67	41	108	122	130	135	121	47	55	146	105	14	192	144	49	254
	11%	**15%zd**	*11%*	*10%*	*10%*	*10%*	*13%*	*12%*	*12%*	*9%*	*12%*	*12%*	*11%*	*9%*	*12%*	*11%*	*13%*	*12%*
ITV2	208	50	60	46	107	103	105	100	104	39	49	128	79	2	176	135	49	204
	9%m	*11%*	*9%*	*11%*	*10%*	*9%*	*10%*	*9%*	*10%*	*7%*	*11%*	*11%*	*8%*	*1%*	**11%zm**	**10%m**	*13%*	*9%*
Sky One	207	38	58	45	102	104	102	96	112	40	39	128	79	5	167	142	45	213
	9%m	*8%*	*9%*	*11%*	*10%*	*9%*	*10%*	*9%*	*11%*	*7%*	*9%*	*11%*	*8%*	*3%*	**10%m**	**10%m**	*12%*	*10%*
ITV3	201	40	60	45	105	106	95	103	93	41	42	122	77	6	165	127	45	190
	9%m	*9%*	*9%*	*11%*	*10%*	*9%*	*9%*	*9%*	*9%*	*8%*	*9%*	*10%*	*8%*	*4%*	**10%m**	*9%*	*12%*	*9%*
Living	145	29	36	31	67	77	68	57	66	35	28	91	54	-	117	107	43	144
	7%gm	*6%*	*6%*	*8%*	*6%*	*6%*	*7%*	*5%*	*6%*	*6%*	*6%*	*7%*	*5%*	-	**7%m**	**8%zm**	**12%z**	*7%*
ITV4	138	28	42	35	77	70	68	75	72	31	14	85	53	1	117	101	37	137
	6%jm	*6%*	*7%*	*8%*	*7%*	*6%*	*7%*	*7%*	**7%j**	*6%*	*3%*	*7%*	*5%*	*1%*	**7%zm**	**7%m**	**10%z**	*6%*
E4	129	21	45	19	64	61	67	72	74	24	20	76	52	1	115	105	58	109
	6%m	*4%*	*7%*	*5%*	*6%*	*5%*	*7%*	*7%*	**7%z**	*5%*	*4%*	*6%*	*5%*	*1%*	**7%zm**	**8%zm**	**16%z**	*5%*
More 4	111	25	35	16	51	62	49	51	58	29	13	63	49	3	92	88	38	95
	5%j	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	*3%*	*5%*	*5%*	*2%*	*6%*	**6%z**	**10%z**	*4%*
Five US	90	27	30	13	43	45	46	53	48	12	16	54	36	6	73	61	34	86
	4%	*6%*	*5%*	*3%*	*4%*	*4%*	*5%*	*5%*	*5%*	*2%*	*3%*	*4%*	*4%*	*4%*	*4%*	*5%*	**9%z**	*4%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 527

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Fiver (Five Life)	69	21	25	9	34	31	38	27	29	12	18	48	20	1	61	47	19	70
	3%l	4%	4%	2%	3%	3%	4%	3%	3%	2%	4%	4%l	2%	1%	4%z	3%	5%	3%
MTV	44	9	17	10	27	22	23	15	26	7	10	23	21	-	35	31	17	52
	2%	2%	3%	2%	3%	2%	2%	1%	3%	1%	2%	2%	2%	-	2%	2%	5%z	2%
Virgin 1	42	13	10	8	18	13	29	19	21	6	12	19	22	-	34	27	8	46
	2%e	3%	2%	2%	2%	1%	3%ze	2%	2%	1%	3%	2%	2%	-	2%	2%	2%	2%
Other	15	3	4	2	5	7	8	8	2	7	3	8	7	2	9	8	*	23
	1%h	1%	1%	*	1%	1%	1%	1%	*	1%h	1%	1%	1%	1%	1%	1%	*	1%
Don't know	158	30	49	16	65	76	82	93	68	34	40	89	69	12	99	94	41	172
	7%cn	6%	8%	4%	6%c	6%	8%	8%e	7%	6%	9%	7%	7%	8%	6%	7%	11%z	8%
None of these	169	43	44	25	69	81	89	91	72	33	44	91	77	14	130	92	16	192
	8%p	9%	7%	6%	7%	7%	9%	8%	7%	6%	9%	8%	8%	9%	8%	7%	4%	9%
Any BBC TV	1633	339	474	342	816	949	684	790	752	437	314	890	741	103	1255	1051	269	1585
	74%fj	72%	74%	82%zabd	77%zb	79%zfg	68%	72%	74%	81%zhj	68%	73%	75%	66%	75%z	77%zm	73%	72%
Any ITV	784	163	233	150	383	390	395	390	392	152	166	453	329	44	625	510	149	773
	36%ei	35%	37%	36%	36%	32%	39%ze	35%	38%zi	28%	36%i	37%	33%	28%	38%z	38%	40%	35%

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 528

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Region										Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
BBC One	1343	1134	67	39	103	172	498	366	342	294	390	408	430	537	462	691	159	1307
	61%i	**61%i**	*62%*	*61%*	*56%*	*63%*	**66%zadi**	**64%i**	*61%*	*56%*	**67%zkl**	*58%*	*58%*	*58%*	*60%*	*62%*	*59%*	*59%*
BBC Two	1236	1036	64	30	106	121	435	315	318	284	417	414	342	478	429	649	131	1131
	56%celm	**56%ce**	**59%ce**	*46%*	**57%e**	*44%*	**57%ce**	**55%e**	**57%ce**	*54%*	**71%zkl**	**59%l**	*46%*	*52%*	*56%*	**58%p**	*49%*	*51%*
ITV1	682	547	41	27	68	65	202	158	158	186	169	194	281	270	200	370	99	680
	31%fn	*30%*	**38%aefgh**	**42%zaefgh**	**36%ef**	*24%*	*27%*	*27%*	*28%*	**35%aefg**	*29%*	*28%*	**38%zjk**	*29%*	*26%*	**33%n**	**37%n**	*31%*
BBC Four	434	370	21	7	36	39	163	122	110	97	204	155	103	138	142	237	52	368
	20%clm	**20%c**	*19%*	*11%*	*19%*	*14%*	**21%ce**	**21%ce**	**20%c**	*18%*	**35%zkl**	**22%l**	*14%*	*15%*	*18%*	*21%*	*19%*	*17%*
Channel 4	422	346	21	8	47	70	176	137	70	99	119	115	166	155	125	208	75	409
	19%chn	**19%h**	**20%h**	*12%*	**25%ch**	**25%ach**	**23%zach**	**24%zach**	*13%*	**19%h**	*20%*	*17%*	**22%zk**	*17%*	*16%*	*19%*	**28%zno**	*19%*
BBC Three	348	287	17	6	37	21	122	82	92	72	153	111	107	99	101	192	50	316
	16%emn	**16%e**	**16%e**	*10%*	**20%ce**	*8%*	**16%e**	**14%e**	**16%e**	*14%*	**26%zkl**	*16%*	*14%*	*11%*	*13%*	*17%*	*19%*	*14%*
Five	252	201	13	5	33	30	73	60	63	66	53	88	95	100	68	134	43	254
	11%n	*11%*	*12%*	*7%*	**18%zacfg**	*11%*	*10%*	*11%*	*11%*	*12%*	*9%*	*13%*	*13%*	*11%*	*9%*	*12%*	**16%zn**	*12%*
ITV2	208	152	17	7	31	18	51	40	43	59	66	61	88	67	52	117	34	204
	9%afmn	*8%*	**16%zaefgh**	*11%*	**17%zaefgh**	*6%*	*7%*	*7%*	*8%*	**11%af**	*11%*	*9%*	**12%z**	*7%*	*7%*	**11%n**	**13%n**	*9%*
Sky One	207	172	8	6	21	26	66	53	50	55	50	73	87	65	53	115	33	213
	9%mn	*9%*	*7%*	*9%*	*12%*	*9%*	*9%*	*9%*	*9%*	*10%*	*9%*	*10%*	**12%z**	*7%*	*7%*	*10%*	**12%n**	*10%*
ITV3	201	153	19	5	23	22	53	47	50	50	61	54	77	75	48	112	31	190
	9%n	*8%*	**17%zacefghi**	*9%*	**13%f**	*8%*	*7%*	*8%*	*9%*	*10%*	*10%*	*8%*	*10%*	*8%*	*6%*	**10%n**	**12%n**	*9%*
Living	145	109	10	6	20	17	39	37	40	31	28	45	73	62	26	90	26	144
	7%n	*6%*	*9%*	*9%*	**11%af**	*6%*	*5%*	*6%*	*7%*	*6%*	*5%*	*6%*	**10%zjk**	*7%*	*3%*	**8%zn**	**10%n**	*7%*
ITV4	138	95	15	5	23	11	31	19	32	32	47	33	53	47	30	80	25	137
	6%afgn	*5%*	**14%zaefghi**	**7%g**	**12%zaefghi**	*4%*	*4%*	*3%*	*6%*	*6%*	**8%k**	*5%*	*7%*	*5%*	*4%*	**7%n**	**9%n**	*6%*
E4	129	107	10	3	9	14	40	32	33	34	31	45	73	28	32	63	32	109
	6%mn	*6%*	*9%*	*5%*	*5%*	*5%*	*5%*	*6%*	*6%*	*6%*	*5%*	*6%*	**10%zjk**	*3%*	*4%*	*6%*	**12%zno**	*5%*
More 4	111	91	6	2	12	11	41	30	20	30	36	36	50	33	30	49	29	95
	5%m	*5%*	*6%*	*3%*	*6%*	*4%*	*5%*	*5%*	*4%*	*6%*	*6%*	*5%*	**7%z**	*4%*	*4%*	*4%*	**11%zno**	*4%*

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 528

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Five US	90	67	5	3	16	5	22	19	18	26	12	31	44	25	26	48	14	86
	4%jm	*4%*	*5%*	*4%*	9%zaefgh	*2%*	*3%*	*3%*	*3%*	*5%*	*2%*	4%j	6%zj	*3%*	*3%*	*4%*	*5%*	*4%*
Fiver (Five Life)	69	47	4	3	15	6	16	16	9	22	13	21	34	14	16	30	21	70
	3%am	*3%*	*4%*	*4%*	8%zaefgh	*2%*	*2%*	*3%*	*2%*	4%a	*2%*	*3%*	5%zj	*2%*	*2%*	*3%*	8%zno	*3%*
MTV	44	34	5	1	4	3	10	8	10	15	11	16	31	10	8	20	14	52
	2%n	*2%*	4%zfg	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*3%*	*2%*	*2%*	4%zj	*1%*	*1%*	*2%*	5%zno	*2%*
Virgin 1	42	34	3	2	3	5	10	10	9	15	11	15	21	15	7	23	10	46
	2%n	*2%*	*3%*	*3%*	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	4%n	*2%*
Other	15	10	1	-	4	3	4	4	3	2	4	3	7	9	4	6	3	23
	1%	*1%*	*1%*	-	2%a	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't know	158	142	5	3	8	30	59	48	42	40	23	41	60	80	56	83	15	172
	7%j	*8%*	*4%*	*5%*	*4%*	*11%*	*8%*	*8%*	*8%*	*8%*	*4%*	*6%*	8%j	*9%*	*7%*	*7%*	*6%*	*8%*
None of these	169	143	7	7	13	22	45	38	51	47	34	60	59	62	64	74	30	192
	8%	*8%*	*6%*	*11%*	*7%*	*8%*	*6%*	*7%*	*9%*	*9%*	*6%*	*9%*	*8%*	*7%*	*8%*	*7%*	*11%*	*9%*
Any BBC TV	**1633**	**1369**	**87**	**44**	**134**	**189**	**581**	**424**	**420**	**367**	**484**	**535**	**510**	**670**	**570**	**837**	**187**	**1585**
	74%il	*74%i*	80%cei	*69%*	*72%*	*69%*	76%ei	*74%*	*75%*	*69%*	83%zkl	76%l	*69%*	*72%*	*74%*	*75%*	*70%*	*72%*
Any ITV	**784**	**629**	**46**	**31**	**79**	**82**	**237**	**183**	**180**	**212**	**205**	**240**	**313**	**328**	**241**	**420**	**105**	**773**
	36%afn	*34%*	42%aefgh	48%zaefgh	43%efgh	*30%*	*31%*	*32%*	*32%*	40%aefgh	*35%*	*34%*	42%zjk	*35%*	*31%*	38%n	*39%*	*35%*

Fieldwork Dates : 7th - 25th March 2009
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Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 529

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
BBC One	1343	183	97	700	649	626	991	906	503	441	175	109	256	189	66	183	127	40	1307
	61%ehlm	*59%*	*66%*	*63%*	**61%e**	*57%*	**60%e**	**60%e**	*56%*	**64%h**	*59%*	*60%*	*54%*	*53%*	*62%*	*58%*	*63%*	*62%*	*59%*
BBC Two	1236	199	102	683	665	633	936	860	509	429	169	108	277	205	61	189	125	40	1131
	56%	**64%z**	**70%z**	**62%z**	**63%zefg**	*58%*	*57%*	*57%*	*57%*	**62%zh**	*57%*	*60%*	*58%*	*57%*	*58%*	*60%*	*62%*	*63%*	*51%*
ITV1	682	80	47	360	277	303	493	454	236	188	93	52	125	104	30	73	45	12	680
	31%dehop	*26%*	*32%*	**33%a**	*26%*	*28%*	**30%de**	**30%de**	*26%*	*27%*	*31%*	*29%*	*26%*	*29%*	*28%*	*23%*	*22%*	*19%*	*31%*
BBC Four	434	72	35	264	228	217	309	276	177	164	70	39	84	59	10	63	33	11	368
	20%n	*24%*	*24%*	**24%z**	**21%fg**	*20%*	*19%*	*18%*	*20%*	**24%zh**	*24%*	*22%*	*18%*	*16%*	*10%*	*20%*	*16%*	*17%*	*17%*
Channel 4	422	56	24	179	170	183	286	267	138	133	60	18	66	39	12	54	19	6	409
	19%cdefhkl mp	*18%*	*16%*	*16%*	*16%*	*17%*	*17%*	*18%*	*15%*	**19%hk**	**20%k**	*10%*	*14%*	*11%*	*12%*	**17%p**	*10%*	*10%*	*19%*
BBC Three	348	50	28	202	161	154	243	219	116	110	54	33	53	43	9	36	28	6	316
	16%hl	*16%*	*19%*	**18%z**	*15%*	*14%*	*15%*	*15%*	*13%*	*16%*	*18%*	*18%*	*11%*	*12%*	*8%*	*11%*	*14%*	*9%*	*14%*
Five	252	14	19	87	77	107	170	157	91	73	34	15	43	35	12	27	22	8	254
	11%acdef	*5%*	**13%a**	*8%*	*7%*	**10%d**	**10%d**	**10%d**	*10%*	*11%*	*12%*	*8%*	*9%*	*10%*	*11%*	*9%*	*11%*	*12%*	*12%*
ITV2	208	22	11	101	78	88	148	133	66	59	30	12	40	27	10	16	15	4	204
	9%dho	*7%*	*7%*	*9%*	*7%*	*8%*	**9%d**	*9%*	*7%*	*9%*	*10%*	*6%*	*8%*	*8%*	*10%*	*5%*	*7%*	*7%*	*9%*
Sky One	207	18	10	89	86	68	128	113	67	67	29	21	29	25	12	23	13	3	213
	9%efgl	*6%*	*7%*	*8%*	**8%e**	*6%*	**8%e**	**8%e**	*8%*	*10%*	*10%*	*12%*	*6%*	*7%*	*12%*	*7%*	*6%*	*5%*	*10%*
ITV3	201	30	10	97	72	68	141	130	60	52	29	13	35	23	7	20	19	6	190
	9%deh	*10%*	*7%*	*9%*	*7%*	*6%*	**9%de**	**9%de**	*7%*	*8%*	*10%*	*7%*	*7%*	*6%*	*7%*	*6%*	*10%*	*10%*	*9%*
Living	145	13	6	75	68	65	93	80	52	44	15	9	29	30	4	20	12	3	144
	7%fg	*4%*	*4%*	*7%*	*6%*	*6%*	*6%*	*5%*	*6%*	*6%*	*5%*	*5%*	*6%*	*8%*	*4%*	*6%*	*6%*	*5%*	*7%*
ITV4	138	21	9	62	47	54	94	86	39	42	19	10	25	17	5	18	13	2	137
	6%deh	*7%*	*6%*	*6%*	*4%*	*5%*	*6%*	*6%*	*4%*	*6%*	*6%*	*5%*	*5%*	*5%*	*5%*	*6%*	*6%*	*2%*	*6%*
E4	129	6	7	50	36	39	71	61	46	33	28	9	23	18	2	9	5	2	109
	6%acdefg	*2%*	*4%*	*5%*	*3%*	*4%*	*4%*	*4%*	*5%*	*5%*	**10%zhik**	*5%*	*5%*	*5%*	*2%*	*3%*	*2%*	*4%*	*5%*
More 4	111	12	7	47	46	45	77	66	50	32	18	4	22	24	6	14	4	3	95
	5%	*4%*	*5%*	*4%*	*4%*	*4%*	*5%*	*4%*	*6%*	*5%*	**6%k**	*2%*	*5%*	*7%*	*6%*	*4%*	*2%*	*5%*	*4%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 529

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Five US	90	12	7	34	33	40	64	57	40	34	15	3	21	16	4	17	10	6	86
	4%	*4%*	*5%*	*3%*	*3%*	*4%*	*4%*	*4%*	*5%*	*5%*	**5%k**	*1%*	*5%*	*5%*	*4%*	*5%*	*5%*	*10%*	*4%*
Fiver (Five Life)	69	5	3	27	15	22	42	31	31	15	9	2	13	11	-	5	7	5	70
	3%defg	*2%*	*2%*	*2%*	*1%*	*2%*	**3%dg**	*2%*	*3%*	*2%*	*3%*	*1%*	*3%*	*3%*	-	*2%*	*4%*	**7%o**	*3%*
MTV	44	3	2	11	10	16	24	17	13	7	4	2	4	1	*	3	1	*	52
	2%cdfgm	*1%*	*1%*	*1%*	*1%*	*1%*	**1%g**	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*	*2%*
Virgin 1	42	6	1	23	17	17	24	18	15	14	3	-	7	8	-	5	3	-	46
	2%fg	*2%*	*1%*	*2%*	*2%*	*2%*	**1%g**	*1%*	*2%*	*2%*	*1%*	-	*1%*	*2%*	-	*2%*	*2%*	-	*2%*
Other	15	1	1	2	4	5	8	8	5	3	-	-	5	1	*	1	1	-	23
	1%c	*	*1%*	*	*	*	*1%*	*1%*	*1%*	*	-	-	*1%*	*	*	*	*	-	*1%*
Don't know	158	25	5	79	56	68	113	98	53	44	29	11	28	23	6	25	8	4	172
	7%d	*8%*	*3%*	*7%*	*5%*	*6%*	**7%d**	*7%*	*6%*	*6%*	*10%*	*6%*	*6%*	*6%*	*6%*	**8%p**	*4%*	*6%*	*8%*
None of these	169	26	5	88	88	92	124	111	88	33	17	18	49	39	10	16	13	2	192
	8%i	*8%*	*3%*	*8%*	*8%*	*8%*	*8%*	*7%*	**10%zi**	*5%*	*6%*	**10%i**	*10%*	*11%*	*9%*	*5%*	*6%*	*2%*	*9%*
Any BBC TV	**1633**	**243**	**126**	**856**	**829**	**813**	**1231**	**1129**	**650**	**554**	**223**	**137**	**344**	**258**	**80**	**245**	**161**	**49**	**1585**
	74%	***79%***	**85%z**	**77%z**	**78%zefg**	***74%***	***75%***	***75%***	***73%***	**81%zh**	***75%***	***76%***	***73%***	***72%***	***76%***	***78%***	***80%***	***76%***	***72%***
Any ITV	**784**	**94**	**47**	**403**	**333**	**361**	**584**	**542**	**276**	**226**	**103**	**58**	**151**	**123**	**39**	**90**	**62**	**21**	**773**
	36%deho	***30%***	***32%***	***37%***	***31%***	***33%***	**35%de**	**36%de**	***31%***	***33%***	***35%***	***32%***	***32%***	***34%***	***37%***	***29%***	***31%***	***32%***	***35%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 530

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own respons ibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broad caster's responsi bility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's respons ibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broad caster's respons ibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
BBC One	1343 **61%glo**	47 *57%*	63 *64%*	27 *52%*	27 *56%*	554 *61%*	793 **63%g**	182 *52%*	831 *61%*	126 *55%*	407 **63%l**	81 **60%l**	38 *41%*	767 **62%l**	1098 **64%zo**	109 *48%*	1307 *59%*
BBC Two	1236 **56%g**	54 *67%*	61 *62%*	37 **72%d**	26 *54%*	561 **62%z**	727 **58%g**	163 *47%*	772 *57%*	111 *48%*	370 *58%*	77 *57%*	46 *49%*	688 *56%*	1011 **59%z**	112 *50%*	1131 *51%*
ITV1	682 **31%eo**	26 *32%*	36 *36%*	13 *25%*	16 *32%*	252 *28%*	393 *31%*	109 *31%*	451 **33%z**	70 *31%*	228 **35%zkl**	29 *21%*	18 *19%*	395 **32%k**	567 **33%zo**	49 *22%*	680 *31%*
BBC Four	434 **20%g**	23 *28%*	31 **32%z**	10 *19%*	11 *23%*	224 **25%z**	249 **20%g**	43 *12%*	253 *19%*	37 *16%*	118 *18%*	30 *22%*	17 *18%*	264 *21%*	364 **21%z**	32 *14%*	368 *17%*
Channel 4	422 **19%cd**	14 *17%*	19 *20%*	1 *1%*	3 *5%*	155 *17%*	255 *20%*	64 *18%*	275 *20%*	40 *18%*	119 *18%*	28 *21%*	10 *11%*	249 *20%*	341 *20%*	36 *16%*	409 *19%*
BBC Three	348 **16%go**	16 *19%*	14 *14%*	8 *16%*	7 *13%*	160 *18%*	208 **16%g**	29 *8%*	214 *16%*	22 *9%*	103 *16%*	14 *11%*	9 *9%*	216 **18%z**	301 **17%zo**	17 *8%*	316 *14%*
Five	252 **11%e**	9 *11%*	15 *15%*	1 *3%*	2 *3%*	83 *9%*	129 *10%*	51 *15%*	165 *12%*	22 *10%*	84 *13%*	16 *12%*	10 *10%*	138 *11%*	206 *12%*	19 *9%*	254 *12%*
ITV2	208 **9%o**	9 *10%*	17 **18%z**	2 *3%*	3 *6%*	78 *9%*	130 *10%*	23 *7%*	137 *10%*	16 *7%*	67 *10%*	7 *5%*	4 *4%*	126 *10%*	174 *10%*	11 *5%*	204 *9%*
Sky One	207 **9%ko**	8 *10%*	7 *7%*	3 *7%*	4 *8%*	73 *8%*	126 *10%*	23 *7%*	118 *9%*	19 *8%*	65 **10%k**	4 *3%*	4 *4%*	125 **10%k**	172 **10%o**	9 *4%*	213 *10%*
ITV3	201 *9%*	7 *8%*	19 **19%za**	2 *5%*	3 *6%*	75 *8%*	118 *9%*	30 *9%*	123 *9%*	15 *7%*	61 *10%*	7 *5%*	6 *6%*	125 *10%*	168 *10%*	11 *5%*	190 *9%*
Living	145 **7%e**	4 *4%*	4 *4%*	2 *3%*	- -	46 *5%*	90 *7%*	19 *5%*	104 **8%z**	10 *4%*	51 *8%*	9 *7%*	3 *3%*	79 *6%*	110 *6%*	7 *3%*	144 *7%*
ITV4	138 *6%*	4 *5%*	14 **15%za**	1 *2%*	3 *7%*	49 *5%*	84 *7%*	19 *6%*	84 *6%*	17 *8%*	34 *5%*	2 *2%*	5 *5%*	94 **8%zk**	114 *7%*	9 *4%*	137 *6%*
E4	129 **6%o**	4 *5%*	10 *10%*	3 *7%*	2 *4%*	43 *5%*	84 *7%*	22 *6%*	84 *6%*	11 *5%*	41 *6%*	7 *5%*	3 *4%*	74 *6%*	107 *6%*	5 *2%*	109 *5%*
More 4	111 *5%*	6 *7%*	12 **12%z**	2 *4%*	2 *4%*	49 *5%*	64 *5%*	22 *6%*	63 *5%*	11 *5%*	26 *4%*	9 *7%*	4 *4%*	65 *5%*	88 *5%*	7 *3%*	95 *4%*
Five US	90 *4%*	8 *9%*	11 **11%z**	1 *3%*	* *	34 *4%*	43 *3%*	24 **7%zf**	53 *4%*	15 *6%*	28 *4%*	3 *2%*	3 *3%*	54 *4%*	68 *4%*	17 **8%zn**	86 *4%*

Fieldwork Dates : 7th - 25th March 2009
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Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 530

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Fiver (Five Life)	69	1	7	-	-	27	39	16	51	5	19	7	2	41	50	8	70
	3%	*1%*	*7%*	-	-	*3%*	*3%*	*5%*	*4%*	*2%*	*3%*	*5%*	*2%*	*3%*	*3%*	*4%*	*3%*
MTV	44	*	1	-	-	14	29	6	31	2	9	*	2	31	34	2	52
	2%	*	*1%*	-	-	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*	*2%*	*2%*	*2%*	*1%*	*2%*
Virgin 1	42	1	1	-	-	14	22	9	28	1	17	1	1	21	36	1	46
	2%	*1%*	*1%*	-	-	*2%*	*2%*	*3%*	*2%*	*	*3%*	*1%*	*1%*	*2%*	*2%*	*	*2%*
Other	15	-	-	-	-	3	11	1	12	*	4	-	-	11	14	1	23
	1%	-	-	-	-	*	*1%*	*	*1%*	*	*1%*	-	-	*1%*	*1%*	*	*1%*
Don't know	158	3	5	*	-	55	104	18	101	20	35	5	15	91	102	13	172
	7%n	*4%*	*5%*	*1%*	-	*6%*	*8%*	*5%*	*7%*	*9%*	*5%*	*3%*	**16%zjkm**	*7%*	*6%*	*6%*	*8%*
None of these	169	3	7	5	9	78	94	35	110	19	50	16	4	94	116	35	192
	8%n	*4%*	*8%*	*10%*	**19%z**	*9%*	*7%*	*10%*	*8%*	*8%*	*8%*	*12%*	*4%*	*8%*	*7%*	**16%zn**	*9%*
Any BBC TV	**1633**	**66**	**76**	**42**	**33**	**704**	**942**	**231**	**1004**	**154**	**495**	**99**	**58**	**912**	**1338**	**141**	**1585**
	74%go	***81%***	***78%***	***81%***	***68%***	**77%z**	**74%g**	***66%***	***74%***	***67%***	**77%l**	***73%***	***62%***	***74%***	**77%zo**	***63%***	***72%***
Any ITV	**784**	**31**	**40**	**15**	**18**	**301**	**445**	**132**	**513**	**84**	**261**	**35**	**20**	**454**	**647**	**62**	**773**
	36%lo	***38%***	***41%***	***29%***	***36%***	***33%***	***35%***	***38%***	**38%z**	***37%***	**41%zkl**	***26%***	***21%***	**37%l**	**37%zo**	***28%***	***35%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 531

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	Unwtd. Total
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
BBC One	1343	992	135	874	312	318	787	740	358	878	265	1083	113	385	660	738	338	1307
	61%bdegjm	**64%zb**	*50%*	**63%zd**	*56%*	*56%*	**64%ze**	*56%*	**70%zg**	**66%zj**	*52%*	*62%*	*55%*	*47%*	**73%zm**	*61%*	*64%*	*59%*
BBC Two	1236	924	143	800	308	312	726	718	327	821	249	999	111	356	604	683	318	1131
	56%jm	**60%z**	*53%*	*58%*	*55%*	*54%*	**59%z**	*55%*	**64%zg**	**61%zj**	*49%*	*57%*	*54%*	*43%*	**67%zm**	*56%*	*60%*	*51%*
ITV1	682	504	74	452	152	164	402	379	196	429	144	560	53	226	296	355	180	680
	31%gm	*33%*	*27%*	*33%*	*27%*	*29%*	*33%*	*29%*	**38%zg**	*32%*	*29%*	*32%*	*26%*	*28%*	*33%*	*29%*	*34%*	*31%*
BBC Four	434	357	25	283	99	80	286	230	126	307	69	345	43	107	225	224	139	368
	20%begjm	**23%zb**	*9%*	*21%*	*18%*	*14%*	**23%ze**	*18%*	**25%zg**	**23%zj**	*14%*	*20%*	*21%*	*13%*	**25%zm**	*18%*	**26%zo**	*17%*
Channel 4	422	328	35	272	89	74	276	205	137	272	85	326	38	125	188	227	95	409
	19%begm	**21%zb**	*13%*	*20%*	*16%*	*13%*	**22%ze**	*16%*	**27%zg**	*20%*	*17%*	*19%*	*18%*	*15%*	**21%m**	*19%*	*18%*	*19%*
BBC Three	348	280	21	223	87	56	235	167	105	230	65	272	34	70	179	185	101	316
	16%begm	**18%zb**	*8%*	*16%*	*16%*	*10%*	**19%ze**	*13%*	**21%zg**	*17%*	*13%*	*16%*	*16%*	*9%*	**20%zm**	*15%*	*19%*	*14%*
Five	252	183	23	162	55	60	148	139	75	153	62	198	14	91	97	128	56	254
	11%	*12%*	*9%*	*12%*	*10%*	*10%*	*12%*	*11%*	**15%z**	*11%*	*12%*	*11%*	*7%*	*11%*	*11%*	*11%*	*11%*	*12%*
ITV2	208	140	28	129	43	30	136	100	58	124	46	161	23	69	74	113	44	204
	9%eg	*9%*	*11%*	*9%*	*8%*	*5%*	**11%ze**	*8%*	**11%g**	*9%*	*9%*	*9%*	*11%*	*8%*	*8%*	*9%*	*8%*	*9%*
Sky One	207	148	23	144	29	35	124	105	62	121	42	172	18	65	105	101	56	213
	9%deg	*10%*	*8%*	**10%d**	*5%*	*6%*	**10%e**	*8%*	**12%g**	*9%*	*8%*	*10%*	*9%*	*8%*	**12%zm**	*8%*	*11%*	*10%*
ITV3	201	139	25	131	43	41	131	107	58	120	50	158	25	67	82	106	56	190
	9%	*9%*	*9%*	*9%*	*8%*	*7%*	**11%z**	*8%*	*11%*	*9%*	*10%*	*9%*	*12%*	*8%*	*9%*	*9%*	*11%*	*9%*
Living	145	106	10	103	25	37	84	80	45	90	24	121	4	56	56	83	35	144
	7%l	*7%*	*4%*	*8%*	*5%*	*6%*	*7%*	*6%*	*9%*	*7%*	*5%*	**7%l**	*2%*	*7%*	*6%*	*7%*	*7%*	*7%*
ITV4	138	102	13	83	33	26	93	66	46	91	29	108	19	41	56	68	36	137
	6%g	*7%*	*5%*	*6%*	*6%*	*4%*	**8%z**	*5%*	**9%zg**	*7%*	*6%*	*6%*	*9%*	*5%*	*6%*	*6%*	*7%*	*6%*
E4	129	107	5	89	18	15	97	53	47	88	26	87	20	46	58	54	36	109
	6%bdegko	**7%zb**	*2%*	**6%d**	*3%*	*3%*	**8%ze**	*4%*	**9%zg**	*7%*	*5%*	*5%*	**9%k**	*6%*	*6%*	*4%*	*7%*	*5%*
More 4	111	83	10	70	24	31	64	58	35	66	22	87	12	39	33	61	29	95
	5%	*5%*	*4%*	*5%*	*4%*	*5%*	*5%*	*4%*	*7%*	*5%*	*4%*	*5%*	*6%*	*5%*	*4%*	*5%*	*6%*	*4%*
Five US	90	66	14	50	26	15	57	52	22	49	24	70	8	35	35	49	23	86
	4%	*4%*	*5%*	*4%*	*5%*	*3%*	*5%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*
Fiver (Five Life)	69	43	7	51	8	15	41	28	24	39	17	47	11	25	28	31	16	70
	3%dg	*3%*	*3%*	**4%d**	*1%*	*3%*	*3%*	*2%*	**5%g**	*3%*	*3%*	*3%*	*5%*	*3%*	*3%*	*3%*	*3%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 531

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	Unwtd. Total
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
MTV	44	29	6	25	6	3	32	18	14	24	7	31	6	22	13	18	11	52
	2%eg	*2%*	*2%*	*2%*	*1%*	*	**3%e**	*1%*	*3%*	*2%*	*1%*	*2%*	*3%*	*3%*	*1%*	*1%*	*2%*	*2%*
Virgin 1	42	30	5	31	8	12	21	29	10	23	11	31	6	20	13	23	10	46
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	*2%*
Other	15	13	1	11	2	2	8	6	1	10	1	13	*	6	5	8	6	23
	1%	*1%*	*	*1%*	*	*	*1%*	*	*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't know	158	91	25	93	37	34	81	89	28	77	38	110	23	71	44	61	38	172
	7%aikno	*6%*	*9%*	*7%*	*7%*	*6%*	*7%*	*7%*	*5%*	*6%*	*7%*	*6%*	**11%k**	**9%n**	*5%*	*5%*	*7%*	*8%*
None of these	169	102	21	94	56	58	84	112	26	86	57	129	16	101	41	85	48	192
	8%ahin	*7%*	*8%*	*7%*	*10%*	*10%*	*7%*	**9%h**	*5%*	*6%*	**11%zi**	*7%*	*8%*	**12%zn**	*5%*	*7%*	*9%*	*9%*
Any BBC TV	**1633**	**1194**	**179**	**1041**	**402**	**408**	**932**	**954**	**407**	**1055**	**328**	**1305**	**146**	**513**	**756**	**919**	**392**	**1585**
	74%bjm	***77%zb***	***67%***	***76%***	***72%***	***71%***	***76%***	***73%***	**79%zg**	**79%zj**	***65%***	***75%***	***71%***	***63%***	**84%zm**	***76%***	***74%***	***72%***
Any ITV	**784**	**563**	**88**	**514**	**174**	**195**	**456**	**444**	**213**	**488**	**171**	**641**	**61**	**277**	**324**	**419**	**198**	**773**
	36%d	***36%***	***33%***	**37%d**	***31%***	***34%***	***37%***	***34%***	**42%zg**	***36%***	***34%***	***37%***	***30%***	***34%***	***36%***	***35%***	***37%***	***35%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 532

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
BBC One	1343	930	192	1079	118	881	36	873	23	616	302	978	156	865	199	1307
	61%dhi	*62%*	*55%*	**66%zd**	*45%*	*63%*	*51%*	**65%zh**	*38%*	*57%*	**65%i**	*61%*	*62%*	*60%*	*62%*	*59%*
BBC Two	1236	850	188	992	111	863	35	863	28	527	311	885	150	827	170	1131
	56%di	*57%*	*54%*	**61%zd**	*43%*	**61%z**	*50%*	**65%zh**	*46%*	*49%*	**67%zi**	*55%*	*59%*	*58%*	*53%*	*51%*
ITV1	682	512	84	527	70	447	25	416	20	334	147	515	76	430	104	680
	31%b	**34%zb**	*24%*	*32%*	*27%*	*32%*	*36%*	*31%*	*33%*	*31%*	*32%*	*32%*	*30%*	*30%*	*32%*	*31%*
BBC Four	434	313	59	357	35	337	10	329	6	153	130	321	43	290	59	368
	20%di	*21%*	*17%*	**22%zd**	*13%*	**24%z**	*15%*	**25%zh**	*9%*	*14%*	**28%zi**	*20%*	*17%*	*20%*	*18%*	*17%*
Channel 4	422	295	55	325	54	269	10	270	5	191	96	330	32	283	42	409
	19%ln	*20%*	*16%*	*20%*	*21%*	*19%*	*15%*	*20%*	*8%*	*18%*	*21%*	**20%l**	*13%*	**20%n**	*13%*	*19%*
BBC Three	348	256	46	288	28	255	8	244	5	146	90	279	26	227	44	316
	16%il	**17%z**	*13%*	**18%zd**	*11%*	**18%z**	*12%*	**18%z**	*9%*	*14%*	**19%i**	**17%zl**	*10%*	*16%*	*14%*	*14%*
Five	252	186	39	194	34	159	10	156	6	123	41	202	20	166	32	254
	11%	*12%*	*11%*	*12%*	*13%*	*11%*	*15%*	*12%*	*9%*	*11%*	*9%*	*12%*	*8%*	*12%*	*10%*	*12%*
ITV2	208	159	14	166	17	130	8	114	5	99	33	156	18	130	25	204
	9%b	**11%zb**	*4%*	*10%*	*7%*	*9%*	*12%*	*9%*	*8%*	*9%*	*7%*	*10%*	*7%*	*9%*	*8%*	*9%*
Sky One	207	157	20	159	20	133	7	124	4	113	34	165	17	135	30	213
	9%	**11%zb**	*6%*	*10%*	*8%*	*9%*	*11%*	*9%*	*7%*	*11%*	*7%*	*10%*	*7%*	*9%*	*9%*	*10%*
ITV3	201	162	14	163	20	140	5	125	6	99	35	153	23	128	26	190
	9%b	**11%zb**	*4%*	*10%*	*8%*	*10%*	*8%*	*9%*	*10%*	*9%*	*7%*	*10%*	*9%*	*9%*	*8%*	*9%*
Living	145	98	25	98	21	83	2	70	1	80	25	115	12	92	21	144
	7%g	*7%*	*7%*	*6%*	*8%*	*6%*	*2%*	*5%*	*1%*	*8%*	*5%*	*7%*	*5%*	*6%*	*7%*	*7%*
ITV4	138	115	10	114	11	108	3	97	2	60	24	109	13	93	16	137
	6%b	**8%zb**	*3%*	*7%*	*4%*	**8%z**	*5%*	*7%*	*4%*	*6%*	*5%*	*7%*	*5%*	*7%*	*5%*	*6%*
E4	129	107	6	111	7	87	5	77	-	67	25	96	13	86	14	109
	6%b	**7%zb**	*2%*	**7%zd**	*3%*	*6%*	*8%*	*6%*	-	*6%*	*5%*	*6%*	*5%*	*6%*	*5%*	*5%*
More 4	111	81	20	89	12	81	2	70	*	56	24	87	13	70	21	95
	5%	*5%*	*6%*	*5%*	*5%*	*6%*	*2%*	*5%*	*1%*	*5%*	*5%*	*5%*	*5%*	*5%*	*7%*	*4%*
Five US	90	68	6	73	6	63	1	50	-	54	14	74	12	54	19	86
	4%	*5%*	*2%*	*4%*	*2%*	*4%*	*2%*	*4%*	-	*5%*	*3%*	*5%*	*5%*	*4%*	*6%*	*4%*
Fiver (Five Life)	69	56	5	48	13	49	2	35	2	38	14	57	9	49	9	70
	3%	*4%*	*1%*	*3%*	*5%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*
MTV	44	34	4	29	5	28	1	27	*	25	3	39	3	35	4	52
	2%	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 532

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Virgin 1	42	32	8	31	5	29	1	27	-	29	3	35	4	24	4	46
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	-	**3%j**	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*
Other	15	12	3	10	1	8	1	8	-	7	4	10	2	10	3	23
	1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't know	158	99	14	97	12	78	6	72	4	88	17	111	10	103	22	172
	7%cegj	*7%*	*4%*	*6%*	*4%*	*6%*	*9%*	*5%*	*6%*	**8%j**	*4%*	*7%*	*4%*	*7%*	*7%*	*8%*
None of these	169	94	45	91	43	100	8	88	9	93	26	132	16	117	25	192
	8%ac	*6%*	**13%za**	*6%*	**17%zc**	*7%*	*11%*	*7%*	**15%g**	*9%*	*6%*	*8%*	*7%*	*8%*	*8%*	*9%*
Any BBC TV	**1633**	**1116**	**252**	**1283**	**164**	**1092**	**48**	**1071**	**39**	**756**	**375**	**1184**	**192**	**1070**	**229**	**1585**
	74%di	***75%***	***73%***	**79%zd**	***63%***	**78%z**	***68%***	**80%zh**	***63%***	***71%***	**80%zi**	***73%***	***76%***	***75%***	***72%***	***72%***
Any ITV	**784**	**587**	**95**	**606**	**82**	**510**	**26**	**475**	**22**	**382**	**168**	**593**	**88**	**495**	**115**	**773**
	36%b	**39%zb**	***27%***	**37%z**	***31%***	***36%***	***37%***	***36%***	***36%***	***36%***	***36%***	***37%***	***35%***	***35%***	***36%***	***35%***

Fieldwork Dates : 7th - 25th March 2009
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Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 533

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
BBC One	1343	1186	876	1217	962	772	1225	1311	31	361	371	870	590	1048	277	1307
	61%	**66%zcdfg**	**65%zdfg**	**65%zdfg**	*60%*	**65%zdfg**	*61%*	**61%z**	*48%*	**72%zklmn**	**67%zlmn**	**65%zlmn**	*61%*	*62%*	*57%*	*59%*
BBC Two	1236	1100	921	1154	905	727	1132	1219	17	310	387	870	575	1029	194	1131
	56%n	**61%zdfg**	**68%zacdefg**	**61%zdfg**	*57%*	**61%zdfg**	*56%*	**57%zf**	*25%*	**62%zn**	**70%ziklmn**	**65%zlmn**	**59%zn**	**61%zn**	*40%*	*51%*
ITV1	682	574	399	594	580	390	661	673	10	215	162	424	357	554	120	680
	31%n	**32%b**	*30%*	*32%*	**36%zabcefg**	**33%b**	**33%zbcg**	**31%z**	*15%*	**43%zjklmn**	*29%*	**32%n**	**37%zjkmn**	**33%zn**	*25%*	*31%*
BBC Four	434	390	334	417	307	273	401	431	4	114	151	336	226	380	51	368
	20%n	**22%zdfg**	**25%zacdfg**	**22%zdfg**	*19%*	**23%zdfg**	*20%*	**20%z**	*6%*	**23%n**	**27%zmn**	**25%zmn**	**23%zn**	**23%zn**	*11%*	*17%*
Channel 4	422	350	266	365	306	307	409	419	2	126	89	255	185	325	89	409
	19%	*19%*	*20%*	*19%*	*19%*	**26%zabcdfg**	**20%zcg**	**20%z**	*4%*	**25%zjklm**	*16%*	*19%*	*19%*	*19%*	*18%*	*19%*
BBC Three	348	313	253	330	260	214	317	344	4	95	119	254	164	294	50	316
	16%n	**17%zfg**	**19%zdfg**	**18%zfg**	*16%*	**18%zf**	*16%*	**16%z**	*6%*	**19%n**	**21%zlmn**	**19%zmn**	**17%n**	**17%zn**	*10%*	*14%*
Five	252	205	140	212	185	149	235	242	9	64	49	130	129	188	58	254
	11%k	*11%*	*10%*	*11%*	*12%*	**13%b**	*12%*	*11%*	*14%*	*13%*	*9%*	*10%*	**13%jkm**	**11%k**	*12%*	*12%*
ITV2	208	179	130	186	189	119	202	206	2	59	48	112	106	158	45	204
	9%	*10%*	*10%*	*10%*	**12%zabcefg**	*10%*	**10%z**	**10%z**	*3%*	**12%k**	*9%*	*8%*	**11%k**	**9%k**	*9%*	*9%*
Sky One	207	165	116	173	143	101	194	206	1	79	41	118	98	153	51	213
	9%	*9%*	*9%*	*9%*	*9%*	*8%*	*10%*	**10%z**	*1%*	**16%zjklm**	*7%*	*9%*	*10%*	*9%*	*10%*	*10%*
ITV3	201	169	129	176	171	107	196	199	2	55	44	122	98	159	36	190
	9%	*9%*	*10%*	*9%*	**11%zacefg**	*9%*	**10%zg**	**9%z**	*3%*	*11%*	*8%*	*9%*	*10%*	*9%*	*8%*	*9%*
Living	145	121	78	126	115	75	144	145	-	39	23	68	75	104	38	144
	7%jk	*7%*	*6%*	*7%*	**7%b**	*6%*	**7%zbg**	**7%z**	-	**8%jk**	*4%*	*5%*	**8%jkm**	**6%jk**	*8%*	*7%*
ITV4	138	119	94	121	115	81	134	136	2	39	36	86	65	114	22	137
	6%	*7%*	*7%*	*6%*	**7%zg**	*7%*	**7%z**	*6%*	*3%*	*8%*	*7%*	*6%*	*7%*	*7%*	*4%*	*6%*
E4	129	108	72	111	101	72	129	129	-	56	23	75	78	109	16	109
	6%n	*6%*	*5%*	*6%*	*6%*	*6%*	**6%zg**	**6%z**	-	**11%zjkmn**	*4%*	*6%*	**8%zjkmn**	**6%jk**	*3%*	*5%*
More 4	111	96	70	101	80	78	111	111	-	36	30	62	68	91	17	95
	5%	*5%*	*5%*	*5%*	*5%*	**7%zbdg**	**6%zg**	**5%z**	-	**7%k**	*5%*	*5%*	**7%zkmn**	**5%k**	*3%*	*4%*
Five US	90	71	47	78	62	48	90	90	-	25	21	53	55	78	10	86
	4%	*4%*	*3%*	*4%*	*4%*	*4%*	**4%zabd**	*4%*	-	*5%*	*4%*	*4%*	**6%zkn**	**5%k**	*2%*	*4%*
Fiver (Five Life)	69	52	35	56	49	43	69	69	-	16	16	32	38	52	14	70
	3%k	*3%*	*3%*	*3%*	*3%*	**4%b**	**3%zab**	*3%*	-	*3%*	*3%*	*2%*	**4%k**	**3%k**	*3%*	*3%*
MTV	44	36	16	39	34	25	42	44	-	16	7	25	30	35	7	52
	2%b	**2%b**	*1%*	**2%b**	**2%b**	**2%b**	**2%b**	**2%b**	-	*3%*	*1%*	*2%*	**3%zjkm**	*2%*	*1%*	*2%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 533

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Virgin 1	42	36	25	37	36	21	42	42	*	11	12	22	24	34	6	46
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*	*2%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*
Other	15	10	8	11	8	9	15	15	*	3	6	7	4	9	6	23
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*
Don't know	158	100	67	102	109	71	130	136	20	37	26	81	65	108	47	172
	7%abcfgjkm	*6%*	*5%*	*5%*	**7%abc**	*6%*	**6%abc**	**6%abc**	*31%*	*7%*	*5%*	*6%*	*7%*	*6%*	**10%jk**	*8%*
None of these	169	133	102	139	130	80	150	161	7	13	29	82	71	111	52	192
	8%ijkm	*7%*	*8%*	*7%*	*8%*	*7%*	*7%*	*8%*	*10%*	*3%*	*5%*	**6%i**	**7%i**	**7%i**	**11%zijkm**	*9%*
Any BBC TV	**1633**	**1422**	**1091**	**1489**	**1176**	**922**	**1493**	**1600**	**33**	**396**	**466**	**1079**	**731**	**1297**	**316**	**1585**
	74%n	**79%zdfg**	**81%zacdefg**	**79%zdfg**	***74%***	**77%zdfg**	***74%***	**75%zf**	***50%***	**79%zn**	**84%zklmn**	**80%zlmn**	**75%n**	**77%zn**	***65%***	***72%***
Any ITV	**784**	**655**	**460**	**679**	**666**	**442**	**761**	**775**	**10**	**229**	**189**	**481**	**397**	**624**	**151**	**773**
	36%	**36%b**	***34%***	***36%***	**42%zabcefg**	**37%b**	**38%zabcg**	**36%z**	***15%***	**46%zjkmn**	***34%***	***36%***	**41%zjkmn**	**37%z**	***31%***	***35%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 534

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.58 Satisfaction with what you - See on television nowadays?									Q.59 Satisfaction with what you - See on BBC television?								
	Total	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied
Unweighted Total	**2206**	161	1271	378	271	82	43	1432	353	1079	248	1299	333	207	62	57	1547	269	1278
Weighted Total	**2206**	142	1351	350	264	84	15	1494	347	1146	233	1398	289	206	55	25	1631	261	1371
BBC One	**1343**	77	853	214	156	37	7	930	192	738	184	895	138	111	7	8	1079	118	961
	61%	*54%*	*63%*	*61%*	*59%*	*44%*	*44%*	*62%*	*55%*	*64%*	*79%*	*64%*	*48%*	*54%*	*12%*	*31%*	*66%*	*45%*	*70%*
BBC Two	**1236**	71	779	194	149	39	4	850	188	663	159	832	127	99	12	6	992	111	881
	56%	*50%*	*58%*	*55%*	*56%*	*46%*	*29%*	*57%*	*54%*	*58%*	*68%*	*60%*	*44%*	*48%*	*21%*	*23%*	*61%*	*43%*	*64%*
ITV1	**682**	45	468	86	67	17	*	512	84	428	86	441	80	61	9	6	527	70	458
	31%	*31%*	*35%*	*25%*	*25%*	*20%*	*	*34%*	*24%*	*37%*	*37%*	*32%*	*28%*	*29%*	*16%*	*24%*	*32%*	*27%*	*33%*
BBC Four	**434**	34	279	60	47	12	1	313	59	254	76	281	41	32	3	1	357	35	322
	20%	*24%*	*21%*	*17%*	*18%*	*15%*	*10%*	*21%*	*17%*	*22%*	*33%*	*20%*	*14%*	*15%*	*6%*	*6%*	*22%*	*13%*	*23%*
Channel 4	**422**	30	265	72	40	14	*	295	55	241	57	268	41	49	5	2	325	54	270
	19%	*21%*	*20%*	*20%*	*15%*	*17%*	*	*20%*	*16%*	*21%*	*24%*	*19%*	*14%*	*24%*	*9%*	*9%*	*20%*	*21%*	*20%*
BBC Three	**348**	32	224	46	36	10	*	256	46	210	66	222	30	25	3	1	288	28	260
	16%	*22%*	*17%*	*13%*	*13%*	*12%*	*	*17%*	*13%*	*18%*	*28%*	*16%*	*10%*	*12%*	*6%*	*6%*	*18%*	*11%*	*19%*
Five	**252**	24	162	28	26	13	*	186	39	147	34	160	22	30	5	2	194	34	159
	11%	*17%*	*12%*	*8%*	*10%*	*15%*	*	*12%*	*11%*	*13%*	*15%*	*11%*	*8%*	*14%*	*9%*	*8%*	*12%*	*13%*	*12%*
ITV2	**208**	22	136	34	13	1	1	159	14	145	31	134	23	15	2	1	166	17	148
	9%	*16%*	*10%*	*10%*	*5%*	*1%*	*9%*	*11%*	*4%*	*13%*	*13%*	*10%*	*8%*	*7%*	*4%*	*6%*	*10%*	*7%*	*11%*
Sky One	**207**	27	131	29	17	4	*	157	20	137	22	137	24	18	2	4	159	20	139
	9%	*19%*	*10%*	*8%*	*6%*	*4%*	*	*11%*	*6%*	*12%*	*9%*	*10%*	*8%*	*9%*	*5%*	*15%*	*10%*	*8%*	*10%*
ITV3	**201**	19	143	23	13	1	1	162	14	148	34	128	17	16	4	1	163	20	143
	9%	*13%*	*11%*	*7%*	*5%*	*1%*	*9%*	*11%*	*4%*	*13%*	*15%*	*9%*	*6%*	*8%*	*8%*	*5%*	*10%*	*8%*	*10%*
Living	**145**	11	86	22	16	8	-	98	25	73	14	83	25	16	5	1	98	21	77
	7%	*8%*	*6%*	*6%*	*6%*	*10%*	-	*7%*	*7%*	*6%*	*6%*	*6%*	*9%*	*8%*	*10%*	*5%*	*6%*	*8%*	*6%*
ITV4	**138**	13	101	14	9	1	-	115	10	105	29	86	12	10	1	1	114	11	103
	6%	*9%*	*7%*	*4%*	*3%*	*1%*	-	*8%*	*3%*	*9%*	*12%*	*6%*	*4%*	*5%*	*2%*	*5%*	*7%*	*4%*	*8%*
E4	**129**	18	89	15	6	*	-	107	6	101	24	86	10	7	-	1	111	7	104
	6%	*13%*	*7%*	*4%*	*2%*	*	-	*7%*	*2%*	*9%*	*10%*	*6%*	*4%*	*3%*	-	*5%*	*7%*	*3%*	*8%*
More 4	**111**	12	70	9	17	3	1	81	20	61	18	71	8	9	3	2	89	12	77
	5%	*8%*	*5%*	*3%*	*7%*	*3%*	*7%*	*5%*	*6%*	*5%*	*8%*	*5%*	*3%*	*5%*	*5%*	*9%*	*5%*	*5%*	*6%*
Five US	**90**	8	60	16	5	1	-	68	6	61	16	57	10	6	-	1	73	6	67
	4%	*6%*	*4%*	*5%*	*2%*	*1%*	-	*5%*	*2%*	*5%*	*7%*	*4%*	*3%*	*3%*	-	*5%*	*4%*	*2%*	*5%*
Fiver (Five Life)	**69**	11	44	8	4	1	-	56	5	51	13	36	6	10	3	1	48	13	35
	3%	*8%*	*3%*	*2%*	*2%*	*1%*	-	*4%*	*1%*	*4%*	*5%*	*3%*	*2%*	*5%*	*5%*	*5%*	*3%*	*5%*	*3%*
MTV	**44**	6	27	6	4	*	-	34	4	29	10	20	9	5	*	1	29	5	25
	2%	*4%*	*2%*	*2%*	*2%*	*	-	*2%*	*1%*	*3%*	*4%*	*1%*	*3%*	*2%*	*	*5%*	*2%*	*2%*	*2%*
Virgin 1	**42**	5	27	3	8	-	-	32	8	24	7	24	5	5	-	1	31	5	26
	2%	*4%*	*2%*	*1%*	*3%*	-	-	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	-	*5%*	*2%*	*2%*	*2%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
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Table 534

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.58 Satisfaction with what you - See on television nowadays?									Q.59 Satisfaction with what you - See on BBC television?								
	Total	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied
Unweighted Total	**2206**	161	1271	378	271	82	43	1432	353	1079	248	1299	333	207	62	57	1547	269	1278
Weighted Total	**2206**	142	1351	350	264	84	15	1494	347	1146	233	1398	289	206	55	25	1631	261	1371
Other	**15**	2	10	*	1	2	*	12	3	8	*	10	1	*	1	3	10	1	9
	1%	*1%*	*1%*	*	*	*3%*	*	*1%*	*1%*	*1%*	*	*1%*	*	*	*2%*	*11%*	*1%*	*	*1%*
Don't know	**158**	15	85	38	9	5	6	99	14	85	9	88	41	7	5	8	97	12	86
	7%	*10%*	*6%*	*11%*	*3%*	*7%*	*40%*	*7%*	*4%*	*7%*	*4%*	*6%*	*14%*	*3%*	*8%*	*31%*	*6%*	*4%*	*6%*
None of these	**169**	6	89	28	31	14	1	94	45	49	6	85	34	29	14	1	91	43	47
	8%	*4%*	*7%*	*8%*	*12%*	*17%*	*8%*	*6%*	*13%*	*4%*	*2%*	*6%*	*12%*	*14%*	*26%*	*5%*	*6%*	*17%*	*3%*
Any BBC TV	**1633**	**91**	**1025**	**259**	**203**	**49**	**7**	**1116**	**252**	**864**	**198**	**1085**	**177**	**146**	**18**	**8**	**1283**	**164**	**1119**
	74%	***64%***	***76%***	***74%***	***77%***	***59%***	***44%***	***75%***	***73%***	***75%***	***85%***	***78%***	***61%***	***71%***	***33%***	***33%***	***79%***	***63%***	***82%***
Any ITV	**784**	**59**	**529**	**100**	**79**	**17**	**1**	**587**	**95**	**492**	**100**	**506**	**90**	**70**	**12**	**6**	**606**	**82**	**524**
	36%	***41%***	***39%***	***29%***	***30%***	***20%***	***10%***	***39%***	***27%***	***43%***	***43%***	***36%***	***31%***	***34%***	***22%***	***25%***	***37%***	***31%***	***38%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
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Table 535

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.63 Which, if any, of these TV channels do you watch regularly?																						
	Total	BBC One	ITV1	BBC Two	Channel 4	Five	ITV2	E4	Sky One	BBC Three	ITV3	BBC Four	More 4	Five US	ITV4	Living	Fiver (Five Life)	MTV	Virgin 1	Other	Don't know	None of these	Any BBC TV	Any ITV
Unweighted Total	**2206**	1758	1389	1192	1098	742	508	449	455	394	376	297	287	244	246	251	169	159	130	82	12	84	1841	1520
Weighted Total	**2206**	1799	1448	1345	1193	754	575	498	443	427	401	332	330	272	270	227	178	150	129	65	4	66	1886	1595
BBC One	**1343**	1186	894	876	772	467	364	314	283	278	231	198	202	166	154	147	117	89	81	38	*	31	1217	962
	61%	*66%*	*62%*	*65%*	*65%*	*62%*	*63%*	*63%*	*64%*	*65%*	*57%*	*60%*	*61%*	*61%*	*57%*	*64%*	*66%*	*59%*	*63%*	*59%*	*11%*	*48%*	*65%*	*60%*
BBC Two	**1236**	1100	825	921	727	406	320	282	233	280	219	229	202	149	142	117	95	73	76	30	*	17	1154	905
	56%	*61%*	*57%*	*68%*	*61%*	*54%*	*56%*	*57%*	*53%*	*66%*	*54%*	*69%*	*61%*	*55%*	*53%*	*52%*	*54%*	*48%*	*59%*	*47%*	*	*25%*	*61%*	*57%*
ITV1	**682**	574	548	399	390	275	243	214	152	154	134	89	113	93	83	99	70	63	57	15	*	10	594	580
	31%	*32%*	*38%*	*30%*	*33%*	*36%*	*42%*	*43%*	*34%*	*36%*	*34%*	*27%*	*34%*	*34%*	*31%*	*44%*	*39%*	*42%*	*44%*	*23%*	*	*15%*	*32%*	*36%*
BBC Four	**434**	390	276	334	273	155	130	127	76	129	96	143	95	79	62	41	36	33	33	10	-	4	417	307
	20%	*22%*	*19%*	*25%*	*23%*	*21%*	*23%*	*25%*	*17%*	*30%*	*24%*	*43%*	*29%*	*29%*	*23%*	*18%*	*21%*	*22%*	*25%*	*15%*	-	*6%*	*22%*	*19%*
Channel 4	**422**	350	282	266	307	178	116	118	70	94	60	77	69	60	38	55	50	27	32	12	-	2	365	306
	19%	*19%*	*19%*	*20%*	*26%*	*24%*	*20%*	*24%*	*16%*	*22%*	*15%*	*23%*	*21%*	*22%*	*14%*	*24%*	*28%*	*18%*	*25%*	*18%*	-	*4%*	*19%*	*19%*
BBC Three	**348**	313	236	253	214	123	123	106	59	121	80	94	69	61	51	31	40	32	32	8	-	4	330	260
	16%	*17%*	*16%*	*19%*	*18%*	*16%*	*21%*	*21%*	*13%*	*28%*	*20%*	*28%*	*21%*	*22%*	*19%*	*14%*	*23%*	*21%*	*25%*	*13%*	-	*6%*	*18%*	*16%*
Five	**252**	205	164	140	149	167	84	65	58	52	52	30	42	48	30	42	40	26	27	4	-	9	212	185
	11%	*11%*	*11%*	*10%*	*13%*	*22%*	*15%*	*13%*	*13%*	*12%*	*13%*	*9%*	*13%*	*18%*	*11%*	*19%*	*23%*	*17%*	*21%*	*7%*	-	*14%*	*11%*	*12%*
ITV2	**208**	179	170	130	119	104	121	72	72	51	61	33	42	44	51	31	30	25	27	1	*	2	186	189
	9%	*10%*	*12%*	*10%*	*10%*	*14%*	*21%*	*14%*	*16%*	*12%*	*15%*	*10%*	*13%*	*16%*	*19%*	*14%*	*17%*	*17%*	*21%*	*2%*	*	*3%*	*10%*	*12%*
Sky One	**207**	165	132	116	101	71	82	67	117	45	39	22	41	36	32	34	19	33	23	5	-	1	173	143
	9%	*9%*	*9%*	*9%*	*8%*	*9%*	*14%*	*14%*	*26%*	*11%*	*10%*	*7%*	*12%*	*13%*	*12%*	*15%*	*11%*	*22%*	*18%*	*8%*	-	*1%*	*9%*	*9%*
ITV3	**201**	169	147	129	107	94	88	53	64	53	79	36	37	45	46	38	25	22	24	3	-	2	176	171
	9%	*9%*	*10%*	*10%*	*9%*	*13%*	*15%*	*11%*	*14%*	*12%*	*20%*	*11%*	*11%*	*17%*	*17%*	*17%*	*14%*	*15%*	*19%*	*5%*	-	*3%*	*9%*	*11%*
Living	**145**	121	102	78	75	66	71	50	45	35	39	18	40	36	23	60	21	24	20	4	-	-	126	115
	7%	*7%*	*7%*	*6%*	*6%*	*9%*	*12%*	*10%*	*10%*	*8%*	*10%*	*6%*	*12%*	*13%*	*9%*	*26%*	*12%*	*16%*	*15%*	*6%*	-	-	*7%*	*7%*
ITV4	**138**	119	106	94	81	70	65	43	44	43	48	31	29	21	41	17	14	17	18	2	-	2	121	115
	6%	*7%*	*7%*	*7%*	*7%*	*9%*	*11%*	*9%*	*10%*	*10%*	*12%*	*9%*	*9%*	*8%*	*15%*	*7%*	*8%*	*11%*	*14%*	*3%*	-	*3%*	*6%*	*7%*
E4	**129**	108	87	72	72	51	53	89	45	44	21	18	34	39	23	18	25	27	21	1	-	-	111	101
	6%	*6%*	*6%*	*5%*	*6%*	*7%*	*9%*	*18%*	*10%*	*10%*	*5%*	*6%*	*10%*	*14%*	*9%*	*8%*	*14%*	*18%*	*16%*	*2%*	-	-	*6%*	*6%*
More 4	**111**	96	69	70	78	39	39	55	30	29	24	24	45	21	19	23	13	17	15	5	-	-	101	80
	5%	*5%*	*5%*	*5%*	*7%*	*5%*	*7%*	*11%*	*7%*	*7%*	*6%*	*7%*	*14%*	*8%*	*7%*	*10%*	*7%*	*11%*	*12%*	*8%*	-	-	*5%*	*5%*
Five US	**90**	71	53	47	48	53	33	37	26	23	17	11	16	53	15	13	24	12	13	1	-	-	78	62
	4%	*4%*	*4%*	*3%*	*4%*	*7%*	*6%*	*7%*	*6%*	*5%*	*4%*	*3%*	*5%*	*19%*	*6%*	*6%*	*13%*	*8%*	*10%*	*2%*	-	-	*4%*	*4%*
Fiver (Five Life)	**69**	52	46	35	43	37	31	26	15	20	17	10	17	35	12	10	29	10	14	1	-	-	56	49
	3%	*3%*	*3%*	*3%*	*4%*	*5%*	*5%*	*5%*	*3%*	*5%*	*4%*	*3%*	*5%*	*13%*	*4%*	*4%*	*16%*	*7%*	*10%*	*2%*	-	-	*3%*	*3%*
MTV	**44**	36	33	16	25	18	23	10	19	16	10	6	4	6	6	6	5	13	5	1	-	-	39	34
	2%	*2%*	*2%*	*1%*	*2%*	*2%*	*4%*	*2%*	*4%*	*4%*	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*3%*	*8%*	*4%*	*2%*	-	-	*2%*	*2%*
Virgin 1	**42**	36	32	25	21	21	21	13	16	14	17	12	11	14	11	8	6	9	16	1	-	*	37	36
	2%	*2%*	*2%*	*2%*	*2%*	*3%*	*4%*	*3%*	*4%*	*3%*	*4%*	*4%*	*3%*	*5%*	*4%*	*3%*	*3%*	*6%*	*12%*	*2%*	-	*	*2%*	*2%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
FINAL

Table 535

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Total	Q.63 Which, if any, of these TV channels do you watch regularly?																					
		BBC One	ITV1	BBC Two	Channel 4	Five	ITV2	E4	Sky One	BBC Three	ITV3	BBC Four	More 4	Five US	ITV4	Living	Fiver (Five Life)	MTV	Virgin 1	Other	Don't know	None of these	Any BBC TV	Any ITV
Unweighted Total	**2206**	1758	1389	1192	1098	742	508	449	455	394	376	297	287	244	246	251	169	159	130	82	12	84	1841	1520
Weighted Total	**2206**	1799	1448	1345	1193	754	575	498	443	427	401	332	330	272	270	227	178	150	129	65	4	66	1886	1595
Other	**15**	10	8	8	9	4	4	1	2	1	3	1	4	2	1	-	2	1	1	8	*	*	11	8
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*	*1%*	*	*1%*	*1%*	*1%*	-	*1%*	*	*	*13%*	*1%*	*	*1%*	*1%*
Don't know	**158**	100	95	67	71	54	55	40	33	29	36	20	27	22	25	14	14	28	8	7	2	20	102	109
	7%	*6%*	*7%*	*5%*	*6%*	*7%*	*10%*	*8%*	*7%*	*7%*	*9%*	*6%*	*8%*	*8%*	*9%*	*6%*	*8%*	*19%*	*6%*	*10%*	*52%*	*31%*	*5%*	*7%*
None of these	**169**	133	119	102	80	56	47	31	44	32	40	26	30	17	30	21	16	8	16	7	1	7	139	130
	8%	*7%*	*8%*	*8%*	*7%*	*7%*	*8%*	*6%*	*10%*	*7%*	*10%*	*8%*	*9%*	*6%*	*11%*	*9%*	*9%*	*5%*	*13%*	*11%*	*36%*	*10%*	*7%*	*8%*
Any BBC TV	**1633**	**1422**	**1079**	**1091**	**922**	**551**	**413**	**368**	**324**	**340**	**286**	**272**	**252**	**201**	**187**	**169**	**131**	**99**	**93**	**41**	*	**33**	**1489**	**1176**
	74%	***79%***	***75%***	***81%***	***77%***	***73%***	***72%***	***74%***	***73%***	***80%***	***71%***	***82%***	***76%***	***74%***	***69%***	***74%***	***73%***	***66%***	***73%***	***64%***	***11%***	***50%***	***79%***	***74%***
Any ITV	**784**	**655**	**614**	**460**	**442**	**323**	**282**	**236**	**170**	**175**	**165**	**104**	**131**	**110**	**101**	**113**	**75**	**65**	**62**	**17**	*	**10**	**679**	**666**
	36%	*36%*	*42%*	*34%*	*37%*	*43%*	*49%*	*47%*	*38%*	*41%*	*41%*	*31%*	*40%*	*41%*	*37%*	*50%*	*42%*	*44%*	*48%*	*26%*	*	*15%*	*36%*	*42%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
FINAL

Table 536

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Channel 4	637	314	324	57	79	118	123	116	92	52	136	501	49.98	428	96	136	501	637
	29%cdj	*29%*	*29%*	*17%*	*23%*	**29%cj**	**34%zcdj**	**36%zcdj**	**37%zcdj**	**27%c**	*20%*	**33%zcdj**		**32%z**	*30%*	*34%*	*28%*	*29%*
Five	392	215	177	50	62	85	72	46	52	24	112	279	46.53	259	41	59	333	417
	18%bm	**20%zb**	*16%*	*15%*	*18%*	*21%*	*20%*	*14%*	**21%i**	*13%*	*16%*	*18%*		**19%m**	*13%*	*15%*	*18%*	*19%*
BBC One	330	169	161	35	39	49	47	68	59	32	74	255	51.18	203	57	71	259	336
	15%j	*16%*	*14%*	*11%*	*11%*	*12%*	*13%*	**21%zcdefj**	**24%zcdefjk**	*17%*	*11%*	**17%zcej**		*15%*	*18%*	*18%*	*14%*	*15%*
ITV1	309	168	142	19	29	35	51	77	49	49	48	261	55.24	206	60	78	232	340
	14%cdejo	*16%*	*12%*	*6%*	*8%*	*9%*	**14%cej**	**24%zcdefjk**	**20%zcdej**	**25%zcdefjk**	*7%*	**17%zcdej**		*15%*	**19%z**	**19%zo**	*13%*	*15%*
MTV	291	146	145	85	50	75	50	24	5	1	136	155	36.14	179	25	37	254	277
	13%ghikmn	*14%*	*13%*	**26%zdfghijk**	**14%ghi**	**18%zghik**	**14%ghik**	**8%hi**	*2%*	*1%*	**20%zdghik**	**10%hi**		**13%m**	*8%*	*9%*	**14%zn**	*13%*
E4	172	87	85	44	32	48	30	13	5	1	76	96	36.97	111	7	29	143	171
	8%ghikm	*8%*	*8%*	**13%zghik**	**9%hi**	**12%zghik**	**8%hi**	*4%*	*2%*	*1%*	**11%zghik**	**6%hi**		**8%m**	*2%*	*7%*	*8%*	*8%*
BBC Two	140	76	65	21	18	14	21	23	30	12	39	100	49.59	88	17	36	104	160
	6%e	*7%*	*6%*	*6%*	*5%*	*3%*	*6%*	*7%*	**12%zdefjk**	*6%*	*6%*	**7%e**		*7%*	*5%*	*9%*	*6%*	*7%*
Sky One	137	84	54	17	21	27	35	30	4	5	37	100	44.11	98	10	29	108	151
	6%bhm	**8%zb**	*5%*	*5%*	**6%h**	**7%h**	**10%zhijk**	**9%hi**	*1%*	*3%*	**5%h**	**7%hi**		**7%m**	*3%*	*7%*	*6%*	*7%*
ITV2	110	54	55	18	15	15	23	15	9	13	33	77	47.36	65	16	21	89	110
	5%	*5%*	*5%*	*5%*	*4%*	*4%*	*7%*	*5%*	*4%*	*7%*	*5%*	*5%*		*5%*	*5%*	*5%*	*5%*	*5%*
Virgin 1	103	57	45	15	13	19	34	12	7	4	28	75	44.35	60	11	14	89	114
	5%	*5%*	*4%*	*4%*	*4%*	*5%*	**10%zcdeghijk**	*4%*	*3%*	*2%*	*4%*	*5%*		*4%*	*3%*	*4%*	*5%*	*5%*
BBC Three	101	59	41	19	16	15	20	17	9	4	35	65	43.97	70	5	24	77	106
	5%m	*6%*	*4%*	*6%*	*5%*	*4%*	*6%*	*5%*	*4%*	*2%*	*5%*	*4%*		**5%m**	*2%*	*6%*	*4%*	*5%*
Living	101	44	56	26	15	19	19	10	9	2	41	60	40.17	72	3	13	87	118
	5%im	*4%*	*5%*	**8%zik**	*4%*	*5%*	**5%i**	*3%*	*4%*	*1%*	**6%i**	*4%*		**5%m**	*1%*	*3%*	*5%*	*5%*
More 4	93	50	43	15	16	19	18	15	7	2	31	61	43.07	61	5	22	71	85
	4%m	*5%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	*3%*	*1%*	*5%*	*4%*		*5%*	*2%*	*5%*	*4%*	*4%*
ITV4	90	46	44	9	10	11	15	23	12	10	19	71	51.56	65	12	18	72	82
	4%	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	**7%zcej**	*5%*	*5%*	*3%*	*5%*		*5%*	*4%*	*5%*	*4%*	*4%*
ITV3	89	45	43	13	11	10	14	23	10	7	24	64	48.54	60	11	14	74	88
	4%	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	**7%zek**	*4%*	*3%*	*4%*	*4%*		*4%*	*3%*	*4%*	*4%*	*4%*
BBC Four	83	55	28	17	11	8	16	14	10	8	28	55	47.18	54	8	24	59	84
	4%b	**5%zb**	*2%*	*5%*	*3%*	*2%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*		*4%*	*3%*	**6%o**	*3%*	*4%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

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Table 536

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Five US	70	46	24	17	12	10	11	14	5	2	28	42	42.01	46	3	13	58	74
	3%b	4%zb	2%	5%	3%	2%	3%	4%	2%	1%	4%	3%		3%	1%	3%	3%	3%
Fiver (Five Life)	63	36	27	15	8	10	10	12	6	2	22	41	43.59	39	5	15	49	66
	3%	3%	2%	4%	2%	3%	3%	4%	2%	1%	3%	3%		3%	2%	4%	3%	3%
Other	7	2	5	-	-	1	2	3	*	-	-	7	56.06	6	1	2	5	7
	*	*	*	-	-	*	1%	1%	*	-	-	*		*	*	1%	*	*
Don't know	417	169	248	35	83	64	62	64	60	50	118	299	49.66	250	71	72	345	405
	19%ac	16%	22%za	11%	24%cej	16%	17%c	20%c	24%ce	26%zcefjk	17%c	20%c		18%	22%	18%	19%	18%
None of these	371	205	166	81	74	69	48	45	28	25	155	216	42.02	210	42	59	312	346
	17%bhk	19%zb	15%	25%zfghik	21%fhk	17%	13%	14%	12%	13%	23%zfghik	14%		16%	13%	15%	17%	16%
Any BBC TV	411	213	198	55	50	61	64	73	68	39	105	305	49.59	243	68	91	320	440
	19%	20%	17%	17%	14%	15%	18%	23%j	28%zcdefjk	20%	15%	20%ze		18%	21%	22%	18%	20%
Any ITV	389	196	193	32	42	44	62	89	58	62	74	315	54.15	257	71	96	293	420
	18%cdejo	18%	17%	10%	12%	11%	17%cej	28%zcdefjk	24%zcdej	32%zcdefjk	11%	21%zcdej		19%	22%	24%zo	16%	19%

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 537

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Channel 4	**637**	575	9	22	5	36	599	509	13	3	*	5	531	112	339	156	23	199	425	637
	29%e	**31%ze**	*18%*	**21%e**	*8%*	*17%*	**30%ze**	**31%zl**	*22%*	*8%*	*1%*	*12%*	*30%*	*30%*	*29%*	*27%*	*33%*	*28%*	*29%*	*29%*
Five	**392**	342	9	18	5	32	360	298	10	5	2	5	319	51	212	111	16	142	245	417
	18%	*18%*	*17%*	*17%*	*9%*	*15%*	**18%z**	*18%*	*17%*	*13%*	*13%*	*10%*	*18%*	*14%*	*18%*	*19%*	*23%*	*20%*	*17%*	*19%*
BBC One	**330**	274	12	20	5	37	291	267	14	3	3	5	291	57	191	67	9	83	237	336
	15%foq	*15%*	*23%*	*18%*	*8%*	*17%*	*15%*	**16%z**	*23%*	*7%*	*22%*	*10%*	**16%z**	*15%*	**16%o**	*12%*	*13%*	*12%*	**16%q**	*15%*
ITV1	**309**	272	10	11	*	21	288	247	10	4	1	3	265	64	176	58	10	77	232	340
	14%oq	**15%z**	*20%*	*10%*	*	*10%*	**15%z**	**15%z**	*16%*	*9%*	*8%*	*7%*	*15%*	**17%o**	**15%o**	*10%*	*15%*	*11%*	**16%zq**	*15%*
MTV	**291**	239	6	16	13	35	255	217	9	7	*	3	237	17	144	115	14	137	152	277
	13%fmr	*13%*	*12%*	*15%*	*21%*	*16%*	*13%*	*13%*	*15%*	*19%*	*1%*	*7%*	*13%*	*5%*	**12%m**	**20%zmn**	**21%m**	**19%zr**	*10%*	*13%*
E4	**172**	151	5	8	-	12	159	136	5	3	*	2	146	14	76	70	13	88	84	171
	8%mr	*8%*	*9%*	*7%*	-	*6%*	**8%z**	*8%*	*8%*	*7%*	*1%*	*5%*	*8%*	*4%*	*7%*	**12%zmn**	**18%zmn**	**12%zr**	*6%*	*8%*
BBC Two	**140**	115	4	11	*	15	125	109	7	2	3	4	125	21	87	24	7	39	99	160
	6%o	*6%*	*8%*	**10%e**	*	*7%*	*6%*	*7%*	*12%*	*4%*	*22%*	*9%*	*7%*	*6%*	**8%o**	*4%*	*10%*	*5%*	*7%*	*7%*
Sky One	**137**	100	8	12	3	23	111	106	7	4	*	1	118	11	72	46	8	55	82	151
	6%afm	*5%*	*16%*	*11%*	*5%*	*11%*	*6%*	*6%*	*12%*	*10%*	*	*2%*	*7%*	*3%*	*6%*	**8%m**	**12%m**	*8%*	*6%*	*7%*
ITV2	**110**	86	9	4	-	13	97	86	3	1	-	2	93	16	65	22	6	39	69	110
	5%a	*5%*	*18%*	*4%*	-	**6%c**	*5%*	*5%*	*6%*	*2%*	-	*4%*	*5%*	*4%*	*6%*	*4%*	*9%*	*5%*	*5%*	*5%*
Virgin 1	**103**	81	4	9	2	15	88	77	3	5	*	3	87	14	54	28	7	39	64	114
	5%af	*4%*	*7%*	*8%*	*4%*	*7%*	*4%*	*5%*	*4%*	*11%*	*	*7%*	*5%*	*4%*	*5%*	*5%*	*10%*	*5%*	*4%*	*5%*
BBC Three	**101**	87	4	2	-	6	95	70	2	*	3	4	79	7	55	33	6	38	63	106
	5%m	*5%*	*8%*	*2%*	-	*3%*	**5%z**	*4%*	*3%*	*	*22%*	*10%*	*4%*	*2%*	*5%*	**6%m**	**8%m**	*5%*	*4%*	*5%*
Living	**101**	83	4	2	-	6	94	73	4	*	*	1	78	7	46	41	7	43	57	118
	5%m	*4%*	*8%*	*2%*	-	*3%*	**5%za**	*4%*	*6%*	*1%*	*	*2%*	*4%*	*2%*	*4%*	**7%zmn**	**10%mn**	*6%*	*4%*	*5%*
More 4	**93**	78	5	*	3	8	84	78	*	*	*	1	79	11	45	32	5	37	56	85
	4%	*4%*	*9%*	*	*5%*	**4%c**	*4%*	**5%l**	*	*	*	*2%*	*4%*	*3%*	*4%*	*5%*	*7%*	*5%*	*4%*	*4%*
ITV4	**90**	74	5	3	-	8	82	75	2	2	-	1	80	13	55	19	3	31	58	82
	4%	*4%*	*10%*	*3%*	-	*4%*	*4%*	*5%*	*3%*	*4%*	-	*2%*	*4%*	*4%*	*5%*	*3%*	*4%*	*4%*	*4%*	*4%*
ITV3	**89**	63	11	6	-	16	72	74	5	1	1	2	82	14	49	20	6	33	55	88
	4%af	*3%*	*21%*	*5%*	-	*7%*	**4%a**	*5%*	*8%*	*2%*	*5%*	*4%*	**5%z**	*4%*	*4%*	*3%*	*9%*	*5%*	*4%*	*4%*
BBC Four	**83**	69	2	2	-	4	79	65	1	1	3	4	73	8	55	17	3	25	57	84
	4%	*4%*	*5%*	*1%*	-	*2%*	**4%za**	*4%*	*1%*	*2%*	*22%*	*9%*	*4%*	*2%*	*5%*	*3%*	*5%*	*3%*	*4%*	*4%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 537

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Five US	**70**	58	5	2	-	6	64	55	1	-	*	1	58	8	33	23	5	31	38	74
	3%	*3%*	*9%*	*1%*	-	*3%*	*3%*	*3%*	*2%*	-	*	*2%*	*3%*	*2%*	*3%*	*4%*	**8%m**	*4%*	*3%*	*3%*
Fiver (Five Life)	**63**	52	5	*	-	5	58	52	*	*	*	1	53	9	36	13	4	22	40	66
	3%	*3%*	*9%*	*	-	**2%c**	*3%*	*3%*	*	*	*	*2%*	*3%*	*3%*	*3%*	*2%*	*6%*	*3%*	*3%*	*3%*
Other	**7**	7	-	-	-	-	7	6	-	-	-	1	7	1	4	2	-	2	5	7
	*	*	-	-	-	-	*	*	-	-	-	*2%*	*	*	*	*	-	*	*	*
Don't know	**417**	330	8	18	25	52	366	286	4	13	3	24	331	98	210	90	10	119	289	405
	19%afgho	*18%*	*15%*	*17%*	*41%*	**23%c**	**18%a**	*18%*	*7%*	*33%*	*25%*	*53%*	**18%gh**	**26%zno**	*18%*	*15%*	*14%*	*17%*	*20%*	*18%*
None of these	**371**	317	2	22	13	37	333	246	14	9	4	6	280	68	200	94	8	111	258	346
	17%gl	*17%*	*4%*	**21%e**	*21%*	*17%*	*17%*	*15%*	*23%*	*23%*	*33%*	*14%*	**16%g**	*18%*	*17%*	*16%*	*11%*	*16%*	*18%*	*16%*
Any BBC TV	**411**	**347**	**14**	**21**	**5**	**40**	**368**	**321**	**15**	**4**	**3**	**6**	**349**	**68**	**225**	**97**	**14**	**113**	**286**	**440**
	19%	***19%***	***26%***	***20%***	***8%***	***18%***	***19%***	***20%***	***24%***	***9%***	***23%***	***14%***	***19%***	***18%***	***19%***	***17%***	***20%***	***16%***	***20%***	***20%***
Any ITV	**389**	**337**	**15**	**16**	*	**31**	**358**	**312**	**14**	**4**	**2**	**4**	**336**	**75**	**223**	**76**	**14**	**105**	**280**	**420**
	18%oq	*18%*	*29%*	*15%*	*	*14%*	**18%z**	**19%z**	*23%*	*9%*	*13%*	*9%*	**19%z**	**20%o**	**19%o**	*13%*	*21%*	*15%*	**19%zq**	*19%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 538

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Channel 4	637	146	188	142	329	345	292	313	293	140	131	336	300	48	491	400	91	637
	29%	*31%*	*29%*	*34%*	*31%*	*29%*	*29%*	*29%*	*29%*	*26%*	*28%*	*28%*	*30%*	*31%*	*30%*	*30%*	*24%*	*29%*
Five	392	68	130	85	215	227	164	187	191	113	54	233	158	23	290	275	77	417
	18%j	*14%*	**20%a**	*20%*	**20%za**	*19%*	*16%*	*17%*	**19%j**	**21%j**	*12%*	*19%*	*16%*	*15%*	*17%*	**20%zn**	*21%*	*19%*
BBC One	330	82	89	54	143	147	183	166	153	51	85	163	166	36	250	156	37	336
	15%eiop	*17%*	*14%*	*13%*	*14%*	*12%*	**18%zeg**	**15%e**	**15%i**	*9%*	**18%i**	*13%*	*17%*	**23%zno**	**15%o**	*12%*	*10%*	*15%*
ITV1	309	78	84	53	137	181	128	147	136	60	83	137	172	31	237	161	21	340
	14%kop	*17%*	*13%*	*13%*	*13%*	*15%*	*13%*	*13%*	*13%*	*11%*	**18%zi**	*11%*	**17%zk**	**20%o**	**14%o**	*12%*	*6%*	*15%*
MTV	291	49	79	74	153	163	128	154	167	70	29	186	105	2	230	250	89	277
	13%jlm	*10%*	*12%*	**18%za**	*15%*	*14%*	*13%*	*14%*	**16%zj**	**13%j**	*6%*	**15%zl**	*11%*	*1%*	**14%m**	**18%zmn**	**24%z**	*13%*
E4	172	26	67	41	108	97	75	99	108	28	14	123	49	3	132	142	51	171
	8%jlm	*6%*	**11%za**	*10%*	**10%za**	*8%*	*8%*	*9%*	**11%zij**	*5%*	*3%*	**10%zl**	*5%*	*2%*	**8%m**	**10%zmn**	**14%z**	*8%*
BBC Two	140	34	45	24	69	62	78	76	64	18	38	71	68	13	107	73	22	160
	6%i	*7%*	*7%*	*6%*	*7%*	*5%*	**8%ze**	**7%e**	*6%*	*3%*	**8%i**	*6%*	*7%*	*8%*	*6%*	*5%*	*6%*	*7%*
Sky One	137	27	46	31	77	71	67	69	61	34	21	88	50	3	103	92	22	151
	6%	*6%*	*7%*	*8%*	*7%*	*6%*	*7%*	*6%*	*6%*	*6%*	*5%*	*7%*	*5%*	*2%*	*6%*	*7%*	*6%*	*7%*
ITV2	110	24	36	17	53	51	59	50	49	22	24	62	48	1	96	62	14	110
	5%m	*5%*	*6%*	*4%*	*5%*	*4%*	*6%*	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	*1%*	**6%zmo**	*5%*	*4%*	*5%*
Virgin 1	103	17	29	23	52	56	47	57	51	25	12	62	40	1	89	76	17	114
	5%m	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*3%*	*5%*	*4%*	*1%*	**5%zm**	**6%m**	*4%*	*5%*
BBC Three	101	20	31	24	55	60	41	53	52	18	14	57	44	1	85	73	26	106
	5%m	*4%*	*5%*	*6%*	*5%*	*5%*	*4%*	*5%*	*5%*	*3%*	*3%*	*5%*	*4%*	*1%*	**5%m**	**5%m**	*7%*	*5%*
Living	101	19	27	25	52	60	41	57	53	22	13	52	48	1	85	77	26	118
	5%m	*4%*	*4%*	*6%*	*5%*	*5%*	*4%*	*5%*	*5%*	*4%*	*3%*	*4%*	*5%*	*1%*	**5%m**	**6%zm**	*7%*	*5%*
More 4	93	25	29	19	48	47	45	49	42	14	16	54	38	1	72	65	26	85
	4%	*5%*	*5%*	*5%*	*5%*	*4%*	*5%*	*4%*	*4%*	*3%*	*3%*	*4%*	*4%*	*1%*	*4%*	*5%*	**7%z**	*4%*
ITV4	90	20	39	14	53	41	49	40	40	13	24	43	47	1	81	53	10	82
	4%	*4%*	**6%z**	*3%*	*5%*	*3%*	*5%*	*4%*	*4%*	*2%*	*5%*	*4%*	*5%*	*1%*	**5%z**	*4%*	*3%*	*4%*
ITV3	89	19	35	17	52	39	50	35	34	20	21	50	39	2	71	53	13	88
	4%	*4%*	*6%*	*4%*	*5%*	*3%*	**5%g**	*3%*	*3%*	*4%*	*5%*	*4%*	*4%*	*1%*	*4%*	*4%*	*4%*	*4%*

Fieldwork Dates : 7th - 25th March 2009
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Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 538

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
BBC Four	83	21	19	19	38	38	45	36	39	10	17	46	37	2	66	54	18	84
	4%i	*5%*	*3%*	*5%*	*4%*	*3%*	*4%*	*3%*	*4%*	*2%*	*4%*	*4%*	*4%*	*1%*	*4%*	*4%*	*5%*	*4%*
Five US	70	15	26	15	41	42	29	36	41	12	9	39	31	1	61	51	20	74
	3%	*3%*	*4%*	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*2%*	*2%*	*3%*	*3%*	*1%*	*4%*	*4%*	*6%*	*3%*
Fiver (Five Life)	63	14	14	18	32	37	26	27	34	12	8	35	28	1	54	46	14	66
	3%	*3%*	*2%*	*4%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%*	*1%*	*3%*	*3%*	*4%*	*3%*
Other	7	2	4	-	4	3	4	3	3	1	3	1	6	2	6	5	-	7
	*	*1%*	*1%*	-	*	*	*	*	*	*	*1%*	*	*1%*	*1%*	*	*	-	*
Don't know	417	73	96	71	167	250	167	223	164	128	102	215	199	41	292	240	51	405
	19%bdfhn	*15%*	*15%*	*17%*	*16%*	*21%*	*17%*	**20%f**	*16%*	**24%zh**	**22%h**	*18%*	*20%*	**27%zno**	*18%*	*18%*	*14%*	*18%*
None of these	371	85	123	61	184	174	196	175	171	88	82	226	145	21	298	210	73	346
	17%el	*18%*	*19%*	*15%*	*17%*	*14%*	**20%zeg**	*16%*	*17%*	*16%*	*18%*	*19%*	*15%*	*13%*	**18%zo**	*15%*	*20%*	*16%*
Any BBC TV	**411**	**98**	**114**	**70**	**184**	**198**	**212**	**205**	**190**	**66**	**103**	**199**	**211**	**39**	**313**	**204**	**59**	**440**
	19%eiko	***21%***	***18%***	***17%***	***17%***	***16%***	**21%ze**	***19%***	**19%i**	***12%***	**22%i**	***16%***	**21%zk**	**25%o**	**19%o**	***15%***	***16%***	***20%***
Any ITV	**389**	**94**	**117**	**63**	**180**	**216**	**173**	**184**	**171**	**80**	**101**	**180**	**209**	**31**	**305**	**210**	**31**	**420**
	18%kop	***20%***	***18%***	***15%***	***17%***	***18%***	***17%***	***17%***	***17%***	***15%***	**22%zi**	***15%***	**21%zk**	***20%***	**18%o**	***15%***	***8%***	***19%***

Fieldwork Dates : 7th - 25th March 2009
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Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 539

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Channel 4	637	527	29	22	60	63	216	145	163	148	154	237	212	263	254	317	55	637
	29%p	*29%*	*26%*	**35%eg**	*32%*	*23%*	**28%g**	*25%*	*29%*	*28%*	*26%*	**34%zj**	*29%*	*28%*	**33%zp**	**28%p**	*20%*	*29%*
Five	392	337	17	15	21	49	130	110	120	87	112	133	129	146	128	211	42	417
	18%d	*18%*	*16%*	**24%d**	*12%*	*18%*	*17%*	*19%*	**22%d**	*16%*	*19%*	*19%*	*17%*	*16%*	*17%*	*19%*	*16%*	*19%*
BBC One	330	276	14	11	29	43	107	84	83	86	71	134	111	169	139	154	30	336
	15%	*15%*	*13%*	*17%*	*16%*	*16%*	*14%*	*15%*	*15%*	*16%*	*12%*	**19%zj**	*15%*	**18%z**	**18%zp**	*14%*	*11%*	*15%*
ITV1	309	262	21	10	17	20	95	65	86	81	76	125	82	152	144	128	25	340
	14%elo	**14%e**	**19%defg**	**16%e**	*9%*	*7%*	**13%e**	**11%e**	**15%e**	**15%e**	*13%*	**18%zjl**	*11%*	**16%z**	**19%zop**	*11%*	*9%*	*15%*
MTV	291	251	13	4	23	34	102	75	91	59	95	85	111	107	74	160	53	277
	13%cn	**14%c**	*12%*	*6%*	*13%*	*12%*	**13%c**	**13%c**	**16%c**	*11%*	**16%k**	*12%*	*15%*	*12%*	*10%*	**14%n**	**20%zn**	*13%*
E4	172	145	11	4	11	14	51	36	47	47	46	55	88	64	46	88	36	171
	8%n	*8%*	*10%*	*7%*	*6%*	*5%*	*7%*	*6%*	*8%*	*9%*	*8%*	*8%*	**12%zjk**	*7%*	*6%*	*8%*	**13%zno**	*8%*
BBC Two	140	115	6	8	12	21	42	39	40	33	27	51	46	65	57	63	18	160
	6%	*6%*	*5%*	**12%zabfi**	*6%*	*8%*	*5%*	*7%*	*7%*	*6%*	*5%*	*7%*	*6%*	*7%*	*7%*	*6%*	*7%*	*7%*
Sky One	137	117	7	5	9	15	50	40	42	25	35	48	35	63	39	83	13	151
	6%	*6%*	*6%*	*8%*	*5%*	*5%*	*7%*	*7%*	*8%*	*5%*	*6%*	*7%*	*5%*	*7%*	*5%*	*7%*	*5%*	*7%*
ITV2	110	90	8	3	10	7	17	14	37	35	22	50	37	46	38	55	14	110
	5%fg	**5%fg**	**7%efg**	*4%*	*5%*	*3%*	*2%*	*2%*	**7%fg**	**7%fg**	*4%*	**7%zj**	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*
Virgin 1	103	86	8	4	5	9	24	19	31	31	29	30	31	40	34	49	19	114
	5%	*5%*	**7%fg**	*7%*	*3%*	*3%*	*3%*	*3%*	*5%*	*6%*	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	*7%*	*5%*
BBC Three	101	85	7	2	6	16	29	24	33	23	27	37	35	45	26	57	17	106
	5%	*5%*	*7%*	*3%*	*3%*	*6%*	*4%*	*4%*	*6%*	*4%*	*5%*	*5%*	*5%*	*5%*	*3%*	*5%*	*6%*	*5%*
Living	101	81	10	4	7	9	26	20	39	15	26	41	34	39	27	56	16	118
	5%	*4%*	**9%zadefgi**	*6%*	*4%*	*3%*	*3%*	*3%*	**7%zafgi**	*3%*	*4%*	*6%*	*5%*	*4%*	*3%*	*5%*	*6%*	*5%*
More 4	93	77	4	3	8	6	19	13	33	25	23	36	37	36	23	47	21	85
	4%fg	**4%fg**	*4%*	*5%*	*5%*	*2%*	*3%*	*2%*	**6%fg**	*5%*	*4%*	*5%*	*5%*	*4%*	*3%*	*4%*	**8%zn**	*4%*
ITV4	90	76	6	2	6	4	14	12	31	31	16	33	30	42	34	42	13	82
	4%fg	**4%fg**	**5%efg**	*3%*	*3%*	*2%*	*2%*	*2%*	**6%fg**	**6%efg**	*3%*	*5%*	*4%*	*5%*	*4%*	*4%*	*5%*	*4%*
ITV3	89	79	5	2	3	12	22	22	28	29	19	36	29	46	30	44	10	88
	4%	*4%*	*5%*	*3%*	*2%*	*4%*	*3%*	*4%*	*5%*	*5%*	*3%*	*5%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*

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Ipsos MORI

BBC Media Review - Adult Survey
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Table 539

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
BBC Four	83	69	6	2	6	7	11	11	31	26	13	34	33	39	33	30	19	84
	4%fo	4%fg	5%fg	3%	3%	3%	2%	2%	6%fg	5%fg	2%	5%j	4%	4%	4%	3%	7%zo	4%
Five US	70	60	6	2	3	9	18	16	24	19	17	31	25	25	20	31	17	74
	3%	3%	6%df	3%	1%	3%	2%	3%	4%	4%	3%	4%	3%	3%	3%	3%	6%zno	3%
Fiver (Five Life)	63	51	4	2	6	8	19	12	21	10	10	30	26	27	19	26	17	66
	3%	3%	4%	2%	3%	3%	3%	2%	4%	2%	2%	4%zj	4%	3%	2%	2%	6%zno	3%
Other	7	5	*	-	2	-	-	-	1	3	2	2	4	4	3	2	2	7
	*	*	*	-	1%fg	-	-	-	*	1%	*	*	*	*	*	*	1%	*
Don't know	417	346	23	8	39	80	158	131	100	88	116	113	119	190	166	196	43	405
	19%	19%	21%	13%	21%	29%zacfghi	21%	23%ac	18%	17%	20%	16%	16%	20%	22%	18%	16%	18%
None of these	371	318	10	10	32	48	138	94	95	85	88	103	140	128	96	194	74	346
	17%bmn	17%b	10%	16%	17%	18%	18%b	16%	17%b	16%	15%	15%	19%k	14%	12%	17%n	28%zno	16%
Any BBC TV	**411**	**341**	**22**	**14**	**34**	**52**	**133**	**104**	**102**	**107**	**92**	**164**	**140**	**202**	**166**	**194**	**42**	**440**
	19%	**18%**	**20%**	**22%**	**18%**	**19%**	**17%**	**18%**	**18%**	**20%**	**16%**	24%zjl	**19%**	22%z	22%z	**17%**	**16%**	**20%**
Any ITV	**389**	**325**	**27**	**12**	**25**	**25**	**107**	**73**	**107**	**110**	**94**	**156**	**111**	**192**	**177**	**170**	**29**	**420**
	18%efgop	18%efg	25%zadefg	19%e	**14%**	**9%**	14%e	**13%**	19%eg	21%efg	**16%**	22%zjl	**15%**	21%z	23%zop	**15%**	**11%**	**19%**

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Table 540

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Channel 4	637	117	49	364	376	401	531	500	354	256	111	70	207	162	39	128	102	32	637
	29%	**38%z**	*33%*	**33%z**	**35%zf**	**37%zfg**	**32%z**	**33%zf**	**40%z**	**37%z**	**38%z**	**39%z**	**44%z**	**45%z**	*36%*	**41%z**	**50%zo**	**51%z**	*29%*
Five	392	69	41	207	232	230	309	282	201	144	64	55	101	84	25	56	50	21	417
	18%	*22%*	**28%zc**	*19%*	**22%zfg**	**21%zfg**	*19%*	*19%*	**23%z**	**21%z**	*22%*	**31%zhij**	*21%*	**24%z**	*23%*	*18%*	**25%zo**	**32%zo**	*19%*
BBC One	330	57	22	159	199	221	288	276	209	133	60	32	137	88	30	80	41	20	336
	15%	*19%*	*15%*	*14%*	**19%z**	**20%zf**	**17%z**	**18%zf**	**23%zi**	**19%z**	*20%*	*18%*	**29%z**	**25%z**	**28%z**	**26%z**	*20%*	**31%z**	*15%*
ITV1	309	63	27	169	196	212	270	253	183	119	41	27	110	82	27	58	49	18	340
	14%	**21%zc**	*18%*	*15%*	**19%zf**	**19%zfg**	**16%z**	**17%z**	**21%zj**	**17%z**	*14%*	*15%*	**23%z**	**23%z**	**25%z**	*18%*	**24%z**	**28%z**	*15%*
MTV	291	53	42	167	155	141	207	188	121	116	58	28	49	39	10	35	21	10	277
	13%	*17%*	**29%zac**	**15%z**	**15%fg**	*13%*	*13%*	*13%*	*14%*	**17%zh**	**20%zh**	*15%*	*10%*	*11%*	*9%*	*11%*	*10%*	*15%*	*13%*
E4	172	30	17	117	100	97	138	126	77	55	31	18	32	29	4	20	19	4	171
	8%	*10%*	*12%*	**11%z**	**9%z**	*9%*	*8%*	*8%*	*9%*	*8%*	*10%*	*10%*	*7%*	*8%*	*4%*	*6%*	*9%*	*6%*	*8%*
BBC Two	140	22	7	70	81	84	114	112	85	41	21	15	44	38	20	20	16	10	160
	6%	*7%*	*5%*	*6%*	*8%*	**8%z**	*7%*	**7%z**	**10%zi**	*6%*	*7%*	*8%*	**9%z**	**11%z**	**19%zlm**	*6%*	*8%*	**15%zo**	*7%*
Sky One	137	28	17	81	80	85	117	107	78	61	23	20	42	36	17	25	21	8	151
	6%	*9%*	*11%*	*7%*	*8%*	**8%z**	**7%z**	*7%*	**9%z**	**9%z**	*8%*	**11%z**	**9%z**	**10%z**	**16%z**	*8%*	**10%z**	*12%*	*7%*
ITV2	110	20	12	56	65	72	98	94	72	44	16	10	33	31	8	13	18	7	110
	5%	*7%*	*8%*	*5%*	*6%*	**7%z**	**6%z**	**6%z**	**8%z**	*6%*	*6%*	*6%*	*7%*	**9%z**	*7%*	*4%*	**9%zo**	*11%*	*5%*
Virgin 1	103	16	13	59	60	65	82	82	58	42	20	13	28	27	8	15	14	5	114
	5%	*5%*	*9%*	*5%*	*6%*	**6%z**	*5%*	**5%f**	**7%z**	*6%*	*7%*	*7%*	*6%*	**7%z**	*7%*	*5%*	*7%*	*8%*	*5%*
BBC Three	101	24	13	59	65	64	81	73	61	31	14	14	28	28	8	12	11	5	106
	5%	**8%z**	*9%*	*5%*	**6%z**	**6%z**	*5%*	*5%*	**7%zi**	*5%*	*5%*	*8%*	*6%*	**8%z**	*7%*	*4%*	*6%*	*9%*	*5%*
Living	101	20	15	62	51	66	79	77	46	38	13	7	19	20	4	12	13	4	118
	5%	*7%*	**10%z**	*6%*	*5%*	**6%zf**	*5%*	*5%*	*5%*	*6%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*6%*	*7%*	*5%*
More 4	93	22	13	60	54	62	74	72	52	33	18	6	23	22	7	10	16	4	85
	4%	**7%z**	**9%z**	**5%z**	*5%*	**6%zf**	*5%*	*5%*	**6%z**	*5%*	*6%*	*4%*	*5%*	*6%*	*7%*	*3%*	**8%zo**	*6%*	*4%*
ITV4	90	15	8	55	58	59	81	79	56	37	15	8	29	27	10	19	16	3	82
	4%	*5%*	*6%*	*5%*	**5%z**	**5%z**	**5%z**	**5%z**	**6%z**	*5%*	*5%*	*5%*	**6%z**	**8%z**	**9%z**	*6%*	**8%z**	*5%*	*4%*

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Table 540

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		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
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Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
ITV3	89 *4%*	15 *5%*	7 *4%*	54 *5%*	49 *5%*	55 *5%*	78 **5%z**	76 **5%z**	53 **6%zi**	27 *4%*	12 *4%*	9 *5%*	25 *5%*	27 **8%z**	7 *7%*	16 *5%*	10 *5%*	3 *5%*	88 *4%*
BBC Four	83 *4%*	17 *6%*	11 *7%*	48 *4%*	49 *5%*	54 **5%z**	69 *4%*	66 *4%*	48 **5%zi**	23 *3%*	12 *4%*	12 *7%*	23 *5%*	20 *6%*	7 *6%*	12 *4%*	12 *6%*	6 **10%z**	84 *4%*
Five US	70 *3%*	11 *4%*	8 *5%*	43 *4%*	39 *4%*	42 *4%*	51 *3%*	51 *3%*	32 *4%*	19 *3%*	7 *2%*	9 *5%*	12 *2%*	10 *3%*	1 *1%*	9 *3%*	5 *2%*	2 *3%*	74 *3%*
Fiver (Five Life)	63 *3%*	13 *4%*	7 *4%*	37 *3%*	39 *4%*	44 **4%zf**	50 *3%*	49 *3%*	35 *4%*	20 *3%*	14 *5%*	9 *5%*	14 *3%*	12 *3%*	4 *4%*	10 *3%*	5 *2%*	2 *4%*	66 *3%*
Other	7 *	3 *1%*	1 *1%*	3 *	4 *	2 *	7 *	6 *	2 *	1 *	- -	- -	2 *1%*	2 *	- -	- -	1 *	- -	7 *
Don't know	417 **19%ehijklmp**	56 *18%*	25 *17%*	211 *19%*	200 **19%e**	181 *16%*	311 **19%e**	275 **18%e**	122 **14%k**	99 **14%k**	28 **10%k**	9 *5%*	61 *13%*	48 *13%*	16 *15%*	54 *17%*	24 *12%*	12 *19%*	405 *18%*
None of these	371 **17%acdefghijklmnopq**	31 *10%*	17 *12%*	142 *13%*	95 *9%*	91 *8%*	197 **12%de**	170 **11%de**	74 **8%k**	44 *6%*	28 **9%k**	6 *3%*	32 *7%*	22 *6%*	7 *6%*	15 *5%*	11 *6%*	* *	346 *16%*
Any BBC TV	**411** ***19%***	**73** **24%zc**	**28** ***19%***	**202** ***18%***	**243** **23%z**	**271** **25%zfg**	**352** **21%z**	**335** **22%zf**	**246** **28%z**	**167** **24%z**	**73** **25%z**	**45** ***25%***	**154** **33%z**	**101** **28%z**	**36** **34%z**	**94** **30%z**	**51** **25%z**	**26** **41%zp**	**440** ***20%***
Any ITV	**389** ***18%***	**78** **25%zc**	**31** ***21%***	**211** ***19%***	**242** **23%z**	**267** **24%zfg**	**342** **21%z**	**324** **22%zf**	**227** **25%z**	**158** **23%z**	**58** ***19%***	**33** ***18%***	**130** **27%z**	**104** **29%z**	**32** **30%z**	**76** **24%z**	**59** **29%z**	**21** **32%z**	**420** ***19%***

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... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Channel 4	637	34	40	22	23	341	336	114	381	77	228	53	34	303	497	90	637
	29%fm	**42%z**	**41%z**	*43%*	**46%z**	**38%z**	*27%*	*33%*	*28%*	*34%*	**35%zm**	**39%zm**	*36%*	*25%*	*29%*	**40%zn**	*29%*
Five	392	20	16	15	16	176	225	63	218	44	123	34	18	200	302	54	417
	18%h	*25%*	*17%*	*28%*	**33%z**	*19%*	*18%*	*18%*	*16%*	*19%*	*19%*	**26%m**	*19%*	*16%*	*17%*	**24%z**	*19%*
BBC One	330	23	19	10	7	173	154	77	181	38	116	31	23	133	234	64	336
	15%fhmn	**28%z**	*19%*	*20%*	*14%*	**19%z**	*12%*	**22%zf**	*13%*	*16%*	**18%zm**	**23%zm**	**24%m**	*11%*	*14%*	**28%zn**	*15%*
ITV1	309	13	6	10	8	161	170	54	171	41	105	29	14	147	232	55	340
	14%hm	**15%b**	*6%*	*20%*	*16%*	**18%z**	*13%*	*16%*	*13%*	*18%*	**16%m**	**22%zm**	*15%*	*12%*	*13%*	**24%zn**	*15%*
MTV	291	18	27	7	6	145	158	41	160	21	89	14	6	170	232	31	277
	13%h	**22%z**	**28%z**	*14%*	*13%*	**16%z**	*13%*	*12%*	*12%*	*9%*	*14%*	*10%*	*7%*	*14%*	*13%*	*14%*	*13%*
E4	172	13	11	7	7	83	93	23	107	19	57	7	6	95	133	23	171
	8%	**15%z**	*11%*	*14%*	*14%*	*9%*	*7%*	*7%*	*8%*	*8%*	*9%*	*5%*	*7%*	*8%*	*8%*	*10%*	*8%*
BBC Two	140	8	8	5	6	57	66	29	94	10	50	16	6	63	100	26	160
	6%fm	*10%*	*8%*	*10%*	*13%*	*6%*	*5%*	*8%*	*7%*	*4%*	*8%*	**12%zm**	*6%*	*5%*	*6%*	**12%zn**	*7%*
Sky One	137	7	13	3	7	71	75	27	90	16	42	13	3	73	96	31	151
	6%n	*8%*	**13%z**	*5%*	**15%z**	**8%z**	*6%*	*8%*	*7%*	*7%*	*7%*	*10%*	*3%*	*6%*	*6%*	**14%zn**	*7%*
ITV2	110	6	3	3	4	56	56	29	67	11	41	15	3	46	75	22	110
	5%mn	*7%*	*3%*	*6%*	*9%*	*6%*	*4%*	**8%zf**	*5%*	*5%*	*6%*	**11%zm**	*3%*	*4%*	*4%*	**10%zn**	*5%*
Virgin 1	103	7	7	5	3	54	53	19	59	10	41	8	3	45	78	14	114
	5%m	*8%*	*8%*	*10%*	*7%*	*6%*	*4%*	*5%*	*4%*	*4%*	**6%m**	*6%*	*4%*	*4%*	*5%*	*6%*	*5%*
BBC Three	101	4	1	6	5	47	56	19	63	6	29	6	3	56	66	24	106
	5%n	*4%*	*1%*	*11%*	*9%*	*5%*	*4%*	*5%*	*5%*	*3%*	*5%*	*5%*	*4%*	*5%*	*4%*	**11%zn**	*5%*
Living	101	5	4	*	*	52	51	16	59	13	21	9	4	60	70	21	118
	5%	*6%*	*4%*	*	*	*6%*	*4%*	*5%*	*4%*	*6%*	*3%*	*7%*	*4%*	*5%*	*4%*	**9%zn**	*5%*
More 4	93	4	5	1	*	47	50	23	53	14	30	6	4	49	65	21	85
	4%	*5%*	*5%*	*2%*	*	*5%*	*4%*	*7%*	*4%*	*6%*	*5%*	*4%*	*4%*	*4%*	*4%*	**9%zn**	*4%*
ITV4	90	4	1	1	1	46	47	17	61	9	31	11	2	42	64	21	82
	4%	*5%*	*2%*	*3%*	*3%*	*5%*	*4%*	*5%*	*4%*	*4%*	*5%*	**8%m**	*2%*	*3%*	*4%*	**9%zn**	*4%*
ITV3	89	5	1	1	1	39	51	12	54	11	30	11	3	41	58	23	88
	4%n	*6%*	*1%*	*2%*	*2%*	*4%*	*4%*	*3%*	*4%*	*5%*	*5%*	**8%m**	*3%*	*3%*	*3%*	**10%zn**	*4%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 541

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
BBC Four	83 **4%n**	4 *4%*	1 *2%*	6 **13%z**	5 *10%*	34 *4%*	45 *4%*	18 *5%*	51 *4%*	6 *3%*	31 *5%*	4 *3%*	3 *3%*	40 *3%*	50 *3%*	20 **9%zn**	84 *4%*
Five US	70 *3%*	1 *1%*	- -	* *	1 *3%*	28 *3%*	42 *3%*	9 *2%*	46 *3%*	8 *4%*	18 *3%*	5 *3%*	1 *1%*	43 *3%*	49 *3%*	15 **7%zn**	74 *3%*
Fiver (Five Life)	63 *3%*	4 *5%*	4 *4%*	2 *3%*	2 *4%*	31 *3%*	39 *3%*	11 *3%*	39 *3%*	8 *3%*	21 *3%*	4 *3%*	1 *2%*	33 *3%*	46 *3%*	13 **6%zn**	66 *3%*
Other	7 *	- -	- -	- -	- -	3 *	4 *	2 *	7 *1%*	- -	2 *	- -	* *	5 *	6 *	1 *	7 *
Don't know	417 **19%abcdj**	3 *4%*	7 *8%*	* *1%*	* *1%*	159 *18%*	239 *19%*	53 *15%*	244 *18%*	49 *21%*	91 *14%*	26 *19%*	30 **32%zj**	243 **20%j**	312 *18%*	30 *13%*	405 *18%*
None of these	371 **17%cdegjo**	7 *8%*	15 *15%*	1 *3%*	2 *4%*	81 *9%*	261 **21%zg**	37 *11%*	272 **20%zi**	24 *11%*	79 *12%*	13 *9%*	6 *7%*	260 **21%zjkl**	303 **18%o**	19 *8%*	346 *16%*
Any BBC TV	**411** **19%fmn**	**25** **31%z**	**22** ***23%***	**16** ***31%***	**12** ***24%***	**207** **23%z**	**204** ***16%***	**87** **25%zf**	**235** ***17%***	**45** ***20%***	**144** **22%zm**	**37** **27%zm**	**27** **29%m**	**175** ***14%***	**293** ***17%***	**74** **33%zn**	**440** ***20%***
Any ITV	**389** **18%hm**	**22** **27%b**	**8** ***8%***	**12** ***24%***	**12** ***24%***	**196** **22%z**	**212** ***17%***	**72** ***21%***	**220** ***16%***	**48** ***21%***	**140** **22%zm**	**40** **30%zm**	**17** ***18%***	**178** ***14%***	**291** ***17%***	**67** **30%zn**	**420** ***19%***

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Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 542

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	Unwtd. Total
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Channel 4	637	426	91	378	199	224	283	448	103	367	162	548	47	270	246	392	150	637
	29%fh	*28%*	*34%*	*27%*	**36%zc**	**39%zf**	*23%*	**34%zh**	*20%*	*27%*	*32%*	**31%zl**	*23%*	**33%z**	*27%*	**32%z**	*28%*	*29%*
Five	392	282	44	244	112	108	202	247	91	236	99	330	25	159	155	239	79	417
	18%	*18%*	*17%*	*18%*	*20%*	*19%*	*16%*	*19%*	*18%*	*18%*	*20%*	**19%z**	*12%*	*19%*	*17%*	**20%z**	*15%*	*19%*
BBC One	330	215	61	162	124	156	119	265	37	146	122	266	26	215	59	234	51	336
	15%cfhinp	*14%*	**23%za**	*12%*	**22%zc**	**27%zf**	*10%*	**20%zh**	*7%*	*11%*	**24%zi**	*15%*	*13%*	**26%zn**	*7%*	**19%zp**	*10%*	*15%*
ITV1	309	195	54	171	113	114	141	242	37	177	92	256	28	137	110	209	69	340
	14%acfh	*13%*	**20%za**	*12%*	**20%zc**	**20%zf**	*11%*	**18%zh**	*7%*	*13%*	**18%zi**	*15%*	*13%*	**17%zn**	*12%*	**17%z**	*13%*	*15%*
MTV	291	210	32	180	71	63	179	165	66	176	64	241	27	108	123	152	73	277
	13%	*14%*	*12%*	*13%*	*13%*	*11%*	*15%*	*13%*	*13%*	*13%*	*13%*	*14%*	*13%*	*13%*	*14%*	*13%*	*14%*	*13%*
E4	172	110	19	97	59	49	96	111	32	103	42	142	19	70	62	90	42	171
	8%	*7%*	*7%*	*7%*	**11%zc**	*9%*	*8%*	*8%*	*6%*	*8%*	*8%*	*8%*	*9%*	*8%*	*7%*	*7%*	*8%*	*8%*
BBC Two	140	95	28	65	61	60	55	109	21	65	49	108	12	92	30	101	22	160
	6%cfhinp	*6%*	**10%za**	*5%*	**11%zc**	**11%zf**	*4%*	**8%zh**	*4%*	*5%*	**10%zi**	*6%*	*6%*	**11%zn**	*3%*	**8%zp**	*4%*	*7%*
Sky One	137	88	18	78	47	47	64	82	34	71	45	116	13	55	63	95	17	151
	6%p	*6%*	*7%*	*6%*	**9%z**	*8%*	*5%*	*6%*	*7%*	*5%*	**9%zi**	*7%*	*6%*	*7%*	*7%*	**8%zp**	*3%*	*7%*
ITV2	110	63	23	66	34	43	51	83	18	60	36	84	12	57	32	71	23	110
	5%a	*4%*	**8%za**	*5%*	*6%*	**7%zf**	*4%*	**6%z**	*3%*	*4%*	**7%z**	*5%*	*6%*	**7%zn**	*4%*	*6%*	*4%*	*5%*
Virgin 1	103	74	11	63	28	35	48	75	15	66	21	83	12	48	38	70	13	114
	5%p	*5%*	*4%*	*5%*	*5%*	*6%*	*4%*	**6%z**	*3%*	*5%*	*4%*	*5%*	*6%*	*6%*	*4%*	**6%zp**	*2%*	*5%*
BBC Three	101	66	12	56	38	36	49	74	15	59	33	70	15	56	25	60	25	106
	5%kn	*4%*	*4%*	*4%*	**7%zc**	*6%*	*4%*	**6%z**	*3%*	*4%*	*6%*	*4%*	*7%*	**7%zn**	*3%*	*5%*	*5%*	*5%*
Living	101	68	14	52	38	32	54	66	17	63	29	85	7	51	29	62	18	118
	5%	*4%*	*5%*	*4%*	**7%zc**	*6%*	*4%*	*5%*	*3%*	*5%*	*6%*	*5%*	*3%*	**6%zn**	*3%*	*5%*	*3%*	*5%*
More 4	93	62	12	54	32	30	48	62	18	69	19	74	11	55	27	57	20	85
	4%	*4%*	*4%*	*4%*	*6%*	*5%*	*4%*	*5%*	*4%*	**5%z**	*4%*	*4%*	*5%*	**7%zn**	*3%*	*5%*	*4%*	*4%*
ITV4	90	53	20	53	32	33	39	67	12	42	38	75	8	48	24	58	17	82
	4%fin	*3%*	**7%za**	*4%*	*6%*	**6%f**	*3%*	**5%zh**	*2%*	*3%*	**7%zi**	*4%*	*4%*	**6%zn**	*3%*	*5%*	*3%*	*4%*
ITV3	89	52	16	49	30	32	39	66	12	41	33	71	8	39	34	59	17	88
	4%i	*3%*	*6%*	*4%*	*5%*	*6%*	*3%*	**5%z**	*2%*	*3%*	**7%zi**	*4%*	*4%*	*5%*	*4%*	*5%*	*3%*	*4%*
BBC Four	83	49	12	41	37	31	34	61	11	40	27	59	14	52	17	54	12	84
	4%cfn	*3%*	*5%*	*3%*	**7%zc**	**5%f**	*3%*	**5%z**	*2%*	*3%*	*5%*	*3%*	*7%*	**6%zn**	*2%*	*4%*	*2%*	*4%*

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FINAL

Table 542

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	Unwtd. Total
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Five US	70 *3%*	48 *3%*	9 *3%*	43 *3%*	23 *4%*	18 *3%*	37 *3%*	50 *4%*	14 *3%*	36 *3%*	29 **6%zi**	56 *3%*	13 **6%z**	34 *4%*	26 *3%*	46 *4%*	12 *2%*	74 *3%*
Fiver (Five Life)	63 *3%*	39 *3%*	9 *3%*	36 *3%*	25 **4%z**	17 *3%*	30 *2%*	47 *4%*	9 *2%*	40 *3%*	20 *4%*	49 *3%*	11 *5%*	37 **4%z**	21 *2%*	41 *3%*	10 *2%*	66 *3%*
Other	7 *	4 *	1 *	5 *	2 *	2 *	4 *	6 *	1 *	3 *	1 *	7 *	- -	3 *	1 *	6 *1%*	1 *	7 *
Don't know	417 **19%aeo**	263 *17%*	58 *22%*	248 *18%*	110 *20%*	81 *14%*	239 **19%e**	241 *18%*	86 *17%*	258 *19%*	82 *16%*	318 *18%*	38 *18%*	139 *17%*	170 *19%*	201 *17%*	102 *19%*	405 *18%*
None of these	371 **17%bdegjkmo**	295 **19%zb**	29 *11%*	279 **20%zd**	49 *9%*	42 *7%*	279 **23%ze**	140 *11%*	142 **28%zg**	252 **19%zj**	62 *12%*	273 *16%*	46 *22%*	96 *12%*	174 **19%m**	146 *12%*	133 **25%zo**	346 *16%*
Any BBC TV	**411** **19%cfhinp**	**273** ***18%***	**69** **26%za**	**216** ***16%***	**143** **26%zc**	**180** **31%zf**	**158** ***13%***	**319** **24%zh**	**55** ***11%***	**199** ***15%***	**142** **28%zi**	**321** ***18%***	**39** ***19%***	**247** **30%zn**	**94** ***10%***	**284** **23%zp**	**66** ***12%***	**440** ***20%***
Any ITV	**389** **18%acfh**	**247** ***16%***	**67** **25%za**	**220** ***16%***	**132** **24%zc**	**152** **27%zf**	**170** ***14%***	**297** **23%zh**	**54** ***10%***	**219** ***16%***	**117** **23%zi**	**318** ***18%***	**34** ***16%***	**172** **21%zn**	**136** ***15%***	**260** **21%zp**	**86** ***16%***	**420** ***19%***

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Overlap formulae used. * small base

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Table 543

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Channel 4	637	406	123	470	85	425	17	405	16	371	114	462	87	410	119	637
	29%a	*27%*	**35%za**	*29%*	*33%*	*30%*	*24%*	*30%*	*27%*	**35%zj**	*24%*	*29%*	*35%*	*29%*	**37%zm**	*29%*
Five	392	240	99	276	56	262	16	248	13	192	88	289	42	256	58	417
	18%a	*16%*	**29%za**	*17%*	*22%*	*19%*	*22%*	*19%*	*22%*	*18%*	*19%*	*18%*	*17%*	*18%*	*18%*	*19%*
BBC One	330	173	94	159	105	187	16	164	21	208	54	242	39	193	69	336
	15%acegm	*12%*	**27%za**	*10%*	**40%zc**	*13%*	*23%*	*12%*	**35%zg**	**19%zj**	*12%*	*15%*	*16%*	*14%*	**22%zm**	*15%*
ITV1	309	173	72	201	59	205	9	188	10	193	66	221	45	203	54	340
	14%ac	*12%*	**21%za**	*12%*	**22%zc**	*15%*	*13%*	*14%*	*17%*	**18%z**	*14%*	*14%*	*18%*	*14%*	*17%*	*15%*
MTV	291	177	63	214	33	197	7	200	3	147	55	226	33	169	62	277
	13%a	*12%*	**18%za**	*13%*	*13%*	*14%*	*10%*	**15%z**	*5%*	*14%*	*12%*	*14%*	*13%*	*12%*	**19%zm**	*13%*
E4	172	98	40	122	20	117	2	113	5	89	32	127	28	95	38	171
	8%am	*7%*	**11%za**	*7%*	*8%*	*8%*	*3%*	*8%*	*8%*	*8%*	*7%*	*8%*	*11%*	*7%*	**12%zm**	*8%*
BBC Two	140	62	47	52	52	77	12	59	14	89	25	99	17	87	27	160
	6%acg	*4%*	**13%za**	*3%*	**20%zc**	*5%*	**18%ze**	*4%*	**22%zg**	**8%z**	*5%*	*6%*	*7%*	*6%*	*8%*	*7%*
Sky One	137	63	38	76	27	82	3	74	4	68	29	105	11	85	25	151
	6%ac	*4%*	**11%za**	*5%*	**10%zc**	*6%*	*4%*	*6%*	*7%*	*6%*	*6%*	*6%*	*5%*	*6%*	*8%*	*7%*
ITV2	110	48	36	53	26	76	3	67	5	68	23	83	12	61	27	110
	5%ac	*3%*	**10%za**	*3%*	**10%zc**	*5%*	*5%*	*5%*	*8%*	**6%z**	*5%*	*5%*	*5%*	*4%*	**9%zm**	*5%*
Virgin 1	103	53	29	63	15	62	4	62	4	53	20	82	6	68	19	114
	5%ac	*4%*	**8%za**	*4%*	*6%*	*4%*	*5%*	*5%*	*6%*	*5%*	*4%*	*5%*	*2%*	*5%*	*6%*	*5%*
BBC Three	101	42	35	47	29	63	2	61	3	53	22	67	14	60	17	106
	5%ac	*3%*	**10%za**	*3%*	**11%zc**	*4%*	*3%*	*5%*	*5%*	*5%*	*5%*	*4%*	*5%*	*4%*	*5%*	*5%*
Living	101	44	37	54	20	64	8	63	8	52	17	80	9	65	21	118
	5%ac	*3%*	**11%za**	*3%*	**8%c**	*5%*	*11%*	*5%*	**12%zg**	*5%*	*4%*	*5%*	*3%*	*5%*	*7%*	*5%*
More 4	93	52	23	60	12	63	1	63	2	53	10	73	14	64	15	85
	4%aj	*3%*	**7%a**	*4%*	*5%*	*4%*	*2%*	*5%*	*3%*	**5%j**	*2%*	*5%*	*6%*	*4%*	*5%*	*4%*
ITV4	90	42	29	46	18	60	2	59	3	66	12	66	13	54	17	82
	4%ac	*3%*	**8%za**	*3%*	**7%c**	*4%*	*3%*	*4%*	*6%*	**6%zj**	*3%*	*4%*	*5%*	*4%*	*5%*	*4%*
ITV3	89	37	27	42	17	51	3	47	4	59	17	61	9	48	19	88
	4%ac	*3%*	**8%za**	*3%*	**6%c**	*4%*	*4%*	*4%*	*7%*	**5%z**	*4%*	*4%*	*4%*	*3%*	*6%*	*4%*
BBC Four	83	36	29	38	24	52	1	49	4	48	17	59	10	43	21	84
	4%acm	*2%*	**8%za**	*2%*	**9%zc**	*4%*	*2%*	*4%*	*7%*	*4%*	*4%*	*4%*	*4%*	*3%*	**7%zm**	*4%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

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Table 543

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Five US	70	38	23	41	12	46	3	46	2	46	9	61	4	38	20	74
	3%ac	*3%*	**7%za**	*3%*	*5%*	*3%*	*4%*	*3%*	*4%*	**4%z**	*2%*	*4%*	*2%*	*3%*	**6%zm**	*3%*
Fiver (Five Life)	63	26	22	31	12	36	5	41	4	41	9	48	4	35	16	66
	3%ac	*2%*	**6%za**	*2%*	**5%c**	*3%*	*7%*	*3%*	*6%*	**4%z**	*2%*	*3%*	*2%*	*2%*	*5%*	*3%*
Other	7	3	3	3	1	1	1	1	1	5	2	2	5	5	1	7
	*egk	*	*1%*	*	*	*	**2%e**	*	**2%g**	*	*1%*	*	**2%zk**	*	*	*
Don't know	417	285	41	309	20	240	7	229	7	174	79	279	48	270	45	405
	19%bdegik	**19%b**	*12%*	**19%d**	*8%*	*17%*	*10%*	*17%*	*11%*	*16%*	*17%*	*17%*	*19%*	*19%*	*14%*	*18%*
None of these	371	308	29	312	17	260	13	239	9	157	89	301	28	262	35	346
	17%bdiln	**21%zb**	*8%*	**19%zd**	*7%*	**18%z**	*19%*	*18%*	*15%*	*15%*	*19%*	**19%zl**	*11%*	**18%n**	*11%*	*16%*
Any BBC TV	**411**	**220**	**114**	**213**	**121**	**233**	**19**	**213**	**24**	**251**	**77**	**300**	**52**	**248**	**78**	**440**
	19%aceg	***15%***	**33%za**	***13%***	**46%zc**	***17%***	***27%***	***16%***	**39%zg**	**23%zj**	***16%***	***19%***	***20%***	***17%***	**24%zm**	***20%***
Any ITV	**389**	**220**	**91**	**253**	**68**	**262**	**11**	**244**	**13**	**241**	**84**	**273**	**59**	**248**	**67**	**420**
	18%ac	***15%***	**26%za**	***16%***	**26%zc**	***19%***	***16%***	***18%***	***21%***	**23%z**	***18%***	***17%***	**23%zk**	***17%***	***21%***	***19%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 544

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Channel 4	637	543	430	568	495	355	601	628	7	129	198	396	304	496	132	637
	29%	**30%z**	**32%zcg**	**30%z**	**31%zg**	*30%*	**30%z**	**29%z**	*11%*	*26%*	**36%zikmn**	*29%*	**31%i**	*29%*	*27%*	*29%*
Five	392	341	273	354	266	217	354	386	6	96	110	262	205	328	57	417
	18%n	**19%zdf**	**20%zdfg**	**19%zdf**	*17%*	*18%*	*18%*	**18%zd**	*8%*	**19%n**	**20%n**	**19%zn**	**21%zn**	**19%zn**	*12%*	*19%*
BBC One	330	234	189	265	238	184	307	322	8	66	69	194	140	254	71	336
	15%ac	*13%*	*14%*	**14%a**	**15%a**	**15%a**	**15%ac**	**15%ac**	*13%*	*13%*	*13%*	*14%*	*14%*	*15%*	*15%*	*15%*
ITV1	309	263	221	280	221	173	284	307	3	52	95	200	151	255	52	340
	14%	*15%*	**16%zacdfg**	**15%z**	*14%*	*15%*	*14%*	**14%z**	*4%*	*10%*	**17%in**	**15%i**	**16%i**	**15%zi**	*11%*	*15%*
MTV	291	245	165	258	207	171	267	287	3	99	85	192	168	243	43	277
	13%n	*14%*	*12%*	**14%b**	*13%*	**14%b**	*13%*	**13%z**	*5%*	**20%zkmn**	**15%n**	**14%n**	**17%zkmn**	**14%zn**	*9%*	*13%*
E4	172	144	84	151	135	93	164	170	2	65	33	105	103	141	28	171
	8%b	**8%b**	*6%*	**8%b**	**8%b**	**8%b**	**8%b**	**8%b**	*3%*	**13%zjkmn**	*6%*	*8%*	**11%zjkmn**	**8%j**	*6%*	*8%*
BBC Two	140	100	62	107	93	67	127	133	7	27	20	76	70	112	24	160
	6%abcj	**6%b**	*5%*	**6%b**	**6%b**	*6%*	**6%abc**	**6%abc**	*11%*	*5%*	*4%*	**6%j**	**7%j**	**7%jk**	*5%*	*7%*
Sky One	137	102	90	113	83	72	121	134	3	34	29	93	54	108	29	151
	6%d	*6%*	**7%d**	**6%ad**	*5%*	*6%*	**6%d**	**6%ad**	*4%*	*7%*	*5%*	*7%*	*6%*	*6%*	*6%*	*7%*
ITV2	110	81	62	92	65	55	100	108	2	30	25	67	55	90	20	110
	5%d	*5%*	*5%*	**5%ad**	*4%*	*5%*	**5%d**	**5%ad**	*3%*	*6%*	*4%*	*5%*	*6%*	*5%*	*4%*	*5%*
Virgin 1	103	81	58	90	69	54	96	101	2	22	33	59	53	80	22	114
	5%	*5%*	*4%*	*5%*	*4%*	*4%*	*5%*	*5%*	*3%*	*4%*	*6%*	*4%*	*5%*	*5%*	*4%*	*5%*
BBC Three	101	70	45	77	61	48	92	98	3	24	22	60	53	81	18	106
	5%abcd	*4%*	*3%*	*4%*	*4%*	*4%*	**5%abd**	**5%abcd**	*4%*	*5%*	*4%*	*4%*	*5%*	*5%*	*4%*	*5%*
Living	101	76	55	84	67	53	94	99	2	25	22	59	49	78	20	118
	5%	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*3%*	*5%*	*4%*	*4%*	*5%*	*5%*	*4%*	*5%*
More 4	93	70	50	75	68	47	87	91	2	28	21	59	51	77	15	85
	4%	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*5%*	*4%*	*4%*	*5%*	*5%*	*3%*	*4%*
ITV4	90	67	50	74	57	40	81	88	2	24	22	60	39	74	16	82
	4%	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*5%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*
ITV3	89	67	51	74	55	37	80	87	2	27	23	61	33	75	14	88
	4%	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	**4%e**	*3%*	*5%*	*4%*	*5%*	*3%*	*4%*	*3%*	*4%*
BBC Four	83	62	37	66	59	38	76	81	2	21	12	50	44	70	12	84
	4%b	*3%*	*3%*	**4%b**	*4%*	*3%*	**4%b**	**4%b**	*3%*	*4%*	*2%*	**4%j**	**5%j**	**4%j**	*3%*	*4%*
Five US	70	53	36	57	44	32	64	68	2	20	20	43	39	57	11	74
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*3%*	*4%*	*3%*	*2%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 544

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Fiver (Five Life)	63	44	29	48	38	30	59	61	2	18	16	39	30	52	8	66
	3%ac	*2%*	*2%*	*3%*	*2%*	*2%*	3%abd	3%abc	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*
Other	7	4	1	4	2	1	5	7	-	-	3	3	3	4	3	7
	*bd	*	*	*	*	*	*	*bdf	-	-	*1%*	*	*	*	*1%*	*
Don't know	417	321	244	331	286	211	355	377	40	61	73	224	145	277	127	405
	19%acfgijklm	*18%*	*18%*	*18%*	*18%*	*18%*	*18%*	*18%*	*61%*	*12%*	*13%*	17%ij	*15%*	16%ij	26%zijklm	*18%*
None of these	371	306	229	318	280	219	350	363	6	107	87	226	163	291	78	346
	17%	*17%*	*17%*	*17%*	*18%*	*18%*	17%z	*17%*	*8%*	21%zjkm	*16%*	*17%*	*17%*	*17%*	*16%*	*16%*
Any BBC TV	**411**	**296**	**228**	**332**	**289**	**218**	**378**	**402**	**9**	**91**	**90**	**248**	**185**	**317**	**86**	**440**
	19%ac	***16%***	***17%***	18%a	18%a	***18%***	19%abc	19%abc	***14%***	***18%***	***16%***	***18%***	***19%***	***19%***	***18%***	***20%***
Any ITV	**389**	**332**	**276**	**354**	**281**	**214**	**358**	**386**	**3**	**76**	**122**	**255**	**185**	**318**	**68**	**420**
	18%	***18%***	21%zacdefg	19%zf	***18%***	***18%***	***18%***	18%z	***4%***	***15%***	22%zin	19%i	***19%***	19%z	***14%***	***19%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 545

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.42 TV Channels which most need to improve their content in terms of morality, values and standards of behaviour?																						
	Total	Channel 4	Five	BBC One	ITV1	MTV	E4	BBC Two	Sky One	ITV2	Virgin 1	BBC Three	Living	More 4	ITV4	ITV3	BBC Four	Five US	Fiver (Five Life)	Other	Don't know	None of these	Any BBC TV	Any ITV
Unweighted Total	**2206**	637	417	336	340	277	171	160	151	110	114	106	118	85	82	88	84	74	66	7	405	346	440	420
Weighted Total	**2206**	637	392	330	309	291	172	140	137	110	103	101	101	93	90	89	83	70	63	7	417	371	411	389
BBC One	**1343**	399	273	73	162	226	116	39	78	51	57	36	58	58	43	46	26	36	35	4	212	240	126	209
	61%	*63%*	*70%*	*22%*	*52%*	*78%*	*68%*	*28%*	*57%*	*46%*	*56%*	*36%*	*58%*	*63%*	*48%*	*52%*	*31%*	*52%*	*55%*	*51%*	*51%*	*65%*	*31%*	*54%*
BBC Two	**1236**	415	264	117	185	200	108	30	73	57	50	37	55	50	48	42	26	35	26	5	192	191	159	240
	56%	*65%*	*67%*	*35%*	*60%*	*69%*	*63%*	*21%*	*53%*	*52%*	*49%*	*37%*	*55%*	*54%*	*53%*	*48%*	*31%*	*49%*	*41%*	*67%*	*46%*	*51%*	*39%*	*62%*
ITV1	**682**	185	109	80	31	119	71	45	38	17	28	29	34	29	24	22	20	21	15	1	83	148	105	54
	31%	*29%*	*28%*	*24%*	*10%*	*41%*	*41%*	*32%*	*28%*	*15%*	*27%*	*28%*	*34%*	*32%*	*26%*	*25%*	*25%*	*30%*	*24%*	*17%*	*20%*	*40%*	*25%*	*14%*
BBC Four	**434**	139	104	43	53	99	45	10	32	20	25	18	25	24	10	15	4	18	13	1	54	76	56	70
	20%	*22%*	*26%*	*13%*	*17%*	*34%*	*26%*	*7%*	*23%*	*18%*	*24%*	*17%*	*25%*	*26%*	*11%*	*16%*	*5%*	*25%*	*20%*	*16%*	*13%*	*20%*	*14%*	*18%*
Channel 4	**422**	46	52	66	48	82	27	23	25	19	22	14	21	7	13	15	9	18	13	1	81	84	80	63
	19%	*7%*	*13%*	*20%*	*15%*	*28%*	*16%*	*17%*	*18%*	*17%*	*22%*	*14%*	*20%*	*8%*	*14%*	*17%*	*11%*	*25%*	*20%*	*17%*	*19%*	*23%*	*19%*	*16%*
BBC Three	**348**	105	81	21	37	81	41	6	19	16	23	5	19	17	14	12	5	18	13	2	41	69	25	53
	16%	*16%*	*21%*	*6%*	*12%*	*28%*	*24%*	*4%*	*14%*	*15%*	*22%*	*5%*	*19%*	*18%*	*15%*	*14%*	*6%*	*26%*	*21%*	*28%*	*10%*	*19%*	*6%*	*14%*
Five	**252**	42	24	46	21	38	15	27	19	13	13	7	12	10	14	14	8	8	4	-	34	63	56	32
	11%	*7%*	*6%*	*14%*	*7%*	*13%*	*9%*	*19%*	*14%*	*12%*	*13%*	*7%*	*12%*	*11%*	*15%*	*15%*	*10%*	*12%*	*7%*	-	*8%*	*17%*	*14%*	*8%*
ITV2	**208**	48	31	32	21	47	20	22	18	2	17	8	17	16	7	7	9	10	7	-	19	46	38	22
	9%	*7%*	*8%*	*10%*	*7%*	*16%*	*12%*	*16%*	*13%*	*2%*	*17%*	*8%*	*17%*	*17%*	*8%*	*8%*	*11%*	*14%*	*12%*	-	*5%*	*12%*	*9%*	*6%*
Sky One	**207**	51	41	32	23	43	20	15	14	12	7	13	10	5	13	13	11	10	13	2	17	41	46	26
	9%	*8%*	*11%*	*10%*	*7%*	*15%*	*12%*	*11%*	*10%*	*11%*	*7%*	*13%*	*10%*	*6%*	*14%*	*14%*	*13%*	*14%*	*20%*	*22%*	*4%*	*11%*	*11%*	*7%*
ITV3	**201**	50	31	33	14	49	21	19	19	3	12	9	15	17	7	9	9	8	6	-	20	53	38	16
	9%	*8%*	*8%*	*10%*	*5%*	*17%*	*12%*	*14%*	*14%*	*2%*	*12%*	*9%*	*15%*	*18%*	*8%*	*10%*	*11%*	*11%*	*10%*	-	*5%*	*14%*	*9%*	*4%*
Living	**145**	44	34	23	16	29	20	11	8	6	5	6	1	7	3	7	10	5	4	-	12	30	31	22
	7%	*7%*	*9%*	*7%*	*5%*	*10%*	*12%*	*8%*	*6%*	*6%*	*5%*	*6%*	*1%*	*7%*	*3%*	*7%*	*12%*	*7%*	*6%*	-	*3%*	*8%*	*7%*	*6%*
ITV4	**138**	35	26	18	8	35	16	12	19	5	12	10	13	17	5	5	9	8	5	-	9	44	20	9
	6%	*6%*	*7%*	*6%*	*3%*	*12%*	*9%*	*9%*	*14%*	*5%*	*11%*	*9%*	*13%*	*19%*	*6%*	*6%*	*10%*	*11%*	*8%*	-	*2%*	*12%*	*5%*	*2%*
E4	**129**	28	24	21	10	29	4	11	4	2	4	10	7	4	2	1	8	7	7	-	11	34	28	11
	6%	*4%*	*6%*	*6%*	*3%*	*10%*	*2%*	*8%*	*3%*	*1%*	*4%*	*10%*	*7%*	*4%*	*2%*	*1%*	*10%*	*9%*	*11%*	-	*3%*	*9%*	*7%*	*3%*
More 4	**111**	26	25	18	13	38	13	8	9	3	7	7	13	4	3	3	7	2	4	-	6	25	22	17
	5%	*4%*	*6%*	*6%*	*4%*	*13%*	*7%*	*6%*	*7%*	*3%*	*7%*	*7%*	*13%*	*4%*	*3%*	*3%*	*8%*	*3%*	*6%*	-	*2%*	*7%*	*5%*	*4%*
Five US	**90**	21	12	19	10	21	7	8	19	8	8	10	7	7	3	6	7	3	3	-	4	21	28	15
	4%	*3%*	*3%*	*6%*	*3%*	*7%*	*4%*	*6%*	*14%*	*7%*	*8%*	*10%*	*7%*	*7%*	*4%*	*6%*	*9%*	*5%*	*4%*	-	*1%*	*6%*	*7%*	*4%*
Fiver (Five Life)	**69**	17	8	9	9	9	6	5	8	8	4	4	3	4	3	3	4	2	1	-	3	27	14	11
	3%	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*6%*	*7%*	*4%*	*4%*	*3%*	*5%*	*3%*	*3%*	*5%*	*3%*	*2%*	-	*1%*	*7%*	*3%*	*3%*
MTV	**44**	12	11	5	4	6	6	4	3	3	2	2	2	3	3	3	4	3	1	-	*	16	9	4
	2%	*2%*	*3%*	*2%*	*1%*	*2%*	*4%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	*3%*	*3%*	*5%*	*5%*	*2%*	-	*	*4%*	*2%*	*1%*
Virgin 1	**42**	6	10	7	5	8	8	4	2	3	1	4	1	4	2	1	2	5	2	-	*	15	12	6
	2%	*1%*	*3%*	*2%*	*2%*	*3%*	*5%*	*3%*	*1%*	*3%*	*1%*	*4%*	*1%*	*4%*	*2%*	*2%*	*3%*	*7%*	*2%*	-	*	*4%*	*3%*	*2%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
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Table 545

Q.41 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
.. currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.42 TV Channels which most need to improve their content in terms of morality, values and standards of behaviour?																					
	Total	Channel 4	Five	BBC One	ITV1	MTV	E4	BBC Two	Sky One	ITV2	Virgin 1	BBC Three	Living	More 4	ITV4	ITV3	BBC Four	Five US	Fiver (Five Life)	Other	Don't know	None of these	Any BBC TV	Any ITV
Unweighted Total	**2206**	637	417	336	340	277	171	160	151	110	114	106	118	85	82	88	84	74	66	7	405	346	440	420
Weighted Total	**2206**	637	392	330	309	291	172	140	137	110	103	101	101	93	90	89	83	70	63	7	417	371	411	389
Other	**15**	*	*	2	*	*	-	1	2	-	1	-	-	-	-	*	*	-	-	2	5	5	2	*
	1%	*	*	*1%*	*	*	-	*	*1%*	-	*1%*	-	-	-	-	*	*	-	-	*33%*	*1%*	*1%*	*	*
Don't know	**158**	13	5	17	4	4	1	3	*	*	*	1	*	-	-	2	3	-	-	-	108	21	17	6
	7%	*2%*	*1%*	*5%*	*1%*	*1%*	*1%*	*2%*	*	*	*	*1%*	*	-	-	*3%*	*4%*	-	-	-	*26%*	*6%*	*4%*	*2%*
None of these	**169**	64	40	58	44	19	18	41	26	25	21	28	19	18	23	21	24	17	17	-	34	42	64	48
	8%	*10%*	*10%*	*17%*	*14%*	*7%*	*10%*	*29%*	*19%*	*23%*	*20%*	*28%*	*19%*	*19%*	*26%*	*24%*	*29%*	*24%*	*27%*	-	*8%*	*11%*	*16%*	*12%*
Any BBC TV	**1633**	**515**	**323**	**162**	**237**	**249**	**136**	**48**	**95**	**71**	**74**	**53**	**73**	**70**	**59**	**57**	**35**	**49**	**42**	**5**	**252**	**264**	**226**	**302**
	74%	***81%***	***83%***	***49%***	***77%***	***86%***	***79%***	***34%***	***69%***	***65%***	***72%***	***53%***	***73%***	***75%***	***66%***	***64%***	***42%***	***70%***	***67%***	***67%***	***60%***	***71%***	***55%***	***78%***
Any ITV	**784**	**210**	**124**	**103**	**43**	**135**	**76**	**50**	**52**	**17**	**38**	**29**	**40**	**39**	**25**	**25**	**20**	**23**	**17**	**1**	**98**	**167**	**128**	**69**
	36%	***33%***	***32%***	***31%***	***14%***	***46%***	***44%***	***35%***	***38%***	***16%***	***36%***	***28%***	***40%***	***42%***	***28%***	***28%***	***25%***	***33%***	***27%***	***17%***	***23%***	***45%***	***31%***	***18%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
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Table 546

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.58 Satisfaction with what you - See on television nowadays?									Q.59 Satisfaction with what you - See on BBC television?								
	Total	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied
Unweighted Total	**2206**	161	1271	378	271	82	43	1432	353	1079	248	1299	333	207	62	57	1547	269	1278
Weighted Total	**2206**	142	1351	350	264	84	15	1494	347	1146	233	1398	289	206	55	25	1631	261	1371
Channel 4	**637**	17	389	109	100	22	*	406	123	283	47	424	79	65	21	3	470	85	385
	29%	*12%*	*29%*	*31%*	*38%*	*27%*	*	*27%*	*35%*	*25%*	*20%*	*30%*	*27%*	*31%*	*38%*	*10%*	*29%*	*33%*	*28%*
Five	**392**	19	221	52	83	16	1	240	99	141	35	240	56	44	13	3	276	56	219
	18%	*13%*	*16%*	*15%*	*31%*	*19%*	*9%*	*16%*	*29%*	*12%*	*15%*	*17%*	*20%*	*21%*	*24%*	*13%*	*17%*	*22%*	*16%*
BBC One	**330**	15	158	62	73	21	1	173	94	79	8	151	62	77	28	4	159	105	54
	15%	*10%*	*12%*	*18%*	*28%*	*25%*	*7%*	*12%*	*27%*	*7%*	*3%*	*11%*	*21%*	*37%*	*52%*	*16%*	*10%*	*40%*	*4%*
ITV1	**309**	9	163	64	61	11	*	173	72	100	23	179	47	48	10	2	201	59	143
	14%	*7%*	*12%*	*18%*	*23%*	*14%*	*	*12%*	*21%*	*9%*	*10%*	*13%*	*16%*	*23%*	*19%*	*9%*	*12%*	*22%*	*10%*
MTV	**291**	11	165	48	52	11	2	177	63	113	18	196	41	32	1	2	214	33	181
	13%	*8%*	*12%*	*14%*	*20%*	*13%*	*15%*	*12%*	*18%*	*10%*	*8%*	*14%*	*14%*	*15%*	*2%*	*8%*	*13%*	*13%*	*13%*
E4	**172**	7	91	34	32	8	*	98	40	58	13	108	29	14	6	1	122	20	101
	8%	*5%*	*7%*	*10%*	*12%*	*10%*	*	*7%*	*11%*	*5%*	*6%*	*8%*	*10%*	*7%*	*11%*	*5%*	*7%*	*8%*	*7%*
BBC Two	**140**	8	54	32	33	13	*	62	47	15	4	48	35	35	16	2	52	52	*
	6%	*6%*	*4%*	*9%*	*13%*	*16%*	*	*4%*	*13%*	*1%*	*2%*	*3%*	*12%*	*17%*	*30%*	*8%*	*3%*	*20%*	*
Sky One	**137**	7	56	36	25	13	*	63	38	25	8	68	32	17	10	3	76	27	49
	6%	*5%*	*4%*	*10%*	*9%*	*16%*	*	*4%*	*11%*	*2%*	*3%*	*5%*	*11%*	*8%*	*18%*	*12%*	*5%*	*10%*	*4%*
ITV2	**110**	2	46	26	28	7	*	48	36	12	3	50	30	18	8	1	53	26	27
	5%	*1%*	*3%*	*8%*	*11%*	*9%*	*	*3%*	*10%*	*1%*	*1%*	*4%*	*10%*	*9%*	*15%*	*5%*	*3%*	*10%*	*2%*
Virgin 1	**103**	6	47	21	22	8	*	53	29	23	7	56	23	10	5	2	63	15	48
	5%	*4%*	*3%*	*6%*	*8%*	*9%*	*	*4%*	*8%*	*2%*	*3%*	*4%*	*8%*	*5%*	*9%*	*9%*	*4%*	*6%*	*4%*
BBC Three	**101**	4	38	24	27	8	*	42	35	7	5	42	24	19	10	1	47	29	18
	5%	*3%*	*3%*	*7%*	*10%*	*10%*	*	*3%*	*10%*	*1%*	*2%*	*3%*	*8%*	*9%*	*18%*	*5%*	*3%*	*11%*	*1%*
Living	**101**	4	40	20	24	13	*	44	37	7	7	47	26	13	6	1	54	20	34
	5%	*3%*	*3%*	*6%*	*9%*	*16%*	*	*3%*	*11%*	*1%*	*3%*	*3%*	*9%*	*7%*	*11%*	*5%*	*3%*	*8%*	*3%*
More 4	**93**	3	49	18	18	5	*	52	23	28	10	49	20	9	3	1	60	12	48
	4%	*2%*	*4%*	*5%*	*7%*	*6%*	*	*3%*	*7%*	*2%*	*4%*	*4%*	*7%*	*4%*	*6%*	*5%*	*4%*	*5%*	*3%*
ITV4	**90**	1	41	18	23	6	*	42	29	13	3	43	24	11	7	2	46	18	29
	4%	*1%*	*3%*	*5%*	*9%*	*7%*	*	*3%*	*8%*	*1%*	*1%*	*3%*	*8%*	*5%*	*13%*	*8%*	*3%*	*7%*	*2%*
ITV3	**89**	1	37	24	20	7	*	37	27	10	1	41	29	10	7	1	42	17	25
	4%	*1%*	*3%*	*7%*	*8%*	*8%*	*	*3%*	*8%*	*1%*	*1%*	*3%*	*10%*	*5%*	*13%*	*5%*	*3%*	*6%*	*2%*
BBC Four	**83**	6	31	18	21	8	*	36	29	7	7	31	19	16	8	1	38	24	14
	4%	*4%*	*2%*	*5%*	*8%*	*10%*	*	*2%*	*8%*	*1%*	*3%*	*2%*	*7%*	*8%*	*15%*	*5%*	*2%*	*9%*	*1%*
Five US	**70**	5	33	10	18	5	*	38	23	15	9	32	16	7	5	1	41	12	29
	3%	*3%*	*2%*	*3%*	*7%*	*6%*	*	*3%*	*7%*	*1%*	*4%*	*2%*	*6%*	*4%*	*8%*	*5%*	*3%*	*5%*	*2%*
Fiver (Five Life)	**63**	5	21	15	18	5	*	26	22	4	8	23	19	7	5	1	31	12	19
	3%	*3%*	*2%*	*4%*	*7%*	*6%*	*	*2%*	*6%*	*	*3%*	*2%*	*7%*	*4%*	*8%*	*5%*	*2%*	*5%*	*1%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

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Table 546

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.58 Satisfaction with what you - See on television nowadays?									Q.59 Satisfaction with what you - See on BBC television?								
	Total	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied
Unweighted Total	**2206**	161	1271	378	271	82	43	1432	353	1079	248	1299	333	207	62	57	1547	269	1278
Weighted Total	**2206**	142	1351	350	264	84	15	1494	347	1146	233	1398	289	206	55	25	1631	261	1371
Other	**7**	2	1	1	2	1	-	3	3	*	1	2	1	-	1	2	3	1	2
	*****	*1%*	*	*	*1%*	*1%*	-	*	*1%*	*	*	*	*	-	*2%*	*6%*	*	*	*
Don't know	**417**	27	257	83	29	12	9	285	41	244	35	274	77	12	8	11	309	20	289
	19%	*19%*	*19%*	*24%*	*11%*	*14%*	*62%*	*19%*	*12%*	*21%*	*15%*	*20%*	*27%*	*6%*	*14%*	*43%*	*19%*	*8%*	*21%*
None of these	**371**	48	260	33	18	10	1	308	29	280	76	235	36	14	3	6	312	17	295
	17%	*34%*	*19%*	*9%*	*7%*	*12%*	*7%*	*21%*	*8%*	*24%*	*33%*	*17%*	*13%*	*7%*	*5%*	*22%*	*19%*	*7%*	*21%*
Any BBC TV	**411**	**21**	**199**	**76**	**91**	**23**	**1**	**220**	**114**	**106**	**17**	**197**	**72**	**89**	**31**	**5**	**213**	**121**	**93**
	19%	***14%***	***15%***	***22%***	***35%***	***27%***	***7%***	***15%***	***33%***	***9%***	***7%***	***14%***	***25%***	***43%***	***58%***	***19%***	***13%***	***46%***	***7%***
Any ITV	**389**	**11**	**209**	**78**	**76**	**15**	*****	**220**	**91**	**129**	**28**	**225**	**66**	**55**	**13**	**2**	**253**	**68**	**185**
	18%	*8%*	*15%*	*22%*	*29%*	*18%*	*	*15%*	*26%*	*11%*	*12%*	*16%*	*23%*	*27%*	*24%*	*9%*	*16%*	*26%*	*14%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

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Table 547

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.63 Which, if any, of these TV channels do you watch regularly?																						
	Total	BBC One	ITV1	BBC Two	Channel 4	Five	ITV2	E4	Sky One	BBC Three	ITV3	BBC Four	More 4	Five US	ITV4	Living	Fiver (Five Life)	MTV	Virgin 1	Other	Don't know	None of these	Any BBC TV	Any ITV
Unweighted Total	2206	1758	1389	1192	1098	742	508	449	455	394	376	297	287	244	246	251	169	159	130	82	12	84	1841	1520
Weighted Total	2206	1799	1448	1345	1193	754	575	498	443	427	401	332	330	272	270	227	178	150	129	65	4	66	1886	1595
Channel 4	637	543	456	430	355	194	172	137	119	139	116	91	111	88	78	60	49	33	40	20	2	7	568	495
	29%	*30%*	*31%*	*32%*	*30%*	*26%*	*30%*	*27%*	*27%*	*33%*	*29%*	*27%*	*34%*	*32%*	*29%*	*26%*	*28%*	*22%*	*31%*	*31%*	*36%*	*11%*	*30%*	*31%*
Five	392	341	236	273	217	107	88	92	76	84	55	61	66	47	46	40	19	27	16	11	-	6	354	266
	18%	*19%*	*16%*	*20%*	*18%*	*14%*	*15%*	*18%*	*17%*	*20%*	*14%*	*18%*	*20%*	*17%*	*17%*	*18%*	*11%*	*18%*	*12%*	*17%*	-	*8%*	*19%*	*17%*
BBC One	330	234	212	189	184	121	67	55	58	50	66	44	42	39	42	26	18	13	12	11	-	8	265	238
	15%	*13%*	*15%*	*14%*	*15%*	*16%*	*12%*	*11%*	*13%*	*12%*	*16%*	*13%*	*13%*	*15%*	*16%*	*11%*	*10%*	*9%*	*10%*	*17%*	-	*13%*	*14%*	*15%*
ITV1	309	263	204	221	173	100	51	44	58	70	53	49	41	31	33	24	23	4	9	15	-	3	280	221
	14%	*15%*	*14%*	*16%*	*15%*	*13%*	*9%*	*9%*	*13%*	*16%*	*13%*	*15%*	*13%*	*11%*	*12%*	*10%*	*13%*	*3%*	*7%*	*23%*	-	*4%*	*15%*	*14%*
MTV	291	245	190	165	171	98	97	110	79	69	54	56	65	46	35	65	36	36	24	12	-	3	258	207
	13%	*14%*	*13%*	*12%*	*14%*	*13%*	*17%*	*22%*	*18%*	*16%*	*13%*	*17%*	*20%*	*17%*	*13%*	*28%*	*20%*	*24%*	*18%*	*18%*	-	*5%*	*14%*	*13%*
E4	172	144	126	84	93	57	61	56	46	40	32	21	37	28	21	29	20	21	14	7	-	2	151	135
	8%	*8%*	*9%*	*6%*	*8%*	*8%*	*11%*	*11%*	*10%*	*9%*	*8%*	*6%*	*11%*	*10%*	*8%*	*13%*	*11%*	*14%*	*11%*	*10%*	-	*3%*	*8%*	*8%*
BBC Two	140	100	82	62	67	47	33	23	31	20	24	14	20	14	22	13	11	5	13	11	-	7	107	93
	6%	*6%*	*6%*	*5%*	*6%*	*6%*	*6%*	*5%*	*7%*	*5%*	*6%*	*4%*	*6%*	*5%*	*8%*	*6%*	*6%*	*3%*	*10%*	*17%*	-	*11%*	*6%*	*6%*
Sky One	137	102	74	90	72	53	40	36	37	36	33	24	26	26	18	23	17	3	10	9	-	3	113	83
	6%	*6%*	*5%*	*7%*	*6%*	*7%*	*7%*	*7%*	*8%*	*8%*	*8%*	*7%*	*8%*	*10%*	*7%*	*10%*	*9%*	*2%*	*8%*	*14%*	-	*4%*	*6%*	*5%*
ITV2	110	81	58	62	55	31	30	26	25	21	19	17	16	20	17	12	18	3	4	8	-	2	92	65
	5%	*5%*	*4%*	*5%*	*5%*	*4%*	*5%*	*5%*	*6%*	*5%*	*5%*	*5%*	*5%*	*7%*	*6%*	*5%*	*10%*	*2%*	*3%*	*12%*	-	*3%*	*5%*	*4%*
Virgin 1	103	81	59	58	54	36	37	33	19	27	21	22	25	15	17	14	15	4	10	9	-	2	90	69
	5%	*5%*	*4%*	*4%*	*4%*	*5%*	*6%*	*7%*	*4%*	*6%*	*5%*	*7%*	*8%*	*6%*	*6%*	*6%*	*9%*	*3%*	*8%*	*13%*	-	*3%*	*5%*	*4%*
BBC Three	101	70	50	45	48	23	30	28	24	21	17	18	21	14	19	12	7	2	12	7	-	3	77	61
	5%	*4%*	*3%*	*3%*	*4%*	*3%*	*5%*	*6%*	*5%*	*5%*	*4%*	*6%*	*6%*	*5%*	*7%*	*5%*	*4%*	*1%*	*9%*	*10%*	-	*4%*	*4%*	*4%*
Living	101	76	59	55	53	26	31	40	24	28	14	13	24	11	15	17	9	8	6	7	-	2	84	67
	5%	*4%*	*4%*	*4%*	*4%*	*3%*	*5%*	*8%*	*5%*	*7%*	*3%*	*4%*	*7%*	*4%*	*5%*	*7%*	*5%*	*5%*	*4%*	*11%*	-	*3%*	*4%*	*4%*
More 4	93	70	59	50	47	35	32	31	19	22	22	12	29	15	20	17	15	1	10	7	-	2	75	68
	4%	*4%*	*4%*	*4%*	*4%*	*5%*	*6%*	*6%*	*4%*	*5%*	*5%*	*4%*	*9%*	*6%*	*8%*	*7%*	*8%*	*1%*	*7%*	*10%*	-	*3%*	*4%*	*4%*
ITV4	90	67	50	50	40	22	19	17	20	18	18	10	15	13	12	9	9	1	2	8	-	2	74	57
	4%	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*5%*	*4%*	*4%*	*5%*	*1%*	*2%*	*12%*	-	*3%*	*4%*	*4%*
ITV3	89	67	43	51	37	24	14	13	21	13	16	6	13	14	13	8	8	1	2	7	-	2	74	55
	4%	*4%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*5%*	*3%*	*4%*	*2%*	*4%*	*5%*	*5%*	*4%*	*5%*	*1%*	*2%*	*10%*	-	*3%*	*4%*	*3%*
BBC Four	83	62	51	37	38	27	31	24	20	20	20	11	20	12	20	14	8	1	15	8	-	2	66	59
	4%	*3%*	*4%*	*3%*	*3%*	*4%*	*5%*	*5%*	*4%*	*5%*	*5%*	*3%*	*6%*	*4%*	*7%*	*6%*	*5%*	*1%*	*11%*	*13%*	-	*3%*	*4%*	*4%*
Five US	70	53	39	36	32	18	18	21	20	19	17	13	16	12	11	7	11	4	7	7	-	2	57	44
	3%	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*4%*	*5%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*3%*	*6%*	*3%*	*5%*	*10%*	-	*3%*	*3%*	*3%*
Fiver (Five Life)	63	44	34	29	30	22	14	24	15	17	13	11	17	13	9	9	9	1	4	7	-	2	48	38
	3%	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*5%*	*3%*	*4%*	*3%*	*3%*	*5%*	*5%*	*3%*	*4%*	*5%*	*1%*	*3%*	*10%*	-	*3%*	*3%*	*2%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

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Table 547

Q.42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.63 Which, if any, of these TV channels do you watch regularly?																					
	Total	BBC One	ITV1	BBC Two	Channel 4	Five	ITV2	E4	Sky One	BBC Three	ITV3	BBC Four	More 4	Five US	ITV4	Living	Fiver (Five Life)	MTV	Virgin 1	Other	Don't know	None of these	Any BBC TV	Any ITV
Unweighted Total	**2206**	1758	1389	1192	1098	742	508	449	455	394	376	297	287	244	246	251	169	159	130	82	12	84	1841	1520
Weighted Total	**2206**	1799	1448	1345	1193	754	575	498	443	427	401	332	330	272	270	227	178	150	129	65	4	66	1886	1595
Other	**7**	4	2	1	1	1	1	-	2	-	-	-	-	-	-	-	-	-	-	1	-	-	4	2
	*****	*	*	*	*	*	*	-	*	-	-	-	-	-	-	-	-	-	-	*2%*	-	-	*	*
Don't know	**417**	321	256	244	211	120	102	66	70	63	70	55	41	29	54	38	23	24	12	12	*	40	331	286
	19%	*18%*	*18%*	*18%*	*18%*	*16%*	*18%*	*13%*	*16%*	*15%*	*17%*	*16%*	*12%*	*11%*	*20%*	*17%*	*13%*	*16%*	*9%*	*18%*	*12%*	*61%*	*18%*	*18%*
None of these	**371**	306	258	229	219	165	118	104	93	77	81	70	70	66	56	39	48	34	39	16	2	6	318	280
	17%	*17%*	*18%*	*17%*	*18%*	*22%*	*21%*	*21%*	*21%*	*18%*	*20%*	*21%*	*21%*	*24%*	*21%*	*17%*	*27%*	*23%*	*31%*	*24%*	*52%*	*8%*	*17%*	*18%*
Any BBC TV	**411**	**296**	**258**	**228**	**218**	**145**	**91**	**74**	**76**	**69**	**80**	**58**	**59**	**48**	**49**	**32**	**20**	**16**	**24**	**16**	**-**	**9**	**332**	**289**
	19%	***16%***	***18%***	***17%***	***18%***	***19%***	***16%***	***15%***	***17%***	***16%***	***20%***	***18%***	***18%***	***18%***	***18%***	***14%***	***11%***	***10%***	***19%***	***25%***	**-**	***14%***	***18%***	***18%***
Any ITV	**389**	**332**	**252**	**276**	**214**	**128**	**72**	**61**	**68**	**85**	**74**	**63**	**51**	**44**	**44**	**30**	**32**	**8**	**9**	**15**	**-**	**3**	**354**	**281**
	18%	***18%***	***17%***	***21%***	***18%***	***17%***	***12%***	***12%***	***15%***	***20%***	***18%***	***19%***	***16%***	***16%***	***16%***	***13%***	***18%***	***5%***	***7%***	***23%***	**-**	***4%***	***19%***	***18%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
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Table 548

Q.41/42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are... - Summary

Base : UK Adults Aged 16+

	TV Channel Assessment	
	Q.41 Currently the most likely to have high standards in terms of morality, values and standards of behaviour?	Q.42 The ones which most need to improve their content in terms of morality, values and standards of behaviour?
Unweighted Total	2206	2206
Weighted Total	2206	2206
BBC One	1343 *61%*	330 *15%*
BBC Two	1236 *56%*	140 *6%*
ITV1	682 *31%*	309 *14%*
Channel 4	422 *19%*	637 *29%*
Five	252 *11%*	392 *18%*
Sky One	207 *9%*	137 *6%*
BBC Three	348 *16%*	101 *5%*
BBC Four	434 *20%*	83 *4%*
ITV2	208 *9%*	110 *5%*
ITV3	201 *9%*	89 *4%*
ITV4	138 *6%*	90 *4%*
Living	145 *7%*	101 *5%*
E4	129 *6%*	172 *8%*
More 4	111 *5%*	93 *4%*
Fiver (Five Life)	69 *3%*	63 *3%*
Five US	90 *4%*	70 *3%*
Virgin 1	42 *2%*	103 *5%*
MTV	44 *2%*	291 *13%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
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Table 548

Q.41/42 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are... - Summary

Base : UK Adults Aged 16+

	TV Channel Assessment	
	Q.41 Currently the most likely to have high standards in terms of morality, values and standards of behaviour?	Q.42 The ones which most need to improve their content in terms of morality, values and standards of behaviour?
Unweighted Total	2206	2206
Weighted Total	2206	2206
Other	15 *1%*	7 *
Don't know	158 *7%*	417 *19%*
None of these	169 *8%*	371 *17%*
Any BBC TV	**1633** ***74%***	**411** ***19%***
Any ITV	**784** ***36%***	**389** ***18%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
FINAL

Table 549

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Gender		Age									Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
BBC Radio 4	735	389	346	86	97	151	156	121	75	49	184	551	47.34	506	82	109	626	590
	33%bcijmn	**36%zb**	*31%*	*26%*	*28%*	**37%cdij**	**43%zcdhijk**	**37%cij**	*31%*	*25%*	*27%*	**36%zcdij**		**37%zm**	*26%*	*27%*	**35%zn**	*27%*
BBC Radio 2	631	367	264	76	105	125	122	96	67	40	181	450	46.39	421	72	99	532	519
	29%bim	**34%zb**	*23%*	*23%*	*30%*	**31%i**	**34%zcij**	*30%*	*27%*	*21%*	*27%*	**30%i**		**31%zm**	*23%*	*24%*	*30%*	*24%*
BBC Radio 3	464	273	192	52	72	107	98	69	43	23	125	340	45.82	311	45	63	402	361
	21%bimn	**25%zb**	*17%*	*16%*	*21%*	**26%zchij**	**27%zchijk**	**21%i**	*17%*	*12%*	*18%*	**22%ci**		**23%zm**	*14%*	*15%*	**22%zn**	*16%*
Classic FM	441	231	210	62	69	62	81	76	56	35	131	310	47.61	289	55	75	367	356
	20%e	*22%*	*19%*	*19%*	*20%*	*15%*	**23%e**	**23%e**	**23%e**	*18%*	*19%*	**20%e**		*21%*	*17%*	*18%*	*20%*	*16%*
BBC Radio 1	412	242	170	112	89	84	43	42	19	23	201	212	38.96	238	35	51	361	376
	19%bfghikmn	**23%zb**	*15%*	**34%zefghik**	**25%zfghik**	**21%fhik**	*12%*	*13%*	*8%*	*12%*	**30%zefghik**	**14%h**		**18%m**	*11%*	*13%*	**20%zn**	*17%*
My BBC Local Radio	281	170	110	27	46	40	52	48	43	24	74	207	49.39	185	38	54	227	241
	13%bc	**16%zb**	*10%*	*8%*	*13%*	*10%*	**15%c**	*15%*	**17%cej**	*13%*	*11%*	**14%c**		*14%*	*12%*	*13%*	*13%*	*11%*
BBC Radio Five Live	253	178	75	47	44	60	36	36	23	8	91	162	42.44	170	21	28	225	223
	11%bimn	**17%zb**	*7%*	**14%i**	**13%i**	**15%ik**	**10%i**	**11%i**	*9%*	*4%*	**13%i**	**11%i**		**13%m**	*7%*	*7%*	**13%zn**	*10%*
My local commercial station	178	97	81	18	25	34	41	28	26	7	42	136	47.89	126	17	41	137	172
	8%i	*9%*	*7%*	*5%*	*7%*	*8%*	**11%zcij**	*9%*	**11%i**	*4%*	*6%*	**9%i**		**9%z**	*5%*	*10%*	*8%*	*8%*
TalkSPORT	122	94	28	29	21	33	15	14	8	1	50	72	38.75	77	6	13	109	100
	6%bikm	**9%zb**	*2%*	**9%zfhik**	**6%i**	**8%ik**	*4%*	*4%*	*3%*	*1%*	**7%i**	**5%i**		**6%m**	*2%*	*3%*	*6%*	*5%*
BBC 6 Music	102	58	44	13	31	20	20	8	7	3	44	58	41.62	67	8	9	93	90
	5%kn	*5%*	*4%*	*4%*	**9%zghik**	*5%*	*5%*	*3%*	*3%*	*2%*	**7%cik**	*4%*		*5%*	*2%*	*2%*	**5%n**	*4%*
BBC Radio Scotland	97	65	31	17	23	19	11	9	14	3	40	57	43.03	58	10	14	82	78
	4%b	**6%zb**	*3%*	*5%*	**6%i**	*5%*	*3%*	*3%*	*6%*	*2%*	**6%i**	*4%*		*4%*	*3%*	*4%*	*5%*	*4%*
BBC Asian Network	84	53	31	17	18	17	16	10	6	*	35	50	40.22	47	9	8	76	116
	4%bi	**5%zb**	*3%*	**5%i**	**5%i**	**4%i**	**4%i**	*3%*	*3%*	*	**5%i**	**3%i**		*3%*	*3%*	*2%*	*4%*	*5%*
BBC7	83	51	32	11	17	23	17	4	6	4	29	55	42.50	59	7	6	77	72
	4%n	*5%*	*3%*	*3%*	**5%g**	**6%g**	**5%g**	*1%*	*2%*	*2%*	*4%*	*4%*		*4%*	*2%*	*1%*	**4%n**	*3%*
BBC Radio Wales	72	53	19	14	17	13	11	6	9	2	31	41	42.00	44	7	9	63	76
	3%bk	**5%zb**	*2%*	*4%*	*5%*	*3%*	*3%*	*2%*	*3%*	*1%*	*5%*	*3%*		*3%*	*2%*	*2%*	*3%*	*3%*
Virgin 1215/Virgin Radio	69	48	20	17	17	21	10	2	1	-	34	35	35.07	41	3	8	60	56
	3%bghik	**5%zb**	*2%*	**5%ghik**	**5%ghi**	**5%zghik**	**3%i**	*1%*	*1%*	-	**5%zghik**	*2%*		*3%*	*1%*	*2%*	*3%*	*3%*
BBC Northern Ireland Radio	62	46	16	17	16	8	9	5	7	*	33	29	38.68	34	7	6	55	66
	3%bik	**4%zb**	*1%*	**5%ik**	**5%ik**	*2%*	*3%*	*1%*	*3%*	*	**5%zik**	*2%*		*3%*	*2%*	*2%*	*3%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

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Table 549

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Gender		Age									Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
1Xtra from the BBC	50	32	18	16	9	12	8	5	-	-	25	25	35.78	32	1	1	49	46
	2%hkmn	*3%*	*2%*	**5%zhik**	*3%*	**3%h**	**2%h**	*1%*	-	-	**4%zhik**	*2%*		*2%*	*	*	**3%zn**	*2%*
Other	29	13	17	2	7	10	4	2	2	3	9	20	44.33	24	1	5	25	44
	1%	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*		*2%*	*	*1%*	*1%*	*2%*
Don't know	514	197	316	76	90	85	72	62	63	64	166	346	47.60	284	107	114	400	581
	23%al	*18%*	**28%za**	*23%*	*26%*	*21%*	*20%*	*19%*	*26%*	**33%zcefgk**	*24%*	*23%*		*21%*	**34%zl**	**28%zo**	*22%*	*26%*
None of these	272	124	148	53	45	60	30	40	23	21	98	174	43.87	141	41	39	233	309
	12%fl	*12%*	*13%*	**16%f**	*13%*	**15%f**	*8%*	*12%*	*9%*	*11%*	**14%f**	*11%*		*10%*	*13%*	*10%*	*13%*	*14%*
Any BBC Radio	**1280**	**692**	**587**	**183**	**192**	**236**	**234**	**197**	**142**	**96**	**376**	**904**	**46.54**	**832**	**151**	**213**	**1066**	**1169**
	58%bim	**65%zb**	***52%***	***56%***	***55%***	***58%***	**65%zcdijk**	***61%***	***58%***	***50%***	***55%***	**59%i**		**62%zm**	***48%***	***53%***	***59%***	***53%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 550

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
BBC Radio 4	**735**	657	14	15	18	47	688	542	7	5	4	15	573	112	386	217	17	235	492	590
	33%cehl	**35%zce**	*28%*	*14%*	*29%*	**22%c**	**35%zce**	**33%hl**	*11%*	*14%*	*33%*	*33%*	**32%h**	*30%*	*33%*	*37%*	*24%*	*33%*	*34%*	*27%*
BBC Radio 2	**631**	577	15	6	14	35	596	490	2	4	1	14	511	99	333	188	10	192	433	519
	29%cehp	**31%zcef**	*29%*	*5%*	*23%*	**16%c**	**30%zce**	**30%zhl**	*4%*	*10%*	*6%*	*31%*	**28%h**	*26%*	**29%p**	**32%p**	*14%*	*27%*	*30%*	*24%*
BBC Radio 3	**464**	426	6	4	14	24	440	340	*	4	*	19	362	75	232	143	12	154	303	361
	21%ceh	**23%zcef**	*11%*	*4%*	*23%*	**11%c**	**22%zce**	**21%hl**	*	*10%*	*1%*	*40%*	**20%h**	*20%*	*20%*	*25%*	*17%*	*22%*	*21%*	*16%*
Classic FM	**441**	405	3	3	6	12	430	345	2	*	1	7	355	63	257	107	13	113	326	356
	20%cehq	**22%zce**	*6%*	*3%*	*9%*	**5%c**	**22%zce**	**21%hl**	*3%*	*	*10%*	*16%*	**20%h**	*17%*	**22%z**	*18%*	*18%*	*16%*	**22%zq**	*16%*
BBC Radio 1	**412**	345	22	10	21	53	360	291	5	6	*	21	323	52	203	145	12	155	251	376
	19%fm	*18%*	*42%*	*9%*	*34%*	**24%c**	*18%*	*18%*	*9%*	*14%*	*1%*	*46%*	*18%*	*14%*	*18%*	**25%zmn**	*17%*	**22%z**	*17%*	*17%*
My BBC Local Radio	**281**	262	*	1	9	10	271	215	1	1	*	11	228	54	152	64	10	80	201	241
	13%ceh	**14%zce**	*	*1%*	*15%*	**5%c**	**14%zce**	**13%h**	*1%*	*2%*	*	*24%*	**13%h**	*15%*	*13%*	*11%*	*14%*	*11%*	*14%*	*11%*
BBC Radio Five Live	**253**	241	2	5	-	6	247	183	3	1	4	4	195	24	135	85	9	90	163	223
	11%em	**13%zef**	*3%*	*4%*	-	*3%*	**12%ze**	*11%*	*5%*	*2%*	*31%*	*9%*	*11%*	*6%*	**12%m**	**15%zm**	*13%*	*13%*	*11%*	*10%*
My local commercial station	**178**	172	*	1	-	1	177	146	1	1	3	1	151	22	105	47	5	56	122	172
	8%ce	**9%zce**	*	*1%*	-	*1%*	**9%zce**	**9%zl**	*1%*	*2%*	*22%*	*3%*	*8%*	*6%*	*9%*	*8%*	*7%*	*8%*	*8%*	*8%*
TalkSPORT	**122**	112	4	5	-	8	113	90	1	4	1	*	96	7	78	30	6	41	81	100
	6%m	**6%z**	*7%*	*5%*	-	*4%*	**6%z**	*5%*	*2%*	*9%*	*8%*	*1%*	*5%*	*2%*	**7%m**	*5%*	**9%m**	*6%*	*6%*	*5%*
BBC 6 Music	**102**	96	*	*	-	*	101	66	1	*	*	3	70	12	51	35	5	43	60	90
	5%l	**5%z**	*	*	-	*	**5%z**	*4%*	*1%*	*	*	*7%*	*4%*	*3%*	*4%*	*6%*	*7%*	*6%*	*4%*	*4%*
BBC Radio Scotland	**97**	91	-	*	3	3	93	66	-	*	*	4	70	14	52	29	3	29	67	78
	4%	**5%z**	-	*	*5%*	**2%c**	**5%z**	*4%*	-	*	*	*8%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*5%*	*4%*
BBC Asian Network	**84**	69	*	15	*	15	69	48	5	10	*	2	65	7	43	29	5	28	55	116
	4%fg	*4%*	*	**14%zaef**	*	*7%*	*3%*	*3%*	*8%*	*25%*	*	*4%*	**4%g**	*2%*	*4%*	*5%*	**7%m**	*4%*	*4%*	*5%*
BBC7	**83**	80	*	*	-	*	83	56	*	-	*	2	58	8	40	29	6	40	43	72
	4%lr	**4%z**	*	*	-	*	**4%z**	*3%*	*	-	*	*4%*	*3%*	*2%*	*3%*	*5%*	**9%zmn**	**6%zr**	*3%*	*3%*
BBC Radio Wales	**72**	67	-	*	-	*	72	50	*	*	*	2	52	10	36	23	3	26	45	76
	3%	**4%z**	-	*	-	*	**4%z**	*3%*	*	*	*	*5%*	*3%*	*3%*	*3%*	*4%*	*5%*	*4%*	*3%*	*3%*
Virgin 1215/Virgin Radio	**69**	61	1	5	-	7	62	43	*	5	*	-	48	7	33	23	6	28	41	56
	3%	*3%*	*2%*	**5%e**	-	*3%*	*3%*	*3%*	*	*12%*	*	-	*3%*	*2%*	*3%*	*4%*	**9%zmn**	*4%*	*3%*	*3%*
BBC Northern Ireland Radio	**62**	56	-	*	3	3	58	46	-	-	*	*	46	9	31	19	3	21	41	66
	3%	*3%*	-	*	*5%*	**2%c**	**3%z**	*3%*	-	-	*	*1%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 550

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
1Xtra from the BBC	**50**	48	*	2	-	2	48	30	2	*	*	-	31	2	22	19	7	21	29	46
	2%glm	**3%z**	*	*2%*	-	*1%*	**2%z**	*2%*	*3%*	*	*	-	*2%*	*1%*	*2%*	**3%m**	**9%zmno**	*3%*	*2%*	*2%*
Other	**29**	24	*	1	2	4	26	21	*	*	-	-	21	1	16	8	4	15	13	44
	1%	*1%*	*	*1%*	*4%*	*2%*	*1%*	*1%*	*	*1%*	-	-	*1%*	*	*1%*	*1%*	**6%zmno**	*2%*	*1%*	*2%*
Don't know	**514**	414	18	42	10	71	443	379	23	19	4	5	429	107	255	120	23	178	325	581
	23%af	*22%*	*36%*	**40%zaef**	*17%*	**32%af**	*22%*	*23%*	**37%zgl**	*47%*	*31%*	*10%*	**24%g**	**28%zno**	*22%*	*21%*	**34%o**	*25%*	*22%*	*26%*
None of these	**272**	206	4	29	10	43	225	175	19	8	*	4	206	51	134	71	9	98	165	309
	12%afg	*11%*	*8%*	**27%zaef**	*17%*	**20%af**	*11%*	*11%*	**31%zgl**	*19%*	*1%*	*8%*	**11%g**	*14%*	*12%*	*12%*	*14%*	*14%*	*11%*	*14%*
Any BBC Radio	**1280**	**1121**	**25**	**33**	**39**	**97**	**1182**	**965**	**20**	**13**	**6**	**38**	**1041**	**197**	**685**	**366**	**29**	**395**	**872**	**1169**
	58%cehp	**60%zce**	***49%***	***31%***	***63%***	**44%c**	**60%zce**	**59%hl**	***32%***	***31%***	***46%***	***82%***	**58%h**	***52%***	**59%p**	**63%zmp**	***41%***	***55%***	***60%***	***53%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 551

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
BBC Radio 4	735	119	230	210	439	505	230	349	361	253	63	449	286	39	569	572	127	590
	33%afjl	*25%*	**36%a**	**50%zabd**	**42%zab**	**42%zfg**	*23%*	**32%f**	**35%j**	**47%zhj**	*14%*	**37%zl**	*29%*	*25%*	*34%*	**42%zmn**	*34%*	*27%*
BBC Radio 2	631	118	201	155	356	394	237	345	324	168	82	396	235	33	491	451	113	519
	29%fjl	*25%*	*32%*	**37%za**	**34%za**	**33%zf**	*24%*	**31%zf**	**32%zj**	**31%j**	*18%*	**33%zl**	*24%*	*21%*	*29%*	**33%zmn**	*31%*	*24%*
BBC Radio 3	464	87	157	135	292	316	149	224	228	161	36	304	160	23	375	367	80	361
	21%fjl	*19%*	**25%z**	**33%zabd**	**28%zab**	**26%zfg**	*15%*	**20%f**	**22%j**	**30%zhj**	*8%*	**25%zl**	*16%*	*15%*	**23%z**	**27%zmn**	*22%*	*16%*
Classic FM	441	77	148	116	264	305	136	204	203	150	44	241	200	15	356	346	99	356
	20%fjm	*16%*	**23%a**	**28%za**	**25%za**	**25%zfg**	*14%*	**19%f**	**20%j**	**28%zhj**	*10%*	*20%*	*20%*	*10%*	**21%zm**	**26%zmn**	**27%z**	*16%*
BBC Radio 1	412	87	135	83	218	226	186	221	216	99	69	242	169	25	305	274	95	376
	19%	*18%*	*21%*	*20%*	*21%*	*19%*	*19%*	*20%*	**21%zj**	*18%*	*15%*	*20%*	*17%*	*16%*	*18%*	*20%*	**26%z**	*17%*
My BBC Local Radio	281	64	94	70	164	172	109	140	127	81	49	157	124	16	216	199	54	241
	13%	*14%*	*15%*	**17%z**	**16%z**	*14%*	*11%*	*13%*	*12%*	*15%*	*11%*	*13%*	*13%*	*10%*	*13%*	**15%z**	*15%*	*11%*
BBC Radio Five Live	253	40	84	78	162	186	67	117	124	87	23	169	84	6	214	213	61	223
	11%fjlm	*9%*	*13%*	**19%za**	**15%za**	**15%zfg**	*7%*	**11%f**	**12%j**	**16%zj**	*5%*	**14%zl**	*9%*	*4%*	**13%zm**	**16%zmn**	**16%z**	*10%*
My local commercial station	178	42	62	35	97	98	80	95	81	32	46	113	65	10	132	130	25	172
	8%	*9%*	*10%*	*8%*	*9%*	*8%*	*8%*	*9%*	*8%*	*6%*	*10%*	*9%*	*7%*	*6%*	*8%*	**10%zn**	*7%*	*8%*
TalkSPORT	122	11	48	39	87	76	46	60	68	39	10	83	38	2	98	99	36	100
	6%ajlm	*2%*	**7%a**	**9%za**	**8%za**	*6%*	*5%*	*5%*	**7%j**	**7%j**	*2%*	**7%zl**	*4%*	*1%*	**6%m**	**7%zmn**	**10%z**	*5%*
BBC 6 Music	102	15	33	33	66	70	32	54	49	36	12	67	35	3	82	84	25	90
	5%fj	*3%*	*5%*	**8%za**	**6%z**	**6%zf**	*3%*	**5%f**	*5%*	**7%j**	*3%*	*6%*	*4%*	*2%*	*5%*	**6%zn**	*7%*	*4%*
BBC Radio Scotland	97	20	31	27	58	73	24	47	36	36	11	57	40	6	76	77	23	78
	4%fj	*4%*	*5%*	*6%*	*5%*	**6%zfg**	*2%*	**4%f**	*4%*	**7%hj**	*2%*	*5%*	*4%*	*4%*	*5%*	**6%z**	*6%*	*4%*
BBC Asian Network	84	13	24	27	51	54	30	44	37	30	8	55	29	1	69	72	27	116
	4%j	*3%*	*4%*	**7%za**	*5%*	*4%*	*3%*	*4%*	*4%*	**6%j**	*2%*	*5%*	*3%*	*1%*	*4%*	**5%zmn**	**7%z**	*5%*
BBC7	83	10	26	32	58	60	24	38	42	29	7	58	26	-	74	72	20	72
	4%fjl	*2%*	*4%*	**8%za**	**5%zab**	**5%zfg**	*2%*	*3%*	**4%j**	**5%j**	*2%*	**5%l**	*3%*	-	**4%zm**	**5%zm**	*5%*	*3%*
BBC Radio Wales	72	12	22	28	49	58	14	35	28	27	8	48	24	1	61	61	20	76
	3%f	*2%*	*3%*	**7%za**	**5%z**	**5%zfg**	*1%*	**3%f**	*3%*	**5%j**	*2%*	*4%*	*2%*	*1%*	*4%*	**4%z**	*5%*	*3%*
Virgin 1215/Virgin Radio	69	19	19	19	38	37	32	39	37	20	7	48	21	6	56	56	25	56
	3%l	*4%*	*3%*	*5%*	*4%*	*3%*	*3%*	*4%*	*4%*	*4%*	*1%*	*4%*	*2%*	*4%*	*3%*	**4%z**	**7%z**	*3%*

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

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Table 551

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... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

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		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
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Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
BBC Northern Ireland Radio	62	14	18	18	36	48	13	30	28	19	6	35	26	1	49	53	20	66
	3%f	*3%*	*3%*	*4%*	*3%*	**4%zf**	*1%*	**3%f**	*3%*	*4%*	*1%*	*3%*	*3%*	*1%*	*3%*	**4%zn**	**6%z**	*3%*
1Xtra from the BBC	50	10	13	19	33	33	17	20	25	16	5	37	13	-	38	44	14	46
	2%l	*2%*	*2%*	**5%z**	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*1%*	**3%l**	*1%*	-	*2%*	**3%zn**	*4%*	*2%*
Other	29	5	11	*	11	6	23	15	16	5	7	20	10	*	23	17	6	44
	1%ce	*1%*	*2%*	*	**1%c**	*	**2%ze**	**1%e**	*2%*	*1%*	*1%*	*2%*	*1%*	*	*1%*	*1%*	*2%*	*2%*
Don't know	514	132	119	61	180	258	256	236	225	100	153	254	259	55	365	269	83	581
	23%bcdikno	**28%zbcd**	*19%*	*15%*	*17%*	*21%*	**25%g**	*21%*	*22%*	*18%*	**33%zhi**	*21%*	**26%zk**	**35%zno**	*22%*	*20%*	*23%*	*26%*
None of these	272	64	74	36	110	105	167	134	115	46	81	144	126	21	218	109	29	309
	12%cdeiop	*14%*	*12%*	*9%*	*10%*	*9%*	**17%zeg**	**12%e**	*11%*	*9%*	**18%zhi**	*12%*	*13%*	*14%*	**13%o**	*8%*	*8%*	*14%*
Any BBC Radio	**1280**	**240**	**399**	**300**	**699**	**777**	**502**	**658**	**615**	**368**	**192**	**742**	**536**	**72**	**978**	**889**	**222**	**1169**
	58%afjlm	***51%***	**63%za**	**72%zabd**	**66%zab**	**65%zfg**	***50%***	**60%f**	**60%j**	**68%zhj**	***42%***	**61%zl**	***54%***	***47%***	**59%m**	**66%zmn**	***60%***	***53%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

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Table 552

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Region										Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
BBC Radio 4	735	661	22	11	41	78	303	211	197	161	316	266	158	281	246	386	88	590
	33%bcdl	**36%zbcdi**	*20%*	*17%*	*22%*	**29%c**	**40%zabcdegi**	**37%bcde**	**35%bcd**	**30%bc**	**54%zkl**	**38%zl**	*21%*	*30%*	*32%*	*35%*	*33%*	*27%*
BBC Radio 2	631	541	28	12	50	45	207	138	184	150	199	235	196	229	217	321	80	519
	29%cegm	**29%ceg**	*26%*	*19%*	**27%e**	*17%*	**27%eg**	**24%e**	**33%ceg**	**28%ce**	**34%zl**	**34%zl**	*27%*	*25%*	*28%*	*29%*	*30%*	*24%*
BBC Radio 3	464	417	11	7	29	34	171	114	129	117	195	150	120	178	145	251	60	361
	21%bcel	**23%zbce**	*10%*	*12%*	*16%*	*12%*	**22%bceg**	**20%bce**	**23%bce**	**22%bce**	**33%zkl**	**21%l**	*16%*	*19%*	*19%*	*23%*	*22%*	*16%*
Classic FM	441	397	16	4	24	44	165	116	127	105	205	186	109	180	175	209	54	356
	20%cdl	**21%zcd**	**15%c**	*6%*	*13%*	**16%c**	**22%cd**	**20%c**	**23%cd**	**20%c**	**35%zkl**	**27%zl**	*15%*	*19%*	*23%*	*19%*	*20%*	*16%*
BBC Radio 1	412	355	16	14	27	58	156	122	111	89	93	124	169	173	101	226	72	376
	19%n	*19%*	*15%*	*22%*	*14%*	*21%*	*20%*	*21%*	*20%*	*17%*	*16%*	*18%*	**23%zjk**	*19%*	*13%*	**20%n**	**27%zn**	*17%*
My BBC Local Radio	281	259	9	9	4	7	95	51	106	58	96	112	85	112	94	158	27	241
	13%deg	**14%zdeg**	**9%de**	**14%de**	*2%*	*3%*	**13%deg**	**9%de**	**19%zabdefgi**	**11%de**	**16%zl**	**16%zl**	*12%*	*12%*	*12%*	*14%*	*10%*	*11%*
BBC Radio Five Live	253	230	10	5	9	17	83	49	73	75	111	103	82	73	81	129	44	223
	11%dem	**12%zdeg**	*9%*	*7%*	*5%*	*6%*	**11%deg**	*9%*	**13%de**	**14%deg**	**19%zl**	**15%z**	*11%*	*8%*	*10%*	*12%*	**16%zn**	*10%*
My local commercial station	178	144	6	6	21	11	65	41	50	30	47	62	70	64	58	94	24	172
	8%	*8%*	*6%*	**10%e**	**12%ei**	*4%*	**9%e**	**7%e**	*9%*	*6%*	*8%*	*9%*	*9%*	*7%*	*8%*	*8%*	*9%*	*8%*
TalkSPORT	122	110	5	2	5	11	44	38	40	27	45	49	62	39	36	68	17	100
	6%	*6%*	*4%*	*2%*	*3%*	*4%*	*6%*	*7%*	*7%*	*5%*	*8%*	*7%*	**8%z**	*4%*	*5%*	*6%*	*6%*	*5%*
BBC 6 Music	102	93	1	2	7	13	39	27	28	26	48	39	32	27	36	48	18	90
	5%bm	**5%b**	*1%*	*2%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	**8%zl**	*6%*	*4%*	*3%*	*5%*	*4%*	*7%*	*4%*
BBC Radio Scotland	97	45	3	1	47	5	24	14	13	9	46	35	32	42	33	48	14	78
	4%ahi	*2%*	*2%*	*2%*	**25%zabcefghi**	*2%*	*3%*	*3%*	*2%*	*2%*	**8%zl**	*5%*	*4%*	*5%*	*4%*	*4%*	*5%*	*4%*
BBC Asian Network	84	77	2	1	4	6	28	24	32	18	40	27	29	33	29	42	13	116
	4%	*4%*	*2%*	*1%*	*2%*	*2%*	*4%*	*4%*	**6%c**	*3%*	**7%zk**	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*
BBC7	83	73	3	1	7	8	32	21	19	22	45	31	21	23	23	46	14	72
	4%m	*4%*	*3%*	*2%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	**8%zkl**	*4%*	*3%*	*3%*	*3%*	*4%*	*5%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
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Ipsos MORI

BBC Media Review - Adult Survey
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Table 552

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
BBC Radio Wales	72	46	21	1	4	5	25	14	13	8	35	22	23	25	18	43	10	76
	3%ai	*3%*	19%zacdefghi	*1%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	6%zkl	*3%*	*3%*	*3%*	*2%*	*4%*	*4%*	*3%*
Virgin 1215/Virgin Radio	69	64	1	1	3	15	37	31	8	19	35	28	42	21	13	45	10	56
	3%n	3%h	*1%*	*2%*	*1%*	6%h	5%zbh	5%zabh	*1%*	*4%*	6%z	*4%*	6%z	*2%*	*2%*	4%n	*4%*	*3%*
BBC Northern Ireland Radio	62	41	3	12	6	2	21	11	11	9	27	17	21	23	13	41	8	66
	3%an	*2%*	*2%*	19%zabdefghi	*3%*	*1%*	3%e	*2%*	*2%*	*2%*	5%z	*2%*	*3%*	*2%*	*2%*	4%n	*3%*	*3%*
1Xtra from the BBC	50	46	1	*	3	4	22	19	13	12	26	13	18	13	11	28	11	46
	2%	*2%*	*1%*	*	*1%*	*2%*	*3%*	*3%*	*2%*	*2%*	4%zk	*2%*	*2%*	*1%*	*1%*	*3%*	*4%*	*2%*
Other	29	22	3	1	2	2	8	7	*	14	5	8	19	14	11	11	7	44
	1%h	1%h	3%zah	2%h	1%h	*1%*	*1%*	*1%*	*	3%zah	*1%*	*1%*	3%z	*1%*	*1%*	*1%*	*3%*	*2%*
Don't know	514	432	24	16	41	80	177	139	116	139	85	144	192	233	202	250	53	581
	23%j	*23%*	*22%*	*26%*	*22%*	*29%*	*23%*	*24%*	*21%*	*26%*	*15%*	21%j	26%jk	*25%*	*26%*	*22%*	*20%*	*26%*
None of these	272	212	17	9	34	53	82	72	64	66	47	78	96	102	91	132	37	309
	12%j	*11%*	*15%*	*14%*	19%zaf	19%zafgh	*11%*	*13%*	*12%*	*12%*	*8%*	*11%*	13%j	*11%*	*12%*	*12%*	*14%*	*14%*
Any BBC Radio	1280	1089	60	35	96	123	450	319	353	286	426	443	381	534	424	670	159	1169
	58%el	59%ei	*55%*	*55%*	*52%*	*45%*	59%eg	56%e	63%zdei	*54%*	73%zkl	63%zl	*52%*	*58%*	*55%*	*60%*	*59%*	*53%*

Fieldwork Dates : 7th - 25th March 2009
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Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 553

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
BBC Radio 4	735 *33%*	153 **50%zc**	75 **51%zc**	430 **39%z**	405 **38%zfg**	399 **36%zf**	557 *34%*	519 *35%*	322 *36%*	312 **45%zh**	127 **43%z**	82 **45%zh**	168 *35%*	114 *32%*	29 *27%*	132 **42%z**	81 *40%*	22 *35%*	590 *27%*
BBC Radio 2	631 *29%*	106 *34%*	54 *37%*	358 **32%z**	316 *30%*	313 *28%*	471 *29%*	442 *29%*	269 *30%*	213 *31%*	95 *32%*	72 **40%zhi**	147 *31%*	105 *29%*	29 *27%*	100 *32%*	70 *35%*	25 *39%*	519 *24%*
BBC Radio 3	464 *21%*	95 **31%z**	57 **39%zc**	287 **26%z**	256 **24%zfg**	237 *22%*	342 *21%*	315 *21%*	185 *21%*	174 **25%zh**	80 *27%*	50 *28%*	94 *20%*	60 *17%*	18 *17%*	78 *25%*	50 *25%*	18 *27%*	361 *16%*
Classic FM	441 *20%*	92 **30%z**	38 *26%*	284 **26%z**	254 **24%z**	273 **25%zfg**	356 **22%z**	331 **22%z**	214 **24%z**	172 **25%z**	83 **28%z**	53 **29%z**	110 *23%*	86 *24%*	19 *18%*	78 *25%*	37 *19%*	18 *28%*	356 *16%*
BBC Radio 1	412 **19%adefghlo**	36 *12%*	24 *16%*	191 **17%a**	152 *14%*	152 *14%*	273 **17%de**	247 **16%de**	121 *14%*	113 *16%*	60 **20%h**	38 **21%h**	51 *11%*	53 **15%l**	22 **20%l**	38 *12%*	37 **19%o**	18 **27%o**	376 *17%*
My BBC Local Radio	281 *13%*	71 **23%zbc**	15 *10%*	182 **16%z**	144 *14%*	147 *13%*	220 *13%*	211 **14%zf**	126 *14%*	120 **18%zh**	65 **22%zhk**	28 *15%*	70 *15%*	50 *14%*	10 *10%*	49 *16%*	28 *14%*	7 *11%*	241 *11%*
BBC Radio Five Live	253 **11%efglmn**	36 *12%*	13 *9%*	145 *13%*	123 **12%e**	103 *9%*	165 *10%*	149 *10%*	89 *10%*	89 **13%h**	44 *15%*	35 **20%zhi**	35 *7%*	23 *6%*	3 *3%*	27 *8%*	16 *8%*	5 *8%*	223 *10%*
My local commercial station	178 *8%*	36 **12%z**	10 *7%*	100 *9%*	95 *9%*	82 *7%*	134 *8%*	126 *8%*	70 *8%*	60 *9%*	35 *12%*	22 *12%*	32 *7%*	29 *8%*	6 *6%*	21 *7%*	16 *8%*	5 *7%*	172 *8%*
TalkSPORT	122 **6%fmp**	14 *5%*	9 *6%*	73 *7%*	55 *5%*	56 *5%*	78 *5%*	74 *5%*	51 *6%*	53 **8%z**	27 *9%*	15 *9%*	21 **4%m**	8 *2%*	1 *1%*	13 *4%*	4 *2%*	* *	100 *5%*
BBC 6 Music	102 **5%efg**	17 *5%*	8 *5%*	51 *5%*	41 *4%*	35 *3%*	61 *4%*	57 *4%*	31 *3%*	39 **6%h**	14 *5%*	4 *2%*	15 *3%*	11 *3%*	4 *3%*	8 *2%*	11 **6%o**	6 **9%o**	90 *4%*
BBC Radio Scotland	97 **4%f**	12 *4%*	7 *5%*	58 *5%*	48 *4%*	48 *4%*	62 *4%*	59 *4%*	41 *5%*	33 *5%*	16 *5%*	10 *5%*	23 *5%*	18 *5%*	6 *6%*	15 *5%*	13 *7%*	2 *3%*	78 *4%*
BBC Asian Network	84 *4%*	15 *5%*	3 *2%*	50 *5%*	34 *3%*	47 *4%*	57 *3%*	52 *3%*	33 *4%*	29 *4%*	11 *4%*	9 *5%*	13 *3%*	9 *3%*	3 *3%*	9 *3%*	2 *1%*	1 *2%*	116 *5%*
BBC7	83 **4%efgop**	10 *3%*	6 *4%*	45 *4%*	37 *3%*	28 *3%*	48 *3%*	43 *3%*	25 *3%*	25 *4%*	13 *4%*	6 *3%*	10 *2%*	9 *2%*	- -	3 *1%*	1 *1%*	- -	72 *3%*
BBC Radio Wales	72 **3%ef**	6 *2%*	2 *1%*	46 *4%*	27 *3%*	25 *2%*	43 *3%*	40 *3%*	25 *3%*	24 *4%*	11 *4%*	5 *2%*	12 *2%*	10 *3%*	1 *1%*	7 *2%*	5 *2%*	2 *3%*	76 *3%*

Fieldwork Dates : 7th - 25th March 2009
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Table 553

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Virgin 1215/Virgin Radio	69	2	2	40	19	31	46	38	18	18	7	2	3	4	-	4	3	2	56
	3%adlm	*1%*	*2%*	**4%a**	*2%*	**3%d**	**3%d**	*3%*	*2%*	*3%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*3%*	*3%*
BBC Northern Ireland Radio	62	5	1	35	24	24	37	35	22	20	9	6	13	12	4	7	7	1	66
	3%f	*1%*	*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*2%*	*3%*	*1%*	*3%*
1Xtra from the BBC	50	1	3	24	17	15	27	23	8	12	5	4	*	2	-	1	1	1	46
	2%efghlmo	*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*	*	-	*	*1%*	*2%*	*2%*
Other	29	*	1	13	22	16	16	16	8	5	3	1	7	6	3	3	*	*	44
	1%	*	*1%*	*1%*	**2%zfg**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*	*2%*	*3%*	*1%*	*	*	*2%*
Don't know	514	52	24	225	231	244	382	344	181	117	37	16	100	77	23	63	48	10	581
	23%achijk	*17%*	*16%*	*20%*	*22%*	*22%*	*23%*	*23%*	**20%jk**	**17%k**	*12%*	*9%*	*21%*	*22%*	*21%*	*20%*	*24%*	*15%*	*26%*
None of these	272	22	7	104	87	107	186	159	96	54	16	7	46	48	17	32	18	11	309
	12%abcdefgi jk	*7%*	*5%*	*9%*	*8%*	*10%*	**11%deg**	**11%d**	**11%ijk**	*8%*	*5%*	*4%*	*10%*	**13%l**	*16%*	*10%*	*9%*	*16%*	*14%*
Any BBC Radio	**1280**	**221**	**113**	**705**	**664**	**674**	**968**	**896**	**552**	**484**	**222**	**146**	**291**	**204**	**55**	**202**	**129**	**43**	**1169**
	58%	**72%zc**	**77%zc**	**64%z**	**63%zfg**	**61%zf**	***59%***	***60%***	**62%z**	**70%zh**	**75%zh**	**81%zhi**	***61%***	***57%***	***52%***	***64%***	***64%***	***67%***	***53%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 554

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
BBC Radio 4	735	45	49	23	26	374	419	97	430	81	208	42	31	421	602	74	590
	33%	**55%z**	**50%z**	*45%*	**52%z**	**41%z**	*33%*	*28%*	*32%*	*35%*	*32%*	*32%*	*32%*	*34%*	**35%z**	*33%*	*27%*
BBC Radio 2	631	33	34	22	16	279	367	88	369	71	202	20	16	377	529	60	519
	29%k	*40%*	*35%*	*43%*	*32%*	*31%*	*29%*	*25%*	*27%*	*31%*	**31%kl**	*15%*	*17%*	**31%kl**	**31%z**	*27%*	*24%*
BBC Radio 3	464	29	34	15	14	228	269	52	267	46	130	28	12	278	404	38	361
	21%g	**35%z**	**35%z**	*29%*	*28%*	**25%z**	*21%*	*15%*	*20%*	*20%*	*20%*	*21%*	*13%*	*23%*	**23%z**	*17%*	*16%*
Classic FM	441	28	32	9	11	255	227	63	249	51	134	30	28	237	350	60	356
	20%fh	**34%z**	**33%z**	*18%*	*22%*	**28%z**	*18%*	*18%*	*18%*	*22%*	*21%*	*22%*	*30%*	*19%*	*20%*	**27%z**	*16%*
BBC Radio 1	412	17	20	11	10	138	255	62	246	52	109	11	18	262	347	23	376
	19%eko	*21%*	*20%*	*21%*	*21%*	*15%*	*20%*	*18%*	*18%*	*23%*	*17%*	*8%*	*19%*	**21%zk**	**20%zo**	*10%*	*17%*
My BBC Local Radio	281	10	23	9	11	140	168	29	177	27	82	18	27	150	229	27	241
	13%g	*12%*	**24%z**	*17%*	*23%*	**15%z**	*13%*	*8%*	*13%*	*12%*	*13%*	*14%*	**28%zjm**	*12%*	*13%*	*12%*	*11%*
BBC Radio Five Live	253	15	21	6	8	114	149	31	154	27	81	6	4	159	224	17	223
	11%k	*19%*	**21%z**	*11%*	*15%*	*13%*	*12%*	*9%*	*11%*	*12%*	**13%k**	*4%*	*5%*	**13%k**	**13%z**	*7%*	*10%*
My local commercial station	178	5	8	1	4	76	109	28	115	19	38	12	11	115	137	26	172
	8%	*6%*	*8%*	*3%*	*9%*	*8%*	*9%*	*8%*	*8%*	*8%*	*6%*	*9%*	*12%*	**9%j**	*8%*	*11%*	*8%*
TalkSPORT	122	6	11	4	3	58	67	20	80	10	33	3	3	82	101	6	100
	6%	*7%*	*11%*	*8%*	*6%*	*6%*	*5%*	*6%*	*6%*	*4%*	*5%*	*2%*	*3%*	**7%z**	*6%*	*3%*	*5%*
BBC 6 Music	102	2	5	1	1	39	64	7	57	6	32	5	1	63	97	2	90
	5%o	*2%*	*5%*	*2%*	*2%*	*4%*	*5%*	*2%*	*4%*	*3%*	*5%*	*3%*	*1%*	*5%*	**6%zo**	*1%*	*4%*
BBC Radio Scotland	97	3	7	1	5	42	50	12	54	15	25	4	2	61	77	12	78
	4%	*3%*	*7%*	*2%*	*10%*	*5%*	*4%*	*4%*	*4%*	*6%*	*4%*	*3%*	*2%*	*5%*	*4%*	*5%*	*4%*
BBC Asian Network	84	2	7	*	1	35	47	15	50	9	21	*	5	58	76	5	116
	4%	*2%*	*7%*	*	*2%*	*4%*	*4%*	*4%*	*4%*	*4%*	*3%*	*	*5%*	**5%k**	**4%z**	*2%*	*5%*
BBC7	83	4	7	-	1	34	48	6	44	9	31	*	*	51	78	4	72
	4%	*5%*	*7%*	-	*3%*	*4%*	*4%*	*2%*	*3%*	*4%*	**5%k**	*	*	*4%*	**5%z**	*2%*	*3%*
BBC Radio Wales	72	*	6	-	3	24	41	7	46	5	19	*	1	48	67	2	76
	3%	*	*6%*	-	*6%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*	*1%*	*4%*	**4%z**	*1%*	*3%*
Virgin 1215/Virgin Radio	69	1	4	1	-	27	47	6	35	11	21	1	1	46	61	5	56
	3%	*1%*	*4%*	*2%*	-	*3%*	*4%*	*2%*	*3%*	*5%*	*3%*	*	*1%*	*4%*	*4%*	*2%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 554

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
BBC Northern Ireland Radio	62 *3%*	1 *1%*	3 *3%*	1 *1%*	1 *2%*	21 *2%*	34 *3%*	8 *2%*	35 *3%*	8 *4%*	12 *2%*	2 *1%*	2 *3%*	46 **4%z**	55 *3%*	4 *2%*	66 *3%*
1Xtra from the BBC	50 *2%*	* *	3 *3%*	1 *2%*	- -	15 *2%*	29 *2%*	2 *1%*	29 *2%*	3 *2%*	10 *2%*	- -	* *	39 **3%z**	48 **3%zo**	- -	46 *2%*
Other	29 *1%*	1 *1%*	2 *2%*	- -	1 *1%*	10 *1%*	18 *1%*	6 *2%*	16 *1%*	6 *3%*	9 *1%*	1 *	* *	19 *2%*	24 *1%*	2 *1%*	44 *2%*
Don't know	514 **23%adem**	9 *11%*	13 *14%*	7 **13%d**	1 *2%*	168 *19%*	294 *23%*	97 *28%*	337 *25%*	47 *21%*	155 *24%*	42 **31%m**	19 *20%*	262 *21%*	394 *23%*	50 *22%*	581 *26%*
None of these	272 **12%abe**	1 *1%*	2 *2%*	5 *10%*	6 *12%*	78 *9%*	152 *12%*	44 *13%*	175 *13%*	22 *10%*	71 *11%*	15 *11%*	11 *12%*	159 *13%*	203 *12%*	23 *10%*	309 *14%*
Any BBC Radio	**1280** ***58%***	**68** **84%z**	**78** **80%z**	**39** **76%z**	**39** **79%z**	**605** **67%z**	**737** ***58%***	**180** ***52%***	**764** ***56%***	**141** ***61%***	**380** ***59%***	**64** ***48%***	**56** ***60%***	**729** ***59%***	**1024** ***59%***	**134** ***60%***	**1169** ***53%***

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Ipsos MORI

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FINAL

Table 555

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	Unwtd. Total
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
BBC Radio 4	735	570	73	483	176	156	449	426	186	491	133	596	69	215	367	415	190	590
	33%ejm	37%zb	27%	35%	32%	27%	37%ze	32%	36%	37%zj	26%	34%	34%	26%	41%zm	34%	36%	27%
BBC Radio 2	631	484	64	405	156	140	369	363	172	397	130	521	47	211	297	355	169	519
	29%e	31%z	24%	29%	28%	24%	30%	28%	33%z	30%	26%	30%z	23%	26%	33%zm	29%	32%	24%
BBC Radio 3	464	370	40	310	117	94	292	259	124	320	91	374	44	146	218	253	138	361
	21%bem	24%zb	15%	22%	21%	16%	24%ze	20%	24%	24%zj	18%	21%	21%	18%	24%zm	21%	26%z	16%
Classic FM	441	314	45	264	132	143	233	276	97	281	97	379	36	178	179	268	118	356
	20%	20%	17%	19%	24%z	25%zf	19%	21%	19%	21%	19%	22%z	17%	22%	20%	22%z	22%	16%
BBC Radio 1	412	306	35	271	80	57	275	194	130	273	76	334	23	152	180	208	104	376
	19%bdegl	20%b	13%	20%d	14%	10%	22%ze	15%	25%zg	20%j	15%	19%l	11%	18%	20%	17%	20%	17%
My BBC Local Radio	281	204	30	172	73	69	165	169	51	180	67	228	21	88	111	144	79	241
	13%	13%	11%	12%	13%	12%	13%	13%	10%	13%	13%	13%	10%	11%	12%	12%	15%	11%
BBC Radio Five Live	253	197	28	178	55	36	182	121	82	174	47	198	24	74	131	124	67	223
	11%egm	13%z	10%	13%z	10%	6%	15%ze	9%	16%zg	13%z	9%	11%	12%	9%	15%zm	10%	13%	10%
My local commercial station	178	126	16	111	54	50	97	110	42	105	53	139	22	85	58	94	46	172
	8%	8%	6%	8%	10%	9%	8%	8%	8%	8%	10%	8%	10%	10%zn	6%	8%	9%	8%
TalkSPORT	122	92	12	102	12	14	89	53	39	85	12	104	10	50	47	60	40	100
	6%degj	6%	4%	7%zd	2%	2%	7%ze	4%	8%g	6%j	2%	6%	5%	6%	5%	5%	8%	5%
BBC 6 Music	102	79	6	69	21	8	79	47	31	70	21	77	11	23	52	51	28	90
	5%egm	5%	2%	5%	4%	1%	6%ze	4%	6%	5%	4%	4%	5%	3%	6%m	4%	5%	4%
BBC Radio Scotland	97	67	9	58	26	23	59	42	28	62	24	77	12	32	41	52	27	78
	4%g	4%	3%	4%	5%	4%	5%	3%	5%	5%	5%	4%	6%	4%	5%	4%	5%	4%
BBC Asian Network	84	61	4	53	22	19	54	41	26	61	12	67	10	32	37	43	23	116
	4%	4%	2%	4%	4%	3%	4%	3%	5%	5%	2%	4%	5%	4%	4%	4%	4%	5%
BBC7	83	64	6	59	15	9	64	34	27	64	13	65	15	20	44	40	28	72
	4%egm	4%	2%	4%	3%	2%	5%ze	3%	5%g	5%z	3%	4%	7%z	2%	5%m	3%	5%	3%
BBC Radio Wales	72	52	4	45	16	9	55	34	21	46	15	53	10	20	34	32	25	76
	3%e	3%	2%	3%	3%	2%	4%ze	3%	4%	3%	3%	3%	5%	2%	4%	3%	5%	3%
Virgin 1215/Virgin Radio	69	51	4	46	17	9	48	28	26	43	16	53	11	27	23	38	20	56
	3%eg	3%	2%	3%	3%	2%	4%e	2%	5%zg	3%	3%	3%	6%	3%	3%	3%	4%	3%
BBC Northern Ireland Radio	62	46	2	37	16	8	44	28	18	42	13	51	8	19	27	27	20	66
	3%	3%	1%	3%	3%	1%	4%e	2%	4%	3%	3%	3%	4%	2%	3%	2%	4%	3%

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Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 555

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
1Xtra from the BBC	50	41	*	33	10	3	40	19	19	34	5	39	6	12	25	20	17	46
	2%beg	**3%b**	*	*2%*	*2%*	*1%*	**3%ze**	*1%*	**4%g**	*3%*	*1%*	*2%*	*3%*	*1%*	*3%*	*2%*	*3%*	*2%*
Other	29	22	3	21	6	9	17	14	10	18	8	26	-	15	6	19	4	44
	1%	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	-	*2%*	*1%*	*2%*	*1%*	*2%*
Don't know	514	326	74	308	139	142	279	302	105	279	135	400	42	174	193	256	122	581
	23%aio	*21%*	*27%*	*22%*	*25%*	*25%*	*23%*	*23%*	*21%*	*21%*	**27%i**	*23%*	*21%*	*21%*	*21%*	*21%*	*23%*	*26%*
None of these	272	191	31	177	49	70	148	156	62	157	72	201	31	104	100	146	62	309
	12%d	*12%*	*12%*	**13%d**	*9%*	*12%*	*12%*	*12%*	*12%*	*12%*	*14%*	*12%*	*15%*	*13%*	*11%*	*12%*	*12%*	*14%*
Any BBC Radio	**1280**	**942**	**147**	**810**	**321**	**310**	**732**	**759**	**318**	**823**	**262**	**1036**	**113**	**462**	**567**	**723**	**316**	**1169**
	58%j	**61%z**	***55%***	***59%***	***58%***	***54%***	***60%***	***58%***	***62%***	**61%zj**	***52%***	**59%z**	***55%***	***56%***	**63%zm**	***60%***	***59%***	***53%***

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
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BBC Media Review - Adult Survey
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Table 556

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
BBC Radio 4	735	488	128	585	82	605	19	610	11	273	228	494	99	488	100	590
	33%hik	*33%*	*37%*	**36%z**	*32%*	**43%zf**	*28%*	**46%zh**	*18%*	*26%*	**49%zi**	*31%*	**39%k**	*34%*	*31%*	*27%*
BBC Radio 2	631	463	88	527	48	528	16	527	12	293	150	475	68	410	92	519
	29%d	**31%z**	*25%*	**32%zd**	*19%*	**37%z**	*23%*	**40%zh**	*20%*	*27%*	*32%*	*29%*	*27%*	*29%*	*29%*	*24%*
BBC Radio 3	464	335	74	382	44	393	9	394	4	182	138	329	60	299	70	361
	21%hi	*22%*	*21%*	**23%z**	*17%*	**28%zf**	*13%*	**29%zh**	*7%*	*17%*	**30%zi**	*20%*	*24%*	*21%*	*22%*	*16%*
Classic FM	441	262	105	344	54	352	18	345	16	198	113	299	72	251	79	356
	20%akm	*18%*	**30%za**	*21%*	*21%*	**25%z**	*26%*	**26%z**	*27%*	*18%*	**24%i**	*18%*	**29%zk**	*18%*	**25%m**	*16%*
BBC Radio 1	412	309	37	325	30	319	12	308	6	198	83	313	30	280	40	376
	19%bdln	**21%zb**	*11%*	**20%d**	*12%*	**23%z**	*17%*	**23%zh**	*9%*	*19%*	*18%*	**19%l**	*12%*	**20%n**	*13%*	*17%*
My BBC Local Radio	281	196	40	223	28	243	3	236	3	145	50	201	41	192	39	241
	13%	*13%*	*12%*	*14%*	*11%*	**17%zf**	*4%*	**18%zh**	*5%*	*14%*	*11%*	*12%*	*16%*	*13%*	*12%*	*11%*
BBC Radio Five Live	253	197	33	209	27	222	9	214	6	102	75	186	27	174	30	223
	11%i	**13%z**	*9%*	**13%z**	*10%*	**16%z**	*13%*	**16%z**	*10%*	*10%*	**16%zi**	*12%*	*11%*	*12%*	*9%*	*10%*
My local commercial station	178	122	37	126	35	145	8	125	10	106	24	139	20	119	22	172
	8%j	*8%*	*11%*	*8%*	**14%zc**	**10%z**	*11%*	**9%z**	*16%*	**10%zj**	*5%*	*9%*	*8%*	*8%*	*7%*	*8%*
TalkSPORT	122	79	26	93	16	108	4	104	4	53	25	97	8	95	11	100
	6%	*5%*	*8%*	*6%*	*6%*	**8%z**	*5%*	**8%z**	*6%*	*5%*	*5%*	*6%*	*3%*	**7%z**	*4%*	*5%*
BBC 6 Music	102	86	12	95	8	95	2	88	*	29	31	76	13	76	7	90
	5%i	**6%z**	*3%*	**6%z**	*3%*	**7%z**	*2%*	**7%z**	*1%*	*3%*	**7%i**	*5%*	*5%*	*5%*	*2%*	*4%*
BBC Radio Scotland	97	59	23	72	14	81	6	81	3	31	30	67	16	66	15	78
	4%i	*4%*	*6%*	*4%*	*5%*	**6%z**	*9%*	**6%z**	*6%*	*3%*	**6%i**	*4%*	*6%*	*5%*	*5%*	*4%*
BBC Asian Network	84	58	14	65	11	66	3	64	1	36	23	63	10	55	11	116
	4%	*4%*	*4%*	*4%*	*4%*	**5%z**	*4%*	**5%z**	*2%*	*3%*	*5%*	*4%*	*4%*	*4%*	*4%*	*5%*
BBC7	83	64	12	73	9	75	3	75	1	28	28	53	15	56	9	72
	4%i	*4%*	*3%*	**4%z**	*4%*	**5%z**	*4%*	**6%z**	*2%*	*3%*	**6%zi**	*3%*	*6%*	*4%*	*3%*	*3%*
BBC Radio Wales	72	53	12	60	9	64	1	66	-	25	18	51	11	49	8	76
	3%i	*4%*	*4%*	*4%*	*3%*	**5%z**	*2%*	**5%z**	-	*2%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*
Virgin 1215/Virgin Radio	69	48	14	55	11	62	1	55	*	31	19	55	6	51	6	56
	3%	*3%*	*4%*	*3%*	*4%*	**4%z**	*2%*	**4%z**	*	*3%*	*4%*	*3%*	*2%*	*4%*	*2%*	*3%*
BBC Northern Ireland Radio	62	45	10	50	6	55	2	55	1	20	14	45	9	47	6	66
	3%i	*3%*	*3%*	*3%*	*2%*	**4%z**	*3%*	**4%z**	*1%*	*2%*	*3%*	*3%*	*4%*	*3%*	*2%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

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Table 556

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
1Xtra from the BBC	50	41	5	39	7	42	2	41	*	16	14	39	2	35	3	46
	2%i	*3%*	*1%*	*2%*	*3%*	**3%z**	*2%*	**3%z**	*1%*	*1%*	*3%*	*2%*	*1%*	*2%*	*1%*	*2%*
Other	29	25	4	21	4	27	*	19	2	14	7	25	1	21	3	44
	1%	*2%*	*1%*	*1%*	*1%*	**2%z**	*	*1%*	*3%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*2%*
Don't know	514	354	78	369	55	183	6	163	7	277	84	391	40	320	76	581
	23%efgjl	*24%*	*22%*	*23%*	*21%*	*13%*	*9%*	*12%*	*12%*	**26%zj**	*18%*	**24%l**	*16%*	*22%*	*24%*	*26%*
None of these	272	193	34	187	38	105	9	95	8	120	58	197	33	178	41	309
	12%eg	*13%*	*10%*	*11%*	*15%*	*7%*	*12%*	*7%*	*12%*	*11%*	*12%*	*12%*	*13%*	*12%*	*13%*	*14%*
Any BBC Radio	**1280**	**858**	**199**	**985**	**135**	**1017**	**45**	**1007**	**33**	**592**	**299**	**920**	**156**	**843**	**176**	**1169**
	58%i	***57%***	***57%***	**60%zd**	***52%***	**72%z**	***65%***	**75%zh**	***53%***	***55%***	**64%zi**	***57%***	***62%***	***59%***	***55%***	***53%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 557

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
BBC Radio 4	735	669	594	692	520	470	669	725	10	210	268	630	394	689	46	590
	33%n	**37%zdfg**	**44%zacdefg**	**37%zdfg**	*33%*	**39%zcdfg**	*33%*	**34%zf**	*15%*	**42%zn**	**48%zlmn**	**47%zilmn**	**41%zn**	**41%zn**	*9%*	*27%*
BBC Radio 2	631	549	454	576	484	367	577	618	13	189	359	540	320	591	39	519
	29%n	**31%zfg**	**34%zacdefg**	**31%zfg**	**30%zf**	*31%*	*29%*	**29%z**	*20%*	**38%zn**	**65%ziklmn**	**40%zlmn**	**33%zn**	**35%zn**	*8%*	*24%*
BBC Radio 3	464	415	370	432	344	294	421	452	11	144	176	388	270	428	36	361
	21%n	**23%zdfg**	**28%zacdefg**	**23%zfg**	*22%*	**25%zdfg**	*21%*	*21%*	*17%*	**29%zn**	**32%zmn**	**29%zmn**	**28%zn**	**25%zn**	*7%*	*16%*
Classic FM	441	386	341	407	322	265	407	438	3	117	160	359	314	418	24	356
	20%n	**21%zf**	**25%zacdefg**	**22%zdfg**	*20%*	**22%z**	*20%*	**21%z**	*5%*	**23%n**	**29%zmn**	**27%zmn**	**32%zikmn**	**25%zn**	*5%*	*16%*
BBC Radio 1	412	336	254	349	328	242	393	404	9	229	89	323	219	376	35	376
	19%n	*19%*	*19%*	*18%*	**21%zacg**	*20%*	**20%zcg**	*19%*	*13%*	**46%zjklmn**	**16%n**	**24%zjmn**	**23%zjn**	**22%zjn**	*7%*	*17%*
My BBC Local Radio	281	239	207	253	227	162	265	279	2	85	96	250	175	273	8	241
	13%n	*13%*	**15%zacfg**	*13%*	**14%zfg**	*14%*	*13%*	**13%z**	*3%*	**17%zn**	**17%zn**	**19%zmn**	**18%zn**	**16%zn**	*2%*	*11%*
BBC Radio Five Live	253	225	194	234	206	172	243	251	1	91	89	224	131	242	11	223
	11%n	**13%z**	**14%zacfg**	**12%zg**	**13%zg**	**14%zacfg**	**12%z**	**12%z**	*2%*	**18%zlmn**	**16%zn**	**17%zlmn**	**14%zn**	**14%zn**	*2%*	*10%*
My local commercial station	178	148	104	153	140	97	171	175	3	46	49	116	154	171	7	172
	8%n	*8%*	*8%*	*8%*	*9%*	*8%*	*8%*	*8%*	*5%*	**9%n**	**9%n**	**9%n**	**16%zijkmn**	**10%zkn**	*1%*	*8%*
TalkSPORT	122	110	83	114	93	73	115	122	-	50	41	99	114	122	*	100
	6%n	**6%z**	*6%*	**6%z**	*6%*	*6%*	*6%*	**6%z**	-	**10%zn**	**7%n**	**7%zn**	**12%zjkmn**	**7%zn**	*	*5%*
BBC 6 Music	102	90	72	93	78	76	100	102	*	35	29	83	63	97	5	90
	5%n	*5%*	*5%*	*5%*	*5%*	**6%zacdfg**	**5%z**	**5%z**	*	**7%n**	**5%n**	**6%zn**	**7%zn**	**6%zn**	*1%*	*4%*
BBC Radio Scotland	97	82	67	88	69	56	90	97	-	28	28	81	62	91	6	78
	4%n	*5%*	*5%*	*5%*	*4%*	*5%*	*4%*	**5%z**	-	**6%n**	**5%n**	**6%zn**	**6%zn**	**5%zn**	*1%*	*4%*
BBC Asian Network	84	71	58	75	61	55	81	84	*	32	22	70	60	77	7	116
	4%n	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*	**6%zn**	*4%*	**5%zn**	**6%zmn**	**5%zn**	*1%*	*5%*
BBC7	83	78	64	80	59	58	81	83	-	30	29	72	49	79	4	72
	4%n	**4%z**	**5%z**	**4%z**	*4%*	**5%zd**	*4%*	*4%*	-	**6%zn**	**5%n**	**5%zn**	**5%zn**	**5%zn**	*1%*	*3%*
BBC Radio Wales	72	63	53	69	52	50	67	72	-	29	24	63	48	70	2	76
	3%n	*4%*	*4%*	**4%z**	*3%*	*4%*	*3%*	*3%*	-	**6%zn**	**4%n**	**5%zn**	**5%zn**	**4%zn**	*	*3%*
Virgin 1215/Virgin Radio	69	60	42	61	60	42	69	69	-	31	19	47	62	67	2	56
	3%n	*3%*	*3%*	*3%*	**4%z**	*3%*	**3%z**	*3%*	-	**6%zkmn**	**4%n**	**3%n**	**6%zjkmn**	**4%zn**	*	*3%*
BBC Northern Ireland Radio	62	50	36	54	43	37	61	62	-	28	14	54	39	59	2	66
	3%n	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	-	**6%zjmn**	**3%n**	**4%zjn**	**4%zn**	**3%zn**	*	*3%*
1Xtra from the BBC	50	45	34	45	43	36	48	50	-	17	13	37	33	47	3	46
	2%n	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	-	**3%n**	*2%*	**3%n**	**3%zn**	**3%zn**	*1%*	*2%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 557

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Other	29	18	14	22	18	15	28	29	-	7	3	11	25	26	3	44
	1%ak	*1%*	*1%*	1%a	*1%*	*1%*	1%a	1%a	-	*1%*	*	*1%*	3%zjkm	2%jk	*1%*	*2%*
Don't know	514	392	259	416	378	255	465	481	31	55	43	135	137	235	247	581
	23%abcgijklm	22%b	*19%*	22%b	24%abce	*21%*	23%abcg	22%b	*47%*	*11%*	*8%*	10%j	14%jk	14%jk	51%zijklm	*26%*
None of these	272	200	125	211	180	150	244	262	10	29	26	83	66	124	146	309
	12%abcijklm	11%b	*9%*	11%b	11%b	13%b	12%abc	12%abc	*16%*	*6%*	*5%*	*6%*	*7%*	7%jk	30%zijklm	*14%*
Any BBC Radio	1280	1098	897	1145	941	723	1171	1256	22	394	473	1077	641	1192	85	1169
	58%n	61%zdfg	67%zacdefg	61%zdfg	*59%*	61%z	*58%*	59%z	*33%*	79%zlmn	85%ziklmn	80%zlmn	66%zn	71%zln	*17%*	*53%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 558

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.60 Satisfaction with what you - Hear on the radio?									Q.61 Satisfaction with what you - Hear on BBC radio								
	Total	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied
Unweighted Total	**2206**	309	1002	343	68	17	467	1311	85	1226	318	901	340	55	19	573	1219	74	1145
Weighted Total	**2206**	340	1069	338	57	13	389	1409	70	1339	345	990	333	43	19	478	1335	61	1273
BBC Radio 4	**735**	154	451	86	17	2	25	605	19	586	182	428	77	9	2	37	610	11	599
	33%	*45%*	*42%*	*25%*	*30%*	*14%*	*6%*	*43%*	*28%*	*44%*	*53%*	*43%*	*23%*	*21%*	*10%*	*8%*	*46%*	*18%*	*47%*
BBC Radio 2	**631**	140	388	66	15	1	21	528	16	512	163	364	58	11	1	33	527	12	515
	29%	*41%*	*36%*	*20%*	*27%*	*5%*	*5%*	*37%*	*23%*	*38%*	*47%*	*37%*	*17%*	*26%*	*7%*	*7%*	*40%*	*20%*	*40%*
BBC Radio 3	**464**	112	282	44	6	3	17	393	9	384	132	262	37	2	2	29	394	4	389
	21%	*33%*	*26%*	*13%*	*10%*	*27%*	*4%*	*28%*	*13%*	*29%*	*38%*	*26%*	*11%*	*4%*	*12%*	*6%*	*29%*	*7%*	*31%*
Classic FM	**441**	93	259	48	15	3	24	352	18	333	100	246	43	9	8	36	345	16	329
	20%	*27%*	*24%*	*14%*	*26%*	*26%*	*6%*	*25%*	*26%*	*25%*	*29%*	*25%*	*13%*	*21%*	*41%*	*8%*	*26%*	*27%*	*26%*
BBC Radio 1	**412**	84	235	70	12	*	11	319	12	307	97	211	76	4	2	23	308	6	302
	19%	*25%*	*22%*	*21%*	*21%*	*	*3%*	*23%*	*17%*	*23%*	*28%*	*21%*	*23%*	*9%*	*9%*	*5%*	*23%*	*9%*	*24%*
My BBC Local Radio	**281**	76	167	30	3	-	5	243	3	240	84	152	32	2	1	10	236	3	233
	13%	*22%*	*16%*	*9%*	*5%*	-	*1%*	*17%*	*4%*	*18%*	*24%*	*15%*	*10%*	*4%*	*7%*	*2%*	*18%*	*5%*	*18%*
BBC Radio Five Live	**253**	77	145	21	7	2	2	222	9	213	80	134	20	5	2	13	214	6	207
	11%	*23%*	*14%*	*6%*	*13%*	*12%*	*	*16%*	*13%*	*16%*	*23%*	*14%*	*6%*	*11%*	*8%*	*3%*	*16%*	*10%*	*16%*
My local commercial station	**178**	41	103	22	8	-	4	145	8	137	45	80	25	10	*	18	125	10	115
	8%	*12%*	*10%*	*6%*	*13%*	-	*1%*	*10%*	*11%*	*10%*	*13%*	*8%*	*8%*	*23%*	*	*4%*	*9%*	*16%*	*9%*
TalkSPORT	**122**	37	72	10	4	-	-	108	4	105	38	66	10	3	1	4	104	4	100
	6%	*11%*	*7%*	*3%*	*6%*	-	-	*8%*	*5%*	*8%*	*11%*	*7%*	*3%*	*6%*	*7%*	*1%*	*8%*	*6%*	*8%*
BBC 6 Music	**102**	44	51	4	2	-	1	95	2	94	41	47	6	*	-	8	88	*	87
	5%	*13%*	*5%*	*1%*	*3%*	-	*	*7%*	*2%*	*7%*	*12%*	*5%*	*2%*	*1%*	-	*2%*	*7%*	*1%*	*7%*
BBC Radio Scotland	**97**	31	50	7	5	1	2	81	6	75	30	52	7	2	1	5	81	3	78
	4%	*9%*	*5%*	*2%*	*9%*	*8%*	*1%*	*6%*	*9%*	*6%*	*9%*	*5%*	*2%*	*5%*	*6%*	*1%*	*6%*	*6%*	*6%*
BBC Asian Network	**84**	25	41	12	1	1	4	66	3	63	28	36	13	*	1	5	64	1	63
	4%	*7%*	*4%*	*4%*	*2%*	*11%*	*1%*	*5%*	*4%*	*5%*	*8%*	*4%*	*4%*	*	*8%*	*1%*	*5%*	*2%*	*5%*
BBC7	**83**	35	40	4	2	1	1	75	3	73	37	38	4	*	1	2	75	1	74
	4%	*10%*	*4%*	*1%*	*3%*	*8%*	*	*5%*	*4%*	*5%*	*11%*	*4%*	*1%*	*1%*	*6%*	*1%*	*6%*	*2%*	*6%*
BBC Radio Wales	**72**	25	39	5	1	-	2	64	1	63	22	43	3	-	-	3	66	-	66
	3%	*7%*	*4%*	*1%*	*2%*	-	*	*5%*	*2%*	*5%*	*7%*	*4%*	*1%*	-	-	*1%*	*5%*	-	*5%*
Virgin 1215/Virgin Radio	**69**	23	39	5	1	-	1	62	1	61	25	30	8	*	*	6	55	*	55
	3%	*7%*	*4%*	*1%*	*2%*	-	*	*4%*	*2%*	*5%*	*7%*	*3%*	*2%*	*	*	*1%*	*4%*	*	*4%*
BBC Northern Ireland Radio	**62**	24	31	3	2	-	2	55	2	53	23	32	3	1	-	3	55	1	54
	3%	*7%*	*3%*	*1%*	*4%*	-	*	*4%*	*3%*	*4%*	*7%*	*3%*	*1%*	*2%*	-	*1%*	*4%*	*1%*	*4%*
1Xtra from the BBC	**50**	22	19	6	2	-	*	42	2	40	21	20	6	*	-	3	41	*	41
	2%	*7%*	*2%*	*2%*	*3%*	-	*	*3%*	*2%*	*3%*	*6%*	*2%*	*2%*	*1%*	-	*1%*	*3%*	*1%*	*3%*
Other	**29**	6	20	2	*	-	*	27	*	27	3	16	2	2	-	7	19	2	17
	1%	*2%*	*2%*	*1%*	*	-	*	*2%*	*	*2%*	*1%*	*2%*	*	*4%*	-	*1%*	*1%*	*3%*	*1%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
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Table 558

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.60 Satisfaction with what you - Hear on the radio?									Q.61 Satisfaction with what you - Hear on BBC radio								
	Total	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied
Unweighted Total	**2206**	309	1002	343	68	17	467	1311	85	1226	318	901	340	55	19	573	1219	74	1145
Weighted Total	**2206**	340	1069	338	57	13	389	1409	70	1339	345	990	333	43	19	478	1335	61	1273
Don't know	**514**	41	142	93	3	3	232	183	6	177	32	130	88	4	3	256	163	7	156
	23%	*12%*	*13%*	*27%*	*6%*	*23%*	*59%*	*13%*	*9%*	*13%*	*9%*	*13%*	*26%*	*10%*	*16%*	*54%*	*12%*	*12%*	*12%*
None of these	**272**	27	77	61	7	1	98	105	9	96	19	75	57	6	2	113	95	8	87
	12%	*8%*	*7%*	*18%*	*13%*	*8%*	*25%*	*7%*	*12%*	*7%*	*6%*	*8%*	*17%*	*14%*	*8%*	*24%*	*7%*	*12%*	*7%*
Any BBC Radio	**1280**	**245**	**772**	**167**	**37**	**9**	**51**	**1017**	**45**	**972**	**278**	**729**	**167**	**23**	**10**	**73**	**1007**	**33**	**974**
	58%	***72%***	***72%***	***49%***	***64%***	***69%***	***13%***	***72%***	***65%***	***73%***	***80%***	***74%***	***50%***	***53%***	***53%***	***15%***	***75%***	***53%***	***76%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
FINAL

Table 559

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

Q.64 Which of these radio stations, if any, do you listen to regularly?

	Total	BBC Radio 2	BBC Radio 1	BBC Radio 4	My local commercial station	My BBC Local Radio	Classic FM	BBC Radio Five Live	Heart	Magic	TalkSPORT	Galaxy	BBC Radio 3	Virgin 1215/ Virgin Radio	XFM	BBC Radio Scotland	BBC7	BBC 6 Music	BBC Radio Wales	BBC Northern Ireland Radio	1Xtra from the BBC	BBC Asian Network	Other	None of these	Don't know	Any BBC Radio
Unweighted Total	**2206**	453	419	336	294	211	229	167	157	140	120	134	77	49	34	32	28	24	32	40	18	63	89	587	51	1210
Weighted Total	**2206**	555	502	407	325	259	254	188	174	139	127	127	97	60	51	40	33	29	20	18	17	17	76	485	36	1344
BBC Radio 4	**735**	268	210	338	109	120	134	106	89	64	53	45	65	30	33	20	24	23	9	7	7	5	14	46	*	630
	33%	*48%*	*42%*	*83%*	*33%*	*46%*	*53%*	*56%*	*51%*	*46%*	*42%*	*36%*	*68%*	*50%*	*65%*	*50%*	*71%*	*78%*	*46%*	*37%*	*39%*	*27%*	*18%*	*9%*	*	*47%*
BBC Radio 2	**631**	359	189	133	116	80	73	70	72	57	45	39	23	28	17	14	10	13	7	6	7	3	12	39	1	540
	29%	*65%*	*38%*	*33%*	*36%*	*31%*	*29%*	*37%*	*42%*	*41%*	*36%*	*31%*	*24%*	*46%*	*33%*	*35%*	*30%*	*44%*	*37%*	*33%*	*39%*	*16%*	*15%*	*8%*	*2%*	*40%*
BBC Radio 3	**464**	176	144	163	79	69	90	72	51	44	39	42	59	27	19	13	14	11	3	5	5	1	12	36	*	388
	21%	*32%*	*29%*	*40%*	*24%*	*27%*	*36%*	*38%*	*29%*	*32%*	*30%*	*33%*	*61%*	*45%*	*37%*	*32%*	*42%*	*38%*	*16%*	*26%*	*32%*	*3%*	*16%*	*7%*	*	*29%*
Classic FM	**441**	160	117	147	71	82	166	52	48	54	34	26	44	26	19	14	16	9	5	4	6	5	11	24	-	359
	20%	*29%*	*23%*	*36%*	*22%*	*32%*	*66%*	*28%*	*27%*	*39%*	*27%*	*21%*	*46%*	*43%*	*38%*	*35%*	*49%*	*32%*	*25%*	*20%*	*37%*	*27%*	*14%*	*5%*	-	*27%*
BBC Radio 1	**412**	89	229	61	82	59	38	40	55	52	34	42	9	15	14	5	7	11	4	6	8	2	12	35	2	323
	19%	*16%*	*46%*	*15%*	*25%*	*23%*	*15%*	*21%*	*32%*	*37%*	*27%*	*33%*	*10%*	*25%*	*27%*	*14%*	*20%*	*39%*	*20%*	*32%*	*46%*	*11%*	*16%*	*7%*	*6%*	*24%*
My BBC Local Radio	**281**	96	85	87	84	140	55	47	22	22	33	26	15	9	8	4	6	11	8	4	2	1	3	8	-	250
	13%	*17%*	*17%*	*21%*	*26%*	*54%*	*22%*	*25%*	*13%*	*15%*	*26%*	*21%*	*16%*	*14%*	*15%*	*10%*	*19%*	*39%*	*37%*	*24%*	*10%*	*5%*	*4%*	*2%*	-	*19%*
BBC Radio Five Live	**253**	89	91	68	35	50	23	102	25	31	38	20	8	15	8	-	6	9	4	1	4	3	3	11	-	224
	11%	*16%*	*18%*	*17%*	*11%*	*19%*	*9%*	*54%*	*14%*	*22%*	*30%*	*16%*	*9%*	*26%*	*15%*	-	*19%*	*32%*	*19%*	*5%*	*21%*	*18%*	*4%*	*2%*	-	*17%*
My local commercial station	**178**	49	46	28	105	30	35	12	24	20	13	11	4	6	5	3	2	7	1	2	-	*	4	7	-	116
	8%	*9%*	*9%*	*7%*	*32%*	*12%*	*14%*	*7%*	*14%*	*14%*	*10%*	*9%*	*4%*	*9%*	*10%*	*8%*	*6%*	*25%*	*5%*	*11%*	-	*3%*	*5%*	*1%*	-	*9%*
TalkSPORT	**122**	41	50	23	17	15	15	26	26	24	68	21	7	8	12	5	5	6	4	-	*	*	4	*	-	99
	6%	*7%*	*10%*	*6%*	*5%*	*6%*	*6%*	*14%*	*15%*	*18%*	*53%*	*17%*	*7%*	*14%*	*24%*	*13%*	*14%*	*19%*	*18%*	-	*	*	*5%*	*	-	*7%*
BBC 6 Music	**102**	29	35	28	23	16	9	8	12	15	8	11	5	4	8	-	5	12	-	1	*	1	2	5	-	83
	5%	*5%*	*7%*	*7%*	*7%*	*6%*	*4%*	*4%*	*7%*	*10%*	*6%*	*9%*	*5%*	*7%*	*16%*	-	*15%*	*39%*	-	*4%*	*	*6%*	*3%*	*1%*	-	*6%*
BBC Radio Scotland	**97**	28	28	19	21	12	21	8	5	14	11	6	9	3	7	28	7	5	3	*	3	*	2	6	-	81
	4%	*5%*	*6%*	*5%*	*6%*	*4%*	*8%*	*4%*	*3%*	*10%*	*8%*	*4%*	*9%*	*4%*	*13%*	*69%*	*21%*	*19%*	*16%*	*2%*	*19%*	*	*2%*	*1%*	-	*6%*
BBC Asian Network	**84**	22	32	23	18	11	11	9	7	11	14	5	4	3	13	-	4	9	1	-	1	10	4	7	-	70
	4%	*4%*	*6%*	*6%*	*6%*	*4%*	*4%*	*5%*	*4%*	*8%*	*11%*	*4%*	*4%*	*6%*	*25%*	-	*11%*	*31%*	*4%*	-	*4%*	*62%*	*5%*	*1%*	-	*5%*
BBC7	**83**	29	30	37	12	10	8	11	9	12	10	11	5	6	6	1	16	5	1	*	-	-	2	4	-	72
	4%	*5%*	*6%*	*9%*	*4%*	*4%*	*3%*	*6%*	*5%*	*8%*	*8%*	*9%*	*5%*	*10%*	*11%*	*3%*	*49%*	*19%*	*4%*	*1%*	-	-	*2%*	*1%*	-	*5%*
BBC Radio Wales	**72**	24	29	19	16	14	12	11	4	12	11	7	5	4	4	4	7	5	12	-	*	1	2	2	-	63
	3%	*4%*	*6%*	*5%*	*5%*	*5%*	*5%*	*6%*	*2%*	*9%*	*9%*	*5%*	*6%*	*6%*	*8%*	*11%*	*20%*	*19%*	*60%*	-	*	*4%*	*3%*	*	-	*5%*
Virgin 1215/Virgin Radio	**69**	19	31	7	5	3	5	5	15	19	15	15	1	24	14	-	1	4	-	-	2	-	2	2	-	47
	3%	*4%*	*6%*	*2%*	*2%*	*1%*	*2%*	*3%*	*8%*	*14%*	*12%*	*12%*	*1%*	*40%*	*27%*	-	*3%*	*13%*	-	-	*14%*	-	*3%*	*	-	*3%*
BBC Northern Ireland Radio	**62**	14	28	12	17	9	6	7	3	8	6	8	1	2	4	1	3	6	1	7	3	-	2	2	*	54
	3%	*3%*	*6%*	*3%*	*5%*	*3%*	*2%*	*4%*	*2%*	*6%*	*5%*	*6%*	*2%*	*3%*	*8%*	*2%*	*9%*	*20%*	*3%*	*41%*	*19%*	-	*3%*	*	*1%*	*4%*
1Xtra from the BBC	**50**	13	17	14	7	3	4	6	9	10	7	3	1	2	4	-	1	4	-	-	6	-	3	3	-	37
	2%	*2%*	*3%*	*3%*	*2%*	*1%*	*1%*	*3%*	*5%*	*7%*	*5%*	*2%*	*1%*	*3%*	*8%*	-	*3%*	*13%*	-	-	*32%*	-	*5%*	*1%*	-	*3%*
Other	**29**	3	7	3	2	-	3	-	2	3	3	4	1	-	-	1	-	-	-	*	-	*	13	3	-	11
	1%	*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*2%*	*3%*	*3%*	*2%*	-	-	*2%*	-	-	-	*3%*	-	*1%*	*18%*	*1%*	-	*1%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
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Table 559

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.64 Which of these radio stations, if any, do you listen to regularly?																								
	Total	BBC Radio 2	BBC Radio 1	BBC Radio 4	My local commercial station	My BBC Local Radio	Classic FM	BBC Radio Five Live	Heart	Magic	TalkSPORT	Galaxy	BBC Radio 3	Virgin 1215/ Virgin Radio	XFM	BBC Radio Scotland	BBC7	BBC 6 Music	BBC Radio Wales	BBC Northern Ireland Radio	1Xtra from the BBC	BBC Asian Network	Other	None of these	Don't know	Any BBC Radio
Unweighted Total	**2206**	453	419	336	294	211	229	167	157	140	120	134	77	49	34	32	28	24	32	40	18	63	89	587	51	1210
Weighted Total	**2206**	555	502	407	325	259	254	188	174	139	127	127	97	60	51	40	33	29	20	18	17	17	76	485	36	1344
Don't know	**514**	43	55	21	42	24	17	5	24	13	11	26	7	3	4	*	2	-	1	1	*	2	22	247	31	135
	23%	*8%*	*11%*	*5%*	*13%*	*9%*	*7%*	*3%*	*14%*	*9%*	*9%*	*20%*	*7%*	*5%*	*8%*	*	*6%*	-	*6%*	*8%*	*	*13%*	*29%*	*51%*	*87%*	*10%*
None of these	**272**	26	29	13	18	18	7	11	16	10	7	13	5	3	7	2	3	1	1	*	4	*	11	146	1	83
	12%	*5%*	*6%*	*3%*	*6%*	*7%*	*3%*	*6%*	*9%*	*7%*	*5%*	*10%*	*5%*	*5%*	*13%*	*6%*	*8%*	*4%*	*4%*	*3%*	*22%*	*	*14%*	*30%*	*4%*	*6%*
Any BBC Radio	**1280**	**473**	**394**	**366**	**216**	**212**	**196**	**160**	**121**	**99**	**91**	**70**	**83**	**46**	**39**	**36**	**27**	**28**	**18**	**15**	**13**	**15**	**30**	**85**	**3**	**1077**
	58%	***85%***	***79%***	***90%***	***66%***	***82%***	***77%***	***85%***	***69%***	***71%***	***72%***	***55%***	***86%***	***77%***	***76%***	***90%***	***82%***	***96%***	***87%***	***84%***	***78%***	***87%***	***39%***	***17%***	***9%***	***80%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
FINAL

Table 560

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Gender		Age									Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	1568	800	768	231	264	321	287	179	175	111	495	1073	45.37	989	201	274	1294	1568
Weighted Total	1686	869	817	253	258	320	294	246	194	120*	512	1174	46.10	1069	219	283	1403	1568
BBC Radio 4	689	371	318	82	92	145	138	112	74	47	174	515	47.36	468	78	97	592	555
	41%cjn	*43%*	*39%*	*32%*	*36%*	**45%cj**	**47%zcdj**	**45%cj**	*38%*	*39%*	*34%*	**44%zcj**		**44%z**	*35%*	*34%*	*42%*	*35%*
BBC Radio 2	591	348	243	71	95	124	110	91	66	35	167	425	46.42	398	71	93	498	489
	35%b	**40%zb**	*30%*	*28%*	*37%*	*39%*	*37%*	*37%*	*34%*	*29%*	*33%*	*36%*		*37%*	*32%*	*33%*	*36%*	*31%*
BBC Radio 3	428	252	176	49	60	101	89	64	42	23	109	319	46.37	289	43	56	373	339
	25%bn	**29%zb**	*22%*	*19%*	*23%*	**32%zchij**	**30%cj**	*26%*	*22%*	*19%*	*21%*	**27%z**		*27%*	*20%*	*20%*	*27%*	*22%*
Classic FM	418	217	200	59	68	56	76	69	56	34	127	290	47.62	272	51	68	350	342
	25%e	*25%*	*25%*	*23%*	**27%e**	*17%*	**26%e**	**28%e**	**29%e**	**28%e**	*25%*	**25%e**		*25%*	*23%*	*24%*	*25%*	*22%*
BBC Radio 1	376	224	152	104	77	82	37	38	18	21	180	195	38.95	220	32	47	329	340
	22%bfghkmn	**26%zb**	*19%*	**41%zdefghijk**	**30%zfghik**	**25%fghk**	*13%*	*15%*	*9%*	*18%*	**35%zdefghik**	**17%fh**		*21%*	*15%*	*17%*	**23%n**	*22%*
My BBC Local Radio	273	164	109	27	46	40	47	46	43	23	74	200	49.16	179	37	54	219	234
	16%b	**19%zb**	*13%*	*11%*	*18%*	*13%*	*16%*	*19%*	**22%ce**	*19%*	*14%*	*17%*		*17%*	*17%*	*19%*	*16%*	*15%*
BBC Radio Five Live	242	172	69	42	42	60	33	35	23	8	84	158	42.87	162	21	28	214	212
	14%bi	**20%zb**	*8%*	**17%i**	**16%i**	**19%fik**	*11%*	*14%*	*12%*	*7%*	**16%i**	**13%i**		*15%*	*10%*	*10%*	*15%*	*14%*
My local commercial station	171	94	77	18	25	34	37	26	26	6	42	129	47.48	119	17	38	134	163
	10%	*11%*	*9%*	*7%*	*10%*	*10%*	*13%*	*11%*	**14%i**	*5%*	*8%*	*11%*		*11%*	*8%*	*13%*	*10%*	*10%*
TalkSPORT	122	94	28	29	21	33	15	14	8	1	50	72	38.76	77	6	13	109	99
	7%bikm	**11%zb**	*3%*	**12%zfhik**	**8%i**	**10%fik**	*5%*	*5%*	*4%*	*1%*	**10%ik**	**6%i**		*7%*	*3%*	*4%*	*8%*	*6%*
BBC 6 Music	97	54	43	13	30	20	17	7	7	3	43	54	41.30	63	8	9	88	82
	6%k	*6%*	*5%*	*5%*	**12%zfghik**	*6%*	*6%*	*3%*	*4%*	*3%*	**8%zcgk**	*5%*		*6%*	*3%*	*3%*	*6%*	*5%*
BBC Radio Scotland	91	62	28	17	23	16	11	8	14	1	40	51	42.05	54	10	14	77	73
	5%bk	**7%zb**	*3%*	*7%*	**9%ik**	*5%*	*4%*	*3%*	**7%i**	*1%*	**8%ik**	*4%*		*5%*	*5%*	*5%*	*5%*	*5%*
BBC7	79	48	31	10	17	23	16	3	6	4	28	52	42.25	55	7	6	74	69
	5%g	*6%*	*4%*	*4%*	**7%g**	**7%gk**	**5%g**	*1%*	*3%*	*4%*	**5%g**	**4%g**		*5%*	*3%*	*2%*	*5%*	*4%*
BBC Asian Network	77	50	27	17	18	17	10	9	6	*	35	43	39.10	44	6	5	73	102
	5%ikn	*6%*	*3%*	**7%i**	**7%i**	**5%i**	*3%*	*4%*	*3%*	*	**7%ik**	**4%i**		*4%*	*3%*	*2%*	**5%n**	*7%*
BBC Radio Wales	70	51	19	14	17	13	10	5	9	2	31	39	41.48	43	7	9	61	74
	4%bk	**6%zb**	*2%*	*6%*	*6%*	*4%*	*3%*	*2%*	*4%*	*2%*	*6%*	*3%*		*4%*	*3%*	*3%*	*4%*	*5%*
Virgin 1215/Virgin Radio	67	48	19	16	17	21	10	2	1	-	32	35	35.49	41	3	8	59	55
	4%bghk	**6%zb**	*2%*	**6%ghi**	**6%ghik**	**7%zghik**	*4%*	*1%*	*1%*	-	**6%zghik**	*3%*		*4%*	*2%*	*3%*	*4%*	*4%*
BBC Northern Ireland Radio	59	45	14	17	16	7	9	2	7	*	33	26	37.85	32	6	5	54	62
	3%bk	**5%zb**	*2%*	**7%zegik**	**6%gik**	*2%*	*3%*	*1%*	*4%*	*	**6%zegik**	*2%*		*3%*	*3%*	*2%*	*4%*	*4%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 560

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	1568	800	768	231	264	321	287	179	175	111	495	1073	45.37	989	201	274	1294	1568
Weighted Total	1686	869	817	253	258	320	294	246	194	120*	512	1174	46.10	1069	219	283	1403	1568
1Xtra from the BBC	47	29	18	16	9	12	6	3	-	-	25	22	34.58	29	1	1	46	43
	3%kn	*3%*	*2%*	**6%zghik**	**4%h**	**4%hk**	*2%*	*1%*	-	-	**5%zhik**	*2%*		*3%*	*	*	**3%n**	*3%*
Other	26	13	14	2	7	8	3	2	2	3	9	17	43.50	21	1	5	22	33
	2%	*1%*	*2%*	*1%*	*3%*	*3%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*		*2%*	*	*2%*	*2%*	*2%*
Don't know	235	96	140	42	40	46	39	21	30	17	82	154	44.60	129	44	43	192	233
	14%al	*11%*	**17%za**	**17%g**	*15%*	*14%*	*13%*	*9%*	*16%*	*14%*	**16%g**	*13%*		*12%*	**20%zl**	*15%*	*14%*	*15%*
None of these	124	63	62	25	21	26	20	20	5	6	46	78	41.98	69	19	9	115	122
	7%hn	*7%*	*8%*	**10%h**	*8%*	**8%h**	*7%*	*8%*	*3%*	*5%*	**9%h**	**7%h**		*6%*	*9%*	*3%*	**8%zn**	*8%*
Any BBC Radio	**1192**	**653**	**538**	**169**	**176**	**225**	**212**	**185**	**141**	**86**	**345**	**847**	**46.68**	**780**	**141**	**193**	**999**	**1079**
	71%b	**75%zb**	***66%***	***67%***	***68%***	***70%***	***72%***	***75%***	***73%***	***72%***	***67%***	***72%***		**73%zm**	***64%***	***68%***	***71%***	***69%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 561

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**1568**	1210	74	191	10	275	1292	1049	114	75	49	31	1318	219	784	474	80	594	954	1568
Weighted Total	**1686**	1498	36**	39**	37**	112*	1573	1302	21**	14**	12**	32**	1380	258	921	457	47*	559	1113	1568
BBC Radio 4	**689**	626	9	13	13	34	655	515	4	5	4	15	544	108	360	204	15	222	458	555
	41%l	**42%z**	*23%*	*34%*	*34%*	*30%*	**42%z**	*40%*	*21%*	*38%*	*34%*	*47%*	*39%*	*42%*	*39%*	*45%*	*32%*	*40%*	*41%*	*35%*
BBC Radio 2	**591**	554	9	6	5	20	571	468	2	4	1	6	481	87	315	178	10	181	405	489
	35%e	**37%ze**	*25%*	*15%*	*14%*	*18%*	**36%ze**	**36%l**	*11%*	*28%*	*6%*	*18%*	*35%*	*34%*	*34%*	**39%p**	*21%*	*32%*	*36%*	*31%*
BBC Radio 3	**428**	408	2	4	*	7	422	320	*	4	*	10	334	64	216	136	11	145	277	339
	25%e	**27%ze**	*6%*	*11%*	*	*6%*	**27%ze**	*25%*	*	*28%*	*1%*	*31%*	*24%*	*25%*	*23%*	*30%*	*23%*	*26%*	*25%*	*22%*
Classic FM	**418**	388	3	3	-	6	412	329	2	*	1	7	340	58	245	100	13	111	305	342
	25%eq	**26%ze**	*9%*	*8%*	-	*6%*	**26%ze**	**25%l**	*10%*	*1%*	*10%*	*23%*	*25%*	*23%*	*27%*	*22%*	*27%*	*20%*	**27%zq**	*22%*
BBC Radio 1	**376**	322	19	9	12	40	335	273	5	5	*	11	295	40	188	136	12	143	226	340
	22%afmr	*21%*	*51%*	*24%*	*33%*	**36%af**	*21%*	*21%*	*26%*	*39%*	*1%*	*35%*	*21%*	*15%*	*20%*	**30%zmn**	*25%*	*26%*	*20%*	*22%*
My BBC Local Radio	**273**	254	*	1	9	10	263	211	1	1	*	11	223	53	151	59	10	77	196	234
	16%	**17%z**	*	*2%*	*24%*	*9%*	**17%z**	*16%*	*3%*	*6%*	*	*35%*	*16%*	**21%o**	*16%*	*13%*	*21%*	*14%*	*18%*	*15%*
BBC Radio Five Live	**242**	231	2	5	-	6	236	178	3	1	4	4	190	24	130	80	8	85	157	212
	14%m	**15%z**	*4%*	*12%*	-	*6%*	**15%z**	*14%*	*16%*	*6%*	*32%*	*13%*	*14%*	*9%*	*14%*	**18%m**	*16%*	*15%*	*14%*	*14%*
My local commercial station	**171**	165	*	1	-	1	170	142	1	1	3	1	148	22	100	44	5	55	115	163
	10%	**11%z**	*	*4%*	-	*1%*	**11%z**	*11%*	*3%*	*7%*	*22%*	*4%*	*11%*	*8%*	*11%*	*10%*	*10%*	*10%*	*10%*	*10%*
TalkSPORT	**122**	112	4	5	-	8	113	90	1	4	1	*	96	7	78	30	6	41	81	99
	7%m	*7%*	*10%*	*13%*	-	*8%*	*7%*	*7%*	*6%*	*27%*	*8%*	*1%*	*7%*	*3%*	**8%m**	*7%*	**14%m**	*7%*	*7%*	*6%*
BBC 6 Music	**97**	91	*	*	-	*	96	64	1	*	*	3	68	12	48	32	5	39	58	82
	6%gl	*6%*	*	*1%*	-	*	**6%z**	*5%*	*3%*	*	*	*10%*	*5%*	*5%*	*5%*	*7%*	*10%*	*7%*	*5%*	*5%*
BBC Radio Scotland	**91**	85	-	*	3	3	88	62	-	*	*	4	66	14	48	27	3	29	62	73
	5%	*6%*	-	*	*9%*	*3%*	**6%z**	*5%*	-	*	*	*11%*	*5%*	*5%*	*5%*	*6%*	*6%*	*5%*	*6%*	*5%*
BBC7	**79**	76	*	*	-	*	79	53	*	-	*	2	55	8	38	27	6	37	42	69
	5%lr	**5%z**	*	*	-	*	**5%z**	*4%*	*	-	*	*6%*	*4%*	*3%*	*4%*	*6%*	**14%zmn**	**7%zr**	*4%*	*4%*
BBC Asian Network	**77**	65	*	11	*	11	65	48	5	6	*	2	61	7	38	27	5	28	48	102
	5%fg	*4%*	*	*29%*	*	*10%*	*4%*	*4%*	*24%*	*44%*	*	*6%*	**4%g**	*3%*	*4%*	*6%*	**10%m**	*5%*	*4%*	*7%*
BBC Radio Wales	**70**	65	-	*	-	*	70	49	*	*	*	2	51	9	34	23	3	26	43	74
	4%	*4%*	-	*	-	*	**4%z**	*4%*	*1%*	*	*	*8%*	*4%*	*4%*	*4%*	*5%*	*7%*	*5%*	*4%*	*5%*
Virgin 1215/Virgin Radio	**67**	60	1	5	-	7	61	43	*	5	*	-	48	7	33	21	6	28	40	55
	4%fg	*4%*	*3%*	*14%*	-	*6%*	*4%*	*3%*	*	*34%*	*	-	*3%*	*3%*	*4%*	*5%*	**13%zmno**	*5%*	*4%*	*4%*
BBC Northern Ireland Radio	**59**	53	-	*	3	3	55	44	-	-	*	*	44	9	28	19	3	21	38	62
	3%	*4%*	-	*	*9%*	*3%*	*4%*	*3%*	-	-	*	*1%*	*3%*	*4%*	*3%*	*4%*	*6%*	*4%*	*3%*	*4%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 561

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**1568**	1210	74	191	10	275	1292	1049	114	75	49	31	1318	219	784	474	80	594	954	1568
Weighted Total	**1686**	1498	36**	39**	37**	112*	1573	1302	21**	14**	12**	32**	1380	258	921	457	47*	559	1113	1568
1Xtra from the BBC	**47**	45	*	2	-	2	45	28	2	*	*	-	30	2	21	17	7	19	28	43
	3%gl	*3%*	*	*5%*	-	*2%*	**3%z**	*2%*	*9%*	*	*	-	*2%*	*1%*	*2%*	*4%*	**14%zmno**	*3%*	*2%*	*3%*
Other	**26**	21	*	1	2	4	23	19	*	*	-	-	19	*	16	7	3	12	13	33
	2%f	*1%*	*	*3%*	*6%*	*3%*	*1%*	*1%*	*	*1%*	-	-	*1%*	*	*2%*	*2%*	**6%zm**	*2%*	*1%*	*2%*
Don't know	**235**	200	10	8	10	29	207	185	3	4	4	3	198	35	134	55	12	95	140	233
	14%af	*13%*	*29%*	*21%*	*27%*	**26%zaf**	*13%*	*14%*	*13%*	*30%*	*30%*	*10%*	*14%*	*13%*	*15%*	*12%*	**25%o**	*17%*	*13%*	*15%*
None of these	**124**	110	4	1	-	5	119	95	1	*	-	1	97	26	65	32	2	47	77	122
	7%	*7%*	*11%*	*3%*	-	*5%*	**8%z**	*7%*	*4%*	*1%*	-	*3%*	*7%*	*10%*	*7%*	*7%*	*3%*	*8%*	*7%*	*8%*
Any BBC Radio	**1192**	**1066**	**19**	**27**	**25**	**70**	**1121**	**915**	**17**	**9**	**6**	**28**	**974**	**180**	**638**	**344**	**27**	**373**	**807**	**1079**
	71%	***71%***	***51%***	***69%***	***67%***	***63%***	**71%z**	***70%***	***82%***	***62%***	***47%***	***87%***	***71%***	***70%***	***69%***	**75%zp**	***58%***	***67%***	***73%***	***69%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 562

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	1568	326	469	290	759	841	727	800	765	373	314	850	716	94	1212	986	269	1568
Weighted Total	1686	315	541	355	896	966	720	873	838	420	292	990	695	93*	1291	1126	319	1568
BBC Radio 4	689	102	223	200	423	477	212	330	342	235	55	422	267	37	534	539	123	555
	41%afgj	*32%*	*41%*	**56%zabd**	**47%zab**	**49%zfg**	*29%*	**38%f**	**41%j**	**56%zhj**	*19%*	*43%*	*38%*	*40%*	*41%*	**48%zn**	*38%*	*35%*
BBC Radio 2	591	94	197	155	352	369	223	322	311	151	73	387	204	28	470	426	110	489
	35%fjl	*30%*	*36%*	**44%za**	**39%za**	**38%zf**	*31%*	**37%f**	**37%j**	**36%j**	*25%*	**39%zl**	*29%*	*30%*	*36%*	**38%z**	*34%*	*31%*
BBC Radio 3	428	69	153	130	283	290	139	207	220	138	33	290	138	22	355	338	77	339
	25%fjl	*22%*	*28%*	**37%zabd**	**32%za**	**30%zfg**	*19%*	**24%f**	**26%j**	**33%zj**	*11%*	**29%zl**	*20%*	*23%*	**28%z**	**30%zn**	*24%*	*22%*
Classic FM	418	65	146	109	255	288	130	197	193	139	43	229	189	14	336	331	95	342
	25%fj	*21%*	*27%*	**31%za**	**28%za**	**30%zfg**	*18%*	**23%f**	**23%j**	**33%zhj**	*15%*	*23%*	*27%*	*15%*	*26%*	**29%zmn**	*30%*	*22%*
BBC Radio 1	376	63	130	83	213	209	167	200	202	85	61	232	143	21	284	254	93	340
	22%	*20%*	*24%*	*23%*	*24%*	*22%*	*23%*	*23%*	*24%*	*20%*	*21%*	*23%*	*21%*	*23%*	*22%*	*23%*	**29%z**	*22%*
My BBC Local Radio	273	60	93	68	161	167	106	140	126	76	47	152	121	16	211	194	54	234
	16%	*19%*	*17%*	*19%*	*18%*	*17%*	*15%*	*16%*	*15%*	*18%*	*16%*	*15%*	*17%*	*17%*	*16%*	*17%*	*17%*	*15%*
BBC Radio Five Live	242	33	80	78	158	180	62	113	120	83	22	163	79	6	204	203	56	212
	14%fjl	*10%*	*15%*	**22%zabd**	**18%zab**	**19%zfg**	*9%*	**13%f**	**14%j**	**20%zj**	*7%*	**16%zl**	*11%*	*7%*	**16%z**	**18%zmn**	*18%*	*14%*
My local commercial station	171	39	62	33	95	95	77	93	79	30	43	110	62	10	127	124	25	163
	10%	*12%*	*11%*	*9%*	*11%*	*10%*	*11%*	*11%*	*9%*	*7%*	**15%zhi**	*11%*	*9%*	*11%*	*10%*	*11%*	*8%*	*10%*
TalkSPORT	122	11	48	39	87	76	46	60	68	39	10	83	38	2	98	99	36	99
	7%aj	*4%*	**9%a**	**11%za**	**10%za**	*8%*	*6%*	*7%*	**8%j**	**9%j**	*3%*	*8%*	*6%*	*2%*	*8%*	**9%z**	**11%z**	*6%*
BBC 6 Music	97	11	32	33	65	67	30	51	48	34	10	64	33	3	77	81	25	82
	6%	*3%*	*6%*	**9%za**	**7%z**	*7%*	*4%*	*6%*	*6%*	*8%*	*3%*	*6%*	*5%*	*3%*	*6%*	**7%z**	*8%*	*5%*
BBC Radio Scotland	91	18	30	25	56	68	23	47	35	33	11	55	36	4	72	74	23	73
	5%f	*6%*	*6%*	*7%*	*6%*	**7%zf**	*3%*	**5%f**	*4%*	**8%h**	*4%*	*6%*	*5%*	*5%*	*6%*	**7%z**	*7%*	*5%*
BBC7	79	6	26	32	58	58	22	37	42	27	6	56	23	-	71	70	20	69
	5%afj	*2%*	*5%*	**9%za**	**6%za**	**6%zfg**	*3%*	*4%*	*5%*	**7%j**	*2%*	*6%*	*3%*	-	**5%z**	**6%z**	*6%*	*4%*
BBC Asian Network	77	12	24	25	49	51	26	41	33	27	8	53	25	1	68	65	27	102
	5%	*4%*	*4%*	*7%*	*5%*	*5%*	*4%*	*5%*	*4%*	*6%*	*3%*	*5%*	*4%*	*1%*	**5%z**	**6%z**	**8%z**	*7%*
BBC Radio Wales	70	10	22	28	49	56	14	34	28	26	8	47	23	1	58	60	20	74
	4%f	*3%*	*4%*	**8%z**	**5%z**	**6%zfg**	*2%*	**4%f**	*3%*	*6%*	*3%*	*5%*	*3%*	*1%*	*5%*	**5%z**	*6%*	*5%*
Virgin 1215/Virgin Radio	67	17	19	19	38	35	32	37	35	20	7	48	19	6	54	55	23	55
	4%	*5%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*2%*	*5%*	*3%*	*6%*	*4%*	*5%*	**7%z**	*4%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 562

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	1568	326	469	290	759	841	727	800	765	373	314	850	716	94	1212	986	269	1568
Weighted Total	1686	315	541	355	896	966	720	873	838	420	292	990	695	93*	1291	1126	319	1568
BBC Northern Ireland Radio	59 **3%f**	11 *4%*	18 *3%*	18 *5%*	36 *4%*	47 **5%zf**	12 *2%*	30 **3%f**	26 *3%*	18 *4%*	6 *2%*	35 *4%*	24 *3%*	1 *2%*	46 *4%*	51 **5%z**	20 *6%*	62 *4%*
1Xtra from the BBC	47 *3%*	7 *2%*	13 *2%*	19 **5%z**	33 *4%*	32 *3%*	15 *2%*	20 *2%*	25 *3%*	15 *4%*	3 *1%*	35 *4%*	12 *2%*	- -	35 *3%*	43 **4%zn**	14 *4%*	43 *3%*
Other	26 **2%ce**	4 *1%*	11 *2%*	* *	11 **1%c**	6 *1%*	20 **3%ze**	15 **2%e**	15 *2%*	5 *1%*	5 *2%*	17 *2%*	9 *1%*	* *	21 *2%*	16 *1%*	6 *2%*	33 *2%*
Don't know	235 **14%cdei**	53 **17%cd**	73 **14%cd**	25 *7%*	98 **11%c**	117 *12%*	119 **16%e**	125 *14%*	129 **15%i**	39 *9%*	55 **19%i**	135 *14%*	101 *14%*	17 *18%*	168 *13%*	150 *13%*	50 *16%*	233 *15%*
None of these	124 **7%eio**	29 *9%*	37 *7%*	22 *6%*	59 *7%*	57 *6%*	67 **9%ze**	62 *7%*	64 *8%*	19 *5%*	30 **10%i**	76 *8%*	48 *7%*	5 *5%*	103 **8%o**	56 *5%*	19 *6%*	122 *8%*
Any BBC Radio	**1192** **71%fj**	**204** ***65%***	**386** ***71%***	**289** **81%zabd**	**675** **75%zab**	**730** **76%zfg**	**462** ***64%***	**616** **71%f**	**582** **69%j**	**335** **80%zhj**	**176** ***60%***	**707** ***71%***	**484** ***70%***	**65** ***70%***	**921** ***71%***	**833** **74%zn**	**215** ***67%***	**1079** ***69%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 563

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	1568	1218	130	111	109	212	484	381	369	365	440	520	526	770	577	757	179	1568
Weighted Total	1686	1423	80	46	137*	174*	580	430	442	400	511	556	557	682	565	874	210	1568
BBC Radio 4	689	620	20	11	38	73	287	198	192	141	302	257	148	258	230	361	83	555
	41%bcdil	**44%zbcdi**	*25%*	*24%*	*28%*	**42%bc**	**49%zabcdgi**	**46%bcdi**	**43%bcd**	**35%bc**	**59%zkl**	**46%zl**	*27%*	*38%*	*41%*	*41%*	*39%*	*35%*
BBC Radio 2	591	506	27	12	47	41	193	129	171	142	193	227	184	205	203	299	77	489
	35%cem	**36%eg**	*34%*	*26%*	*34%*	*24%*	**33%eg**	*30%*	**39%ce**	**36%e**	*38%*	**41%zl**	*33%*	*30%*	*36%*	*34%*	*36%*	*31%*
BBC Radio 3	428	384	10	7	27	34	163	108	117	104	188	148	113	155	138	223	58	339
	25%bcl	**27%zbc**	*12%*	*15%*	*20%*	*19%*	**28%bce**	**25%b**	**26%bc**	**26%bc**	**37%zkl**	**27%l**	*20%*	*23%*	*24%*	*26%*	*28%*	*22%*
Classic FM	418	374	15	4	24	42	160	113	123	91	199	182	108	170	170	192	52	342
	25%clo	**26%zc**	**19%c**	*9%*	*18%*	**24%c**	**28%c**	**26%c**	**28%c**	**23%c**	**39%zkl**	**33%zl**	*19%*	*25%*	**30%zo**	*22%*	*25%*	*22%*
BBC Radio 1	376	323	16	14	24	50	145	112	97	81	88	117	155	151	91	203	69	340
	22%jn	*23%*	*20%*	**30%d**	*17%*	*29%*	*25%*	*26%*	*22%*	*20%*	*17%*	*21%*	**28%zjk**	*22%*	*16%*	**23%n**	**33%zno**	*22%*
My BBC Local Radio	273	251	9	9	4	5	92	49	104	55	93	111	85	111	91	153	27	234
	16%deg	**18%zdeg**	**12%de**	**20%deg**	*3%*	*3%*	**16%deg**	**11%de**	**23%zabdefgi**	**14%de**	*18%*	**20%z**	*15%*	*16%*	*16%*	*17%*	*13%*	*15%*
BBC Radio Five Live	242	220	10	5	8	17	80	48	70	71	107	101	81	72	79	120	42	212
	14%dm	**15%dg**	*12%*	*10%*	*6%*	*10%*	**14%dg**	*11%*	**16%d**	**18%dg**	**21%zl**	**18%z**	*15%*	*11%*	*14%*	*14%*	*20%*	*14%*
My local commercial station	171	138	6	6	21	9	61	39	50	28	45	61	68	61	56	89	24	163
	10%	*10%*	*7%*	**13%e**	**16%ei**	*5%*	**10%e**	*9%*	*11%*	*7%*	*9%*	*11%*	*12%*	*9%*	*10%*	*10%*	*11%*	*10%*
TalkSPORT	122	110	5	2	5	11	44	38	40	27	45	49	62	39	36	68	17	99
	7%	*8%*	*6%*	*3%*	*4%*	*6%*	*8%*	*9%*	*9%*	*7%*	*9%*	*9%*	**11%z**	*6%*	*6%*	*8%*	*8%*	*6%*
BBC 6 Music	97	88	1	2	6	13	38	25	26	25	47	38	30	27	35	44	18	82
	6%m	*6%*	*2%*	*3%*	*4%*	*7%*	*7%*	*6%*	*6%*	*6%*	**9%zl**	*7%*	*5%*	*4%*	*6%*	*5%*	*9%*	*5%*
BBC Radio Scotland	91	43	3	1	43	5	24	14	13	7	44	33	29	39	30	46	14	73
	5%ahi	*3%*	*3%*	*3%*	**32%zabcefghi**	*3%*	*4%*	*3%*	*3%*	*2%*	**9%z**	*6%*	*5%*	*6%*	*5%*	*5%*	*7%*	*5%*
BBC7	79	70	3	1	6	8	32	21	17	21	45	31	20	22	23	42	14	69
	5%	*5%*	*4%*	*2%*	*4%*	*4%*	*5%*	*5%*	*4%*	*5%*	**9%zkl**	*5%*	*4%*	*3%*	*4%*	*5%*	*7%*	*4%*
BBC Asian Network	77	70	2	1	4	4	26	22	28	16	38	27	25	29	25	39	13	102
	5%	*5%*	*3%*	*1%*	*3%*	*3%*	*4%*	*5%*	*6%*	*4%*	**7%z**	*5%*	*5%*	*4%*	*4%*	*4%*	*6%*	*7%*
BBC Radio Wales	70	45	20	1	4	5	25	14	13	7	34	22	22	24	18	41	10	74
	4%ai	*3%*	**25%zacdefghi**	*1%*	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	**7%zk**	*4%*	*4%*	*3%*	*3%*	*5%*	*5%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 563

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	1568	1218	130	111	109	212	484	381	369	365	440	520	526	770	577	757	179	1568
Weighted Total	1686	1423	80	46	137*	174*	580	430	442	400	511	556	557	682	565	874	210	1568
Virgin 1215/Virgin Radio	67	62	1	1	3	15	35	31	8	19	33	28	42	21	13	43	10	55
	4%hn	**4%h**	*1%*	*3%*	*2%*	**9%zabh**	**6%zh**	**7%zabh**	*2%*	*5%*	**7%z**	*5%*	**8%z**	*3%*	*2%*	**5%n**	*5%*	*4%*
BBC Northern Ireland Radio	59	39	3	11	6	2	21	11	11	7	27	17	20	22	13	38	8	62
	3%a	*3%*	*3%*	**24%zabdefgh i**	*4%*	*1%*	*4%*	*3%*	*3%*	*2%*	*5%*	*3%*	*4%*	*3%*	*2%*	*4%*	*4%*	*4%*
1Xtra from the BBC	47	43	1	*	3	4	22	19	11	11	26	13	18	13	11	25	11	43
	3%	*3%*	*1%*	*1%*	*2%*	*3%*	*4%*	*4%*	*2%*	*3%*	**5%zk**	*2%*	*3%*	*2%*	*2%*	*3%*	*5%*	*3%*
Other	26	20	3	*	2	2	8	7	*	11	5	8	16	12	9	10	7	33
	2%h	**1%h**	**4%zafh**	**1%h**	**2%h**	*1%*	*1%*	*2%*	*	**3%ah**	*1%*	*1%*	**3%z**	*2%*	*2%*	*1%*	*3%*	*2%*
Don't know	235	202	8	6	19	27	73	61	58	71	49	68	97	108	79	134	18	233
	14%jp	*14%*	*10%*	*13%*	*14%*	*15%*	*13%*	*14%*	*13%*	*18%*	*10%*	*12%*	**17%zjk**	*16%*	*14%*	**15%p**	*9%*	*15%*
None of these	124	96	8	3	18	18	33	27	31	32	28	28	39	37	43	57	22	122
	7%k	*7%*	*10%*	*7%*	**13%zafg**	*10%*	*6%*	*6%*	*7%*	*8%*	*5%*	*5%*	*7%*	*5%*	*8%*	*6%*	*11%*	*8%*
Any BBC Radio	**1192**	**1016**	**56**	**34**	**86**	**112**	**424**	**300**	**330**	**262**	**407**	**425**	**354**	**481**	**390**	**626**	**151**	**1079**
	71%il	**71%i**	***71%***	***74%***	***62%***	***64%***	**73%deg**	***70%***	**75%di**	***65%***	**80%zl**	**76%zl**	***64%***	***71%***	***69%***	***72%***	***72%***	***69%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 564

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	1568	238	126	749	764	813	1185	1092	664	512	238	167	356	287	96	226	165	69	1568
Weighted Total	1686	260	123*	888	857	850	1244	1138	692	564	268	171	374	272	67*	246	156	46*	1568
BBC Radio 4	689	148	71	404	378	371	517	481	297	294	123	80	150	104	23	123	73	20	555
	41%	**57%zc**	**58%zc**	**46%z**	**44%z**	*44%*	*42%*	*42%*	*43%*	**52%zh**	*46%*	*47%*	*40%*	*38%*	*34%*	**50%z**	*47%*	*43%*	*35%*
BBC Radio 2	591	98	42	339	300	294	445	419	251	208	95	72	138	96	21	98	66	23	489
	35%	*38%*	*34%*	**38%z**	*35%*	*35%*	*36%*	*37%*	*36%*	*37%*	*35%*	*42%*	*37%*	*35%*	*32%*	*40%*	*42%*	*50%*	*31%*
BBC Radio 3	428	92	47	267	238	220	319	295	169	163	80	50	80	54	15	71	46	18	339
	25%	**35%z**	**38%z**	**30%z**	*28%*	*26%*	*26%*	*26%*	*24%*	**29%h**	*30%*	*29%*	*21%*	*20%*	*22%*	*29%*	*30%*	*38%*	*22%*
Classic FM	418	88	38	267	242	260	336	311	203	161	81	50	103	83	19	70	37	18	342
	25%	**34%z**	*31%*	**30%z**	**28%z**	**31%zfg**	**27%z**	**27%z**	**29%z**	*29%*	*30%*	*29%*	*28%*	*30%*	*28%*	*29%*	*24%*	**39%p**	*22%*
BBC Radio 1	376	31	12	182	140	139	251	231	109	109	60	38	46	48	18	35	34	15	340
	22%abdefghlo	*12%*	*10%*	**21%ab**	*16%*	*16%*	**20%de**	**20%de**	*16%*	*19%*	**22%h**	*22%*	*12%*	**17%l**	**26%l**	*14%*	**22%o**	**33%o**	*22%*
My BBC Local Radio	273	71	15	179	141	142	214	205	121	118	62	26	68	50	10	49	28	7	234
	16%	**27%zbc**	*12%*	**20%z**	*17%*	*17%*	*17%*	**18%z**	*18%*	**21%z**	**23%zk**	*15%*	*18%*	*18%*	*15%*	*20%*	*18%*	*16%*	*15%*
BBC Radio Five Live	242	35	12	141	119	102	157	144	86	86	44	35	34	23	2	27	14	5	212
	14%efglmn	*13%*	*10%*	*16%*	*14%*	*12%*	*13%*	*13%*	*12%*	*15%*	*16%*	**21%h**	*9%*	*8%*	*2%*	*11%*	*9%*	*11%*	*14%*
My local commercial station	171	35	8	93	94	78	127	120	66	56	33	20	31	29	6	21	15	5	163
	10%	*13%*	*7%*	*11%*	*11%*	*9%*	*10%*	*11%*	*9%*	*10%*	*12%*	*12%*	*8%*	*11%*	*9%*	*9%*	*10%*	*10%*	*10%*
TalkSPORT	122	14	9	73	55	56	78	74	51	53	27	15	21	8	1	13	4	*	99
	7%mp	*5%*	*7%*	*8%*	*6%*	*7%*	*6%*	*6%*	*7%*	*9%*	*10%*	*9%*	*6%*	*3%*	*2%*	*5%*	*2%*	*	*6%*
BBC 6 Music	97	15	6	50	40	34	58	54	30	38	14	4	14	11	4	8	10	6	82
	6%efg	*6%*	*5%*	*6%*	*5%*	*4%*	*5%*	*5%*	*4%*	**7%hk**	*5%*	*2%*	*4%*	*4%*	*5%*	*3%*	*7%*	**12%o**	*5%*
BBC Radio Scotland	91	12	5	56	46	45	56	55	39	32	16	9	21	18	6	15	13	2	73
	5%f	*5%*	*4%*	*6%*	*5%*	*5%*	*4%*	*5%*	*6%*	*6%*	*6%*	*5%*	*6%*	*7%*	*9%*	*6%*	*9%*	*5%*	*5%*
BBC7	79	10	6	45	36	28	46	42	25	25	13	6	10	9	-	3	1	-	69
	5%efgop	*4%*	*5%*	*5%*	*4%*	*3%*	*4%*	*4%*	*4%*	*4%*	*5%*	*4%*	*3%*	*3%*	-	*1%*	*1%*	-	*4%*
BBC Asian Network	77	11	3	44	34	41	50	45	27	23	9	7	13	9	3	9	2	1	102
	5%	*4%*	*2%*	*5%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	*4%*	*1%*	*2%*	*7%*
BBC Radio Wales	70	6	2	45	26	24	41	38	24	24	11	5	11	9	1	7	5	2	74
	4%def	*2%*	*2%*	*5%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*4%*	*3%*	*3%*	*3%*	*1%*	*3%*	*3%*	*4%*	*5%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 564

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	1568	238	126	749	764	813	1185	1092	664	512	238	167	356	287	96	226	165	69	1568
Weighted Total	1686	260	123*	888	857	850	1244	1138	692	564	268	171	374	272	67*	246	156	46*	1568
Virgin 1215/Virgin Radio	67	2	2	38	19	31	45	37	18	18	7	2	3	4	-	4	3	2	55
	4%adl	*1%*	*2%*	**4%a**	*2%*	**4%d**	**4%d**	*3%*	*3%*	*3%*	*3%*	*1%*	*1%*	*1%*	-	*2%*	*2%*	*4%*	*4%*
BBC Northern Ireland Radio	59	5	1	34	23	23	34	32	20	18	9	5	11	11	4	7	6	1	62
	3%f	*2%*	*1%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*7%*	*3%*	*4%*	*1%*	*4%*
1Xtra from the BBC	47	1	3	24	17	15	26	22	8	12	5	4	*	2	-	1	1	1	43
	3%aefghlo	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*	*1%*	-	*	*1%*	*2%*	*3%*
Other	26	*	1	10	20	13	14	14	8	5	3	1	7	6	3	3	*	*	33
	2%f	*	*1%*	*1%*	**2%zfg**	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*	*2%*	*4%*	*1%*	*	*	*2%*
Don't know	235	30	15	107	108	107	169	148	76	55	24	11	47	30	5	30	21	3	233
	14%hik	*11%*	*13%*	*12%*	*13%*	*13%*	*14%*	*13%*	*11%*	*10%*	*9%*	*7%*	*13%*	*11%*	*8%*	*12%*	*13%*	*7%*	*15%*
None of these	124	10	6	51	47	47	73	56	47	19	5	5	25	25	4	8	8	1	122
	7%cdefgijko	*4%*	*5%*	*6%*	*6%*	*5%*	**6%g**	*5%*	**7%ij**	*3%*	*2%*	*3%*	*7%*	*9%*	*7%*	*3%*	*5%*	*3%*	*8%*
Any BBC Radio	**1192**	**209**	**98**	**665**	**626**	**628**	**898**	**837**	**507**	**460**	**218**	**143**	**266**	**190**	**46**	**193**	**121**	**40**	**1079**
	71%	**80%z**	***80%***	**75%z**	***73%***	**74%z**	***72%***	**74%zf**	***73%***	**82%zh**	**81%zh**	**84%zh**	***71%***	***70%***	***69%***	**78%z**	***78%***	**88%z**	***69%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 565

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	1568	77	80	46	44	662	895	242	969	171	467	94	71	863	1230	168	1568
Weighted Total	1686	77*	94*	47*	47*	731	987	252	1034	179*	486	94*	68**	979	1349	182	1568
BBC Radio 4	689	44	49	23	26	353	397	91	398	76	195	35	28	401	580	63	555
	41%h	**57%z**	*52%*	*50%*	*55%*	**48%z**	*40%*	*36%*	*38%*	*43%*	*40%*	*38%*	*41%*	*41%*	**43%z**	*34%*	*35%*
BBC Radio 2	591	33	34	22	16	271	349	81	353	65	189	20	13	355	498	55	489
	35%k	*42%*	*36%*	*48%*	*33%*	*37%*	*35%*	*32%*	*34%*	*36%*	**39%k**	*21%*	*20%*	**36%k**	**37%z**	*30%*	*31%*
BBC Radio 3	428	29	34	15	14	216	256	48	247	43	120	22	12	260	381	32	339
	25%o	**37%z**	*36%*	*32%*	*30%*	**30%z**	*26%*	*19%*	*24%*	*24%*	*25%*	*24%*	*17%*	*27%*	**28%zo**	*18%*	*22%*
Classic FM	418	28	32	9	11	240	219	59	232	47	129	23	28	229	339	58	342
	25%fh	*36%*	*34%*	*20%*	*24%*	**33%z**	*22%*	*23%*	*22%*	*26%*	*27%*	*24%*	*41%*	*23%*	*25%*	*32%*	*22%*
BBC Radio 1	376	17	20	11	10	130	241	57	231	48	102	11	15	238	320	22	340
	22%eko	*22%*	*21%*	*23%*	*22%*	*18%*	*24%*	*23%*	*22%*	*27%*	*21%*	*12%*	*23%*	**24%k**	**24%zo**	*12%*	*22%*
My BBC Local Radio	273	10	23	9	11	136	164	27	172	26	80	18	27	144	225	25	234
	16%	*13%*	*25%*	*18%*	*24%*	*19%*	*17%*	*11%*	*17%*	*14%*	*16%*	*20%*	*39%*	*15%*	*17%*	*14%*	*15%*
BBC Radio Five Live	242	15	21	6	8	112	142	29	147	24	78	6	4	150	216	15	212
	14%k	*20%*	*22%*	*12%*	*16%*	*15%*	*14%*	*11%*	*14%*	*13%*	**16%k**	*6%*	*6%*	**15%k**	**16%zo**	*8%*	*14%*
My local commercial station	171	5	8	1	4	74	105	28	108	19	34	12	11	113	133	24	163
	10%j	*7%*	*9%*	*3%*	*9%*	*10%*	*11%*	*11%*	*10%*	*11%*	*7%*	*13%*	*16%*	**12%j**	*10%*	*13%*	*10%*
TalkSPORT	122	6	11	4	3	58	67	20	80	10	33	3	3	82	101	6	99
	7%	*7%*	*11%*	*9%*	*6%*	*8%*	*7%*	*8%*	*8%*	*5%*	*7%*	*3%*	*4%*	*8%*	*8%*	*4%*	*6%*
BBC 6 Music	97	2	5	1	1	38	62	5	53	5	31	5	1	59	92	2	82
	6%go	*2%*	*6%*	*2%*	*2%*	*5%*	*6%*	*2%*	*5%*	*3%*	*6%*	*5%*	*2%*	*6%*	**7%zo**	*1%*	*5%*
BBC Radio Scotland	91	3	7	1	5	42	46	12	52	11	23	3	2	60	74	10	73
	5%	*4%*	*8%*	*2%*	*11%*	*6%*	*5%*	*5%*	*5%*	*6%*	*5%*	*3%*	*3%*	*6%*	*6%*	*6%*	*5%*
BBC7	79	4	7	-	1	34	46	4	42	7	31	*	*	47	74	4	69
	5%	*5%*	*7%*	-	*3%*	*5%*	*5%*	*2%*	*4%*	*4%*	**6%k**	*	*	*5%*	**5%z**	*2%*	*4%*
BBC Asian Network	77	2	7	*	1	29	45	11	45	8	15	*	5	56	71	3	102
	5%	*2%*	*7%*	*	*2%*	*4%*	*5%*	*4%*	*4%*	*4%*	*3%*	*	*7%*	**6%z**	**5%z**	*2%*	*7%*
BBC Radio Wales	70	*	6	-	3	24	40	6	46	3	19	*	1	47	65	2	74
	4%	*	*6%*	-	*6%*	*3%*	*4%*	*2%*	*4%*	*2%*	*4%*	*	*1%*	*5%*	**5%z**	*1%*	*5%*
Virgin 1215/Virgin Radio	67	1	4	1	-	27	45	6	35	9	21	1	1	44	59	5	55
	4%	*1%*	*4%*	*2%*	-	*4%*	*5%*	*3%*	*3%*	*5%*	*4%*	*1%*	*1%*	*4%*	*4%*	*3%*	*4%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 565

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	1568	77	80	46	44	662	895	242	969	171	467	94	71	863	1230	168	1568
Weighted Total	1686	77*	94*	47*	47*	731	987	252	1034	179*	486	94*	68**	979	1349	182	1568
BBC Northern Ireland Radio	59 *3%*	1 *1%*	3 *3%*	1 *1%*	1 *3%*	20 *3%*	32 *3%*	7 *3%*	33 *3%*	7 *4%*	11 *2%*	2 *2%*	2 *4%*	44 **5%z**	52 *4%*	4 *2%*	62 *4%*
1Xtra from the BBC	47 **3%g**	* *	3 *3%*	1 *2%*	- -	15 *2%*	28 **3%g**	- -	27 *3%*	2 *1%*	10 *2%*	- -	* *	36 **4%z**	45 **3%z**	- -	43 *3%*
Other	26 *2%*	1 *1%*	2 *2%*	- -	1 *1%*	8 *1%*	16 *2%*	6 *2%*	14 *1%*	6 *3%*	8 *2%*	1 *1%*	* *	17 *2%*	22 *2%*	1 *1%*	33 *2%*
Don't know	235 **14%e**	5 *7%*	11 *12%*	4 *8%*	1 *2%*	69 *9%*	139 *14%*	41 *16%*	147 *14%*	26 *14%*	68 *14%*	21 **23%zm**	4 *5%*	127 *13%*	185 *14%*	29 *16%*	233 *15%*
None of these	124 **7%ei**	1 *1%*	1 *1%*	4 *8%*	4 *8%*	38 *5%*	73 *7%*	19 *8%*	92 **9%zi**	2 *1%*	30 *6%*	4 *4%*	3 *4%*	86 **9%z**	94 *7%*	13 *7%*	122 *8%*
Any BBC Radio	**1192** **71%k**	**67** **87%z**	**78** **83%z**	**39** ***83%***	**39** ***83%***	**570** **78%z**	**698** ***71%***	**165** ***65%***	**714** ***69%***	**132** ***74%***	**352** **73%k**	**55** ***59%***	**54** ***79%***	**688** ***70%***	**969** ***72%***	**121** ***66%***	**1079** ***69%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 566

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	1568	1105	192	960	413	436	838	938	363	934	363	1247	140	595	625	889	358	1568
Weighted Total	1686	1225	199	1072	423	410	982	994	419	1059	369	1331	169	605	718	912	440	1568
BBC Radio 4	689	542	66	459	163	132	436	392	182	459	123	556	66	200	349	392	178	555
	41%ejm	**44%zb**	*33%*	*43%*	*38%*	*32%*	**44%ze**	*39%*	*43%*	**43%zj**	*33%*	*42%*	*39%*	*33%*	**49%zm**	*43%*	*41%*	*35%*
BBC Radio 2	591	453	61	383	142	126	350	334	166	370	122	483	46	191	285	332	162	489
	35%	**37%z**	*31%*	*36%*	*34%*	*31%*	*36%*	*34%*	*40%*	*35%*	*33%*	*36%*	*27%*	*32%*	**40%zm**	*36%*	*37%*	*31%*
BBC Radio 3	428	342	39	284	110	79	275	230	122	292	85	341	43	130	204	234	126	339
	25%egm	**28%z**	*19%*	*26%*	*26%*	*19%*	**28%ze**	*23%*	*29%*	**28%z**	*23%*	*26%*	*25%*	*22%*	**28%m**	*26%*	*29%*	*22%*
Classic FM	418	299	42	251	129	130	222	261	93	264	91	358	34	170	170	259	107	342
	25%	*24%*	*21%*	*23%*	**30%zc**	**32%zf**	*23%*	*26%*	*22%*	*25%*	*25%*	**27%z**	*20%*	*28%*	*24%*	**28%z**	*24%*	*22%*
BBC Radio 1	376	282	28	252	68	51	253	171	124	245	73	303	22	129	173	191	98	340
	22%bdegl	**23%b**	*14%*	**24%d**	*16%*	*12%*	**26%ze**	*17%*	**30%zg**	*23%*	*20%*	**23%l**	*13%*	*21%*	*24%*	*21%*	*22%*	*22%*
My BBC Local Radio	273	199	30	167	73	66	160	164	51	176	65	223	19	83	109	140	76	234
	16%h	*16%*	*15%*	*16%*	*17%*	*16%*	*16%*	*17%*	*12%*	*17%*	*18%*	*17%*	*11%*	*14%*	*15%*	*15%*	*17%*	*15%*
BBC Radio Five Live	242	188	28	170	54	35	172	117	78	164	47	189	23	67	128	120	65	212
	14%egm	*15%*	*14%*	*16%*	*13%*	*8%*	**18%ze**	*12%*	**19%zg**	*15%*	*13%*	*14%*	*14%*	*11%*	**18%zm**	*13%*	*15%*	*14%*
My local commercial station	171	123	16	108	53	44	97	104	42	102	49	132	22	79	57	90	45	163
	10%n	*10%*	*8%*	*10%*	*13%*	*11%*	*10%*	*10%*	*10%*	*10%*	*13%*	*10%*	*13%*	**13%zn**	*8%*	*10%*	*10%*	*10%*
TalkSPORT	122	92	12	102	12	14	89	53	39	85	12	104	10	50	47	60	40	99
	7%degj	*7%*	*6%*	**10%zd**	*3%*	*3%*	**9%ze**	*5%*	**9%g**	**8%j**	*3%*	*8%*	*6%*	*8%*	*7%*	*7%*	*9%*	*6%*
BBC 6 Music	97	73	6	66	20	7	75	43	31	65	21	73	10	21	50	50	25	82
	6%egm	*6%*	*3%*	*6%*	*5%*	*2%*	**8%ze**	*4%*	*7%*	*6%*	*6%*	*5%*	*6%*	*3%*	**7%m**	*6%*	*6%*	*5%*
BBC Radio Scotland	91	65	7	55	24	20	56	38	28	59	21	72	10	28	39	49	24	73
	5%g	*5%*	*3%*	*5%*	*6%*	*5%*	*6%*	*4%*	*7%*	*6%*	*6%*	*5%*	*6%*	*5%*	*5%*	*5%*	*5%*	*5%*
BBC7	79	60	6	57	15	9	60	32	27	60	13	63	14	19	42	40	24	69
	5%egm	*5%*	*3%*	*5%*	*4%*	*2%*	**6%ze**	*3%*	**6%g**	*6%*	*3%*	*5%*	*8%*	*3%*	*6%*	*4%*	*5%*	*4%*
BBC Asian Network	77	56	4	53	18	14	53	34	26	59	10	61	9	30	32	37	22	102
	5%g	*5%*	*2%*	*5%*	*4%*	*3%*	*5%*	*3%*	*6%*	**6%z**	*3%*	*5%*	*5%*	*5%*	*4%*	*4%*	*5%*	*7%*
BBC Radio Wales	70	51	4	44	16	8	53	32	21	45	14	52	9	19	33	32	24	74
	4%e	*4%*	*2%*	*4%*	*4%*	*2%*	**5%ze**	*3%*	*5%*	*4%*	*4%*	*4%*	*5%*	*3%*	*5%*	*3%*	*5%*	*5%*
Virgin 1215/Virgin Radio	67	49	4	44	17	9	47	28	24	42	16	51	11	25	23	36	20	55
	4%g	*4%*	*2%*	*4%*	*4%*	*2%*	*5%*	*3%*	**6%g**	*4%*	*4%*	*4%*	*7%*	*4%*	*3%*	*4%*	*5%*	*4%*
BBC Northern Ireland Radio	59	45	1	36	15	6	43	26	18	41	12	49	7	18	26	26	18	62
	3%beg	*4%*	*	*3%*	*4%*	*2%*	**4%e**	*3%*	*4%*	*4%*	*3%*	*4%*	*4%*	*3%*	*4%*	*3%*	*4%*	*4%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

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Table 566

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	1568	1105	192	960	413	436	838	938	363	934	363	1247	140	595	625	889	358	1568
Weighted Total	1686	1225	199	1072	423	410	982	994	419	1059	369	1331	169	605	718	912	440	1568
1Xtra from the BBC	47	38	*	31	10	3	37	17	19	31	5	38	5	10	24	20	14	43
	3%beg	*3%*	*	*3%*	*2%*	*1%*	**4%ze**	*2%*	**4%g**	*3%*	*1%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*
Other	26	21	3	20	5	9	15	12	9	16	7	24	-	14	6	19	2	33
	2%	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	-	*2%*	*1%*	*2%*	*	*2%*
Don't know	235	158	38	149	60	62	141	135	56	134	66	180	23	68	97	98	68	233
	14%mo	*13%*	*19%*	*14%*	*14%*	*15%*	*14%*	*14%*	*13%*	*13%*	**18%i**	*14%*	*13%*	*11%*	*14%*	*11%*	**16%o**	*15%*
None of these	124	98	13	82	23	25	79	70	32	83	25	90	18	40	45	57	44	122
	7%	*8%*	*6%*	*8%*	*6%*	*6%*	*8%*	*7%*	*8%*	*8%*	*7%*	*7%*	*10%*	*7%*	*6%*	*6%*	*10%*	*8%*
Any BBC Radio	**1192**	**886**	**133**	**761**	**294**	**274**	**695**	**697**	**306**	**767**	**242**	**957**	**109**	**420**	**540**	**673**	**298**	**1079**
	71%	***72%***	***67%***	***71%***	***70%***	***67%***	***71%***	***70%***	***73%***	***72%***	***66%***	***72%***	***65%***	***69%***	**75%z**	**74%z**	***68%***	***69%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 567

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	1568	1043	243	1151	175	1184	64	1098	57	773	320	1138	178	1000	230	1568
Weighted Total	1686	1141	259	1270	190	1306	58*	1233	54*	802	373	1243	195	1113	236	1568
BBC Radio 4	689	460	116	550	73	592	18	596	11	254	216	470	92	467	85	555
	41%hik	*40%*	*45%*	**43%z**	*39%*	**45%z**	*30%*	**48%zh**	*20%*	*32%*	**58%zi**	*38%*	**47%k**	*42%*	*36%*	*35%*
BBC Radio 2	591	435	80	496	42	507	12	506	10	281	141	450	62	383	85	489
	35%dh	**38%z**	*31%*	**39%zd**	*22%*	**39%zf**	*21%*	**41%zh**	*19%*	*35%*	*38%*	*36%*	*32%*	*34%*	*36%*	*31%*
BBC Radio 3	428	307	67	352	39	379	8	378	4	173	126	309	56	282	57	339
	25%hi	*27%*	*26%*	**28%z**	*21%*	**29%zf**	*13%*	**31%zh**	*8%*	*22%*	**34%zi**	*25%*	*29%*	*25%*	*24%*	*22%*
Classic FM	418	248	100	325	50	346	16	340	16	187	103	285	68	242	73	342
	25%akm	*22%*	**39%za**	*26%*	*27%*	**27%z**	*28%*	**28%z**	*30%*	*23%*	*27%*	*23%*	**35%zk**	*22%*	**31%m**	*22%*
BBC Radio 1	376	281	33	296	27	301	7	289	4	186	75	289	25	255	36	340
	22%bdhln	**25%zb**	*13%*	**23%d**	*14%*	*23%*	*13%*	**23%h**	*7%*	*23%*	*20%*	**23%l**	*13%*	*23%*	*15%*	*22%*
My BBC Local Radio	273	192	37	218	25	240	3	233	3	139	49	194	40	186	39	234
	16%	*17%*	*14%*	*17%*	*13%*	**18%z**	*5%*	**19%zh**	*6%*	*17%*	*13%*	*16%*	*20%*	*17%*	*16%*	*15%*
BBC Radio Five Live	242	189	31	199	25	217	6	209	6	100	70	176	26	166	28	212
	14%	**17%z**	*12%*	**16%z**	*13%*	**17%z**	*10%*	**17%z**	*12%*	*13%*	**19%zi**	*14%*	*13%*	*15%*	*12%*	*14%*
My local commercial station	171	118	35	124	33	143	8	122	10	101	24	134	17	114	21	163
	10%j	*10%*	*14%*	*10%*	**17%zc**	*11%*	*13%*	*10%*	*19%*	**13%zj**	*6%*	*11%*	*9%*	*10%*	*9%*	*10%*
TalkSPORT	122	79	26	93	16	108	4	104	4	53	25	97	8	95	11	99
	7%	*7%*	*10%*	*7%*	*9%*	**8%z**	*6%*	**8%z**	*7%*	*7%*	*7%*	*8%*	*4%*	**9%z**	*5%*	*6%*
BBC 6 Music	97	81	12	90	8	92	2	85	*	27	29	72	12	71	6	82
	6%i	**7%z**	*5%*	**7%z**	*4%*	**7%z**	*3%*	**7%z**	*1%*	*3%*	**8%i**	*6%*	*6%*	*6%*	*3%*	*5%*
BBC Radio Scotland	91	53	23	67	14	80	6	80	3	29	27	64	15	60	15	73
	5%i	*5%*	**9%a**	*5%*	*7%*	**6%z**	*11%*	**6%z**	*6%*	*4%*	**7%i**	*5%*	*8%*	*5%*	*6%*	*5%*
BBC7	79	60	12	69	9	73	3	73	1	26	26	51	14	53	9	69
	5%i	*5%*	*5%*	*5%*	*5%*	**6%z**	*4%*	**6%z**	*3%*	*3%*	**7%i**	*4%*	*7%*	*5%*	*4%*	*4%*
BBC Asian Network	77	53	12	60	9	66	3	64	1	30	22	57	9	48	11	102
	5%	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*5%*	*3%*	*4%*	*6%*	*5%*	*5%*	*4%*	*5%*	*7%*
BBC Radio Wales	70	52	11	59	8	64	1	66	-	24	17	51	9	48	8	74
	4%	*5%*	*4%*	*5%*	*4%*	**5%z**	*2%*	**5%z**	-	*3%*	*5%*	*4%*	*5%*	*4%*	*3%*	*5%*
Virgin 1215/Virgin Radio	67	46	14	53	11	60	1	53	*	31	17	53	6	49	6	55
	4%	*4%*	*5%*	*4%*	*6%*	**5%z**	*2%*	*4%*	*	*4%*	*5%*	*4%*	*3%*	*4%*	*3%*	*4%*
BBC Northern Ireland Radio	59	43	10	49	6	55	2	55	1	19	13	44	8	44	6	62
	3%i	*4%*	*4%*	*4%*	*3%*	**4%z**	*3%*	**4%z**	*2%*	*2%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 567

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	1568	1043	243	1151	175	1184	64	1098	57	773	320	1138	178	1000	230	1568
Weighted Total	1686	1141	259	1270	190	1306	58*	1233	54*	802	373	1243	195	1113	236	1568
1Xtra from the BBC	47	38	5	36	7	40	2	39	*	14	13	37	1	32	3	43
	3%i	*3%*	*2%*	*3%*	*4%*	*3%*	*3%*	*3%*	*1%*	*2%*	*3%*	*3%*	*1%*	*3%*	*1%*	*3%*
Other	26	22	4	21	3	25	-	18	2	13	6	23	1	19	2	33
	2%	*2%*	*2%*	*2%*	*1%*	**2%z**	-	*1%*	*3%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*
Don't know	235	175	24	180	23	145	5	124	5	121	41	181	18	148	38	233
	14%eg	*15%*	*9%*	*14%*	*12%*	*11%*	*8%*	*10%*	*8%*	*15%*	*11%*	*15%*	*9%*	*13%*	*16%*	*15%*
None of these	124	87	15	83	15	76	5	66	5	50	28	94	13	87	14	122
	7%eg	*8%*	*6%*	*7%*	*8%*	*6%*	*9%*	*5%*	*9%*	*6%*	*8%*	*8%*	*7%*	*8%*	*6%*	*8%*
Any BBC Radio	**1192**	**797**	**184**	**920**	**121**	**983**	**39**	**973**	**31**	**552**	**279**	**865**	**143**	**791**	**158**	**1079**
	71%	***70%***	***71%***	***72%z***	***64%***	***75%z***	***66%***	***79%zh***	***57%***	***69%***	***75%***	***70%***	***74%***	***71%***	***67%***	***69%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 568

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	1568	1293	941	1360	1130	836	1428	1523	41	419	453	1210	905	1568	-	1568
Weighted Total	1686	1413	1100	1484	1238	945	1563	1654	27**	502	555	1344	969	1686	-**	1568
BBC Radio 4	689	629	566	652	488	441	631	680	9	210	268	630	394	689	-	555
	41%	**45%zdfg**	**51%zacdefg**	**44%zdfg**	*39%*	**47%zdfg**	*40%*	**41%f**	*33%*	*42%*	**48%zlm**	**47%zilm**	*41%*	*41%*	-	*35%*
BBC Radio 2	591	526	437	551	464	351	555	587	4	189	359	540	320	591	-	489
	35%	**37%zfg**	**40%zacfg**	**37%zfg**	**38%zfg**	*37%*	*36%*	*35%*	*16%*	*38%*	**65%ziklm**	**40%zlm**	*33%*	*35%*	-	*31%*
BBC Radio 3	428	390	352	407	324	279	399	424	2	144	176	388	270	428	-	339
	25%	**28%zfg**	**32%zacdfg**	**27%zfg**	*26%*	**30%zdfg**	*26%*	*26%*	*9%*	*29%*	**32%zm**	**29%zm**	*28%*	*25%*	-	*22%*
Classic FM	418	367	323	388	301	249	387	415	3	117	160	359	314	418	-	342
	25%	**26%zd**	**29%zacdefg**	**26%zdfg**	*24%*	*26%*	*25%*	*25%*	*11%*	*23%*	**29%zm**	**27%zm**	**32%zikm**	*25%*	-	*22%*
BBC Radio 1	376	317	241	330	309	225	370	376	*	229	89	323	219	376	-	340
	22%j	*22%*	*22%*	*22%*	**25%zabcg**	*24%*	**24%zcg**	**23%z**	*	**46%zjklm**	*16%*	**24%zjm**	**23%j**	**22%j**	-	*22%*
My BBC Local Radio	273	234	203	247	221	159	259	271	2	85	96	250	175	273	-	234
	16%	*17%*	**18%zacfg**	*17%*	**18%zfg**	*17%*	*17%*	*16%*	*7%*	*17%*	*17%*	**19%zm**	*18%*	*16%*	-	*15%*
BBC Radio Five Live	242	216	187	225	198	164	233	239	1	91	89	224	131	242	-	212
	14%	**15%z**	**17%zacfg**	**15%zg**	**16%zg**	**17%zcfg**	*15%*	*14%*	*4%*	**18%zlm**	*16%*	**17%zlm**	*14%*	*14%*	-	*14%*
My local commercial station	171	145	101	150	135	96	164	168	3	46	49	116	154	171	-	163
	10%k	*10%*	*9%*	*10%*	*11%*	*10%*	*10%*	*10%*	*12%*	*9%*	*9%*	*9%*	**16%zijkm**	**10%k**	-	*10%*
TalkSPORT	122	110	83	114	93	73	115	122	-	50	41	99	114	122	-	99
	7%	*8%*	*8%*	*8%*	*7%*	*8%*	*7%*	*7%*	-	*10%*	*7%*	*7%*	**12%zjkm**	*7%*	-	*6%*
BBC 6 Music	97	86	68	89	75	73	96	97	-	35	29	83	63	97	-	82
	6%	*6%*	*6%*	*6%*	*6%*	**8%zabcdfg**	*6%*	*6%*	-	*7%*	*5%*	*6%*	*7%*	*6%*	-	*5%*
BBC Radio Scotland	91	77	64	82	65	55	86	91	-	28	28	81	62	91	-	73
	5%	*5%*	*6%*	*6%*	*5%*	*6%*	*5%*	*5%*	-	*6%*	*5%*	*6%*	*6%*	*5%*	-	*5%*
BBC7	79	74	61	76	57	55	78	79	-	30	29	72	49	79	-	69
	5%	*5%*	*6%*	*5%*	*5%*	*6%*	*5%*	*5%*	-	*6%*	*5%*	*5%*	*5%*	*5%*	-	*4%*
BBC Asian Network	77	66	57	70	56	55	76	77	*	32	22	70	60	77	-	102
	5%	*5%*	*5%*	*5%*	*4%*	**6%zd**	*5%*	*5%*	*	*6%*	*4%*	*5%*	**6%zm**	*5%*	-	*7%*
BBC Radio Wales	70	61	51	67	51	49	66	70	-	29	24	63	48	70	-	74
	4%	*4%*	*5%*	*4%*	*4%*	*5%*	*4%*	*4%*	-	*6%*	*4%*	*5%*	*5%*	*4%*	-	*5%*
Virgin 1215/Virgin Radio	67	60	42	61	58	40	67	67	-	31	19	47	62	67	-	55
	4%	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	-	**6%zkm**	*4%*	*3%*	**6%zjkm**	*4%*	-	*4%*
BBC Northern Ireland Radio	59	48	35	51	42	37	59	59	-	28	14	54	39	59	-	62
	3%	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*	*4%*	-	**6%zjm**	*3%*	**4%j**	*4%*	*3%*	-	*4%*
1Xtra from the BBC	47	42	31	42	41	34	47	47	-	17	13	37	33	47	-	43
	3%	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	-	*3%*	*2%*	*3%*	*3%*	*3%*	-	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 568

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	1568	1293	941	1360	1130	836	1428	1523	41	419	453	1210	905	1568	-	1568
Weighted Total	1686	1413	1100	1484	1238	945	1563	1654	27**	502	555	1344	969	1686	-**	1568
Other	26	16	13	20	15	15	26	26	-	7	3	11	25	26	-	33
	2%ajk	*1%*	*1%*	**1%a**	*1%*	*2%*	**2%ad**	**2%a**	-	*1%*	*	*1%*	**3%zjkm**	**2%jk**	-	*2%*
Don't know	235	182	120	197	176	131	220	227	6	55	43	135	137	235	-	233
	14%abcjk	**13%b**	*11%*	**13%b**	**14%ab**	**14%b**	**14%ab**	**14%ab**	*23%*	*11%*	*8%*	**10%j**	**14%jk**	**14%jk**	-	*15%*
None of these	124	91	61	98	86	68	113	119	6	29	26	83	66	124	-	122
	7%abcjk	*6%*	*6%*	**7%b**	**7%b**	**7%b**	**7%abc**	**7%abc**	*21%*	*6%*	*5%*	*6%*	*7%*	**7%jk**	-	*8%*
Any BBC Radio	**1192**	**1036**	**857**	**1081**	**885**	**682**	**1104**	**1178**	**12**	**394**	**473**	**1077**	**641**	**1192**	**-**	**1079**
	71%l	**73%zdfg**	**78%zacdefg**	**73%zfg**	***72%***	***72%***	***71%***	**71%z**	***44%***	**79%zlm**	**85%ziklm**	**80%zlm**	***66%***	**71%l**	**-**	***69%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 569

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.60 Satisfaction with what you - Hear on the radio?									Q.61 Satisfaction with what you - Hear on BBC radio								
	Total	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied
Unweighted Total	**1568**	288	896	217	51	13	103	1184	64	1120	297	801	220	40	17	193	1098	57	1041
Weighted Total	**1686**	325	981	243	48	11	78	1306	58	1247	333	900	245	37	17	153	1233	54	1179
BBC Radio 4	**689**	153	439	73	16	2	7	592	18	574	181	415	67	9	2	15	596	11	585
	41%	*47%*	*45%*	*30%*	*33%*	*17%*	*9%*	*45%*	*30%*	*46%*	*54%*	*46%*	*27%*	*25%*	*11%*	*10%*	*48%*	*20%*	*50%*
BBC Radio 2	**591**	140	367	63	12	*	9	507	12	495	163	343	56	9	1	19	506	10	496
	35%	*43%*	*37%*	*26%*	*26%*	*	*12%*	*39%*	*21%*	*40%*	*49%*	*38%*	*23%*	*24%*	*8%*	*13%*	*41%*	*19%*	*42%*
BBC Radio 3	**428**	112	268	38	4	3	3	379	8	371	132	247	33	2	2	13	378	4	374
	25%	*34%*	*27%*	*16%*	*9%*	*33%*	*4%*	*29%*	*13%*	*30%*	*39%*	*27%*	*14%*	*5%*	*13%*	*8%*	*31%*	*8%*	*32%*
Classic FM	**418**	93	254	44	13	3	11	346	16	330	100	240	40	9	8	21	340	16	324
	25%	*29%*	*26%*	*18%*	*28%*	*32%*	*13%*	*27%*	*28%*	*26%*	*30%*	*27%*	*16%*	*24%*	*44%*	*14%*	*28%*	*30%*	*27%*
BBC Radio 1	**376**	84	217	62	7	*	5	301	7	294	96	193	69	2	2	13	289	4	285
	22%	*26%*	*22%*	*25%*	*16%*	*	*7%*	*23%*	*13%*	*24%*	*29%*	*21%*	*28%*	*6%*	*10%*	*9%*	*23%*	*7%*	*24%*
My BBC Local Radio	**273**	76	164	27	3	-	3	240	3	237	84	149	29	2	1	9	233	3	230
	16%	*23%*	*17%*	*11%*	*6%*	-	*4%*	*18%*	*5%*	*19%*	*25%*	*17%*	*12%*	*5%*	*8%*	*6%*	*19%*	*6%*	*20%*
BBC Radio Five Live	**242**	77	140	18	4	2	1	217	6	211	80	129	18	5	2	8	209	6	203
	14%	*24%*	*14%*	*8%*	*9%*	*15%*	*1%*	*17%*	*10%*	*17%*	*24%*	*14%*	*7%*	*13%*	*9%*	*6%*	*17%*	*12%*	*17%*
My local commercial station	**171**	41	101	20	8	-	2	143	8	135	45	78	23	10	*	16	122	10	112
	10%	*13%*	*10%*	*8%*	*16%*	-	*2%*	*11%*	*13%*	*11%*	*13%*	*9%*	*9%*	*27%*	*	*11%*	*10%*	*19%*	*10%*
TalkSPORT	**122**	37	72	10	4	-	-	108	4	105	38	66	10	3	1	4	104	4	100
	7%	*11%*	*7%*	*4%*	*7%*	-	-	*8%*	*6%*	*8%*	*11%*	*7%*	*4%*	*7%*	*7%*	*2%*	*8%*	*7%*	*9%*
BBC 6 Music	**97**	44	48	3	2	-	*	92	2	91	41	44	5	*	-	7	85	*	84
	6%	*14%*	*5%*	*1%*	*3%*	-	*	*7%*	*3%*	*7%*	*12%*	*5%*	*2%*	*1%*	-	*5%*	*7%*	*1%*	*7%*
BBC Radio Scotland	**91**	31	49	4	5	1	1	80	6	73	30	50	4	2	1	4	80	3	76
	5%	*10%*	*5%*	*2%*	*11%*	*10%*	*2%*	*6%*	*11%*	*6%*	*9%*	*6%*	*2%*	*6%*	*6%*	*3%*	*6%*	*6%*	*6%*
BBC7	**79**	35	37	3	2	1	1	73	3	70	37	35	3	*	1	2	73	1	71
	5%	*11%*	*4%*	*1%*	*3%*	*10%*	*1%*	*6%*	*4%*	*6%*	*11%*	*4%*	*1%*	*1%*	*6%*	*2%*	*6%*	*3%*	*6%*
BBC Asian Network	**77**	25	41	9	1	1	*	66	3	63	28	36	10	*	1	1	64	1	63
	5%	*8%*	*4%*	*4%*	*3%*	*13%*	*	*5%*	*5%*	*5%*	*8%*	*4%*	*4%*	*	*8%*	*1%*	*5%*	*3%*	*5%*
BBC Radio Wales	**70**	25	39	4	1	-	1	64	1	63	22	43	2	-	-	2	66	-	66
	4%	*8%*	*4%*	*2%*	*3%*	-	*1%*	*5%*	*2%*	*5%*	*7%*	*5%*	*1%*	-	-	*1%*	*5%*	-	*6%*
Virgin 1215/Virgin Radio	**67**	23	38	5	1	-	1	60	1	59	25	28	8	*	*	6	53	*	53
	4%	*7%*	*4%*	*2%*	*3%*	-	*1%*	*5%*	*2%*	*5%*	*8%*	*3%*	*3%*	*	*	*4%*	*4%*	*	*5%*
BBC Northern Ireland Radio	**59**	24	31	1	2	-	*	55	2	53	23	32	1	1	-	2	55	1	54
	3%	*7%*	*3%*	*1%*	*4%*	-	*	*4%*	*3%*	*4%*	*7%*	*4%*	*1%*	*2%*	-	*1%*	*4%*	*2%*	*5%*
1Xtra from the BBC	**47**	22	18	5	2	-	*	40	2	38	21	18	4	*	-	3	39	*	39
	3%	*7%*	*2%*	*2%*	*3%*	-	*	*3%*	*3%*	*3%*	*6%*	*2%*	*2%*	*1%*	-	*2%*	*3%*	*1%*	*3%*
Other	**26**	6	19	1	-	-	*	25	-	25	3	15	2	2	-	5	18	2	16
	2%	*2%*	*2%*	*	-	-	*	*2%*	-	*2%*	*1%*	*2%*	*1%*	*5%*	-	*3%*	*1%*	*3%*	*1%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
FINAL

Table 569

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.60 Satisfaction with what you - Hear on the radio?									Q.61 Satisfaction with what you - Hear on BBC radio								
	Total	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied
Unweighted Total	**1568**	288	896	217	51	13	103	1184	64	1120	297	801	220	40	17	193	1098	57	1041
Weighted Total	**1686**	325	981	243	48	11	78	1306	58	1247	333	900	245	37	17	153	1233	54	1179
Don't know	**235**	35	110	47	3	1	39	145	5	140	26	99	45	3	1	62	124	5	120
	14%	*11%*	*11%*	*19%*	*7%*	*13%*	*50%*	*11%*	*8%*	*11%*	*8%*	*11%*	*18%*	*8%*	*8%*	*40%*	*10%*	*8%*	*10%*
None of these	**124**	20	56	31	4	1	12	76	5	71	15	51	30	4	2	23	66	5	61
	7%	*6%*	*6%*	*13%*	*8%*	*10%*	*15%*	*6%*	*9%*	*6%*	*5%*	*6%*	*12%*	*9%*	*9%*	*15%*	*5%*	*9%*	*5%*
Any BBC Radio	**1192**	**244**	**739**	**148**	**30**	**8**	**23**	**983**	**39**	**944**	**277**	**696**	**150**	**21**	**10**	**38**	**973**	**31**	**942**
	71%	***75%***	***75%***	***61%***	***64%***	***77%***	***29%***	***75%***	***66%***	***76%***	***83%***	***77%***	***61%***	***56%***	***58%***	***25%***	***79%***	***57%***	***80%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
FINAL

Table 570

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.64 Which of these radio stations, if any, do you listen to regularly?																						
	Total	BBC Radio 2	BBC Radio 1	BBC Radio 4	My local commercial station	My BBC Local Radio	Classic FM	BBC Radio Five Live	Heart	Magic	TalkSPORT	Galaxy	BBC Radio 3	Virgin 1215/ Virgin Radio	XFM	BBC Radio Scotland	BBC7	BBC 6 Music	BBC Radio Wales	BBC Northern Ireland Radio	1Xtra from the BBC	BBC Asian Network	Other	Any BBC Radio
Unweighted Total	**1568**	453	419	336	294	211	229	167	157	140	120	134	77	49	34	32	28	24	32	40	18	63	89	1210
Weighted Total	**1686**	555	502	407	325	259	254	188	174	139	127	127	97	60	51	40	33	29	20	18	17	17	76	1344
BBC Radio 4	**689**	268	210	338	109	120	134	106	89	64	53	45	65	30	33	20	24	23	9	7	7	5	14	630
	41%	*48%*	*42%*	*83%*	*33%*	*46%*	*53%*	*56%*	*51%*	*46%*	*42%*	*36%*	*68%*	*50%*	*65%*	*50%*	*71%*	*78%*	*46%*	*37%*	*39%*	*27%*	*18%*	*47%*
BBC Radio 2	**591**	359	189	133	116	80	73	70	72	57	45	39	23	28	17	14	10	13	7	6	7	3	12	540
	35%	*65%*	*38%*	*33%*	*36%*	*31%*	*29%*	*37%*	*42%*	*41%*	*36%*	*31%*	*24%*	*46%*	*33%*	*35%*	*30%*	*44%*	*37%*	*33%*	*39%*	*16%*	*15%*	*40%*
BBC Radio 3	**428**	176	144	163	79	69	90	72	51	44	39	42	59	27	19	13	14	11	3	5	5	1	12	388
	25%	*32%*	*29%*	*40%*	*24%*	*27%*	*36%*	*38%*	*29%*	*32%*	*30%*	*33%*	*61%*	*45%*	*37%*	*32%*	*42%*	*38%*	*16%*	*26%*	*32%*	*3%*	*16%*	*29%*
Classic FM	**418**	160	117	147	71	82	166	52	48	54	34	26	44	26	19	14	16	9	5	4	6	5	11	359
	25%	*29%*	*23%*	*36%*	*22%*	*32%*	*66%*	*28%*	*27%*	*39%*	*27%*	*21%*	*46%*	*43%*	*38%*	*35%*	*49%*	*32%*	*25%*	*20%*	*37%*	*27%*	*14%*	*27%*
BBC Radio 1	**376**	89	229	61	82	59	38	40	55	52	34	42	9	15	14	5	7	11	4	6	8	2	12	323
	22%	*16%*	*46%*	*15%*	*25%*	*23%*	*15%*	*21%*	*32%*	*37%*	*27%*	*33%*	*10%*	*25%*	*27%*	*14%*	*20%*	*39%*	*20%*	*32%*	*46%*	*11%*	*16%*	*24%*
My BBC Local Radio	**273**	96	85	87	84	140	55	47	22	22	33	26	15	9	8	4	6	11	8	4	2	1	3	250
	16%	*17%*	*17%*	*21%*	*26%*	*54%*	*22%*	*25%*	*13%*	*15%*	*26%*	*21%*	*16%*	*14%*	*15%*	*10%*	*19%*	*39%*	*37%*	*24%*	*10%*	*5%*	*4%*	*19%*
BBC Radio Five Live	**242**	89	91	68	35	50	23	102	25	31	38	20	8	15	8	-	6	9	4	1	4	3	3	224
	14%	*16%*	*18%*	*17%*	*11%*	*19%*	*9%*	*54%*	*14%*	*22%*	*30%*	*16%*	*9%*	*26%*	*15%*	-	*19%*	*32%*	*19%*	*5%*	*21%*	*18%*	*4%*	*17%*
My local commercial station	**171**	49	46	28	105	30	35	12	24	20	13	11	4	6	5	3	2	7	1	2	-	*	4	116
	10%	*9%*	*9%*	*7%*	*32%*	*12%*	*14%*	*7%*	*14%*	*14%*	*10%*	*9%*	*4%*	*9%*	*10%*	*8%*	*6%*	*25%*	*5%*	*11%*	-	*3%*	*5%*	*9%*
TalkSPORT	**122**	41	50	23	17	15	15	26	26	24	68	21	7	8	12	5	5	6	4	-	*	*	4	99
	7%	*7%*	*10%*	*6%*	*5%*	*6%*	*6%*	*14%*	*15%*	*18%*	*53%*	*17%*	*7%*	*14%*	*24%*	*13%*	*14%*	*19%*	*18%*	-	*	*	*5%*	*7%*
BBC 6 Music	**97**	29	35	28	23	16	9	8	12	15	8	11	5	4	8	-	5	12	-	1	*	1	2	83
	6%	*5%*	*7%*	*7%*	*7%*	*6%*	*4%*	*4%*	*7%*	*10%*	*6%*	*9%*	*5%*	*7%*	*16%*	-	*15%*	*39%*	-	*4%*	*	*6%*	*3%*	*6%*
BBC Radio Scotland	**91**	28	28	19	21	12	21	8	5	14	11	6	9	3	7	28	7	5	3	*	3	*	2	81
	5%	*5%*	*6%*	*5%*	*6%*	*4%*	*8%*	*4%*	*3%*	*10%*	*8%*	*4%*	*9%*	*4%*	*13%*	*69%*	*21%*	*19%*	*16%*	*2%*	*19%*	*	*2%*	*6%*
BBC7	**79**	29	30	37	12	10	8	11	9	12	10	11	5	6	6	1	16	5	1	*	-	-	2	72
	5%	*5%*	*6%*	*9%*	*4%*	*4%*	*3%*	*6%*	*5%*	*8%*	*8%*	*9%*	*5%*	*10%*	*11%*	*3%*	*49%*	*19%*	*4%*	*1%*	-	-	*2%*	*5%*
BBC Asian Network	**77**	22	32	23	18	11	11	9	7	11	14	5	4	3	13	-	4	9	1	-	1	10	4	70
	5%	*4%*	*6%*	*6%*	*6%*	*4%*	*4%*	*5%*	*4%*	*8%*	*11%*	*4%*	*4%*	*6%*	*25%*	-	*11%*	*31%*	*4%*	-	*4%*	*62%*	*5%*	*5%*
BBC Radio Wales	**70**	24	29	19	16	14	12	11	4	12	11	7	5	4	4	4	7	5	12	-	*	1	2	63
	4%	*4%*	*6%*	*5%*	*5%*	*5%*	*5%*	*6%*	*2%*	*9%*	*9%*	*5%*	*6%*	*6%*	*8%*	*11%*	*20%*	*19%*	*60%*	-	*	*4%*	*3%*	*5%*
Virgin 1215/Virgin Radio	**67**	19	31	7	5	3	5	5	15	19	15	15	1	24	14	-	1	4	-	-	2	-	2	47
	4%	*4%*	*6%*	*2%*	*2%*	*1%*	*2%*	*3%*	*8%*	*14%*	*12%*	*12%*	*1%*	*40%*	*27%*	-	*3%*	*13%*	-	-	*14%*	-	*3%*	*3%*
BBC Northern Ireland Radio	**59**	14	28	12	17	9	6	7	3	8	6	8	1	2	4	1	3	6	1	7	3	-	2	54
	3%	*3%*	*6%*	*3%*	*5%*	*3%*	*2%*	*4%*	*2%*	*6%*	*5%*	*6%*	*2%*	*3%*	*8%*	*2%*	*9%*	*20%*	*3%*	*41%*	*19%*	-	*3%*	*4%*
1Xtra from the BBC	**47**	13	17	14	7	3	4	6	9	10	7	3	1	2	4	-	1	4	-	-	6	-	3	37
	3%	*2%*	*3%*	*3%*	*2%*	*1%*	*1%*	*3%*	*5%*	*7%*	*5%*	*2%*	*1%*	*3%*	*8%*	-	*3%*	*13%*	-	-	*32%*	-	*5%*	*3%*
Other	**26**	3	7	3	2	-	3	-	2	3	3	4	1	-	-	1	-	-	-	*	-	*	13	11
	2%	*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	*2%*	*3%*	*3%*	*2%*	-	-	*2%*	-	-	-	*3%*	-	*1%*	*18%*	*1%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
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Table 570

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Total	Q.64 Which of these radio stations, if any, do you listen to regularly?																						
		BBC Radio 2	BBC Radio 1	BBC Radio 4	My local commercial station	My BBC Local Radio	Classic FM	BBC Radio Five Live	Heart	Magic	TalkSPORT	Galaxy	BBC Radio 3	Virgin 1215/ Virgin Radio	XFM	BBC Radio Scotland	BBC7	BBC 6 Music	BBC Radio Wales	BBC Northern Ireland Radio	1Xtra from the BBC	BBC Asian Network	Other	Any BBC Radio
Unweighted Total	**1568**	453	419	336	294	211	229	167	157	140	120	134	77	49	34	32	28	24	32	40	18	63	89	1210
Weighted Total	**1686**	555	502	407	325	259	254	188	174	139	127	127	97	60	51	40	33	29	20	18	17	17	76	1344
Don't know	**235**	43	55	21	42	24	17	5	24	13	11	26	7	3	4	*	2	-	1	1	*	2	22	135
	14%	*8%*	*11%*	*5%*	*13%*	*9%*	*7%*	*3%*	*14%*	*9%*	*9%*	*20%*	*7%*	*5%*	*8%*	*	*6%*	-	*6%*	*8%*	*	*13%*	*29%*	*10%*
None of these	**124**	26	29	13	18	18	7	11	16	10	7	13	5	3	7	2	3	1	1	*	4	*	11	83
	7%	*5%*	*6%*	*3%*	*6%*	*7%*	*3%*	*6%*	*9%*	*7%*	*5%*	*10%*	*5%*	*5%*	*13%*	*6%*	*8%*	*4%*	*4%*	*3%*	*22%*	*	*14%*	*6%*
Any BBC Radio	**1192**	**473**	**394**	**366**	**216**	**212**	**196**	**160**	**121**	**99**	**91**	**70**	**83**	**46**	**39**	**36**	**27**	**28**	**18**	**15**	**13**	**15**	**30**	**1077**
	71%	***85%***	***79%***	***90%***	***66%***	***82%***	***77%***	***85%***	***69%***	***71%***	***72%***	***55%***	***86%***	***77%***	***76%***	***90%***	***82%***	***96%***	***87%***	***84%***	***78%***	***87%***	***39%***	***80%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 571

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
BBC Radio 1	360	192	168	51	58	74	74	58	36	11	108	252	44.40	248	36	62	298	299
	16%im	*18%*	*15%*	**15%i**	**16%i**	**18%i**	**21%zik**	**18%i**	**15%i**	*6%*	**16%i**	**17%i**		**18%zm**	*11%*	*15%*	*17%*	*14%*
BBC Radio 2	118	66	52	10	18	26	27	21	16	2	27	91	46.79	89	10	30	88	101
	5%i	*6%*	*5%*	*3%*	*5%*	**6%i**	**7%ci**	**7%i**	**6%i**	*1%*	*4%*	**6%i**		**7%z**	*3%*	*8%*	*5%*	*5%*
TalkSPORT	72	51	21	11	14	14	11	17	3	2	25	47	43.20	53	1	8	64	63
	3%bm	**5%zb**	*2%*	*3%*	*4%*	*3%*	*3%*	**5%h**	*1%*	*1%*	*4%*	*3%*		**4%m**	*	*2%*	*4%*	*3%*
My local commercial station	55	31	24	11	6	13	11	7	4	3	17	38	43.47	38	7	11	44	51
	3%	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*1%*	*1%*	*2%*	*3%*		*3%*	*2%*	*3%*	*2%*	*2%*
Virgin 1215/Virgin Radio	52	27	24	7	7	10	19	8	-	-	14	38	43.44	37	6	8	44	42
	2%h	*3%*	*2%*	*2%*	*2%*	**3%h**	**5%zhijk**	**3%h**	-	-	*2%*	**2%h**		*3%*	*2%*	*2%*	*2%*	*2%*
1Xtra from the BBC	43	29	14	12	10	4	11	2	3	1	22	21	38.48	29	*	9	34	34
	2%bkm	*3%*	*1%*	**4%k**	*3%*	*1%*	**3%k**	*1%*	*1%*	*1%*	**3%k**	*1%*		**2%m**	*	*2%*	*2%*	*2%*
BBC Radio Five Live	41	29	13	8	6	5	7	6	6	3	14	27	46.14	27	4	10	31	34
	2%b	**3%b**	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*		*2%*	*1%*	*3%*	*2%*	*2%*
BBC Radio 4	32	18	15	3	3	5	6	7	9	*	6	27	51.16	25	2	11	22	29
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	**3%zij**	*	*1%*	*2%*		*2%*	*1%*	*3%*	*1%*	*1%*
My BBC Local Radio	21	11	10	3	*	4	9	1	4	1	3	18	49.28	16	1	6	15	21
	1%	*1%*	*1%*	*1%*	*	*1%*	**2%zdj**	*	*1%*	*1%*	*	*1%*		*1%*	*	*1%*	*1%*	*1%*
BBC Radio 3	21	11	10	5	3	2	3	2	4	1	8	13	45.40	11	1	8	13	21
	1%	*1%*	*1%*	*2%*	*1%*	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*		*1%*	*	*2%*	*1%*	*1%*
Classic FM	18	9	9	5	1	*	3	2	6	2	6	13	48.68	12	1	3	15	19
	1%	*1%*	*1%*	*2%*	*	*	*1%*	*1%*	**2%zek**	*1%*	*1%*	*1%*		*1%*	*	*1%*	*1%*	*1%*
BBC Asian Network	18	15	4	8	5	*	3	1	2	-	12	6	35.13	8	*	2	17	29
	1%bk	**1%b**	*	**2%zek**	*1%*	*	*1%*	*	*1%*	-	**2%zek**	*		*1%*	*	*	*1%*	*1%*
BBC 6 Music	11	7	4	-	3	-	3	2	3	-	3	9	53.32	11	-	6	6	8
	1%o	*1%*	*	-	*1%*	-	*1%*	*1%*	*1%*	-	*	*1%*		*1%*	-	**1%zo**	*	*
BBC7	8	5	3	-	*	1	3	1	3	-	*	8	55.17	8	-	3	5	7
	*	*	*	-	*	*	*1%*	*	*1%*	-	*	*1%*		*1%*	-	*1%*	*	*
BBC Radio Scotland	7	4	4	1	2	*	3	1	-	-	3	4	42.51	6	-	1	6	8
	*	*	*	*	*1%*	*	*1%*	*	-	-	*	*		*	-	*	*	*
BBC Radio Wales	7	3	4	*	*	-	5	1	-	1	1	6	52.10	7	-	1	7	9
	*	*	*	*	*	-	**1%zk**	*	-	*	*	*		*1%*	-	*	*	*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 571

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
BBC Northern Ireland	5	3	2	-	-	*	3	1	-	-	-	5	51.95	5	-	-	5	5
Radio	*	*	*	-	-	*	**1%zj**	*	-	-	-	*		*	-	-	*	*
Other	3	2	*	*	-	3	*	-	-	-	*	3	38.97	3	*	1	2	8
	*	*	*	*	-	*1%*	*	-	-	-	*	*		*	*	*	*	*
Don't know	1022	424	599	124	143	177	159	145	145	128	267	754	49.71	605	198	219	803	1058
	46%acjo	*40%*	**53%za**	*38%*	*41%*	*44%*	*44%*	*45%*	**59%zcdefgjk**	**67%zcdefgjk**	*39%*	**49%zcdej**		*45%*	**62%zl**	**54%zo**	*45%*	*48%*
None of these	583	311	272	106	116	113	84	83	45	37	221	362	43.33	353	60	79	504	608
	26%bhikmn	**29%zb**	*24%*	**32%fhik**	**33%zfhik**	**28%h**	*24%*	*26%*	*18%*	*19%*	**33%zfhik**	*24%*		**26%m**	*19%*	*20%*	**28%zn**	*28%*
Any BBC Radio	**500**	**280**	**220**	**82**	**78**	**92**	**100**	**81**	**48**	**20**	**160**	**340**	**44.28**	**333**	**47**	**89**	**411**	**434**
	23%bim	**26%zb**	***19%***	**25%i**	**22%i**	**23%i**	**28%zhik**	**25%i**	**19%i**	***10%***	**24%i**	**22%i**		**25%zm**	***15%***	***22%***	***23%***	***20%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 572

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
BBC Radio 1	**360**	322	6	4	5	15	345	294	2	1	4	7	308	51	191	106	12	128	229	299
	16%ceh	**17%zce**	*12%*	*3%*	*9%*	**7%c**	**17%zce**	**18%zhl**	*4%*	*3%*	*30%*	*15%*	**17%h**	*14%*	*16%*	*18%*	*17%*	*18%*	*16%*	*14%*
BBC Radio 2	**118**	105	1	3	*	4	114	87	2	1	3	*	93	13	59	36	9	41	75	101
	5%	*6%*	*2%*	*3%*	*	*2%*	**6%z**	*5%*	*3%*	*3%*	*22%*	*1%*	*5%*	*4%*	*5%*	*6%*	**12%zmn**	*6%*	*5%*	*5%*
TalkSPORT	**72**	64	2	1	-	3	69	55	1	*	*	-	56	8	35	27	2	26	46	63
	3%	*3%*	*4%*	*1%*	-	*1%*	**3%z**	*3%*	*2%*	*	*	-	*3%*	*2%*	*3%*	*5%*	*3%*	*4%*	*3%*	*3%*
My local commercial station	**55**	55	*	*	*	*	55	46	*	*	*	-	46	3	31	18	3	24	31	51
	3%	**3%z**	*	*	*	*	**3%z**	**3%l**	*	*	*1%*	-	*3%*	*1%*	*3%*	*3%*	*4%*	*3%*	*2%*	*2%*
Virgin 1215/Virgin Radio	**52**	49	-	2	-	2	50	40	2	*	1	1	43	2	25	23	2	22	30	42
	2%m	**3%z**	-	*2%*	-	*1%*	**3%z**	*2%*	*3%*	*	*4%*	*2%*	*2%*	*	*2%*	**4%zm**	*3%*	*3%*	*2%*	*2%*
1Xtra from the BBC	**43**	35	2	*	3	6	37	32	*	*	3	-	35	-	24	18	-	16	26	34
	2%m	*2%*	*5%*	*	*5%*	**3%c**	*2%*	*2%*	*	*	*22%*	-	*2%*	-	**2%m**	**3%m**	-	*2%*	*2%*	*2%*
BBC Radio Five Live	**41**	40	1	1	-	2	40	35	*	-	3	-	37	5	12	20	3	15	25	34
	2%n	**2%z**	*1%*	*1%*	-	*1%*	**2%z**	*2%*	*	-	*22%*	-	*2%*	*1%*	*1%*	**3%zn**	*4%*	*2%*	*2%*	*2%*
BBC Radio 4	**32**	26	2	1	-	3	29	25	*	-	3	-	28	4	22	4	3	8	25	29
	1%	*1%*	*5%*	*1%*	-	*2%*	*1%*	*2%*	*	-	*22%*	-	*2%*	*1%*	*2%*	*1%*	**4%o**	*1%*	*2%*	*1%*
My BBC Local Radio	**21**	15	4	1	-	5	16	16	-	1	*	1	18	2	12	5	3	7	15	21
	1%af	*1%*	*8%*	*1%*	-	*2%*	*1%*	*1%*	-	*4%*	*	*3%*	*1%*	*	*1%*	*1%*	**5%zmno**	*1%*	*1%*	*1%*
BBC Radio 3	**21**	19	1	*	-	1	20	14	*	*	3	-	17	4	9	5	3	8	13	21
	1%	*1%*	*2%*	*	-	*	*1%*	*1%*	*	*	*22%*	-	*1%*	*1%*	*1%*	*1%*	**5%zno**	*1%*	*1%*	*1%*
Classic FM	**18**	14	*	3	-	3	16	13	3	-	-	-	16	1	12	5	1	8	11	19
	1%	*1%*	*	**3%e**	-	*1%*	*1%*	*1%*	**4%zgl**	-	-	-	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
BBC Asian Network	**18**	14	*	1	3	5	14	15	1	*	*	-	17	2	12	5	*	7	12	29
	1%f	*1%*	*	*1%*	*5%*	*2%*	*1%*	*1%*	*2%*	*	*	-	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*
BBC 6 Music	**11**	11	*	-	-	*	11	8	-	-	3	-	10	-	5	3	3	6	4	8
	1%	*1%*	*	-	-	*	**1%z**	*	-	-	*22%*	-	**1%g**	-	*	*1%*	**4%zmno**	*1%*	*	*
BBC7	**8**	8	*	-	-	*	8	5	-	-	3	-	8	-	5	3	-	4	4	7
	*	*	*	-	-	*	*	*	-	-	*22%*	-	*g	-	*	*1%*	-	*1%*	*	*
BBC Radio Scotland	**7**	7	*	-	-	*	7	6	-	-	-	-	6	-	4	3	-	3	4	8
	*	*	*	-	-	*	*	*	-	-	-	-	*	-	*	*1%*	-	*	*	*
BBC Radio Wales	**7**	7	*	-	-	*	7	7	-	-	-	-	7	-	2	5	-	4	3	9
	*	*	*	-	-	*	*	*	-	-	-	-	*	-	*	*1%*	-	*1%*	*	*
BBC Northern Ireland Radio	**5**	4	*	-	-	*	5	5	-	-	-	-	5	-	1	3	*	4	1	5
	*	*	*	-	-	*	*	*	-	-	-	-	*	-	*	*1%*	*1%*	*1%*	*	*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 572

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Other	**3**	2	-	*	-	*	2	2	*	*	-	-	3	-	2	*	1	1	2	8
	*****	*	-	*	-	*	*	*	*	*	-	-	*	-	*	*	*1%*	*	*	*
Don't know	**1022**	857	28	57	38	123	900	769	26	28	5	28	856	207	521	255	30	319	688	1058
	46%f	*46%*	*54%*	*54%*	*61%*	*56%*	*45%*	*47%*	*43%*	*70%*	*40%*	*61%*	**48%z**	**55%zno**	*45%*	*44%*	*43%*	*44%*	*47%*	*48%*
None of these	**583**	483	11	37	15	64	515	389	26	9	3	9	436	87	314	157	18	199	372	608
	26%fgl	*26%*	*21%*	**35%e**	*25%*	*29%*	*26%*	*24%*	**42%zgl**	*22%*	*25%*	*19%*	*24%*	*23%*	*27%*	*27%*	*26%*	*28%*	*26%*	*28%*
Any BBC Radio	**500**	**439**	**11**	**6**	**9**	**26**	**474**	**395**	**4**	**3**	**4**	**8**	**414**	**68**	**268**	**145**	**16**	**164**	**330**	**434**
	23%ceh	**23%zce**	***21%***	***6%***	***14%***	**12%c**	**24%zce**	**24%zhl**	***6%***	***6%***	***30%***	***18%***	**23%h**	***18%***	***23%***	***25%***	***23%***	***23%***	***23%***	***20%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 573

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
BBC Radio 1	360	57	125	83	208	211	149	197	175	103	43	252	109	8	291	264	80	299
	16%ajlm	*12%*	**20%za**	**20%a**	**20%za**	*18%*	*15%*	*18%*	**17%j**	**19%j**	*9%*	**21%zl**	*11%*	*5%*	**17%zm**	**19%zmn**	**22%z**	*14%*
BBC Radio 2	118	13	33	33	66	73	45	60	64	32	12	82	36	3	88	93	22	101
	5%ajl	*3%*	*5%*	**8%a**	**6%a**	*6%*	*5%*	*5%*	**6%j**	*6%*	*3%*	**7%zl**	*4%*	*2%*	*5%*	**7%zn**	*6%*	*5%*
TalkSPORT	72	10	14	31	45	42	31	40	38	18	6	48	25	-	59	59	11	63
	3%j	*2%*	*2%*	**8%zabd**	**4%b**	*3%*	*3%*	*4%*	**4%j**	*3%*	*1%*	*4%*	*2%*	-	*4%*	**4%zm**	*3%*	*3%*
My local commercial station	55	9	14	18	32	32	24	27	25	21	7	35	20	3	45	49	10	51
	3%	*2%*	*2%*	**4%z**	*3%*	*3%*	*2%*	*2%*	*2%*	*4%*	*2%*	*3%*	*2%*	*2%*	*3%*	**4%z**	*3%*	*2%*
Virgin 1215/Virgin Radio	52	5	18	25	43	29	23	22	17	20	8	37	15	-	40	42	5	42
	2%l	*1%*	*3%*	**6%za**	**4%za**	*2%*	*2%*	*2%*	*2%*	*4%*	*2%*	*3%*	*2%*	-	*2%*	*3%*	*1%*	*2%*
1Xtra from the BBC	43	12	8	14	21	31	12	20	25	9	4	25	18	-	35	35	15	34
	2%	*3%*	*1%*	*3%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	-	*2%*	*3%*	**4%z**	*2%*
BBC Radio Five Live	41	6	15	12	27	25	16	24	19	11	11	26	15	1	34	28	7	34
	2%	*1%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*
BBC Radio 4	32	4	12	14	26	21	11	14	15	10	4	19	12	1	25	23	3	29
	1%	*1%*	*2%*	**3%z**	**2%z**	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*
My BBC Local Radio	21	8	5	6	11	16	6	14	11	4	3	12	9	*	15	15	1	21
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*
BBC Radio 3	21	4	4	10	15	10	11	10	10	2	7	12	9	3	12	11	3	21
	1%	*1%*	*1%*	**3%z**	**1%b**	*1%*	*1%*	*1%*	*1%*	*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*
Classic FM	18	1	3	8	11	15	3	10	5	8	5	10	8	-	15	8	3	19
	1%f	*	*	**2%z**	**1%b**	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*
BBC Asian Network	18	5	3	8	10	16	2	12	8	4	*	9	9	*	9	12	6	29
	1%fn	*1%*	*	*2%*	**1%b**	**1%zf**	*	**1%f**	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*2%*	*1%*
BBC 6 Music	11	-	4	7	11	8	3	7	6	1	3	8	3	-	9	8	3	8
	1%	-	*1%*	**2%za**	**1%z**	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*	-	*1%*	*1%*	*1%*	*
BBC7	8	1	-	7	7	7	1	3	3	1	3	6	2	-	8	5	-	7
	*	*	-	**2%zbd**	*1%*	*1%*	*	*	*	*	*1%*	*1%*	*	-	*	*	-	*
BBC Radio Scotland	7	-	*	6	6	6	1	3	3	3	*	5	2	-	7	4	2	8
	*	-	*	**2%zab**	**1%b**	*1%*	*	*	*	*1%*	*	*	*	-	*	*	*1%*	*

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

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Table 573

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
BBC Radio Wales	7	*	1	6	7	7	*	3	2	4	*	5	2	1	6	4	*	9
	*f	*	*	**1%zb**	**1%b**	*1%*	*	*	*	*1%*	*	*	*	*	*	*	*	*
BBC Northern Ireland Radio	5	-	*	4	5	4	*	3	2	1	*	4	1	-	4	3	-	5
	*	-	*	**1%z**	*b	*	*	*	*	*	*	*	*	-	*	*	-	*
Other	3	1	*	2	2	2	1	*	3	-	*	2	1	-	3	2	*	8
	*	*	*	*	*	*	*	*	*	-	*	*	*	-	*	*	*	*
Don't know	1022	241	287	161	448	565	457	495	435	240	258	479	542	92	736	601	146	1058
	46%cdhknp	**51%cd**	*45%*	*39%*	*43%*	*47%*	*46%*	*45%*	*43%*	*44%*	**56%zhi**	*40%*	**55%zk**	**60%zno**	*44%*	*44%*	*39%*	*48%*
None of these	583	121	160	110	269	288	295	283	282	134	127	345	236	46	457	323	102	608
	26%elo	*26%*	*25%*	*26%*	*26%*	*24%*	**29%zeg**	*26%*	*28%*	*25%*	*28%*	*28%*	*24%*	*30%*	**27%o**	*24%*	*28%*	*28%*
Any BBC Radio	**500**	**88**	**166**	**112**	**278**	**289**	**211**	**277**	**259**	**131**	**61**	**328**	**171**	**13**	**388**	**358**	**105**	**434**
	23%jlm	***19%***	**26%a**	**27%a**	**26%za**	***24%***	***21%***	**25%zf**	**25%zj**	**24%j**	***13%***	**27%zl**	***17%***	***8%***	**23%m**	**26%zmn**	**28%z**	***20%***

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Overlap formulae used. * small base

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Table 574

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
BBC Radio 1	360	307	19	6	29	32	126	84	107	73	113	146	125	143	117	189	49	299
	16%c	*17%*	*17%*	*10%*	*15%*	*12%*	*17%*	*15%*	**19%c**	*14%*	*19%*	**21%z**	*17%*	*15%*	*15%*	*17%*	*18%*	*14%*
BBC Radio 2	118	101	5	1	11	12	39	26	30	32	49	50	29	47	35	64	18	101
	5%	*5%*	*4%*	*2%*	*6%*	*4%*	*5%*	*4%*	*5%*	*6%*	**8%zl**	**7%l**	*4%*	*5%*	*5%*	*6%*	*7%*	*5%*
TalkSPORT	72	66	2	1	4	6	31	22	19	15	34	32	25	25	16	42	15	63
	3%n	*4%*	*2%*	*1%*	*2%*	*2%*	*4%*	*4%*	*3%*	*3%*	**6%z**	*5%*	*3%*	*3%*	*2%*	*4%*	**5%n**	*3%*
My local commercial station	55	51	-	1	3	3	18	14	12	21	28	21	16	16	20	31	2	51
	3%	**3%b**	-	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	**4%b**	**5%zl**	*3%*	*2%*	*2%*	*3%*	*3%*	*1%*	*2%*
Virgin 1215/Virgin Radio	52	42	1	1	7	5	16	13	14	12	24	28	13	20	17	30	4	42
	2%	*2%*	*1%*	*2%*	*4%*	*2%*	*2%*	*2%*	*2%*	*2%*	**4%zl**	**4%zl**	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*
1Xtra from the BBC	43	35	1	-	7	7	20	13	7	8	18	20	16	26	8	31	4	34
	2%n	*2%*	*1%*	-	*4%*	*2%*	*3%*	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*	*3%*	*1%*	**3%n**	*1%*	*2%*
BBC Radio Five Live	41	36	1	1	4	3	14	13	11	11	20	15	12	25	8	29	4	34
	2%	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	**3%z**	*2%*	*2%*	*3%*	*1%*	*3%*	*1%*	*2%*
BBC Radio 4	32	27	3	-	3	6	14	14	3	10	13	10	3	16	14	16	2	29
	1%l	*1%*	**3%h**	-	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	**2%l**	*2%*	*	*2%*	*2%*	*1%*	*1%*	*1%*
My BBC Local Radio	21	18	-	1	2	4	6	4	4	8	4	6	4	12	10	10	1	21
	1%	*1%*	-	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
BBC Radio 3	21	18	-	-	3	7	9	7	1	8	7	11	5	11	8	11	-	21
	1%	**1%h**	-	-	**2%h**	**3%h**	*1%*	*1%*	*	**2%h**	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*
Classic FM	18	11	1	1	4	4	4	4	5	3	8	6	2	12	10	5	1	19
	1%	*1%*	*1%*	*2%*	**2%af**	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*	*	*1%*
BBC Asian Network	18	13	-	*	5	*	3	3	1	8	3	6	4	11	5	10	3	29
	1%	*1%*	-	*	**3%zaefgh**	*	*	*1%*	*	**2%a**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
BBC 6 Music	11	9	1	-	2	3	3	3	-	6	4	7	2	6	3	9	-	8
	1%	*	*1%*	-	*1%*	*1%*	*	*	-	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	-	*
BBC7	8	6	-	*	2	3	3	3	-	3	4	4	*	6	3	6	-	7
	*	*	-	*h	*1%*	*1%*	*	*	-	*1%*	*1%*	*1%*	*	*1%*	*	*	-	*

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

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Table 574

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
BBC Radio Scotland	7	4	-	-	3	*	2	2	-	3	3	2	1	5	3	4	1	8
	*	*	-	-	**2%zah**	*	*	*	-	*	*1%*	*	*	*1%*	*	*	*	*
BBC Radio Wales	7	4	1	-	2	*	*	*	-	4	3	1	1	4	5	2	-	9
	*	*	**1%zafgh**	-	**1%f**	*	*	*	-	**1%a**	*1%*	*	*	*	*1%*	*	-	*
BBC Northern Ireland Radio	5	3	-	*	2	*	*	*	-	3	1	1	*	4	3	2	-	5
	*	*	-	**1%fgh**	**1%af**	*	*	*	-	*	*	*	*	*	*	*	-	*
Other	3	3	-	-	-	1	1	1	2	*	*	2	*	1	*	2	*	8
	*	*	-	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	1022	861	50	29	82	125	335	260	257	269	223	301	318	478	409	497	93	1058
	46%jp	*47%*	*46%*	*45%*	*44%*	*46%*	*44%*	*45%*	*46%*	*51%*	*38%*	*43%*	*43%*	**52%z**	**53%zop**	**45%p**	*35%*	*48%*
None of these	583	475	28	23	57	87	212	160	145	118	156	169	220	210	169	311	87	608
	26%mn	*26%*	*25%*	**36%zahi**	*31%*	**32%i**	*28%*	*28%*	*26%*	*22%*	*27%*	*24%*	**30%zk**	*23%*	*22%*	**28%n**	**32%n**	*28%*
Any BBC Radio	**500**	**428**	**27**	**9**	**36**	**47**	**181**	**127**	**132**	**114**	**160**	**192**	**167**	**204**	**158**	**257**	**76**	**434**
	23%c	**23%c**	**25%c**	***14%***	***19%***	***17%***	**24%ce**	***22%***	**24%c**	***22%***	**27%z**	**27%z**	***23%***	***22%***	***20%***	***23%***	**29%n**	***20%***

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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
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... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
BBC Radio 1	360 *16%*	64 *21%*	32 *22%*	202 *18%*	210 **20%z**	202 **18%z**	297 **18%z**	283 **19%zf**	182 **20%z**	161 **23%z**	103 **35%zhi**	71 **39%zhi**	105 **22%zn**	73 **20%n**	12 *11%*	68 **22%z**	35 *17%*	14 *22%*	299 *14%*
BBC Radio 2	118 *5%*	19 *6%*	8 *5%*	62 *6%*	74 **7%zfg**	64 *6%*	87 *5%*	79 *5%*	52 *6%*	48 *7%*	41 **14%zhi**	27 **15%zhi**	37 **8%z**	26 *7%*	9 *8%*	15 *5%*	13 *6%*	5 *7%*	101 *5%*
TalkSPORT	72 *3%*	17 *6%*	7 *5%*	49 **4%z**	45 **4%z**	38 *3%*	59 **4%g**	48 *3%*	32 *4%*	28 *4%*	27 **9%zhi**	23 **12%zhi**	12 *3%*	11 *3%*	1 *1%*	9 *3%*	2 *1%*	2 *4%*	63 *3%*
My local commercial station	55 *3%*	7 *2%*	7 *4%*	35 *3%*	25 *2%*	28 *3%*	42 *3%*	35 *2%*	34 **4%z**	32 **5%z**	12 *4%*	12 **7%z**	13 *3%*	9 *3%*	3 *2%*	10 *3%*	7 *4%*	3 *5%*	51 *2%*
Virgin 1215/Virgin Radio	52 *2%*	11 *4%*	8 *6%*	28 *3%*	35 **3%zf**	27 *2%*	38 *2%*	38 *2%*	22 *2%*	22 *3%*	21 **7%zhi**	11 **6%zh**	9 *2%*	12 *3%*	2 *1%*	10 *3%*	6 *3%*	3 *5%*	42 *2%*
1Xtra from the BBC	43 **2%f**	5 *2%*	1 *1%*	18 *2%*	21 *2%*	22 *2%*	25 *2%*	24 *2%*	14 *2%*	22 **3%zh**	6 *2%*	4 *2%*	5 *1%*	10 **3%l**	9 **8%zlm**	9 *3%*	9 **4%z**	4 **6%z**	34 *2%*
BBC Radio Five Live	41 *2%*	12 **4%z**	5 *3%*	28 *3%*	27 *3%*	25 *2%*	34 *2%*	29 *2%*	16 *2%*	13 *2%*	15 **5%zhi**	12 **7%zhi**	7 *2%*	8 *2%*	3 *3%*	3 *1%*	4 *2%*	1 *2%*	34 *2%*
BBC Radio 4	32 **1%i**	6 *2%*	1 *1%*	12 *1%*	17 *2%*	18 *2%*	27 *2%*	26 *2%*	19 **2%i**	2 *	7 **2%i**	5 **3%i**	8 *2%*	7 *2%*	3 *3%*	1 *	1 *	1 *1%*	29 *1%*
My BBC Local Radio	21 *1%*	3 *1%*	1 *1%*	10 *1%*	9 *1%*	14 *1%*	17 *1%*	16 *1%*	10 *1%*	10 *1%*	2 *1%*	2 *1%*	4 *1%*	5 *1%*	6 **5%zlm**	5 *1%*	3 *2%*	3 **4%z**	21 *1%*
BBC Radio 3	21 *1%*	4 *1%*	1 *1%*	12 *1%*	13 *1%*	13 *1%*	18 *1%*	18 *1%*	12 **1%i**	3 *	4 *1%*	2 *1%*	6 *1%*	5 *1%*	4 **3%z**	* *	* *	- -	21 *1%*
Classic FM	18 *1%*	5 **2%c**	6 **4%zc**	5 *	11 *1%*	12 *1%*	16 *1%*	16 *1%*	8 *1%*	4 *1%*	5 *2%*	- -	2 *	3 *1%*	4 **4%zlm**	3 *1%*	- -	- -	19 *1%*
BBC Asian Network	18 *1%*	3 *1%*	1 *1%*	6 *1%*	9 *1%*	7 *1%*	11 *1%*	11 *1%*	5 *1%*	4 *1%*	3 *1%*	3 *1%*	4 *1%*	4 *1%*	4 **4%zl**	4 *1%*	3 *2%*	- -	29 *1%*
BBC 6 Music	11 *1%*	1 *	1 *1%*	7 *1%*	5 *	7 *1%*	8 *	8 *1%*	4 *	1 *	* *	* *	1 *	1 *	1 *1%*	- -	- -	- -	8 *
BBC7	8 *	1 *	1 *1%*	4 *	5 *	3 *	5 *	5 *	2 *	1 *	* *	1 *	2 *	1 *	1 *1%*	* *	- -	* *	7 *

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

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Table 575

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
BBC Radio Scotland	7 *	1 *	1 *1%*	3 *	4 *	4 *	6 *	6 *	3 *	2 *	2 *1%*	* *	1 *	1 *	1 *1%*	- -	- -	- -	8 *
BBC Radio Wales	7 *	1 *	1 *1%*	3 *	4 *	4 *	7 *	7 *	3 *	1 *	1 *	* *	1 *	2 *1%*	1 *1%*	1 *	1 *1%*	- -	9 *
BBC Northern Ireland Radio	5 *	1 *	1 *1%*	2 *	3 *	3 *	5 *	5 *	2 *	* *	- -	- -	1 *	2 *	1 *1%*	- -	* *	- -	5 *
Other	3 *	* *	* *	* *	3 *f	1 *	1 *	1 *	3 *	1 *	1 *	1 *	* *	1 *	* *	* *	* *	* *	8 *
Don't know	1022 **46%jk**	167 **54%z**	71 *48%*	532 *48%*	522 **49%z**	544 **50%z**	817 **50%z**	749 **50%z**	434 **49%jk**	308 **45%jk**	88 *30%*	48 *27%*	245 **52%z**	172 *48%*	54 *51%*	157 *50%*	98 *49%*	25 *39%*	1058 *48%*
None of these	583 **26%acdefgh ijklmo**	49 *16%*	29 *19%*	255 **23%a**	200 *19%*	230 *21%*	359 **22%d**	319 **21%d**	164 *18%*	132 **19%k**	50 *17%*	22 *12%*	72 *15%*	69 *19%*	19 *18%*	57 *18%*	41 *20%*	14 *22%*	608 *28%*
Any BBC Radio	**500** ***23%***	**79** ***26%***	**38** ***26%***	**266** ***24%***	**283** **27%zf**	**275** **25%z**	**397** **24%z**	**371** **25%z**	**242** **27%z**	**205** **30%z**	**137** **46%zhi**	**90** **50%zhi**	**137** **29%z**	**104** **29%z**	**29** ***27%***	**86** ***27%***	**54** ***27%***	**21** ***33%***	**434** ***20%***

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

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Table 576

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
BBC Radio 1	360	36	35	22	22	204	195	36	204	37	124	25	22	179	269	57	299
	16%gm	**44%z**	**36%z**	**43%z**	**46%z**	**22%z**	*15%*	*10%*	*15%*	*16%*	**19%m**	*19%*	*23%*	*15%*	*16%*	**25%zn**	*14%*
BBC Radio 2	118	14	12	6	8	67	71	20	71	15	44	7	4	59	78	28	101
	5%n	**17%z**	**13%z**	*13%*	**16%z**	**7%z**	*6%*	*6%*	*5%*	*6%*	*7%*	*6%*	*4%*	*5%*	*5%*	**12%zn**	*5%*
TalkSPORT	72	10	12	5	3	52	41	3	37	8	23	2	2	43	46	20	63
	3%gn	**12%z**	**13%z**	**10%z**	*6%*	**6%z**	*3%*	*1%*	*3%*	*3%*	*4%*	*2%*	*2%*	*3%*	*3%*	**9%zn**	*3%*
My local commercial station	55	5	6	2	4	34	29	4	38	5	21	4	*	30	44	6	51
	3%	*6%*	*6%*	*4%*	**8%z**	**4%z**	*2%*	*1%*	*3%*	*2%*	*3%*	*3%*	*	*2%*	*3%*	*3%*	*2%*
Virgin 1215/Virgin Radio	52	8	10	4	6	30	22	6	30	3	16	3	2	28	38	8	42
	2%	**10%z**	**11%z**	*7%*	**11%z**	*3%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*4%*	*2%*
1Xtra from the BBC	43	*	*	-	*	23	23	7	20	12	5	3	2	32	29	8	34
	2%j	*	*	-	*	*3%*	*2%*	*2%*	*1%*	**5%zh**	*1%*	*2%*	*3%*	**3%j**	*2%*	*4%*	*2%*
BBC Radio Five Live	41	5	2	3	2	24	18	14	21	4	14	1	-	27	29	9	34
	2%	**6%z**	*2%*	**6%z**	*3%*	*3%*	*1%*	**4%zf**	*2%*	*2%*	*2%*	*1%*	-	*2%*	*2%*	*4%*	*2%*
BBC Radio 4	32	1	3	1	1	16	16	12	21	2	12	6	2	12	22	8	29
	1%	*1%*	*3%*	*2%*	*2%*	*2%*	*1%*	**3%zf**	*2%*	*1%*	*2%*	**5%zm**	*2%*	*1%*	*1%*	*3%*	*1%*
My BBC Local Radio	21	-	2	*	*	10	14	6	11	4	5	4	2	9	11	5	21
	1%n	-	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*	*3%*	*1%*	*1%*	*2%*	*1%*
BBC Radio 3	21	2	3	1	1	12	10	8	12	*	11	2	-	6	11	6	21
	1%mn	*2%*	*3%*	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*	**2%m**	*1%*	-	*1%*	*1%*	**3%n**	*1%*
Classic FM	18	3	3	-	-	8	8	1	12	*	10	1	-	6	13	2	19
	1%	*3%*	*3%*	-	-	*1%*	*1%*	*	*1%*	*	*2%*	*1%*	-	*	*1%*	*1%*	*1%*
BBC Asian Network	18	-	-	-	-	9	9	3	9	3	6	1	-	11	12	5	29
	1%	-	-	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*2%*	*1%*
BBC 6 Music	11	-	-	-	-	4	5	5	8	-	5	1	-	6	6	4	8
	1%	-	-	-	-	*	*	*1%*	*1%*	-	*1%*	*1%*	-	*	*	**2%zn**	*
BBC7	8	-	-	-	-	1	4	3	5	-	2	1	-	4	5	1	7
	*	-	-	-	-	*	*	*1%*	*	-	*	*1%*	-	*	*	*1%*	*
BBC Radio Scotland	7	-	-	-	-	3	3	1	3	1	1	1	-	5	5	1	8
	*	-	-	-	-	*	*	*	*	*	*	*1%*	-	*	*	*1%*	*

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 576

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
BBC Radio Wales	7	1	1	-	-	2	4	-	3	-	1	2	1	3	5	1	9
	*	*2%*	*1%*	-	-	*	*	-	*	-	*	*1%*	*1%*	*	*	*1%*	*
BBC Northern Ireland Radio	5	-	-	-	-	1	3	*	2	-	1	1	-	2	2	2	5
	*	-	-	-	-	*	*	*	*	-	*	*1%*	-	*	*	*1%*	*
Other	3	1	*	*	1	1	2	*	2	-	*	1	-	2	3	*	8
	*	*1%*	*	*	*1%*	*	*	*	*	-	*	*	-	*	*	*	*
Don't know	1022	21	26	21	13	393	567	204	633	115	313	78	50	531	807	95	1058
	46%abdm	*26%*	*26%*	*41%*	*27%*	*43%*	*45%*	**58%zf**	*46%*	*50%*	*49%*	**58%zm**	*53%*	*43%*	*47%*	*42%*	*48%*
None of these	583	10	20	4	5	184	363	71	379	50	130	19	14	389	471	43	608
	26%acdegjko	*12%*	*20%*	*7%*	*11%*	*20%*	**29%zg**	*20%*	*28%*	*22%*	*20%*	*14%*	*15%*	**32%zjkl**	**27%o**	*19%*	*28%*
Any BBC Radio	**500**	**45**	**46**	**27**	**27**	**280**	**276**	**66**	**283**	**56**	**168**	**36**	**28**	**252**	**370**	**78**	**434**
	23%hmn	**55%z**	**47%z**	**52%z**	**55%z**	**31%z**	***22%***	***19%***	***21%***	***24%***	**26%m**	***27%***	***29%***	***20%***	***21%***	**35%zn**	***20%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

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Table 577

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
BBC Radio 1	360	253	47	222	86	97	184	239	66	205	89	294	29	164	127	232	72	299
	16%	*16%*	*18%*	*16%*	*16%*	*17%*	*15%*	**18%zh**	*13%*	*15%*	*18%*	*17%*	*14%*	**20%zn**	*14%*	**19%zp**	*14%*	*14%*
BBC Radio 2	118	62	25	78	29	39	67	85	12	69	29	89	11	59	39	64	28	101
	5%ah	*4%*	**9%za**	*6%*	*5%*	*7%*	*5%*	**6%zh**	*2%*	*5%*	*6%*	*5%*	*5%*	**7%z**	*4%*	*5%*	*5%*	*5%*
TalkSPORT	72	36	14	42	22	11	38	46	9	33	27	58	9	33	24	36	28	63
	3%ai	*2%*	**5%a**	*3%*	*4%*	*2%*	*3%*	*3%*	*2%*	*2%*	**5%zi**	*3%*	*4%*	*4%*	*3%*	*3%*	**5%z**	*3%*
My local commercial station	55	40	6	45	6	14	33	35	14	38	13	43	7	24	19	35	12	51
	3%d	*3%*	*2%*	**3%zd**	*1%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*
Virgin 1215/Virgin Radio	52	34	6	39	10	11	29	30	11	31	14	43	5	22	20	34	9	42
	2%	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*
1Xtra from the BBC	43	33	5	25	13	4	26	18	13	28	10	27	7	22	14	22	10	34
	2%egk	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*
BBC Radio Five Live	41	23	11	24	14	8	21	27	5	24	13	27	8	22	12	30	6	34
	2%	*2%*	**4%za**	*2%*	*3%*	*1%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*4%*	*3%*	*1%*	*2%*	*1%*	*2%*
BBC Radio 4	32	25	6	16	13	16	13	29	1	21	10	25	3	25	7	27	5	29
	1%h	*2%*	*2%*	*1%*	*2%*	**3%zf**	*1%*	**2%zh**	*	*2%*	*2%*	*1%*	*1%*	**3%zn**	*1%*	**2%z**	*1%*	*1%*
My BBC Local Radio	21	15	5	9	11	5	10	11	8	9	8	13	5	9	10	13	5	21
	1%	*1%*	*2%*	*1%*	**2%zc**	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	**3%k**	*1%*	*1%*	*1%*	*1%*	*1%*
BBC Radio 3	21	15	3	9	8	10	5	18	-	12	8	15	1	18	3	20	-	21
	1%fn	*1%*	*1%*	*1%*	*2%*	**2%f**	*	**1%h**	-	*1%*	*2%*	*1%*	*1%*	**2%zn**	*	**2%zp**	-	*1%*
Classic FM	18	15	2	11	7	9	6	13	3	10	6	14	1	11	5	16	1	19
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*
BBC Asian Network	18	13	*	10	5	*	8	3	4	14	4	13	2	8	7	12	3	29
	1%eg	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
BBC 6 Music	11	11	-	6	4	3	7	9	1	7	4	5	1	10	1	11	-	8
	1%k	*1%*	-	*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	**1%zn**	*	**1%z**	-	*
BBC7	8	7	1	5	2	1	5	6	*	4	4	2	1	8	-	8	-	7
	*k	*	*	*	*	*	*	*	*	*	*1%*	*	*1%*	**1%zn**	-	*1%*	-	*
BBC Radio Scotland	7	7	*	4	2	*	4	4	1	4	3	4	1	6	1	6	-	8
	*	*	*	*	*	*	*	*	*	*	*1%*	*	*1%*	*1%*	*	*1%*	-	*
BBC Radio Wales	7	7	-	3	2	2	3	5	*	4	3	3	2	5	2	7	*	9
	*k	*	-	*	*	*	*	*	*	*	*1%*	*	*1%*	*1%*	*	*1%*	*	*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 577

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	Unwtd. Total
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
BBC Northern Ireland Radio	5 *k	5 *	* *	2 *	2 *	* *	3 *	3 *	- -	2 *	3 *1%*	2 *	1 *1%*	5 *1%*	- -	4 *	* *	5 *
Other	3 *	1 *	* *	2 *	* *	1 *	2 *	3 *	* *	1 *	2 *	3 *	* *	1 *	- -	2 *	* *	8 *
Don't know	1022 **46%acf**	689 *45%*	136 *51%*	600 *44%*	303 **54%zc**	294 **51%zf**	531 *43%*	640 **49%zh**	216 *42%*	604 *45%*	242 *48%*	815 *47%*	88 *43%*	378 *46%*	399 *44%*	560 *46%*	247 *46%*	1058 *48%*
None of these	583 **26%bdegmo**	457 **30%zb**	43 *16%*	386 **28%d**	112 *20%*	113 *20%*	382 **31%ze**	297 *23%*	172 **33%zg**	385 **29%zj**	113 *22%*	454 *26%*	58 *28%*	187 *23%*	270 **30%zm**	293 *24%*	151 *28%*	608 *28%*
Any BBC Radio	**500** ***23%***	**335** ***22%***	**75** ***28%***	**313** ***23%***	**124** ***22%***	**137** ***24%***	**258** ***21%***	**317** ***24%***	**97** ***19%***	**286** ***21%***	**128** ***25%***	**399** ***23%***	**48** ***23%***	**219** **27%zn**	**187** ***21%***	**300** ***25%***	**110** ***21%***	**434** ***20%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 578

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
BBC Radio 1	360	217	80	247	54	277	19	265	24	176	69	258	52	205	70	299
	16%acm	*15%*	**23%za**	*15%*	*21%*	**20%z**	*27%*	**20%z**	**39%zg**	*16%*	*15%*	*16%*	*20%*	*14%*	**22%zm**	*14%*
BBC Radio 2	118	69	31	79	23	88	11	82	9	57	28	82	25	85	21	101
	5%	*5%*	**9%za**	*5%*	**9%zc**	*6%*	**15%ze**	*6%*	**15%zg**	*5%*	*6%*	*5%*	**10%zk**	*6%*	*6%*	*5%*
TalkSPORT	72	39	21	41	12	51	5	51	5	40	17	52	11	38	22	63
	3%ac	*3%*	**6%za**	*3%*	*5%*	*4%*	*8%*	*4%*	*8%*	*4%*	*4%*	*3%*	*4%*	*3%*	**7%zm**	*3%*
My local commercial station	55	36	13	46	6	43	6	47	2	25	15	35	5	39	9	51
	3%	*2%*	*4%*	*3%*	*2%*	*3%*	**8%z**	**4%z**	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*
Virgin 1215/Virgin Radio	52	31	16	33	12	41	6	43	4	24	13	38	8	32	14	42
	2%	*2%*	**5%za**	*2%*	*5%*	*3%*	**8%ze**	**3%z**	*6%*	*2%*	*3%*	*2%*	*3%*	*2%*	*4%*	*2%*
1Xtra from the BBC	43	17	15	17	13	29	4	27	4	19	8	32	4	33	3	34
	2%ac	*1%*	**4%za**	*1%*	**5%zc**	*2%*	*5%*	*2%*	**7%z**	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*
BBC Radio Five Live	41	13	15	21	13	25	5	28	4	27	8	34	4	26	6	34
	2%ac	*1%*	**4%za**	*1%*	**5%zc**	*2%*	**8%ze**	*2%*	**7%zg**	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
BBC Radio 4	32	11	16	11	16	20	9	19	9	20	5	25	5	22	5	29
	1%ac	*1%*	**5%za**	*1%*	**6%zc**	*1%*	**13%ze**	*1%*	**15%zg**	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*
My BBC Local Radio	21	14	5	12	6	14	3	13	5	11	*	13	5	16	*	21
	1%j	*1%*	*1%*	*1%*	*2%*	*1%*	**4%ze**	*1%*	**8%zg**	*1%*	*	*1%*	*2%*	*1%*	*	*1%*
BBC Radio 3	21	5	10	6	12	11	8	10	4	17	*	11	4	12	1	21
	1%acj	*	**3%za**	*	**5%zc**	*1%*	**12%ze**	*1%*	**7%zg**	**2%zj**	*	*1%*	*2%*	*1%*	*	*1%*
Classic FM	18	13	5	11	6	9	6	10	2	8	2	14	3	11	5	19
	1%	*1%*	*2%*	*1%*	*2%*	*1%*	**8%ze**	*1%*	*3%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*
BBC Asian Network	18	8	4	11	5	12	3	13	3	7	3	16	2	14	1	29
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	**5%ze**	*1%*	**6%zg**	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*
BBC 6 Music	11	4	8	2	8	8	2	7	2	9	*	9	2	8	1	8
	1%ac	*	**2%za**	*	**3%zc**	*1%*	*3%*	*1%*	**3%zg**	*1%*	*	*1%*	*1%*	*1%*	*	*
BBC7	8	3	5	*	6	4	2	3	2	6	*	6	2	5	-	7
	*c	*	**1%za**	*	**2%zc**	*	**3%ze**	*	**3%zg**	*1%*	*	*	*1%*	*	-	*
BBC Radio Scotland	7	3	4	1	3	4	2	5	2	3	1	4	4	6	2	8
	*c	*	**1%za**	*	**1%c**	*	**3%ze**	*	**3%zg**	*	*	*	**1%zk**	*	*1%*	*
BBC Radio Wales	7	3	4	1	4	2	2	5	2	5	*	4	3	5	1	9
	*ce	*	**1%a**	*	**2%zc**	*	**3%ze**	*	**3%zg**	*	*	*	**1%z**	*	*	*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 578

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
BBC Northern Ireland	5	2	3	*	3	2	2	3	2	3	*	3	2	5	-	5
Radio	*c	*	*1%*	*	**1%zc**	*	**3%ze**	*	**4%zg**	*	*	*	*1%*	*	-	*
Other	3	2	1	2	*	3	*	2	*	3	*	2	*	3	*	8
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	1022	683	166	742	121	562	18	527	14	549	194	742	126	662	143	1058
	46%efgh	*46%*	*48%*	*46%*	*46%*	*40%*	*25%*	**39%h**	*22%*	**51%zj**	*42%*	*46%*	*50%*	*46%*	*45%*	*48%*
None of these	583	433	61	460	55	392	10	370	9	244	140	436	45	402	65	608
	26%biln	**29%zb**	*18%*	**28%z**	*21%*	*28%*	*14%*	*28%*	*15%*	*23%*	**30%i**	**27%l**	*18%*	**28%n**	*20%*	*28%*
Any BBC Radio	**500**	**304**	**102**	**351**	**72**	**376**	**36**	**361**	**36**	**239**	**101**	**362**	**68**	**298**	**90**	**434**
	23%am	***20%***	**29%za**	***22%***	***28%***	**27%z**	**51%ze**	**27%z**	**59%zg**	***22%***	***22%***	***22%***	***27%***	***21%***	**28%m**	***20%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 579

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
BBC Radio 1	360 **16%n**	294 *16%*	218 *16%*	314 **17%d**	241 *15%*	188 *16%*	325 *16%*	352 **16%d**	6 *9%*	113 **23%zn**	144 **26%zkmn**	301 **22%zmn**	216 **22%zn**	347 **21%zn**	13 *3%*	299 *14%*
BBC Radio 2	118 **5%en**	96 **5%e**	77 **6%e**	102 **5%e**	79 *5%*	49 *4%*	104 **5%e**	114 **5%e**	2 *3%*	23 **5%n**	39 **7%n**	85 **6%n**	74 **8%zin**	106 **6%zn**	6 *1%*	101 *5%*
TalkSPORT	72 **3%n**	54 *3%*	49 *4%*	58 *3%*	51 *3%*	32 *3%*	65 *3%*	70 *3%*	2 *3%*	22 **4%n**	30 **5%zn**	57 **4%zn**	48 **5%zn**	65 **4%zn**	7 *1%*	63 *3%*
My local commercial station	55 **3%n**	47 *3%*	36 *3%*	51 *3%*	49 **3%z**	31 *3%*	54 *3%*	55 *3%*	* *	15 **3%n**	22 **4%n**	47 **4%zn**	41 **4%zmn**	54 **3%zn**	1 *	51 *2%*
Virgin 1215/Virgin Radio	52 **2%n**	37 *2%*	28 *2%*	40 *2%*	40 *3%*	22 *2%*	46 *2%*	50 *2%*	2 *3%*	17 **3%n**	14 **3%n**	36 **3%n**	41 **4%zkmn**	51 **3%zn**	* *	42 *2%*
1Xtra from the BBC	43 **2%b**	31 *2%*	17 *1%*	33 **2%b**	25 *2%*	20 *2%*	37 **2%b**	41 **2%b**	2 *3%*	14 *3%*	10 *2%*	30 *2%*	19 *2%*	37 *2%*	5 *1%*	34 *2%*
BBC Radio Five Live	41 **2%en**	30 **2%e**	24 **2%e**	32 **2%e**	28 **2%e**	12 *1%*	35 **2%e**	40 **2%e**	2 *3%*	18 **4%zn**	8 **1%n**	32 **2%n**	33 **3%zjmn**	40 **2%zn**	- -	34 *2%*
BBC Radio 4	32 **1%gn**	24 *1%*	17 *1%*	24 *1%*	19 *1%*	14 *1%*	27 *1%*	29 *1%*	2 *3%*	4 *1%*	8 **1%n**	22 **2%n**	23 **2%zin**	32 **2%zn**	* *	29 *1%*
My BBC Local Radio	21 *1%*	16 *1%*	14 *1%*	18 *1%*	12 *1%*	11 *1%*	18 *1%*	19 *1%*	2 *3%*	5 *1%*	7 *1%*	12 *1%*	11 *1%*	18 *1%*	3 *1%*	21 *1%*
BBC Radio 3	21 **1%abce**	9 *	5 *	9 *	11 *1%*	4 *	18 **1%abce**	19 **1%abce**	2 *3%*	7 *1%*	4 *1%*	12 *1%*	9 *1%*	18 *1%*	3 *1%*	21 *1%*
Classic FM	18 **1%efg**	12 **1%e**	11 **1%e**	13 **1%e**	11 **1%e**	2 *	14 **1%e**	17 **1%e**	2 *3%*	7 *1%*	2 *	11 *1%*	14 **1%j**	18 *1%*	* *	19 *1%*
BBC Asian Network	18 **1%abceg**	10 **1%e**	6 *e	10 **1%e**	10 **1%e**	1 *	16 **1%abce**	16 **1%ace**	2 *3%*	6 *1%*	4 *1%*	13 *1%*	10 *1%*	18 *1%*	* *	29 *1%*
BBC 6 Music	11 **1%abceg**	5 *	2 *	5 *	5 *e	* *	9 *bce	9 *bce	2 *3%*	3 *1%*	1 *	4 *	7 *1%*	10 **1%k**	1 *	8 *
BBC7	8 *abcegk	4 *	1 *	5 *	5 *e	* *	6 *e	6 *e	2 *3%*	- -	1 *	1 *	7 **1%k**	7 *k	1 *	7 *
BBC Radio Scotland	7 *cdfg	4 *	3 *	4 *	2 *	1 *	4 *	5 *f	2 *3%*	1 *	3 *1%*	4 *	4 *	7 *	- -	8 *
BBC Radio Wales	7 *cfg	4 *	3 *	4 *	3 *	2 *	5 *	5 *	2 *3%*	2 *	1 *	4 *	7 *1%*	7 *	- -	9 *
BBC Northern Ireland Radio	5 *acfg	2 *	1 *	2 *	2 *	* *	3 *	3 *	2 *3%*	- -	1 *	2 *	5 *1%*	5 *k	- -	5 *

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 579

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Other	3	2	2	3	2	1	3	3	*	*	3	3	2	3	*	8
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	1022	833	614	864	764	531	927	973	50	173	190	515	386	690	308	1058
	46%gijklm	*46%*	*46%*	*46%*	**48%cefg**	*45%*	*46%*	*46%*	*76%*	*35%*	*34%*	**38%j**	**40%j**	**41%ijk**	**63%zijklm**	*48%*
None of these	583	473	358	498	404	361	537	572	10	148	136	352	226	436	145	608
	26%l	*26%*	*27%*	*26%*	*25%*	**30%zabcdfg**	**27%d**	**27%zd**	*15%*	**29%l**	*24%*	*26%*	*23%*	**26%l**	**30%l**	*28%*
Any BBC Radio	**500**	**406**	**306**	**433**	**342**	**249**	**455**	**491**	**6**	**154**	**196**	**404**	**290**	**465**	**26**	**434**
	23%n	***23%***	***23%***	**23%de**	***21%***	***21%***	**23%d**	**23%zde**	***9%***	**31%zn**	**35%zklmn**	**30%zmn**	**30%zn**	**28%zn**	***5%***	***20%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 580

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.44 Radio Stations which most need to improve their content in terms of morality, values and standards of behaviour?																				
	Total	BBC Radio 1	BBC Radio 2	TalkSPORT	My local commercial station	Virgin 1215/ Virgin Radio	1Xtra from the BBC	BBC Radio Five Live	BBC Radio 4	My BBC Local Radio	BBC Radio 3	Classic FM	BBC Asian Network	BBC 6 Music	BBC7	BBC Radio Scotland	BBC Radio Wales	BBC Northern Ireland Radio	Other	Don't know	None of these	Any BBC Radio
Unweighted Total	**2206**	299	101	63	51	42	34	34	29	21	21	19	29	8	7	8	9	5	8	1058	608	434
Weighted Total	**2206**	360	118	72	55	52	43	41	32	21	21	18	18	11	8	7	7	5	3	1022	583	500
BBC Radio 4	**735**	187	49	37	37	28	16	17	4	11	2	3	3	-	-	*	2	*	2	247	199	237
	33%	*52%*	*42%*	*52%*	*66%*	*55%*	*37%*	*42%*	*13%*	*53%*	*9%*	*15%*	*16%*	-	-	*	*26%*	*	*79%*	*24%*	*34%*	*47%*
BBC Radio 2	**631**	144	13	28	26	22	9	12	2	11	6	1	5	-	-	*	*	*	3	225	180	178
	29%	*40%*	*11%*	*39%*	*47%*	*42%*	*22%*	*30%*	*7%*	*54%*	*28%*	*3%*	*25%*	-	-	*	*6%*	*	*98%*	*22%*	*31%*	*36%*
BBC Radio 3	**464**	119	24	28	22	17	11	11	6	7	3	3	3	-	-	2	-	*	2	168	125	142
	21%	*33%*	*21%*	*39%*	*39%*	*34%*	*25%*	*27%*	*19%*	*32%*	*15%*	*16%*	*16%*	-	-	*25%*	-	*	*79%*	*16%*	*21%*	*28%*
Classic FM	**441**	137	25	27	25	17	14	15	9	6	5	1	4	3	1	2	1	-	-	146	100	167
	20%	*38%*	*21%*	*37%*	*45%*	*33%*	*33%*	*36%*	*27%*	*28%*	*23%*	*6%*	*22%*	*23%*	*9%*	*25%*	*18%*	-	-	*14%*	*17%*	*33%*
BBC Radio 1	**412**	29	14	12	20	16	9	7	6	4	7	1	8	-	*	1	*	*	*	172	143	68
	19%	*8%*	*12%*	*17%*	*36%*	*30%*	*22%*	*16%*	*18%*	*21%*	*34%*	*8%*	*43%*	-	*4%*	*14%*	*6%*	*	*6%*	*17%*	*25%*	*14%*
My BBC Local Radio	**281**	65	25	16	14	11	4	6	4	*	2	*	2	-	-	*	*	*	-	102	86	82
	13%	*18%*	*21%*	*23%*	*25%*	*22%*	*9%*	*13%*	*11%*	*2%*	*9%*	*2%*	*11%*	-	-	*	*6%*	*	-	*10%*	*15%*	*16%*
BBC Radio Five Live	**253**	50	13	16	11	8	3	2	2	2	*	-	4	-	-	2	-	*	2	73	95	61
	11%	*14%*	*11%*	*22%*	*20%*	*16%*	*7%*	*4%*	*5%*	*8%*	*	-	*22%*	-	-	*25%*	-	*9%*	*73%*	*7%*	*16%*	*12%*
My local commercial station	**178**	51	14	10	1	7	6	10	6	2	4	3	2	5	4	2	2	2	-	54	56	63
	8%	*14%*	*12%*	*13%*	*2%*	*14%*	*15%*	*24%*	*18%*	*9%*	*22%*	*15%*	*10%*	*44%*	*55%*	*26%*	*32%*	*38%*	-	*5%*	*10%*	*13%*
TalkSPORT	**122**	32	10	1	6	5	4	2	*	*	1	2	1	*	*	2	*	*	-	31	41	39
	6%	*9%*	*8%*	*1%*	*10%*	*9%*	*10%*	*4%*	*	*2%*	*3%*	*12%*	*6%*	*	*	*26%*	*	*9%*	-	*3%*	*7%*	*8%*
BBC 6 Music	**102**	13	1	1	8	1	*	1	*	2	*	*	*	-	-	*	*	-	*	31	47	15
	5%	*4%*	*1%*	*1%*	*14%*	*2%*	*	*2%*	*	*7%*	*	*	*1%*	-	-	*	*	-	*1%*	*3%*	*8%*	*3%*
BBC Radio Scotland	**97**	19	7	3	6	4	6	-	-	1	-	2	3	-	1	1	-	-	-	21	39	24
	4%	*5%*	*6%*	*5%*	*10%*	*7%*	*13%*	-	-	*3%*	-	*14%*	*18%*	-	*9%*	*14%*	-	-	-	*2%*	*7%*	*5%*
BBC Asian Network	**84**	16	3	3	3	*	*	2	*	*	*	*	3	-	-	-	-	-	*	24	35	21
	4%	*5%*	*3%*	*4%*	*6%*	*	*	*4%*	*	*	*	*	*15%*	-	-	-	-	-	*5%*	*2%*	*6%*	*4%*
BBC7	**83**	12	3	5	5	1	3	-	1	-	-	-	*	-	-	-	-	-	-	22	38	14
	4%	*3%*	*2%*	*7%*	*8%*	*2%*	*8%*	-	*2%*	-	-	-	*1%*	-	-	-	-	-	-	*2%*	*6%*	*3%*
BBC Radio Wales	**72**	15	4	1	3	-	1	*	-	-	-	-	*	-	-	-	1	-	-	13	38	17
	3%	*4%*	*4%*	*2%*	*6%*	-	*1%*	*	-	-	-	-	*	-	-	-	*12%*	-	-	*1%*	*6%*	*3%*
Virgin 1215/Virgin Radio	**69**	8	3	5	4	*	1	5	*	1	*	-	*	*	*	*	*	-	-	10	36	17
	3%	*2%*	*2%*	*7%*	*7%*	*1%*	*3%*	*12%*	*	*6%*	*	-	*	*	*	*	*	-	-	*1%*	*6%*	*3%*
BBC Northern Ireland Radio	**62**	6	*	1	4	*	5	*	-	1	-	*	5	-	1	-	-	-	-	12	32	12
	3%	*2%*	*	*1%*	*7%*	*1%*	*12%*	*1%*	-	*3%*	-	*2%*	*25%*	-	*9%*	-	-	-	-	*1%*	*5%*	*2%*
1Xtra from the BBC	**50**	5	*	1	1	2	2	-	-	-	-	*	*	-	-	*	*	-	-	11	30	5
	2%	*1%*	*	*1%*	*3%*	*3%*	*4%*	-	-	-	-	*	*	-	-	*	*	-	-	*1%*	*5%*	*1%*
Other	**29**	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	14	10	5
	1%	*1%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*26%*	*1%*	*2%*	*1%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

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Table 580

Q.43 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.44 Radio Stations which most need to improve their content in terms of morality, values and standards of behaviour?																				
	Total	BBC Radio 1	BBC Radio 2	TalkSPORT	My local commercial station	Virgin 1215/ Virgin Radio	1Xtra from the BBC	BBC Radio Five Live	BBC Radio 4	My BBC Local Radio	BBC Radio 3	Classic FM	BBC Asian Network	BBC 6 Music	BBC7	BBC Radio Scotland	BBC Radio Wales	BBC Northern Ireland Radio	Other	Don't know	None of these	Any BBC Radio
Unweighted Total	**2206**	299	101	63	51	42	34	34	29	21	21	19	29	8	7	8	9	5	8	1058	608	434
Weighted Total	**2206**	360	118	72	55	52	43	41	32	21	21	18	18	11	8	7	7	5	3	1022	583	500
Don't know	**514**	16	20	10	1	-	3	-	2	-	-	3	*	1	-	-	-	-	-	431	36	37
	23%	*4%*	*17%*	*14%*	*3%*	*-*	*8%*	*-*	*7%*	*-*	*-*	*15%*	*	*10%*	*-*	*-*	*-*	*-*	*-*	*42%*	*6%*	*7%*
None of these	**272**	15	7	3	3	3	3	5	7	3	4	3	3	3	3	3	3	3	-	46	204	22
	12%	*4%*	*6%*	*4%*	*5%*	*5%*	*6%*	*13%*	*22%*	*12%*	*17%*	*14%*	*14%*	*23%*	*32%*	*35%*	*36%*	*53%*	*-*	*5%*	*35%*	*4%*
Any BBC Radio	**1280**	**302**	**77**	**54**	**48**	**45**	**30**	**28**	**12**	**17**	**10**	**8**	**14**	**-**	**1**	**3**	**3**	*	**3**	**480**	**316**	**403**
	58%	***84%***	***65%***	***75%***	***88%***	***88%***	***70%***	***68%***	***38%***	***79%***	***49%***	***43%***	***75%***	*-*	***13%***	***39%***	***38%***	***9%***	***99%***	***47%***	***54%***	***81%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
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Table 581

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.60 Satisfaction with what you - Hear on the radio?									Q.61 Satisfaction with what you - Hear on BBC radio								
	Total	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Satisfied	Dissatisfied	Net Satisfied	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know	Satisfied	Dissatisfied	Net Satisfied
Unweighted Total	**2206**	309	1002	343	68	17	467	1311	85	1226	318	901	340	55	19	573	1219	74	1145
Weighted Total	**2206**	340	1069	338	57	13	389	1409	70	1339	345	990	333	43	19	478	1335	61	1273
BBC Radio 1	**360**	48	229	56	14	5	9	277	19	258	52	213	58	16	8	13	265	24	241
	16%	*14%*	*21%*	*16%*	*25%*	*37%*	*2%*	*20%*	*27%*	*19%*	*15%*	*21%*	*18%*	*38%*	*42%*	*3%*	*20%*	*39%*	*19%*
BBC Radio 2	**118**	13	75	15	8	3	5	88	11	77	11	70	19	7	2	8	82	9	73
	5%	*4%*	*7%*	*4%*	*14%*	*22%*	*1%*	*6%*	*15%*	*6%*	*3%*	*7%*	*6%*	*16%*	*12%*	*2%*	*6%*	*15%*	*6%*
TalkSPORT	**72**	9	42	13	5	-	2	51	5	46	10	41	12	3	1	4	51	5	46
	3%	*3%*	*4%*	*4%*	*9%*	*-*	*1%*	*4%*	*8%*	*3%*	*3%*	*4%*	*4%*	*8%*	*7%*	*1%*	*4%*	*8%*	*4%*
My local commercial station	**55**	7	36	5	5	1	1	43	6	37	15	32	4	1	1	3	47	2	45
	3%	*2%*	*3%*	*1%*	*8%*	*9%*	*	*3%*	*8%*	*3%*	*4%*	*3%*	*1%*	*2%*	*6%*	*1%*	*4%*	*3%*	*4%*
Virgin 1215/Virgin Radio	**52**	1	39	5	6	-	*	41	6	35	4	40	4	3	1	*	43	4	40
	2%	*	*4%*	*1%*	*10%*	*-*	*	*3%*	*8%*	*3%*	*1%*	*4%*	*1%*	*6%*	*6%*	*	*3%*	*6%*	*3%*
1Xtra from the BBC	**43**	9	20	7	4	-	3	29	4	25	6	21	7	3	1	4	27	4	23
	2%	*3%*	*2%*	*2%*	*6%*	*-*	*1%*	*2%*	*5%*	*2%*	*2%*	*2%*	*2%*	*7%*	*7%*	*1%*	*2%*	*7%*	*2%*
BBC Radio Five Live	**41**	8	17	9	4	1	2	25	5	20	6	22	4	2	2	6	28	4	23
	2%	*2%*	*2%*	*3%*	*8%*	*8%*	*1%*	*2%*	*8%*	*1%*	*2%*	*2%*	*1%*	*4%*	*13%*	*1%*	*2%*	*7%*	*2%*
BBC Radio 4	**32**	4	16	3	8	1	1	20	9	11	1	18	1	5	4	3	19	9	10
	1%	*1%*	*2%*	*1%*	*14%*	*8%*	*	*1%*	*13%*	*1%*	*	*2%*	*	*11%*	*22%*	*1%*	*1%*	*15%*	*1%*
My BBC Local Radio	**21**	*	14	3	2	1	1	14	3	11	-	13	1	4	1	2	13	5	8
	1%	*	*1%*	*1%*	*3%*	*9%*	*	*1%*	*4%*	*1%*	-	*1%*	*	*9%*	*6%*	*	*1%*	*8%*	*1%*
BBC Radio 3	**21**	3	8	2	7	1	*	11	8	3	-	10	3	3	1	4	10	4	5
	1%	*1%*	*1%*	*1%*	*12%*	*8%*	*	*1%*	*12%*	*	-	*1%*	*1%*	*8%*	*6%*	*1%*	*1%*	*7%*	*
Classic FM	**18**	2	7	1	6	-	2	9	6	4	2	7	5	2	-	2	10	2	8
	1%	*1%*	*1%*	*	*10%*	*-*	*	*1%*	*8%*	*	*1%*	*1%*	*2%*	*4%*	-	*	*1%*	*3%*	*1%*
BBC Asian Network	**18**	3	8	3	2	2	-	12	3	8	3	10	2	2	2	-	13	3	10
	1%	*1%*	*1%*	*1%*	*3%*	*12%*	-	*1%*	*5%*	*1%*	*1%*	*1%*	*1%*	*4%*	*8%*	-	*1%*	*6%*	*1%*
BBC 6 Music	**11**	3	5	1	2	-	-	8	2	6	-	7	-	2	*	3	7	2	5
	1%	*1%*	*1%*	*	*3%*	*-*	*-*	*1%*	*3%*	*	-	*1%*	*-*	*4%*	*	*1%*	*1%*	*3%*	*
BBC7	**8**	3	1	1	2	-	1	4	2	2	*	3	-	2	*	3	3	2	1
	*	*1%*	*	*	*3%*	*-*	*	*	*3%*	*	*	*	*-*	*4%*	*	*1%*	*	*3%*	*
BBC Radio Scotland	**7**	1	3	1	2	-	-	4	2	2	1	4	*	2	*	-	5	2	4
	*	*	*	*	*3%*	*-*	*-*	*	*3%*	*	*	*	*	*4%*	*	-	*	*3%*	*
BBC Radio Wales	**7**	1	1	4	2	-	-	2	2	*	1	4	*	2	*	-	5	2	3
	*	*	*	*1%*	*3%*	*-*	*-*	*	*3%*	*	*	*	*	*4%*	*	-	*	*3%*	*
BBC Northern Ireland Radio	**5**	-	2	1	2	-	-	2	2	*	-	3	-	2	-	-	3	2	*
	*	-	*	*	*3%*	*-*	*-*	*	*3%*	*	-	*	*-*	*5%*	-	*-*	*	*4%*	*
Other	**3**	2	1	*	*	*	-	3	*	2	2	1	*	*	-	*	2	*	2
	*	*1%*	*	*	*	*	*-*	*	*	*	*1%*	*	*	*	*-*	*	*	*	*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

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Table 581

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

		Q.60 Satisfaction with what you - Hear on the radio?									Q.61 Satisfaction with what you - Hear on BBC radio								
	Total	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied
Unweighted Total	**2206**	309	1002	343	68	17	467	1311	85	1226	318	901	340	55	19	573	1219	74	1145
Weighted Total	**2206**	340	1069	338	57	13	389	1409	70	1339	345	990	333	43	19	478	1335	61	1273
Don't know	**1022**	144	418	164	14	4	279	562	18	544	137	390	151	10	4	331	527	14	513
	46%	*42%*	*39%*	*49%*	*24%*	*28%*	*72%*	*40%*	*25%*	*41%*	*40%*	*39%*	*45%*	*23%*	*19%*	*69%*	*39%*	*22%*	*40%*
None of these	**583**	114	279	91	9	1	89	392	10	382	116	255	88	7	2	115	370	9	361
	26%	*34%*	*26%*	*27%*	*15%*	*9%*	*23%*	*28%*	*14%*	*29%*	*34%*	*26%*	*27%*	*17%*	*9%*	*24%*	*28%*	*15%*	*28%*
Any BBC Radio	**500**	**66**	**310**	**72**	**28**	**8**	**16**	**376**	**36**	**340**	**71**	**290**	**80**	**23**	**13**	**22**	**361**	**36**	**325**
	23%	***20%***	***29%***	***21%***	***49%***	***63%***	***4%***	***27%***	***51%***	***25%***	***21%***	***29%***	***24%***	***53%***	***72%***	***5%***	***27%***	***59%***	***26%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
FINAL

Table 582

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

Q.64 Which of these radio stations, if any, do you listen to regularly?

	Total	BBC Radio 2	BBC Radio 1	BBC Radio 4	My local commercial station	My BBC Local Radio	Classic FM	BBC Radio Five Live	Heart	Magic	TalkSPORT	Galaxy	BBC Radio 3	Virgin 1215/ Virgin Radio	XFM	BBC Radio Scotland	BBC7	BBC 6 Music	BBC Radio Wales	BBC Northern Ireland Radio	1Xtra from the BBC	BBC Asian Network	Other	None of these	Don't know	Any BBC Radio
Unweighted Total	**2206**	453	419	336	294	211	229	167	157	140	120	134	77	49	34	32	28	24	32	40	18	63	89	587	51	1210
Weighted Total	**2206**	555	502	407	325	259	254	188	174	139	127	127	97	60	51	40	33	29	20	18	17	17	76	485	36	1344
BBC Radio 1	**360**	144	113	94	81	51	57	39	37	18	29	19	31	15	4	15	7	-	7	2	4	*	18	13	-	301
	16%	*26%*	*23%*	*23%*	*25%*	*20%*	*22%*	*21%*	*21%*	*13%*	*23%*	*15%*	*33%*	*24%*	*9%*	*38%*	*21%*	-	*35%*	*12%*	*22%*	*	*24%*	*3%*	-	*22%*
BBC Radio 2	**118**	39	23	34	27	20	26	18	12	6	14	7	10	6	2	7	4	*	4	-	-	*	4	6	7	85
	5%	*7%*	*5%*	*8%*	*8%*	*8%*	*10%*	*10%*	*7%*	*4%*	*11%*	*5%*	*10%*	*9%*	*3%*	*17%*	*11%*	*	*19%*	-	-	*	*6%*	*1%*	*20%*	*6%*
TalkSPORT	**72**	30	22	19	8	9	4	22	7	9	19	6	-	9	2	-	-	1	-	-	2	*	6	7	-	57
	3%	*5%*	*4%*	*5%*	*2%*	*3%*	*1%*	*12%*	*4%*	*6%*	*15%*	*5%*	-	*15%*	*4%*	-	-	*4%*	-	-	*14%*	*	*7%*	*1%*	-	*4%*
My local commercial station	**55**	22	15	19	14	14	10	7	8	3	3	12	4	2	7	2	2	3	-	*	-	*	1	1	-	47
	3%	*4%*	*3%*	*5%*	*4%*	*5%*	*4%*	*4%*	*5%*	*2%*	*2%*	*9%*	*4%*	*3%*	*14%*	*4%*	*5%*	*9%*	-	*2%*	-	*	*2%*	*	-	*4%*
Virgin 1215/Virgin Radio	**52**	14	17	15	12	10	14	7	8	12	8	4	1	7	3	3	-	1	-	-	-	*	3	*	*	36
	2%	*3%*	*3%*	*4%*	*4%*	*4%*	*5%*	*4%*	*5%*	*8%*	*6%*	*3%*	*1%*	*12%*	*5%*	*6%*	-	*4%*	-	-	-	*	*3%*	*	*	*3%*
1Xtra from the BBC	**43**	10	14	5	6	3	2	3	3	*	4	2	1	2	2	-	-	-	-	-	6	-	3	5	*	30
	2%	*2%*	*3%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*	*3%*	*1%*	*1%*	*3%*	*3%*	-	-	-	-	-	*37%*	-	*3%*	*1%*	*	*2%*
BBC Radio Five Live	**41**	8	18	11	9	3	11	8	3	6	5	4	4	6	2	1	-	-	-	*	2	-	3	-	1	32
	2%	*1%*	*4%*	*3%*	*3%*	*1%*	*4%*	*4%*	*2%*	*4%*	*4%*	*3%*	*4%*	*10%*	*3%*	*3%*	-	-	-	*2%*	*14%*	-	*4%*	-	*4%*	*2%*
BBC Radio 4	**32**	8	4	15	11	2	10	1	-	-	3	1	4	-	-	-	1	-	1	-	-	-	1	*	-	22
	1%	*1%*	*1%*	*4%*	*3%*	*1%*	*4%*	*1%*	-	-	*2%*	*1%*	*4%*	-	-	-	*3%*	-	*4%*	-	-	-	*2%*	*	-	*2%*
My BBC Local Radio	**21**	7	5	4	4	2	2	*	*	1	2	1	1	-	-	-	2	-	-	*	-	1	3	3	-	12
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	-	-	-	*5%*	-	-	*2%*	-	*8%*	*4%*	*1%*	-	*1%*
BBC Radio 3	**21**	4	7	2	6	1	*	1	1	1	2	-	-	-	-	-	-	*	-	-	-	-	1	3	-	12
	1%	*1%*	*1%*	*	*2%*	*	*	*	*	*	*1%*	-	-	-	-	-	-	*	-	-	-	-	*2%*	*1%*	-	*1%*
Classic FM	**18**	2	7	3	3	2	5	-	3	-	4	1	3	-	-	2	-	-	*	-	*	-	1	*	-	11
	1%	*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	-	*4%*	*1%*	*3%*	-	-	*6%*	-	-	*	-	*	-	*2%*	*	-	*1%*
BBC Asian Network	**18**	4	6	2	2	1	*	1	*	1	4	3	*	-	2	-	-	-	*	*	3	3	1	*	-	13
	1%	*1%*	*1%*	*	*1%*	*	*	*1%*	*	*1%*	*3%*	*2%*	*	-	*3%*	-	-	-	*	*1%*	*20%*	*16%*	*2%*	*	-	*1%*
BBC 6 Music	**11**	1	3	-	4	1	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	1	1	-	4
	1%	*	*1%*	-	*1%*	*	-	-	-	-	*1%*	-	-	-	-	-	-	-	*3%*	*3%*	-	-	*2%*	*	-	*
BBC7	**8**	1	-	-	5	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-	1
	*******	*	-	-	*1%*	*	-	-	-	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	*2%*	*	-	*
BBC Radio Scotland	**7**	3	1	-	2	1	-	-	-	-	1	-	*	-	-	1	-	-	*	-	*	-	1	-	-	4
	*******	*1%*	*	-	*1%*	*	-	-	-	-	*1%*	-	*	-	-	*3%*	-	-	*	-	*	-	*2%*	-	-	*
BBC Radio Wales	**7**	1	2	2	2	1	1	1	-	*	2	1	-	1	-	-	-	-	*	-	*	-	1	-	-	4
	*******	*	*	*	*1%*	*	*1%*	*1%*	-	*	*2%*	*1%*	-	*2%*	-	-	-	-	*2%*	-	*	-	*2%*	-	-	*
BBC Northern Ireland Radio	**5**	1	-	-	2	1	-	*	-	-	2	-	*	-	-	-	-	-	*	-	*	-	1	-	-	2
	*******	*	-	-	*1%*	*	-	*	-	-	*1%*	-	*	-	-	-	-	-	*	-	*	-	*2%*	-	-	*
Other	**3**	3	*	*	-	-	2	2	1	1	-	*	*	-	-	-	-	-	-	-	-	*	*	*	-	3
	*******	*	*	*	-	-	*1%*	*1%*	*	*	-	*	*	-	-	-	-	-	-	-	-	*1%*	*	*	-	*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
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Table 582

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+

	Total	Q.64 Which of these radio stations, if any, do you listen to regularly?																								
		BBC Radio 2	BBC Radio 1	BBC Radio 4	My local commercial station	My BBC Local Radio	Classic FM	BBC Radio Five Live	Heart	Magic	TalkSPORT	Galaxy	BBC Radio 3	Virgin 1215/ Virgin Radio	XFM	BBC Radio Scotland	BBC7	BBC 6 Music	BBC Radio Wales	BBC Northern Ireland Radio	1Xtra from the BBC	BBC Asian Network	Other	None of these	Don't know	Any BBC Radio
Unweighted Total	**2206**	453	419	336	294	211	229	167	157	140	120	134	77	49	34	32	28	24	32	40	18	63	89	587	51	1210
Weighted Total	**2206**	555	502	407	325	259	254	188	174	139	127	127	97	60	51	40	33	29	20	18	17	17	76	485	36	1344
Don't know	**1022**	190	173	153	135	109	112	62	68	60	38	53	35	11	14	12	13	15	7	7	1	8	32	308	25	515
	46%	*34%*	*35%*	*37%*	*42%*	*42%*	*44%*	*33%*	*39%*	*43%*	*30%*	*41%*	*37%*	*19%*	*27%*	*29%*	*39%*	*52%*	*34%*	*38%*	*4%*	*48%*	*42%*	*63%*	*69%*	*38%*
None of these	**583**	136	148	97	74	76	41	56	43	39	28	30	20	20	20	7	9	11	5	7	7	4	23	145	3	352
	26%	*24%*	*29%*	*24%*	*23%*	*29%*	*16%*	*30%*	*25%*	*28%*	*22%*	*23%*	*21%*	*34%*	*38%*	*18%*	*27%*	*39%*	*23%*	*41%*	*39%*	*26%*	*30%*	*30%*	*7%*	*26%*
Any BBC Radio	**500**	**196**	**154**	**131**	**98**	**59**	**85**	**50**	**46**	**33**	**46**	**33**	**37**	**23**	**6**	**17**	**10**	*	**9**	**3**	**10**	**4**	**21**	**26**	**8**	**404**
	23%	*35%*	*31%*	*32%*	*30%*	*23%*	*33%*	*27%*	*26%*	*23%*	*36%*	*26%*	*39%*	*38%*	*12%*	*43%*	*29%*	*	*44%*	*19%*	*56%*	*25%*	*28%*	*5%*	*23%*	*30%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
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Table 583

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	1568	800	768	231	264	321	287	179	175	111	495	1073	45.37	989	201	274	1294	1568
Weighted Total	1686	869	817	253	258	320	294	246	194	120*	512	1174	46.10	1069	219	283	1403	1568
BBC Radio 1	347	186	160	46	57	73	71	53	36	11	103	244	44.50	241	34	62	284	286
	21%i	*21%*	*20%*	*18%*	**22%i**	**23%i**	**24%i**	**22%i**	*19%*	*9%*	**20%i**	**21%i**		**23%z**	*16%*	*22%*	*20%*	*18%*
BBC Radio 2	106	57	48	10	10	25	25	18	16	2	19	86	47.64	76	10	30	75	91
	6%jo	*7%*	*6%*	*4%*	*4%*	**8%i**	**9%ij**	*7%*	**8%i**	*1%*	*4%*	**7%zij**		*7%*	*5%*	**11%zo**	*5%*	*6%*
TalkSPORT	65	47	19	9	14	14	9	14	3	2	23	43	42.99	48	1	6	60	58
	4%bm	**5%zb**	*2%*	*4%*	*5%*	*4%*	*3%*	*6%*	*1%*	*2%*	*4%*	*4%*		**5%m**	*1%*	*2%*	*4%*	*4%*
My local commercial station	54	30	24	11	6	13	10	7	4	3	17	37	43.23	37	7	11	43	49
	3%	*3%*	*3%*	*4%*	*2%*	*4%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*		*3%*	*3%*	*4%*	*3%*	*3%*
Virgin 1215/Virgin Radio	51	27	24	6	7	10	19	8	-	-	13	38	43.63	37	6	8	43	39
	3%h	*3%*	*3%*	*2%*	*3%*	**3%h**	**7%zhijk**	**3%h**	-	-	*3%*	**3%h**		*3%*	*3%*	*3%*	*3%*	*2%*
BBC Radio Five Live	40	27	13	8	6	5	7	6	6	1	14	26	45.00	26	4	10	30	33
	2%	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*1%*	*3%*	*2%*		*2%*	*2%*	*4%*	*2%*	*2%*
1Xtra from the BBC	37	27	11	12	9	4	8	1	3	1	21	17	37.15	24	*	6	32	28
	2%bk	*3%*	*1%*	**5%zegk**	*3%*	*1%*	*3%*	*	*1%*	*1%*	**4%zgk**	*1%*		*2%*	*	*2%*	*2%*	*2%*
BBC Radio 4	32	18	15	3	3	5	6	7	9	*	6	27	51.17	25	2	11	22	27
	2%	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*3%*	**4%zj**	*	*1%*	*2%*		*2%*	*1%*	*4%*	*2%*	*2%*
BBC Asian Network	18	15	4	8	5	*	3	1	2	-	12	6	35.13	8	*	2	17	26
	1%bk	*2%*	*	**3%zek**	*2%*	*	*1%*	*	*1%*	-	**2%zek**	*1%*		*1%*	*	*1%*	*1%*	*2%*
Classic FM	18	9	9	5	1	*	3	2	6	2	5	13	49.32	12	1	3	15	17
	1%	*1%*	*1%*	*2%*	*	*	*1%*	*1%*	**3%zek**	*1%*	*1%*	*1%*		*1%*	*1%*	*1%*	*1%*	*1%*
My BBC Local Radio	18	11	6	3	*	3	6	1	4	1	3	15	49.61	13	1	3	15	19
	1%	*1%*	*1%*	*1%*	*	*1%*	*2%*	*	*2%*	*1%*	*1%*	*1%*		*1%*	*1%*	*1%*	*1%*	*1%*
BBC Radio 3	18	10	8	4	3	2	3	2	4	-	6	12	44.87	11	1	6	12	16
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*		*1%*	*	*2%*	*1%*	*1%*
BBC 6 Music	10	6	4	-	3	-	3	1	3	-	3	8	52.22	10	-	6	4	7
	1%o	*1%*	*1%*	-	*1%*	-	*1%*	*	*2%*	-	*1%*	*1%*		*1%*	-	**2%zo**	*	*
BBC Radio Scotland	7	4	4	1	2	*	3	1	-	-	3	4	42.51	6	-	1	6	8
	*	*	*	*	*1%*	*	*1%*	*	-	-	*1%*	*		*1%*	-	*	*	*1%*
BBC7	7	5	2	-	*	-	3	1	3	-	*	7	56.46	7	-	3	5	6
	*	*1%*	*	-	*	-	*1%*	*	*1%*	-	*	*1%*		*1%*	-	*1%*	*	*
BBC Radio Wales	7	3	4	*	*	-	5	1	-	1	1	6	52.10	7	-	1	7	9
	*	*	*	*	*	-	**2%zk**	*	-	*1%*	*	*1%*		*1%*	-	*	*	*1%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 583

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	1568	800	768	231	264	321	287	179	175	111	495	1073	45.37	989	201	274	1294	1568
Weighted Total	1686	869	817	253	258	320	294	246	194	120*	512	1174	46.10	1069	219	283	1403	1568
BBC Northern Ireland Radio	5 *	3 *	2 *	- -	- -	* *	3 **1%z**	1 *	- -	- -	- -	5 *	51.95	5 *	- -	- -	5 *	5 *
Other	3 *	2 *	* *	* *	- -	3 *1%*	* *	- -	- -	- -	* *	3 *	38.95	3 *	* *	1 *	2 *	7 *
Don't know	690 **41%acdj**	308 *35%*	382 **47%za**	83 *33%*	83 *32%*	129 *40%*	116 *40%*	102 *41%*	106 **55%zcdefgjk**	70 **58%zcdefgjk**	166 *33%*	524 **45%zcdj**	49.57	429 *40%*	118 **54%zl**	127 *45%*	563 *40%*	662 *42%*
None of these	436 **26%hkn**	247 *28%*	188 *23%*	78 **31%hk**	93 **36%zefghik**	76 *24%*	70 *24%*	59 *24%*	32 *16%*	26 *22%*	172 **34%zefhik**	264 *23%*	42.94	274 *26%*	43 *20%*	55 *19%*	381 **27%n**	406 *26%*
Any BBC Radio	**465** **28%i**	**260** ***30%***	**206** ***25%***	**76** **30%i**	**69** **27%i**	**90** **28%i**	**93** **32%i**	**73** **30%i**	**48** ***25%***	**17** ***14%***	**145** **28%i**	**320** **27%i**	**44.34**	**308** ***29%***	**45** ***21%***	**84** ***30%***	**381** ***27%***	**402** ***26%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 584

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**1568**	1210	74	191	10	275	1292	1049	114	75	49	31	1318	219	784	474	80	594	954	1568
Weighted Total	**1686**	1498	36**	39**	37**	112*	1573	1302	21**	14**	12**	32**	1380	258	921	457	47*	559	1113	1568
BBC Radio 1	**347**	309	6	4	5	15	332	286	2	1	4	7	300	48	185	100	12	126	217	286
	21%	*21%*	*16%*	*9%*	*15%*	*13%*	***21%z***	***22%z***	*12%*	*7%*	*30%*	*21%*	*22%*	*19%*	*20%*	*22%*	*25%*	*23%*	*20%*	*18%*
BBC Radio 2	**106**	99	1	3	*	4	102	82	2	1	3	*	88	13	49	33	9	40	64	91
	6%	***7%z***	*2%*	*8%*	*	*3%*	***6%z***	*6%*	*9%*	*7%*	*22%*	*1%*	*6%*	*5%*	*5%*	*7%*	***18%zmno***	*7%*	*6%*	*6%*
TalkSPORT	**65**	57	2	1	-	3	62	52	1	*	*	-	53	6	32	25	2	26	39	58
	4%	*4%*	*5%*	*3%*	-	*3%*	***4%z***	*4%*	*5%*	*	*	-	*4%*	*2%*	*4%*	*6%*	*4%*	*5%*	*3%*	*4%*
My local commercial station	**54**	53	*	*	*	*	54	45	*	*	*	-	45	3	31	17	3	23	31	49
	3%	***4%z***	*	*	*	*	***3%z***	*3%*	*	*	*1%*	-	*3%*	*1%*	*3%*	*4%*	*6%*	*4%*	*3%*	*3%*
Virgin 1215/Virgin Radio	**51**	48	-	2	-	2	49	39	2	*	1	1	43	2	25	23	2	22	29	39
	3%m	*3%*	-	*5%*	-	*2%*	***3%z***	*3%*	*9%*	*	*4%*	*3%*	*3%*	*1%*	*3%*	***5%zm***	*5%*	*4%*	*3%*	*2%*
BBC Radio Five Live	**40**	39	1	1	-	2	39	33	*	-	3	-	36	5	11	20	3	15	23	33
	2%n	*3%*	*2%*	*2%*	-	*1%*	***2%z***	*3%*	*	-	*22%*	-	*3%*	*2%*	*1%*	***4%zn***	***5%n***	*3%*	*2%*	*2%*
1Xtra from the BBC	**37**	33	*	*	3	3	34	28	*	*	3	-	31	-	20	17	-	15	23	28
	2%f	*2%*	*	*	*9%*	*3%*	*2%*	*2%*	*1%*	*	*22%*	-	*2%*	-	*2%*	***4%zm***	-	*3%*	*2%*	*2%*
BBC Radio 4	**32**	26	2	1	-	3	29	25	*	-	3	-	28	4	21	4	3	8	25	27
	2%f	*2%*	*7%*	*2%*	-	*3%*	*2%*	*2%*	*	-	*22%*	-	*2%*	*2%*	*2%*	*1%*	***5%o***	*1%*	*2%*	*2%*
BBC Asian Network	**18**	14	*	1	3	5	14	15	1	*	*	-	17	2	12	5	*	7	12	26
	1%af	*1%*	*	*3%*	*9%*	*4%*	*1%*	*1%*	*6%*	*	*	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*2%*
Classic FM	**18**	14	*	3	-	3	15	13	3	-	-	-	16	1	11	5	1	8	10	17
	1%af	*1%*	*	*7%*	-	*2%*	*1%*	*1%*	*13%*	-	-	-	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
My BBC Local Radio	**18**	14	1	1	-	3	15	12	-	1	*	1	15	2	9	5	3	7	11	19
	1%f	*1%*	*4%*	*4%*	-	*3%*	*1%*	*1%*	-	*10%*	*	*4%*	*1%*	*1%*	*1%*	*1%*	***7%zmno***	*1%*	*1%*	*1%*
BBC Radio 3	**18**	17	1	*	-	1	17	11	*	*	3	-	14	3	9	3	3	7	11	16
	1%	*1%*	*2%*	*	-	*1%*	*1%*	*1%*	*	*	*22%*	-	***1%g***	*1%*	*1%*	*1%*	***7%zmno***	*1%*	*1%*	*1%*
BBC 6 Music	**10**	10	*	-	-	*	10	8	-	-	3	-	10	-	4	3	3	6	4	7
	1%	*1%*	*	-	-	*	***1%z***	*1%*	-	-	*22%*	-	***1%g***	-	*	*1%*	***5%zmno***	*1%*	*	*
BBC Radio Scotland	**7**	7	*	-	-	*	7	6	-	-	-	-	6	-	4	3	-	3	4	8
	*******	*	*	-	-	*	**z*	*	-	-	-	-	*	-	*	*1%*	-	*1%*	*	*1%*
BBC7	**7**	7	*	-	-	*	7	5	-	-	3	-	7	-	4	3	-	4	4	6
	*******	*	*	-	-	*	**z*	*	-	-	*22%*	-	***1%g***	-	*	*1%*	-	*1%*	*	*
BBC Radio Wales	**7**	7	*	-	-	*	7	7	-	-	-	-	7	-	2	5	-	4	3	9
	*******	*	*	-	-	*	**z*	*1%*	-	-	-	-	*	-	*	*1%*	-	*1%*	*	*1%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 584

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**1568**	1210	74	191	10	275	1292	1049	114	75	49	31	1318	219	784	474	80	594	954	1568
Weighted Total	**1686**	1498	36**	39**	37**	112*	1573	1302	21**	14**	12**	32**	1380	258	921	457	47*	559	1113	1568
BBC Northern Ireland	**5**	4	*	-	-	*	5	5	-	-	-	-	5	-	1	3	*	4	1	5
Radio	*****	*	*	-	-	*	*z	*	-	-	-	-	*	-	*	*1%*	*1%*	*1%*	*	*
Other	**3**	2	-	*	-	*	2	2	*	*	-	-	3	-	2	*	1	1	2	7
	*****	*	-	*	-	*	*	*	*	*1%*	-	-	*	-	*	*	*1%*	*	*	*
Don't know	**690**	610	16	16	24	55	635	541	4	10	5	17	577	118	377	178	16	217	468	662
	41%f	*41%*	*43%*	*42%*	*63%*	*49%*	*40%*	*42%*	*20%*	*71%*	*40%*	*54%*	*42%*	*46%*	*41%*	*39%*	*33%*	*39%*	*42%*	*42%*
None of these	**436**	390	11	10	5	26	409	312	7	1	3	5	328	66	241	119	10	150	281	406
	26%gl	*26%*	*30%*	*27%*	*13%*	*23%*	**26%z**	*24%*	*35%*	*9%*	*25%*	*16%*	*24%*	*25%*	*26%*	*26%*	*22%*	*27%*	*25%*	*26%*
Any BBC Radio	**465**	**415**	**8**	**6**	**9**	**23**	**442**	**376**	**4**	**3**	**4**	**8**	**394**	**64**	**249**	**135**	**16**	**158**	**303**	**402**
	28%	***28%***	***22%***	***16%***	***23%***	***21%***	**28%z**	***29%***	***19%***	***18%***	***31%***	***26%***	***29%***	***25%***	***27%***	***29%***	***34%***	***28%***	***27%***	***26%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 585

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	1568	326	469	290	759	841	727	800	765	373	314	850	716	94	1212	986	269	1568
Weighted Total	1686	315	541	355	896	966	720	873	838	420	292	990	695	93*	1291	1126	319	1568
BBC Radio 1	347	54	122	79	201	200	146	189	167	101	41	243	104	8	281	256	77	286
	21%jlm	*17%*	*23%*	*22%*	*22%*	*21%*	*20%*	*22%*	*20%*	**24%j**	*14%*	**25%zl**	*15%*	*9%*	**22%m**	**23%zm**	*24%*	*18%*
BBC Radio 2	106	13	30	33	63	66	39	56	62	25	8	70	35	3	76	83	22	91
	6%j	*4%*	*6%*	**9%a**	*7%*	*7%*	*5%*	*6%*	**7%j**	*6%*	*3%*	*7%*	*5%*	*3%*	*6%*	**7%n**	*7%*	*6%*
TalkSPORT	65	8	13	28	41	38	27	37	33	16	6	44	21	-	55	54	11	58
	4%	*3%*	*2%*	**8%zabd**	**5%b**	*4%*	*4%*	*4%*	*4%*	*4%*	*2%*	*4%*	*3%*	-	*4%*	*5%*	*3%*	*4%*
My local commercial station	54	9	13	18	31	30	24	27	25	20	7	34	20	3	44	47	10	49
	3%	*3%*	*2%*	*5%*	*3%*	*3%*	*3%*	*3%*	*3%*	*5%*	*2%*	*3%*	*3%*	*3%*	*3%*	**4%z**	*3%*	*3%*
Virgin 1215/Virgin Radio	51	5	18	25	43	29	23	22	17	20	8	36	15	-	39	41	5	39
	3%h	*1%*	*3%*	**7%za**	**5%za**	*3%*	*3%*	*2%*	*2%*	**5%h**	*3%*	*4%*	*2%*	-	*3%*	*4%*	*1%*	*2%*
BBC Radio Five Live	40	5	15	12	27	25	15	23	19	11	10	26	14	1	32	28	7	33
	2%	*1%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*3%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*
1Xtra from the BBC	37	9	7	14	20	29	8	15	20	9	4	22	15	-	30	31	15	28
	2%f	*3%*	*1%*	**4%b**	**2%b**	**3%fg**	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	-	*2%*	*3%*	**5%z**	*2%*
BBC Radio 4	32	4	12	14	26	21	11	14	15	10	4	19	12	1	25	23	3	27
	2%	*1%*	*2%*	**4%z**	**3%z**	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*
BBC Asian Network	18	5	3	8	10	16	2	12	8	4	*	9	9	*	9	12	6	26
	1%fn	*2%*	*1%*	*2%*	*1%*	**2%zf**	*	**1%f**	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*2%*	*2%*
Classic FM	18	1	3	8	11	15	3	10	5	8	5	10	8	-	14	8	3	17
	1%	*	*	*2%*	**1%b**	*2%*	*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*
My BBC Local Radio	18	5	5	6	11	16	2	12	8	4	3	9	9	*	12	12	1	19
	1%f	*2%*	*1%*	*2%*	*1%*	**2%f**	*	**1%f**	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*
BBC Radio 3	18	2	4	10	15	10	8	8	8	2	6	12	6	1	11	11	3	16
	1%	*1%*	*1%*	**3%z**	**2%b**	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
BBC 6 Music	10	-	3	7	10	7	3	6	4	1	3	8	2	-	8	8	3	7
	1%	-	*	**2%z**	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*	-	*1%*	*1%*	*1%*	*
BBC Radio Scotland	7	-	*	6	6	6	1	3	3	3	*	5	2	-	7	4	2	8
	*	-	*	**2%zbd**	**1%b**	*1%*	*	*	*	*1%*	*	*1%*	*	-	*1%*	*	*1%*	*1%*
BBC7	7	*	-	7	7	7	*	3	2	1	3	6	1	-	7	5	-	6
	*	*	-	**2%zbd**	*1%*	*1%*	*	*	*	*	*1%*	*1%*	*	-	*1%*	*	-	*

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

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Table 585

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	1568	326	469	290	759	841	727	800	765	373	314	850	716	94	1212	986	269	1568
Weighted Total	1686	315	541	355	896	966	720	873	838	420	292	990	695	93*	1291	1126	319	1568
BBC Radio Wales	7	*	1	6	7	7	*	3	2	4	*	5	2	1	6	4	*	9
	*	*	*	**2%zb**	**1%b**	*1%*	*	*	*	*1%*	*	*1%*	*	*1%*	*	*	*	*1%*
BBC Northern Ireland Radio	5	-	*	4	5	4	*	3	2	1	*	4	1	-	4	3	-	5
	*	-	*	**1%z**	**1%b**	*	*	*	*	*	*	*	*	-	*	*	-	*
Other	3	1	*	2	2	2	1	*	3	-	-	2	1	-	3	2	*	7
	*	*	*	*1%*	*	*	*	*	*	-	-	*	*	-	*	*	*	*
Don't know	690	133	237	121	359	403	287	357	331	158	140	354	336	49	507	445	108	662
	41%cknp	*42%*	**44%cd**	*34%*	**40%c**	*42%*	*40%*	*41%*	*39%*	*38%*	**48%zi**	*36%*	**48%zk**	**53%no**	*39%*	*39%*	*34%*	*42%*
None of these	436	86	123	93	216	233	203	216	225	104	85	272	164	30	345	275	92	406
	26%	*27%*	*23%*	*26%*	*24%*	*24%*	*28%*	*25%*	*27%*	*25%*	*29%*	*27%*	*24%*	*32%*	*27%*	*24%*	*29%*	*26%*
Any BBC Radio	**465**	**78**	**160**	**109**	**269**	**271**	**194**	**259**	**242**	**122**	**53**	**306**	**158**	**11**	**359**	**337**	**102**	**402**
	28%jlm	***25%***	***30%***	***31%***	***30%***	***28%***	***27%***	***30%***	**29%j**	**29%j**	***18%***	**31%zl**	***23%***	***12%***	**28%m**	**30%zm**	***32%***	***26%***

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 586

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	1568	1218	130	111	109	212	484	381	369	365	440	520	526	770	577	757	179	1568
Weighted Total	1686	1423	80	46	137*	174*	580	430	442	400	511	556	557	682	565	874	210	1568
BBC Radio 1	347	297	18	6	26	29	121	81	106	70	108	143	120	138	114	179	49	286
	21%c	21%	22%	13%	19%	16%	21%	19%	24%c	17%	21%	26%z	22%	20%	20%	20%	23%	18%
BBC Radio 2	106	91	5	1	9	4	30	18	30	31	42	42	25	46	33	61	9	91
	6%	6%	6%	3%	6%	3%	5%	4%	7%	8%	8%l	8%l	4%	7%	6%	7%	4%	6%
TalkSPORT	65	59	2	1	4	3	26	19	19	14	31	30	23	25	16	37	13	58
	4%	4%	2%	1%	3%	2%	4%	4%	4%	3%	6%z	5%	4%	4%	3%	4%	6%	4%
My local commercial station	54	50	-	1	3	3	18	14	12	19	27	21	16	15	19	31	2	49
	3%	3%	-	2%	2%	2%	3%	3%	3%	5%b	5%z	4%	3%	2%	3%	4%	1%	3%
Virgin 1215/Virgin Radio	51	42	1	1	7	5	16	13	14	12	24	28	13	19	17	30	4	39
	3%	3%	1%	2%	5%	3%	3%	3%	3%	3%	5%	5%zl	2%	3%	3%	3%	2%	2%
BBC Radio Five Live	40	34	1	1	4	3	14	13	11	10	20	15	11	24	8	28	4	33
	2%	2%	1%	2%	3%	1%	2%	3%	2%	2%	4%z	3%	2%	3%	1%	3%	2%	2%
1Xtra from the BBC	37	30	1	-	7	4	17	10	7	5	18	16	11	23	5	29	3	28
	2%n	2%	1%	-	5%i	2%	3%	2%	2%	1%	4%	3%	2%	3%	1%	3%zn	1%	2%
BBC Radio 4	32	27	3	-	3	6	14	14	3	10	13	10	3	16	14	16	2	27
	2%l	2%	4%h	-	2%	3%	2%	3%h	1%	2%	3%l	2%	1%	2%	2%	2%	1%	2%
BBC Asian Network	18	13	-	*	5	*	3	3	1	8	3	6	4	11	5	10	3	26
	1%	1%	-	*	4%zafgh	*	1%	1%	*	2%a	1%	1%	1%	2%	1%	1%	2%	2%
Classic FM	18	11	1	1	4	4	4	4	5	3	8	6	2	12	10	5	1	17
	1%	1%	2%	2%	3%af	2%	1%	1%	1%	1%	2%	1%	*	2%	2%	1%	*	1%
My BBC Local Radio	18	15	-	1	2	2	3	2	4	8	4	4	2	9	7	9	1	19
	1%	1%	-	3%bfg	1%	1%	1%	*	1%	2%	1%	1%	*	1%	1%	1%	1%	1%
BBC Radio 3	18	15	-	-	3	4	6	4	1	8	7	10	4	8	6	11	-	16
	1%	1%	-	-	2%h	2%h	1%	1%	*	2%h	1%	2%	1%	1%	1%	1%	-	1%
BBC 6 Music	10	8	1	-	2	3	3	3	-	5	4	6	1	6	3	8	-	7
	1%	1%	1%	-	1%h	1%	*	1%	-	1%	1%	1%	*	1%	*	1%	-	*
BBC Radio Scotland	7	4	-	-	3	*	2	2	-	3	3	2	1	5	3	4	1	8
	*	*	-	-	2%zah	*	*	*	-	1%	1%	*	*	1%	*	*	*	1%

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 586

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	1568	1218	130	111	109	212	484	381	369	365	440	520	526	770	577	757	179	1568
Weighted Total	1686	1423	80	46	137*	174*	580	430	442	400	511	556	557	682	565	874	210	1568
BBC7	7	5	-	*	2	3	3	3	-	3	4	4	*	6	3	5	-	6
	*	*	-	**1%h**	**1%h**	*1%*	*	*1%*	-	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	-	*
BBC Radio Wales	7	4	1	-	2	*	*	*	-	4	3	1	1	4	5	2	-	9
	*	*	**2%zafgh**	-	**1%fh**	*	*	*	-	**1%a**	*1%*	*	*	*1%*	*1%*	*	-	*1%*
BBC Northern Ireland Radio	5	3	-	*	2	*	*	*	-	3	1	1	*	4	3	2	-	5
	*	*	-	**1%fgh**	**1%afh**	*	*	*	-	*1%*	*	*	*	*1%*	*	*	-	*
Other	3	3	-	-	-	1	1	1	2	*	*	2	*	1	*	2	*	7
	*	*	-	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	690	585	31	18	56	74	228	177	178	179	180	225	211	309	259	351	64	662
	41%jp	*41%*	*39%*	*38%*	*41%*	*43%*	*39%*	*41%*	*40%*	*45%*	*35%*	*40%*	*38%*	**45%z**	**46%zp**	**40%p**	*30%*	*42%*
None of these	436	361	19	17	38	54	160	115	110	91	140	118	163	150	122	235	70	406
	26%kmn	*25%*	*24%*	**37%zabhi**	*28%*	*31%*	*28%*	*27%*	*25%*	*23%*	**27%k**	*21%*	**29%k**	*22%*	*22%*	*27%*	**33%zn**	*26%*
Any BBC Radio	**465**	**399**	**26**	**9**	**32**	**32**	**163**	**111**	**131**	**106**	**148**	**178**	**152**	**191**	**149**	**242**	**67**	**402**
	28%e	**28%e**	**32%ce**	***19%***	***23%***	***18%***	**28%e**	**26%e**	**30%e**	***26%***	***29%***	**32%z**	***27%***	***28%***	***26%***	***28%***	***32%***	***26%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 587

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	1568	238	126	749	764	813	1185	1092	664	512	238	167	356	287	96	226	165	69	1568
Weighted Total	1686	260	123*	888	857	850	1244	1138	692	564	268	171	374	272	67*	246	156	46*	1568
BBC Radio 1	347	64	32	194	204	194	283	271	175	157	99	69	102	70	11	66	34	14	286
	21%	*25%*	*26%*	*22%*	**24%z**	*23%*	**23%z**	**24%zf**	**25%z**	**28%z**	**37%zhi**	**40%zhi**	**27%z**	*26%*	*16%*	**27%z**	*22%*	*30%*	*18%*
BBC Radio 2	106	19	8	59	71	60	81	73	48	47	38	27	32	24	6	14	13	5	91
	6%	*7%*	*6%*	*7%*	**8%zfg**	*7%*	*7%*	*6%*	*7%*	*8%*	**14%zhi**	**16%zhi**	*9%*	*9%*	*9%*	*6%*	*8%*	*10%*	*6%*
TalkSPORT	65	16	7	44	43	34	56	45	27	26	25	21	11	11	1	9	2	2	58
	4%	*6%*	*6%*	*5%*	*5%*	*4%*	**4%g**	*4%*	*4%*	*5%*	**9%zhi**	**12%zhi**	*3%*	*4%*	*2%*	*4%*	*1%*	*5%*	*4%*
My local commercial station	54	7	7	35	24	27	41	34	32	32	10	12	13	9	3	10	7	3	49
	3%	*3%*	*5%*	*4%*	*3%*	*3%*	*3%*	*3%*	**5%z**	**6%z**	*4%*	**7%z**	*3%*	*3%*	*4%*	*4%*	*5%*	*7%*	*3%*
Virgin 1215/Virgin Radio	51	11	8	28	35	27	37	37	22	22	21	11	9	12	2	10	6	3	39
	3%	*4%*	*7%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*4%*	**8%zhi**	**6%z**	*2%*	*4%*	*2%*	*4%*	*4%*	*8%*	*2%*
BBC Radio Five Live	40	12	5	27	26	24	32	28	15	13	14	12	7	7	3	3	4	1	33
	2%	*5%*	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	**5%zh**	**7%zhi**	*2%*	*3%*	*5%*	*1%*	*3%*	*3%*	*2%*
1Xtra from the BBC	37	5	1	18	19	18	22	21	11	19	6	3	5	8	6	6	6	2	28
	2%	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	**3%h**	*2%*	*2%*	*1%*	*3%*	**9%zlm**	*2%*	*4%*	*4%*	*2%*
BBC Radio 4	32	6	1	12	17	18	27	26	19	2	7	5	8	7	3	1	1	1	27
	2%i	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	**3%i**	*	**3%i**	**3%i**	*2%*	*2%*	*5%*	*	*1%*	*2%*	*2%*
BBC Asian Network	18	3	1	6	9	7	11	11	5	4	3	3	4	4	4	4	3	-	26
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	**7%zlm**	*2%*	*2%*	-	*2%*
Classic FM	18	5	6	5	11	12	15	15	7	4	5	-	2	3	4	3	-	-	17
	1%	**2%c**	**5%zc**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	**6%zlm**	*1%*	-	-	*1%*
My BBC Local Radio	18	3	1	10	7	11	14	13	7	7	2	2	3	2	3	2	1	*	19
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	**5%zlm**	*1%*	*1%*	*1%*	*1%*
BBC Radio 3	18	3	1	10	11	11	15	15	9	3	4	2	3	2	2	*	*	-	16
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*	*	-	*1%*
BBC 6 Music	10	1	1	7	5	6	8	8	4	1	*	*	1	1	1	-	-	-	7
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*	*	*	*2%*	-	-	-	*
BBC Radio Scotland	7	1	1	3	4	4	6	6	3	2	2	*	1	1	1	-	-	-	8
	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*	*	*	*2%*	-	-	-	*1%*

Fieldwork Dates : 7th - 25th March 2009
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BBC Media Review - Adult Survey
FINAL

Table 587

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	1568	238	126	749	764	813	1185	1092	664	512	238	167	356	287	96	226	165	69	1568
Weighted Total	1686	260	123*	888	857	850	1244	1138	692	564	268	171	374	272	67*	246	156	46*	1568
BBC7	7	1	1	4	5	3	5	5	1	*	*	*	1	1	1	*	-	*	6
	*	*1%*	*1%*	*	*1%*	*	*	*	*	*	*	*	*	*	*2%*	*	-	*1%*	*
BBC Radio Wales	7	1	1	3	4	4	7	7	3	1	1	*	1	2	1	1	1	-	9
	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*	*	*	*	*	*1%*	*2%*	*1%*	*1%*	-	*1%*
BBC Northern Ireland Radio	5	1	1	2	3	3	5	5	2	*	-	-	1	2	1	-	*	-	5
	*	*1%*	*1%*	*	*	*	*	*	*	*	-	-	*	*1%*	*2%*	-	*	-	*
Other	3	*	*	*	3	1	1	1	3	1	1	1	*	1	*	*	*	*	7
	*	*	*	*	*f	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	690	128	55	378	382	378	550	507	303	230	77	42	178	117	31	117	67	17	662
	41%jk	**49%z**	*45%*	*43%*	**45%z**	**44%z**	**44%z**	**45%z**	**44%jk**	**41%jk**	*29%*	*25%*	**48%z**	*43%*	*47%*	*48%*	*43%*	*37%*	*42%*
None of these	436	42	21	207	154	167	254	225	115	96	40	21	50	47	9	34	30	6	406
	26%adefghi jklmo	*16%*	*17%*	**23%a**	*18%*	*20%*	*20%*	*20%*	*17%*	*17%*	*15%*	*12%*	*13%*	*17%*	*14%*	*14%*	*19%*	*13%*	*26%*
Any BBC Radio	**465**	**78**	**38**	**254**	**270**	**258**	**371**	**346**	**225**	**196**	**131**	**88**	**128**	**94**	**22**	**80**	**50**	**19**	**402**
	28%	***30%***	***31%***	***29%***	**32%z**	**30%z**	**30%z**	**30%z**	**33%z**	**35%z**	**49%zhi**	**51%zhi**	**34%z**	**34%z**	***33%***	***33%***	***32%***	***41%***	***26%***

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Ipsos MORI

BBC Media Review - Adult Survey
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Table 588

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
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Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	1568	77	80	46	44	662	895	242	969	171	467	94	71	863	1230	168	1568
Weighted Total	1686	77*	94*	47*	47*	731	987	252	1034	179*	486	94*	68**	979	1349	182	1568
BBC Radio 1	347 **21%gmn**	35 **45%z**	34 **36%z**	22 **47%z**	22 **48%z**	195 **27%z**	189 *19%*	35 *14%*	195 *19%*	34 *19%*	120 **25%zm**	23 *25%*	22 *32%*	172 *18%*	260 *19%*	55 **30%zn**	286 *18%*
BBC Radio 2	106 **6%n**	11 **15%z**	11 *12%*	6 *14%*	8 **17%z**	63 **9%z**	61 *6%*	18 *7%*	66 *6%*	14 *8%*	41 **8%m**	7 *8%*	4 *5%*	50 *5%*	68 *5%*	27 **15%zn**	91 *6%*
TalkSPORT	65 **4%ghn**	10 **13%z**	12 **13%z**	5 **11%z**	3 *7%*	49 **7%z**	38 **4%g**	1 *1%*	31 *3%*	8 *4%*	20 *4%*	2 *2%*	2 *2%*	42 *4%*	43 *3%*	18 **10%zn**	58 *4%*
My local commercial station	54 *3%*	5 *6%*	6 *6%*	2 *4%*	4 *8%*	33 **4%z**	28 *3%*	4 *2%*	38 *4%*	5 *3%*	21 *4%*	4 *4%*	* *1%*	28 *3%*	43 *3%*	6 *3%*	49 *3%*
Virgin 1215/Virgin Radio	51 *3%*	8 **11%z**	10 **11%z**	4 *8%*	6 **12%z**	30 *4%*	22 *2%*	6 *2%*	30 *3%*	3 *2%*	15 *3%*	3 *4%*	2 *3%*	28 *3%*	38 *3%*	8 *5%*	39 *2%*
BBC Radio Five Live	40 *2%*	5 *6%*	2 *2%*	3 *7%*	2 *4%*	22 *3%*	17 *2%*	14 **5%zf**	21 *2%*	4 *2%*	13 *3%*	1 *1%*	- -	27 *3%*	28 *2%*	9 *5%*	33 *2%*
1Xtra from the BBC	37 *2%*	- -	- -	- -	- -	23 *3%*	18 *2%*	7 *3%*	17 *2%*	9 **5%h**	4 *1%*	3 *3%*	- -	30 **3%zj**	27 *2%*	8 *5%*	28 *2%*
BBC Radio 4	32 **2%m**	1 *1%*	3 *3%*	1 *2%*	1 *2%*	16 *2%*	16 *2%*	12 **5%zf**	21 *2%*	2 *1%*	12 *2%*	6 **6%zm**	2 *3%*	12 *1%*	22 *2%*	8 *4%*	27 *2%*
BBC Asian Network	18 *1%*	- -	- -	- -	- -	9 *1%*	9 *1%*	3 *1%*	9 *1%*	3 *2%*	6 *1%*	1 *1%*	- -	11 *1%*	12 *1%*	5 *3%*	26 *2%*
Classic FM	18 *1%*	3 *3%*	3 *3%*	- -	- -	7 *1%*	8 *1%*	1 *1%*	12 *1%*	- -	10 *2%*	1 *1%*	- -	6 *1%*	13 *1%*	2 *1%*	17 *1%*
My BBC Local Radio	18 *1%*	- -	2 *2%*	* *1%*	* *1%*	10 *1%*	11 *1%*	6 *2%*	10 *1%*	2 *1%*	5 *1%*	4 **4%zm**	- -	9 *1%*	11 *1%*	5 *3%*	19 *1%*
BBC Radio 3	18 **1%n**	2 *2%*	3 *3%*	1 *2%*	1 *2%*	9 *1%*	10 *1%*	6 *2%*	12 *1%*	* *	10 *2%*	2 *2%*	- -	6 *1%*	9 *1%*	6 **3%zn**	16 *1%*
BBC 6 Music	10 **1%n**	- -	- -	- -	- -	4 *1%*	4 *	5 **2%zf**	7 *1%*	- -	5 *1%*	1 *1%*	- -	4 *	5 *	4 **2%zn**	7 *
BBC Radio Scotland	7 *	- -	- -	- -	- -	3 *	3 *	1 *	3 *	1 *1%*	1 *	1 *1%*	- -	5 *	5 *	1 *1%*	8 *1%*
BBC7	7 *	- -	- -	- -	- -	1 *	4 *	3 *1%*	4 *	- -	2 *	1 *1%*	- -	4 *	5 *	1 *1%*	6 *

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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

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... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	1568	77	80	46	44	662	895	242	969	171	467	94	71	863	1230	168	1568
Weighted Total	1686	77*	94*	47*	47*	731	987	252	1034	179*	486	94*	68**	979	1349	182	1568
BBC Radio Wales	7	1	1	-	-	2	4	-	3	-	1	2	1	3	5	1	9
	*	*2%*	*1%*	-	-	*	*	-	*	-	*	*2%*	*2%*	*	*	*1%*	*1%*
BBC Northern Ireland Radio	5	-	-	-	-	1	3	*	2	-	1	1	-	2	2	2	5
	*n	-	-	-	-	*	*	*	*	-	*	*1%*	-	*	*	*1%*	*
Other	3	1	*	*	1	1	2	*	2	-	*	1	-	2	3	-	7
	*	*1%*	*	*	*1%*	*	*	*	*	-	*	*1%*	-	*	*	-	*
Don't know	690	19	24	17	12	276	400	132	413	90	208	48	33	375	559	65	662
	41%abm	*24%*	*26%*	*36%*	*25%*	*38%*	*40%*	**52%zf**	*40%*	*50%*	*43%*	**52%m**	*49%*	*38%*	*41%*	*36%*	*42%*
None of these	436	10	19	3	4	142	278	52	291	29	90	9	7	312	366	33	406
	26%acdeijko	*13%*	*20%*	*7%*	*10%*	*19%*	*28%*	*21%*	**28%zi**	*16%*	*19%*	*10%*	*11%*	**32%zjk**	**27%o**	*18%*	*26%*
Any BBC Radio	**465**	**43**	**45**	**27**	**27**	**264**	**255**	**63**	**268**	**51**	**159**	**34**	**25**	**233**	**347**	**75**	**402**
	28%mn	**56%z**	**48%z**	**57%z**	**57%z**	**36%z**	***26%***	***25%***	***26%***	***28%***	**33%zm**	**37%m**	***37%***	***24%***	***26%***	**41%zn**	***26%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 589

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	1568	1105	192	960	413	436	838	938	363	934	363	1247	140	595	625	889	358	1568
Weighted Total	1686	1225	199	1072	423	410	982	994	419	1059	369	1331	169	605	718	912	440	1568
BBC Radio 1	347	247	43	215	84	90	177	231	64	197	85	280	29	156	127	222	72	286
	21%fhip	*20%*	*21%*	*20%*	*20%*	*22%*	*18%*	**23%zh**	*15%*	*19%*	*23%*	*21%*	*17%*	**26%zn**	*18%*	**24%zp**	*16%*	*18%*
BBC Radio 2	106	61	22	68	29	34	60	79	12	60	28	85	10	55	32	60	28	91
	6%ahn	*5%*	**11%za**	*6%*	*7%*	*8%*	*6%*	**8%zh**	*3%*	*6%*	*7%*	*6%*	*6%*	**9%zn**	*4%*	*7%*	*6%*	*6%*
TalkSPORT	65	34	13	37	22	8	34	41	7	28	25	51	9	30	20	33	24	58
	4%ahi	*3%*	**7%a**	*3%*	*5%*	*2%*	*3%*	*4%*	*2%*	*3%*	**7%zi**	*4%*	*5%*	*5%*	*3%*	*4%*	*6%*	*4%*
My local commercial station	54	39	6	44	6	13	33	35	14	37	13	43	6	23	19	34	12	49
	3%	*3%*	*3%*	**4%zd**	*2%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*3%*
Virgin 1215/Virgin Radio	51	34	5	39	10	11	29	30	11	31	14	43	5	22	20	34	9	39
	3%	*3%*	*3%*	*4%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*4%*	*2%*	*2%*
BBC Radio Five Live	40	23	9	24	13	7	21	26	5	24	12	26	8	22	11	29	6	33
	2%	*2%*	*5%*	*2%*	*3%*	*2%*	*2%*	*3%*	*1%*	*2%*	*3%*	*2%*	*5%*	*4%*	*1%*	*3%*	*1%*	*2%*
1Xtra from the BBC	37	31	2	23	11	3	24	16	10	25	8	22	7	20	11	21	9	28
	2%k	*3%*	*1%*	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	*3%*	*2%*	*2%*	*2%*	*2%*
BBC Radio 4	32	25	6	16	13	16	13	29	1	21	10	25	3	25	7	27	5	27
	2%h	*2%*	*3%*	*1%*	*3%*	**4%zf**	*1%*	**3%zh**	*	*2%*	*3%*	*2%*	*2%*	**4%zn**	*1%*	**3%z**	*1%*	*2%*
BBC Asian Network	18	13	*	10	5	*	8	3	4	14	4	13	2	8	7	12	3	26
	1%eg	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
Classic FM	18	15	2	10	7	9	6	13	3	10	6	14	1	11	5	15	1	17
	1%	*1%*	*1%*	*1%*	*2%*	**2%f**	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*	*1%*
My BBC Local Radio	18	15	2	8	8	4	10	11	5	7	7	9	5	8	7	13	5	19
	1%k	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	**3%zk**	*1%*	*1%*	*1%*	*1%*	*1%*
BBC Radio 3	18	14	1	9	6	8	5	15	-	11	6	12	1	15	3	17	-	16
	1%fn	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	**2%h**	-	*1%*	*2%*	*1%*	*1%*	**3%zn**	*	**2%zp**	-	*1%*
BBC 6 Music	10	10	-	5	4	3	6	8	1	7	3	4	1	10	-	10	-	7
	1%k	*1%*	-	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	**2%zn**	-	**1%z**	-	*
BBC Radio Scotland	7	7	*	4	2	*	4	4	1	4	3	4	1	6	1	6	-	8
	*	*1%*	*	*	*	*	*	*	*	*	*1%*	*	*1%*	**1%z**	*	*1%*	-	*1%*
BBC7	7	7	-	4	2	-	5	5	*	4	3	1	1	7	-	7	-	6
	*k	*1%*	-	*	*	-	*1%*	*1%*	*	*	*1%*	*	*1%*	**1%zn**	-	*1%*	-	*
BBC Radio Wales	7	7	-	3	2	2	3	5	*	4	3	3	2	5	2	7	*	9
	*k	*1%*	-	*	*1%*	*1%*	*	*	*	*	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 589

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	Unwtd. Total
Unweighted Total	1568	1105	192	960	413	436	838	938	363	934	363	1247	140	595	625	889	358	1568
Weighted Total	1686	1225	199	1072	423	410	982	994	419	1059	369	1331	169	605	718	912	440	1568
BBC Northern Ireland Radio	5 *k	5 *	* *	2 *	2 *	* *	3 *	3 *	- -	2 *	3 *1%*	2 *	1 *1%*	5 **1%z**	- -	4 *	* *	5 *
Other	3 *	1 *	* *	2 *	* *	1 *	2 *	3 *	* *	1 *	2 *1%*	3 *	* *	1 *	- -	2 *	* *	7 *
Don't know	690 **41%acf**	476 *39%*	97 **49%a**	414 *39%*	201 **47%zc**	187 **46%f**	374 *38%*	432 **43%z**	158 *38%*	425 *40%*	158 *43%*	545 *41%*	63 *37%*	243 *40%*	285 *40%*	363 *40%*	178 *41%*	662 *42%*
None of these	436 **26%bdegjmo**	363 **30%zb**	27 *14%*	293 **27%d**	89 *21%*	73 *18%*	312 **32%ze**	207 *21%*	144 **34%zg**	310 **29%zj**	71 *19%*	341 *26%*	47 *28%*	124 *21%*	218 **30%zm**	209 *23%*	133 **30%o**	406 *26%*
Any BBC Radio	**465** **28%fhi**	**324** ***26%***	**63** ***32%***	**293** ***27%***	**115** ***27%***	**123** ***30%***	**243** ***25%***	**298** **30%zh**	**92** ***22%***	**266** ***25%***	**118** **32%i**	**373** ***28%***	**46** ***27%***	**204** **34%zn**	**175** ***24%***	**281** **31%z**	**110** ***25%***	**402** ***26%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 590

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	1568	1043	243	1151	175	1184	64	1098	57	773	320	1138	178	1000	230	1568
Weighted Total	1686	1141	259	1270	190	1306	58*	1233	54*	802	373	1243	195	1113	236	1568
BBC Radio 1	347	210	77	238	51	273	19	261	24	167	67	247	49	198	68	286
	21%acm	*18%*	**30%za**	*19%*	**27%c**	*21%*	*33%*	*21%*	**45%zg**	*21%*	*18%*	*20%*	*25%*	*18%*	**29%zm**	*18%*
BBC Radio 2	106	59	29	69	23	78	10	74	8	51	27	71	23	75	20	91
	6%ac	*5%*	**11%za**	*5%*	**12%zc**	*6%*	**18%ze**	*6%*	**16%zg**	*6%*	*7%*	*6%*	**12%zk**	*7%*	*8%*	*6%*
TalkSPORT	65	36	18	38	10	51	5	50	5	34	15	47	9	31	22	58
	4%cm	*3%*	**7%a**	*3%*	*5%*	*4%*	*9%*	*4%*	*9%*	*4%*	*4%*	*4%*	*5%*	*3%*	**9%zm**	*4%*
My local commercial station	54	36	12	46	5	43	6	47	2	24	15	34	5	37	9	49
	3%	*3%*	*4%*	*4%*	*3%*	*3%*	**10%ze**	*4%*	*4%*	*3%*	*4%*	*3%*	*3%*	*3%*	*4%*	*3%*
Virgin 1215/Virgin Radio	51	30	16	33	12	41	6	43	4	24	13	38	8	32	13	39
	3%	*3%*	**6%za**	*3%*	**6%zc**	*3%*	**10%ze**	*4%*	*7%*	*3%*	*3%*	*3%*	*4%*	*3%*	*6%*	*2%*
BBC Radio Five Live	40	13	15	20	13	25	5	28	4	25	8	34	4	26	6	33
	2%ace	*1%*	**6%za**	*2%*	**7%zc**	*2%*	**9%ze**	*2%*	**8%zg**	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*
1Xtra from the BBC	37	11	15	13	13	25	4	24	4	16	8	29	4	29	2	28
	2%ac	*1%*	**6%za**	*1%*	**7%zc**	*2%*	*6%*	*2%*	**8%zg**	*2%*	*2%*	*2%*	*2%*	*3%*	*1%*	*2%*
BBC Radio 4	32	11	16	11	16	20	9	19	9	20	5	25	5	22	5	27
	2%ace	*1%*	**6%za**	*1%*	**9%zc**	*2%*	**15%ze**	*2%*	**17%zg**	*3%*	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*
BBC Asian Network	18	8	4	11	5	12	3	13	3	7	3	16	2	14	1	26
	1%	*1%*	*2%*	*1%*	*2%*	*1%*	**6%ze**	*1%*	**6%zg**	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*
Classic FM	18	12	5	11	6	9	6	10	2	8	1	14	3	11	5	17
	1%e	*1%*	*2%*	*1%*	**3%c**	*1%*	**10%ze**	*1%*	*3%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*
My BBC Local Radio	18	11	5	9	6	12	3	10	5	10	*	13	5	13	*	19
	1%cj	*1%*	*2%*	*1%*	**3%c**	*1%*	**5%ze**	*1%*	**9%zg**	*1%*	*	*1%*	*3%*	*1%*	*	*1%*
BBC Radio 3	18	5	9	6	9	11	5	10	3	16	*	10	4	11	1	16
	1%acj	*	**3%za**	*	**5%zc**	*1%*	**9%ze**	*1%*	**5%zg**	**2%zj**	*	*1%*	*2%*	*1%*	*	*1%*
BBC 6 Music	10	2	8	1	8	7	2	6	2	8	*	8	2	8	-	7
	1%ac	*	**3%za**	*	**4%zc**	*1%*	*3%*	*	**3%zg**	*1%*	*	*1%*	*1%*	*1%*	-	*
BBC Radio Scotland	7	3	4	1	3	4	2	5	2	3	1	4	4	6	2	8
	*c	*	**2%za**	*	**2%c**	*	**3%ze**	*	**3%zg**	*	*	*	**2%zk**	*	*1%*	*1%*
BBC7	7	2	5	*	6	4	2	3	2	5	*	5	2	5	-	6
	*ac	*	**2%za**	*	**3%zc**	*	**3%ze**	*	**3%zg**	*1%*	*	*	*1%*	*	-	*
BBC Radio Wales	7	3	4	1	4	2	2	5	2	5	*	4	3	5	1	9
	*ce	*	**1%a**	*	**2%zc**	*	**3%ze**	*	**3%zg**	*1%*	*	*	*2%*	*	*	*1%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 590

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	1568	1043	243	1151	175	1184	64	1098	57	773	320	1138	178	1000	230	1568
Weighted Total	1686	1141	259	1270	190	1306	58*	1233	54*	802	373	1243	195	1113	236	1568
BBC Northern Ireland Radio	5 *ce	2 *	3 *1%*	* *	3 **2%zc**	2 *	2 **3%ze**	3 *	2 **4%zg**	3 *	* *	3 *	2 *1%*	5 *	- -	5 *
Other	3 *	2 *	1 *	2 *	* *	2 *	* *	2 *	* *	3 *	* *	2 *	* *	3 *	* *	7 *
Don't know	690 **41%efgh**	459 *40%*	105 *40%*	512 *40%*	77 *40%*	507 **39%f**	13 *22%*	475 **39%h**	11 *20%*	372 **46%zj**	135 *36%*	505 *41%*	85 *44%*	460 *41%*	87 *37%*	662 *42%*
None of these	436 **26%bfiln**	330 **29%zb**	42 *16%*	356 **28%zd**	35 *19%*	361 **28%zf**	6 *11%*	338 **27%h**	6 *12%*	176 *22%*	110 **30%i**	331 **27%l**	34 *17%*	313 **28%zn**	42 *18%*	406 *26%*
Any BBC Radio	**465** **28%acm**	**283** ***25%***	**96** **37%za**	**328** ***26%***	**66** **35%c**	**359** ***27%***	**33** **56%ze**	**346** ***28%***	**34** **63%zg**	**219** ***27%***	**98** ***26%***	**338** ***27%***	**64** ***33%***	**277** ***25%***	**86** **36%zm**	**402** ***26%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 591

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	1568	1293	941	1360	1130	836	1428	1523	41	419	453	1210	905	1568	-	1568
Weighted Total	1686	1413	1100	1484	1238	945	1563	1654	27**	502	555	1344	969	1686	-**	1568
BBC Radio 1	347	286	211	307	230	178	313	339	6	113	144	301	216	347	-	286
	21%d	**20%d**	*19%*	**21%d**	*19%*	*19%*	**20%d**	**20%d**	*22%*	*23%*	**26%zkm**	**22%zm**	*22%*	*21%*	-	*18%*
BBC Radio 2	106	85	66	90	67	45	91	101	2	23	39	85	74	106	-	91
	6%e	*6%*	*6%*	**6%e**	*5%*	*5%*	*6%*	**6%e**	*7%*	*5%*	*7%*	*6%*	**8%i**	*6%*	-	*6%*
TalkSPORT	65	49	44	53	45	30	58	63	2	22	30	57	48	65	-	58
	4%	*4%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*7%*	*4%*	*5%*	*4%*	*5%*	*4%*	-	*4%*
My local commercial station	54	46	35	49	48	29	53	54	*	15	22	47	41	54	-	49
	3%	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*	*3%*	*4%*	*4%*	**4%zm**	*3%*	-	*3%*
Virgin 1215/Virgin Radio	51	37	28	40	40	22	45	49	2	17	14	36	41	51	-	39
	3%ac	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	**3%c**	*7%*	*3%*	*3%*	*3%*	**4%zkm**	*3%*	-	*2%*
BBC Radio Five Live	40	29	24	31	27	12	34	38	2	18	8	32	33	40	-	33
	2%e	**2%e**	**2%e**	**2%e**	**2%e**	*1%*	**2%e**	**2%e**	*7%*	*4%*	*1%*	*2%*	**3%zjm**	*2%*	-	*2%*
1Xtra from the BBC	37	27	16	28	20	17	32	36	2	14	10	30	19	37	-	28
	2%bcd	*2%*	*1%*	*2%*	*2%*	*2%*	**2%d**	**2%bcd**	*7%*	*3%*	*2%*	*2%*	*2%*	*2%*	-	*2%*
BBC Radio 4	32	24	17	24	19	14	27	29	2	4	8	22	23	32	-	27
	2%cg	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*7%*	*1%*	*1%*	*2%*	**2%i**	*2%*	-	*2%*
BBC Asian Network	18	10	6	10	10	1	16	16	2	6	4	13	10	18	-	26
	1%abceg	**1%e**	**1%e**	**1%e**	**1%e**	*	**1%abce**	**1%abce**	*7%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*2%*
Classic FM	18	11	10	13	10	2	13	16	2	7	2	11	14	18	-	17
	1%aefg	**1%e**	**1%e**	**1%e**	**1%e**	*	**1%e**	**1%e**	*7%*	*1%*	*	*1%*	**1%j**	*1%*	-	*1%*
My BBC Local Radio	18	14	14	15	9	9	15	16	2	5	7	12	11	18	-	19
	1%g	*1%*	**1%d**	*1%*	*1%*	*1%*	*1%*	*1%*	*7%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*
BBC Radio 3	18	9	5	9	9	2	15	16	2	7	4	12	9	18	-	16
	1%abceg	*1%*	*	*1%*	**1%e**	*	**1%abce**	**1%abce**	*7%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*
BBC 6 Music	10	4	2	4	4	*	8	8	2	3	1	4	7	10	-	7
	1%abcdegk	*	*	*	*e	*	**1%abce**	**1%abce**	*7%*	*1%*	*	*	*1%*	**1%k**	-	*
BBC Radio Scotland	7	4	3	4	2	1	4	5	2	1	3	4	4	7	-	8
	*cdefg	*	*	*	*	*	*	*f	*7%*	*	*1%*	*	*	*	-	*1%*
BBC7	7	4	1	4	4	*	5	5	2	-	1	1	7	7	-	6
	*bcegk	*	*	*	*e	*	*e	*e	*7%*	-	*	*	**1%k**	*k	-	*
BBC Radio Wales	7	4	3	4	3	2	5	5	2	2	1	4	7	7	-	9
	*cfg	*	*	*	*	*	*	*	*7%*	*	*	*	*1%*	*	-	*1%*
BBC Northern Ireland Radio	5	2	1	2	2	*	3	3	2	-	1	2	5	5	-	5
	*acfgk	*	*	*	*	*	*	*c	*7%*	-	*	*	*1%*	*k	-	*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 591

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	1568	1293	941	1360	1130	836	1428	1523	41	419	453	1210	905	1568	-	1568
Weighted Total	1686	1413	1100	1484	1238	945	1563	1654	27**	502	555	1344	969	1686	-**	1568
Other	3	2	2	3	2	1	3	3	*	*	3	3	2	3	-	7
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	-	*
Don't know	690	582	456	605	537	387	646	674	16	173	190	515	386	690	-	662
	41%ijk	*41%*	*41%*	*41%*	**43%zacfg**	*41%*	*41%*	*41%*	*58%*	*35%*	*34%*	**38%j**	**40%j**	**41%ijk**	-	*42%*
None of these	436	368	294	386	311	279	410	429	5	148	136	352	226	436	-	406
	26%l	*26%*	*27%*	*26%*	*25%*	**29%zacdfg**	*26%*	*26%*	*20%*	**29%l**	*24%*	*26%*	*23%*	**26%l**	-	*26%*
Any BBC Radio	**465**	**383**	**289**	**409**	**312**	**231**	**423**	**456**	**6**	**154**	**196**	**404**	**290**	**465**	**-**	**402**
	28%de	**27%de**	***26%***	**28%de**	***25%***	***24%***	**27%de**	**28%de**	***22%***	***31%***	**35%zklm**	**30%zm**	***30%***	***28%***	**-**	***26%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 592

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.60 Satisfaction with what you - Hear on the radio?									Q.61 Satisfaction with what you - Hear on BBC radio								
	Total	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied
Unweighted Total	**1568**	288	896	217	51	13	103	1184	64	1120	297	801	220	40	17	193	1098	57	1041
Weighted Total	**1686**	325	981	243	48	11	78	1306	58	1247	333	900	245	37	17	153	1233	54	1179
BBC Radio 1	**347**	47	226	49	14	5	6	273	19	254	52	209	52	16	8	10	261	24	237
	21%	*14%*	*23%*	*20%*	*30%*	*45%*	*8%*	*21%*	*33%*	*20%*	*16%*	*23%*	*21%*	*44%*	*45%*	*7%*	*21%*	*45%*	*20%*
BBC Radio 2	**106**	13	65	14	8	2	3	78	10	68	11	63	17	6	2	6	74	8	66
	6%	*4%*	*7%*	*6%*	*17%*	*20%*	*4%*	*6%*	*18%*	*5%*	*3%*	*7%*	*7%*	*17%*	*13%*	*4%*	*6%*	*16%*	*6%*
TalkSPORT	**65**	9	42	9	5	-	*	51	5	46	10	40	9	3	1	2	50	5	45
	4%	*3%*	*4%*	*4%*	*11%*	-	*	*4%*	*9%*	*4%*	*3%*	*4%*	*3%*	*9%*	*8%*	*2%*	*4%*	*9%*	*4%*
My local commercial station	**54**	7	36	5	5	1	-	43	6	37	15	32	4	1	1	1	47	2	45
	3%	*2%*	*4%*	*2%*	*10%*	*10%*	-	*3%*	*10%*	*3%*	*4%*	*4%*	*2%*	*2%*	*7%*	*1%*	*4%*	*4%*	*4%*
Virgin 1215/Virgin Radio	**51**	1	39	5	6	-	-	41	6	35	4	40	4	3	1	-	43	4	40
	3%	*	*4%*	*2%*	*12%*	-	-	*3%*	*10%*	*3%*	*1%*	*4%*	*2%*	*7%*	*7%*	-	*4%*	*7%*	*3%*
BBC Radio Five Live	**40**	8	17	9	4	1	1	25	5	20	6	22	4	2	2	4	28	4	23
	2%	*2%*	*2%*	*4%*	*9%*	*10%*	*1%*	*2%*	*9%*	*2%*	*2%*	*2%*	*2%*	*5%*	*14%*	*3%*	*2%*	*8%*	*2%*
1Xtra from the BBC	**37**	9	17	7	4	-	1	25	4	22	6	18	7	3	1	3	24	4	20
	2%	*3%*	*2%*	*3%*	*7%*	-	*1%*	*2%*	*6%*	*2%*	*2%*	*2%*	*3%*	*8%*	*7%*	*2%*	*2%*	*8%*	*2%*
BBC Radio 4	**32**	4	16	3	8	1	1	20	9	11	1	18	1	5	4	3	19	9	10
	2%	*1%*	*2%*	*1%*	*16%*	*10%*	*1%*	*2%*	*15%*	*1%*	*	*2%*	*	*13%*	*24%*	*2%*	*2%*	*17%*	*1%*
BBC Asian Network	**18**	3	8	3	2	2	-	12	3	8	3	10	2	2	2	-	13	3	10
	1%	*1%*	*1%*	*1%*	*4%*	*14%*	-	*1%*	*6%*	*1%*	*1%*	*1%*	*1%*	*5%*	*9%*	-	*1%*	*6%*	*1%*
Classic FM	**18**	2	7	1	6	-	2	9	6	4	2	7	5	2	-	2	10	2	8
	1%	*1%*	*1%*	*1%*	*12%*	-	*2%*	*1%*	*10%*	*	*1%*	*1%*	*2%*	*5%*	-	*1%*	*1%*	*3%*	*1%*
My BBC Local Radio	**18**	*	12	3	2	1	-	12	3	9	-	10	1	4	1	1	10	5	6
	1%	*	*1%*	*1%*	*4%*	*10%*	-	*1%*	*5%*	*1%*	-	*1%*	*1%*	*10%*	*7%*	*1%*	*1%*	*9%*	*
BBC Radio 3	**18**	3	8	2	4	1	*	11	5	6	-	10	3	2	1	3	10	3	7
	1%	*1%*	*1%*	*1%*	*9%*	*10%*	*	*1%*	*9%*	*	-	*1%*	*1%*	*5%*	*6%*	*2%*	*1%*	*5%*	*1%*
BBC 6 Music	**10**	3	4	1	2	-	-	7	2	5	-	6	-	2	*	3	6	2	4
	1%	*1%*	*	*1%*	*4%*	-	-	*1%*	*3%*	*	-	*1%*	-	*5%*	*	*2%*	*	*3%*	*
BBC Radio Scotland	**7**	1	3	1	2	-	-	4	2	2	1	4	*	2	*	-	5	2	4
	*******	*	*	*1%*	*4%*	-	-	*	*3%*	*	*	*	*	*5%*	*	-	*	*3%*	*
BBC7	**7**	3	1	1	2	-	-	4	2	2	*	3	-	2	*	3	3	2	1
	*******	*1%*	*	*1%*	*4%*	-	-	*	*3%*	*	*	*	-	*5%*	*	*2%*	*	*3%*	*
BBC Radio Wales	**7**	1	1	4	2	-	-	2	2	*	1	4	*	2	*	-	5	2	3
	*******	*	*	*1%*	*4%*	-	-	*	*3%*	*	*	*	*	*5%*	*	-	*	*3%*	*
BBC Northern Ireland Radio	**5**	-	2	1	2	-	-	2	2	*	-	3	-	2	-	-	3	2	*
	*******	-	*	*1%*	*4%*	-	-	*	*3%*	*	-	*	-	*6%*	-	-	*	*4%*	*
Other	**3**	2	1	*	*	*	-	2	*	2	2	1	*	*	-	*	2	*	2
	*******	*1%*	*	*	*	*	-	*	*	*	*1%*	*	*	*	-	*	*	*	*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
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Table 592

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.60 Satisfaction with what you - Hear on the radio?									Q.61 Satisfaction with what you - Hear on BBC radio								
	Total	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied	Very satisfied	Fairly satisfied	Neither satisfied nor dissat isfied	Fairly dissat isfied	Very dissat isfied	Don't know	Satisfied	Dissat isfied	Net Satisfied
Unweighted Total	**1568**	288	896	217	51	13	103	1184	64	1120	297	801	220	40	17	193	1098	57	1041
Weighted Total	**1686**	325	981	243	48	11	78	1306	58	1247	333	900	245	37	17	153	1233	54	1179
Don't know	**690**	136	371	116	11	2	55	507	13	494	129	346	104	9	2	100	475	11	464
	41%	*42%*	*38%*	*48%*	*22%*	*19%*	*70%*	*39%*	*22%*	*40%*	*39%*	*38%*	*42%*	*24%*	*12%*	*66%*	*39%*	*20%*	*39%*
None of these	**436**	108	254	54	5	1	14	361	6	355	111	226	57	5	2	35	338	6	331
	26%	*33%*	*26%*	*22%*	*11%*	*11%*	*17%*	*28%*	*11%*	*28%*	*33%*	*25%*	*23%*	*13%*	*9%*	*23%*	*27%*	*12%*	*28%*
Any BBC Radio	**465**	**66**	**293**	**65**	**25**	**7**	**9**	**359**	**33**	**326**	**71**	**275**	**73**	**21**	**13**	**13**	**346**	**34**	**312**
	28%	***20%***	***30%***	***27%***	***53%***	***70%***	***11%***	***27%***	***56%***	***26%***	***21%***	***31%***	***30%***	***56%***	***78%***	***8%***	***28%***	***63%***	***26%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
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BBC Media Review - Adult Survey
FINAL

Table 593

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

	Total	Q.64 Which of these radio stations, if any, do you listen to regularly?																						
		BBC Radio 2	BBC Radio 1	BBC Radio 4	My local commercial station	My BBC Local Radio	Classic FM	BBC Radio Five Live	Heart	Magic	TalkSPORT	Galaxy	BBC Radio 3	Virgin 1215/ Virgin Radio	XFM	BBC Radio Scotland	BBC7	BBC 6 Music	BBC Radio Wales	BBC Northern Ireland Radio	1Xtra from the BBC	BBC Asian Network	Other	Any BBC Radio
Unweighted Total	**1568**	453	419	336	294	211	229	167	157	140	120	134	77	49	34	32	28	24	32	40	18	63	89	1210
Weighted Total	**1686**	555	502	407	325	259	254	188	174	139	127	127	97	60	51	40	33	29	20	18	17	17	76	1344
BBC Radio 1	**347**	144	113	94	81	51	57	39	37	18	29	19	31	15	4	15	7	-	7	2	4	*	18	301
	21%	*26%*	*23%*	*23%*	*25%*	*20%*	*22%*	*21%*	*21%*	*13%*	*23%*	*15%*	*33%*	*24%*	*9%*	*38%*	*21%*	-	*35%*	*12%*	*22%*	*	*24%*	*22%*
BBC Radio 2	**106**	39	23	34	27	20	26	18	12	6	14	7	10	6	2	7	4	*	4	-	-	*	4	85
	6%	*7%*	*5%*	*8%*	*8%*	*8%*	*10%*	*10%*	*7%*	*4%*	*11%*	*5%*	*10%*	*9%*	*3%*	*17%*	*11%*	*	*19%*	-	-	*	*6%*	*6%*
TalkSPORT	**65**	30	22	19	8	9	4	22	7	9	19	6	-	9	2	-	-	1	-	-	2	*	6	57
	4%	*5%*	*4%*	*5%*	*2%*	*3%*	*1%*	*12%*	*4%*	*6%*	*15%*	*5%*	-	*15%*	*4%*	-	-	*4%*	-	-	*14%*	*	*7%*	*4%*
My local commercial station	**54**	22	15	19	14	14	10	7	8	3	3	12	4	2	7	2	2	3	-	*	-	*	1	47
	3%	*4%*	*3%*	*5%*	*4%*	*5%*	*4%*	*4%*	*5%*	*2%*	*2%*	*9%*	*4%*	*3%*	*14%*	*4%*	*5%*	*9%*	-	*2%*	-	*	*2%*	*4%*
Virgin 1215/Virgin Radio	**51**	14	17	15	12	10	14	7	8	12	8	4	1	7	3	3	-	1	-	-	-	*	3	36
	3%	*3%*	*3%*	*4%*	*4%*	*4%*	*5%*	*4%*	*5%*	*8%*	*6%*	*3%*	*1%*	*12%*	*5%*	*6%*	-	*4%*	-	-	-	*	*3%*	*3%*
BBC Radio Five Live	**40**	8	18	11	9	3	11	8	3	6	5	4	4	6	2	1	-	-	-	*	2	-	3	32
	2%	*1%*	*4%*	*3%*	*3%*	*1%*	*4%*	*4%*	*2%*	*4%*	*4%*	*3%*	*4%*	*10%*	*3%*	*3%*	-	-	-	*2%*	*14%*	-	*4%*	*2%*
1Xtra from the BBC	**37**	10	14	5	6	3	2	3	3	*	4	2	1	2	2	-	-	-	-	-	6	-	3	30
	2%	*2%*	*3%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*	*3%*	*1%*	*1%*	*3%*	*3%*	-	-	-	-	-	*37%*	-	*3%*	*2%*
BBC Radio 4	**32**	8	4	15	11	2	10	1	-	-	3	1	4	-	-	-	1	-	1	-	-	-	1	22
	2%	*1%*	*1%*	*4%*	*3%*	*1%*	*4%*	*1%*	-	-	*2%*	*1%*	*4%*	-	-	-	*3%*	-	*4%*	-	-	-	*2%*	*2%*
BBC Asian Network	**18**	4	6	2	2	1	*	1	*	1	4	3	*	-	2	-	-	-	*	*	3	3	1	13
	1%	*1%*	*1%*	*	*1%*	*	*	*1%*	*	*1%*	*3%*	*2%*	*	-	*3%*	-	-	-	*	*1%*	*20%*	*16%*	*2%*	*1%*
Classic FM	**18**	2	7	3	3	2	5	-	3	-	4	1	3	-	-	2	-	-	*	-	*	-	1	11
	1%	*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	-	*4%*	*1%*	*3%*	-	-	*6%*	-	-	*	-	*	-	*2%*	*1%*
My BBC Local Radio	**18**	7	5	4	4	2	2	*	*	1	2	1	1	-	-	-	2	-	-	*	-	1	3	12
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	-	-	-	*5%*	-	-	*2%*	-	*8%*	*4%*	*1%*
BBC Radio 3	**18**	4	7	2	6	1	*	1	1	1	2	-	-	-	-	-	-	*	-	-	-	-	1	12
	1%	*1%*	*1%*	*	*2%*	*	*	*	*	*	*1%*	-	-	-	-	-	-	*	-	-	-	-	*2%*	*1%*
BBC 6 Music	**10**	1	3	-	4	1	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	1	4
	1%	*	*1%*	-	*1%*	*	-	-	-	-	*1%*	-	-	-	-	-	-	-	*3%*	*3%*	-	-	*2%*	*
BBC Radio Scotland	**7**	3	1	-	2	1	-	-	-	-	1	-	*	-	-	1	-	-	*	-	*	-	1	4
	*******	*1%*	*	-	*1%*	*	-	-	-	-	*1%*	-	*	-	-	*3%*	-	-	*	-	*	-	*2%*	*
BBC7	**7**	1	-	-	5	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1
	*******	*	-	-	*1%*	*	-	-	-	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	*2%*	*
BBC Radio Wales	**7**	1	2	2	2	1	1	1	-	*	2	1	-	1	-	-	-	-	*	-	*	-	1	4
	*******	*	*	*	*1%*	*	*1%*	*1%*	-	*	*2%*	*1%*	-	*2%*	-	-	-	-	*2%*	-	*	-	*2%*	*
BBC Northern Ireland Radio	**5**	1	-	-	2	1	-	*	-	-	2	-	*	-	-	-	-	-	*	-	*	-	1	2
	*******	*	-	-	*1%*	*	-	*	-	-	*1%*	-	*	-	-	-	-	-	*	-	*	-	*2%*	*
Other	**3**	3	*	*	-	-	2	2	1	1	-	*	*	-	-	-	-	-	-	-	-	*	*	3
	*******	*	*	*	-	-	*1%*	*1%*	*	*	-	*	*	-	-	-	-	-	-	-	-	*1%*	*	*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 593

Q.44 Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:
... the ones which most need to improve their content in terms of morality, values and standards of behaviour?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Q.64 Which of these radio stations, if any, do you listen to regularly?																						
	Total	BBC Radio 2	BBC Radio 1	BBC Radio 4	My local commercial station	My BBC Local Radio	Classic FM	BBC Radio Five Live	Heart	Magic	TalkSPORT	Galaxy	BBC Radio 3	Virgin 1215/ Virgin Radio	XFM	BBC Radio Scotland	BBC7	BBC 6 Music	BBC Radio Wales	BBC Northern Ireland Radio	1Xtra from the BBC	BBC Asian Network	Other	Any BBC Radio
Unweighted Total	**1568**	453	419	336	294	211	229	167	157	140	120	134	77	49	34	32	28	24	32	40	18	63	89	1210
Weighted Total	**1686**	555	502	407	325	259	254	188	174	139	127	127	97	60	51	40	33	29	20	18	17	17	76	1344
Don't know	**690**	190	173	153	135	109	112	62	68	60	38	53	35	11	14	12	13	15	7	7	1	8	32	515
	41%	*34%*	*35%*	*37%*	*42%*	*42%*	*44%*	*33%*	*39%*	*43%*	*30%*	*41%*	*37%*	*19%*	*27%*	*29%*	*39%*	*52%*	*34%*	*38%*	*4%*	*48%*	*42%*	*38%*
None of these	**436**	136	148	97	74	76	41	56	43	39	28	30	20	20	20	7	9	11	5	7	7	4	23	352
	26%	*24%*	*29%*	*24%*	*23%*	*29%*	*16%*	*30%*	*25%*	*28%*	*22%*	*23%*	*21%*	*34%*	*38%*	*18%*	*27%*	*39%*	*23%*	*41%*	*39%*	*26%*	*30%*	*26%*
Any BBC Radio	**465**	**196**	**154**	**131**	**98**	**59**	**85**	**50**	**46**	**33**	**46**	**33**	**37**	**23**	**6**	**17**	**10**	*	**9**	**3**	**10**	**4**	**21**	**404**
	28%	*35%*	*31%*	*32%*	*30%*	*23%*	*33%*	*27%*	*26%*	*23%*	*36%*	*26%*	*39%*	*38%*	*12%*	*43%*	*29%*	*	*44%*	*19%*	*56%*	*25%*	*28%*	*30%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 594

Q.43/44 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are... - Summary

Base : UK Adults Aged 16+

	Radio Station Assessment			
	Q.43 Currently the most likely to have high standards in terms of morality, values and standards of behaviour?	Q.44 The ones which most need to improve their content in terms of morality, values and standards of behaviour?	Q.43 Currently the most likely to have high standards in terms of morality, values and standards of behaviour? [Radio listeners]	Q.44 The ones which most need to improve their content in terms of morality, values and standards of behaviour? [Radio listeners]
Unweighted Total	2206	2206	1568	1568
Weighted Total	2206	2206	1686	1686
BBC Radio 1	412 *19%*	360 *16%*	376 *22%*	347 *21%*
BBC Radio 2	631 *29%*	118 *5%*	591 *35%*	106 *6%*
BBC Radio 3	464 *21%*	21 *1%*	428 *25%*	18 *1%*
BBC Radio 4	735 *33%*	32 *1%*	689 *41%*	32 *2%*
BBC Radio Five Live	253 *11%*	41 *2%*	242 *14%*	40 *2%*
BBC 6 Music	102 *5%*	11 *1%*	97 *6%*	10 *1%*
1Xtra from the BBC	50 *2%*	43 *2%*	47 *3%*	37 *2%*
BBC Asian Network	84 *4%*	18 *1%*	77 *5%*	18 *1%*
BBC7	83 *4%*	8 *	79 *5%*	7 *
My BBC Local Radio	281 *13%*	21 *1%*	273 *16%*	18 *1%*
BBC Radio Wales	72 *3%*	7 *	70 *4%*	7 *
BBC Radio Scotland	97 *4%*	7 *	91 *5%*	7 *
BBC Northern Ireland Radio	62 *3%*	5 *	59 *3%*	5 *
My local commercial station	178 *8%*	55 *3%*	171 *10%*	54 *3%*
Classic FM	441 *20%*	18 *1%*	418 *25%*	18 *1%*
Virgin 1215/Virgin Radio	69 *3%*	52 *2%*	67 *4%*	51 *3%*
TalkSPORT	122 *6%*	72 *3%*	122 *7%*	65 *4%*
Other	29 *1%*	3 *	26 *2%*	3 *

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
FINAL

Table 594

Q.43/44 Thinking of the different TV channels and the content of their programmes, which ones on this card, if any, do you think are... - Summary

Base : UK Adults Aged 16+

	Radio Station Assessment			
	Q.43 Currently the most likely to have high standards in terms of morality, values and standards of behaviour?	Q.44 The ones which most need to improve their content in terms of morality, values and standards of behaviour?	Q.43 Currently the most likely to have high standards in terms of morality, values and standards of behaviour? [Radio listeners]	Q.44 The ones which most need to improve their content in terms of morality, values and standards of behaviour? [Radio listeners]
Unweighted Total	2206	2206	1568	1568
Weighted Total	2206	2206	1686	1686
Don't know	514	1022	235	690
	23%	*46%*	*14%*	*41%*
None of these	272	583	124	436
	12%	*26%*	*7%*	*26%*
Any BBC Radio	**1280**	**500**	**1192**	**465**
	58%	***23%***	***71%***	***28%***

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 595

Q.45 To what extent do you agree or disagree with each of the following statements?

Creativity, new talent or innovative programmes should be encouraged even if some people might take offence

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Strongly agree	(5)	431	251	180	88	84	90	72	49	35	14	172	259	41.10	256	48	82	350	409
		20%bik	**23%zb**	*16%*	**27%zghik**	**24%ghik**	**22%hik**	**20%i**	**15%i**	*14%*	*7%*	**25%zghik**	**17%i**		*19%*	*15%*	*20%*	*19%*	*19%*
Tend to agree	(4)	1115	540	575	143	168	229	188	167	126	95	311	804	47.30	685	169	200	915	1050
		51%cj	*50%*	*51%*	*43%*	*48%*	**56%cj**	*52%*	*52%*	*52%*	*49%*	*46%*	**53%zcj**		*51%*	*53%*	*49%*	*51%*	*48%*
Neither agree nor disagree	(3)	360	156	204	53	70	59	49	43	41	45	123	237	46.88	215	59	57	303	397
		16%	*15%*	*18%*	*16%*	*20%*	*15%*	*14%*	*13%*	*17%*	**23%zefgk**	*18%*	*16%*		*16%*	*18%*	*14%*	*17%*	*18%*
Tend to disagree	(2)	214	87	126	31	20	22	37	47	32	26	51	163	51.39	144	31	48	165	224
		10%de	*8%*	*11%*	*9%*	*6%*	*5%*	**10%e**	**14%zdej**	**13%dej**	**13%dej**	*7%*	**11%zde**		*11%*	*10%*	*12%*	*9%*	*10%*
Strongly disagree	(1)	55	23	32	6	4	6	8	17	5	9	11	44	52.55	39	7	12	43	62
		2%	*2%*	*3%*	*2%*	*1%*	*1%*	*2%*	**5%zdej**	*2%*	**5%j**	*2%*	*3%*		*3%*	*2%*	*3%*	*2%*	*3%*
Don't know/No opinion		31	14	17	9	4	2	5	1	5	4	12	18	45.76	14	5	6	25	64
		1%	*1%*	*1%*	*3%*	*1%*	*	*1%*	*	*2%*	*2%*	*2%*	*1%*		*1%*	*2%*	*1%*	*1%*	*3%*
Agree		**1546**	**791**	**755**	**231**	**252**	**318**	**260**	**216**	**161**	**109**	**483**	**1063**	**45.57**	**941**	**216**	**282**	**1265**	**1459**
		70%bi	**74%zb**	***67%***	**70%i**	**72%i**	**78%zghik**	**72%i**	***67%***	***66%***	***57%***	**71%i**	**70%i**		***70%***	***68%***	***69%***	***70%***	***66%***
Disagree		**269**	**110**	**158**	**37**	**24**	**27**	**45**	**64**	**37**	**34**	**61**	**208**	**51.63**	**183**	**38**	**61**	**208**	**286**
		12%adej	***10%***	**14%za**	***11%***	***7%***	***7%***	**13%e**	**20%zcdejk**	**15%dej**	**18%zdej**	***9%***	**14%zdej**		***14%***	***12%***	***15%***	***12%***	***13%***
Net Agree		1278	681	597	194	228	291	215	152	123	74	422	856	-6.06	758	178	221	1057	1173
		58%bghik	**64%zb**	*53%*	**59%gi**	**65%zghik**	**72%zcfghijk**	**60%gi**	*47%*	**50%i**	*39%*	**62%ghik**	**56%gi**		*56%*	*56%*	*54%*	*59%*	*53%*
Mean Score		**3.76bgik**	**3.86zb**	3.67	**3.86ghi**	**3.89ghik**	**3.93zghik**	**3.79gi**	3.57	3.64	3.42	**3.87zghik**	**3.71gi**	0.99	3.73	3.70	3.73	3.77	3.71
Std. Dev.		0.96	0.94	0.97	0.99	0.88	0.84	0.96	1.07	0.96	0.97	0.93	0.97	1.01	0.99	0.93	1.02	0.95	0.99
Std. Err.		0.02	0.03	0.03	0.05	0.05	0.04	0.05	0.07	0.06	0.07	0.04	0.03	0.15	0.03	0.05	0.05	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 596

Q.45 To what extent do you agree or disagree with each of the following statements?

Creativity, new talent or innovative programmes should be encouraged even if some people might take offence

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Strongly agree	(5)	**431**	359	13	22	20	54	377	284	11	12	3	15	324	71	231	116	13	148	278	409
		20%fgl	*19%*	*25%*	*20%*	*32%*	**25%c**	*19%*	*17%*	*18%*	*30%*	*23%*	*32%*	**18%g**	*19%*	*20%*	*20%*	*19%*	*21%*	*19%*	*19%*
Tend to agree	(4)	**1115**	976	20	44	30	94	1020	853	24	14	7	16	913	191	572	314	27	367	732	1050
		51%	**52%zf**	*39%*	*42%*	*48%*	*43%*	**51%z**	**52%zl**	*38%*	*34%*	*59%*	*34%*	*51%*	*51%*	*49%*	*54%*	*39%*	*51%*	*50%*	*48%*
Neither agree nor disagree	(3)	**360**	277	8	26	12	46	311	255	15	9	*	13	293	61	184	92	21	114	240	397
		16%af	*15%*	*15%*	**24%a**	*20%*	*21%*	**16%a**	*16%*	*24%*	*23%*	*1%*	*28%*	**16%g**	*16%*	*16%*	*16%*	**30%zmno**	*16%*	*16%*	*18%*
Tend to disagree	(2)	**214**	180	8	10	-	17	196	172	8	3	*	2	186	35	129	41	6	61	149	224
		10%o	*10%*	*15%*	*9%*	-	*8%*	*10%*	*11%*	*14%*	*8%*	*1%*	*4%*	*10%*	*9%*	**11%o**	*7%*	*9%*	*8%*	*10%*	*10%*
Strongly disagree	(1)	**55**	52	*	1	-	1	53	47	1	*	2	-	50	9	32	13	1	13	42	62
		2%	**3%z**	*	*1%*	-	*1%*	**3%z**	*3%*	*2%*	*	*16%*	-	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*
Don't know/No opinion		**31**	24	3	4	*	7	24	21	3	2	*	1	26	7	13	9	1	15	15	64
		1%f	*1%*	*5%*	*4%*	*	*3%*	*1%*	*1%*	*5%*	*4%*	*1%*	*1%*	**1%g**	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*3%*
Agree		**1546**	**1335**	**33**	**66**	**50**	**149**	**1397**	**1137**	**35**	**26**	**10**	**31**	**1238**	**262**	**803**	**430**	**40**	**514**	**1010**	**1459**
		70%h	**71%zf**	***65%***	***62%***	***80%***	**68%c**	**70%z**	***70%***	***56%***	***64%***	***81%***	***66%***	***69%***	***70%***	***69%***	**74%p**	***58%***	***72%***	***69%***	***66%***
Disagree		**269**	**233**	**8**	**11**	**-**	**19**	**249**	**219**	**10**	**3**	**2**	**2**	**236**	**44**	**161**	**54**	**7**	**73**	**191**	**286**
		12%o	***12%***	***15%***	***10%***	**-**	***9%***	**13%z**	**13%z**	***16%***	***8%***	***17%***	***4%***	**13%z**	***12%***	**14%o**	***9%***	***11%***	***10%***	***13%***	***13%***
Net Agree		**1278**	1102	25	55	50	130	1148	918	25	22	8	29	1002	218	642	376	33	441	819	1173
		58%ghl	**59%zf**	*49%*	*52%*	*80%*	**59%c**	*58%*	**56%h**	*40%*	*56%*	*64%*	*62%*	**56%h**	*58%*	*55%*	**65%znp**	*47%*	*61%*	*56%*	*53%*
Mean Score		**3.76fgl**	3.76	3.79	3.73	4.12	**3.86c**	3.75	3.72	3.58	3.90	3.72	3.96	3.72	3.76	3.73	3.84	3.65	3.82	3.73	3.71
Std. Dev.		**0.96**	0.97	1.02	0.95	0.71	0.92	0.97	0.97	1.03	0.96	1.34	0.89	0.97	0.95	0.99	0.90	0.96	0.92	0.98	0.99
Std. Err.		**0.02**	0.02	0.09	0.05	0.17	0.04	0.02	0.03	0.07	0.08	0.18	0.15	0.02	0.05	0.03	0.04	0.08	0.03	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 597

Q.45 To what extent do you agree or disagree with each of the following statements?

Creativity, new talent or innovative programmes should be encouraged even if some people might take offence

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Strongly agree	(5)	431	70	118	108	226	272	160	217	203	144	57	265	166	12	344	313	100	409
		20%afjlm	*15%*	*19%*	**26%zabd**	**21%ab**	**23%zf**	*16%*	**20%f**	**20%j**	**26%zhj**	*12%*	**22%zl**	*17%*	*8%*	**21%m**	**23%zmn**	**27%z**	*19%*
Tend to agree	(4)	1115	257	336	203	539	595	520	574	551	253	226	619	495	86	825	673	184	1050
		51%	*55%*	*53%*	*49%*	*51%*	*49%*	*52%*	*52%*	**54%zi**	*47%*	*49%*	*51%*	*50%*	*56%*	*50%*	*50%*	*50%*	*48%*
Neither agree nor disagree	(3)	360	76	101	63	164	188	172	165	146	85	92	184	173	27	268	216	55	397
		16%	*16%*	*16%*	*15%*	*16%*	*16%*	*17%*	*15%*	*14%*	*16%*	**20%h**	*15%*	*18%*	*18%*	*16%*	*16%*	*15%*	*18%*
Tend to disagree	(2)	214	47	60	32	92	112	101	111	94	45	51	103	111	21	162	114	26	224
		10%	*10%*	*9%*	*8%*	*9%*	*9%*	*10%*	*10%*	*9%*	*8%*	*11%*	*8%*	*11%*	*14%*	*10%*	*8%*	*7%*	*10%*
Strongly disagree	(1)	55	11	14	8	22	28	27	22	16	11	22	28	26	5	42	30	4	62
		2%h	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	**5%zh**	*2%*	*3%*	*4%*	*3%*	*2%*	*1%*	*3%*
Don't know/No opinion		31	8	7	2	9	8	23	9	11	4	12	14	16	2	25	9	*	64
		1%eo	*2%*	*1%*	*1%*	*1%*	*1%*	**2%zeg**	*1%*	*1%*	*1%*	*3%*	*1%*	*2%*	*1%*	**2%o**	*1%*	*	*3%*
Agree		**1546**	**327**	**454**	**311**	**765**	**867**	**680**	**792**	**754**	**397**	**283**	**884**	**662**	**99**	**1169**	**986**	**284**	**1459**
		70%jl	***70%***	***71%***	***75%***	***73%***	***72%***	***68%***	**72%f**	**74%zj**	**73%j**	***61%***	**73%zl**	***67%***	***64%***	***70%***	**73%zn**	**77%z**	***66%***
Disagree		**269**	**59**	**74**	**40**	**114**	**140**	**128**	**133**	**110**	**56**	**73**	**131**	**138**	**27**	**204**	**145**	**30**	**286**
		12%	***13%***	***12%***	***10%***	***11%***	***12%***	***13%***	***12%***	***11%***	***10%***	**16%zhi**	***11%***	***14%***	***17%***	***12%***	***11%***	***8%***	***13%***
Net Agree		1278	268	380	271	651	726	551	659	644	341	210	753	524	72	965	841	254	1173
		58%fjlm	*57%*	*60%*	**65%z**	**62%z**	*60%*	*55%*	**60%f**	**63%zj**	**63%j**	*46%*	**62%zl**	*53%*	*47%*	**58%m**	**62%zmn**	**69%z**	*53%*
Mean Score		**3.76fjlm**	3.71	3.77	**3.90za**	**3.82z**	**3.81zf**	3.70	**3.78f**	**3.82zj**	**3.88zj**	3.55	**3.83zl**	3.68	3.52	**3.77m**	**3.83zmn**	**3.95z**	3.71
Std. Dev.		0.96	0.93	0.94	0.94	0.94	0.97	0.95	0.94	0.91	0.96	1.01	0.95	0.98	0.95	0.97	0.95	0.90	0.99
Std. Err.		0.02	0.04	0.04	0.05	0.03	0.03	0.03	0.03	0.03	0.04	0.05	0.03	0.03	0.08	0.02	0.03	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 598

Q.45 To what extent do you agree or disagree with each of the following statements?

Creativity, new talent or innovative programmes should be encouraged even if some people might take offence

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Strongly agree	(5)	431	376	21	7	27	51	156	118	112	108	140	108	136	155	105	240	84	409
		20%ckmn	**20%c**	*19%*	*11%*	*15%*	*19%*	**21%c**	**21%c**	**20%c**	**20%c**	**24%zkl**	*15%*	*18%*	*17%*	*14%*	**22%n**	**31%zno**	*19%*
Tend to agree	(4)	1115	928	52	40	95	136	416	302	255	257	299	360	388	453	385	597	111	1050
		51%p	*50%*	*48%*	**63%zabehi**	*51%*	*50%*	**55%zah**	*53%*	*46%*	*49%*	*51%*	*52%*	*53%*	*49%*	*50%*	**54%zp**	*41%*	*48%*
Neither agree nor disagree	(3)	360	302	17	9	32	53	108	80	109	85	84	122	125	154	134	158	51	397
		16%	*16%*	*16%*	*14%*	*17%*	**19%fg**	*14%*	*14%*	*20%*	*16%*	*14%*	*17%*	*17%*	*17%*	*17%*	*14%*	*19%*	*18%*
Tend to disagree	(2)	214	175	14	5	20	19	50	45	64	61	47	81	56	126	109	85	13	224
		10%fop	**9%f**	**13%f**	*8%*	*11%*	*7%*	*7%*	*8%*	**11%f**	**11%f**	*8%*	**12%jl**	*8%*	**14%z**	**14%zop**	*8%*	*5%*	*10%*
Strongly disagree	(1)	55	42	4	2	7	9	21	19	11	10	13	18	23	24	26	25	3	62
		2%	*2%*	*3%*	*2%*	*4%*	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*1%*	*3%*
Don't know/No opinion		31	25	*	1	4	6	10	10	7	8	3	10	9	13	13	8	6	64
		1%o	*1%*	*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*3%*
Agree		**1546**	**1304**	**72**	**48**	**122**	**187**	**572**	**420**	**367**	**365**	**439**	**469**	**524**	**609**	**490**	**837**	**195**	**1459**
		70%mn	**71%h**	***67%***	***74%***	***66%***	***68%***	**75%zabdeh**	***73%***	***66%***	***69%***	**75%zk**	***67%***	***71%***	***66%***	***63%***	**75%zn**	**73%n**	***66%***
Disagree		**269**	**217**	**18**	**6**	**27**	**28**	**71**	**64**	**75**	**71**	**59**	**99**	**80**	**150**	**136**	**110**	**16**	**286**
		12%fop	**12%f**	**17%f**	***10%***	***15%***	***10%***	***9%***	***11%***	***13%***	***13%***	***10%***	**14%j**	***11%***	**16%z**	**18%zop**	***10%***	***6%***	***13%***
Net Agree		1278	1087	54	41	95	159	501	356	293	294	380	370	444	458	354	726	178	1173
		58%bhkmn	**59%bh**	*50%*	**64%bdh**	*51%*	*58%*	**66%zabdegh i**	**62%bdh**	*52%*	*56%*	**65%zk**	*53%*	**60%k**	*50%*	*46%*	**65%zn**	**67%zn**	*53%*
Mean Score		**3.76kmn**	3.78	3.66	3.75	3.63	3.75	**3.85zbd**	3.81	3.72	3.75	**3.87zk**	3.67	3.76	3.65	3.57	**3.85zn**	**3.99zn**	3.71
Std. Dev.		0.96	0.96	1.04	0.86	1.00	0.96	0.92	0.97	0.98	0.98	0.94	0.96	0.95	1.00	1.01	0.92	0.91	0.99
Std. Err.		0.02	0.02	0.08	0.07	0.08	0.05	0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.03	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 599

Q.45 To what extent do you agree or disagree with each of the following statements?

Creativity, new talent or innovative programmes should be encouraged even if some people might take offence

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.8 Feel concerned about: Programmes on TV/ Radio (a)	Q.8 Feel concerned about: The internet (b)	Q.8 Feel concerned about: Behaviour in society generally (c)	TV/Radio general assessment - relating to morality, values and standards of behaviour: Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour: Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Q.29 What made you think it should not be broadcast? - TV item: Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Q.32 What didn't approve of on TV: Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Strongly agree	(5)	431	37	30	222	174	152	247	215	136	133	48	44	68	39	16	49	34	17	409
		20%adefghlm	*12%*	**21%a**	**20%a**	**16%eg**	*14%*	**15%g**	*14%*	*15%*	**19%h**	*16%*	**24%hj**	*14%*	*11%*	*15%*	*16%*	*17%*	*26%*	*19%*
Tend to agree	(4)	1115	175	73	550	527	565	843	769	432	340	133	73	216	167	35	156	107	20	1050
		51%knq	**57%c**	*49%*	*50%*	*50%*	*51%*	*51%*	*51%*	*48%*	**50%k**	*45%*	*40%*	**46%n**	**47%n**	*33%*	**50%q**	**53%q**	*32%*	*48%*
Neither agree nor disagree	(3)	360	45	20	183	188	190	298	281	158	115	57	33	77	68	24	53	26	11	397
		16%	*15%*	*14%*	*17%*	*18%*	*17%*	**18%z**	**19%z**	*18%*	*17%*	*19%*	*18%*	*16%*	*19%*	*23%*	*17%*	*13%*	*17%*	*18%*
Tend to disagree	(2)	214	39	17	113	128	144	188	172	118	69	47	24	78	57	18	42	25	12	224
		10%	*13%*	*12%*	*10%*	**12%z**	**13%zfg**	**11%z**	**11%z**	**13%zi**	*10%*	**16%zi**	*13%*	**16%z**	**16%z**	*17%*	*13%*	*13%*	*18%*	*10%*
Strongly disagree	(1)	55	7	2	26	31	29	44	42	36	15	7	1	26	20	12	10	6	3	62
		2%	*2%*	*1%*	*2%*	*3%*	*3%*	*3%*	*3%*	**4%zik**	*2%*	*2%*	*1%*	**6%z**	**6%z**	**11%z**	*3%*	*3%*	*4%*	*3%*
Don't know/No opinion		31	4	5	11	12	19	25	23	13	13	3	5	8	8	1	4	4	2	64
		1%	*1%*	*3%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*3%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*3%*
Agree		**1546**	**212**	**103**	**771**	**701**	**717**	**1090**	**984**	**567**	**474**	**182**	**117**	**284**	**206**	**50**	**205**	**141**	**37**	**1459**
		70%defghjlmn	***69%***	***70%***	***70%***	***66%***	***65%***	***66%***	***66%***	***64%***	**69%h**	***61%***	***65%***	**60%n**	***57%***	***47%***	***65%***	***70%***	***58%***	***66%***
Disagree		**269**	**46**	**19**	**139**	**159**	**172**	**232**	**214**	**155**	**84**	**54**	**25**	**104**	**77**	**30**	**52**	**31**	**14**	**286**
		12%	***15%***	***13%***	***13%***	**15%z**	**16%z**	**14%z**	**14%z**	**17%zi**	***12%***	**18%zi**	***14%***	**22%z**	**22%z**	**28%z**	**17%z**	***15%***	**22%z**	***13%***
Net Agree		1278	166	84	632	542	545	858	769	413	389	128	92	180	129	20	153	110	23	1173
		58%defghjlmnoq	*54%*	*57%*	*57%*	*51%*	*50%*	**52%e**	*51%*	*46%*	**57%hj**	*43%*	*51%*	**38%n**	**36%n**	*19%*	*49%*	**55%q**	*36%*	*53%*
Mean Score		**3.76defghjlmno**	3.64	3.79	3.76	3.65	3.62	3.65	3.64	3.58	**3.75hj**	3.58	**3.77j**	3.48	3.42	3.23	3.62	3.70	3.60	3.71
Std. Dev.		0.96	0.94	0.96	0.97	0.99	0.97	0.96	0.96	1.03	0.96	1.02	1.00	1.10	1.07	1.24	1.01	0.99	1.19	0.99
Std. Err.		0.02	0.05	0.08	0.03	0.03	0.03	0.02	0.02	0.03	0.04	0.06	0.07	0.05	0.05	0.10	0.06	0.07	0.12	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 600

Q.45 To what extent do you agree or disagree with each of the following statements?

Creativity, new talent or innovative programmes should be encouraged even if some people might take offence

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Strongly agree	(5)	431	13	10	10	7	175	300	30	305	25	93	19	9	305	378	19	409
		20%gijo	*16%*	*10%*	*20%*	*14%*	*19%*	**24%zg**	*9%*	**22%zi**	*11%*	*14%*	*14%*	*9%*	**25%zjkl**	**22%zo**	*9%*	*19%*
Tend to agree	(4)	1115	36	45	24	28	446	634	170	705	102	330	65	41	628	924	87	1050
		51%o	*44%*	*46%*	*47%*	*57%*	*49%*	*50%*	*49%*	*52%*	*44%*	*51%*	*48%*	*44%*	*51%*	**53%zo**	*39%*	*48%*
Neither agree nor disagree	(3)	360	9	15	8	7	154	198	63	195	59	120	21	23	173	246	44	397
		16%hmn	*11%*	*16%*	*15%*	*14%*	*17%*	*16%*	*18%*	*14%*	**26%zh**	**19%m**	*15%*	*25%*	*14%*	*14%*	*19%*	*18%*
Tend to disagree	(2)	214	15	25	5	6	103	99	54	108	28	72	23	16	87	129	54	224
		10%fhmn	**19%z**	**26%z**	*10%*	*12%*	*11%*	*8%*	**15%zf**	*8%*	*12%*	**11%m**	**17%zm**	**17%m**	*7%*	*7%*	**24%zn**	*10%*
Strongly disagree	(1)	55	5	2	1	1	23	22	20	29	13	17	4	4	26	35	13	62
		2%fn	*6%*	*2%*	*2%*	*2%*	*2%*	*2%*	**6%zf**	*2%*	**6%zh**	*3%*	*3%*	*4%*	*2%*	*2%*	**6%zn**	*3%*
Don't know/No opinion		31	3	-	3	-	9	11	13	21	3	10	3	2	12	17	7	64
		1%fn	*3%*	-	**6%z**	-	*1%*	*1%*	**4%zf**	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	**3%n**	*3%*
Agree		**1546**	**49**	**55**	**35**	**35**	**621**	**935**	**200**	**1010**	**127**	**423**	**84**	**50**	**933**	**1301**	**106**	**1459**
		70%bgijlo	***60%***	***56%***	***67%***	***72%***	***68%***	**74%zg**	***57%***	**74%zi**	***55%***	***66%***	***62%***	***53%***	**76%zjkl**	**75%zo**	***47%***	***66%***
Disagree		**269**	**20**	**28**	**6**	**7**	**126**	**121**	**74**	**137**	**41**	**89**	**27**	**20**	**113**	**164**	**68**	**286**
		12%fhmn	**25%z**	**28%z**	***12%***	***14%***	***14%***	***10%***	**21%zf**	***10%***	**18%h**	**14%m**	**20%zm**	**21%m**	***9%***	***9%***	**30%zn**	***13%***
Net Agree		1278	29	27	28	28	495	813	126	872	87	334	57	30	820	1138	39	1173
		58%abegijkl o	*35%*	*28%*	*55%*	*58%*	*54%*	**64%zg**	*36%*	**64%zi**	*38%*	**52%l**	*42%*	*32%*	**67%zjkl**	**66%zo**	*17%*	*53%*
Mean Score		**3.76abgijkl o**	3.46	3.35	3.78	3.70	3.72	**3.87zg**	3.40	**3.86zi**	3.44	3.65	3.54	3.38	**3.90zjkl**	**3.87zo**	3.21	3.71
Std. Dev.		0.96	1.17	1.05	0.99	0.94	0.98	0.92	1.05	0.93	1.03	0.95	1.04	1.01	0.93	0.91	1.10	0.99
Std. Err.		0.02	0.13	0.11	0.14	0.13	0.03	0.03	0.05	0.03	0.07	0.04	0.09	0.10	0.03	0.02	0.07	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 601

Q.45 To what extent do you agree or disagree with each of the following statements?

Creativity, new talent or innovative programmes should be encouraged even if some people might take offence

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Strongly agree	(5)	431	431	-	354	55	67	319	184	182	343	49	315	72	154	221	201	156	409
		20%bdegjko	**28%zb**	-	**26%zd**	*10%*	*12%*	**26%ze**	*14%*	**35%zg**	**26%zj**	*10%*	*18%*	**35%zk**	*19%*	**25%zm**	*17%*	**29%zo**	*19%*
Tend to agree	(4)	1115	1115	-	729	246	275	647	695	242	740	204	922	87	398	479	631	267	1050
		51%bdjl	**72%zb**	-	**53%zd**	*44%*	*48%*	*53%*	**53%z**	*47%*	**55%zj**	*40%*	**53%zl**	*42%*	*49%*	*53%*	*52%*	*50%*	*48%*
Neither agree nor disagree	(3)	360	-	-	160	123	125	135	214	49	164	89	263	28	137	97	204	40	397
		16%abcfhikn p	-	-	*12%*	**22%zc**	**22%zf**	*11%*	**16%h**	*9%*	*12%*	**18%i**	*15%*	*13%*	**17%n**	*11%*	**17%p**	*8%*	*18%*
Tend to disagree	(2)	214	-	214	89	106	82	86	166	28	67	118	186	11	89	79	130	50	224
		10%acfhi	-	**80%za**	*6%*	**19%zc**	**14%zf**	*7%*	**13%zh**	*5%*	*5%*	**23%zi**	**11%z**	*5%*	*11%*	*9%*	*11%*	*9%*	*10%*
Strongly disagree	(1)	55	-	55	30	19	14	25	39	7	15	29	41	7	29	19	39	7	62
		2%ai	-	**20%za**	*2%*	*3%*	*2%*	*2%*	*3%*	*1%*	*1%*	**6%zi**	*2%*	*4%*	*3%*	*2%*	*3%*	*1%*	*3%*
Don't know/No opinion		31	-	-	14	8	11	16	15	7	9	16	18	1	13	5	9	10	64
		1%aikno	-	-	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	**3%zi**	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*3%*
Agree		**1546**	**1546**	**-**	**1083**	**300**	**342**	**966**	**879**	**424**	**1083**	**253**	**1237**	**159**	**552**	**699**	**833**	**423**	**1459**
		70%bdegj	**100%zb**	**-**	**79%zd**	***54%***	***60%***	**79%ze**	***67%***	**82%zg**	**81%zj**	***50%***	***71%***	***77%***	***67%***	**78%zm**	***69%***	**80%zo**	***66%***
Disagree		**269**	**-**	**269**	**119**	**125**	**96**	**112**	**205**	**34**	**83**	**147**	**227**	**18**	**118**	**98**	**169**	**58**	**286**
		12%acfhi	**-**	**100%za**	***9%***	**22%zc**	**17%zf**	***9%***	**16%zh**	***7%***	***6%***	**29%zi**	***13%***	***9%***	***14%***	***11%***	**14%z**	***11%***	***13%***
Net Agree		1278	1546	-269	964	176	246	854	674	389	1001	106	1010	141	434	602	664	365	1173
		58%bdegjm o	**100%zb**	*-100%*	**70%zd**	*32%*	*43%*	**70%ze**	*51%*	**76%zg**	**75%zj**	*21%*	*58%*	**68%zk**	*53%*	**67%zm**	*55%*	**69%zo**	*53%*
Mean Score		**3.76bdegjm o**	**4.28zb**	1.80	**3.95zd**	3.39	3.53	**3.95ze**	3.63	**4.11zg**	**4.00zj**	3.26	3.74	**4.00zk**	3.69	**3.90zm**	3.69	**3.99zo**	3.71
Std. Dev.		0.96	0.45	0.40	0.91	1.02	0.96	0.92	0.98	0.88	0.83	1.11	0.96	1.01	1.01	0.94	0.98	0.94	0.99
Std. Err.		0.02	0.01	0.02	0.03	0.04	0.04	0.03	0.03	0.04	0.02	0.05	0.02	0.07	0.03	0.03	0.03	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 602

Q.45 To what extent do you agree or disagree with each of the following statements?

Creativity, new talent or innovative programmes should be encouraged even if some people might take offence

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Strongly agree	(5)	431	314	63	331	51	313	9	286	8	177	124	342	30	338	38	409
		20%iln	*21%*	*18%*	*20%*	*20%*	**22%z**	*13%*	**21%z**	*14%*	*16%*	**27%zi**	**21%zl**	*12%*	**24%zn**	*12%*	*19%*
Tend to agree	(4)	1115	772	158	840	131	714	37	694	35	535	240	867	98	764	150	1050
		51%l	*52%*	*46%*	*51%*	*50%*	*51%*	*53%*	*52%*	*58%*	*50%*	*51%*	**54%zl**	*39%*	**53%z**	*47%*	*48%*
Neither agree nor disagree	(3)	360	216	67	249	36	211	10	193	3	184	46	224	60	191	54	397
		16%agjkm	*14%*	*19%*	*15%*	*14%*	*15%*	*14%*	*14%*	*6%*	**17%j**	*10%*	*14%*	**24%zk**	*13%*	*17%*	*18%*
Tend to disagree	(2)	214	141	41	153	31	129	11	119	9	125	37	124	51	90	65	224
		10%km	*9%*	*12%*	*9%*	*12%*	*9%*	*15%*	*9%*	*15%*	**12%z**	*8%*	*8%*	**20%zk**	*6%*	**20%zm**	*10%*
Strongly disagree	(1)	55	31	13	36	9	25	4	27	4	32	13	40	7	29	11	62
		2%e	*2%*	*4%*	*2%*	*4%*	*2%*	*5%*	*2%*	*6%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*
Don't know/No opinion		31	20	5	22	2	17	*	15	1	18	7	18	6	19	1	64
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*	*3%*
Agree		**1546**	**1086**	**222**	**1171**	**182**	**1027**	**46**	**980**	**44**	**712**	**364**	**1208**	**128**	**1102**	**189**	**1459**
		70%biln	**73%zb**	***64%***	**72%z**	***70%***	**73%z**	***66%***	**73%z**	***72%***	***66%***	**78%zi**	**75%zl**	***51%***	**77%zn**	***59%***	***66%***
Disagree		**269**	**172**	**54**	**189**	**40**	**154**	**14**	**146**	**13**	**158**	**50**	**164**	**58**	**119**	**75**	**286**
		12%km	***12%***	***16%***	***12%***	***16%***	***11%***	***20%***	***11%***	***21%***	**15%z**	***11%***	***10%***	**23%zk**	***8%***	**24%zm**	***13%***
Net Agree		1278	914	167	981	141	873	32	834	31	554	314	1045	71	983	113	1173
		58%biln	**61%zb**	*48%*	**60%z**	*54%*	**62%zf**	*45%*	**62%z**	*50%*	*52%*	**67%zi**	**65%zl**	*28%*	**69%zn**	*35%*	*53%*
Mean Score		**3.76biln**	**3.81zb**	3.64	**3.79z**	3.71	**3.83zf**	3.53	**3.83z**	3.59	3.66	**3.92zi**	**3.84zl**	3.38	**3.91zn**	3.44	3.71
Std. Dev.		0.96	0.95	1.04	0.95	1.03	0.94	1.07	0.94	1.10	0.99	0.97	0.93	1.03	0.90	1.05	0.99
Std. Err.		0.02	0.03	0.06	0.02	0.06	0.03	0.12	0.03	0.13	0.03	0.05	0.02	0.07	0.02	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

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Table 603

Q.45 To what extent do you agree or disagree with each of the following statements?

Creativity, new talent or innovative programmes should be encouraged even if some people might take offence

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.63 TV Channels watch regularly: BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	Q.64 Radio stations listen to regularly: BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Strongly agree	(5)	431	356	258	368	297	244	394	412	18	108	103	275	196	334	94	409
		20%g	*20%*	*19%*	*20%*	*19%*	*20%*	*20%*	*19%*	*28%*	*21%*	*19%*	*20%*	*20%*	*20%*	*19%*	*19%*
Tend to agree	(4)	1115	917	699	971	819	636	1027	1088	26	270	310	708	503	892	210	1050
		51%n	*51%*	*52%*	*51%*	*51%*	**53%z**	*51%*	**51%z**	*39%*	**54%n**	**56%zn**	**53%zn**	**52%n**	**53%zn**	*43%*	*48%*
Neither agree nor disagree	(3)	360	283	198	293	266	167	324	346	14	76	64	188	158	241	108	397
		16%cejkm	*16%*	*15%*	*16%*	**17%be**	*14%*	**16%e**	**16%e**	*22%*	*15%*	*12%*	*14%*	**16%jm**	*14%*	**22%zijklm**	*18%*
Tend to disagree	(2)	214	178	138	185	153	108	193	207	5	31	66	128	89	160	47	224
		10%i	*10%*	*10%*	*10%*	*10%*	*9%*	*10%*	*10%*	*8%*	*6%*	**12%i**	**9%i**	*9%*	**10%i**	*10%*	*10%*
Strongly disagree	(1)	55	41	32	45	44	23	47	52	2	8	11	31	15	39	16	62
		2%	*2%*	*2%*	*2%*	**3%e**	*2%*	*2%*	*2%*	*4%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*3%*
Don't know/No opinion		31	23	19	25	15	16	27	31	*	8	1	14	7	20	9	64
		1%dj	*1%*	*1%*	*1%*	*1%*	*1%*	**1%d**	**1%d**	*	**2%j**	*	**1%j**	*1%*	**1%j**	**2%j**	*3%*
Agree		**1546**	**1274**	**957**	**1339**	**1116**	**879**	**1420**	**1500**	**44**	**378**	**413**	**984**	**700**	**1225**	**304**	**1459**
		70%n	***71%***	***71%***	***71%***	***70%***	**74%zabcdfg**	***71%***	***70%***	***67%***	**75%zn**	**74%zn**	**73%zn**	**72%n**	**73%zn**	***63%***	***66%***
Disagree		**269**	**218**	**170**	**229**	**198**	**131**	**240**	**260**	**8**	**39**	**77**	**159**	**104**	**199**	**63**	**286**
		12%i	***12%***	***13%***	***12%***	***12%***	***11%***	***12%***	***12%***	***11%***	***8%***	**14%i**	**12%i**	***11%***	**12%i**	**13%i**	***13%***
Net Agree		1278	1055	787	1110	918	749	1180	1240	36	339	336	825	595	1026	241	1173
		58%n	*59%*	*59%*	*59%*	*58%*	**63%zabcdfg**	**59%z**	*58%*	*55%*	**68%zjklmn**	**61%n**	**61%zn**	**61%zn**	**61%zn**	*50%*	*53%*
Mean Score		3.76	3.77	3.76	3.77	3.74	**3.82zabcdfg**	**3.77d**	3.76	3.80	**3.89zmn**	3.77	**3.80z**	3.81	**3.79z**	3.67	3.71
Std. Dev.		0.96	0.96	0.96	0.96	0.96	0.93	0.96	0.96	1.05	0.87	0.95	0.95	0.92	0.95	1.01	0.99
Std. Err.		0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.12	0.04	0.04	0.03	0.03	0.02	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos Ipsos MORI

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Table 604

Q.46 To what extent do you agree or disagree with each of the following statements?

It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Strongly agree	(5)	324	196	128	66	69	68	62	39	10	10	135	189	39.99	185	27	52	271	318
		15%bhikm	**18%zb**	*11%*	**20%zghik**	**20%hik**	**17%hik**	**17%hik**	**12%hi**	*4%*	*5%*	**20%zghik**	**12%hi**		*14%*	*9%*	*13%*	*15%*	*14%*
Tend to agree	(4)	1054	534	519	156	179	211	186	157	102	63	334	720	45.08	637	142	188	866	975
		48%i	*50%*	*46%*	**47%i**	**51%i**	**52%hi**	**52%hi**	**48%i**	*42%*	*33%*	**49%i**	**47%i**		*47%*	*45%*	*46%*	*48%*	*44%*
Neither agree nor disagree	(3)	247	98	149	53	43	59	31	33	17	11	96	151	41.31	154	27	22	225	286
		11%aikn	*9%*	**13%za**	**16%zfhik**	*12%*	**14%hik**	*9%*	*10%*	*7%*	*6%*	**14%zfhik**	*10%*		*11%*	*9%*	*5%*	**12%zn**	*13%*
Tend to disagree	(2)	359	157	201	28	36	53	56	65	71	49	64	295	53.87	249	70	85	274	373
		16%cdjo	*15%*	*18%*	*9%*	*10%*	*13%*	**16%cj**	**20%cdj**	**29%zcdefjk**	**26%zcdefjk**	*9%*	**19%zcdej**		**18%z**	**22%z**	**21%zo**	*15%*	*17%*
Strongly disagree	(1)	198	69	129	22	18	12	22	25	41	57	40	158	58.60	114	48	52	146	215
		9%aejo	*6%*	**11%za**	*7%*	*5%*	*3%*	*6%*	**8%e**	**17%zcdefgjk**	**30%zcdefghjk**	*6%*	**10%zdefj**		*8%*	**15%zl**	**13%zo**	*8%*	*10%*
Don't know/No opinion		25	17	7	5	5	4	1	4	3	1	11	13	42.25	14	5	6	19	39
		1%	*2%*	*1%*	*2%*	*2%*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*		*1%*	*2%*	*1%*	*1%*	*2%*
Agree		**1378**	**731**	**647**	**222**	**247**	**279**	**248**	**196**	**112**	**72**	**469**	**908**	**43.88**	**822**	**169**	**240**	**1137**	**1293**
		62%bhikm	**68%zb**	***57%***	**67%hik**	**71%zghik**	**69%zhik**	**69%zhik**	**61%hi**	***46%***	***38%***	**69%zhik**	**60%hi**		***61%***	***53%***	***59%***	***63%***	***59%***
Disagree		**557**	**226**	**331**	**50**	**54**	**65**	**78**	**91**	**113**	**107**	**104**	**453**	**55.55**	**363**	**117**	**137**	**419**	**588**
		25%acdejo	***21%***	**29%za**	***15%***	***15%***	***16%***	**22%j**	**28%cdej**	**46%zcdefgjk**	**56%zcdefgjk**	***15%***	**30%zcdefj**		***27%***	**37%zl**	**34%zo**	***23%***	***27%***
Net Agree		821	505	316	172	193	215	170	106	*	-34	365	456	-11.67	459	52	103	718	705
		37%bhiklmn	**47%zb**	*28%*	**52%zghik**	**55%zghik**	**53%zghik**	**47%zghik**	**33%hi**	*	*-18%*	**54%zghik**	**30%hi**		**34%m**	*16%*	*25%*	**40%zn**	*32%*
Mean Score		**3.43bhikmn**	**3.60zb**	3.28	**3.67zghik**	**3.71zghik**	**3.67zghik**	**3.59zhik**	**3.37hi**	**2.87i**	2.57	**3.69zghik**	**3.32hi**	0.96	**3.40m**	3.10	3.26	**3.47zn**	3.37
Std. Dev.		1.19	1.14	1.21	1.10	1.07	1.00	1.13	1.17	1.25	1.35	1.08	1.22	1.04	1.18	1.28	1.29	1.16	1.21
Std. Err.		0.03	0.04	0.04	0.06	0.06	0.05	0.06	0.07	0.08	0.10	0.04	0.03	0.15	0.03	0.07	0.06	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 605

Q.46 To what extent do you agree or disagree with each of the following statements?

It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Strongly agree	(5)	**324**	283	8	16	3	27	294	213	8	10	1	4	235	53	168	89	11	115	201	318
		15%gl	*15%*	*16%*	*15%*	*5%*	*12%*	*15%*	*13%*	*12%*	*24%*	*5%*	*9%*	*13%*	*14%*	*14%*	*15%*	*16%*	*16%*	*14%*	*14%*
Tend to agree	(4)	**1054**	895	23	36	41	100	952	778	23	9	11	18	839	169	564	283	27	348	691	975
		48%c	**48%c**	*46%*	*34%*	*66%*	**46%c**	**48%c**	**48%l**	*38%*	*22%*	*91%*	*40%*	*47%*	*45%*	*49%*	*49%*	*39%*	*48%*	*47%*	*44%*
Neither agree nor disagree	(3)	**247**	192	7	19	14	41	206	160	12	9	*	11	192	29	111	89	15	95	149	286
		11%afg	*10%*	*14%*	**18%a**	*23%*	**19%zaf**	*10%*	*10%*	*19%*	*22%*	*1%*	*24%*	**11%g**	*8%*	*10%*	**15%zmn**	**22%zmn**	*13%*	*10%*	*13%*
Tend to disagree	(2)	**359**	314	4	17	*	21	338	311	9	3	*	4	327	71	191	87	8	111	242	373
		16%	*17%*	*7%*	**16%e**	*	*9%*	**17%z**	**19%zl**	*14%*	*8%*	*1%*	*8%*	**18%z**	*19%*	*16%*	*15%*	*11%*	*15%*	*17%*	*17%*
Strongly disagree	(1)	**198**	170	9	11	3	23	175	163	5	6	*	7	182	50	112	29	7	40	158	215
		9%oq	*9%*	*18%*	*10%*	*5%*	*10%*	*9%*	**10%z**	*9%*	*16%*	*1%*	*16%*	**10%z**	**13%zo**	**10%o**	*5%*	*10%*	*6%*	**11%zq**	*10%*
Don't know/No opinion		**25**	16	*	8	*	8	17	7	5	3	*	2	18	2	14	6	1	8	16	39
		1%afg	*1%*	*	**7%zaef**	*	**3%af**	*1%*	*	**9%zgl**	*7%*	*1%*	*4%*	**1%g**	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*
Agree		**1378**	**1178**	**32**	**52**	**44**	**127**	**1246**	**990**	**31**	**19**	**11**	**22**	**1074**	**222**	**732**	**372**	**38**	**463**	**892**	**1293**
		62%cgl	**63%c**	***62%***	***49%***	***71%***	**58%c**	**63%zc**	**61%l**	***50%***	***46%***	***96%***	***48%***	***60%***	***59%***	***63%***	***64%***	***55%***	***65%***	***61%***	***59%***
Disagree		**557**	**483**	**13**	**28**	**3**	**44**	**513**	**474**	**14**	**10**	*	**11**	**509**	**121**	**303**	**116**	**15**	**151**	**400**	**588**
		25%oq	***26%***	***25%***	**26%e**	***6%***	***20%***	**26%z**	**29%zl**	***23%***	***24%***	***2%***	***24%***	**28%z**	**32%zo**	**26%o**	***20%***	***21%***	***21%***	**27%zq**	***27%***
Net Agree		**821**	694	19	24	41	84	733	517	17	9	11	11	565	102	429	255	23	312	491	705
		37%cglmr	**37%c**	*37%*	*23%*	*66%*	**38%c**	**37%c**	*32%*	*27%*	*22%*	*94%*	*25%*	*32%*	*27%*	**37%m**	**44%zmn**	*34%*	**43%zr**	*34%*	*32%*
Mean Score		**3.43glmr**	3.44	3.35	3.30	3.65	3.41	3.43	3.35	3.34	3.34	3.99	3.18	3.35	3.28	3.42	**3.54zm**	3.40	**3.55zr**	3.37	3.37
Std. Dev.		**1.19**	1.20	1.33	1.24	0.81	1.16	1.19	1.21	1.18	1.41	0.44	1.23	1.21	1.30	1.21	1.08	1.20	1.11	1.23	1.21
Std. Err.		**0.03**	0.03	0.12	0.06	0.20	0.05	0.03	0.03	0.08	0.12	0.06	0.20	0.03	0.07	0.04	0.04	0.10	0.04	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 606

Q.46 To what extent do you agree or disagree with each of the following statements?

It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays

Base : UK Adults Aged 16+

		Wtd. Total (z)	Annual Income: Up to £15,499 (a)	Annual Income: £15,500-£39,999 (b)	Annual Income: Over £39,999 (c)	Annual Income: Over £15,499 (d)	Social Grade: ABC1 (e)	Social Grade: C2DE (f)	Social Grade: C1C2 (g)	Education: Up to A-Level/ equivalent (h)	Education: Bachelor Degree/ equivalent or higher (i)	Education: No formal qualifi cations (j)	Working Status: Working full/part-time (k)	Working Status: Not working (l)	Q.67 Technology: Only Tradi tional TV channels (m)	Q.67 Technology: Multi-channel (n)	Q.67 Technology: Internet access (o)	Q.70 Social networks: Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Strongly agree	(5)	324	49	99	80	178	189	135	165	180	91	43	216	108	12	262	230	82	318
		15%ajlm	*10%*	*15%*	**19%za**	**17%za**	*16%*	*13%*	*15%*	**18%zj**	**17%j**	*9%*	**18%zl**	*11%*	*8%*	**16%zm**	**17%zm**	**22%z**	*14%*
Tend to agree	(4)	1054	207	321	216	537	567	487	518	483	275	199	636	416	60	827	678	181	975
		48%l	*44%*	*50%*	*52%*	**51%z**	*47%*	*49%*	*47%*	*47%*	*51%*	*43%*	**52%zl**	*42%*	*39%*	**50%zm**	**50%m**	*49%*	*44%*
Neither agree nor disagree	(3)	247	51	75	29	104	140	107	137	113	63	53	120	124	20	173	133	43	286
		11%c	*11%*	**12%c**	*7%*	**10%c**	*12%*	*11%*	*12%*	*11%*	*12%*	*12%*	*10%*	*13%*	*13%*	*10%*	*10%*	*12%*	*13%*
Tend to disagree	(2)	359	96	90	70	160	200	159	170	158	77	98	168	191	28	264	211	36	373
		16%kp	**20%zb**	*14%*	*17%*	*15%*	*17%*	*16%*	*15%*	*15%*	*14%*	**21%zhi**	*14%*	**19%zk**	*18%*	*16%*	*16%*	*10%*	*17%*
Strongly disagree	(1)	198	61	47	20	67	94	104	98	83	25	60	57	141	34	128	93	23	215
		9%cdikno	**13%zbcd**	*7%*	*5%*	*6%*	*8%*	*10%*	*9%*	*8%*	*5%*	**13%zhi**	*5%*	**14%zk**	**22%zno**	*8%*	*7%*	*6%*	*10%*
Don't know/No opinion		25	6	5	2	7	14	11	11	3	11	8	16	8	1	13	10	5	39
		1%hn	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	**2%h**	**2%h**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
Agree		**1378**	**256**	**420**	**296**	**715**	**756**	**622**	**683**	**663**	**366**	**242**	**852**	**525**	**71**	**1089**	**908**	**263**	**1293**
		62%ajlm	***55%***	**66%a**	**71%za**	**68%za**	***63%***	***62%***	***62%***	**65%j**	**68%j**	***52%***	**70%zl**	***53%***	***46%***	**65%zm**	**67%zm**	**71%z**	***59%***
Disagree		**557**	**156**	**137**	**90**	**227**	**294**	**263**	**268**	**241**	**103**	**158**	**225**	**332**	**62**	**391**	**304**	**59**	**588**
		25%bdiknop	**33%zbcd**	***22%***	***22%***	***22%***	***24%***	***26%***	***24%***	***24%***	***19%***	**34%zhi**	***19%***	**34%zk**	**40%zno**	***23%***	***22%***	***16%***	***27%***
Net Agree		821	100	283	206	488	462	359	415	422	263	84	627	193	10	698	604	204	705
		37%ajlm	*21%*	**44%za**	**49%za**	**46%za**	*38%*	*36%*	*38%*	**41%zj**	**49%zhj**	*18%*	**52%zl**	*20%*	*6%*	**42%zm**	**45%zmn**	**55%z**	*32%*
Mean Score		**3.43ajlm**	3.19	**3.53a**	**3.64za**	**3.57za**	3.47	3.39	3.44	**3.51zj**	**3.62zj**	3.15	**3.66zl**	3.16	2.92	**3.50zm**	**3.55zm**	**3.72z**	3.37
Std. Dev.		1.19	1.25	1.14	1.12	1.13	1.17	1.21	1.18	1.19	1.08	1.24	1.07	1.27	1.33	1.16	1.15	1.11	1.21
Std. Err.		0.03	0.06	0.05	0.06	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.03	0.04	0.10	0.03	0.03	0.06	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 607

Q.46 To what extent do you agree or disagree with each of the following statements?

It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Strongly agree	(5)	324	260	19	9	36	36	110	87	84	66	116	75	118	105	56	169	91	318
		15%kmn	*14%*	*18%*	*14%*	*19%*	*13%*	*14%*	*15%*	*15%*	*12%*	**20%zk**	*11%*	**16%k**	*11%*	*7%*	**15%n**	**34%zno**	*14%*
Tend to agree	(4)	1054	903	49	33	69	138	365	274	259	279	276	344	378	403	320	595	121	975
		48%dmn	**49%d**	*46%*	**51%d**	*37%*	**50%d**	**48%d**	**48%d**	*46%*	**53%zd**	*47%*	*49%*	*51%*	*44%*	*41%*	**53%zn**	*45%*	*44%*
Neither agree nor disagree	(3)	247	206	10	8	23	53	98	80	64	43	62	79	72	92	79	134	24	286
		11%i	**11%i**	*9%*	*13%*	*12%*	**19%zabfghi**	**13%i**	**14%i**	*11%*	*8%*	*11%*	*11%*	*10%*	*10%*	*10%*	*12%*	*9%*	*13%*
Tend to disagree	(2)	359	301	18	10	30	27	124	83	96	81	79	115	111	189	173	152	26	373
		16%eop	**16%e**	*17%*	*16%*	*16%*	*10%*	**16%e**	**15%e**	**17%e**	*15%*	*14%*	*17%*	*15%*	**20%z**	**22%zop**	*14%*	*10%*	*17%*
Strongly disagree	(1)	198	160	10	3	25	10	49	37	56	55	42	78	55	124	133	57	*	215
		9%efop	**9%ef**	**9%e**	*5%*	**13%cefg**	*4%*	*6%*	*6%*	**10%e**	**10%e**	*7%*	**11%jl**	*7%*	**13%z**	**17%zop**	**5%p**	*	*10%*
Don't know/No opinion		25	19	1	*	4	11	14	13	*	5	10	7	4	11	12	6	5	39
		1%h	**1%h**	**1%h**	**1%h**	**2%h**	**4%zafhi**	**2%h**	**2%ah**	*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*
Agree		**1378**	**1162**	**69**	**42**	**105**	**173**	**475**	**361**	**343**	**345**	**393**	**420**	**495**	**509**	**376**	**764**	**213**	**1293**
		62%mn	***63%***	***64%***	***65%***	***56%***	***63%***	***62%***	***63%***	***61%***	***65%***	**67%zk**	***60%***	**67%zk**	***55%***	***49%***	**69%zn**	**79%zno**	***59%***
Disagree		**557**	**461**	**28**	**14**	**54**	**37**	**173**	**120**	**152**	**136**	**121**	**193**	**166**	**314**	**306**	**210**	**26**	**588**
		25%ejop	**25%e**	**26%e**	***21%***	**29%e**	***13%***	**23%e**	**21%e**	**27%e**	**26%e**	***21%***	**28%jl**	***23%***	**34%z**	**40%zop**	**19%p**	***10%***	***27%***
Net Agree		821	702	41	28	51	137	302	241	191	209	271	227	329	195	70	555	187	705
		37%dkmn	**38%d**	*38%*	**44%d**	*27%*	**50%zabdfghi**	**40%d**	**42%d**	*34%*	**39%d**	**46%zk**	*32%*	**45%zk**	*21%*	*9%*	**50%zn**	**70%zno**	*32%*
Mean Score		**3.43kmn**	3.44	3.47	3.53	3.34	3.62	3.49	3.52	3.39	3.42	**3.60zk**	3.32	**3.53zk**	3.19	2.99	**3.60zn**	**4.06zno**	3.37
Std. Dev.		1.19	1.18	1.24	1.09	1.33	0.97	1.13	1.12	1.22	1.20	1.17	1.20	1.15	1.27	1.28	1.06	0.91	1.21
Std. Err.		0.03	0.03	0.09	0.09	0.11	0.05	0.04	0.05	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.06	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 608

Q.46 To what extent do you agree or disagree with each of the following statements?

It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays

Base : UK Adults Aged 16+

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Strongly agree	(5)	324	24	20	162	122	120	158	126	87	99	30	29	35	25	6	24	17	10	318
		15%adefghlmnop	*8%*	*13%*	**15%a**	**12%fg**	**11%g**	**10%g**	*8%*	*10%*	**14%h**	*10%*	**16%hj**	*7%*	*7%*	*6%*	*8%*	*8%*	*15%*	*14%*
Tend to agree	(4)	1054	120	80	508	471	463	751	676	380	304	143	89	189	144	28	141	87	19	975
		48%adefghlmnq	*39%*	**54%a**	**46%a**	*44%*	*42%*	**46%e**	**45%e**	*43%*	*44%*	*48%*	*49%*	**40%n**	**40%n**	*27%*	**45%q**	*43%*	*30%*	*44%*
Neither agree nor disagree	(3)	247	32	15	107	101	108	196	184	112	84	49	21	53	55	16	28	30	8	286
		11%d	*10%*	*10%*	*10%*	*9%*	*10%*	**12%de**	**12%de**	*13%*	*12%*	**17%z**	*11%*	*11%*	**15%zl**	*15%*	*9%*	**15%o**	*13%*	*13%*
Tend to disagree	(2)	359	83	22	210	224	246	338	320	192	136	55	30	112	83	35	80	42	13	373
		16%	**27%zbc**	*15%*	**19%z**	**21%z**	**22%zf**	**21%z**	**21%z**	**22%z**	**20%z**	*18%*	*16%*	**24%z**	**23%z**	**33%zm**	**26%z**	*21%*	*20%*	*17%*
Strongly disagree	(1)	198	48	11	115	136	155	192	184	118	61	18	11	85	51	19	40	25	13	215
		9%	**16%zbc**	*7%*	*10%*	**13%z**	**14%zfg**	**12%z**	**12%zf**	**13%zijk**	*9%*	*6%*	*6%*	**18%z**	**14%z**	**18%z**	*13%*	*13%*	**20%z**	*10%*
Don't know/No opinion		25	2	-	3	7	6	13	13	3	3	1	1	*	1	1	1	*	1	39
		1%cefhl	*	-	*	*1%*	*1%*	*1%*	*1%*	*	*	*	*1%*	*	*	*1%*	*	*	*2%*	*2%*
Agree		**1378**	**145**	**99**	**670**	**593**	**583**	**909**	**802**	**467**	**402**	**173**	**118**	**223**	**169**	**34**	**165**	**104**	**29**	**1293**
		62%adefghlmnopq	***47%***	**67%a**	**61%a**	***56%***	***53%***	**55%g**	***53%***	***52%***	**59%h**	***59%***	**65%h**	**47%n**	**47%n**	***32%***	***53%***	***51%***	***45%***	***59%***
Disagree		**557**	**131**	**33**	**325**	**360**	**401**	**529**	**504**	**310**	**197**	**72**	**41**	**197**	**134**	**55**	**120**	**68**	**26**	**588**
		25%	**42%zbc**	***22%***	**29%z**	**34%z**	**37%zfg**	**32%z**	**34%zf**	**35%zijk**	***29%***	***24%***	***23%***	**42%z**	**37%z**	**52%zm**	**38%z**	**34%z**	**40%z**	***27%***
Net Agree		821	14	67	344	233	182	379	298	157	206	101	77	26	35	-21	45	36	3	705
		37%acdefghilmnopq	*4%*	**45%ac**	**31%a**	**22%e**	*17%*	**23%eg**	**20%e**	*18%*	**30%h**	**34%h**	**43%hij**	**6%n**	**10%ln**	*-19%*	**14%q**	*18%*	*5%*	*32%*
Mean Score		**3.43acdefghlmnopq**	2.97	**3.51a**	**3.35a**	3.21	3.13	**3.21eg**	3.16	3.14	**3.36h**	**3.38h**	**3.53h**	2.95	**3.02n**	2.68	3.10	3.14	3.00	3.37
Std. Dev.		1.19	1.27	1.13	1.24	1.26	1.28	1.22	1.22	1.24	1.21	1.08	1.14	1.28	1.22	1.22	1.23	1.21	1.40	1.21
Std. Err.		0.03	0.07	0.09	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.07	0.08	0.06	0.06	0.09	0.07	0.08	0.14	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 609

Q.46 To what extent do you agree or disagree with each of the following statements?

It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Strongly agree	(5)	324	3	5	4	4	133	228	31	229	16	59	9	11	242	286	16	318
		15%abgijko	*3%*	*5%*	*7%*	*9%*	*15%*	**18%zg**	*9%*	**17%zi**	*7%*	*9%*	*6%*	*12%*	**20%zjk**	**17%zo**	*7%*	*14%*
Tend to agree	(4)	1054	43	45	27	21	427	627	126	678	84	315	59	31	599	876	60	975
		48%gilo	*53%*	*46%*	*52%*	*44%*	*47%*	**50%g**	*36%*	**50%zi**	*36%*	**49%l**	*44%*	*33%*	**49%l**	**51%zo**	*27%*	*44%*
Neither agree nor disagree	(3)	247	12	18	4	5	75	151	37	145	33	75	14	20	122	175	13	286
		11%eno	*15%*	*19%*	*8%*	*10%*	*8%*	*12%*	*11%*	*11%*	*15%*	*12%*	*10%*	**22%zm**	*10%*	*10%*	*6%*	*13%*
Tend to disagree	(2)	359	16	22	13	12	166	175	72	192	54	133	26	15	171	263	63	373
		16%fhmn	*19%*	*22%*	*25%*	*24%*	*18%*	*14%*	**21%f**	*14%*	**24%zh**	**21%zm**	*19%*	*15%*	*14%*	*15%*	**28%zn**	*17%*
Strongly disagree	(1)	198	9	8	4	7	101	72	79	101	40	59	26	17	80	110	71	215
		9%fhmn	*11%*	*8%*	*8%*	*14%*	**11%z**	*6%*	**23%zf**	*7%*	**17%zh**	*9%*	**19%zjm**	**18%zm**	*6%*	*6%*	**31%zn**	*10%*
Don't know/No opinion		25	-	*	-	-	8	11	4	17	3	1	1	-	17	18	3	39
		1%j	-	*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-	**1%j**	*1%*	*1%*	*2%*
Agree		**1378**	**45**	**50**	**30**	**26**	**560**	**855**	**157**	**907**	**100**	**375**	**67**	**42**	**841**	**1161**	**76**	**1293**
		62%giklo	***56%***	***51%***	***59%***	***53%***	***62%***	**68%zg**	***45%***	**67%zi**	***43%***	***58%***	***50%***	***45%***	**68%zjkl**	**67%zo**	***34%***	***59%***
Disagree		**557**	**24**	**29**	**17**	**18**	**266**	**247**	**151**	**293**	**94**	**192**	**52**	**32**	**251**	**373**	**134**	**588**
		25%fhmn	***30%***	***30%***	***33%***	***38%***	**29%z**	***20%***	**43%zf**	***22%***	**41%zh**	**30%zm**	**39%zm**	**34%m**	***20%***	***22%***	**60%zn**	***27%***
Net Agree		821	21	21	13	7	293	608	6	614	5	183	16	10	590	788	-59	705
		37%bdegijkl o	*26%*	*21%*	*26%*	*15%*	*32%*	**48%zg**	*2%*	**45%zi**	*2%*	**28%kl**	*12%*	*11%*	**48%zjkl**	**46%zo**	*-26%*	*32%*
Mean Score		**3.43gijklo**	3.19	3.18	3.25	3.09	3.36	**3.61zg**	2.88	**3.55zi**	2.92	**3.29k**	2.99	3.05	**3.62zjkl**	**3.56zo**	2.49	3.37
Std. Dev.		1.19	1.12	1.09	1.16	1.27	1.25	1.11	1.36	1.15	1.26	1.16	1.30	1.31	1.15	1.13	1.36	1.21
Std. Err.		0.03	0.12	0.12	0.16	0.18	0.04	0.03	0.07	0.03	0.08	0.05	0.11	0.12	0.03	0.03	0.09	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 610

Q.46 To what extent do you agree or disagree with each of the following statements?

It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Strongly agree	(5)	324	294	14	324	-	40	269	114	164	263	42	237	52	121	170	135	125	318
			15%bdegjko	**19%zb**	*5%*	**24%zd**	-	*7%*	**22%ze**	*9%*	**32%zg**	**20%zj**	*8%*	*14%*	**25%zk**	*15%*	**19%z**	*11%*	**24%zo**	*14%*
Tend to agree	(4)	1054	789	106	1054	-	238	638	594	261	734	176	837	99	353	448	558	272	975
			48%bdegjm	**51%zb**	*39%*	**76%zd**	-	*42%*	**52%ze**	*45%*	*51%*	**55%zj**	*35%*	*48%*	*48%*	*43%*	**50%m**	*46%*	*51%*	*44%*
Neither agree nor disagree	(3)	247	151	22	-	-	66	107	137	37	111	62	182	12	71	89	142	32	286
			11%acdfhil mp	*10%*	*8%*	-	-	*11%*	*9%*	*10%*	*7%*	*8%*	**12%i**	*10%*	*6%*	*9%*	*10%*	**12%p**	*6%*	*13%*
Tend to disagree	(2)	359	208	63	-	359	141	139	293	33	158	123	315	22	161	121	228	68	373
			16%acfhinp	*13%*	**24%za**	-	**64%zc**	**25%zf**	*11%*	**22%zh**	*6%*	*12%*	**24%zi**	**18%zl**	*11%*	**20%zn**	*13%*	**19%zp**	*13%*	*17%*
Strongly disagree	(1)	198	92	62	-	198	84	61	163	13	66	95	162	20	105	61	142	30	215
			9%acfhinp	*6%*	**23%za**	-	**36%zc**	**15%zf**	*5%*	**12%zh**	*3%*	*5%*	**19%zi**	*9%*	*9%*	**13%zn**	*7%*	**12%zp**	*6%*	*10%*
Don't know/No opinion		25	12	3	-	-	3	14	12	6	8	8	11	2	9	11	10	4	39
			1%acdik	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
Agree		**1378**	**1083**	**119**	**1378**	**-**	**279**	**907**	**708**	**425**	**997**	**217**	**1074**	**151**	**473**	**618**	**692**	**397**	**1293**
			62%bdegjmo	**70%zb**	***44%***	**100%zd**	**-**	***49%***	**74%ze**	***54%***	**83%zg**	**74%zj**	***43%***	***62%***	**73%zk**	***58%***	**69%zm**	***57%***	**75%zo**	***59%***
Disagree		**557**	**300**	**125**	**-**	**557**	**226**	**200**	**455**	**46**	**224**	**218**	**477**	**42**	**266**	**182**	**370**	**98**	**588**
			25%acfhinp	***19%***	**46%za**	**-**	**100%zc**	**39%zf**	***16%***	**35%zh**	***9%***	***17%***	**43%zi**	**27%z**	***20%***	**32%zn**	***20%***	**30%zp**	***18%***	***27%***
Net Agree		821	783	-6	1378	-557	53	707	252	379	773	-1	597	109	207	436	322	299	705
			37%bdegjkmo	**51%zb**	*-2%*	**100%zd**	*-100%*	*9%*	**58%ze**	*19%*	**74%zg**	**58%zj**	*	*34%*	**53%zk**	*25%*	**49%zm**	*27%*	**56%zo**	*32%*
Mean Score		**3.43bdegjkmo**	**3.64zb**	2.80	**4.24zd**	1.64	3.02	**3.75ze**	3.16	**4.04zg**	**3.73zj**	2.89	3.39	**3.69zk**	3.27	**3.61zm**	3.26	**3.75zo**	3.37
Std. Dev.		1.19	1.12	1.32	0.42	0.48	1.24	1.08	1.23	0.94	1.06	1.30	1.20	1.23	1.29	1.14	1.23	1.13	1.21
Std. Err.		0.03	0.03	0.08	0.01	0.02	0.05	0.03	0.03	0.04	0.03	0.06	0.03	0.09	0.04	0.04	0.03	0.05	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 611

Q.46 To what extent do you agree or disagree with each of the following statements?

It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Strongly agree	(5)	324	237	51	243	46	231	14	214	14	130	101	275	16	261	25	318
		15%iln	*16%*	*15%*	*15%*	*17%*	**16%z**	*20%*	*16%*	*23%*	*12%*	**22%zi**	**17%zl**	*6%*	**18%zn**	*8%*	*14%*
Tend to agree	(4)	1054	762	126	819	89	689	21	675	20	505	245	789	110	701	138	975
		48%bdf	**51%zb**	*36%*	**50%zd**	*34%*	**49%f**	*29%*	**51%zh**	*33%*	*47%*	*52%*	*49%*	*44%*	*49%*	*43%*	*44%*
Neither agree nor disagree	(3)	247	162	26	174	17	133	6	123	4	105	28	165	19	140	34	286
		11%degjm	*11%*	*7%*	*11%*	*7%*	*9%*	*9%*	*9%*	*7%*	**10%j**	*6%*	*10%*	*8%*	*10%*	*11%*	*13%*
Tend to disagree	(2)	359	219	89	246	72	231	18	213	13	203	52	237	58	209	70	373
		16%acjkm	*15%*	**26%za**	*15%*	**28%zc**	*16%*	*25%*	*16%*	*20%*	**19%zj**	*11%*	*15%*	**23%zk**	*15%*	**22%zm**	*17%*
Strongly disagree	(1)	198	100	51	134	34	112	12	99	9	121	34	133	46	107	51	215
		9%agm	*7%*	**15%za**	*8%*	*13%*	*8%*	**17%e**	*7%*	*15%*	**11%z**	*7%*	*8%*	**18%zk**	*7%*	**16%zm**	*10%*
Don't know/No opinion		25	14	6	16	3	13	-	11	1	7	8	16	2	12	1	39
		1%	*1%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*2%*
Agree		**1378**	**998**	**177**	**1062**	**135**	**920**	**35**	**889**	**34**	**636**	**346**	**1064**	**126**	**962**	**163**	**1293**
		62%bdiln	**67%zb**	***51%***	**65%zd**	***52%***	**65%zf**	***49%***	**67%z**	***56%***	***59%***	**74%zi**	**66%zl**	***50%***	**67%zn**	***51%***	***59%***
Disagree		**557**	**319**	**139**	**380**	**106**	**343**	**29**	**312**	**21**	**324**	**86**	**370**	**105**	**316**	**121**	**588**
		25%acjkm	***21%***	**40%za**	***23%***	**41%zc**	***24%***	**42%ze**	***23%***	***35%***	**30%zj**	***18%***	***23%***	**41%zk**	***22%***	**38%zm**	***27%***
Net Agree		821	680	37	682	29	577	5	577	13	312	260	695	22	646	42	705
		37%bdfhiln	**46%zb**	*11%*	**42%zd**	*11%*	**41%zf**	*7%*	**43%zh**	*21%*	*29%*	**56%zi**	**43%zl**	*9%*	**45%zn**	*13%*	*32%*
Mean Score		**3.43bdiln**	**3.55zb**	3.11	**3.49zd**	3.16	**3.50zf**	3.10	**3.52z**	3.30	3.30	**3.71zi**	**3.52zl**	2.97	**3.56zn**	3.05	3.37
Std. Dev.		1.19	1.13	1.34	1.16	1.36	1.18	1.43	1.16	1.42	1.23	1.15	1.18	1.29	1.17	1.27	1.21
Std. Err.		0.03	0.03	0.07	0.03	0.08	0.03	0.15	0.03	0.17	0.04	0.06	0.03	0.08	0.03	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 612

Q.46 To what extent do you agree or disagree with each of the following statements?

It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly									Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Strongly agree	(5)	324	260	200	276	220	200	300	309	14	91	72	205	158	258	62	318
		15%	*14%*	*15%*	*15%*	*14%*	**17%zacdfg**	**15%d**	*14%*	*21%*	**18%j**	*13%*	*15%*	*16%*	*15%*	*13%*	*14%*
Tend to agree	(4)	1054	868	648	911	789	596	980	1032	19	245	276	636	466	813	222	975
		48%	*48%*	*48%*	*48%*	**49%z**	*50%*	**49%z**	**48%z**	*30%*	*49%*	*50%*	*47%*	*48%*	*48%*	*46%*	*44%*
Neither agree nor disagree	(3)	247	177	128	189	171	119	219	235	12	83	60	150	101	178	63	286
		11%abc	*10%*	*10%*	*10%*	*11%*	*10%*	**11%ac**	**11%abc**	*18%*	**17%zjklm**	*11%*	*11%*	*10%*	*11%*	*13%*	*13%*
Tend to disagree	(2)	359	310	235	321	268	187	320	347	12	59	95	226	153	276	80	373
		16%i	**17%zfg**	*17%*	**17%zfg**	*17%*	*16%*	*16%*	*16%*	*18%*	*12%*	**17%i**	**17%i**	*16%*	**16%i**	*17%*	*17%*
Strongly disagree	(1)	198	165	121	168	137	82	176	190	7	20	51	117	83	147	48	215
		9%ei	**9%e**	**9%e**	**9%e**	**9%e**	*7%*	**9%e**	**9%e**	*11%*	*4%*	**9%i**	**9%i**	**9%i**	**9%i**	**10%i**	*10%*
Don't know/No opinion		25	18	12	20	9	9	17	23	1	3	1	11	9	13	11	39
		1%dfjm	**1%d**	*1%*	**1%df**	*1%*	*1%*	**1%d**	**1%df**	*2%*	*1%*	*	*1%*	*1%*	*1%*	**2%jm**	*2%*
Agree		**1378**	**1128**	**848**	**1187**	**1009**	**796**	**1280**	**1341**	**33**	**336**	**348**	**840**	**624**	**1072**	**283**	**1293**
		62%	***63%***	***63%***	***63%***	***63%***	**67%zabcdfg**	**64%zg**	***63%***	***51%***	**67%n**	***63%***	***63%***	***64%***	***64%***	***58%***	***59%***
Disagree		**557**	**475**	**356**	**490**	**405**	**269**	**496**	**537**	**19**	**79**	**146**	**343**	**236**	**423**	**128**	**588**
		25%ei	**26%zefg**	**26%e**	**26%ef**	**25%e**	***23%***	**25%e**	**25%e**	***29%***	***16%***	**26%i**	**25%i**	**24%i**	**25%i**	**26%i**	***27%***
Net Agree		821	653	492	697	604	527	783	804	14	257	202	498	388	649	155	705
		37%n	*36%*	*37%*	*37%*	*38%*	**44%zabcdfg**	**39%zabcg**	**38%za**	*22%*	**51%zjklmn**	*36%*	*37%*	**40%n**	**38%n**	*32%*	*32%*
Mean Score		3.43	3.42	3.43	3.43	3.43	**3.54zabcdfg**	**3.45zag**	3.44	3.32	**3.66zjklmn**	3.40	3.44	3.48	3.45	3.36	3.37
Std. Dev.		1.19	1.20	1.20	1.19	1.18	1.15	1.18	1.19	1.31	1.03	1.18	1.19	1.19	1.19	1.20	1.21
Std. Err.		0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.15	0.05	0.06	0.03	0.04	0.03	0.05	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 613

Q.47 To what extent do you agree or disagree with each of the following statements?

The BBC should aim to reflect the positive side of British society

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Strongly agree	(5)	727	371	356	94	91	118	125	109	108	82	184	542	49.78	463	111	147	580	730
		33%dj	*35%*	*31%*	*28%*	*26%*	*29%*	**35%j**	*34%*	**44%zcdefgjk**	**43%zcdej**	*27%*	**36%zdej**		*34%*	*35%*	*36%*	*32%*	*33%*
Tend to agree	(4)	1037	471	566	155	165	205	156	164	107	86	320	717	46.19	614	159	174	863	990
		47%a	*44%*	**50%za**	*47%*	*47%*	*50%*	*43%*	*51%*	*44%*	*45%*	*47%*	*47%*		*45%*	*50%*	*43%*	*48%*	*45%*
Neither agree nor disagree	(3)	259	140	119	48	58	48	40	41	16	9	106	153	41.33	164	26	42	217	289
		12%hik	*13%*	*10%*	**14%hi**	**17%zhik**	**12%i**	**11%i**	**13%i**	*6%*	*5%*	**16%zhik**	**10%i**		*12%*	*8%*	*10%*	*12%*	*13%*
Tend to disagree	(2)	129	64	66	29	26	25	28	2	12	7	55	74	40.94	76	17	24	105	121
		6%gk	*6%*	*6%*	**9%gk**	**8%g**	**6%g**	**8%gk**	*1%*	**5%g**	**4%g**	**8%zgk**	**5%g**		*6%*	*5%*	*6%*	*6%*	*5%*
Strongly disagree	(1)	34	17	17	2	6	9	6	8	-	3	8	26	45.56	28	2	11	23	34
		2%	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*2%*	-	*2%*	*1%*	*2%*		*2%*	*1%*	*3%*	*1%*	*2%*
Don't know/No opinion		20	9	11	3	4	2	4	*	2	4	7	13	50.60	8	2	8	12	42
		1%	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*2%*	*1%*	*1%*		*1%*	*1%*	*2%*	*1%*	*2%*
Agree		**1764**	**842**	**921**	**248**	**256**	**323**	**281**	**273**	**215**	**168**	**504**	**1260**	**47.67**	**1077**	**270**	**321**	**1443**	**1720**
		80%dj	***79%***	***81%***	***75%***	***73%***	***79%***	***78%***	**84%cdj**	**88%zcdefjk**	**88%zcdefj**	***74%***	**83%zcdfj**		***80%***	***85%***	***79%***	***80%***	***78%***
Disagree		**163**	**81**	**82**	**31**	**33**	**34**	**34**	**10**	**12**	**10**	**64**	**100**	**41.90**	**104**	**19**	**35**	**128**	**155**
		7%gk	***8%***	***7%***	**9%g**	**9%g**	**8%g**	**9%gk**	***3%***	***5%***	***5%***	**9%g**	**7%g**		***8%***	***6%***	***9%***	***7%***	***7%***
Net Agree		1600	761	839	217	223	289	247	263	203	158	440	1160	5.77	973	252	286	1315	1565
		73%cdj	*71%*	*74%*	*66%*	*64%*	*71%*	*69%*	**81%zcdefj**	**83%zcdefjk**	**82%zcdefj**	*65%*	**76%zcdefj**		*72%*	**79%zl**	*70%*	*73%*	*71%*
Mean Score		**4.05dj**	4.05	4.05	3.95	3.89	3.98	4.03	**4.13dj**	**4.28zcdefjk**	**4.26zcdefjk**	3.92	**4.11zcdej**	1.01	4.05	4.14	4.06	4.05	4.04
Std. Dev.		0.91	0.93	0.89	0.92	0.94	0.93	0.96	0.83	0.79	0.85	0.93	0.89	0.98	0.94	0.83	0.98	0.89	0.91
Std. Err.		0.02	0.03	0.03	0.05	0.05	0.04	0.05	0.05	0.05	0.06	0.03	0.02	0.15	0.03	0.05	0.05	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 614

Q.47 To what extent do you agree or disagree with each of the following statements?

The BBC should aim to reflect the positive side of British society

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Strongly agree	(5)	**727**	626	11	43	11	65	659	540	26	15	5	9	595	122	408	174	23	218	502	730
		33%	*33%*	*22%*	**40%e**	*18%*	*30%*	*33%*	*33%*	*42%*	*36%*	*44%*	*19%*	*33%*	*32%*	*35%*	*30%*	*33%*	*30%*	*34%*	*33%*
Tend to agree	(4)	**1037**	870	34	37	48	120	916	780	24	13	5	27	848	184	523	292	30	341	683	990
		47%f	*47%*	*66%*	*35%*	*78%*	**54%c**	*46%*	*48%*	*38%*	*32%*	*38%*	*58%*	*47%*	*49%*	*45%*	*50%*	*43%*	*48%*	*47%*	*45%*
Neither agree nor disagree	(3)	**259**	219	3	17	*	20	238	181	4	11	2	6	204	42	140	67	6	99	153	289
		12%	*12%*	*6%*	**16%e**	*	*9%*	**12%z**	*11%*	*6%*	*26%*	*17%*	*12%*	*11%*	*11%*	*12%*	*11%*	*8%*	*14%*	*11%*	*13%*
Tend to disagree	(2)	**129**	109	3	7	-	10	119	89	6	*	*	2	96	20	58	40	10	49	79	121
		6%	*6%*	*5%*	**7%e**	-	*5%*	*6%*	*5%*	*9%*	*	*	*4%*	*5%*	*5%*	*5%*	*7%*	**14%zmn**	*7%*	*5%*	*5%*
Strongly disagree	(1)	**34**	29	*	1	-	1	33	28	1	1	*	*	31	1	23	9	1	8	26	34
		2%	*2%*	*	*1%*	-	*1%*	**2%z**	*2%*	*2%*	*3%*	*	*1%*	*2%*	*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*
Don't know/No opinion		**20**	16	*	2	2	4	16	13	1	1	*	3	18	5	9	2	*	3	13	42
		1%f	*1%*	*	*2%*	*4%*	*2%*	*1%*	*1%*	*2%*	*3%*	*1%*	*6%*	**1%g**	*1%*	*1%*	*	*	*	*1%*	*2%*
Agree		**1764**	**1496**	**45**	**80**	**60**	**185**	**1575**	**1320**	**50**	**27**	**10**	**36**	**1443**	**306**	**930**	**466**	**53**	**558**	**1186**	**1720**
		80%f	**80%f**	***88%***	***75%***	***96%***	**84%c**	***79%***	***81%***	***80%***	***68%***	***82%***	***77%***	***81%***	***82%***	***80%***	***80%***	***76%***	***78%***	***81%***	***78%***
Disagree		**163**	**139**	**3**	**8**	**-**	**11**	**152**	**117**	**7**	**1**	*****	**2**	**127**	**21**	**81**	**49**	**11**	**57**	**104**	**155**
		7%	*7%*	*5%*	**8%e**	-	*5%*	**8%z**	*7%*	*11%*	*3%*	*	*5%*	*7%*	*6%*	*7%*	*8%*	**15%zmn**	*8%*	*7%*	*7%*
Net Agree		**1600**	1357	42	72	60	174	1423	1203	43	26	10	33	1316	284	849	418	42	501	1081	1565
		73%f	**73%f**	*83%*	*67%*	*96%*	**79%c**	*72%*	*74%*	*69%*	*66%*	*82%*	*72%*	*73%*	**76%p**	*73%*	*72%*	*61%*	*70%*	*74%*	*71%*
Mean Score		**4.05f**	**4.05f**	4.05	4.08	4.19	4.10	4.04	4.06	4.13	4.02	4.27	3.97	4.06	4.10	4.07	4.00	3.93	4.00	4.08	4.04
Std. Dev.		**0.91**	0.91	0.71	0.97	0.40	0.79	0.92	0.91	1.01	0.95	0.78	0.76	0.91	0.83	0.92	0.91	1.06	0.91	0.91	0.91
Std. Err.		**0.02**	0.02	0.06	0.05	0.10	0.03	0.02	0.02	0.07	0.08	0.10	0.13	0.02	0.05	0.03	0.04	0.09	0.03	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 615

Q.47 To what extent do you agree or disagree with each of the following statements?

The BBC should aim to reflect the positive side of British society

Base : UK Adults Aged 16+

		Wtd. Total (z)	Annual Income: Up to £15,499 (a)	Annual Income: £15,500-£39,999 (b)	Annual Income: Over £39,999 (c)	Annual Income: Over £15,499 (d)	Social Grade: ABC1 (e)	Social Grade: C2DE (f)	Social Grade: C1C2 (g)	Education: Up to A-Level/ equivalent (h)	Education: Bachelor Degree/ equivalent or higher (i)	Education: No formal qualifications (j)	Working Status: Working full/part-time (k)	Working Status: Not working (l)	Q.67 Technology: Only Traditional TV channels (m)	Q.67 Technology: Multi-channel (n)	Q.67 Technology: Internet access (o)	Q.70 Social networks: Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Strongly agree	(5)	727	151	195	148	344	408	318	350	331	179	151	382	345	53	562	443	108	730
		33%	*32%*	*31%*	*36%*	*33%*	*34%*	*32%*	*32%*	*32%*	*33%*	*33%*	*32%*	*35%*	*34%*	*34%*	*33%*	*29%*	*33%*
Tend to agree	(4)	1037	247	319	166	485	536	501	526	478	228	247	553	483	77	767	613	165	990
		47%c	**53%zc**	**50%cd**	*40%*	**46%c**	*45%*	**50%z**	*48%*	*47%*	*42%*	**54%zi**	*46%*	*49%*	*50%*	*46%*	*45%*	*44%*	*45%*
Neither agree nor disagree	(3)	259	45	80	53	133	138	120	137	122	79	34	159	97	17	193	167	51	289
		12%jl	*10%*	*13%*	*13%*	*13%*	*12%*	*12%*	*12%*	**12%j**	**15%j**	*7%*	*13%*	*10%*	*11%*	*12%*	*12%*	*14%*	*13%*
Tend to disagree	(2)	129	16	33	36	69	84	46	69	67	39	16	82	48	6	107	96	40	121
		6%aj	*3%*	*5%*	**9%a**	*7%*	*7%*	*5%*	*6%*	*7%*	*7%*	*3%*	*7%*	*5%*	*4%*	*6%*	**7%z**	**11%z**	*5%*
Strongly disagree	(1)	34	7	8	13	20	27	7	11	15	13	5	26	8	*	25	29	7	34
		2%fl	*1%*	*1%*	*3%*	*2%*	**2%zfg**	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*	*2%*	*2%*	*2%*	*2%*
Don't know/No opinion		20	4	1	1	2	10	11	7	7	3	9	11	8	2	11	7	*	42
		1%dn	*1%*	*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*
Agree		**1764**	**398**	**514**	**314**	**828**	**945**	**819**	**876**	**810**	**407**	**397**	**935**	**828**	**130**	**1329**	**1056**	**272**	**1720**
		80%ikop	**85%zcd**	***81%***	***75%***	***79%***	***78%***	***82%***	***80%***	***79%***	***75%***	**86%zhi**	***77%***	**84%zk**	***84%***	***80%***	***78%***	***74%***	***78%***
Disagree		**163**	**22**	**41**	**48**	**89**	**110**	**53**	**80**	**82**	**52**	**21**	**107**	**56**	**6**	**132**	**126**	**47**	**155**
		7%fjl	***5%***	***6%***	**12%zabd**	**8%ab**	**9%zf**	***5%***	***7%***	***8%***	**10%j**	***5%***	**9%zl**	***6%***	***4%***	***8%***	**9%z**	**13%z**	***7%***
Net Agree		1600	376	473	266	739	834	766	795	728	355	376	828	772	124	1197	930	226	1565
		73%ceikop	**80%zcd**	**74%cd**	*64%*	**70%c**	*69%*	**76%zeg**	*72%*	*71%*	*66%*	**82%zhi**	*68%*	**78%zk**	**80%o**	**72%o**	*69%*	*61%*	*71%*
Mean Score		**4.05kop**	4.12	4.04	3.97	4.01	4.02	4.09	4.04	4.03	3.97	**4.15zhi**	3.99	**4.13zk**	4.16	**4.05o**	4.00	3.88	4.04
Std. Dev.		0.91	0.82	0.87	1.05	0.94	0.97	0.83	0.89	0.92	1.00	0.79	0.96	0.84	0.78	0.92	0.97	1.01	0.91
Std. Err.		0.02	0.04	0.04	0.06	0.03	0.03	0.02	0.03	0.03	0.05	0.03	0.03	0.03	0.06	0.02	0.03	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 616

Q.47 To what extent do you agree or disagree with each of the following statements?

The BBC should aim to reflect the positive side of British society

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Strongly agree	(5)	727	599	46	15	66	83	237	174	187	175	198	259	232	345	293	327	92	730
		33%co	*32%*	**43%zacefgi**	*24%*	*35%*	*30%*	*31%*	*30%*	*33%*	*33%*	*34%*	**37%zl**	*31%*	**37%z**	**38%zo**	*29%*	*35%*	*33%*
Tend to agree	(4)	1037	871	41	34	91	133	360	283	263	249	244	307	369	434	358	547	109	990
		47%bj	**47%b**	*38%*	**53%b**	*49%*	*48%*	**47%b**	**49%b**	*47%*	*47%*	*42%*	*44%*	**50%jk**	*47%*	*46%*	*49%*	*41%*	*45%*
Neither agree nor disagree	(3)	259	221	12	8	18	34	93	62	60	68	77	75	87	88	70	137	41	289
		12%mn	*12%*	*11%*	*12%*	*10%*	*12%*	*12%*	*11%*	*11%*	*13%*	*13%*	*11%*	*12%*	*9%*	*9%*	*12%*	**15%n**	*13%*
Tend to disagree	(2)	129	115	7	3	5	13	52	35	41	23	47	44	38	40	31	70	24	121
		6%mn	*6%*	*6%*	*4%*	*2%*	*5%*	*7%*	*6%*	*7%*	*4%*	*8%*	*6%*	*5%*	*4%*	*4%*	*6%*	**9%n**	*5%*
Strongly disagree	(1)	34	30	-	1	3	9	16	16	3	12	16	11	7	11	10	23	1	34
		2%	**2%h**	-	*2%*	*1%*	**3%h**	*2%*	**3%h**	*	*2%*	**3%z**	*2%*	*1%*	*1%*	*1%*	*2%*	*	*2%*
Don't know/No opinion		20	11	2	3	4	2	3	3	5	3	4	4	4	8	10	9	*	42
		1%a	*1%*	**2%af**	**4%zaefghi**	**2%af**	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*
Agree		**1764**	**1470**	**87**	**50**	**156**	**216**	**596**	**457**	**450**	**424**	**442**	**566**	**600**	**779**	**652**	**875**	**202**	**1720**
		80%j	***80%***	***81%***	***78%***	***84%***	***79%***	***78%***	***80%***	***81%***	***80%***	***75%***	**81%j**	**81%j**	**84%z**	**84%zop**	***79%***	***75%***	***78%***
Disagree		**163**	**146**	**7**	**4**	**7**	**22**	**67**	**51**	**44**	**34**	**63**	**55**	**46**	**51**	**41**	**93**	**25**	**155**
		7%mn	***8%***	***6%***	***6%***	***4%***	***8%***	***9%***	***9%***	***8%***	***6%***	**11%zl**	***8%***	***6%***	***5%***	***5%***	***8%***	***9%***	***7%***
Net Agree		1600	1325	81	46	149	194	529	406	406	390	379	511	554	728	610	782	177	1565
		73%jp	*72%*	*75%*	*71%*	**80%zafg**	*71%*	*70%*	*71%*	*73%*	*74%*	*65%*	**73%j**	**75%j**	**79%z**	**79%zop**	*70%*	*66%*	*71%*
Mean Score		**4.05jo**	4.03	**4.20zacfg**	3.98	4.16	3.99	3.99	3.99	4.07	4.05	3.96	**4.09j**	4.06	**4.16z**	**4.17zop**	3.98	4.00	4.04
Std. Dev.		0.91	0.92	0.87	0.86	0.82	0.95	0.95	0.96	0.89	0.91	1.02	0.93	0.86	0.85	0.85	0.93	0.95	0.91
Std. Err.		0.02	0.02	0.07	0.07	0.07	0.05	0.04	0.04	0.04	0.04	0.05	0.04	0.03	0.03	0.03	0.03	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 617

Q.47 To what extent do you agree or disagree with each of the following statements?

The BBC should aim to reflect the positive side of British society

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.8 Feel concerned about: Programmes on TV/ Radio (a)	Q.8 Feel concerned about: The internet (b)	Q.8 Feel concerned about: Behaviour in society generally (c)	TV/Radio general assessment - relating to morality, values and standards of behaviour: Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour: Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Q.29 What made you think it should not be broadcast? - TV item: Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Q.32 What didn't approve of on TV: Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Strongly agree	(5)	727	141	48	396	415	431	593	552	346	260	105	69	204	161	55	141	85	25	730
		33%	**46%zbc**	*33%*	**36%z**	**39%zf**	**39%zfg**	**36%z**	**37%z**	**39%z**	**38%z**	*35%*	*38%*	**43%z**	**45%z**	**52%z**	**45%z**	**42%z**	*39%*	*33%*
Tend to agree	(4)	1037	126	76	506	463	502	784	724	408	302	138	77	211	150	42	143	88	27	990
		47%d	*41%*	*52%*	*46%*	*44%*	*46%*	**48%d**	**48%de**	*46%*	*44%*	*47%*	*42%*	*44%*	*42%*	*40%*	*46%*	*44%*	*42%*	*45%*
Neither agree nor disagree	(3)	259	24	13	111	114	110	165	137	81	72	32	18	39	28	5	18	24	7	289
		12%efghlo	*8%*	*9%*	*10%*	*11%*	*10%*	**10%g**	*9%*	*9%*	*10%*	*11%*	*10%*	*8%*	*8%*	*4%*	*6%*	**12%o**	*11%*	*13%*
Tend to disagree	(2)	129	12	9	68	55	37	66	62	38	40	17	11	16	14	3	8	5	2	121
		6%efghlo	*4%*	*6%*	*6%*	**5%ef**	*3%*	*4%*	*4%*	*4%*	*6%*	*6%*	*6%*	*3%*	*4%*	*3%*	*2%*	*3%*	*4%*	*5%*
Strongly disagree	(1)	34	4	*	15	8	7	21	13	13	10	3	6	1	1	*	2	-	*	34
		2%degl	*1%*	*	*1%*	*1%*	*1%*	**1%eg**	*1%*	*1%*	*1%*	*1%*	*3%*	*	*	*	*1%*	-	*	*2%*
Don't know/No opinion		20	3	1	8	6	10	17	15	7	4	2	-	2	4	1	1	*	3	42
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	*	**5%zop**	*2%*
Agree		**1764**	**266**	**124**	**903**	**878**	**934**	**1377**	**1276**	**754**	**562**	**243**	**146**	**415**	**311**	**97**	**285**	**172**	**52**	**1720**
		80%	**86%z**	***84%***	***82%***	**83%z**	**85%z**	**84%z**	**85%zdf**	**84%z**	***82%***	***82%***	***80%***	**88%z**	**87%z**	**92%z**	**91%zpq**	***86%***	***81%***	***78%***
Disagree		**163**	**15**	**10**	**83**	**62**	**44**	**87**	**75**	**51**	**49**	**20**	**17**	**18**	**15**	**3**	**10**	**5**	**2**	**155**
		7%defglop	***5%***	***7%***	***8%***	**6%e**	***4%***	**5%e**	***5%***	***6%***	***7%***	***7%***	***9%***	***4%***	***4%***	***3%***	***3%***	***3%***	***4%***	***7%***
Net Agree		1600	251	115	819	816	889	1291	1201	703	513	223	129	397	296	94	275	167	49	1565
		73%	**81%zc**	*78%*	*74%*	**77%z**	**81%zdf**	**78%z**	**80%zdf**	**79%zik**	*75%*	*75%*	*71%*	**84%z**	**83%z**	**89%z**	**88%zq**	**83%z**	*77%*	*71%*
Mean Score		4.05	**4.27zc**	4.11	4.09	**4.16z**	**4.21zf**	**4.14z**	**4.17zf**	**4.17z**	4.12	4.10	4.06	**4.27z**	**4.29z**	**4.42z**	**4.33z**	**4.25z**	4.21	4.04
Std. Dev.		0.91	0.85	0.83	0.91	0.87	0.81	0.85	0.82	0.87	0.91	0.88	1.01	0.78	0.80	0.72	0.75	0.76	0.80	0.91
Std. Err.		0.02	0.05	0.07	0.03	0.03	0.02	0.02	0.02	0.03	0.04	0.05	0.07	0.04	0.04	0.06	0.04	0.05	0.08	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 618

Q.47 To what extent do you agree or disagree with each of the following statements?

The BBC should aim to reflect the positive side of British society

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own respons ibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broad caster's responsi bility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's respons ibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broad caster's respons ibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Strongly agree	(5)	727	35	38	17	19	362	384	144	442	85	223	56	38	384	574	94	730
		33%f	*43%*	*39%*	*33%*	*40%*	**40%z**	*30%*	**41%zf**	*32%*	*37%*	*35%*	*42%*	*41%*	*31%*	*33%*	**42%zn**	*33%*
Tend to agree	(4)	1037	31	42	27	21	372	599	157	623	117	326	54	45	554	819	92	990
		47%e	*38%*	*43%*	*53%*	*42%*	*41%*	*47%*	*45%*	*46%*	*51%*	*51%*	*40%*	*48%*	*45%*	*47%*	*41%*	*45%*
Neither agree nor disagree	(3)	259	5	11	2	6	102	162	27	174	13	60	18	5	167	187	19	289
		12%in	*6%*	*11%*	*4%*	*13%*	*11%*	*13%*	*8%*	**13%i**	*6%*	*9%*	*13%*	*5%*	**14%zj**	*11%*	*9%*	*13%*
Tend to disagree	(2)	129	7	3	5	3	54	89	14	84	8	26	6	5	90	105	14	121
		6%	*9%*	*3%*	*9%*	*6%*	*6%*	**7%z**	*4%*	*6%*	*4%*	*4%*	*5%*	*6%*	**7%zj**	*6%*	*6%*	*5%*
Strongly disagree	(1)	34	3	3	-	-	15	24	3	26	4	1	*	*	29	31	2	34
		2%j	*4%*	*3%*	-	-	*2%*	*2%*	*1%*	*2%*	*2%*	*	*	*	**2%zj**	*2%*	*1%*	*2%*
Don't know/No opinion		20	*	*	-	-	4	8	3	13	3	6	-	1	8	12	3	42
		1%	*	*	-	-	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*2%*
Agree		**1764**	**66**	**80**	**45**	**40**	**733**	**983**	**301**	**1065**	**202**	**549**	**111**	**83**	**938**	**1393**	**187**	**1720**
		80%fhm	***81%***	***82%***	***86%***	***82%***	***81%***	***78%***	**86%zf**	***78%***	**88%zh**	**86%zm**	***82%***	***88%***	***76%***	***81%***	***83%***	***78%***
Disagree		**163**	**10**	**6**	**5**	**3**	**70**	**113**	**18**	**111**	**12**	**27**	**6**	**6**	**119**	**136**	**16**	**155**
		7%j	***13%***	***6%***	***9%***	***6%***	***8%***	**9%z**	***5%***	***8%***	***5%***	***4%***	***5%***	***6%***	**10%zj**	***8%***	***7%***	***7%***
Net Agree		1600	56	74	40	37	664	870	283	954	191	522	104	77	819	1257	171	1565
		73%fhm	*68%*	*76%*	*77%*	*76%*	*73%*	*69%*	**81%zf**	*70%*	**83%zh**	**81%zm**	**78%m**	**82%m**	*67%*	*73%*	*76%*	*71%*
Mean Score		**4.05fm**	4.07	4.12	4.11	4.16	**4.12z**	3.98	**4.22zf**	4.01	4.20	**4.17zm**	**4.19m**	4.23	3.96	4.05	4.19	4.04
Std. Dev.		0.91	1.10	0.96	0.87	0.86	0.94	0.94	0.83	0.94	0.83	0.77	0.84	0.83	0.98	0.92	0.90	0.91
Std. Err.		0.02	0.12	0.10	0.12	0.12	0.03	0.03	0.04	0.03	0.05	0.03	0.07	0.08	0.03	0.02	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 619

Q.47 To what extent do you agree or disagree with each of the following statements?

The BBC should aim to reflect the positive side of British society

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Strongly agree	(5)	727	514	104	415	250	256	361	503	128	416	204	611	54	359	251	476	153	730
		33%cfhn	*33%*	*39%*	*30%*	**45%zc**	**45%zf**	*29%*	**38%zh**	*25%*	*31%*	**40%zi**	**35%zl**	*26%*	**44%zn**	*28%*	**39%zp**	*29%*	*33%*
Tend to agree	(4)	1037	716	128	667	224	258	559	642	222	619	235	845	84	349	431	574	222	990
		47%dmp	*46%*	*48%*	**48%d**	*40%*	*45%*	*46%*	*49%*	*43%*	*46%*	*46%*	**48%z**	*41%*	*43%*	*48%*	*47%*	*42%*	*45%*
Neither agree nor disagree	(3)	259	177	22	159	57	36	163	105	74	174	44	174	31	68	109	102	70	289
		12%egkmo	*11%*	*8%*	*12%*	*10%*	*6%*	**13%e**	*8%*	**14%g**	*13%*	*9%*	*10%*	*15%*	*8%*	**12%m**	*8%*	**13%o**	*13%*
Tend to disagree	(2)	129	98	9	97	20	19	104	43	66	95	20	79	28	32	75	46	65	121
		6%degkmo	*6%*	*4%*	**7%zd**	*4%*	*3%*	**8%ze**	*3%*	**13%zg**	**7%z**	*4%*	*5%*	**14%zk**	*4%*	**8%zm**	*4%*	**12%zo**	*5%*
Strongly disagree	(1)	34	27	5	28	2	*	31	9	19	24	1	25	5	7	24	9	18	34
		2%degjo	*2%*	*2%*	**2%d**	*	*	**3%ze**	*1%*	**4%zg**	**2%j**	*	*1%*	*2%*	*1%*	**3%zm**	*1%*	**3%zo**	*2%*
Don't know/No opinion		20	16	*	12	4	5	10	10	4	12	1	10	3	6	9	7	3	42
		1%k	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*
Agree		**1764**	**1229**	**232**	**1082**	**474**	**514**	**920**	**1145**	**350**	**1035**	**439**	**1456**	**139**	**708**	**683**	**1050**	**375**	**1720**
		80%fhilnp	***79%***	**86%za**	***79%***	**85%zc**	**90%zf**	***75%***	**87%zh**	***68%***	***77%***	**87%zi**	**83%zl**	***67%***	**86%zn**	***76%***	**86%zp**	***71%***	***78%***
Disagree		**163**	**125**	**14**	**124**	**22**	**19**	**135**	**52**	**86**	**119**	**21**	**105**	**33**	**38**	**99**	**56**	**83**	**155**
		7%degjkmo	***8%***	***5%***	**9%zd**	***4%***	***3%***	**11%ze**	***4%***	**17%zg**	**9%zj**	***4%***	***6%***	**16%zk**	***5%***	**11%zm**	***5%***	**16%zo**	***7%***
Net Agree		1600	1104	217	958	452	496	785	1093	264	916	418	1351	106	670	584	994	291	1565
		73%cfhilnp	*71%*	**81%za**	*70%*	**81%zc**	**86%zf**	*64%*	**83%zh**	*51%*	*68%*	**83%zi**	**77%zl**	*51%*	**82%zn**	*65%*	**82%zp**	*55%*	*71%*
Mean Score		**4.05cfhilnp**	4.04	**4.18z**	3.99	**4.27zc**	**4.32zf**	3.92	**4.22zh**	3.73	3.99	**4.23zi**	**4.12zl**	3.77	**4.26zn**	3.91	**4.21zp**	3.81	4.04
Std. Dev.		0.91	0.93	0.86	0.94	0.81	0.74	1.00	0.78	1.09	0.95	0.79	0.87	1.07	0.83	0.99	0.81	1.09	0.91
Std. Err.		0.02	0.02	0.05	0.03	0.03	0.03	0.03	0.02	0.05	0.03	0.03	0.02	0.08	0.03	0.03	0.02	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 620

Q.47 To what extent do you agree or disagree with each of the following statements?

The BBC should aim to reflect the positive side of British society

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Strongly agree	(5)	727	457	160	512	133	461	43	427	32	393	139	521	102	468	126	730
		33%ac	*31%*	**46%za**	*31%*	**51%zc**	*33%*	**61%ze**	*32%*	**52%zg**	**37%zj**	*30%*	*32%*	**40%zk**	*33%*	*39%*	*33%*
Tend to agree	(4)	1037	735	118	783	92	645	20	632	22	519	204	781	103	663	144	990
		47%bdf	**49%zb**	*34%*	**48%d**	*35%*	**46%f**	*29%*	*47%*	*35%*	*48%*	*44%*	*48%*	*41%*	*46%*	*45%*	*45%*
Neither agree nor disagree	(3)	259	165	45	185	22	167	6	153	5	105	59	184	23	169	26	289
		12%i	*11%*	*13%*	*11%*	*8%*	*12%*	*8%*	*11%*	*8%*	*10%*	*13%*	*11%*	*9%*	*12%*	*8%*	*13%*
Tend to disagree	(2)	129	98	14	112	9	104	2	95	2	41	46	103	13	96	17	121
		6%i	*7%*	*4%*	**7%z**	*4%*	**7%z**	*2%*	**7%z**	*3%*	*4%*	**10%zi**	*6%*	*5%*	*7%*	*5%*	*5%*
Strongly disagree	(1)	34	27	4	27	3	22	*	21	*	6	16	17	9	24	3	34
		2%ik	*2%*	*1%*	*2%*	*1%*	*2%*	*	*2%*	*	*1%*	**3%zi**	*1%*	**4%zk**	*2%*	*1%*	*2%*
Don't know/No opinion		20	11	5	12	2	10	-	7	1	7	4	9	3	12	3	42
		1%gk	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
Agree		**1764**	**1192**	**279**	**1295**	**224**	**1106**	**63**	**1059**	**53**	**913**	**343**	**1302**	**205**	**1131**	**269**	**1720**
		80%j	***80%***	***80%***	***79%***	**86%z**	***78%***	***90%***	***79%***	***87%***	**85%zj**	***73%***	***81%***	***81%***	***79%***	***84%***	***78%***
Disagree		**163**	**126**	**18**	**139**	**13**	**126**	**2**	**116**	**2**	**47**	**62**	**120**	**22**	**119**	**20**	**155**
		7%i	**8%z**	***5%***	**9%z**	***5%***	**9%z**	***2%***	**9%z**	***3%***	***4%***	**13%zi**	***7%***	***9%***	***8%***	***6%***	***7%***
Net Agree		1600	1066	260	1156	212	980	61	943	52	866	281	1181	183	1012	249	1565
		73%cejm	*71%*	*75%*	*71%*	**81%zc**	*70%*	**87%ze**	*71%*	*85%*	**81%zj**	*60%*	*73%*	*73%*	*71%*	*78%*	*71%*
Mean Score		**4.05acj**	4.01	**4.22za**	4.01	**4.32zc**	4.01	**4.48ze**	4.02	**4.39zg**	**4.18zj**	3.87	4.05	4.11	4.03	**4.17z**	4.04
Std. Dev.		0.91	0.92	0.91	0.93	0.87	0.94	0.75	0.93	0.76	0.80	1.06	0.89	1.01	0.93	0.87	0.91
Std. Err.		0.02	0.02	0.05	0.02	0.05	0.03	0.08	0.03	0.09	0.02	0.05	0.02	0.06	0.03	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 621

Q.47 To what extent do you agree or disagree with each of the following statements?

The BBC should aim to reflect the positive side of British society

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly									Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Strongly agree	(5)	727 **33%i**	589 *33%*	448 **33%e**	622 **33%e**	537 **34%e**	365 *31%*	661 **33%e**	704 **33%e**	20 *30%*	130 *26%*	201 **36%i**	441 **33%i**	327 **34%i**	555 **33%i**	155 *32%*	730 *33%*
Tend to agree	(4)	1037 *47%*	843 *47%*	615 *46%*	875 *46%*	740 *46%*	545 *46%*	936 *47%*	1000 *47%*	36 *54%*	254 **51%k**	248 *45%*	610 *45%*	450 *46%*	778 *46%*	247 *51%*	990 *45%*
Neither agree nor disagree	(3)	259 *12%*	213 *12%*	149 *11%*	227 *12%*	187 *12%*	153 *13%*	237 *12%*	253 *12%*	6 *9%*	72 *14%*	64 *11%*	172 *13%*	118 *12%*	205 *12%*	51 *11%*	289 *13%*
Tend to disagree	(2)	129 **6%n**	112 *6%*	96 **7%zdg**	118 *6%*	90 *6%*	94 **8%zacdfg**	123 *6%*	125 *6%*	4 *6%*	34 *7%*	36 *6%*	91 **7%n**	53 *6%*	110 **7%n**	16 *3%*	121 *5%*
Strongly disagree	(1)	34 *2%*	26 *1%*	21 *2%*	27 *1%*	27 *2%*	22 *2%*	34 *2%*	34 *2%*	* *	11 *2%*	3 *1%*	24 **2%j**	14 *1%*	27 **2%j**	7 *1%*	34 *2%*
Don't know/No opinion		20 **1%km**	15 *1%*	15 *1%*	17 *1%*	14 *1%*	14 *1%*	20 *1%*	20 *1%*	* *	1 *	3 *1%*	7 *	7 *1%*	10 *1%*	9 **2%ik**	42 *2%*
Agree		**1764** **80%ek**	**1432** **80%e**	**1063** **79%e**	**1496** **79%e**	**1277** **80%e**	**910** ***76%***	**1597** **79%e**	**1704** **80%e**	**56** ***85%***	**384** ***77%***	**449** ***81%***	**1050** ***78%***	**777** ***80%***	**1334** ***79%***	**402** ***83%***	**1720** ***78%***
Disagree		**163** **7%n**	**138** ***8%***	**117** **9%zg**	**145** ***8%***	**117** ***7%***	**116** **10%zacdfg**	**157** **8%z**	**159** ***7%***	**4** ***6%***	**45** **9%n**	**39** ***7%***	**115** **9%n**	**67** ***7%***	**137** ***8%***	**23** ***5%***	**155** ***7%***
Net Agree		1600 **73%befikm**	1294 **72%e**	947 **70%e**	1351 **72%e**	1160 **73%e**	795 *67%*	1440 **72%e**	1545 **72%ef**	52 *78%*	339 *68%*	410 **74%ik**	936 *70%*	709 **73%ik**	1196 *71%*	379 **78%zikm**	1565 *71%*
Mean Score		**4.05ei**	**4.04e**	**4.03e**	**4.04e**	**4.06e**	3.97	**4.04e**	**4.05e**	4.09	3.91	**4.10ik**	**4.01i**	**4.06i**	**4.03i**	**4.11i**	4.04
Std. Dev.		0.91	0.91	0.94	0.92	0.92	0.96	0.92	0.91	0.80	0.93	0.89	0.94	0.90	0.93	0.83	0.91
Std. Err.		0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.09	0.05	0.04	0.03	0.03	0.02	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 622

Q.48 To what extent do you agree or disagree with each of the following statements?

There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Strongly agree	(5)	177	57	120	16	17	27	32	28	31	27	32	145	53.69	110	36	43	134	197
		8%aj	*5%*	**11%za**	*5%*	*5%*	*7%*	**9%j**	*9%*	**13%zcdej**	**14%zcdej**	*5%*	**10%zcdj**		*8%*	*11%*	*11%*	*7%*	*9%*
Tend to agree	(4)	396	153	243	26	30	69	61	77	75	57	56	339	54.60	253	81	108	288	474
		18%acdjo	*14%*	**21%za**	*8%*	*9%*	**17%cdj**	**17%cdj**	**24%zcdj**	**31%zcdefjk**	**30%zcdefjk**	*8%*	**22%zcdefj**		*19%*	**25%zl**	**27%zo**	*16%*	*21%*
Neither agree nor disagree	(3)	333	161	171	48	56	60	65	45	34	25	104	229	45.69	224	39	56	277	359
		15%	*15%*	*15%*	*15%*	*16%*	*15%*	*18%*	*14%*	*14%*	*13%*	*15%*	*15%*		*17%*	*12%*	*14%*	*15%*	*16%*
Tend to disagree	(2)	624	290	334	97	108	119	90	102	67	41	206	418	45.41	373	87	89	535	544
		28%n	*27%*	*29%*	*30%*	*31%*	*29%*	*25%*	**31%i**	*27%*	*21%*	**30%i**	*27%*		*28%*	*27%*	*22%*	**30%zn**	*25%*
Strongly disagree	(1)	604	369	235	140	126	125	106	61	25	23	265	339	39.51	347	56	93	511	530
		27%bghikm	**34%zb**	*21%*	**42%zefghik**	**36%zghik**	**31%ghik**	**29%ghik**	**19%h**	*10%*	*12%*	**39%zefghik**	**22%hi**		**26%m**	*18%*	*23%*	*28%*	*24%*
Don't know/No opinion		72	41	31	3	14	6	5	10	14	19	17	55	57.03	46	19	16	55	102
		3%c	*4%*	*3%*	*1%*	*4%*	*2%*	*1%*	*3%*	**6%cefj**	**10%zcdefgjk**	**2%c**	**4%cef**		*3%*	**6%z**	*4%*	*3%*	*5%*
Agree		**573**	**210**	**363**	**42**	**46**	**96**	**93**	**105**	**106**	**84**	**88**	**484**	**54.32**	**363**	**117**	**152**	**422**	**671**
		26%acdjo	***20%***	**32%za**	***13%***	***13%***	**24%cdj**	**26%cdj**	**33%zcdej**	**43%zcdefgjk**	**44%zcdefgjk**	***13%***	**32%zcdefj**		***27%***	**37%zl**	**37%zo**	***23%***	***30%***
Disagree		**1228**	**659**	**569**	**237**	**234**	**244**	**196**	**163**	**91**	**63**	**471**	**757**	**42.51**	**720**	**143**	**182**	**1046**	**1074**
		56%bhiklmn	**62%zb**	***50%***	**72%zefghik**	**67%zfghik**	**60%hik**	**55%hi**	**50%hi**	***37%***	***33%***	**69%zefghik**	**50%hi**		**53%m**	***45%***	***45%***	**58%zn**	***49%***
Net Agree		-655	-449	-206	-195	-188	-148	-103	-57	14	21	-383	-273	11.81	-357	-27	-30	-625	-403
		-30%	*-42%*	*-18%*	*-59%*	*-54%*	*-36%*	*-29%*	*-18%*	*6%*	*11%*	*-56%*	*-18%*		*-26%*	*-8%*	*-7%*	*-35%*	*-18%*
Mean Score		**2.49acdjo**	2.26	**2.71za**	2.02	2.12	**2.38cdj**	**2.50cdj**	**2.71zcdej**	**3.09zcdefgjk**	**3.15zcdefgjk**	2.07	**2.68zcdefj**	1.06	2.55	**2.84zl**	**2.80zo**	2.43	2.65
Std. Dev.		1.30	1.24	1.31	1.15	1.15	1.27	1.32	1.28	1.25	1.31	1.15	1.32	1.01	1.29	1.33	1.37	1.27	1.32
Std. Err.		0.03	0.04	0.04	0.06	0.06	0.06	0.07	0.08	0.09	0.10	0.04	0.04	0.15	0.04	0.08	0.07	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 623

Q.48 To what extent do you agree or disagree with each of the following statements?

There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Strongly agree	(5)	**177**	139	11	14	6	30	144	143	7	8	1	3	161	33	111	26	8	44	132	197
		8%afo	*7%*	*21%*	*13%*	*9%*	**14%f**	*7%*	*9%*	*11%*	*20%*	*5%*	*7%*	**9%z**	**9%o**	**10%zo**	*4%*	**12%o**	*6%*	*9%*	*9%*
Tend to agree	(4)	**396**	325	7	25	13	45	351	325	18	4	*	6	354	74	207	92	16	117	269	474
		18%	*17%*	*14%*	*24%*	*21%*	*20%*	*18%*	**20%z**	*29%*	*11%*	*1%*	*13%*	**20%z**	*20%*	*18%*	*16%*	*23%*	*16%*	*18%*	*21%*
Neither agree nor disagree	(3)	**333**	266	11	20	20	51	281	250	9	11	3	11	284	48	174	103	7	128	202	359
		15%af	*14%*	*22%*	*18%*	*32%*	**23%zacf**	*14%*	*15%*	*15%*	*26%*	*26%*	*24%*	**16%g**	*13%*	*15%*	*18%*	*10%*	**18%z**	*14%*	*16%*
Tend to disagree	(2)	**624**	530	9	34	18	61	562	456	18	10	4	17	505	107	313	178	21	214	400	544
		28%	*28%*	*18%*	*31%*	*29%*	*28%*	*28%*	*28%*	*30%*	*25%*	*32%*	*37%*	*28%*	*29%*	*27%*	*30%*	*30%*	*30%*	*27%*	*25%*
Strongly disagree	(1)	**604**	551	8	10	6	24	580	415	5	7	4	7	437	93	311	179	18	201	396	530
		27%ceghl	**30%zce**	*16%*	*10%*	*9%*	*11%*	**29%zce**	**25%hl**	*7%*	*17%*	*36%*	*14%*	**24%h**	*25%*	*27%*	*31%*	*25%*	*28%*	*27%*	*24%*
Don't know/No opinion		**72**	57	5	4	*	9	63	43	5	*	*	2	51	20	45	6	*	13	57	102
		3%goq	*3%*	*9%*	*3%*	*	*4%*	*3%*	*3%*	**8%gl**	*	*1%*	*5%*	*3%*	**5%o**	**4%o**	*1%*	*	*2%*	**4%q**	*5%*
Agree		**573**	**464**	**17**	**39**	**18**	**75**	**495**	**468**	**25**	**13**	**1**	**9**	**515**	**107**	**318**	**118**	**24**	**161**	**401**	**671**
		26%afoq	***25%***	***34%***	**37%zaf**	***30%***	***34%***	***25%***	**29%z**	**40%z**	***31%***	***6%***	***20%***	**29%z**	**28%o**	**27%o**	***20%***	**34%o**	***22%***	**28%q**	***30%***
Disagree		**1228**	**1082**	**17**	**44**	**24**	**85**	**1143**	**871**	**23**	**17**	**8**	**23**	**942**	**200**	**623**	**356**	**38**	**415**	**796**	**1074**
		56%ceghl	**58%zce**	***34%***	***41%***	***38%***	***39%***	**58%zce**	**53%hl**	***37%***	***42%***	***67%***	***51%***	**53%h**	***53%***	***54%***	**61%zn**	***55%***	***58%***	***55%***	***49%***
Net Agree		**-655**	-618	*	-5	-5	-10	-648	-403	2	-4	-7	-14	-427	-93	-305	-239	-14	-254	-395	-403
		-30%	*-33%*	*	*-4%*	*-8%*	*-4%*	*-33%*	*-25%*	*3%*	*-10%*	*-62%*	*-30%*	*-24%*	*-25%*	*-26%*	*-41%*	*-21%*	*-35%*	*-27%*	*-18%*
Mean Score		**2.49afo**	2.43	3.05	**2.99zaf**	2.91	**2.98zaf**	2.44	**2.57z**	**3.07zgl**	2.93	2.06	2.61	**2.60zg**	**2.57o**	**2.55o**	2.32	2.65	2.42	2.53	2.65
Std. Dev.		**1.30**	1.29	1.41	1.24	1.11	1.24	1.29	1.31	1.20	1.38	1.08	1.14	1.31	1.32	1.33	1.19	1.39	1.23	1.33	1.32
Std. Err.		**0.03**	0.03	0.13	0.07	0.27	0.06	0.03	0.04	0.08	0.12	0.15	0.19	0.03	0.08	0.04	0.05	0.12	0.04	0.04	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 624

Q.48 To what extent do you agree or disagree with each of the following statements?

There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content

Base : UK Adults Aged 16+

		Wtd. Total (z)	Annual Income: Up to £15,499 (a)	Annual Income: £15,500-£39,999 (b)	Annual Income: Over £39,999 (c)	Annual Income: Over £15,499 (d)	Social Grade: ABC1 (e)	Social Grade: C2DE (f)	Social Grade: C1C2 (g)	Education: Up to A-Level/ equivalent (h)	Education: Bachelor Degree/ equivalent or higher (i)	Education: No formal qualifications (j)	Working Status: Working full/part-time (k)	Working Status: Not working (l)	Q.67 Technology: Only Traditional TV channels (m)	Q.67 Technology: Multi-channel (n)	Q.67 Technology: Internet access (o)	Q.70 Social networks: Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Strongly agree	(5)	177	45	34	35	69	86	91	67	65	48	50	70	107	21	136	99	22	197
		8%bghk	**10%b**	*5%*	*8%*	*7%*	*7%*	**9%g**	*6%*	*6%*	*9%*	**11%h**	*6%*	**11%zk**	**13%zo**	*8%*	*7%*	*6%*	*9%*
Tend to agree	(4)	396	110	113	40	153	169	227	195	160	59	129	172	222	38	291	200	27	474
		18%cdehiko p	**24%zcd**	**18%cd**	*10%*	**15%c**	*14%*	**23%zeg**	**18%e**	*16%*	*11%*	**28%zhi**	*14%*	**22%zk**	**24%o**	**17%o**	*15%*	*7%*	*21%*
Neither agree nor disagree	(3)	333	74	114	54	168	186	147	176	150	73	78	180	150	22	245	211	53	359
		15%	*16%*	*18%*	*13%*	*16%*	*15%*	*15%*	*16%*	*15%*	*14%*	*17%*	*15%*	*15%*	*14%*	*15%*	*16%*	*14%*	*16%*
Tend to disagree	(2)	624	122	177	136	313	379	245	305	269	192	114	344	280	41	459	422	115	544
		28%f	*26%*	*28%*	*33%*	*30%*	**31%zfg**	*24%*	*28%*	*26%*	**35%zhj**	*25%*	*28%*	*28%*	*26%*	*28%*	**31%zn**	*31%*	*25%*
Strongly disagree	(1)	604	107	177	141	317	339	266	319	354	148	72	420	184	28	487	391	147	530
		27%ajlm	*23%*	*28%*	**34%za**	**30%za**	*28%*	*26%*	*29%*	**35%zij**	**27%j**	*16%*	**35%zl**	*19%*	*18%*	**29%zm**	**29%m**	**40%z**	*24%*
Don't know/No opinion		72	11	21	11	32	44	27	36	23	22	18	27	45	5	47	33	6	102
		3%hko	*2%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*2%*	*4%*	*4%*	*2%*	**5%zk**	*3%*	*3%*	*2%*	*2%*	*5%*
Agree		**573**	**155**	**147**	**75**	**222**	**255**	**318**	**262**	**225**	**107**	**179**	**242**	**330**	**58**	**427**	**299**	**49**	**671**
		26%cdehiko p	**33%zbcd**	***23%***	***18%***	***21%***	***21%***	**32%zeg**	***24%***	***22%***	***20%***	**39%zhi**	***20%***	**33%zk**	**38%zno**	**26%o**	***22%***	***13%***	***30%***
Disagree		**1228**	**229**	**354**	**277**	**631**	**717**	**511**	**624**	**623**	**339**	**186**	**764**	**464**	**69**	**946**	**813**	**262**	**1074**
		56%afjlm	***49%***	***56%***	**66%zabd**	**60%zab**	**60%zf**	***51%***	**57%f**	**61%zj**	**63%zj**	***40%***	**63%zl**	***47%***	***44%***	**57%m**	**60%zmn**	**71%z**	***49%***
Net Agree		-655	-73	-207	-202	-409	-462	-193	-362	-398	-232	-7	-523	-134	-10	-519	-514	-212	-403
		-30%	*-16%*	*-33%*	*-48%*	*-39%*	*-38%*	*-19%*	*-33%*	*-39%*	*-43%*	*-2%*	*-43%*	*-14%*	*-7%*	*-31%*	*-38%*	*-57%*	*-18%*
Mean Score		**2.49cdehko p**	**2.70zbcd**	2.43	2.24	2.36	2.38	**2.62zeg**	2.42	2.31	2.36	**2.93zhi**	2.26	**2.78zk**	**2.88zno**	**2.46o**	2.39	2.07	2.65
Std. Dev.		1.30	1.32	1.23	1.26	1.25	1.25	1.34	1.26	1.28	1.26	1.29	1.24	1.31	1.35	1.31	1.26	1.18	1.32
Std. Err.		0.03	0.06	0.05	0.07	0.04	0.04	0.04	0.04	0.04	0.06	0.06	0.04	0.04	0.11	0.03	0.04	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 625

Q.48 To what extent do you agree or disagree with each of the following statements?

There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Strongly agree	(5)	177	143	11	5	18	22	63	44	36	44	37	66	48	106	117	48	11	197
		8%op	*8%*	*10%*	*8%*	*10%*	*8%*	*8%*	*8%*	*6%*	*8%*	*6%*	*9%*	*6%*	**11%z**	**15%zop**	*4%*	*4%*	*9%*
Tend to agree	(4)	396	335	20	13	28	54	129	96	103	103	92	138	132	228	185	171	26	474
		18%op	*18%*	*18%*	*20%*	*15%*	*20%*	*17%*	*17%*	*18%*	*19%*	*16%*	*20%*	*18%*	**25%z**	**24%zop**	*15%*	*10%*	*21%*
Neither agree nor disagree	(3)	333	274	14	11	34	49	108	81	90	76	61	104	118	147	116	182	19	359
		15%jp	*15%*	*13%*	*17%*	*18%*	*18%*	*14%*	*14%*	*16%*	*14%*	*10%*	**15%j**	**16%j**	*16%*	**15%p**	**16%p**	*7%*	*16%*
Tend to disagree	(2)	624	535	29	19	41	79	225	182	176	133	195	209	180	247	199	348	70	544
		28%l	*29%*	*27%*	*29%*	*22%*	*29%*	*30%*	**32%d**	**32%d**	*25%*	**33%zl**	**30%l**	*24%*	*27%*	*26%*	**31%zn**	*26%*	*25%*
Strongly disagree	(1)	604	506	30	15	54	60	207	151	143	156	180	159	248	162	121	338	137	530
		27%kmn	*27%*	*28%*	*23%*	*29%*	*22%*	*27%*	*26%*	*26%*	*30%*	**31%k**	*23%*	**34%zk**	*17%*	*16%*	**30%zn**	**51%zno**	*24%*
Don't know/No opinion		72	54	4	2	12	11	27	19	10	16	21	23	13	37	34	28	4	102
		3%l	*3%*	*4%*	*4%*	**6%zah**	*4%*	*4%*	*3%*	*2%*	*3%*	*4%*	*3%*	*2%*	*4%*	*4%*	*3%*	*2%*	*5%*
Agree		**573**	**479**	**31**	**18**	**46**	**76**	**192**	**140**	**139**	**147**	**128**	**204**	**179**	**334**	**302**	**219**	**37**	**671**
		26%jop	***26%***	***28%***	***28%***	***25%***	***28%***	***25%***	***24%***	***25%***	***28%***	***22%***	**29%j**	***24%***	**36%z**	**39%zop**	***20%***	***14%***	***30%***
Disagree		**1228**	**1041**	**59**	**33**	**95**	**138**	**433**	**333**	**319**	**289**	**375**	**368**	**428**	**408**	**320**	**685**	**208**	**1074**
		56%mn	***56%***	***55%***	***52%***	***51%***	***51%***	***57%***	**58%e**	***57%***	***55%***	**64%zk**	***53%***	***58%***	***44%***	***41%***	**62%zn**	**78%zno**	***49%***
Net Agree		-655	-562	-28	-16	-48	-62	-240	-193	-180	-143	-247	-164	-248	-75	-17	-467	-171	-403
		-30%	*-30%*	*-26%*	*-25%*	*-26%*	*-23%*	*-32%*	*-34%*	*-32%*	*-27%*	*-42%*	*-23%*	*-34%*	*-8%*	*-2%*	*-42%*	*-64%*	*-18%*
Mean Score		**2.49jlop**	2.48	2.55	2.59	2.52	2.62	2.48	2.46	2.48	2.50	2.31	**2.62zjl**	2.38	**2.85z**	**2.97zop**	**2.30p**	1.87	2.65
Std. Dev.		1.30	1.29	1.36	1.28	1.35	1.27	1.30	1.27	1.24	1.33	1.25	1.30	1.30	1.31	1.35	1.19	1.16	1.32
Std. Err.		0.03	0.03	0.10	0.11	0.11	0.07	0.05	0.05	0.06	0.06	0.06	0.05	0.05	0.04	0.05	0.04	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 626

Q.48 To what extent do you agree or disagree with each of the following statements?

There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content

Base : UK Adults Aged 16+

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Strongly agree	(5)	177	36	13	105	114	138	167	163	118	67	37	18	78	50	25	40	22	14	197
		8%	**12%z**	*9%*	*10%*	**11%z**	**13%zfg**	**10%z**	**11%zf**	**13%zi**	*10%*	**13%z**	*10%*	**17%z**	**14%z**	**24%zm**	**13%z**	*11%*	**21%zp**	*9%*
Tend to agree	(4)	396	79	35	221	239	285	374	362	248	147	63	33	145	111	40	93	61	14	474
		18%	**26%zc**	*23%*	*20%*	**23%z**	**26%zdf**	**23%z**	**24%zf**	**28%zik**	**21%z**	*21%*	*18%*	**31%z**	**31%z**	**38%z**	**30%z**	**30%z**	*21%*	*21%*
Neither agree nor disagree	(3)	333	55	18	156	182	189	295	273	158	129	57	20	91	76	13	63	43	12	359
		15%	*18%*	*12%*	*14%*	**17%z**	**17%z**	**18%z**	**18%z**	**18%z**	**19%zk**	**19%k**	*11%*	**19%z**	**21%z**	*12%*	**20%z**	**22%z**	*19%*	*16%*
Tend to disagree	(2)	624	82	45	329	300	299	473	413	221	192	84	61	107	81	21	80	39	15	544
		28%hlmp	*27%*	*31%*	*30%*	*28%*	*27%*	**29%g**	*28%*	*25%*	*28%*	*29%*	**34%h**	*23%*	*23%*	*20%*	*25%*	*19%*	*24%*	*25%*
Strongly disagree	(1)	604	45	37	252	194	155	285	239	120	137	45	44	34	29	4	26	31	7	530
		27%acdefgh ijlmnopq	*15%*	**25%a**	**23%a**	**18%eg**	*14%*	**17%eg**	**16%e**	*13%*	**20%h**	*15%*	**24%hj**	*7%*	*8%*	*4%*	*8%*	**15%o**	*11%*	*24%*
Don't know/No opinion		72	11	*	42	32	31	53	52	28	15	10	4	18	11	2	12	5	3	102
		3%	*3%*	*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*4%*	*3%*	*2%*	*4%*	*3%*	*4%*	*5%*
Agree		**573**	**115**	**48**	**326**	**353**	**424**	**541**	**525**	**366**	**213**	**100**	**52**	**223**	**161**	**65**	**133**	**83**	**27**	**671**
		26%	**37%zc**	***32%***	**30%z**	**33%z**	**39%zdfg**	**33%z**	**35%zf**	**41%zik**	**31%z**	**34%z**	***29%***	**47%z**	**45%z**	**61%zlm**	**42%z**	**41%z**	**42%z**	***30%***
Disagree		**1228**	**127**	**82**	**581**	**494**	**454**	**758**	**653**	**341**	**329**	**129**	**105**	**141**	**110**	**26**	**106**	**69**	**22**	**1074**
		56%acdefgh ijlmnopq	***41%***	**55%a**	**53%a**	**47%eg**	***41%***	**46%eg**	***43%***	***38%***	**48%h**	***44%***	**58%hij**	***30%***	***31%***	***24%***	***34%***	***34%***	***34%***	***49%***
Net Agree		-655	-12	-34	-254	-141	-30	-217	-128	25	-116	-29	-53	82	51	39	27	14	5	-403
		-30%	*-4%*	*-23%*	*-23%*	*-13%*	*-3%*	*-13%*	*-9%*	*3%*	*-17%*	*-10%*	*-29%*	*17%*	*14%*	**37%lm**	*9%*	*7%*	*8%*	*-18%*
Mean Score		2.49	**2.93zbc**	2.61	**2.62z**	**2.78z**	**2.96zdfg**	**2.79z**	**2.86zf**	**3.03zik**	**2.72z**	**2.87zk**	2.55	**3.28z**	**3.21z**	**3.58zlm**	**3.14z**	**3.03z**	**3.20z**	2.65
Std. Dev.		1.30	1.28	1.32	1.31	1.30	1.28	1.27	1.27	1.28	1.28	1.28	1.32	1.21	1.20	1.18	1.20	1.26	1.34	1.32
Std. Err.		0.03	0.08	0.11	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.08	0.10	0.06	0.06	0.09	0.07	0.08	0.14	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 627

Q.48 To what extent do you agree or disagree with each of the following statements?

There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own respons ibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broad caster's responsi bility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's respons ibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broad caster's respons ibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Strongly agree	(5)	177	11	15	5	7	104	77	51	104	20	75	29	23	45	124	38	197
		8%fmn	*14%*	**15%z**	*9%*	*15%*	**11%z**	*6%*	**14%zf**	*8%*	*9%*	**12%zm**	**21%zjm**	**24%zjm**	*4%*	*7%*	**17%zn**	*9%*
Tend to agree	(4)	396	19	19	12	10	199	184	91	235	42	189	40	27	112	304	50	474
		18%fm	*23%*	*19%*	*22%*	*21%*	**22%z**	*15%*	**26%zf**	*17%*	*18%*	**29%zm**	**30%zm**	**28%m**	*9%*	*18%*	*22%*	*21%*
Neither agree nor disagree	(3)	333	9	17	8	7	120	185	40	179	52	122	27	17	141	232	35	359
		15%hmn	*11%*	*17%*	*16%*	*15%*	*13%*	*15%*	*12%*	*13%*	**23%zh**	**19%zm**	**20%m**	*18%*	*11%*	*13%*	*15%*	*16%*
Tend to disagree	(2)	624	29	30	16	16	271	369	82	397	57	164	25	18	397	503	60	544
		28%	*36%*	*31%*	*31%*	*34%*	*30%*	*29%*	*24%*	*29%*	*25%*	*26%*	*19%*	*19%*	**32%zjk**	*29%*	*27%*	*25%*
Strongly disagree	(1)	604	11	11	10	6	185	415	73	414	51	69	9	8	498	512	37	530
		27%abdegjkl o	*14%*	*12%*	*19%*	*12%*	*20%*	**33%zg**	*21%*	**30%z**	*22%*	*11%*	*7%*	*8%*	**40%zjkl**	**30%zo**	*16%*	*24%*
Don't know/No opinion		72	2	6	1	2	30	35	11	33	9	23	4	3	38	54	5	102
		3%h	*3%*	*6%*	*3%*	*4%*	*3%*	*3%*	*3%*	*2%*	*4%*	*4%*	*3%*	*3%*	*3%*	*3%*	*2%*	*5%*
Agree		**573**	**30**	**34**	**16**	**18**	**303**	**260**	**142**	**340**	**62**	**264**	**69**	**49**	**157**	**427**	**89**	**671**
		26%fmn	***36%***	***35%***	***32%***	***36%***	**33%z**	***21%***	**41%zf**	***25%***	***27%***	**41%zm**	**51%zm**	**52%zm**	***13%***	***25%***	**39%zn**	***30%***
Disagree		**1228**	**40**	**41**	**26**	**22**	**455**	**784**	**156**	**811**	**107**	**233**	**35**	**25**	**895**	**1014**	**97**	**1074**
		56%begjklo	***50%***	***42%***	***50%***	***45%***	***50%***	**62%zg**	***45%***	**60%zi**	***47%***	***36%***	***26%***	***27%***	**73%zjkl**	**59%zo**	***43%***	***49%***
Net Agree		-655	-11	-8	-9	-5	-152	-524	-14	-471	-46	31	34	24	-738	-587	-9	-403
		-30%	*-13%*	*-8%*	*-18%*	*-9%*	*-17%*	*-41%*	*-4%*	*-35%*	*-20%*	*5%*	**26%j**	**26%j**	*-60%*	*-34%*	*-4%*	*-18%*
Mean Score		**2.49fhmn**	**2.86z**	**2.96z**	2.71	2.93	**2.74z**	2.30	**2.89zf**	2.41	2.66	**3.06zm**	**3.41zjm**	**3.43zm**	2.00	2.42	**2.97zn**	2.65
Std. Dev.		1.30	1.31	1.30	1.29	1.30	1.33	1.25	1.40	1.30	1.27	1.22	1.23	1.29	1.12	1.29	1.37	1.32
Std. Err.		0.03	0.14	0.14	0.18	0.19	0.05	0.04	0.07	0.04	0.08	0.05	0.11	0.12	0.03	0.03	0.09	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 628

Q.48 To what extent do you agree or disagree with each of the following statements?

There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Strongly agree	(5)	177	112	37	76	88	177	-	152	10	81	70	158	4	96	53	122	39	197
		8%cfhiln	*7%*	**14%za**	*6%*	**16%zc**	**31%zf**	-	**12%zh**	*2%*	*6%*	**14%zi**	**9%zl**	*2%*	**12%zn**	*6%*	**10%z**	*7%*	*9%*
Tend to agree	(4)	396	229	59	203	138	396	-	356	20	208	125	341	26	198	128	274	58	474
		18%acfhinp	*15%*	**22%a**	*15%*	**25%zc**	**69%zf**	-	**27%zh**	*4%*	*15%*	**25%zi**	**20%z**	*13%*	**24%zn**	*14%*	**23%zp**	*11%*	*21%*
Neither agree nor disagree	(3)	333	196	50	160	106	-	-	211	33	151	83	256	29	126	103	205	39	359
		15%acefhinp	*13%*	**19%a**	*12%*	**19%zc**	-	-	**16%h**	*6%*	*11%*	**16%i**	*15%*	*14%*	*15%*	*11%*	**17%zp**	*7%*	*16%*
Tend to disagree	(2)	624	462	71	434	121	-	624	353	143	401	133	506	55	192	291	332	149	544
		28%dem	**30%z**	*26%*	**31%zd**	*22%*	-	**51%ze**	*27%*	*28%*	*30%*	*26%*	*29%*	*27%*	*23%*	**32%zm**	*27%*	*28%*	*25%*
Strongly disagree	(1)	604	504	41	473	78	-	604	189	299	451	83	427	82	185	297	231	234	530
		27%bdegjkmo	**33%zb**	*15%*	**34%zd**	*14%*	-	**49%ze**	*14%*	**58%zg**	**34%zj**	*16%*	*24%*	**40%zk**	*23%*	**33%zm**	*19%*	**44%zo**	*24%*
Don't know/No opinion		72	42	11	32	25	-	-	51	8	47	11	57	10	23	28	50	10	102
		3%cef	*3%*	*4%*	*2%*	**5%c**	-	-	*4%*	*2%*	*3%*	*2%*	*3%*	*5%*	*3%*	*3%*	*4%*	*2%*	*5%*
Agree		**573**	**342**	**96**	**279**	**226**	**573**	**-**	**508**	**30**	**289**	**195**	**499**	**30**	**294**	**181**	**396**	**98**	**671**
		26%acfhilnp	***22%***	**36%za**	***20%***	**41%zc**	**100%zf**	**-**	**39%zh**	***6%***	***22%***	**39%zi**	**29%zl**	***15%***	**36%zn**	***20%***	**33%zp**	***18%***	***30%***
Disagree		**1228**	**966**	**112**	**907**	**200**	**-**	**1228**	**542**	**442**	**853**	**217**	**932**	**137**	**377**	**588**	**563**	**384**	**1074**
		56%bdegjkmo	**62%zb**	***42%***	**66%zd**	***36%***	**-**	**100%ze**	***41%***	**86%zg**	**64%zj**	***43%***	***53%***	**66%zk**	***46%***	**65%zm**	***46%***	**72%zo**	***49%***
Net Agree		-655	-625	-16	-628	26	573	-1228	-34	-412	-564	-22	-433	-107	-83	-406	-166	-286	-403
		-30%	*-40%*	*-6%*	*-46%*	*5%*	*100%*	*-100%*	*-3%*	*-80%*	*-42%*	*-4%*	*-25%*	*-52%*	*-10%*	*-45%*	*-14%*	*-54%*	*-18%*
Mean Score		**2.49acfhilnp**	2.32	**2.92za**	2.24	**3.07zc**	**4.31zf**	1.51	**2.94zh**	1.61	2.28	**2.93zi**	**2.58zl**	2.06	**2.78zn**	2.25	**2.76zp**	2.08	2.65
Std. Dev.		1.30	1.28	1.31	1.24	1.32	0.46	0.50	1.28	0.92	1.26	1.33	1.31	1.13	1.36	1.24	1.30	1.29	1.32
Std. Err.		0.03	0.03	0.08	0.03	0.06	0.02	0.02	0.04	0.04	0.04	0.06	0.03	0.08	0.05	0.04	0.04	0.06	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 629

Q.48 To what extent do you agree or disagree with each of the following statements?

There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Strongly agree	(5)	177	95	57	108	53	95	14	86	16	113	34	115	31	114	41	197
		8%acegk	*6%*	**16%za**	*7%*	**20%zc**	*7%*	**20%ze**	*6%*	**25%zg**	**11%z**	*7%*	*7%*	**12%zk**	*8%*	**13%zm**	*9%*
Tend to agree	(4)	396	239	94	278	62	232	13	230	12	254	66	274	66	224	77	474
		18%aem	*16%*	**27%za**	*17%*	**24%zc**	*16%*	*18%*	*17%*	*19%*	**24%zj**	*14%*	*17%*	**26%zk**	*16%*	**24%zm**	*21%*
Neither agree nor disagree	(3)	333	213	34	229	28	176	11	161	6	167	37	215	36	179	60	359
		15%begjkm	*14%*	*10%*	*14%*	*11%*	*13%*	*16%*	*12%*	*11%*	**16%j**	*8%*	*13%*	*14%*	*13%*	**19%m**	*16%*
Tend to disagree	(2)	624	443	75	486	50	410	12	398	8	275	131	474	61	428	79	544
		28%bdhi	**30%b**	*22%*	**30%zd**	*19%*	*29%*	*17%*	**30%h**	*13%*	*26%*	*28%*	*29%*	*24%*	*30%*	*25%*	*25%*
Strongly disagree	(1)	604	461	71	484	57	458	15	421	14	227	185	492	51	448	52	530
		27%biln	**31%zb**	*21%*	**30%zd**	*22%*	**32%z**	*21%*	**32%z**	*23%*	*21%*	**40%zi**	**30%zl**	*20%*	**31%zn**	*16%*	*24%*
Don't know/No opinion		72	43	15	46	11	38	6	38	5	35	14	44	8	38	11	102
		3%	*3%*	*4%*	*3%*	*4%*	*3%*	**8%e**	*3%*	**9%g**	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*5%*
Agree		**573**	**333**	**151**	**386**	**115**	**326**	**27**	**316**	**27**	**367**	**100**	**389**	**97**	**338**	**117**	**671**
		26%acegjkm	***22%***	**43%za**	***24%***	**44%zc**	***23%***	**38%e**	***24%***	**45%zg**	**34%zj**	***21%***	***24%***	**38%zk**	***24%***	**37%zm**	***30%***
Disagree		**1228**	**904**	**147**	**971**	**107**	**868**	**27**	**819**	**22**	**502**	**317**	**966**	**112**	**876**	**131**	**1074**
		56%bdfhiln	**61%zb**	***42%***	**60%zd**	***41%***	**62%zf**	***38%***	**61%zh**	***36%***	***47%***	**68%zi**	**60%zl**	***44%***	**61%zn**	***41%***	***49%***
Net Agree		-655	-571	4	-585	8	-542	*	-503	5	-134	-217	-577	-15	-539	-13	-403
		-30%	*-38%*	*1%*	*-36%*	*3%*	*-38%*	*	*-38%*	*8%*	*-13%*	*-46%*	*-36%*	*-6%*	*-38%*	*-4%*	*-18%*
Mean Score		**2.49acegjkm**	2.35	**2.97za**	2.39	**3.02zc**	2.34	**2.99ze**	2.35	**3.12zg**	**2.76zj**	2.19	2.39	**2.86zk**	2.37	**2.92zm**	2.65
Std. Dev.		1.30	1.26	1.43	1.27	1.49	1.28	1.48	1.28	1.58	1.33	1.31	1.29	1.36	1.30	1.30	1.32
Std. Err.		0.03	0.03	0.08	0.03	0.09	0.04	0.17	0.04	0.19	0.04	0.07	0.03	0.09	0.04	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 630

Q.48 To what extent do you agree or disagree with each of the following statements?

There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly									Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Strongly agree	(5)	177 **8%ikm**	141 *8%*	107 *8%*	148 *8%*	123 *8%*	89 *7%*	154 *8%*	170 *8%*	7 *11%*	17 *3%*	50 **9%ik**	88 **7%i**	77 **8%i**	121 **7%i**	53 **11%zikm**	197 *9%*
Tend to agree	(4)	396 **18%i**	344 **19%zeg**	267 **20%ze**	356 **19%ze**	308 **19%ze**	197 *17%*	373 **19%ze**	387 *18%*	6 *9%*	62 *12%*	113 **20%ik**	227 **17%i**	158 *16%*	289 **17%i**	101 **21%i**	474 *21%*
Neither agree nor disagree	(3)	333 **15%abce**	249 *14%*	176 *13%*	264 *14%*	238 **15%b**	156 *13%*	297 **15%be**	321 **15%abce**	11 *17%*	61 *12%*	81 *15%*	186 *14%*	139 *14%*	239 *14%*	89 **18%i**	359 *16%*
Tend to disagree	(2)	624 *28%*	526 *29%*	383 *29%*	546 *29%*	465 *29%*	338 *28%*	566 *28%*	604 *28%*	20 *31%*	151 *30%*	141 *25%*	402 **30%j**	273 *28%*	492 **29%j**	121 *25%*	544 *25%*
Strongly disagree	(1)	604 **27%n**	486 *27%*	371 *28%*	515 *27%*	422 *26%*	385 **32%zabcdfg**	565 **28%zd**	592 **28%z**	12 *18%*	196 **39%zjklmn**	145 *26%*	390 **29%n**	298 **31%zn**	489 **29%zn**	106 *22%*	530 *24%*
Don't know/No opinion		72 **3%dfg**	53 *3%*	41 *3%*	58 **3%d**	39 *2%*	29 *2%*	55 *3%*	62 *3%*	9 *14%*	15 *3%*	25 **5%l**	51 **4%lm**	23 *2%*	55 *3%*	14 *3%*	102 *5%*
Agree		**573** **26%ikm**	**486** **27%e**	**374** **28%e**	**504** **27%e**	**431** **27%e**	**286** ***24%***	**528** **26%e**	**557** ***26%***	**13** ***20%***	**78** ***16%***	**163** **29%iklm**	**315** **23%i**	**236** **24%i**	**410** **24%i**	**154** **32%ziklm**	**671** ***30%***
Disagree		**1228** **56%n**	**1011** ***56%***	**754** ***56%***	**1061** ***56%***	**887** ***56%***	**722** **61%zabcdfg**	**1131** ***56%***	**1195** ***56%***	**32** ***49%***	**347** **69%zjklmn**	**286** ***52%***	**792** **59%zjn**	**571** **59%zjn**	**982** **58%zjn**	**228** ***47%***	**1074** ***49%***
Net Agree		-655 *-30%*	-526 *-29%*	-380 *-28%*	-557 *-30%*	-456 *-29%*	-436 *-37%*	-604 *-30%*	-638 *-30%*	-19 *-29%*	-269 *-54%*	-123 *-22%*	-477 *-35%*	-335 *-35%*	-572 *-34%*	-74 *-15%*	-403 *-18%*
Mean Score		**2.49eikm**	**2.50e**	**2.51e**	**2.49e**	**2.51e**	2.37	**2.48e**	**2.49e**	2.59	2.08	**2.59iklm**	**2.40i**	**2.41i**	**2.42i**	**2.73ziklm**	2.65
Std. Dev.		1.30	1.30	1.31	1.30	1.29	1.30	1.30	1.30	1.29	1.16	1.34	1.27	1.30	1.28	1.33	1.32
Std. Err.		0.03	0.03	0.04	0.03	0.03	0.04	0.03	0.03	0.16	0.06	0.06	0.04	0.04	0.03	0.06	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 631

Q.49 To what extent do you agree or disagree with each of the following statements?

Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience

Base : UK Adults Aged 16+

		Wtd. Total (z)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 years (c)	Age: 25-34 years (d)	Age: 35-44 years (e)	Age: 45-54 years (f)	Age: 55-64 years (g)	Age: 65-74 years (h)	Age: 75+ years (i)	Age: Up to 34 (j)	Age: 35 years and over (k)	Age: Mean Age	Marital Status: Married/ Living as (l)	Marital Status: Widowed/ Divorced/ Separated (m)	Disability: Yes (n)	Disability: No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Strongly agree	(5)	559	228	331	27	43	74	86	122	119	87	70	489	56.80	367	125	137	422	564
		25%acdejo	*21%*	**29%za**	*8%*	*12%*	**18%cj**	**24%cdj**	**38%zcdefj**	**49%zcdefgjk**	**46%zcdefjk**	*10%*	**32%zcdefj**		*27%*	**39%zl**	**34%zo**	*23%*	*26%*
Tend to agree	(4)	753	349	405	99	89	148	133	119	89	76	187	565	48.31	458	123	151	602	761
		34%dj	*33%*	*36%*	*30%*	*25%*	**36%dj**	**37%dj**	**37%dj**	**37%dj**	**40%dj**	*28%*	**37%zdj**		*34%*	*39%*	*37%*	*33%*	*34%*
Neither agree nor disagree	(3)	356	194	162	85	86	59	63	35	14	13	171	185	38.97	207	30	40	315	355
		16%ghikmn	*18%*	*14%*	**26%zefghik**	**25%zeghik**	**15%hi**	**18%hik**	*11%*	*6%*	*7%*	**25%zefghik**	**12%hi**		**15%m**	*10%*	*10%*	**18%zn**	*16%*
Tend to disagree	(2)	352	180	172	73	89	74	56	37	14	10	162	191	38.95	212	30	52	300	316
		16%hikm	*17%*	*15%*	**22%zghik**	**25%zfghik**	**18%hik**	**16%hi**	*11%*	*6%*	*5%*	**24%zfghik**	**12%hi**		**16%m**	*9%*	*13%*	*17%*	*14%*
Strongly disagree	(1)	161	107	54	46	36	46	17	10	5	2	81	80	35.53	91	8	24	138	153
		7%bghikm	**10%zb**	*5%*	**14%zfghik**	**10%fghik**	**11%zfghik**	**5%i**	*3%*	*2%*	*1%*	**12%zfghik**	**5%hi**		**7%m**	*2%*	*6%*	*8%*	*7%*
Don't know/No opinion		25	14	11	1	7	6	3	2	3	4	8	17	48.44	18	3	2	22	57
		1%	*1%*	*1%*	*	*2%*	*1%*	*1%*	*	*1%*	*2%*	**1%c**	*1%*		*1%*	*1%*	*1%*	*1%*	*3%*
Agree		**1312**	**577**	**735**	**126**	**132**	**222**	**219**	**241**	**209**	**163**	**258**	**1053**	**51.93**	**825**	**248**	**287**	**1025**	**1325**
		59%acdjo	***54%***	**65%za**	***38%***	***38%***	**55%cdj**	**61%cdj**	**74%zcdefj**	**85%zcdefgjk**	**85%zcdefgjk**	***38%***	**69%zcdefj**		***61%***	**78%zl**	**71%zo**	***57%***	***60%***
Disagree		**514**	**288**	**226**	**118**	**124**	**120**	**73**	**46**	**20**	**12**	**243**	**271**	**37.87**	**303**	**37**	**76**	**438**	**469**
		23%bghikmn	**27%zb**	***20%***	**36%zfghik**	**36%zfghik**	**29%zfghik**	**20%hi**	**14%i**	***8%***	***6%***	**36%zfghik**	**18%hi**		**22%m**	***12%***	***19%***	***24%***	***21%***
Net Agree		799	289	509	7	8	102	146	194	189	152	15	783	14.05	521	211	212	587	856
		36%acdejo	*27%*	**45%za**	*2%*	*2%*	**25%cdj**	**41%cdej**	**60%zcdefjk**	**77%zcdefgjk**	**79%zcdefgjk**	*2%*	**51%zcdefj**		**39%z**	**66%zl**	**52%zo**	*33%*	*39%*
Mean Score		**3.55acdejo**	3.39	**3.70za**	2.97	3.05	**3.32cdj**	**3.60cdej**	**3.95zcdefjk**	**4.25zcdefgjk**	**4.26zcdefgjk**	3.01	**3.79zcdefj**	1.05	3.60	**4.04zl**	**3.81zo**	3.49	3.59
Std. Dev.		1.24	1.27	1.18	1.19	1.20	1.28	1.15	1.10	0.96	0.87	1.19	1.18	0.97	1.23	1.04	1.20	1.24	1.22
Std. Err.		0.03	0.04	0.04	0.06	0.06	0.06	0.06	0.07	0.06	0.07	0.05	0.03	0.14	0.03	0.06	0.06	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 632

Q.49 To what extent do you agree or disagree with each of the following statements?

Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Strongly agree	(5)	**559**	482	12	29	8	48	508	463	24	5	1	6	499	117	321	102	18	135	417	564
		25%oq	*26%*	*23%*	**27%e**	*12%*	*22%*	*26%*	**28%z**	**38%z**	*11%*	*9%*	*14%*	**28%z**	**31%zo**	**28%o**	*18%*	*25%*	*19%*	**29%zq**	*26%*
Tend to agree	(4)	**753**	626	24	37	27	89	665	584	17	14	6	18	639	136	391	195	21	251	488	761
		34%f	*34%*	*48%*	*35%*	*44%*	**40%c**	*34%*	**36%z**	*28%*	*34%*	*53%*	*39%*	**36%z**	*36%*	*34%*	*33%*	*30%*	*35%*	*34%*	*34%*
Neither agree nor disagree	(3)	**356**	286	4	23	17	44	311	230	11	14	4	15	274	46	172	118	15	127	224	355
		16%afg	*15%*	*8%*	*22%*	*27%*	*20%*	*16%*	*14%*	*18%*	*35%*	*32%*	*33%*	**15%g**	*12%*	*15%*	**20%zmn**	*21%*	*18%*	*15%*	*16%*
Tend to disagree	(2)	**352**	306	9	9	8	26	326	244	5	2	1	2	254	54	180	107	8	131	214	316
		16%l	*16%*	*17%*	*9%*	*12%*	*12%*	**16%z**	**15%l**	*9%*	*5%*	*4%*	*5%*	*14%*	*14%*	*16%*	*18%*	*11%*	*18%*	*15%*	*14%*
Strongly disagree	(1)	**161**	149	2	5	3	10	152	97	1	5	*	4	107	18	86	49	9	61	101	153
		7%gl	**8%z**	*5%*	*5%*	*4%*	*5%*	**8%z**	*6%*	*1%*	*12%*	*	*8%*	*6%*	*5%*	*7%*	*8%*	**13%m**	*8%*	*7%*	*7%*
Don't know/No opinion		**25**	20	*	4	*	4	21	13	4	1	*	1	18	4	9	12	*	12	12	57
		1%g	*1%*	*	**3%e**	*	*2%*	*1%*	*1%*	**6%zgl**	*2%*	*1%*	*1%*	**1%g**	*1%*	*1%*	*2%*	*	*2%*	*1%*	*3%*
Agree		**1312**	**1108**	**36**	**65**	**35**	**136**	**1172**	**1048**	**41**	**18**	**7**	**24**	**1139**	**253**	**712**	**298**	**38**	**386**	**905**	**1325**
		59%oq	***59%***	***70%***	***61%***	***56%***	***62%***	***59%***	**64%z**	***66%***	***46%***	***62%***	***53%***	**64%z**	**68%zo**	**61%o**	***51%***	***55%***	***54%***	**62%zq**	***60%***
Disagree		**514**	**455**	**11**	**14**	**10**	**35**	**477**	**341**	**6**	**7**	**1**	**6**	**361**	**71**	**266**	**156**	**16**	**192**	**315**	**469**
		23%ghl	**24%zc**	***22%***	***13%***	***16%***	***16%***	**24%z**	**21%l**	***10%***	***18%***	***5%***	***13%***	***20%***	***19%***	***23%***	**27%m**	***24%***	**27%zr**	***22%***	***21%***
Net Agree		**799**	653	25	51	25	101	695	706	35	11	7	18	778	182	446	142	22	194	591	856
		36%afoq	*35%*	*49%*	**48%zaf**	*40%*	*46%*	*35%*	**43%z**	**56%z**	*28%*	*57%*	*40%*	**43%z**	**48%znop**	**38%o**	*24%*	*31%*	*27%*	**41%zq**	*39%*
Mean Score		**3.55foq**	3.53	3.67	3.73	3.48	3.64	3.54	**3.66z**	**3.99z**	3.27	3.67	3.46	**3.66z**	**3.76zo**	**3.59o**	3.34	3.44	3.38	**3.63zq**	3.59
Std. Dev.		**1.24**	1.26	1.15	1.11	1.00	1.09	1.25	1.21	1.06	1.15	0.75	1.07	1.20	1.18	1.25	1.21	1.33	1.23	1.24	1.22
Std. Err.		**0.03**	0.03	0.10	0.06	0.24	0.05	0.03	0.03	0.07	0.10	0.10	0.18	0.03	0.07	0.04	0.05	0.11	0.04	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 633

Q.49 To what extent do you agree or disagree with each of the following statements?

Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Strongly agree	(5)	559	141	166	75	241	288	271	259	225	123	170	235	324	50	430	309	43	564
		25%cdhkop	**30%zcd**	**26%cd**	*18%*	**23%c**	*24%*	*27%*	*24%*	*22%*	*23%*	**37%zhi**	*19%*	**33%zk**	**32%o**	**26%o**	*23%*	*12%*	*26%*
Tend to agree	(4)	753	158	210	144	354	411	343	353	336	156	179	391	361	56	542	462	102	761
		34%inp	*34%*	*33%*	*35%*	*34%*	*34%*	*34%*	*32%*	*33%*	*29%*	**39%i**	*32%*	*36%*	*36%*	*33%*	*34%*	*28%*	*34%*
Neither agree nor disagree	(3)	356	70	104	71	175	204	152	188	163	119	45	222	132	24	265	242	87	355
		16%jl	*15%*	*16%*	*17%*	*17%*	*17%*	*15%*	*17%*	**16%j**	**22%zhj**	*10%*	**18%zl**	*13%*	*15%*	*16%*	*18%*	**24%z**	*16%*
Tend to disagree	(2)	352	68	96	88	184	203	149	190	194	101	41	229	123	12	291	231	89	316
		16%jlm	*15%*	*15%*	**21%za**	**17%b**	*17%*	*15%*	*17%*	**19%zj**	**19%j**	*9%*	**19%zl**	*12%*	*8%*	**17%zm**	**17%m**	**24%z**	*14%*
Strongly disagree	(1)	161	25	55	33	88	82	79	96	95	34	22	124	38	11	122	100	49	153
		7%l	*5%*	*9%*	*8%*	*8%*	*7%*	*8%*	**9%e**	**9%zj**	*6%*	*5%*	**10%zl**	*4%*	*7%*	*7%*	*7%*	**13%z**	*7%*
Don't know/No opinion		25	7	4	6	11	16	9	12	8	9	3	12	12	2	16	12	*	57
		1%	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*3%*
Agree		**1312**	**299**	**376**	**219**	**594**	**699**	**613**	**612**	**561**	**279**	**349**	**626**	**684**	**106**	**972**	**771**	**145**	**1325**
		59%cdghikop	**64%cd**	***59%***	***52%***	***56%***	***58%***	**61%g**	***56%***	***55%***	***52%***	**76%zhi**	***52%***	**69%zk**	**69%no**	***58%***	***57%***	***39%***	***60%***
Disagree		**514**	**93**	**151**	**121**	**272**	**285**	**229**	**287**	**289**	**135**	**64**	**353**	**161**	**23**	**413**	**331**	**138**	**469**
		23%jlm	***20%***	***24%***	**29%za**	**26%z**	***24%***	***23%***	**26%z**	**28%zj**	**25%j**	***14%***	**29%zl**	***16%***	***15%***	**25%zm**	**24%m**	**37%z**	***21%***
Net Agree		799	206	224	98	322	414	385	325	273	144	286	273	523	83	559	440	6	856
		36%cdghikn op	**44%zbcd**	**35%cd**	*23%*	**31%c**	**34%g**	**38%g**	*30%*	*27%*	*27%*	**62%zhi**	*23%*	**53%zk**	**54%zno**	*34%*	*32%*	*2%*	*39%*
Mean Score		**3.55cdghkop**	**3.70zcd**	3.53	3.34	3.46	3.52	**3.58g**	3.45	3.40	3.44	**3.95zhi**	3.32	**3.83zk**	**3.80zno**	3.52	3.48	3.00	3.59
Std. Dev.		1.24	1.20	1.27	1.22	1.25	1.22	1.25	1.27	1.28	1.21	1.13	1.27	1.14	1.18	1.25	1.22	1.23	1.22
Std. Err.		0.03	0.05	0.05	0.07	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.04	0.03	0.09	0.03	0.04	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 634

Q.49 To what extent do you agree or disagree with each of the following statements?

Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Strongly agree	(5)	559	464	30	13	52	42	187	123	134	144	149	215	169	315	298	213	37	564
		25%eop	**25%e**	**27%e**	*21%*	**28%e**	*15%*	**25%eg**	**22%e**	**24%e**	**27%e**	*25%*	**31%zjl**	*23%*	**34%z**	**39%zop**	*19%*	*14%*	*26%*
Tend to agree	(4)	753	639	37	24	53	110	261	206	188	190	187	238	238	355	295	377	59	761
		34%p	*35%*	*35%*	*38%*	*28%*	**40%d**	*34%*	*36%*	*34%*	*36%*	*32%*	*34%*	*32%*	**38%z**	**38%zp**	**34%p**	*22%*	*34%*
Neither agree nor disagree	(3)	356	300	15	10	31	63	133	103	95	72	93	111	123	128	85	216	41	355
		16%n	*16%*	*14%*	*15%*	*17%*	**23%zai**	*18%*	*18%*	*17%*	*14%*	*16%*	*16%*	*17%*	*14%*	*11%*	**19%zn**	*15%*	*16%*
Tend to disagree	(2)	352	283	22	11	37	31	103	77	98	81	113	87	120	90	64	212	74	316
		16%kmn	*15%*	**20%efg**	*17%*	*20%*	*11%*	*14%*	*13%*	*18%*	*15%*	**19%k**	*12%*	*16%*	*10%*	*8%*	**19%zn**	**28%zno**	*14%*
Strongly disagree	(1)	161	141	3	5	12	23	62	52	42	37	37	42	82	28	17	86	54	153
		7%bmn	**8%b**	*3%*	**8%b**	*6%*	*8%*	**8%b**	**9%b**	*7%*	*7%*	*6%*	*6%*	**11%zjk**	*3%*	*2%*	**8%n**	**20%zno**	*7%*
Don't know/No opinion		25	21	1	*	2	5	14	12	3	5	6	6	7	9	13	10	2	57
		1%	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*
Agree		**1312**	**1103**	**67**	**38**	**104**	**152**	**448**	**329**	**321**	**334**	**337**	**454**	**407**	**670**	**593**	**590**	**96**	**1325**
		59%lop	***60%***	***62%***	***59%***	***56%***	***56%***	***59%***	***57%***	***57%***	***63%***	***57%***	**65%zjl**	***55%***	**72%z**	**77%zop**	**53%p**	***36%***	***60%***
Disagree		**514**	**424**	**25**	**16**	**49**	**54**	**165**	**129**	**140**	**119**	**150**	**129**	**201**	**119**	**81**	**298**	**128**	**469**
		23%kmn	***23%***	***23%***	***25%***	***26%***	***20%***	***22%***	***22%***	***25%***	***22%***	**26%k**	***18%***	**27%zk**	***13%***	***11%***	**27%zn**	**48%zno**	***21%***
Net Agree		799	680	42	21	56	98	283	200	181	215	186	325	205	551	512	292	-32	856
		36%jlop	*37%*	*39%*	*33%*	*30%*	*36%*	*37%*	*35%*	*32%*	**41%dh**	*32%*	**46%zjl**	*28%*	**60%z**	**66%zop**	**26%p**	*-12%*	*39%*
Mean Score		**3.55lop**	3.55	3.64	3.46	3.52	3.44	3.55	3.48	3.49	3.61	3.52	**3.72zjl**	3.40	**3.91z**	**4.04zop**	**3.38p**	2.82	3.59
Std. Dev.		1.24	1.24	1.18	1.24	1.27	1.14	1.23	1.24	1.24	1.24	1.24	1.20	1.31	1.07	1.02	1.21	1.36	1.22
Std. Err.		0.03	0.03	0.09	0.10	0.10	0.06	0.05	0.05	0.06	0.06	0.06	0.05	0.05	0.03	0.04	0.04	0.09	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 635

Q.49 To what extent do you agree or disagree with each of the following statements?

Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.8 Feel concerned about: Programmes on TV/ Radio (a)	Q.8 Feel concerned about: The internet (b)	Q.8 Feel concerned about: Behaviour in society generally (c)	TV/Radio general assessment - relating to morality, values and standards of behaviour: Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour: Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Q.29 What made you think it should not be broadcast? - TV item: Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Q.32 What didn't approve of on TV: Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Strongly agree	(5)	559	139	41	317	374	421	534	514	356	213	89	48	224	155	53	122	77	24	564
		25%	**45%zbc**	*28%*	**29%z**	**35%zf**	**38%zdfg**	**32%z**	**34%zf**	**40%zijk**	**31%z**	*30%*	*27%*	**47%z**	**43%z**	**50%z**	**39%z**	**38%z**	*38%*	*26%*
Tend to agree	(4)	753	99	49	415	375	418	619	575	323	261	107	67	181	133	34	128	80	25	761
		34%	*32%*	*33%*	**38%z**	*35%*	**38%z**	**38%z**	**38%zd**	*36%*	*38%*	*36%*	*37%*	*38%*	*37%*	*32%*	**41%z**	*40%*	*39%*	*34%*
Neither agree nor disagree	(3)	356	41	30	156	127	113	228	185	98	91	53	26	39	34	9	30	20	4	355
		16%cdefghl mop	*13%*	*20%*	*14%*	*12%*	*10%*	**14%eg**	**12%e**	*11%*	*13%*	**18%h**	*14%*	*8%*	*9%*	*9%*	*10%*	*10%*	*6%*	*16%*
Tend to disagree	(2)	352	22	20	163	134	114	200	171	89	98	35	21	25	33	9	28	22	7	316
		16%adefghlm o	*7%*	*14%*	**15%a**	**13%e**	*10%*	**12%eg**	*11%*	*10%*	**14%h**	*12%*	*12%*	*5%*	**9%l**	*8%*	*9%*	*11%*	*12%*	*14%*
Strongly disagree	(1)	161	7	6	48	41	23	50	42	21	23	12	16	4	3	1	5	2	3	153
		7%acdefghi lmnop	*2%*	*4%*	*4%*	**4%eg**	*2%*	**3%e**	*3%*	*2%*	*3%*	*4%*	**9%hij**	*1%*	*1%*	*1%*	*2%*	*1%*	*5%*	*7%*
Don't know/No opinion		25	1	2	6	9	9	15	14	5	*	*	2	*	*	*	*	*	*	57
		1%cil	*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	**1%i**	*	*	**1%i**	*	*	*	*	*	*	*3%*
Agree		**1312**	**238**	**90**	**732**	**749**	**839**	**1153**	**1089**	**680**	**474**	**195**	**115**	**405**	**288**	**87**	**250**	**157**	**49**	**1325**
		59%	**77%zbc**	***61%***	**66%z**	**71%z**	**76%zdfg**	**70%z**	**73%zf**	**76%zijk**	**69%z**	***66%***	***64%***	**86%zm**	**80%z**	**82%z**	**80%z**	**78%z**	**77%z**	***60%***
Disagree		**514**	**29**	**26**	**211**	**175**	**138**	**249**	**213**	**110**	**121**	**47**	**38**	**29**	**36**	**10**	**33**	**25**	**11**	**469**
		23%acdefghi jlmnop	***9%***	**17%a**	**19%a**	**17%eg**	***13%***	**15%eg**	***14%***	***12%***	**18%h**	***16%***	**21%h**	***6%***	**10%l**	***9%***	***11%***	***12%***	***17%***	***21%***
Net Agree		799	209	64	520	574	701	904	876	569	353	148	78	376	252	77	217	132	39	856
		36%	**68%zbc**	*44%*	**47%z**	**54%z**	**64%zdfg**	**55%z**	**58%zdf**	**64%zijk**	**51%z**	**50%z**	*43%*	**79%zm**	**70%z**	**73%z**	**69%z**	**66%z**	**60%z**	*39%*
Mean Score		3.55	**4.11zbc**	3.69	**3.72z**	**3.86z**	**4.01zdfg**	**3.85z**	**3.91zf**	**4.02zijk**	**3.79z**	**3.76z**	3.61	**4.26zm**	**4.13z**	**4.22z**	**4.07z**	**4.03z**	**3.92z**	3.59
Std. Dev.		1.24	1.03	1.14	1.16	1.15	1.05	1.10	1.08	1.06	1.13	1.13	1.26	0.89	0.98	0.99	0.99	1.02	1.18	1.22
Std. Err.		0.03	0.06	0.09	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.07	0.09	0.04	0.05	0.08	0.06	0.07	0.12	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 636

Q.49 To what extent do you agree or disagree with each of the following statements?

Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Strongly agree	(5)	559	36	37	19	16	326	258	140	318	77	210	65	41	216	411	104	564
		25%fhmn	**44%z**	**38%z**	*36%*	*32%*	**36%z**	*20%*	**40%zf**	*23%*	**34%zh**	**33%zm**	**48%zjm**	**43%zm**	*18%*	*24%*	**46%zn**	*26%*
Tend to agree	(4)	753	29	35	22	18	301	396	117	435	79	259	48	25	385	590	76	761
		34%fhm	*36%*	*36%*	*44%*	*37%*	*33%*	*31%*	*34%*	*32%*	*34%*	**40%zm**	*35%*	*26%*	*31%*	*34%*	*34%*	*34%*
Neither agree nor disagree	(3)	356	9	13	6	8	133	233	31	223	41	77	15	15	229	273	14	355
		16%gjo	*11%*	*13%*	*11%*	*16%*	*15%*	**18%zg**	*9%*	*16%*	*18%*	*12%*	*11%*	*16%*	**19%zj**	**16%o**	*6%*	*16%*
Tend to disagree	(2)	352	8	11	4	6	98	246	37	251	14	68	6	12	254	301	18	316
		16%egijko	*10%*	*11%*	*8%*	*12%*	*11%*	**19%zg**	*11%*	**18%zi**	*6%*	*11%*	*5%*	*13%*	**21%zjk**	**17%zo**	*8%*	*14%*
Strongly disagree	(1)	161	*	3	*	1	37	121	18	119	16	19	*	1	133	138	11	153
		7%aejk	*	*3%*	*	*3%*	*4%*	**10%zg**	*5%*	**9%z**	*7%*	*3%*	*	*1%*	**11%zjkl**	*8%*	*5%*	*7%*
Don't know/No opinion		25	*	*	-	-	13	11	6	16	3	9	*	*	13	16	2	57
		1%	*	*	-	-	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*3%*
Agree		**1312**	**65**	**72**	**41**	**34**	**628**	**653**	**257**	**753**	**156**	**469**	**113**	**66**	**601**	**1000**	**181**	**1325**
		59%fhmn	**80%z**	**73%z**	**80%z**	***70%***	**69%z**	***52%***	**74%zf**	***55%***	**68%h**	**73%zm**	**84%zjm**	**70%m**	***49%***	***58%***	**80%zn**	***60%***
Disagree		**514**	**8**	**13**	**5**	**7**	**135**	**367**	**55**	**370**	**30**	**87**	**7**	**13**	**388**	**439**	**29**	**469**
		23%acegijko	***10%***	***14%***	***9%***	***15%***	***15%***	**29%zg**	***16%***	**27%zi**	***13%***	**14%k**	***5%***	***14%***	**32%zjkl**	**25%zo**	***13%***	***21%***
Net Agree		799	57	58	37	27	493	286	202	383	127	382	106	52	213	561	152	856
		36%fhmn	**70%z**	**60%z**	**71%z**	**55%z**	**54%z**	*23%*	**58%zf**	*28%*	**55%zh**	**60%zm**	**79%zjlm**	**56%zm**	*17%*	*32%*	**67%zn**	*39%*
Mean Score		**3.55fhmn**	**4.14z**	**3.95z**	**4.07z**	3.84	**3.87z**	3.34	**3.94zf**	3.43	**3.83zh**	**3.91zm**	**4.27zjm**	**3.98zm**	3.24	3.49	**4.10zn**	3.59
Std. Dev.		1.24	0.96	1.09	0.93	1.10	1.14	1.27	1.18	1.27	1.17	1.07	0.85	1.11	1.27	1.25	1.13	1.22
Std. Err.		0.03	0.10	0.12	0.13	0.16	0.04	0.04	0.06	0.04	0.08	0.04	0.07	0.11	0.04	0.03	0.08	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 637

Q.49 To what extent do you agree or disagree with each of the following statements?

Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Strongly agree	(5)	559	341	115	251	265	284	170	559	-	264	207	493	33	317	169	388	115	564
		25%acfhiln	*22%*	**43%za**	*18%*	**48%zc**	**50%zf**	*14%*	**43%zh**	-	*20%*	**41%zi**	**28%zl**	*16%*	**39%zn**	*19%*	**32%zp**	*22%*	*26%*
Tend to agree	(4)	753	538	90	457	190	224	372	753	-	451	169	639	54	259	306	471	142	761
		34%fhlp	*35%*	*34%*	*33%*	*34%*	**39%zf**	*30%*	**57%zh**	-	*34%*	*33%*	**37%zl**	*26%*	*32%*	*34%*	**39%zp**	*27%*	*34%*
Neither agree nor disagree	(3)	356	226	29	236	51	31	235	-	-	232	49	240	39	92	128	147	73	355
		16%abdeghj kmo	*15%*	*11%*	**17%d**	*9%*	*5%*	**19%ze**	-	-	**17%j**	*10%*	*14%*	*19%*	*11%*	*14%*	*12%*	*14%*	*16%*
Tend to disagree	(2)	352	284	23	284	40	23	294	-	352	252	53	253	46	85	202	151	119	316
		16%bdegjkm o	**18%zb**	*9%*	**21%zd**	*7%*	*4%*	**24%ze**	-	**69%zg**	**19%zj**	*10%*	*15%*	**22%zk**	*10%*	**22%zm**	*12%*	**22%zo**	*14%*
Strongly disagree	(1)	161	140	11	141	6	7	148	-	161	126	24	98	33	57	83	48	77	153
		7%degjko	**9%zb**	*4%*	**10%zd**	*1%*	*1%*	**12%ze**	-	**31%zg**	**9%zj**	*5%*	*6%*	**16%zk**	*7%*	**9%z**	*4%*	**14%zo**	*7%*
Don't know/No opinion		25	18	*	9	5	4	9	-	-	15	4	21	1	10	11	10	5	57
		1%cg	*1%*	*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*3%*
Agree		**1312**	**879**	**205**	**708**	**455**	**508**	**542**	**1312**	**-**	**714**	**376**	**1132**	**88**	**576**	**474**	**859**	**257**	**1325**
		59%acfhiln p	***57%***	**76%za**	***51%***	**82%zc**	**89%zf**	***44%***	**100%zh**	**-**	***53%***	**74%zi**	**65%zl**	***43%***	**70%zn**	***53%***	**71%zp**	***48%***	***60%***
Disagree		**514**	**424**	**34**	**425**	**46**	**30**	**442**	**-**	**514**	**378**	**77**	**351**	**79**	**142**	**285**	**199**	**195**	**469**
		23%bdegjkm o	**27%zb**	***13%***	**31%zd**	***8%***	***5%***	**36%ze**	**-**	**100%zg**	**28%zj**	***15%***	***20%***	**38%zk**	***17%***	**32%zm**	***16%***	**37%zo**	***21%***
Net Agree		799	455	171	283	410	478	100	1312	-514	336	299	781	9	434	189	660	62	856
		36%acfhiln p	*29%*	**64%za**	*21%*	**74%zc**	**83%zf**	*8%*	**100%zh**	*-100%*	*25%*	**59%zi**	**45%zl**	*4%*	**53%zn**	*21%*	**54%zp**	*12%*	*39%*
Mean Score		**3.55acfhil np**	3.43	**4.02za**	3.29	**4.21zc**	**4.33zf**	3.10	**4.43zh**	1.69	3.36	**3.96zi**	**3.68zl**	3.05	**3.86zn**	3.31	**3.83zp**	3.19	3.59
Std. Dev.		1.24	1.27	1.12	1.27	0.96	0.85	1.26	0.49	0.46	1.26	1.17	1.19	1.34	1.24	1.27	1.13	1.39	1.22
Std. Err.		0.03	0.03	0.07	0.04	0.04	0.03	0.04	0.01	0.02	0.04	0.05	0.03	0.10	0.04	0.04	0.03	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 638

Q.49 To what extent do you agree or disagree with each of the following statements?

Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Strongly agree	(5)	559	305	161	349	132	350	25	330	25	346	104	379	93	325	124	564
		25%ackm	*20%*	**46%za**	*21%*	**51%zc**	*25%*	*36%*	*25%*	**40%zg**	**32%zj**	*22%*	*23%*	**37%zk**	*23%*	**39%zm**	*26%*
Tend to agree	(4)	753	528	98	576	59	459	26	445	22	398	144	547	86	466	120	761
		34%d	*35%*	*28%*	**35%d**	*23%*	*33%*	*37%*	*33%*	*35%*	**37%z**	*31%*	*34%*	*34%*	*33%*	*38%*	*34%*
Neither agree nor disagree	(3)	356	235	40	262	29	202	8	189	6	139	77	253	34	251	33	355
		16%begin	*16%*	*11%*	*16%*	*11%*	*14%*	*11%*	*14%*	*10%*	*13%*	*16%*	*16%*	*13%*	**18%n**	*10%*	*16%*
Tend to disagree	(2)	352	280	29	297	21	266	7	249	4	115	100	285	21	252	27	316
		16%bdiln	**19%zb**	*8%*	**18%zd**	*8%*	**19%z**	*10%*	**19%z**	*7%*	*11%*	**21%zi**	**18%zl**	*8%*	**18%zn**	*8%*	*14%*
Strongly disagree	(1)	161	130	16	134	15	116	4	106	4	64	36	134	14	121	12	153
		7%	**9%zb**	*4%*	**8%z**	*6%*	*8%*	*6%*	*8%*	*6%*	*6%*	*8%*	**8%z**	*5%*	**8%zn**	*4%*	*7%*
Don't know/No opinion		25	16	4	13	4	16	*	15	*	10	7	17	4	16	3	57
		1%	*1%*	*1%*	*1%*	*2%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*
Agree		**1312**	**833**	**259**	**924**	**191**	**809**	**51**	**776**	**46**	**744**	**248**	**926**	**179**	**791**	**244**	**1325**
		59%acejkm	***56%***	**75%za**	***57%***	**73%zc**	***57%***	**73%e**	***58%***	**75%zg**	**69%zj**	***53%***	***57%***	**71%zk**	***55%***	**76%zm**	***60%***
Disagree		**514**	**410**	**44**	**432**	**36**	**382**	**11**	**355**	**8**	**179**	**136**	**419**	**35**	**374**	**39**	**469**
		23%bdiln	**27%zb**	***13%***	**26%zd**	***14%***	**27%z**	***15%***	**27%z**	***14%***	***17%***	**29%zi**	**26%zl**	***14%***	**26%zn**	***12%***	***21%***
Net Agree		799	423	215	493	155	428	40	421	38	565	112	507	144	418	205	856
		36%acegjkm	*28%*	**62%za**	*30%*	**60%zc**	*30%*	**58%ze**	*32%*	**62%zg**	**53%zj**	*24%*	*31%*	**57%zk**	*29%*	**64%zm**	*39%*
Mean Score		**3.55acegjkm**	3.40	**4.05za**	3.44	**4.06zc**	3.48	**3.89e**	3.49	**3.96zg**	**3.80zj**	3.39	3.47	**3.90zk**	3.44	**4.00zm**	3.59
Std. Dev.		1.24	1.25	1.15	1.24	1.22	1.28	1.17	1.27	1.18	1.18	1.26	1.26	1.16	1.26	1.09	1.22
Std. Err.		0.03	0.03	0.06	0.03	0.08	0.04	0.13	0.04	0.14	0.04	0.06	0.03	0.07	0.03	0.06	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 639

Q.49 To what extent do you agree or disagree with each of the following statements?

Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly									Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Strongly agree	(5)	559 **25%i**	467 *26%*	369 **27%zef**	493 *26%*	415 *26%*	290 *24%*	509 *25%*	546 *26%*	11 *17%*	67 *13%*	179 **32%ziklmn**	349 **26%i**	262 **27%i**	436 **26%i**	116 **24%i**	564 *26%*
Tend to agree	(4)	753 **34%eg**	617 **34%e**	436 *32%*	640 **34%e**	539 **34%e**	367 *31%*	678 **34%e**	719 **34%e**	33 *50%*	154 *31%*	187 *34%*	441 *33%*	316 *33%*	558 *33%*	185 *38%*	761 *34%*
Neither agree nor disagree	(3)	356 **16%j**	279 *16%*	202 *15%*	297 *16%*	257 *16%*	199 *17%*	322 *16%*	343 *16%*	13 *19%*	105 **21%zjklm**	70 *13%*	207 *15%*	148 *15%*	254 *15%*	90 **19%j**	355 *16%*
Tend to disagree	(2)	352 *16%*	291 *16%*	228 *17%*	300 *16%*	257 *16%*	233 **20%zabcdfg**	330 *16%*	345 *16%*	6 *10%*	112 **22%zjklmn**	79 *14%*	226 *17%*	146 *15%*	286 *17%*	64 *13%*	316 *14%*
Strongly disagree	(1)	161 *7%*	128 *7%*	100 *7%*	137 *7%*	112 *7%*	92 *8%*	153 *8%*	160 **7%z**	1 *2%*	60 **12%zjkmn**	33 *6%*	105 *8%*	88 **9%zjn**	134 *8%*	24 *5%*	153 *7%*
Don't know/No opinion		25 **1%f**	17 *1%*	10 *1%*	18 *1%*	14 *1%*	11 *1%*	19 *1%*	23 **1%f**	1 *2%*	4 *1%*	6 *1%*	17 *1%*	9 *1%*	18 *1%*	6 *1%*	57 *3%*
Agree		**1312** **59%ei**	**1084** **60%e**	**805** **60%e**	**1133** **60%e**	**955** **60%e**	**658** ***55%***	**1187** **59%e**	**1265** **59%e**	**44** ***67%***	**221** ***44%***	**366** **66%ziklm**	**790** **59%i**	**578** **60%i**	**994** **59%i**	**301** **62%i**	**1325** ***60%***
Disagree		**514** **23%n**	**418** ***23%***	**327** ***24%***	**437** ***23%***	**369** ***23%***	**325** **27%zabcdfg**	**483** **24%z**	**505** **24%z**	**8** ***12%***	**172** **34%zjklmn**	**113** ***20%***	**331** **25%jn**	**234** **24%n**	**419** **25%zjn**	**88** ***18%***	**469** ***21%***
Net Agree		799 **36%efgim**	665 **37%efg**	478 **36%e**	696 **37%efg**	585 **37%ef**	332 *28%*	705 **35%e**	760 **36%e**	36 *55%*	49 *10%*	253 **46%ziklm**	459 **34%i**	344 **36%i**	575 **34%i**	213 **44%ziklm**	856 *39%*
Mean Score		**3.55ei**	**3.56e**	**3.56e**	**3.56ef**	**3.56e**	3.45	**3.53e**	**3.54e**	3.72	3.11	**3.73ziklm**	**3.53i**	**3.54i**	**3.53i**	**3.64i**	3.59
Std. Dev.		1.24	1.24	1.26	1.24	1.23	1.27	1.25	1.24	0.94	1.24	1.23	1.26	1.28	1.26	1.13	1.22
Std. Err.		0.03	0.03	0.04	0.03	0.03	0.04	0.03	0.03	0.11	0.06	0.06	0.04	0.04	0.03	0.05	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 640

Q.50 To what extent do you agree or disagree with each of the following statements?

The BBC should not be afraid to show material that some people might find offensive

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Strongly agree	(5)	345	237	107	63	52	81	74	44	22	9	115	230	42.19	208	37	61	284	317
		16%bhi	**22%zb**	*9%*	**19%hi**	**15%i**	**20%hik**	**21%zhik**	**14%i**	*9%*	*5%*	**17%hi**	**15%hi**		*15%*	*12%*	*15%*	*16%*	*14%*
Tend to agree	(4)	995	463	532	143	175	198	162	129	115	71	319	676	45.73	602	140	161	834	927
		45%i	*43%*	*47%*	*43%*	**50%i**	**49%i**	*45%*	*40%*	*47%*	*37%*	**47%i**	*44%*		*45%*	*44%*	*40%*	*46%*	*42%*
Neither agree nor disagree	(3)	329	142	187	45	56	53	55	44	39	36	102	228	47.28	207	51	64	265	361
		15%	*13%*	*17%*	*14%*	*16%*	*13%*	*15%*	*14%*	*16%*	*19%*	*15%*	*15%*		*15%*	*16%*	*16%*	*15%*	*16%*
Tend to disagree	(2)	345	138	207	57	36	51	41	68	45	47	92	252	49.97	217	56	81	264	369
		16%adf	*13%*	**18%za**	*17%*	*10%*	*13%*	*11%*	**21%zdefj**	**18%df**	**25%zdefjk**	*14%*	**17%df**		*16%*	*18%*	**20%zo**	*15%*	*17%*
Strongly disagree	(1)	161	75	85	19	20	17	26	34	22	23	39	122	52.17	99	30	33	128	177
		7%e	*7%*	*8%*	*6%*	*6%*	*4%*	*7%*	**10%e**	**9%e**	**12%zcdej**	*6%*	**8%e**		*7%*	*9%*	*8%*	*7%*	*8%*
Don't know/No opinion		32	17	15	3	10	6	1	5	1	6	13	18	44.47	20	5	6	26	55
		1%	*2%*	*1%*	*1%*	**3%f**	*1%*	*	*1%*	*	**3%f**	*2%*	*1%*		*1%*	*2%*	*2%*	*1%*	*2%*
Agree		**1339**	**700**	**639**	**206**	**228**	**279**	**236**	**174**	**138**	**79**	**433**	**906**	**44.82**	**810**	**177**	**222**	**1117**	**1244**
		61%bgin	**65%zb**	***56%***	**62%i**	**65%gi**	**69%zghik**	**66%ghik**	**54%i**	**56%i**	***42%***	**64%gi**	**59%i**		***60%***	***56%***	***55%***	**62%zn**	***56%***
Disagree		**505**	**213**	**292**	**76**	**56**	**68**	**67**	**101**	**68**	**70**	**131**	**374**	**50.67**	**316**	**86**	**113**	**392**	**546**
		23%ade	***20%***	**26%za**	***23%***	***16%***	***17%***	***19%***	**31%zdefjk**	**28%defj**	**37%zcdefjk**	***19%***	**25%zdefj**		***23%***	***27%***	**28%zo**	***22%***	***25%***
Net Agree		834	487	347	130	172	211	169	72	70	9	302	532	-5.85	494	92	109	725	698
		38%bghikmn	**45%zb**	*31%*	**39%ghi**	**49%zghik**	**52%zcghik**	**47%zghik**	**22%i**	**29%i**	*5%*	**44%zcghik**	**35%gi**		**37%m**	*29%*	*27%*	**40%zn**	*32%*
Mean Score		**3.47bghikm**	**3.62zb**	3.33	**3.53ghi**	**3.60ghi**	**3.69zghik**	**3.61zghik**	**3.26i**	**3.29i**	2.97	**3.57ghik**	**3.42gi**	0.98	3.45	3.32	3.34	3.50	3.39
Std. Dev.		1.15	1.17	1.11	1.16	1.05	1.06	1.15	1.24	1.15	1.15	1.10	1.17	1.01	1.15	1.18	1.19	1.14	1.17
Std. Err.		0.02	0.04	0.03	0.06	0.06	0.05	0.06	0.08	0.08	0.09	0.04	0.03	0.15	0.03	0.07	0.06	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 641

Q.50 To what extent do you agree or disagree with each of the following statements?

The BBC should not be afraid to show material that some people might find offensive

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Strongly agree	(5)	**345**	303	3	10	11	23	321	232	2	7	4	4	248	55	177	98	9	114	226	317
		16%ghl	**16%z**	*5%*	*9%*	*18%*	*11%*	**16%z**	*14%*	*4%*	*16%*	*30%*	*9%*	**14%h**	*15%*	*15%*	*17%*	*14%*	*16%*	*16%*	*14%*
Tend to agree	(4)	**995**	850	23	42	34	99	896	734	22	18	6	17	797	179	518	264	26	336	642	927
		45%	*45%*	*45%*	*39%*	*55%*	**45%c**	*45%*	*45%*	*36%*	*45%*	*46%*	*37%*	*44%*	*48%*	*45%*	*45%*	*37%*	*47%*	*44%*	*42%*
Neither agree nor disagree	(3)	**329**	267	4	21	14	40	289	252	6	9	2	14	283	56	171	93	8	99	226	361
		15%af	*14%*	*9%*	*20%*	*23%*	*18%*	*15%*	*15%*	*10%*	*22%*	*18%*	*30%*	*16%*	*15%*	*15%*	*16%*	*11%*	*14%*	*16%*	*16%*
Tend to disagree	(2)	**345**	296	7	22	*	29	316	264	20	3	1	5	292	54	192	76	20	109	230	369
		16%	*16%*	*14%*	**20%e**	*	*13%*	**16%z**	*16%*	**32%zgl**	*7%*	*5%*	*11%*	*16%*	*15%*	*17%*	*13%*	**29%zmno**	*15%*	*16%*	*17%*
Strongly disagree	(1)	**161**	131	14	8	*	22	136	130	10	1	*	2	144	28	81	45	6	48	112	177
		7%f	*7%*	*27%*	*8%*	*	*10%*	*7%*	*8%*	**17%zgl**	*2%*	*	*5%*	**8%z**	*7%*	*7%*	*8%*	*8%*	*7%*	*8%*	*8%*
Don't know/No opinion		**32**	22	*	4	2	7	25	19	1	3	*	3	27	2	22	7	*	12	19	55
		1%af	*1%*	*	*4%*	*4%*	*3%*	*1%*	*1%*	*2%*	*8%*	*1%*	*7%*	**2%g**	*1%*	*2%*	*1%*	*	*2%*	*1%*	*2%*
Agree		**1339**	**1153**	**26**	**52**	**45**	**122**	**1217**	**966**	**24**	**25**	**9**	**21**	**1045**	**234**	**694**	**362**	**35**	**450**	**868**	**1244**
		61%cghl	**62%zc**	***50%***	***48%***	***73%***	**56%c**	**61%zc**	**59%hl**	***39%***	***61%***	***76%***	***46%***	**58%h**	***63%***	***60%***	***62%***	***51%***	***63%***	***60%***	***56%***
Disagree		**505**	**427**	**21**	**30**	*	**51**	**451**	**395**	**30**	**4**	**1**	**8**	**436**	**82**	**274**	**121**	**26**	**157**	**342**	**546**
		23%	*23%*	*41%*	**28%e**	*	*23%*	*23%*	*24%*	**48%zgl**	*9%*	*5%*	*17%*	**24%z**	*22%*	*24%*	*21%*	**37%zmno**	*22%*	*23%*	*25%*
Net Agree		**834**	725	4	22	45	71	766	571	-5	21	8	14	609	152	420	241	9	293	526	698
		38%cghlp	**39%zc**	*9%*	*21%*	*73%*	**32%c**	**39%zc**	**35%hl**	*-9%*	*52%*	*71%*	*29%*	**34%h**	**41%p**	**36%p**	**41%p**	*14%*	*41%*	*36%*	*32%*
Mean Score		**3.47ghl**	**3.49z**	2.87	3.23	3.94	3.34	**3.49z**	**3.42h**	2.78	3.72	4.02	3.35	**3.40h**	3.48	3.45	3.51	3.19	3.51	3.45	3.39
Std. Dev.		**1.15**	1.15	1.37	1.13	0.67	1.16	1.15	1.16	1.22	0.93	0.88	1.02	1.16	1.14	1.15	1.15	1.24	1.14	1.16	1.17
Std. Err.		**0.02**	0.03	0.12	0.06	0.17	0.05	0.03	0.03	0.08	0.08	0.12	0.17	0.03	0.06	0.04	0.05	0.11	0.04	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 642

Q.50 To what extent do you agree or disagree with each of the following statements?

The BBC should not be afraid to show material that some people might find offensive

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Strongly agree	(5)	345	51	96	100	197	207	138	166	182	103	45	241	104	8	272	243	68	317
		16%ajlm	*11%*	*15%*	**24%zabd**	**19%zab**	*17%*	*14%*	*15%*	**18%zj**	**19%j**	*10%*	**20%zl**	*10%*	*5%*	**16%m**	**18%zm**	*18%*	*14%*
Tend to agree	(4)	995	213	290	200	490	550	445	497	466	259	180	576	418	71	767	641	179	927
		45%j	*45%*	*46%*	*48%*	*47%*	*46%*	*44%*	*45%*	*46%*	**48%j**	*39%*	*47%*	*42%*	*46%*	*46%*	*47%*	*48%*	*42%*
Neither agree nor disagree	(3)	329	79	90	44	134	162	167	167	150	69	87	160	167	20	248	194	59	361
		15%cd	**17%c**	*14%*	*10%*	*13%*	*13%*	*17%*	*15%*	*15%*	*13%*	**19%zi**	*13%*	*17%*	*13%*	*15%*	*14%*	*16%*	*16%*
Tend to disagree	(2)	345	81	110	49	160	183	162	184	146	65	96	146	199	32	243	179	44	369
		16%kno	*17%*	*17%*	*12%*	*15%*	*15%*	*16%*	*17%*	*14%*	*12%*	**21%zhi**	*12%*	**20%zk**	**21%o**	*15%*	*13%*	*12%*	*17%*
Strongly disagree	(1)	161	37	44	23	67	89	72	66	63	37	47	73	87	18	121	83	18	177
		7%	*8%*	*7%*	*6%*	*6%*	*7%*	*7%*	*6%*	*6%*	*7%*	**10%zh**	*6%*	**9%z**	**12%o**	*7%*	*6%*	*5%*	*8%*
Don't know/No opinion		32	7	5	*	5	13	19	19	14	9	5	17	14	4	15	16	3	55
		1%cdn	*2%*	*1%*	*	*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*2%*
Agree		**1339**	**264**	**386**	**301**	**687**	**757**	**583**	**663**	**648**	**362**	**225**	**817**	**522**	**80**	**1039**	**884**	**247**	**1244**
		61%jl	***56%***	***61%***	**72%zabd**	**65%zab**	***63%***	***58%***	***60%***	**64%zj**	**67%zj**	***49%***	**67%zl**	***53%***	***51%***	**62%zm**	**65%zmn**	***67%***	***56%***
Disagree		**505**	**119**	**155**	**72**	**227**	**272**	**233**	**250**	**209**	**102**	**144**	**219**	**287**	**50**	**363**	**262**	**62**	**546**
		23%chkop	**25%c**	**24%cd**	***17%***	**22%c**	***23%***	***23%***	***23%***	***20%***	***19%***	**31%zhi**	***18%***	**29%zk**	**33%zno**	**22%o**	***19%***	***17%***	***25%***
Net Agree		834	146	231	228	460	485	349	413	440	260	81	598	235	29	675	621	186	698
		38%afjlm	*31%*	*36%*	**55%zabd**	**44%zab**	**40%f**	*35%*	*38%*	**43%zj**	**48%zj**	*18%*	**49%zl**	*24%*	*19%*	**41%zm**	**46%zmn**	**50%z**	*32%*
Mean Score		**3.47ajlm**	3.34	3.45	**3.73zabd**	**3.56zab**	3.51	3.42	3.48	**3.56zj**	**3.61zj**	3.17	**3.64zl**	3.26	3.13	**3.50zm**	**3.58zmn**	**3.64z**	3.39
Std. Dev.		1.15	1.13	1.15	1.12	1.15	1.16	1.14	1.12	1.13	1.14	1.18	1.12	1.16	1.18	1.15	1.12	1.06	1.17
Std. Err.		0.02	0.05	0.05	0.06	0.04	0.04	0.03	0.03	0.04	0.05	0.05	0.03	0.04	0.09	0.03	0.03	0.06	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 643

Q.50 To what extent do you agree or disagree with each of the following statements?

The BBC should not be afraid to show material that some people might find offensive

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Strongly agree	(5)	345	287	18	6	34	36	116	86	80	91	111	88	117	102	64	191	87	317
		16%kmn	*16%*	*16%*	*10%*	*18%*	*13%*	*15%*	*15%*	*14%*	*17%*	**19%k**	*13%*	*16%*	*11%*	*8%*	**17%n**	**32%zno**	*14%*
Tend to agree	(4)	995	840	46	32	76	137	360	264	250	229	282	323	338	386	335	522	115	927
		45%m	*45%*	*43%*	*51%*	*41%*	*50%*	*47%*	*46%*	*45%*	*43%*	*48%*	*46%*	*46%*	*42%*	*43%*	*47%*	*43%*	*42%*
Neither agree nor disagree	(3)	329	283	16	5	26	41	121	95	92	70	68	91	102	156	119	173	28	361
		15%cj	**15%c**	*15%*	*7%*	*14%*	*15%*	**16%c**	**16%c**	**17%c**	*13%*	*12%*	*13%*	*14%*	*17%*	*15%*	*16%*	*10%*	*16%*
Tend to disagree	(2)	345	280	21	14	30	33	93	67	88	99	78	121	113	177	151	155	27	369
		16%fgp	**15%fg**	**19%fg**	**21%efg**	*16%*	*12%*	*12%*	*12%*	*16%*	**19%afg**	*13%*	*17%*	*15%*	**19%z**	**20%zop**	*14%*	*10%*	*17%*
Strongly disagree	(1)	161	131	6	5	19	17	55	47	40	36	38	62	57	87	85	65	9	177
		7%op	*7%*	*6%*	*7%*	*10%*	*6%*	*7%*	*8%*	*7%*	*7%*	*7%*	*9%*	*8%*	**9%z**	**11%zop**	*6%*	*3%*	*8%*
Don't know/No opinion		32	26	1	3	2	10	15	15	8	4	9	14	10	18	20	8	3	55
		1%o	*1%*	*1%*	**4%zai**	*1%*	**4%zai**	*2%*	*3%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	**3%zo**	*1%*	*1%*	*2%*
Agree		**1339**	**1127**	**64**	**39**	**110**	**172**	**477**	**350**	**330**	**320**	**393**	**411**	**455**	**488**	**399**	**713**	**201**	**1244**
		61%mn	***61%***	***59%***	***60%***	***59%***	***63%***	***63%***	***61%***	***59%***	***60%***	**67%zk**	***59%***	***62%***	***53%***	***52%***	**64%zn**	**75%zno**	***56%***
Disagree		**505**	**411**	**27**	**18**	**49**	**50**	**148**	**114**	**128**	**135**	**117**	**183**	**170**	**264**	**235**	**220**	**36**	**546**
		23%fop	***22%***	***25%***	**29%efg**	***26%***	***18%***	***19%***	***20%***	***23%***	***26%***	***20%***	**26%j**	***23%***	**29%z**	**30%zop**	***20%***	***13%***	***25%***
Net Agree		834	715	37	20	61	123	328	237	202	185	276	228	285	224	163	493	166	698
		38%kmn	*39%*	*34%*	*32%*	*33%*	**45%c**	**43%zacdi**	*41%*	*36%*	*35%*	**47%zkl**	*33%*	**39%k**	*24%*	*21%*	**44%zn**	**62%zno**	*32%*
Mean Score		**3.47kmn**	3.48	3.45	3.36	3.41	3.53	3.52	3.49	3.44	3.46	**3.60zk**	3.37	3.48	3.26	3.19	**3.56zn**	**3.92zno**	3.39
Std. Dev.		1.15	1.14	1.15	1.17	1.24	1.08	1.12	1.14	1.14	1.18	1.14	1.18	1.16	1.18	1.18	1.11	1.06	1.17
Std. Err.		0.02	0.03	0.09	0.10	0.10	0.06	0.04	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 644

Q.50 To what extent do you agree or disagree with each of the following statements?

The BBC should not be afraid to show material that some people might find offensive

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.8 Feel concerned about: Programmes on TV/ Radio (a)	Q.8 Feel concerned about: The internet (b)	Q.8 Feel concerned about: Behaviour in society generally (c)	TV/Radio general assessment - relating to morality, values and standards of behaviour: Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour: Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Q.29 What made you think it should not be broadcast? - TV item: Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Q.32 What didn't approve of on TV: Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Strongly agree	(5)	345	37	24	168	143	116	183	152	107	105	35	41	37	26	11	31	13	12	317
		16%defghlmop	*12%*	*16%*	*15%*	**13%efg**	*11%*	**11%g**	*10%*	*12%*	**15%h**	*12%*	**23%zhij**	*8%*	*7%*	*11%*	*10%*	*7%*	**19%p**	*14%*
Tend to agree	(4)	995	135	78	490	468	477	743	680	393	301	127	75	201	150	39	141	108	25	927
		45%	*44%*	*53%*	*44%*	*44%*	*43%*	*45%*	*45%*	*44%*	*44%*	*43%*	*41%*	*42%*	*42%*	*37%*	*45%*	**54%zoq**	*39%*	*42%*
Neither agree nor disagree	(3)	329	45	14	186	167	165	273	251	141	118	44	20	76	59	14	57	25	5	361
		15%	*15%*	*10%*	*17%*	*16%*	*15%*	**17%z**	**17%z**	*16%*	*17%*	*15%*	*11%*	*16%*	*17%*	*13%*	**18%pq**	*12%*	*7%*	*16%*
Tend to disagree	(2)	345	56	21	182	186	218	294	271	160	101	54	31	98	80	31	48	33	12	369
		16%	*18%*	*14%*	*16%*	*18%*	**20%zf**	**18%z**	**18%z**	**18%i**	*15%*	*18%*	*17%*	**21%z**	**22%z**	**29%z**	*15%*	*16%*	*18%*	*17%*
Strongly disagree	(1)	161	32	6	72	84	108	129	124	83	54	32	11	58	36	9	31	20	8	177
		7%	**10%c**	*4%*	*7%*	*8%*	**10%zdfg**	*8%*	*8%*	**9%z**	*8%*	*11%*	*6%*	**12%z**	*10%*	*9%*	*10%*	*10%*	*12%*	*8%*
Don't know/No opinion		32	4	3	8	12	15	25	25	9	8	4	3	4	7	1	6	2	3	55
		1%c	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	**5%z**	*2%*
Agree		**1339**	**172**	**102**	**658**	**611**	**593**	**926**	**832**	**499**	**405**	**162**	**115**	**238**	**175**	**51**	**171**	**122**	**37**	**1244**
		61%defghlmn	***56%***	**69%a**	***60%***	**58%e**	***54%***	***56%***	***55%***	***56%***	***59%***	***55%***	**64%j**	***50%***	***49%***	***48%***	***55%***	***60%***	***57%***	***56%***
Disagree		**505**	**87**	**27**	**254**	**271**	**326**	**423**	**395**	**244**	**155**	**86**	**42**	**156**	**116**	**40**	**79**	**53**	**19**	**546**
		23%	**28%zb**	***19%***	***23%***	**26%z**	**30%zdfg**	**26%z**	**26%z**	**27%zi**	***23%***	***29%***	***23%***	**33%z**	**32%z**	**38%z**	***25%***	***26%***	***30%***	***25%***
Net Agree		834	85	75	404	340	267	504	437	256	250	76	73	82	59	10	93	69	18	698
		38%adefghjlmno	*27%*	**51%zac**	**37%a**	**32%eg**	*24%*	**31%eg**	**29%e**	*29%*	**36%hj**	*26%*	**40%hj**	*17%*	*16%*	*10%*	*30%*	*34%*	*27%*	*32%*
Mean Score		**3.47adefghjlmno**	3.29	**3.64a**	**3.46a**	**3.38e**	3.25	**3.34eg**	**3.31e**	3.32	**3.44h**	3.27	**3.58hj**	3.13	3.14	3.12	3.30	3.31	3.36	3.39
Std. Dev.		1.15	1.20	1.06	1.13	1.16	1.19	1.14	1.14	1.18	1.16	1.21	1.20	1.20	1.16	1.21	1.15	1.14	1.34	1.17
Std. Err.		0.02	0.07	0.09	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.07	0.09	0.05	0.06	0.09	0.07	0.07	0.13	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 645

Q.50 To what extent do you agree or disagree with each of the following statements?

The BBC should not be afraid to show material that some people might find offensive

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own respons ibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broad caster's responsi bility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's respons ibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broad caster's respons ibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Strongly agree	(5)	345	9	7	7	7	143	242	30	251	20	59	12	11	259	294	19	317
		16%gijo	*11%*	*7%*	*14%*	*14%*	*16%*	**19%zg**	*9%*	**18%zi**	*8%*	*9%*	*9%*	*12%*	**21%zjk**	**17%zo**	*8%*	*14%*
Tend to agree	(4)	995	39	53	27	28	409	599	118	624	91	286	57	32	574	834	50	927
		45%go	*48%*	*54%*	*52%*	*56%*	*45%*	**47%g**	*34%*	*46%*	*40%*	*45%*	*42%*	*34%*	*47%*	**48%zo**	*22%*	*42%*
Neither agree nor disagree	(3)	329	11	5	8	4	120	174	64	191	40	121	15	14	162	257	19	361
		15%bmo	**13%b**	*5%*	*15%*	*8%*	*13%*	*14%*	*18%*	*14%*	*17%*	**19%zm**	*11%*	*15%*	*13%*	**15%o**	*8%*	*16%*
Tend to disagree	(2)	345	14	17	9	6	153	173	73	196	47	121	34	23	149	231	82	369
		16%fmn	*17%*	*17%*	*18%*	*11%*	*17%*	*14%*	**21%zf**	*14%*	*20%*	**19%zm**	**25%zm**	**24%m**	*12%*	*13%*	**36%zn**	*17%*
Strongly disagree	(1)	161	6	14	1	5	76	63	61	82	32	51	16	13	70	92	50	177
		7%fhmn	*8%*	**14%z**	*2%*	*11%*	*8%*	*5%*	**18%zf**	*6%*	**14%zh**	*8%*	**12%m**	**14%m**	*6%*	*5%*	**22%zn**	*8%*
Don't know/No opinion		32	2	2	-	-	9	14	2	18	2	5	1	-	18	21	6	55
		1%	*3%*	*3%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*3%*	*2%*
Agree		**1339**	**48**	**60**	**34**	**34**	**551**	**841**	**148**	**875**	**111**	**345**	**69**	**43**	**833**	**1128**	**69**	**1244**
		61%gijlo	***59%***	***61%***	***65%***	***70%***	***61%***	**66%zg**	***42%***	**64%zi**	***48%***	***54%***	***51%***	***46%***	**68%zjkl**	**65%zo**	***30%***	***56%***
Disagree		**505**	**20**	**31**	**10**	**11**	**228**	**236**	**135**	**279**	**78**	**172**	**50**	**36**	**219**	**323**	**132**	**546**
		23%fhmn	***25%***	***31%***	***20%***	***22%***	***25%***	***19%***	**39%zf**	***20%***	**34%zh**	**27%zm**	**37%zm**	**39%zm**	***18%***	***19%***	**59%zn**	***25%***
Net Agree		834	28	29	23	23	323	604	13	596	33	173	19	7	614	805	-63	698
		38%gijklo	*34%*	*30%*	*45%*	*48%*	*36%*	**48%zg**	*4%*	**44%zi**	*14%*	**27%kl**	*14%*	*7%*	**50%zjkl**	**47%zo**	*-28%*	*32%*
Mean Score		**3.47gijklo**	3.38	3.23	3.57	3.51	3.43	**3.63zg**	2.95	**3.57zi**	3.09	3.28	3.11	3.05	**3.66zjkl**	**3.59zo**	2.57	3.39
Std. Dev.		1.15	1.14	1.25	1.01	1.19	1.19	1.10	1.27	1.13	1.22	1.12	1.23	1.28	1.12	1.09	1.30	1.17
Std. Err.		0.02	0.12	0.13	0.14	0.17	0.04	0.03	0.07	0.03	0.08	0.04	0.10	0.12	0.03	0.03	0.09	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 646

Q.50 To what extent do you agree or disagree with each of the following statements?

The BBC should not be afraid to show material that some people might find offensive

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Strongly agree	(5)	345	302	18	288	40	48	263	137	146	345	-	250	63	136	163	149	124	317
		16%bdegjko	**20%zb**	*7%*	**21%zd**	*7%*	*8%*	**21%ze**	*10%*	**28%zg**	**26%zj**	-	*14%*	**31%zk**	*17%*	*18%*	*12%*	**23%zo**	*14%*
Tend to agree	(4)	995	782	65	709	184	241	590	577	232	995	-	805	75	315	455	512	254	927
		45%bdjlmo	**51%zb**	*24%*	**51%zd**	*33%*	*42%*	**48%z**	*44%*	*45%*	**74%zj**	-	**46%l**	*36%*	*38%*	**51%zm**	*42%*	*48%*	*42%*
Neither agree nor disagree	(3)	329	187	37	148	110	78	150	201	54	-	-	239	29	106	119	199	50	361
		15%acfhijkp	*12%*	*14%*	*11%*	**20%zc**	*14%*	*12%*	**15%h**	*10%*	-	-	*14%*	*14%*	*13%*	*13%*	**16%p**	*9%*	*16%*
Tend to disagree	(2)	345	183	88	149	146	119	157	256	47	-	345	297	24	150	114	228	68	369
		16%acfhin	*12%*	**33%za**	*11%*	**26%zc**	**21%zf**	*13%*	**20%zh**	*9%*	-	**68%zi**	**17%z**	*12%*	**18%zn**	*13%*	**19%zp**	*13%*	*17%*
Strongly disagree	(1)	161	70	60	68	72	75	59	119	30	-	161	135	13	94	46	108	32	177
		7%acfin	*5%*	**22%za**	*5%*	**13%zc**	**13%zf**	*5%*	**9%z**	*6%*	-	**32%zi**	*8%*	*6%*	**11%zn**	*5%*	**9%z**	*6%*	*8%*
Don't know/No opinion		32	22	2	16	5	12	9	21	5	-	-	19	2	19	2	18	3	55
		1%fijkn	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	-	-	*1%*	*1%*	**2%n**	*	*1%*	*1%*	*2%*
Agree		**1339**	**1083**	**83**	**997**	**224**	**289**	**853**	**714**	**378**	**1339**	**-**	**1055**	**138**	**451**	**618**	**662**	**378**	**1244**
		61%bdegjmo	**70%zb**	***31%***	**72%zd**	***40%***	***50%***	**69%ze**	***54%***	**74%zg**	**100%zj**	**-**	***60%***	***67%***	***55%***	**69%zm**	***54%***	**71%zo**	***56%***
Disagree		**505**	**253**	**147**	**217**	**218**	**195**	**217**	**376**	**77**	**-**	**505**	**432**	**37**	**244**	**159**	**336**	**100**	**546**
		23%acfhinp	***16%***	**55%za**	***16%***	**39%zc**	**34%zf**	***18%***	**29%zh**	***15%***	**-**	**100%zi**	**25%z**	***18%***	**30%zn**	***18%***	**28%zp**	***19%***	***25%***
Net Agree		834	830	-65	779	5	94	636	339	301	1339	-505	623	101	207	459	326	278	698
		38%bdegjkmo	**54%zb**	*-24%*	**57%zd**	*1%*	*16%*	**52%ze**	*26%*	**59%zg**	**100%zj**	*-100%*	*36%*	**49%zk**	*25%*	**51%zm**	*27%*	**52%zo**	*32%*
Mean Score		**3.47bdegjkmo**	**3.70zb**	2.60	**3.73zd**	2.95	3.12	**3.69ze**	3.28	**3.82zg**	**4.26zj**	1.68	3.43	**3.74zk**	3.31	**3.64zm**	3.31	**3.70zo**	3.39
Std. Dev.		1.15	1.06	1.26	1.07	1.19	1.23	1.09	1.17	1.12	0.44	0.47	1.16	1.20	1.28	1.07	1.18	1.14	1.17
Std. Err.		0.02	0.03	0.08	0.03	0.05	0.05	0.03	0.03	0.05	0.01	0.02	0.03	0.09	0.04	0.04	0.03	0.05	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 647

Q.50 To what extent do you agree or disagree with each of the following statements?

The BBC should not be afraid to show material that some people might find offensive

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Strongly agree	(5)	345	245	60	263	45	258	13	244	13	135	95	275	23	267	21	317
		16%iln	*16%*	*17%*	*16%*	*17%*	**18%z**	*18%*	**18%z**	*21%*	*13%*	**20%zi**	**17%zl**	*9%*	**19%zn**	*7%*	*14%*
Tend to agree	(4)	995	704	134	784	89	668	20	653	18	465	222	740	99	691	115	927
		45%bdfhn	**47%zb**	*39%*	**48%zd**	*34%*	**47%zf**	*29%*	**49%zh**	*29%*	*43%*	*48%*	*46%*	*39%*	**48%zn**	*36%*	*42%*
Neither agree nor disagree	(3)	329	204	40	226	27	179	7	167	7	154	52	237	37	188	43	361
		15%egjm	*14%*	*12%*	*14%*	*10%*	*13%*	*10%*	*12%*	*11%*	*14%*	*11%*	*15%*	*14%*	*13%*	*13%*	*16%*
Tend to disagree	(2)	345	225	67	242	56	208	14	182	7	207	60	232	57	195	82	369
		16%gkm	*15%*	*19%*	*15%*	**22%zc**	*15%*	*20%*	*14%*	*12%*	**19%zj**	*13%*	*14%*	**23%zk**	*14%*	**26%zm**	*17%*
Strongly disagree	(1)	161	101	37	105	36	84	13	78	14	90	33	109	34	80	51	177
		7%cegm	*7%*	**11%za**	*6%*	**14%zc**	*6%*	**19%ze**	*6%*	**23%zg**	*8%*	*7%*	*7%*	**13%zk**	*6%*	**16%zm**	*8%*
Don't know/No opinion		32	14	8	12	8	13	2	11	2	19	4	23	3	11	8	55
		1%acegm	*1%*	*2%*	*1%*	**3%c**	*1%*	*3%*	*1%*	**4%g**	*2%*	*1%*	*1%*	*1%*	*1%*	**2%m**	*2%*
Agree		**1339**	**949**	**194**	**1047**	**134**	**925**	**33**	**897**	**31**	**601**	**318**	**1015**	**122**	**957**	**136**	**1244**
		61%diln	**64%zb**	***56%***	**64%zd**	***51%***	**66%zf**	***47%***	**67%zh**	***50%***	***56%***	**68%zi**	**63%zl**	***48%***	**67%zn**	***43%***	***56%***
Disagree		**505**	**326**	**105**	**346**	**92**	**291**	**28**	**259**	**21**	**297**	**93**	**340**	**91**	**275**	**133**	**546**
		23%cegkm	***22%***	**30%za**	***21%***	**35%zc**	***21%***	**39%ze**	***19%***	**35%g**	**28%zj**	***20%***	***21%***	**36%zk**	***19%***	**42%zm**	***25%***
Net Agree		834	623	90	700	42	634	6	638	9	304	224	674	31	682	3	698
		38%bdfhiln	**42%zb**	*26%*	**43%zd**	*16%*	**45%zf**	*8%*	**48%zh**	*15%*	*28%*	**48%zi**	**42%zl**	*12%*	**48%zn**	*1%*	*32%*
Mean Score		**3.47dfiln**	**3.52zb**	3.33	**3.53zd**	3.20	**3.58zf**	3.08	**3.61zh**	3.15	3.33	**3.62zi**	**3.53zl**	3.08	**3.61zn**	2.91	3.39
Std. Dev.		1.15	1.14	1.28	1.12	1.35	1.13	1.44	1.11	1.51	1.18	1.16	1.14	1.24	1.11	1.25	1.17
Std. Err.		0.02	0.03	0.07	0.03	0.08	0.03	0.16	0.03	0.18	0.04	0.06	0.03	0.08	0.03	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 648

Q.50 To what extent do you agree or disagree with each of the following statements?

The BBC should not be afraid to show material that some people might find offensive

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly									Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Strongly agree	(5)	345	280	220	293	242	202	323	337	8	86	102	242	163	286	53	317
		16%n	*16%*	*16%*	*16%*	*15%*	*17%*	*16%*	*16%*	*12%*	**17%n**	**18%n**	**18%zn**	**17%n**	**17%zn**	*11%*	*14%*
Tend to agree	(4)	995	836	630	870	721	569	909	961	32	234	255	613	434	772	211	927
		45%	**46%zg**	*47%*	**46%zg**	*45%*	**48%zfg**	*45%*	*45%*	*48%*	*47%*	*46%*	*46%*	*45%*	*46%*	*43%*	*42%*
Neither agree nor disagree	(3)	329	255	175	266	238	164	299	316	13	73	69	193	135	240	83	361
		15%bc	*14%*	*13%*	*14%*	**15%b**	*14%*	**15%b**	**15%bc**	*20%*	*15%*	*13%*	*14%*	*14%*	*14%*	*17%*	*16%*
Tend to disagree	(2)	345	285	202	299	269	163	313	338	7	71	84	189	161	258	80	369
		16%ek	**16%e**	*15%*	**16%e**	**17%zef**	*14%*	**16%e**	**16%e**	*10%*	*14%*	*15%*	*14%*	*17%*	**15%k**	*16%*	*17%*
Strongly disagree	(1)	161	122	107	134	112	80	140	155	6	32	38	91	65	111	45	177
		7%	*7%*	**8%a**	**7%a**	*7%*	*7%*	*7%*	*7%*	*9%*	*6%*	*7%*	*7%*	*7%*	*7%*	*9%*	*8%*
Don't know/No opinion		32	21	12	24	13	16	27	30	*	6	7	17	10	18	13	55
		1%abdm	*1%*	*1%*	**1%d**	*1%*	*1%*	**1%d**	**1%bd**	*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*2%*
Agree		**1339**	**1116**	**849**	**1163**	**963**	**771**	**1232**	**1298**	**40**	**320**	**357**	**855**	**597**	**1059**	**264**	**1244**
		61%n	**62%zg**	**63%zdg**	***62%***	***60%***	**65%zacdfg**	***61%***	***61%***	***60%***	**64%n**	**64%n**	**64%zn**	**62%n**	**63%zn**	***54%***	***56%***
Disagree		**505**	**407**	**308**	**433**	**381**	**243**	**453**	**493**	**13**	**102**	**122**	**280**	**226**	**369**	**125**	**546**
		23%ek	**23%e**	**23%e**	**23%e**	**24%ef**	***20%***	**23%e**	**23%e**	***19%***	***20%***	***22%***	***21%***	***23%***	***22%***	***26%***	***25%***
Net Agree		834	710	541	730	582	528	779	805	27	218	235	575	371	690	139	698
		38%n	**39%zcdg**	**40%zdg**	**39%dg**	*36%*	**44%zabcdfg**	**39%zdg**	*38%*	*41%*	**43%zn**	**42%zn**	**43%zlmn**	**38%n**	**41%zn**	*29%*	*32%*
Mean Score		**3.47n**	3.49	3.49	3.48	3.45	**3.55zacdfg**	**3.48dg**	3.47	3.44	**3.55n**	**3.55n**	**3.55zn**	**3.49n**	**3.52zn**	3.31	3.39
Std. Dev.		1.15	1.14	1.17	1.15	1.15	1.13	1.15	1.15	1.12	1.13	1.16	1.14	1.16	1.14	1.16	1.17
Std. Err.		0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.13	0.06	0.05	0.03	0.04	0.03	0.05	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 649

Q.51 To what extent do you agree or disagree with each of the following statements?

Regulation of what is and what is not allowed to be shown on television is a good thing

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Strongly agree	(5)	730	293	437	76	117	124	130	113	103	68	192	537	49.00	473	126	136	593	763
		33%acj	*27%*	**39%za**	*23%*	**33%cj**	*30%*	**36%cj**	**35%c**	**42%zcejk**	**35%c**	**28%c**	**35%zcj**		*35%*	**40%z**	*34%*	*33%*	*35%*
Tend to agree	(4)	1015	520	495	161	141	197	165	163	103	85	302	713	46.29	617	136	185	830	977
		46%	*48%*	*44%*	*49%*	*40%*	*48%*	*46%*	*50%*	*42%*	*44%*	*44%*	*47%*		*46%*	*43%*	*46%*	*46%*	*44%*
Neither agree nor disagree	(3)	226	110	116	58	56	36	32	13	13	18	114	112	39.43	123	19	34	192	226
		10%ghkm	*10%*	*10%*	**18%zefghik**	**16%zefghk**	*9%*	*9%*	*4%*	*5%*	*9%*	**17%zefghik**	*7%*		*9%*	*6%*	*8%*	*11%*	*10%*
Tend to disagree	(2)	156	95	61	22	20	32	23	27	19	13	42	114	48.18	89	29	31	125	133
		7%b	**9%zb**	*5%*	*7%*	*6%*	*8%*	*7%*	*8%*	*8%*	*7%*	*6%*	*7%*		*7%*	*9%*	*8%*	*7%*	*6%*
Strongly disagree	(1)	50	39	11	7	10	13	8	5	4	3	17	33	43.28	29	6	15	35	58
		2%b	**4%zb**	*1%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*		*2%*	*2%*	*4%*	*2%*	*3%*
Don't know/No opinion		29	16	14	6	6	6	1	2	3	5	12	16	44.50	22	4	5	25	49
		1%	*1%*	*1%*	*2%*	*2%*	*1%*	*	*1%*	*1%*	**3%f**	*2%*	*1%*		*2%*	*1%*	*1%*	*1%*	*2%*
Agree		**1744**	**813**	**932**	**237**	**258**	**320**	**294**	**276**	**207**	**152**	**494**	**1250**	**47.42**	**1089**	**261**	**321**	**1423**	**1740**
		79%acj	***76%***	**82%za**	***72%***	***74%***	***79%***	**82%cdj**	**85%zcdj**	**84%cdj**	***80%***	***73%***	**82%zcdj**		***81%***	***82%***	***79%***	***79%***	***79%***
Disagree		**206**	**134**	**73**	**29**	**30**	**44**	**32**	**32**	**23**	**17**	**59**	**147**	**46.99**	**119**	**34**	**46**	**160**	**191**
		9%b	**12%zb**	***6%***	***9%***	***9%***	***11%***	***9%***	***10%***	***9%***	***9%***	***9%***	***10%***		***9%***	***11%***	***11%***	***9%***	***9%***
Net Agree		1538	679	859	208	228	276	263	244	184	136	435	1103	0.44	971	227	276	1263	1549
		70%acj	*63%*	**76%za**	*63%*	*65%*	*68%*	**73%cj**	**75%cdj**	**75%cdj**	*71%*	*64%*	**72%zcj**		**72%z**	*71%*	*68%*	*70%*	*70%*
Mean Score		**4.02acj**	3.88	**4.15za**	3.85	3.97	3.97	**4.07cj**	**4.10cj**	**4.17zcej**	**4.07c**	3.91	**4.06zcj**	1.01	**4.06z**	4.10	3.99	4.03	4.04
Std. Dev.		0.97	1.03	0.88	0.93	1.00	1.00	0.96	0.93	0.95	0.95	0.97	0.96	1.00	0.95	0.99	1.03	0.95	0.97
Std. Err.		0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.06	0.06	0.07	0.04	0.03	0.15	0.03	0.06	0.05	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 650

Q.51 To what extent do you agree or disagree with each of the following statements?

Regulation of what is and what is not allowed to be shown on television is a good thing

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Strongly agree	(5)	**730**	600	24	46	22	91	635	560	28	20	*	15	623	115	405	174	30	253	468	763
		33%af	*32%*	*46%*	*43%*	*35%*	*42%*	*32%*	*34%*	*45%*	*49%*	*2%*	*32%*	**35%z**	*31%*	*35%*	*30%*	*43%*	*35%*	*32%*	*35%*
Tend to agree	(4)	**1015**	889	17	38	23	79	935	780	21	14	6	10	830	174	522	290	19	312	683	977
		46%p	**48%z**	*34%*	*36%*	*38%*	*36%*	**47%z**	**48%zl**	*34%*	*34%*	*49%*	*22%*	*46%*	**47%p**	**45%p**	**50%p**	*27%*	*43%*	*47%*	*44%*
Neither agree nor disagree	(3)	**226**	178	4	12	12	27	198	139	6	1	6	12	164	34	117	60	14	77	149	226
		10%afgl	*10%*	*7%*	*11%*	*19%*	*12%*	**10%a**	*9%*	*10%*	*3%*	*47%*	*26%*	**9%g**	*9%*	*10%*	*10%*	**20%zmn**	*11%*	*10%*	*10%*
Tend to disagree	(2)	**156**	137	3	5	2	10	146	111	4	1	*	5	122	35	78	37	4	45	108	133
		7%	*7%*	*5%*	*5%*	*4%*	*5%*	**7%z**	*7%*	*7%*	*4%*	*	*11%*	*7%*	*9%*	*7%*	*6%*	*6%*	*6%*	*7%*	*6%*
Strongly disagree	(1)	**50**	41	1	2	2	5	45	28	1	1	*	3	34	11	20	16	2	17	33	58
		2%gl	*2%*	*2%*	*1%*	*4%*	*2%*	*2%*	*2%*	*2%*	*3%*	*	*8%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*
Don't know/No opinion		**29**	23	3	4	*	6	23	14	1	3	*	1	19	4	18	6	1	14	15	49
		1%fg	*1%*	*5%*	*4%*	*	*3%*	*1%*	*1%*	*2%*	*8%*	*1%*	*1%*	**1%g**	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*
Agree		**1744**	**1489**	**41**	**84**	**45**	**170**	**1570**	**1340**	**49**	**33**	**6**	**25**	**1453**	**290**	**928**	**464**	**48**	**565**	**1152**	**1740**
		79%	**80%z**	***80%***	***79%***	***73%***	***78%***	***79%***	**82%zl**	***79%***	***83%***	***51%***	***54%***	**81%z**	***77%***	***80%***	***79%***	***70%***	***79%***	***79%***	***79%***
Disagree		**206**	**179**	**4**	**7**	**5**	**15**	**191**	**139**	**5**	**3**	*	**9**	**155**	**47**	**98**	**54**	**6**	**62**	**141**	**191**
		9%	*10%*	*8%*	*6%*	*7%*	*7%*	**10%z**	*8%*	*9%*	*6%*	*	*19%*	*9%*	*13%*	*8%*	*9%*	*9%*	*9%*	*10%*	*9%*
Net Agree		**1538**	1311	37	77	41	155	1379	1201	43	31	6	16	1298	243	830	410	42	503	1010	1549
		70%	*70%*	*72%*	*73%*	*66%*	*71%*	*70%*	**74%zl**	*70%*	*77%*	*51%*	*36%*	**72%z**	*65%*	*72%*	*70%*	*61%*	*70%*	*69%*	*70%*
Mean Score		**4.02f**	4.01	4.22	4.19	3.97	4.13	4.00	**4.07z**	4.17	4.33	3.53	3.61	**4.06z**	3.94	4.06	3.98	4.03	4.05	4.00	4.04
Std. Dev.		**0.97**	0.96	0.99	0.93	1.02	0.98	0.96	0.93	1.00	0.95	0.59	1.27	0.94	1.03	0.94	0.96	1.08	0.97	0.97	0.97
Std. Err.		**0.02**	0.02	0.09	0.05	0.25	0.04	0.02	0.03	0.07	0.08	0.08	0.21	0.02	0.06	0.03	0.04	0.09	0.03	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 651

Q.51 To what extent do you agree or disagree with each of the following statements?

Regulation of what is and what is not allowed to be shown on television is a good thing

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Strongly agree	(5)	730	174	206	127	333	386	343	374	296	184	188	367	362	58	553	440	108	763
		33%hk	*37%*	*32%*	*30%*	*32%*	*32%*	*34%*	*34%*	*29%*	*34%*	**41%zh**	*30%*	**37%zk**	*37%*	*33%*	*32%*	*29%*	*35%*
Tend to agree	(4)	1015	200	272	222	494	561	454	476	513	231	188	578	436	73	765	626	178	977
		46%j	*43%*	*43%*	**53%zabd**	**47%b**	*47%*	*45%*	*43%*	**50%zij**	*43%*	*41%*	*48%*	*44%*	*47%*	*46%*	*46%*	*48%*	*44%*
Neither agree nor disagree	(3)	226	49	69	31	100	120	106	124	100	60	45	120	104	14	169	128	48	226
		10%	*10%*	*11%*	*7%*	*10%*	*10%*	*11%*	*11%*	*10%*	*11%*	*10%*	*10%*	*10%*	*9%*	*10%*	*9%*	*13%*	*10%*
Tend to disagree	(2)	156	33	59	28	87	89	67	87	81	40	27	101	55	7	117	115	27	133
		7%l	*7%*	*9%*	*7%*	*8%*	*7%*	*7%*	*8%*	*8%*	*7%*	*6%*	*8%*	*6%*	*5%*	*7%*	**8%zn**	*7%*	*6%*
Strongly disagree	(1)	50	10	16	8	24	31	20	27	22	19	4	31	19	1	40	33	6	58
		2%j	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	**3%j**	*1%*	*3%*	*2%*	*1%*	*2%*	*2%*	*2%*	*3%*
Don't know/No opinion		29	4	13	*	13	17	13	10	8	8	9	16	12	1	22	15	3	49
		1%c	*1%*	**2%cd**	*	**1%c**	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
Agree		**1744**	**374**	**479**	**349**	**828**	**947**	**797**	**850**	**809**	**415**	**376**	**945**	**798**	**131**	**1318**	**1065**	**286**	**1740**
		79%b	***80%***	***75%***	**84%zbd**	**79%b**	***79%***	***80%***	***77%***	***79%***	***77%***	***82%***	***78%***	***81%***	***85%***	***79%***	***79%***	***77%***	***79%***
Disagree		**206**	**42**	**75**	**37**	**112**	**120**	**86**	**114**	**103**	**59**	**31**	**132**	**75**	**8**	**157**	**148**	**33**	**191**
		9%l	***9%***	***12%***	***9%***	***11%***	***10%***	***9%***	***10%***	***10%***	***11%***	***7%***	**11%l**	***8%***	***5%***	***9%***	**11%z**	***9%***	***9%***
Net Agree		1538	332	404	312	716	827	711	736	706	356	345	814	723	123	1161	918	252	1549
		70%bgk	*71%*	*63%*	**75%zbd**	**68%b**	*69%*	**71%g**	*67%*	*69%*	*66%*	**75%zi**	*67%*	**73%zk**	**79%zno**	*70%*	*68%*	*68%*	*70%*
Mean Score		**4.02k**	4.07	3.95	4.03	3.99	4.00	4.04	4.00	3.97	3.98	**4.17zhi**	3.96	**4.09zk**	4.17	4.02	3.99	3.96	4.04
Std. Dev.		0.97	0.97	1.03	0.91	0.98	0.98	0.95	1.00	0.95	1.04	0.90	0.99	0.93	0.84	0.97	0.99	0.94	0.97
Std. Err.		0.02	0.04	0.04	0.05	0.03	0.03	0.03	0.03	0.03	0.05	0.04	0.03	0.03	0.07	0.02	0.03	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 652

Q.51 To what extent do you agree or disagree with each of the following statements?

Regulation of what is and what is not allowed to be shown on television is a good thing

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Strongly agree	(5)	730	597	42	22	68	73	228	176	190	179	180	228	243	392	336	320	62	763
		33%op	*32%*	**39%ef**	*34%*	*37%*	*27%*	*30%*	*31%*	*34%*	*34%*	*31%*	*33%*	*33%*	**42%z**	**43%zop**	*29%*	*23%*	*35%*
Tend to agree	(4)	1015	853	45	31	87	117	384	279	249	220	264	330	337	371	317	546	123	977
		46%mn	*46%*	*42%*	*48%*	*47%*	*43%*	**50%zaei**	*49%*	*45%*	*42%*	*45%*	*47%*	*46%*	*40%*	*41%*	**49%zn**	*46%*	*44%*
Neither agree nor disagree	(3)	226	195	13	5	13	47	79	63	67	50	55	82	83	72	57	122	42	226
		10%mn	*11%*	*12%*	*7%*	*7%*	**17%zacdfgi**	*10%*	*11%*	*12%*	*9%*	*9%*	*12%*	*11%*	*8%*	*7%*	**11%n**	**16%zn**	*10%*
Tend to disagree	(2)	156	135	5	5	12	21	45	34	35	55	55	45	49	66	37	91	24	133
		7%n	*7%*	*4%*	*8%*	*6%*	*8%*	*6%*	*6%*	*6%*	**10%zabfg**	*9%*	*6%*	*7%*	*7%*	*5%*	**8%n**	*9%*	*6%*
Strongly disagree	(1)	50	43	2	1	4	8	17	14	12	14	20	6	16	10	8	28	13	58
		2%kmn	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	**3%k**	*1%*	*2%*	*1%*	*1%*	*2%*	**5%zn**	*3%*
Don't know/No opinion		29	25	1	*	3	8	9	9	5	11	12	8	9	14	17	8	3	49
		1%o	*1%*	*1%*	*1%*	*2%*	**3%f**	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	**2%zo**	*1%*	*1%*	*2%*
Agree		**1744**	**1450**	**87**	**53**	**155**	**189**	**611**	**455**	**439**	**399**	**444**	**557**	**580**	**763**	**653**	**866**	**185**	**1740**
		79%ep	**78%e**	**80%e**	**82%e**	**83%e**	***69%***	**80%e**	**79%e**	**79%e**	***76%***	***76%***	***80%***	***79%***	**82%z**	**84%zop**	**78%p**	***69%***	***79%***
Disagree		**206**	**178**	**7**	**6**	**15**	**29**	**62**	**47**	**47**	**69**	**75**	**51**	**65**	**76**	**45**	**119**	**37**	**191**
		9%n	***10%***	***7%***	***10%***	***8%***	***11%***	***8%***	***8%***	***8%***	**13%zabf**	**13%zk**	***7%***	***9%***	***8%***	***6%***	**11%n**	**14%zn**	***9%***
Net Agree		1538	1272	80	46	140	160	550	407	392	331	369	506	515	687	608	747	148	1549
		70%eijp	**69%ei**	**74%ei**	**72%e**	**75%ei**	*59%*	**72%aei**	**71%ei**	**70%ei**	*63%*	*63%*	**72%j**	**70%j**	**74%z**	**79%zop**	**67%p**	*55%*	*70%*
Mean Score		**4.02ejop**	4.00	**4.11e**	4.06	**4.12e**	3.84	**4.01e**	**4.01e**	4.03	3.96	3.92	**4.05j**	4.02	**4.17z**	**4.24zop**	**3.94p**	3.75	4.04
Std. Dev.		0.97	0.97	0.94	0.96	0.93	1.01	0.92	0.94	0.96	1.05	1.05	0.89	0.96	0.93	0.87	0.97	1.07	0.97
Std. Err.		0.02	0.02	0.07	0.08	0.08	0.05	0.03	0.04	0.04	0.05	0.05	0.03	0.04	0.03	0.03	0.03	0.07	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 653

Q.51 To what extent do you agree or disagree with each of the following statements?

Regulation of what is and what is not allowed to be shown on television is a good thing

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.8 Feel concerned about: Programmes on TV/ Radio (a)	Q.8 Feel concerned about: The internet (b)	Q.8 Feel concerned about: Behaviour in society generally (c)	TV/Radio general assessment - relating to morality, values and standards of behaviour: Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour: Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Q.29 What made you think it should not be broadcast? - TV item: Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Q.32 What didn't approve of on TV: Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Strongly agree	(5)	730	147	63	384	401	454	635	583	371	263	114	65	232	178	63	146	104	36	763
		33%	**48%zc**	*43%*	*35%*	**38%z**	**41%zdfg**	**39%z**	**39%z**	**42%z**	**38%z**	*39%*	*36%*	**49%z**	**50%z**	**60%z**	**47%z**	**51%z**	**55%z**	*35%*
Tend to agree	(4)	1015	125	61	526	480	482	748	683	388	303	128	86	186	148	32	127	78	16	977
		46%lnq	*41%*	*41%*	**48%a**	*45%*	*44%*	*45%*	*45%*	*43%*	*44%*	*43%*	*48%*	*39%*	**41%n**	*30%*	**41%q**	**39%q**	*24%*	*44%*
Neither agree nor disagree	(3)	226	12	14	85	79	71	128	117	60	53	30	11	21	22	6	11	9	5	226
		10%acdefghi lmop	*4%*	**10%a**	**8%a**	*7%*	*6%*	**8%e**	**8%e**	*7%*	*8%*	*10%*	*6%*	*5%*	*6%*	*5%*	*4%*	*5%*	*8%*	*10%*
Tend to disagree	(2)	156	15	5	76	65	68	95	81	50	46	20	15	22	9	3	18	7	5	133
		7%fgm	*5%*	*3%*	*7%*	*6%*	*6%*	*6%*	*5%*	*6%*	*7%*	*7%*	*9%*	*5%*	*3%*	*3%*	*6%*	*4%*	*7%*	*6%*
Strongly disagree	(1)	50	9	4	23	24	10	24	22	17	10	3	2	8	*	1	7	*	*	58
		2%efgm	*3%*	*3%*	*2%*	**2%efg**	*1%*	**1%e**	**1%e**	*2%*	*1%*	*1%*	*1%*	**2%m**	*	**1%m**	*2%*	*	*	*3%*
Don't know/No opinion		29	*	*	11	11	12	16	16	6	12	2	2	5	1	1	4	3	3	49
		1%f	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	**2%h**	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*5%*	*2%*
Agree		**1744**	**272**	**124**	**910**	**881**	**936**	**1383**	**1266**	**759**	**566**	**242**	**151**	**418**	**326**	**95**	**274**	**182**	**51**	**1740**
		79%	**88%zc**	***84%***	**82%z**	**83%z**	**85%z**	**84%z**	**84%z**	**85%z**	**82%z**	***82%***	***83%***	**88%z**	**91%z**	**90%z**	**87%z**	**90%zq**	***80%***	**79%**
Disagree		**206**	**24**	**9**	**99**	**89**	**79**	**119**	**103**	**67**	**56**	**23**	**18**	**30**	**9**	**4**	**25**	**7**	**5**	**191**
		9%efglmp	***8%***	***6%***	***9%***	**8%g**	***7%***	***7%***	***7%***	***8%***	***8%***	***8%***	***10%***	**6%m**	***3%***	***4%***	**8%p**	***4%***	***7%***	***9%***
Net Agree		1538	249	116	811	792	857	1264	1162	692	510	219	133	388	317	91	249	175	47	1549
		70%	**81%zc**	*79%*	**73%z**	**75%z**	**78%zd**	**77%z**	**77%zd**	**78%z**	**74%z**	*74%*	*74%*	**82%z**	**89%zl**	**86%z**	**79%z**	**87%zoq**	*73%*	*70%*
Mean Score		4.02	**4.26zc**	4.19	**4.07z**	**4.11z**	**4.20zdf**	**4.15z**	**4.16z**	**4.18z**	**4.13z**	4.12	4.09	**4.30z**	**4.39z**	**4.46z**	**4.26z**	**4.40zo**	**4.34z**	4.04
Std. Dev.		0.97	0.95	0.93	0.94	0.95	0.88	0.90	0.89	0.92	0.93	0.91	0.93	0.89	0.72	0.83	0.93	0.74	0.93	0.97
Std. Err.		0.02	0.05	0.08	0.03	0.03	0.03	0.02	0.02	0.03	0.04	0.06	0.07	0.04	0.04	0.06	0.05	0.05	0.09	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 654

Q.51 To what extent do you agree or disagree with each of the following statements?

Regulation of what is and what is not allowed to be shown on television is a good thing

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own respons ibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broad caster's responsi bility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's respons ibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broad caster's respons ibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Strongly agree	(5)	730	41	50	20	22	343	352	161	406	106	238	53	51	356	565	104	763
		33%fhm	**50%z**	**51%z**	*39%*	*45%*	**38%z**	*28%*	**46%zf**	*30%*	**46%zh**	**37%zm**	*39%*	**54%zjm**	*29%*	*33%*	**46%zn**	*35%*
Tend to agree	(4)	1015	27	40	25	20	406	594	136	660	82	315	59	22	578	817	88	977
		46%agil	*33%*	*41%*	*48%*	*41%*	*45%*	**47%g**	*39%*	**48%zi**	*36%*	**49%l**	**44%l**	*23%*	**47%l**	*47%*	*39%*	*44%*
Neither agree nor disagree	(3)	226	6	7	2	4	63	147	31	137	24	42	11	16	147	165	11	226
		10%ejo	*7%*	*7%*	*5%*	*8%*	*7%*	*12%*	*9%*	*10%*	*10%*	*7%*	*8%*	**17%j**	**12%zj**	*10%*	*5%*	*10%*
Tend to disagree	(2)	156	8	1	4	3	71	112	14	104	13	35	6	5	95	128	12	133
		7%	**9%b**	*1%*	*9%*	*6%*	*8%*	**9%zg**	*4%*	*8%*	*6%*	*5%*	*4%*	*5%*	*8%*	*7%*	*5%*	*6%*
Strongly disagree	(1)	50	1	*	-	-	17	38	5	34	2	7	2	*	37	35	4	58
		2%	*1%*	*	-	-	*2%*	**3%z**	*1%*	*3%*	*1%*	*1%*	*2%*	*	*3%*	*2%*	*2%*	*3%*
Don't know/No opinion		29	-	-	-	-	10	20	2	21	3	4	4	-	17	18	7	49
		1%n	-	-	-	-	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	**3%j**	-	*1%*	*1%*	**3%n**	*2%*
Agree		**1744**	**67**	**90**	**45**	**42**	**749**	**947**	**297**	**1066**	**188**	**554**	**111**	**73**	**935**	**1382**	**192**	**1740**
		79%fm	***82%***	**92%z**	***87%***	***86%***	**82%z**	***75%***	**85%zf**	***78%***	***82%***	**86%zm**	***83%***	***77%***	***76%***	***80%***	***85%***	***79%***
Disagree		**206**	**9**	**1**	**4**	**3**	**88**	**151**	**19**	**138**	**15**	**42**	**8**	**5**	**133**	**163**	**15**	**191**
		9%bgj	**11%b**	***1%***	***9%***	***6%***	***10%***	**12%zg**	***6%***	***10%***	***7%***	***7%***	***6%***	***5%***	**11%j**	***9%***	***7%***	***9%***
Net Agree		1538	58	89	40	39	661	796	277	928	173	511	103	68	802	1219	176	1549
		70%fm	*72%*	**91%za**	*78%*	*79%*	**73%z**	*63%*	**79%zf**	*68%*	*75%*	**80%zm**	**77%m**	*72%*	*65%*	*71%*	**78%z**	*70%*
Mean Score		**4.02fhm**	4.20	**4.42z**	4.17	4.24	**4.10z**	3.89	**4.25zf**	3.97	**4.22zh**	**4.16zm**	**4.18m**	**4.25m**	3.92	4.02	**4.27zn**	4.04
Std. Dev.		0.97	1.02	0.67	0.88	0.86	0.96	1.01	0.89	0.97	0.92	0.86	0.90	0.94	1.00	0.95	0.91	0.97
Std. Err.		0.02	0.11	0.07	0.12	0.12	0.03	0.03	0.05	0.03	0.06	0.03	0.08	0.09	0.03	0.02	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 655

Q.51 To what extent do you agree or disagree with each of the following statements?

Regulation of what is and what is not allowed to be shown on television is a good thing

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Strongly agree	(5)	730	485	125	400	245	266	326	529	118	404	229	730	-	330	271	491	151	763
		33%acfhilp	*31%*	**46%za**	*29%*	**44%zc**	**46%zf**	*27%*	**40%zh**	*23%*	*30%*	**45%zi**	**42%zl**	-	**40%zn**	*30%*	**40%zp**	*28%*	*35%*
Tend to agree	(4)	1015	751	102	674	232	233	606	603	233	650	203	1015	-	323	456	554	246	977
		46%bejlm	**49%zb**	*38%*	**49%zd**	*42%*	*41%*	**49%ze**	*46%*	*45%*	**49%zj**	*40%*	**58%zl**	-	*39%*	**51%zm**	*46%*	*46%*	*44%*
Neither agree nor disagree	(3)	226	135	20	142	30	39	142	76	74	137	29	-	-	69	83	85	46	226
		10%adegjklo	*9%*	*8%*	**10%d**	*5%*	*7%*	**12%e**	*6%*	**14%zg**	**10%j**	*6%*	-	-	*8%*	*9%*	*7%*	*9%*	*10%*
Tend to disagree	(2)	156	122	12	117	32	26	100	77	50	103	27	-	156	71	59	64	62	133
		7%egko	*8%*	*4%*	**8%z**	*6%*	*4%*	**8%e**	*6%*	**10%zg**	*8%*	*5%*	-	**76%zk**	*9%*	*7%*	*5%*	**12%zo**	*6%*
Strongly disagree	(1)	50	37	7	34	10	5	36	11	29	35	11	-	50	14	22	11	15	58
		2%egko	*2%*	*3%*	*2%*	*2%*	*1%*	**3%e**	*1%*	**6%zg**	*3%*	*2%*	-	**24%zk**	*2%*	*2%*	*1%*	**3%o**	*3%*
Don't know/No opinion		29	16	3	11	8	5	17	16	10	10	7	-	-	13	9	9	9	49
		1%ciko	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	-	*2%*	*1%*	*1%*	*2%*	*2%*
Agree		**1744**	**1237**	**227**	**1074**	**477**	**499**	**932**	**1132**	**351**	**1055**	**432**	**1744**	**-**	**653**	**727**	**1045**	**398**	**1740**
		79%fhlp	***80%***	***84%***	***78%***	**86%zc**	**87%zf**	***76%***	**86%zh**	***68%***	***79%***	**85%zi**	**100%zl**	**-**	***80%***	***81%***	**86%zp**	***75%***	***79%***
Disagree		**206**	**159**	**18**	**151**	**42**	**30**	**137**	**88**	**79**	**138**	**37**	**-**	**206**	**85**	**81**	**76**	**78**	**191**
		9%egko	***10%***	***7%***	**11%z**	***7%***	***5%***	**11%ze**	***7%***	**15%zg**	***10%***	***7%***	**-**	**100%zk**	***10%***	***9%***	***6%***	**15%zo**	***9%***
Net Agree		1538	1078	208	923	435	469	796	1044	272	916	395	1744	-206	568	646	969	320	1549
		70%cfhlp	*70%*	**78%za**	*67%*	**78%zc**	**82%zf**	*65%*	**80%zh**	*53%*	*68%*	**78%zi**	**100%zl**	*-100%*	*69%*	*72%*	**80%zp**	*60%*	*70%*
Mean Score		**4.02cfhilp**	4.00	**4.23za**	3.94	**4.22zc**	**4.29zf**	3.90	**4.21zh**	3.72	3.97	**4.23zi**	**4.42zl**	1.76	**4.10z**	4.00	**4.20zp**	3.87	4.04
Std. Dev.		0.97	0.97	0.95	0.98	0.92	0.84	0.99	0.86	1.10	0.98	0.93	0.49	0.43	1.00	0.94	0.86	1.05	0.97
Std. Err.		0.02	0.03	0.06	0.03	0.04	0.03	0.03	0.02	0.05	0.03	0.04	0.01	0.03	0.03	0.03	0.02	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 656

Q.51 To what extent do you agree or disagree with each of the following statements?

Regulation of what is and what is not allowed to be shown on television is a good thing

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Strongly agree	(5)	730	480	154	532	115	456	27	431	21	411	129	512	111	462	134	763
		33%j	*32%*	**44%za**	*33%*	**44%zc**	*32%*	*38%*	*32%*	*34%*	**38%zj**	*28%*	*32%*	**44%zk**	*32%*	**42%zm**	*35%*
Tend to agree	(4)	1015	700	144	769	102	672	31	650	28	488	217	755	96	643	143	977
		46%l	*47%*	*42%*	*47%*	*39%*	*48%*	*45%*	**49%z**	*46%*	*46%*	*47%*	**47%l**	*38%*	*45%*	*45%*	*44%*
Neither agree nor disagree	(3)	226	152	19	158	19	130	7	117	5	81	49	170	18	148	17	226
		10%bgin	**10%b**	*5%*	*10%*	*7%*	*9%*	*11%*	*9%*	*8%*	*8%*	*11%*	*11%*	*7%*	**10%n**	*5%*	*10%*
Tend to disagree	(2)	156	113	15	120	14	100	3	94	4	65	44	122	16	120	18	133
		7%	*8%*	*4%*	*7%*	*5%*	*7%*	*4%*	*7%*	*7%*	*6%*	*9%*	*8%*	*6%*	**8%z**	*6%*	*6%*
Strongly disagree	(1)	50	34	9	37	4	30	2	29	2	16	16	33	6	39	5	58
		2%i	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*1%*	*3%*
Don't know/No opinion		29	15	7	15	5	20	-	15	1	10	12	22	6	19	2	49
		1%c	*1%*	*2%*	*1%*	*2%*	*1%*	-	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*
Agree		**1744**	**1180**	**298**	**1300**	**218**	**1128**	**58**	**1080**	**49**	**899**	**347**	**1267**	**207**	**1106**	**277**	**1740**
		79%jm	***79%***	**86%za**	***80%***	***83%***	***80%***	***83%***	**81%z**	***80%***	**84%zj**	***74%***	***78%***	***82%***	***77%***	**87%zm**	***79%***
Disagree		**206**	**147**	**24**	**157**	**18**	**130**	**5**	**123**	**6**	**81**	**60**	**155**	**22**	**158**	**23**	**191**
		9%i	***10%***	***7%***	***10%***	***7%***	***9%***	***7%***	***9%***	***10%***	***8%***	**13%zi**	***10%***	***9%***	**11%z**	***7%***	***9%***
Net Agree		1538	1033	274	1143	199	997	54	958	43	818	287	1112	186	948	255	1549
		70%jm	*69%*	**79%za**	*70%*	**76%z**	*71%*	*76%*	*72%*	*71%*	**76%zj**	*61%*	*69%*	*74%*	*66%*	**80%zm**	*70%*
Mean Score		**4.02jm**	4.00	**4.23za**	4.01	**4.22zc**	4.03	4.12	4.03	4.04	**4.14zj**	3.88	4.00	**4.18zk**	3.97	**4.21zm**	4.04
Std. Dev.		0.97	0.97	0.93	0.97	0.93	0.95	0.93	0.95	0.99	0.91	1.04	0.96	0.99	1.01	0.89	0.97
Std. Err.		0.02	0.03	0.05	0.02	0.06	0.03	0.10	0.03	0.12	0.03	0.05	0.02	0.06	0.03	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 657

Q.51 To what extent do you agree or disagree with each of the following statements?

Regulation of what is and what is not allowed to be shown on television is a good thing

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.63 TV Channels watch regularly: BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	Q.64 Radio stations listen to regularly: BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Strongly agree	(5)	730	597	418	626	539	379	656	702	25	138	185	415	332	542	177	763
		33%ik	**33%b**	*31%*	**33%b**	**34%b**	*32%*	*33%*	*33%*	*37%*	*28%*	*33%*	*31%*	**34%i**	*32%*	**36%i**	*35%*
Tend to agree	(4)	1015	847	659	881	757	570	947	993	21	256	269	654	452	789	214	977
		46%	*47%*	**49%zcg**	*47%*	*47%*	*48%*	**47%z**	**46%z**	*31%*	*51%*	*49%*	**49%zm**	*47%*	*47%*	*44%*	*44%*
Neither agree nor disagree	(3)	226	172	126	185	144	120	200	216	9	64	47	129	87	164	52	226
		10%d	*10%*	*9%*	*10%*	*9%*	*10%*	**10%d**	**10%d**	*14%*	**13%jkl**	*8%*	*10%*	*9%*	*10%*	*11%*	*10%*
Tend to disagree	(2)	156	125	95	132	112	79	138	149	7	25	38	100	69	130	23	133
		7%	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*11%*	*5%*	*7%*	*7%*	*7%*	**8%i**	*5%*	*6%*
Strongly disagree	(1)	50	38	30	40	27	29	46	49	2	12	14	31	16	38	12	58
		2%d	*2%*	*2%*	*2%*	*2%*	*2%*	**2%d**	**2%d**	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*
Don't know/No opinion		29	20	17	22	17	16	24	27	2	6	2	16	13	22	7	49
		1%j	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	*	**1%j**	*1%*	**1%j**	*1%*	*2%*
Agree		**1744**	**1444**	**1077**	**1507**	**1296**	**949**	**1603**	**1695**	**45**	**395**	**454**	**1069**	**784**	**1331**	**391**	**1740**
		79%	**80%z**	***80%***	**80%z**	**81%zfg**	***80%***	**80%z**	**79%z**	***69%***	***79%***	***82%***	***80%***	***81%***	***79%***	***81%***	***79%***
Disagree		**206**	**163**	**125**	**172**	**138**	**108**	**184**	**197**	**9**	**37**	**52**	**130**	**85**	**169**	**34**	**191**
		9%	***9%***	***9%***	***9%***	***9%***	***9%***	***9%***	***9%***	***14%***	***7%***	***9%***	***10%***	***9%***	***10%***	***7%***	***9%***
Net Agree		1538	1281	952	1335	1158	842	1419	1498	36	358	403	939	699	1162	357	1549
		70%	**71%zg**	*71%*	**71%z**	**73%zcfg**	*71%*	**71%z**	**70%z**	*55%*	*71%*	*73%*	*70%*	**72%m**	*69%*	*74%*	*70%*
Mean Score		4.02	4.03	4.01	4.03	**4.06zbfg**	4.01	4.02	4.02	3.93	3.98	4.04	4.00	**4.06m**	4.00	4.09	4.04
Std. Dev.		0.97	0.95	0.95	0.95	0.93	0.96	0.96	0.96	1.11	0.91	0.96	0.96	0.94	0.97	0.94	0.97
Std. Err.		0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.13	0.04	0.05	0.03	0.03	0.02	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 658

Q.52 To what extent do you agree or disagree with each of the following statements?

The BBC is out of touch with people like me

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Strongly agree	(5)	303	161	142	36	31	40	52	58	51	35	67	236	51.51	195	48	86	217	310
		14%dejo	*15%*	*13%*	*11%*	*9%*	*10%*	*14%*	**18%dej**	**21%zcdejk**	**18%dej**	*10%*	**15%zdej**		*14%*	*15%*	**21%zo**	*12%*	*14%*
Tend to agree	(4)	517	252	264	73	72	86	72	79	74	62	144	372	49.02	309	84	106	411	565
		23%	*24%*	*23%*	*22%*	*20%*	*21%*	*20%*	*24%*	**30%zdefj**	**32%zcdefjk**	*21%*	*24%*		*23%*	*26%*	*26%*	*23%*	*26%*
Neither agree nor disagree	(3)	449	222	227	78	84	81	74	48	46	38	161	287	44.57	284	59	68	380	454
		20%k	*21%*	*20%*	**24%g**	**24%g**	*20%*	*21%*	*15%*	*19%*	*20%*	**24%gk**	*19%*		*21%*	*19%*	*17%*	*21%*	*21%*
Tend to disagree	(2)	688	318	370	96	123	141	114	113	59	41	219	469	45.08	407	94	113	575	605
		31%hi	*30%*	*33%*	*29%*	**35%hi**	**35%hi**	**32%i**	**35%hi**	*24%*	*21%*	**32%i**	**31%hi**		*30%*	*30%*	*28%*	*32%*	*27%*
Strongly disagree	(1)	211	101	110	36	29	53	45	26	13	10	65	146	43.43	138	26	31	180	209
		10%h	*9%*	*10%*	*11%*	*8%*	**13%hik**	**13%hi**	*8%*	*5%*	*5%*	*10%*	**10%h**		*10%*	*8%*	*8%*	*10%*	*9%*
Don't know/No opinion		38	17	21	12	11	5	2	1	2	5	23	15	39.44	19	6	2	36	63
		2%k	*2%*	*2%*	**4%zfgk**	**3%k**	*1%*	*1%*	*	*1%*	**3%gk**	**3%zfgk**	*1%*		*1%*	*2%*	*	*2%*	*3%*
Agree		**820**	**414**	**407**	**108**	**103**	**126**	**124**	**136**	**125**	**97**	**211**	**608**	**49.94**	**504**	**132**	**192**	**628**	**875**
		37%dejo	***39%***	***36%***	***33%***	***29%***	***31%***	***35%***	**42%dej**	**51%zcdefjk**	**51%zcdefjk**	***31%***	**40%zdefj**		***37%***	***41%***	**47%zo**	***35%***	***40%***
Disagree		**899**	**420**	**479**	**132**	**153**	**194**	**159**	**139**	**72**	**51**	**284**	**615**	**44.69**	**546**	**121**	**144**	**755**	**814**
		41%hi	***39%***	***42%***	**40%hi**	**44%hi**	**48%zhik**	**44%hi**	**43%hi**	***29%***	***27%***	**42%hi**	**40%hi**		***40%***	***38%***	***35%***	***42%***	***37%***
Net Agree		-79	-6	-73	-23	-50	-68	-35	-2	53	45	-73	-7	5.25	-42	11	48	-127	61
		-4%	*-1%*	*-6%*	*-7%*	*-14%*	*-17%*	*-10%*	*-1%*	**22%cdfgk**	**24%cfgk**	*-11%*	*		*-3%*	*3%*	*12%*	*-7%*	*3%*
Mean Score		**3.01ejo**	3.05	2.96	2.93	2.86	2.80	2.92	**3.09e**	**3.38zcdefgjk**	**3.38zcdefjk**	2.89	**3.05efj**	1.02	3.01	3.10	**3.26zo**	2.95	3.08
Std. Dev.		1.23	1.24	1.21	1.19	1.13	1.21	1.27	1.27	1.21	1.18	1.16	1.25	1.01	1.24	1.23	1.28	1.21	1.23
Std. Err.		0.03	0.04	0.04	0.07	0.06	0.06	0.07	0.08	0.08	0.09	0.04	0.03	0.15	0.03	0.07	0.06	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 659

Q.52 To what extent do you agree or disagree with each of the following statements?

The BBC is out of touch with people like me

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Strongly agree	(5)	**303**	269	4	15	3	23	278	237	4	11	3	4	258	50	182	63	6	73	223	310
		14%q	**14%z**	*9%*	**14%e**	*5%*	*10%*	**14%z**	*15%*	*6%*	*27%*	*22%*	*9%*	*14%*	*13%*	**16%zo**	*11%*	*9%*	*10%*	**15%zq**	*14%*
Tend to agree	(4)	**517**	444	11	25	9	45	472	392	21	6	2	11	432	99	281	115	22	161	355	565
		23%o	*24%*	*22%*	*24%*	*14%*	*21%*	**24%z**	*24%*	*34%*	*15%*	*14%*	*24%*	*24%*	*26%*	*24%*	*20%*	*31%*	*22%*	*24%*	*26%*
Neither agree nor disagree	(3)	**449**	379	8	25	14	47	402	312	12	12	2	21	358	73	219	135	19	159	284	454
		20%g	*20%*	*15%*	*24%*	*22%*	*21%*	*20%*	*19%*	*19%*	*30%*	*16%*	*45%*	**20%g**	*20%*	*19%*	*23%*	*27%*	*22%*	*20%*	*21%*
Tend to disagree	(2)	**688**	587	20	26	18	63	623	524	16	6	4	9	558	122	323	214	16	227	445	605
		31%n	*31%*	*38%*	*25%*	*28%*	*29%*	*31%*	**32%l**	*25%*	*16%*	*30%*	*19%*	*31%*	*33%*	*28%*	**37%zn**	*23%*	*32%*	*31%*	*27%*
Strongly disagree	(1)	**211**	164	4	11	19	34	177	144	7	4	2	1	157	25	128	51	6	83	125	209
		10%afl	*9%*	*8%*	*11%*	*30%*	**16%c**	*9%*	*9%*	*11%*	*10%*	*17%*	*2%*	*9%*	*7%*	*11%*	*9%*	*9%*	*12%*	*9%*	*9%*
Don't know/No opinion		**38**	25	4	3	*	8	31	23	4	1	*	1	29	5	28	5	*	14	24	63
		2%af	*1%*	*9%*	*3%*	*	*3%*	**2%a**	*1%*	**6%zgl**	*3%*	*1%*	*1%*	**2%g**	*1%*	*2%*	*1%*	*	*2%*	*2%*	*3%*
Agree		**820**	**713**	**16**	**41**	**12**	**68**	**750**	**629**	**24**	**17**	**4**	**15**	**690**	**149**	**463**	**178**	**28**	**234**	**578**	**875**
		37%oq	**38%z**	***30%***	**38%e**	***19%***	***31%***	**38%z**	***39%***	***39%***	***41%***	***37%***	***33%***	**38%z**	**40%o**	**40%zo**	***31%***	***40%***	***33%***	**40%zq**	***40%***
Disagree		**899**	**751**	**24**	**37**	**36**	**97**	**800**	**668**	**22**	**10**	**6**	**10**	**716**	**147**	**451**	**265**	**22**	**310**	**570**	**814**
		41%f	***40%***	***46%***	***35%***	***59%***	**44%c**	***40%***	**41%l**	***36%***	***26%***	***47%***	***21%***	***40%***	***39%***	***39%***	**45%zn**	***32%***	***43%***	***39%***	***37%***
Net Agree		**-79**	-38	-8	3	-24	-29	-51	-39	2	6	-1	6	-26	1	12	-87	5	-76	7	61
		-4%	*-2%*	*-16%*	*3%*	*-39%*	*-13%*	*-3%*	*-2%*	*3%*	*16%*	*-10%*	*12%*	*-1%*	*	*1%*	*-15%*	**8%mn**	*-11%*	*1%*	*3%*
Mean Score		**3.01oq**	**3.04z**	2.84	**3.07e**	2.36	2.81	**3.03z**	3.03	2.98	3.33	2.96	3.20	**3.04z**	**3.07o**	**3.06o**	2.87	3.07	2.88	**3.07zq**	3.08
Std. Dev.		**1.23**	1.22	1.18	1.24	1.21	1.25	1.22	1.23	1.16	1.33	1.48	0.92	1.23	1.19	1.28	1.16	1.12	1.19	1.23	1.23
Std. Err.		**0.03**	0.03	0.10	0.06	0.29	0.06	0.03	0.03	0.08	0.11	0.20	0.15	0.03	0.07	0.04	0.05	0.09	0.04	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 660

Q.52 To what extent do you agree or disagree with each of the following statements?

The BBC is out of touch with people like me

Base : UK Adults Aged 16+

		Wtd. Total (z)	Annual Income: Up to £15,499 (a)	Annual Income: £15,500-£39,999 (b)	Annual Income: Over £39,999 (c)	Annual Income: Over £15,499 (d)	Social Grade: ABC1 (e)	Social Grade: C2DE (f)	Social Grade: C1C2 (g)	Education: Up to A-Level/ equivalent (h)	Education: Bachelor Degree/ equivalent or higher (i)	Education: No formal qualifications (j)	Working Status: Working full/part-time (k)	Working Status: Not working (l)	Q.67 Technology: Only Traditional TV channels (m)	Q.67 Technology: Multi-channel (n)	Q.67 Technology: Internet access (o)	Q.70 Social networks: Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Strongly agree	(5)	303	77	89	38	128	140	163	141	144	50	89	144	159	23	244	177	44	310
		14%ceik	**16%c**	*14%*	*9%*	*12%*	*12%*	**16%zeg**	*13%*	**14%i**	*9%*	**19%zhi**	*12%*	**16%zk**	*15%*	*15%*	*13%*	*12%*	*14%*
Tend to agree	(4)	517	133	152	76	228	239	277	255	244	86	143	252	264	32	392	276	68	565
		23%ceiko	**28%zcd**	*24%*	*18%*	*22%*	*20%*	**28%zeg**	**23%e**	**24%i**	*16%*	**31%zhi**	*21%*	**27%zk**	*21%*	**24%o**	*20%*	*18%*	*26%*
Neither agree nor disagree	(3)	449	93	115	82	197	253	196	216	216	102	79	239	207	28	342	304	92	454
		20%	*20%*	*18%*	*20%*	*19%*	*21%*	*20%*	*20%*	*21%*	*19%*	*17%*	*20%*	*21%*	*18%*	*21%*	**22%z**	*25%*	*21%*
Tend to disagree	(2)	688	122	206	160	366	437	251	356	327	215	98	433	255	55	496	447	121	605
		31%afjln	*26%*	*32%*	**38%za**	**35%za**	**36%zfg**	*25%*	**32%f**	**32%j**	**40%zhj**	*21%*	**36%zl**	*26%*	*36%*	*30%*	**33%n**	*33%*	*27%*
Strongly disagree	(1)	211	34	62	59	121	122	89	109	72	81	40	127	84	12	166	142	40	209
		10%h	*7%*	*10%*	**14%za**	**12%za**	*10%*	*9%*	*10%*	*7%*	**15%zhj**	*9%*	*10%*	*8%*	*8%*	*10%*	*10%*	*11%*	*9%*
Don't know/No opinion		38	10	12	1	14	13	25	21	16	7	12	18	20	4	26	10	5	63
		2%co	*2%*	*2%*	*	**1%c**	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	**3%o**	**2%o**	*1%*	*1%*	*3%*
Agree		**820**	**210**	**241**	**114**	**355**	**379**	**441**	**396**	**389**	**136**	**232**	**396**	**423**	**55**	**636**	**453**	**112**	**875**
		37%cdeikop	**45%zcd**	**38%cd**	***27%***	**34%c**	***32%***	**44%zeg**	**36%e**	**38%i**	***25%***	**50%zhi**	***33%***	**43%zk**	***36%***	**38%o**	***33%***	***30%***	***40%***
Disagree		**899**	**156**	**268**	**219**	**487**	**558**	**341**	**465**	**400**	**297**	**138**	**560**	**339**	**67**	**662**	**590**	**161**	**814**
		41%afjl	***33%***	**42%a**	**53%zabd**	**46%zab**	**46%zfg**	***34%***	**42%f**	**39%j**	**55%zhj**	***30%***	**46%zl**	***34%***	***44%***	***40%***	**43%zn**	***43%***	***37%***
Net Agree		-79	54	-27	-105	-132	-179	100	-69	-11	-161	95	-165	84	-12	-27	-137	-49	61
		-4%	**12%b**	*-4%*	*-25%*	*-13%*	*-15%*	**10%zg**	*-6%*	*-1%*	*-30%*	**21%zh**	*-14%*	**8%z**	*-8%*	*-2%*	*-10%*	*-13%*	*3%*
Mean Score		**3.01cdeiko**	**3.21zbcd**	**3.00cd**	2.70	**2.88c**	2.87	**3.18zeg**	**2.97e**	**3.06i**	2.64	**3.32zhi**	2.88	**3.16zk**	2.99	**3.03o**	2.92	2.88	3.08
Std. Dev.		1.23	1.22	1.24	1.19	1.23	1.20	1.24	1.22	1.20	1.19	1.26	1.21	1.23	1.23	1.24	1.22	1.20	1.23
Std. Err.		0.03	0.05	0.05	0.06	0.04	0.04	0.04	0.04	0.04	0.05	0.06	0.04	0.04	0.10	0.03	0.03	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 661

Q.52 To what extent do you agree or disagree with each of the following statements?

The BBC is out of touch with people like me

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Strongly agree	(5)	303	239	16	9	39	32	99	80	67	73	61	125	123	160	97	155	46	310
		14%j	*13%*	*15%*	*14%*	**21%zaefh**	*12%*	*13%*	*14%*	*12%*	*14%*	*10%*	**18%zj**	**17%zj**	**17%z**	*13%*	*14%*	*17%*	*14%*
Tend to agree	(4)	517	436	24	16	41	64	164	131	142	129	120	160	208	257	204	240	61	565
		23%	*24%*	*22%*	*24%*	*22%*	*23%*	*22%*	*23%*	*25%*	*24%*	*21%*	*23%*	**28%zjk**	**28%z**	**26%z**	*22%*	*23%*	*26%*
Neither agree nor disagree	(3)	449	381	20	12	35	47	145	97	111	125	100	137	149	162	147	240	48	454
		20%m	*21%*	*19%*	*19%*	*19%*	*17%*	*19%*	*17%*	*20%*	**24%g**	*17%*	*20%*	*20%*	*17%*	*19%*	*22%*	*18%*	*21%*
Tend to disagree	(2)	688	593	32	18	45	92	287	206	171	135	229	204	172	253	251	347	75	605
		31%ilm	**32%i**	*29%*	*29%*	*24%*	*34%*	**38%zadi**	**36%di**	*31%*	*25%*	**39%zkl**	**29%l**	*23%*	*27%*	*32%*	*31%*	*28%*	*27%*
Strongly disagree	(1)	211	171	13	6	21	29	53	49	63	55	72	62	69	79	56	119	31	209
		10%fn	**9%f**	*12%*	*9%*	*12%*	*11%*	*7%*	*9%*	**11%f**	*10%*	*12%*	*9%*	*9%*	*8%*	*7%*	*11%*	*12%*	*9%*
Don't know/No opinion		38	28	3	3	4	9	12	11	4	12	4	12	16	15	18	13	6	63
		2%	*2%*	**3%h**	**5%zafh**	*2%*	**3%h**	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*
Agree		**820**	**675**	**41**	**25**	**80**	**96**	**263**	**211**	**209**	**202**	**181**	**285**	**331**	**417**	**301**	**395**	**107**	**875**
		37%j	***37%***	***37%***	***39%***	***43%***	***35%***	***35%***	***37%***	***37%***	***38%***	***31%***	**41%j**	**45%zj**	**45%z**	***39%***	***35%***	***40%***	***40%***
Disagree		**899**	**765**	**44**	**24**	**66**	**121**	**340**	**255**	**234**	**190**	**301**	**266**	**241**	**332**	**307**	**466**	**106**	**814**
		41%ilm	**41%i**	***41%***	***37%***	***36%***	***44%***	**45%i**	**44%i**	***42%***	***36%***	**51%zkl**	***38%***	***33%***	***36%***	***40%***	***42%***	***40%***	***37%***
Net Agree		-79	-90	-4	1	14	-25	-77	-44	-25	12	-120	19	90	86	-6	-71	*	61
		-4%	*-5%*	*-4%*	*2%*	**7%bi**	*-9%*	*-10%*	*-8%*	*-4%*	**2%b**	*-20%*	*3%*	**12%zk**	**9%z**	*-1%*	*-6%*	*	*3%*
Mean Score		**3.01j**	2.99	3.00	3.08	3.17	2.91	2.96	2.98	2.96	3.06	2.78	**3.12zj**	**3.20zj**	**3.18z**	3.05	2.97	3.06	3.08
Std. Dev.		1.23	1.21	1.28	1.24	1.34	1.23	1.19	1.23	1.23	1.23	1.21	1.27	1.25	1.26	1.19	1.24	1.30	1.23
Std. Err.		0.03	0.03	0.10	0.10	0.11	0.06	0.05	0.05	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.08	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 662

Q.52 To what extent do you agree or disagree with each of the following statements?

The BBC is out of touch with people like me

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.8 Feel concerned about: Programmes on TV/ Radio (a)	Q.8 Feel concerned about: The internet (b)	Q.8 Feel concerned about: Behaviour in society generally (c)	TV/Radio general assessment - relating to morality, values and standards of behaviour: Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour: Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Q.29 What made you think it should not be broadcast? - TV item: Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Q.32 What didn't approve of on TV: Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Strongly agree	(5)	303	44	12	161	184	186	249	235	168	107	48	32	93	75	21	53	34	14	310
		14%	*14%*	*8%*	*15%*	**17%zf**	**17%zf**	**15%z**	**16%z**	**19%z**	*16%*	*16%*	*18%*	**20%z**	**21%z**	*20%*	*17%*	*17%*	*22%*	*14%*
Tend to agree	(4)	517	82	38	267	266	301	414	388	228	148	83	46	133	96	35	81	44	28	565
		23%	*27%*	*25%*	*24%*	*25%*	**27%zf**	**25%z**	**26%z**	**26%i**	*22%*	*28%*	*26%*	**28%z**	*27%*	*33%*	*26%*	*22%*	**43%zop**	*26%*
Neither agree nor disagree	(3)	449	71	34	229	207	206	349	313	171	143	59	27	89	78	18	57	50	7	454
		20%	*23%*	*23%*	*21%*	*19%*	*19%*	**21%e**	**21%e**	*19%*	*21%*	*20%*	*15%*	*19%*	*22%*	*17%*	*18%*	**25%oq**	*11%*	*21%*
Tend to disagree	(2)	688	87	54	355	316	323	488	439	248	215	79	62	132	82	20	95	57	10	605
		31%fghmnq	*28%*	*37%*	*32%*	*30%*	*29%*	*30%*	*29%*	*28%*	*31%*	*27%*	**35%j**	*28%*	*23%*	*19%*	**30%q**	**28%q**	*15%*	*27%*
Strongly disagree	(1)	211	17	8	84	74	68	119	102	67	64	25	12	26	26	10	23	15	5	209
		10%acdefghl	*5%*	*6%*	*8%*	*7%*	*6%*	*7%*	*7%*	*7%*	*9%*	*8%*	*6%*	*5%*	*7%*	*9%*	*7%*	*7%*	*8%*	*9%*
Don't know/No opinion		38	8	2	9	14	14	28	24	11	9	2	1	2	1	2	5	1	*	63
		2%cl	**3%c**	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*	*	*2%*	*2%*	*1%*	*1%*	*3%*
Agree		**820**	**126**	**49**	**428**	**450**	**487**	**663**	**623**	**396**	**255**	**131**	**78**	**226**	**171**	**56**	**133**	**78**	**42**	**875**
		37%	***41%***	***33%***	***39%***	**42%z**	**44%zfg**	**40%z**	**41%zf**	**44%zi**	***37%***	***44%***	***43%***	**48%z**	**48%z**	**53%z**	***43%***	***39%***	**65%zop**	***40%***
Disagree		**899**	**103**	**62**	**439**	**390**	**391**	**607**	**542**	**315**	**279**	**104**	**74**	**157**	**108**	**30**	**118**	**72**	**15**	**814**
		41%adefghl mnq	***34%***	***42%***	***40%***	***37%***	***36%***	***37%***	***36%***	***35%***	**41%h**	***35%***	***41%***	***33%***	***30%***	***28%***	**38%q**	***36%***	***23%***	***37%***
Net Agree		-79	23	-13	-11	61	96	56	81	81	-24	28	4	69	63	26	15	6	27	61
		-4%	**7%bc**	*-9%*	*-1%*	**6%f**	**9%zdfg**	*3%*	**5%zf**	**9%zik**	*-3%*	**9%ik**	*2%*	*15%*	*18%*	**24%l**	*5%*	*3%*	**43%op**	*3%*
Mean Score		3.01	**3.17z**	2.94	3.06	**3.16z**	**3.20zf**	**3.11z**	**3.14zf**	**3.21zi**	3.03	3.17	3.13	**3.29z**	**3.32z**	**3.36z**	3.14	3.13	**3.57zop**	3.08
Std. Dev.		1.23	1.16	1.09	1.21	1.23	1.21	1.21	1.21	1.25	1.24	1.23	1.25	1.22	1.24	1.26	1.24	1.22	1.22	1.23
Std. Err.		0.03	0.07	0.09	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.08	0.09	0.06	0.06	0.10	0.07	0.08	0.12	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 663

Q.52 To what extent do you agree or disagree with each of the following statements?

The BBC is out of touch with people like me

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Strongly agree	(5)	303 *14%*	19 **23%z**	14 *14%*	6 *11%*	9 *18%*	152 **17%z**	163 *13%*	73 **21%zf**	203 *15%*	38 *16%*	94 *15%*	23 *17%*	20 *21%*	157 *13%*	222 *13%*	51 **22%zn**	310 *14%*
Tend to agree	(4)	517 **23%f**	29 **36%z**	36 **37%z**	18 *36%*	15 *30%*	234 *26%*	272 *21%*	106 **30%zf**	306 *22%*	51 *22%*	156 *24%*	33 *25%*	34 **36%zm**	265 *21%*	405 *23%*	67 *30%*	565 *26%*
Neither agree nor disagree	(3)	449 **20%o**	15 *18%*	16 *16%*	10 *19%*	7 *14%*	177 *19%*	266 *21%*	59 *17%*	273 *20%*	47 *21%*	135 *21%*	29 *21%*	19 *20%*	243 *20%*	339 *20%*	31 *14%*	454 *21%*
Tend to disagree	(2)	688 **31%agl**	13 *16%*	22 *22%*	11 *21%*	13 *27%*	270 *30%*	419 **33%g**	79 *23%*	427 *31%*	71 *31%*	208 **32%l**	39 *29%*	17 *18%*	401 **33%l**	563 **33%z**	62 *28%*	605 *27%*
Strongly disagree	(1)	211 **10%ej**	5 *6%*	9 *10%*	6 *11%*	5 *10%*	70 *8%*	124 *10%*	28 *8%*	129 *9%*	23 *10%*	44 *7%*	8 *6%*	3 *3%*	142 **12%zj**	170 *10%*	12 *5%*	209 *9%*
Don't know/No opinion		38 **2%ej**	1 *1%*	1 *1%*	1 *2%*	1 *2%*	6 *1%*	21 *2%*	3 *1%*	24 *2%*	1 *	4 *1%*	3 *2%*	1 *1%*	24 *2%*	28 *2%*	3 *1%*	63 *3%*
Agree		**820** **37%fm**	**48** **59%z**	**50** **51%z**	**24** ***47%***	**23** ***47%***	**385** **42%z**	**435** ***34%***	**179** **51%zf**	**510** ***37%***	**89** ***39%***	**250** ***39%***	**56** ***42%***	**54** **58%zjm**	**421** ***34%***	**628** ***36%***	**117** **52%zn**	**875** ***40%***
Disagree		**899** **41%aeglo**	**18** ***22%***	**31** ***32%***	**17** ***32%***	**18** ***36%***	**340** ***37%***	**543** **43%g**	**107** ***31%***	**556** ***41%***	**93** ***40%***	**253** **39%l**	**47** ***35%***	**20** ***21%***	**543** **44%zl**	**733** **42%zo**	**74** ***33%***	**814** ***37%***
Net Agree		-79 *-4%*	31 **38%b**	19 *19%*	8 *15%*	5 *11%*	45 *5%*	-108 *-9%*	72 *21%*	-46 *-3%*	-4 *-2%*	-2 *	9 **6%j**	34 **37%jk**	-122 *-10%*	-105 *-6%*	44 *19%*	61 *3%*
Mean Score		**3.01fmn**	**3.55z**	3.24	3.16	3.19	**3.14z**	2.94	**3.34zf**	3.02	3.05	**3.07m**	3.18	**3.55zjm**	2.91	2.97	**3.37zn**	3.08
Std. Dev.		1.23	1.19	1.23	1.22	1.31	1.23	1.21	1.26	1.24	1.26	1.20	1.21	1.11	1.24	1.22	1.26	1.23
Std. Err.		0.03	0.13	0.13	0.17	0.19	0.04	0.04	0.07	0.03	0.08	0.05	0.10	0.11	0.04	0.03	0.08	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 664

Q.52 To what extent do you agree or disagree with each of the following statements?

The BBC is out of touch with people like me

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Strongly agree	(5)	303	196	47	181	97	120	126	211	49	165	95	238	37	303	-	197	69	310
		14%fhn	*13%*	*18%*	*13%*	**17%z**	**21%zf**	*10%*	**16%zh**	*9%*	*12%*	**19%zi**	*14%*	*18%*	**37%zn**	-	**16%z**	*13%*	*14%*
Tend to agree	(4)	517	356	71	292	170	174	251	365	93	286	149	415	48	517	-	345	81	565
		23%cfhinp	*23%*	*26%*	*21%*	**30%zc**	**30%zf**	*20%*	**28%zh**	*18%*	*21%*	**29%zi**	*24%*	*23%*	**63%zn**	-	**28%zp**	*15%*	*26%*
Neither agree nor disagree	(3)	449	277	46	267	101	95	242	239	79	249	93	341	37	-	-	218	103	454
		20%aeghmno	*18%*	*17%*	*19%*	*18%*	*17%*	*20%*	*18%*	*15%*	*19%*	*18%*	*20%*	*18%*	-	-	*18%*	*19%*	*21%*
Tend to disagree	(2)	688	537	63	456	150	144	451	377	201	472	120	563	58	-	688	348	198	605
		31%bdegjmo	**35%zb**	*24%*	**33%d**	*27%*	*25%*	**37%ze**	*29%*	**39%zg**	**35%zj**	*24%*	*32%*	*28%*	-	**77%zm**	*29%*	**37%zo**	*27%*
Strongly disagree	(1)	211	163	35	162	32	37	137	98	84	146	39	164	23	-	211	91	74	209
		10%degmo	*11%*	*13%*	**12%zd**	*6%*	*6%*	**11%ze**	*7%*	**16%zg**	**11%z**	*8%*	*9%*	*11%*	-	**23%zm**	*7%*	**14%zo**	*9%*
Don't know/No opinion		38	18	6	19	8	3	22	23	7	21	9	23	3	-	-	16	7	63
		2%aekmn	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	-	-	*1%*	*1%*	*3%*
Agree		**820**	**552**	**118**	**473**	**266**	**294**	**377**	**576**	**142**	**451**	**244**	**653**	**85**	**820**	**-**	**542**	**149**	**875**
		37%cfhinp	***36%***	**44%a**	***34%***	**48%zc**	**51%zf**	***31%***	**44%zh**	***28%***	***34%***	**48%zi**	***37%***	***41%***	**100%zn**	**-**	**45%zp**	***28%***	***40%***
Disagree		**899**	**699**	**98**	**618**	**182**	**181**	**588**	**474**	**285**	**618**	**159**	**727**	**81**	**-**	**899**	**438**	**272**	**814**
		41%degjmo	**45%zb**	***36%***	**45%zd**	***33%***	***32%***	**48%ze**	***36%***	**56%zg**	**46%zj**	***32%***	***42%***	***39%***	**-**	**100%zm**	***36%***	**51%zo**	***37%***
Net Agree		-79	-147	20	-145	85	113	-211	102	-143	-167	84	-74	4	820	-899	104	-123	61
		-4%	*-10%*	*7%*	*-10%*	**15%z**	**20%z**	*-17%*	**8%z**	*-28%*	*-12%*	**17%z**	*-4%*	*2%*	**100%z**	*-100%*	**9%z**	*-23%*	*3%*
Mean Score		**3.01acfhinp**	2.93	3.13	2.91	**3.27zc**	**3.34zf**	2.82	**3.17zh**	2.65	2.89	**3.28zi**	3.00	3.09	**4.37zn**	1.77	**3.18zp**	2.76	3.08
Std. Dev.		1.23	1.23	1.32	1.25	1.20	1.24	1.19	1.23	1.23	1.23	1.24	1.23	1.30	0.48	0.42	1.23	1.25	1.23
Std. Err.		0.03	0.03	0.08	0.03	0.05	0.05	0.04	0.03	0.06	0.04	0.05	0.03	0.10	0.02	0.01	0.03	0.06	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 665

Q.52 To what extent do you agree or disagree with each of the following statements?

The BBC is out of touch with people like me

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Strongly agree	(5)	303	153	99	148	100	181	19	144	26	208	36	236	36	212	37	310
		14%acgj	*10%*	**29%za**	*9%*	**38%zc**	*13%*	**28%ze**	*11%*	**42%zg**	**19%zj**	*8%*	*15%*	*14%*	*15%*	*12%*	*14%*
Tend to agree	(4)	517	315	105	350	77	310	26	294	14	303	80	386	59	343	77	565
		23%acj	*21%*	**30%za**	*21%*	**30%c**	*22%*	**37%ze**	*22%*	*24%*	**28%zj**	*17%*	*24%*	*24%*	*24%*	*24%*	*26%*
Neither agree nor disagree	(3)	449	314	46	333	24	265	6	245	3	206	82	331	52	265	56	454
		20%bdghm	**21%b**	*13%*	**20%d**	*9%*	*19%*	*9%*	**18%h**	*5%*	*19%*	*18%*	*20%*	*21%*	*18%*	*18%*	*21%*
Tend to disagree	(2)	688	505	72	588	42	485	10	482	9	255	197	481	74	454	112	605
		31%bdfhi	**34%zb**	*21%*	**36%zd**	*16%*	**34%zf**	*15%*	**36%zh**	*14%*	*24%*	**42%zi**	*30%*	*29%*	*32%*	*35%*	*27%*
Strongly disagree	(1)	211	177	23	185	17	154	6	155	7	81	66	156	26	142	31	209
		10%i	**12%zb**	*7%*	**11%z**	*6%*	**11%z**	*8%*	**12%z**	*11%*	*8%*	**14%zi**	*10%*	*10%*	*10%*	*10%*	*9%*
Don't know/No opinion		38	28	2	28	1	14	2	14	2	18	7	25	4	16	5	63
		2%egm	*2%*	*1%*	*2%*	*	*1%*	*3%*	*1%*	*4%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*3%*
Agree		**820**	**468**	**204**	**498**	**177**	**491**	**45**	**438**	**40**	**511**	**115**	**622**	**95**	**554**	**114**	**875**
		37%acegj	***31%***	**59%za**	***31%***	**68%zc**	***35%***	**65%ze**	***33%***	**66%zg**	**48%zj**	***25%***	***39%***	***38%***	***39%***	***36%***	***40%***
Disagree		**899**	**683**	**95**	**772**	**58**	**639**	**16**	**638**	**15**	**336**	**263**	**637**	**100**	**596**	**144**	**814**
		41%bdfhi	**46%zb**	***27%***	**47%zd**	***22%***	**45%zf**	***23%***	**48%zh**	***25%***	***31%***	**56%zi**	***39%***	***40%***	***42%***	***45%***	***37%***
Net Agree		-79	-214	109	-275	119	-148	29	-200	25	176	-148	-15	-5	-42	-29	61
		-4%	*-14%*	**31%z**	*-17%*	**46%z**	*-11%*	*42%*	*-15%*	*41%*	**16%zj**	*-32%*	*-1%*	*-2%*	*-3%*	*-9%*	*3%*
Mean Score		**3.01acegj**	2.84	**3.54za**	2.81	**3.78zc**	2.91	**3.63ze**	2.84	**3.75zg**	**3.29zj**	2.61	3.04	3.02	3.02	2.93	3.08
Std. Dev.		1.23	1.20	1.28	1.17	1.29	1.23	1.28	1.21	1.45	1.24	1.16	1.24	1.24	1.25	1.22	1.23
Std. Err.		0.03	0.03	0.07	0.03	0.08	0.03	0.14	0.03	0.17	0.04	0.06	0.03	0.08	0.03	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 666

Q.52 To what extent do you agree or disagree with each of the following statements?

The BBC is out of touch with people like me

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly									Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Strongly agree	(5)	303 **14%abcijk**	205 *11%*	162 *12%*	232 **12%a**	216 **14%ac**	153 *13%*	281 **14%abc**	296 **14%abc**	5 *8%*	45 *9%*	59 *11%*	160 *12%*	157 **16%zijkm**	224 **13%ik**	73 **15%i**	310 *14%*
Tend to agree	(4)	517 **23%abceg**	396 *22%*	285 *21%*	414 *22%*	382 **24%abce**	242 *20%*	466 **23%abce**	490 **23%ce**	27 *41%*	106 *21%*	134 *24%*	295 *22%*	229 *24%*	381 *23%*	131 *27%*	565 *26%*
Neither agree nor disagree	(3)	449 *20%*	362 *20%*	267 *20%*	382 *20%*	326 *20%*	242 *20%*	405 *20%*	431 *20%*	17 *26%*	113 *23%*	102 *18%*	268 *20%*	207 *21%*	341 *20%*	100 *21%*	454 *21%*
Tend to disagree	(2)	688 **31%n**	617 **34%zcdfg**	468 **35%zdfg**	630 **33%zdfg**	494 *31%*	393 *33%*	632 *31%*	677 **32%z**	11 *17%*	179 **36%ln**	204 **37%zln**	469 **35%zlmn**	287 *30%*	554 **33%zln**	122 *25%*	605 *27%*
Strongly disagree	(1)	211 *10%*	194 **11%zfg**	148 **11%z**	202 **11%zfg**	157 *10%*	140 **12%zdfg**	195 *10%*	209 **10%z**	1 *1%*	51 *10%*	52 *9%*	133 *10%*	84 *9%*	164 *10%*	45 *9%*	209 *9%*
Don't know/No opinion		38 **2%abcdglm**	25 *1%*	14 *1%*	25 *1%*	20 *1%*	22 **2%b**	32 *2%*	33 **2%c**	5 *7%*	8 **2%l**	4 *1%*	19 **1%l**	5 *	22 **1%l**	14 **3%l**	63 *3%*
Agree		**820** **37%abcegik**	**601** ***33%***	**447** ***33%***	**646** **34%a**	**598** **38%abce**	**395** ***33%***	**747** **37%abce**	**786** **37%abce**	**33** ***50%***	**151** ***30%***	**193** ***35%***	**455** ***34%***	**387** **40%ikm**	**605** **36%ik**	**204** **42%ik**	**875** ***40%***
Disagree		**899** **41%n**	**811** **45%zcdfg**	**616** **46%zdfg**	**833** **44%zdfg**	**651** ***41%***	**533** **45%zdfg**	**827** ***41%***	**887** **42%z**	**12** ***18%***	**230** **46%ln**	**255** **46%zln**	**602** **45%zlmn**	**371** ***38%***	**718** **43%zln**	**167** ***34%***	**814** ***37%***
Net Agree		-79 *-4%*	-210 *-12%*	-168 *-13%*	-187 *-10%*	-53 *-3%*	-138 *-12%*	-79 *-4%*	-101 *-5%*	21 *32%*	-80 *-16%*	-63 *-11%*	-147 *-11%*	16 *2%*	-113 *-7%*	37 **8%l**	61 *3%*
Mean Score		**3.01abcegikm**	2.89	2.88	**2.92a**	**3.00abce**	2.89	**3.00abce**	**2.99abce**	3.42	2.83	2.90	2.91	**3.09zijkm**	**2.97ik**	**3.14zijkm**	3.08
Std. Dev.		1.23	1.21	1.22	1.22	1.23	1.24	1.23	1.23	0.93	1.15	1.19	1.21	1.24	1.22	1.24	1.23
Std. Err.		0.03	0.03	0.04	0.03	0.03	0.04	0.03	0.03	0.11	0.06	0.06	0.03	0.04	0.03	0.05	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos Ipsos MORI

BBC Media Review - Adult Survey
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Table 667

Q.45-Q.52 To what extent do you agree or disagree with each of the following statements? - Summary

Base : UK Adults Aged 16+

	Total	Extent of Agreement											
		Strongly agree (5)	Tend to agree (4)	Neither agree nor disagree (3)	Tend to disagree (2)	Strongly disagree (1)	Don't know/No opinion	Agree	Disagree	Net Agree	Mean Score	Std. Dev.	Std. Err.
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	**2206**	431 *20%*	1115 *51%*	360 *16%*	214 *10%*	55 *2%*	31 *1%*	1546 *70%*	269 *12%*	1278 *58%*	3.76	0.96	0.02
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	**2206**	324 *15%*	1054 *48%*	247 *11%*	359 *16%*	198 *9%*	25 *1%*	1378 *62%*	557 *25%*	821 *37%*	3.43	1.19	0.03
Q.47 The BBC should aim to reflect the positive side of British society	**2206**	727 *33%*	1037 *47%*	259 *12%*	129 *6%*	34 *2%*	20 *1%*	1764 *80%*	163 *7%*	1600 *73%*	4.05	0.91	0.02
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	**2206**	177 *8%*	396 *18%*	333 *15%*	624 *28%*	604 *27%*	72 *3%*	573 *26%*	1228 *56%*	-655 *-30%*	2.49	1.30	0.03
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	**2206**	559 *25%*	753 *34%*	356 *16%*	352 *16%*	161 *7%*	25 *1%*	1312 *59%*	514 *23%*	799 *36%*	3.55	1.24	0.03
Q.50 The BBC should not be afraid to show material that some people might find offensive	**2206**	345 *16%*	995 *45%*	329 *15%*	345 *16%*	161 *7%*	32 *1%*	1339 *61%*	505 *23%*	834 *38%*	3.47	1.15	0.02
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	**2206**	730 *33%*	1015 *46%*	226 *10%*	156 *7%*	50 *2%*	29 *1%*	1744 *79%*	206 *9%*	1538 *70%*	4.02	0.97	0.02
Q.52 The BBC is out of touch with people like me	**2206**	303 *14%*	517 *23%*	449 *20%*	688 *31%*	211 *10%*	38 *2%*	820 *37%*	899 *41%*	-79 *-4%*	3.01	1.23	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Ipsos MORI

BBC Media Review - Adult Survey
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Table 668

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Q.47 The BBC should aim to reflect the positive side of British society	1764 **80%dj**	842 *79%*	921 *81%*	248 *75%*	256 *73%*	323 *79%*	281 *78%*	273 **84%cdj**	215 **88%zcdefjk**	168 **88%zcdefj**	504 *74%*	1260 **83%zcdfj**	47.67	1077 *80%*	270 *85%*	321 *79%*	1443 *80%*	1720 *78%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1744 **79%acj**	813 *76%*	932 **82%za**	237 *72%*	258 *74%*	320 *79%*	294 **82%cdj**	276 **85%zcdj**	207 **84%cdj**	152 *80%*	494 *73%*	1250 **82%zcdj**	47.42	1089 *81%*	261 *82%*	321 *79%*	1423 *79%*	1740 *79%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1546 **70%bi**	791 **74%zb**	755 *67%*	231 **70%i**	252 **72%i**	318 **78%zghik**	260 **72%i**	216 *67%*	161 *66%*	109 *57%*	483 **71%i**	1063 **70%i**	45.57	941 *70%*	216 *68%*	282 *69%*	1265 *70%*	1459 *66%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	1378 **62%bhikm**	731 **68%zb**	647 *57%*	222 **67%hik**	247 **71%zghik**	279 **69%zhik**	248 **69%zhik**	196 **61%hi**	112 *46%*	72 *38%*	469 **69%zhik**	908 **60%hi**	43.88	822 *61%*	169 *53%*	240 *59%*	1137 *63%*	1293 *59%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	1339 **61%bgin**	700 **65%zb**	639 *56%*	206 **62%i**	228 **65%gi**	279 **69%zghik**	236 **66%ghik**	174 **54%i**	138 **56%i**	79 *42%*	433 **64%gi**	906 **59%i**	44.82	810 *60%*	177 *56%*	222 *55%*	1117 **62%zn**	1244 *56%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	1312 **59%acdjo**	577 *54%*	735 **65%za**	126 *38%*	132 *38%*	222 **55%cdj**	219 **61%cdj**	241 **74%zcdefj**	209 **85%zcdefgjk**	163 **85%zcdefgjk**	258 *38%*	1053 **69%zcdefj**	51.93	825 *61%*	248 **78%zl**	287 **71%zo**	1025 *57%*	1325 *60%*
Q.52 The BBC is out of touch with people like me	820 **37%dejo**	414 *39%*	407 *36%*	108 *33%*	103 *29%*	126 *31%*	124 *35%*	136 **42%dej**	125 **51%zcdefjk**	97 **51%zcdefjk**	211 *31%*	608 **40%zdefj**	49.94	504 *37%*	132 *41%*	192 **47%zo**	628 *35%*	875 *40%*
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	573 **26%acdjo**	210 *20%*	363 **32%za**	42 *13%*	46 *13%*	96 **24%cdj**	93 **26%cdj**	105 **33%zcdej**	106 **43%zcdefgjk**	84 **44%zcdefgjk**	88 *13%*	484 **32%zcdefj**	54.32	363 *27%*	117 **37%zl**	152 **37%zo**	422 *23%*	671 *30%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 669

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Q.47 The BBC should aim to reflect the positive side of British society	**1764** **80%f**	1496 **80%f**	45 *88%*	80 *75%*	60 *96%*	185 **84%c**	1575 *79%*	1320 *81%*	50 *80%*	27 *68%*	10 *82%*	36 *77%*	1443 *81%*	306 *82%*	930 *80%*	466 *80%*	53 *76%*	558 *78%*	1186 *81%*	1720 *78%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	**1744** **79%**	1489 **80%z**	41 *80%*	84 *79%*	45 *73%*	170 *78%*	1570 *79%*	1340 **82%zl**	49 *79%*	33 *83%*	6 *51%*	25 *54%*	1453 **81%z**	290 *77%*	928 *80%*	464 *79%*	48 *70%*	565 *79%*	1152 *79%*	1740 *79%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	**1546** **70%h**	1335 **71%zf**	33 *65%*	66 *62%*	50 *80%*	149 **68%c**	1397 **70%z**	1137 *70%*	35 *56%*	26 *64%*	10 *81%*	31 *66%*	1238 *69%*	262 *70%*	803 *69%*	430 **74%p**	40 *58%*	514 *72%*	1010 *69%*	1459 *66%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	**1378** **62%cgl**	1178 **63%c**	32 *62%*	52 *49%*	44 *71%*	127 **58%c**	1246 **63%zc**	990 **61%l**	31 *50%*	19 *46%*	11 *96%*	22 *48%*	1074 *60%*	222 *59%*	732 *63%*	372 *64%*	38 *55%*	463 *65%*	892 *61%*	1293 *59%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	**1339** **61%cghl**	1153 **62%zc**	26 *50%*	52 *48%*	45 *73%*	122 **56%c**	1217 **61%zc**	966 **59%hl**	24 *39%*	25 *61%*	9 *76%*	21 *46%*	1045 **58%h**	234 *63%*	694 *60%*	362 *62%*	35 *51%*	450 *63%*	868 *60%*	1244 *56%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	**1312** **59%oq**	1108 *59%*	36 *70%*	65 *61%*	35 *56%*	136 *62%*	1172 *59%*	1048 **64%z**	41 *66%*	18 *46%*	7 *62%*	24 *53%*	1139 **64%z**	253 **68%zo**	712 **61%o**	298 *51%*	38 *55%*	386 *54%*	905 **62%zq**	1325 *60%*
Q.52 The BBC is out of touch with people like me	**820** **37%oq**	713 **38%z**	16 *30%*	41 **38%e**	12 *19%*	68 *31%*	750 **38%z**	629 *39%*	24 *39%*	17 *41%*	4 *37%*	15 *33%*	690 **38%z**	149 **40%o**	463 **40%zo**	178 *31%*	28 *40%*	234 *33%*	578 **40%zq**	875 *40%*
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	**573** **26%afoq**	464 *25%*	17 *34%*	39 **37%zaf**	18 *30%*	75 *34%*	495 *25%*	468 **29%z**	25 **40%z**	13 *31%*	1 *6%*	9 *20%*	515 **29%z**	107 **28%o**	318 **27%o**	118 *20%*	24 **34%o**	161 *22%*	401 **28%q**	671 *30%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 670

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Q.47 The BBC should aim to reflect the positive side of British society	1764 **80%ikop**	398 **85%zcd**	514 *81%*	314 *75%*	828 *79%*	945 *78%*	819 *82%*	876 *80%*	810 *79%*	407 *75%*	397 **86%zhi**	935 *77%*	828 **84%zk**	130 *84%*	1329 *80%*	1056 *78%*	272 *74%*	1720 *78%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1744 **79%b**	374 *80%*	479 *75%*	349 **84%zbd**	828 **79%b**	947 *79%*	797 *80%*	850 *77%*	809 *79%*	415 *77%*	376 *82%*	945 *78%*	798 *81%*	131 *85%*	1318 *79%*	1065 *79%*	286 *77%*	1740 *79%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1546 **70%jl**	327 *70%*	454 *71%*	311 *75%*	765 *73%*	867 *72%*	680 *68%*	792 **72%f**	754 **74%zj**	397 **73%j**	283 *61%*	884 **73%zl**	662 *67%*	99 *64%*	1169 *70%*	986 **73%zn**	284 **77%z**	1459 *66%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	1378 **62%ajlm**	256 *55%*	420 **66%a**	296 **71%za**	715 **68%za**	756 *63%*	622 *62%*	683 *62%*	663 **65%j**	366 **68%j**	242 *52%*	852 **70%zl**	525 *53%*	71 *46%*	1089 **65%zm**	908 **67%zm**	263 **71%z**	1293 *59%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	1339 **61%jl**	264 *56%*	386 *61%*	301 **72%zabd**	687 **65%zab**	757 *63%*	583 *58%*	663 *60%*	648 **64%zj**	362 **67%zj**	225 *49%*	817 **67%zl**	522 *53%*	80 *51%*	1039 **62%zm**	884 **65%zmn**	247 *67%*	1244 *56%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	1312 **59%cdghiko p**	299 **64%cd**	376 *59%*	219 *52%*	594 *56%*	699 *58%*	613 **61%g**	612 *56%*	561 *55%*	279 *52%*	349 **76%zhi**	626 *52%*	684 **69%zk**	106 **69%no**	972 *58%*	771 *57%*	145 *39%*	1325 *60%*
Q.52 The BBC is out of touch with people like me	820 **37%cdeikop**	210 **45%zcd**	241 **38%cd**	114 *27%*	355 **34%c**	379 *32%*	441 **44%zeg**	396 **36%e**	389 **38%i**	136 *25%*	232 **50%zhi**	396 *33%*	423 **43%zk**	55 *36%*	636 **38%o**	453 *33%*	112 *30%*	875 *40%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 670

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	573	155	147	75	222	255	318	262	225	107	179	242	330	58	427	299	49	671
	26%cdehikop	**33%zbcd**	*23%*	*18%*	*21%*	*21%*	**32%zeg**	*24%*	*22%*	*20%*	**39%zhi**	*20%*	**33%zk**	**38%zno**	**26%o**	*22%*	*13%*	*30%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 671

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Q.47 The BBC should aim to reflect the positive side of British society	1764 **80%j**	1470 *80%*	87 *81%*	50 *78%*	156 *84%*	216 *79%*	596 *78%*	457 *80%*	450 *81%*	424 *80%*	442 *75%*	566 **81%j**	600 **81%j**	779 **84%z**	652 **84%zop**	875 *79%*	202 *75%*	1720 *78%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1744 **79%ep**	1450 **78%e**	87 **80%e**	53 **82%e**	155 **83%e**	189 *69%*	611 **80%e**	455 **79%e**	439 **79%e**	399 *76%*	444 *76%*	557 *80%*	580 *79%*	763 **82%z**	653 **84%zop**	866 **78%p**	185 *69%*	1740 *79%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1546 **70%mn**	1304 **71%h**	72 *67%*	48 *74%*	122 *66%*	187 *68%*	572 **75%zabdeh**	420 *73%*	367 *66%*	365 *69%*	439 **75%zk**	469 *67%*	524 *71%*	609 *66%*	490 *63%*	837 **75%zn**	195 **73%n**	1459 *66%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	1378 **62%mn**	1162 *63%*	69 *64%*	42 *65%*	105 *56%*	173 *63%*	475 *62%*	361 *63%*	343 *61%*	345 *65%*	393 **67%zk**	420 *60%*	495 **67%zk**	509 *55%*	376 *49%*	764 **69%zn**	213 **79%zno**	1293 *59%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	1339 **61%mn**	1127 *61%*	64 *59%*	39 *60%*	110 *59%*	172 *63%*	477 *63%*	350 *61%*	330 *59%*	320 *60%*	393 **67%zk**	411 *59%*	455 *62%*	488 *53%*	399 *52%*	713 **64%zn**	201 **75%zno**	1244 *56%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	1312 **59%lop**	1103 *60%*	67 *62%*	38 *59%*	104 *56%*	152 *56%*	448 *59%*	329 *57%*	321 *57%*	334 *63%*	337 *57%*	454 **65%zjl**	407 *55%*	670 **72%z**	593 **77%zop**	590 **53%p**	96 *36%*	1325 *60%*
Q.52 The BBC is out of touch with people like me	820 **37%j**	675 *37%*	41 *37%*	25 *39%*	80 *43%*	96 *35%*	263 *35%*	211 *37%*	209 *37%*	202 *38%*	181 *31%*	285 **41%j**	331 **45%zj**	417 **45%z**	301 *39%*	395 *35%*	107 *40%*	875 *40%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 671

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	573	479	31	18	46	76	192	140	139	147	128	204	179	334	302	219	37	671
	26%jop	*26%*	*28%*	*28%*	*25%*	*28%*	*25%*	*24%*	*25%*	*28%*	*22%*	**29%j**	*24%*	**36%z**	**39%zop**	*20%*	*14%*	*30%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 672

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Q.47 The BBC should aim to reflect the positive side of British society	1764 *80%*	266 **86%z**	124 *84%*	903 *82%*	878 **83%z**	934 **85%z**	1377 **84%z**	1276 **85%zdf**	754 **84%z**	562 *82%*	243 *82%*	146 *80%*	415 **88%z**	311 **87%z**	97 **92%z**	285 **91%zpq**	172 *86%*	52 *81%*	1720 *78%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1744 *79%*	272 **88%zc**	124 *84%*	910 **82%z**	881 **83%z**	936 **85%z**	1383 **84%z**	1266 **84%z**	759 **85%z**	566 **82%z**	242 *82%*	151 *83%*	418 **88%z**	326 **91%z**	95 **90%z**	274 **87%z**	182 **90%zq**	51 *80%*	1740 *79%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1546 **70%defghjl mn**	212 *69%*	103 *70%*	771 *70%*	701 *66%*	717 *65%*	1090 *66%*	984 *66%*	567 *64%*	474 **69%h**	182 *61%*	117 *65%*	284 **60%n**	206 *57%*	50 *47%*	205 *65%*	141 *70%*	37 *58%*	1459 *66%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	1378 **62%adefghl mnopq**	145 *47%*	99 **67%a**	670 **61%a**	593 *56%*	583 *53%*	909 **55%g**	802 *53%*	467 *52%*	402 **59%h**	173 *59%*	118 **65%h**	223 **47%n**	169 **47%n**	34 *32%*	165 *53%*	104 *51%*	29 *45%*	1293 *59%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	1339 **61%defghlm n**	172 *56%*	102 **69%a**	658 *60%*	611 **58%e**	593 *54%*	926 *56%*	832 *55%*	499 *56%*	405 *59%*	162 *55%*	115 **64%j**	238 *50%*	175 *49%*	51 *48%*	171 *55%*	122 *60%*	37 *57%*	1244 *56%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	1312 *59%*	238 **77%zbc**	90 *61%*	732 **66%z**	749 **71%z**	839 **76%zdfg**	1153 **70%z**	1089 **73%zf**	680 **76%zijk**	474 **69%z**	195 *66%*	115 *64%*	405 **86%zm**	288 **80%z**	87 **82%z**	250 **80%z**	157 **78%z**	49 **77%z**	1325 *60%*
Q.52 The BBC is out of touch with people like me	820 *37%*	126 *41%*	49 *33%*	428 *39%*	450 **42%z**	487 **44%zfg**	663 **40%z**	623 **41%zf**	396 **44%zi**	255 *37%*	131 *44%*	78 *43%*	226 **48%z**	171 **48%z**	56 **53%z**	133 *43%*	78 *39%*	42 **65%zop**	875 *40%*

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 672

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	573 *26%*	115 **37%zc**	48 *32%*	326 **30%z**	353 **33%z**	424 **39%zdfg**	541 **33%z**	525 **35%zf**	366 **41%zik**	213 **31%z**	100 **34%z**	52 *29%*	223 **47%z**	161 **45%z**	65 **61%zlm**	133 **42%z**	83 **41%z**	27 **42%z**	671 *30%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 673

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Q.47 The BBC should aim to reflect the positive side of British society	1764 **80%fhm**	66 *81%*	80 *82%*	45 *86%*	40 *82%*	733 *81%*	983 *78%*	301 **86%zf**	1065 *78%*	202 **88%zh**	549 **86%zm**	111 *82%*	83 *88%*	938 *76%*	1393 *81%*	187 *83%*	1720 *78%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1744 **79%fm**	67 *82%*	90 **92%z**	45 *87%*	42 *86%*	749 **82%z**	947 *75%*	297 **85%zf**	1066 *78%*	188 *82%*	554 **86%zm**	111 *83%*	73 *77%*	935 *76%*	1382 *80%*	192 *85%*	1740 *79%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1546 **70%bgijlo**	49 *60%*	55 *56%*	35 *67%*	35 *72%*	621 *68%*	935 **74%zg**	200 *57%*	1010 **74%zi**	127 *55%*	423 *66%*	84 *62%*	50 *53%*	933 **76%zjkl**	1301 **75%zo**	106 *47%*	1459 *66%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	1378 **62%giklo**	45 *56%*	50 *51%*	30 *59%*	26 *53%*	560 *62%*	855 **68%zg**	157 *45%*	907 **67%zi**	100 *43%*	375 *58%*	67 *50%*	42 *45%*	841 **68%zjkl**	1161 **67%zo**	76 *34%*	1293 *59%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	1339 **61%gijlo**	48 *59%*	60 *61%*	34 *65%*	34 *70%*	551 *61%*	841 **66%zg**	148 *42%*	875 **64%zi**	111 *48%*	345 *54%*	69 *51%*	43 *46%*	833 **68%zjkl**	1128 **65%zo**	69 *30%*	1244 *56%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	1312 **59%fhmn**	65 **80%z**	72 **73%z**	41 **80%z**	34 *70%*	628 **69%z**	653 *52%*	257 **74%zf**	753 *55%*	156 **68%h**	469 **73%zm**	113 **84%zjm**	66 **70%m**	601 *49%*	1000 *58%*	181 **80%zn**	1325 *60%*
Q.52 The BBC is out of touch with people like me	820 **37%fm**	48 **59%z**	50 **51%z**	24 *47%*	23 *47%*	385 **42%z**	435 *34%*	179 **51%zf**	510 *37%*	89 *39%*	250 *39%*	56 *42%*	54 **58%zjm**	421 *34%*	628 *36%*	117 **52%zn**	875 *40%*

Fieldwork Dates : 7th - 25th March 2009
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Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 673

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	573 **26%fmn**	30 *36%*	34 *35%*	16 *32%*	18 *36%*	303 **33%z**	260 *21%*	142 **41%zf**	340 *25%*	62 *27%*	264 **41%zm**	69 **51%zm**	49 **52%zm**	157 *13%*	427 *25%*	89 **39%zn**	671 *30%*

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Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 674

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Q.47 The BBC should aim to reflect the positive side of British society	1764	1229	232	1082	474	514	920	1145	350	1035	439	1456	139	708	683	1050	375	1720
		80%fhilnp	*79%*	86%za	*79%*	85%zc	90%zf	*75%*	87%zh	*68%*	*77%*	87%zi	83%zl	*67%*	86%zn	*76%*	86%zp	*71%*	*78%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1744	1237	227	1074	477	499	932	1132	351	1055	432	1744	-	653	727	1045	398	1740
		79%fhlp	*80%*	*84%*	*78%*	86%zc	87%zf	*76%*	86%zh	*68%*	*79%*	85%zi	100%zl	-	*80%*	*81%*	86%zp	*75%*	*79%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1546	1546	-	1083	300	342	966	879	424	1083	253	1237	159	552	699	833	423	1459
		70%bdegj	100%zb	-	79%zd	*54%*	*60%*	79%ze	*67%*	82%zg	81%zj	*50%*	*71%*	*77%*	*67%*	78%zm	*69%*	80%zo	*66%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	1378	1083	119	1378	-	279	907	708	425	997	217	1074	151	473	618	692	397	1293
		62%bdegjmo	70%zb	*44%*	100%zd	-	*49%*	74%ze	*54%*	83%zg	74%zj	*43%*	*62%*	73%zk	*58%*	69%zm	*57%*	75%zo	*59%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	1339	1083	83	997	224	289	853	714	378	1339	-	1055	138	451	618	662	378	1244
		61%bdegjmo	70%zb	*31%*	72%zd	*40%*	*50%*	69%ze	*54%*	74%zg	100%zj	-	*60%*	*67%*	*55%*	69%zm	*54%*	71%zo	*56%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	1312	879	205	708	455	508	542	1312	-	714	376	1132	88	576	474	859	257	1325
		59%acfhiln p	*57%*	76%za	*51%*	82%zc	89%zf	*44%*	100%zh	-	*53%*	74%zi	65%zl	*43%*	70%zn	*53%*	71%zp	*48%*	*60%*
Q.52 The BBC is out of touch with people like me	820	552	118	473	266	294	377	576	142	451	244	653	85	820	-	542	149	875
		37%cfhinp	*36%*	44%a	*34%*	48%zc	51%zf	*31%*	44%zh	*28%*	*34%*	48%zi	*37%*	*41%*	100%zn	-	45%zp	*28%*	*40%*
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	573	342	96	279	226	573	-	508	30	289	195	499	30	294	181	396	98	671
		26%acfhiln p	*22%*	36%za	*20%*	41%zc	100%zf	-	39%zh	*6%*	*22%*	39%zi	29%zl	*15%*	36%zn	*20%*	33%zp	*18%*	*30%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 675

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Q.47 The BBC should aim to reflect the positive side of British society	1764 **80%j**	1192 *80%*	279 *80%*	1295 *79%*	224 **86%z**	1106 *78%*	63 *90%*	1059 *79%*	53 *87%*	913 **85%zj**	343 *73%*	1302 *81%*	205 *81%*	1131 *79%*	269 *84%*	1720 *78%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1744 **79%jm**	1180 *79%*	298 **86%za**	1300 *80%*	218 *83%*	1128 *80%*	58 *83%*	1080 **81%z**	49 *80%*	899 **84%zj**	347 *74%*	1267 *78%*	207 *82%*	1106 *77%*	277 **87%zm**	1740 *79%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1546 **70%biln**	1086 **73%zb**	222 *64%*	1171 **72%z**	182 *70%*	1027 **73%z**	46 *66%*	980 **73%z**	44 *72%*	712 *66%*	364 **78%zi**	1208 **75%zl**	128 *51%*	1102 **77%zn**	189 *59%*	1459 *66%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	1378 **62%bdiln**	998 **67%zb**	177 *51%*	1062 **65%zd**	135 *52%*	920 **65%zf**	35 *49%*	889 **67%z**	34 *56%*	636 *59%*	346 **74%zi**	1064 **66%zl**	126 *50%*	962 **67%zn**	163 *51%*	1293 *59%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	1339 **61%diln**	949 **64%zb**	194 *56%*	1047 **64%zd**	134 *51%*	925 **66%zf**	33 *47%*	897 **67%zh**	31 *50%*	601 *56%*	318 **68%zi**	1015 **63%zl**	122 *48%*	957 **67%zn**	136 *43%*	1244 *56%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	1312 **59%acejkm**	833 *56%*	259 **75%za**	924 *57%*	191 **73%zc**	809 *57%*	51 **73%e**	776 *58%*	46 **75%zg**	744 **69%zj**	248 *53%*	926 *57%*	179 **71%zk**	791 *55%*	244 **76%zm**	1325 *60%*
Q.52 The BBC is out of touch with people like me	820 **37%acegj**	468 *31%*	204 **59%za**	498 *31%*	177 **68%zc**	491 *35%*	45 **65%ze**	438 *33%*	40 **66%zg**	511 **48%zj**	115 *25%*	622 *39%*	95 *38%*	554 *39%*	114 *36%*	875 *40%*
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	573 **26%acegjkm**	333 *22%*	151 **43%za**	386 *24%*	115 **44%zc**	326 *23%*	27 **38%e**	316 *24%*	27 **45%zg**	367 **34%zj**	100 *21%*	389 *24%*	97 **38%zk**	338 *24%*	117 **37%zm**	671 *30%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 676

Q.45-Q.52 Summary of 'Agree'

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Q.47 The BBC should aim to reflect the positive side of British society	1764 **80%ek**	1432 **80%e**	1063 **79%e**	1496 **79%e**	1277 **80%e**	910 *76%*	1597 **79%e**	1704 **80%e**	56 *85%*	384 *77%*	449 *81%*	1050 *78%*	777 *80%*	1334 *79%*	402 *83%*	1720 *78%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1744 *79%*	1444 **80%z**	1077 *80%*	1507 **80%z**	1296 **81%zfg**	949 *80%*	1603 **80%z**	1695 **79%z**	45 *69%*	395 *79%*	454 *82%*	1069 *80%*	784 *81%*	1331 *79%*	391 *81%*	1740 *79%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1546 **70%n**	1274 *71%*	957 *71%*	1339 *71%*	1116 *70%*	879 **74%zabcdfg**	1420 *71%*	1500 *70%*	44 *67%*	378 **75%zn**	413 **74%zn**	984 **73%zn**	700 **72%n**	1225 **73%zn**	304 *63%*	1459 *66%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	1378 *62%*	1128 *63%*	848 *63%*	1187 *63%*	1009 *63%*	796 **67%zabcdfg**	1280 **64%zg**	1341 *63%*	33 *51%*	336 **67%n**	348 *63%*	840 *63%*	624 *64%*	1072 *64%*	283 *58%*	1293 *59%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	1339 **61%n**	1116 **62%zg**	849 **63%zdg**	1163 *62%*	963 *60%*	771 **65%zacdfg**	1232 *61%*	1298 *61%*	40 *60%*	320 **64%n**	357 **64%n**	855 **64%zn**	597 **62%n**	1059 **63%zn**	264 *54%*	1244 *56%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	1312 **59%ei**	1084 **60%e**	805 **60%e**	1133 **60%e**	955 **60%e**	658 *55%*	1187 **59%e**	1265 **59%e**	44 *67%*	221 *44%*	366 **66%ziklm**	790 **59%i**	578 **60%i**	994 **59%i**	301 **62%i**	1325 *60%*
Q.52 The BBC is out of touch with people like me	820 **37%abcegik**	601 *33%*	447 *33%*	646 **34%a**	598 **38%abce**	395 *33%*	747 **37%abce**	786 **37%abce**	33 *50%*	151 *30%*	193 *35%*	455 *34%*	387 **40%ikm**	605 **36%ik**	204 **42%ik**	875 *40%*
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	573 **26%ikm**	486 **27%e**	374 **28%e**	504 **27%e**	431 **27%e**	286 *24%*	528 **26%e**	557 *26%*	13 *20%*	78 *16%*	163 **29%iklm**	315 **23%i**	236 **24%i**	410 **24%i**	154 **32%iklm**	671 *30%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 677

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 years (c)	Age: 25-34 years (d)	Age: 35-44 years (e)	Age: 45-54 years (f)	Age: 55-64 years (g)	Age: 65-74 years (h)	Age: 75+ years (i)	Age: Up to 34 (j)	Age: 35 years and over (k)	Age: Mean Age	Marital Status: Married/ Living as (l)	Marital Status: Widowed/ Divorced/ Separated (m)	Disability: Yes (n)	Disability: No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	1228 **56%bhiklmn**	659 **62%zb**	569 *50%*	237 **72%zefghik**	234 **67%zfghik**	244 **60%hik**	196 **55%hi**	163 **50%hi**	91 *37%*	63 *33%*	471 **69%zefghik**	757 **50%hi**	42.51	720 **53%m**	143 *45%*	182 *45%*	1046 **58%zn**	1074 *49%*
Q.52 The BBC is out of touch with people like me	899 **41%hi**	420 *39%*	479 *42%*	132 **40%hi**	153 **44%hi**	194 **48%zhik**	159 **44%hi**	139 **43%hi**	72 *29%*	51 *27%*	284 **42%hi**	615 **40%hi**	44.69	546 *40%*	121 *38%*	144 *35%*	755 *42%*	814 *37%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	557 **25%acdejo**	226 *21%*	331 **29%za**	50 *15%*	54 *15%*	65 *16%*	78 **22%j**	91 **28%cdej**	113 **46%zcdefgjk**	107 **56%zcdefgjk**	104 *15%*	453 **30%zcdefj**	55.55	363 *27%*	117 **37%zl**	137 **34%zo**	419 *23%*	588 *27%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	514 **23%bghiklmn**	288 **27%zb**	226 *20%*	118 **36%zfghik**	124 **36%zfghik**	120 **29%zfghik**	73 **20%hi**	46 **14%i**	20 *8%*	12 *6%*	243 **36%zfghik**	271 **18%hi**	37.87	303 **22%m**	37 *12%*	76 *19%*	438 *24%*	469 *21%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	505 **23%ade**	213 *20%*	292 **26%za**	76 *23%*	56 *16%*	68 *17%*	67 *19%*	101 **31%zdefjk**	68 **28%defj**	70 **37%zcdefjk**	131 *19%*	374 **25%zdefj**	50.67	316 *23%*	86 *27%*	113 **28%zo**	392 *22%*	546 *25%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	269 **12%adej**	110 *10%*	158 **14%za**	37 *11%*	24 *7%*	27 *7%*	45 **13%e**	64 **20%zcdejk**	37 **15%dej**	34 **18%zdej**	61 *9%*	208 **14%zdej**	51.63	183 *14%*	38 *12%*	61 *15%*	208 *12%*	286 *13%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	206 **9%b**	134 **12%zb**	73 *6%*	29 *9%*	30 *9%*	44 *11%*	32 *9%*	32 *10%*	23 *9%*	17 *9%*	59 *9%*	147 *10%*	46.99	119 *9%*	34 *11%*	46 *11%*	160 *9%*	191 *9%*
Q.47 The BBC should aim to reflect the positive side of British society	163 **7%gk**	81 *8%*	82 *7%*	31 **9%g**	33 **9%g**	34 **8%g**	34 **9%gk**	10 *3%*	12 *5%*	10 *5%*	64 **9%g**	100 **7%g**	41.90	104 *8%*	19 *6%*	35 *9%*	128 *7%*	155 *7%*

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 678

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	**1228**	1082	17	44	24	85	1143	871	23	17	8	23	942	200	623	356	38	415	796	1074
	56%ceghl	**58%zce**	*34%*	*41%*	*38%*	*39%*	**58%zce**	**53%hl**	*37%*	*42%*	*67%*	*51%*	**53%h**	*53%*	*54%*	**61%zn**	*55%*	*58%*	*55%*	*49%*
Q.52 The BBC is out of touch with people like me	**899**	751	24	37	36	97	800	668	22	10	6	10	716	147	451	265	22	310	570	814
	41%f	*40%*	*46%*	*35%*	*59%*	**44%c**	*40%*	**41%l**	*36%*	*26%*	*47%*	*21%*	*40%*	*39%*	*39%*	**45%zn**	*32%*	*43%*	*39%*	*37%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	**557**	483	13	28	3	44	513	474	14	10	*	11	509	121	303	116	15	151	400	588
	25%oq	*26%*	*25%*	**26%e**	*6%*	*20%*	**26%z**	**29%zl**	*23%*	*24%*	*2%*	*24%*	**28%z**	**32%zo**	**26%o**	*20%*	*21%*	*21%*	**27%zq**	*27%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	**514**	455	11	14	10	35	477	341	6	7	1	6	361	71	266	156	16	192	315	469
	23%ghl	**24%zc**	*22%*	*13%*	*16%*	*16%*	**24%z**	**21%l**	*10%*	*18%*	*5%*	*13%*	*20%*	*19%*	*23%*	**27%m**	*24%*	**27%zr**	*22%*	*21%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	**505**	427	21	30	*	51	451	395	30	4	1	8	436	82	274	121	26	157	342	546
	23%	*23%*	*41%*	**28%e**	*	*23%*	*23%*	*24%*	**48%zgl**	*9%*	*5%*	*17%*	**24%z**	*22%*	*24%*	*21%*	**37%zmno**	*22%*	*23%*	*25%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	**269**	233	8	11	-	19	249	219	10	3	2	2	236	44	161	54	7	73	191	286
	12%o	*12%*	*15%*	*10%*	-	*9%*	**13%z**	**13%z**	*16%*	*8%*	*17%*	*4%*	**13%z**	*12%*	**14%o**	*9%*	*11%*	*10%*	*13%*	*13%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	**206**	179	4	7	5	15	191	139	5	3	*	9	155	47	98	54	6	62	141	191
	9%	*10%*	*8%*	*6%*	*7%*	*7%*	**10%z**	*8%*	*9%*	*6%*	*	*19%*	*9%*	*13%*	*8%*	*9%*	*9%*	*9%*	*10%*	*9%*
Q.47 The BBC should aim to reflect the positive side of British society	**163**	139	3	8	-	11	152	117	7	1	*	2	127	21	81	49	11	57	104	155
	7%	*7%*	*5%*	**8%e**	-	*5%*	**8%z**	*7%*	*11%*	*3%*	*	*5%*	*7%*	*6%*	*7%*	*8%*	**15%zmn**	*8%*	*7%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 679

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	1228 **56%afjlm**	229 *49%*	354 *56%*	277 **66%zabd**	631 **60%zab**	717 **60%zf**	511 *51%*	624 **57%f**	623 **61%zj**	339 **63%zj**	186 *40%*	764 **63%zl**	464 *47%*	69 *44%*	946 **57%m**	813 **60%zmn**	262 **71%z**	1074 *49%*
Q.52 The BBC is out of touch with people like me	899 **41%afjl**	156 *33%*	268 **42%a**	219 **53%zabd**	487 **46%zab**	558 **46%zfg**	341 *34%*	465 **42%f**	400 **39%j**	297 **55%zhj**	138 *30%*	560 **46%zl**	339 *34%*	67 *44%*	662 *40%*	590 **43%zn**	161 *43%*	814 *37%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	557 **25%bdiknop**	156 **33%zbcd**	137 *22%*	90 *22%*	227 *22%*	294 *24%*	263 *26%*	268 *24%*	241 *24%*	103 *19%*	158 **34%zhi**	225 *19%*	332 **34%zk**	62 **40%zno**	391 *23%*	304 *22%*	59 *16%*	588 *27%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	514 **23%jlm**	93 *20%*	151 *24%*	121 **29%za**	272 **26%z**	285 *24%*	229 *23%*	287 **26%z**	289 **28%zj**	135 **25%j**	64 *14%*	353 **29%zl**	161 *16%*	23 *15%*	413 **25%zm**	331 **24%m**	138 **37%z**	469 *21%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	505 **23%chkop**	119 **25%c**	155 **24%cd**	72 *17%*	227 **22%c**	272 *23%*	233 *23%*	250 *23%*	209 *20%*	102 *19%*	144 **31%zhi**	219 *18%*	287 **29%zk**	50 **33%zno**	363 **22%o**	262 *19%*	62 *17%*	546 *25%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	269 *12%*	59 *13%*	74 *12%*	40 *10%*	114 *11%*	140 *12%*	128 *13%*	133 *12%*	110 *11%*	56 *10%*	73 **16%zhi**	131 *11%*	138 *14%*	27 *17%*	204 *12%*	145 *11%*	30 *8%*	286 *13%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	206 **9%l**	42 *9%*	75 *12%*	37 *9%*	112 *11%*	120 *10%*	86 *9%*	114 *10%*	103 *10%*	59 *11%*	31 *7%*	132 **11%l**	75 *8%*	8 *5%*	157 *9%*	148 **11%z**	33 *9%*	191 *9%*

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 679

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Q.47 The BBC should aim to reflect the positive side of British society	163	22	41	48	89	110	53	80	82	52	21	107	56	6	132	126	47	155
	7%fjl	*5%*	*6%*	**12%zabd**	**8%ab**	**9%zf**	*5%*	*7%*	*8%*	**10%j**	*5%*	**9%zl**	*6%*	*4%*	*8%*	**9%z**	**13%z**	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 680

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	1228 **56%mn**	1041 *56%*	59 *55%*	33 *52%*	95 *51%*	138 *51%*	433 *57%*	333 **58%e**	319 *57%*	289 *55%*	375 **64%zk**	368 *53%*	428 *58%*	408 *44%*	320 *41%*	685 **62%zn**	208 **78%zno**	1074 *49%*
Q.52 The BBC is out of touch with people like me	899 **41%ilm**	765 **41%i**	44 *41%*	24 *37%*	66 *36%*	121 *44%*	340 **45%i**	255 **44%i**	234 *42%*	190 *36%*	301 **51%zkl**	266 *38%*	241 *33%*	332 *36%*	307 *40%*	466 *42%*	106 *40%*	814 *37%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	557 **25%ejop**	461 **25%e**	28 **26%e**	14 *21%*	54 **29%e**	37 *13%*	173 **23%e**	120 **21%e**	152 **27%e**	136 **26%e**	121 *21%*	193 **28%jl**	166 *23%*	314 **34%z**	306 **40%zop**	210 **19%p**	26 *10%*	588 *27%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	514 **23%kmn**	424 *23%*	25 *23%*	16 *25%*	49 *26%*	54 *20%*	165 *22%*	129 *22%*	140 *25%*	119 *22%*	150 **26%k**	129 *18%*	201 **27%zk**	119 *13%*	81 *11%*	298 **27%zn**	128 **48%zno**	469 *21%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	505 **23%fop**	411 *22%*	27 *25%*	18 **29%efg**	49 *26%*	50 *18%*	148 *19%*	114 *20%*	128 *23%*	135 *26%*	117 *20%*	183 **26%j**	170 *23%*	264 **29%z**	235 **30%zop**	220 *20%*	36 *13%*	546 *25%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	269 **12%fop**	217 **12%f**	18 **17%f**	6 *10%*	27 *15%*	28 *10%*	71 *9%*	64 *11%*	75 *13%*	71 *13%*	59 *10%*	99 **14%j**	80 *11%*	150 **16%z**	136 **18%zop**	110 *10%*	16 *6%*	286 *13%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	206 **9%n**	178 *10%*	7 *7%*	6 *10%*	15 *8%*	29 *11%*	62 *8%*	47 *8%*	47 *8%*	69 **13%zabf**	75 **13%zk**	51 *7%*	65 *9%*	76 *8%*	45 *6%*	119 **11%n**	37 **14%zn**	191 *9%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 680

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Q.47 The BBC should aim to reflect the positive side of British society	163	146	7	4	7	22	67	51	44	34	63	55	46	51	41	93	25	155
	7%mn	*8%*	*6%*	*6%*	*4%*	*8%*	*9%*	*9%*	*8%*	*6%*	**11%zl**	*8%*	*6%*	*5%*	*5%*	*8%*	*9%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 681

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.8 Feel concerned about: Programmes on TV/ Radio (a)	Q.8 Feel concerned about: The internet (b)	Q.8 Feel concerned about: Behaviour in society generally (c)	TV/Radio general assessment - relating to morality, values and standards of behaviour: Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour: Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Q.29 What made you think it should not be broadcast? - TV item: Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Q.32 What didn't approve of on TV: Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	1228 **56%acdefgh ijlmnopq**	127 *41%*	82 **55%a**	581 **53%a**	494 **47%eg**	454 *41%*	758 **46%eg**	653 *43%*	341 *38%*	329 **48%h**	129 *44%*	105 **58%hij**	141 *30%*	110 *31%*	26 *24%*	106 *34%*	69 *34%*	22 *34%*	1074 *49%*
Q.52 The BBC is out of touch with people like me	899 **41%adefghl mnq**	103 *34%*	62 *42%*	439 *40%*	390 *37%*	391 *36%*	607 *37%*	542 *36%*	315 *35%*	279 **41%h**	104 *35%*	74 *41%*	157 *33%*	108 *30%*	30 *28%*	118 **38%q**	72 *36%*	15 *23%*	814 *37%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	557 *25%*	131 **42%zbc**	33 *22%*	325 **29%z**	360 **34%z**	401 **37%zfg**	529 **32%z**	504 **34%zf**	310 **35%zijk**	197 *29%*	72 *24%*	41 *23%*	197 **42%z**	134 **37%z**	55 **52%zm**	120 **38%z**	68 **34%z**	26 **40%z**	588 *27%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	514 **23%acdefghi jlmnop**	29 *9%*	26 **17%a**	211 **19%a**	175 **17%eg**	138 *13%*	249 **15%eg**	213 *14%*	110 *12%*	121 **18%h**	47 *16%*	38 **21%h**	29 *6%*	36 **10%l**	10 *9%*	33 *11%*	25 *12%*	11 *17%*	469 *21%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	505 *23%*	87 **28%zb**	27 *19%*	254 *23%*	271 **26%z**	326 **30%zdfg**	423 **26%z**	395 **26%z**	244 **27%zi**	155 *23%*	86 *29%*	42 *23%*	156 **33%z**	116 **32%z**	40 **38%z**	79 *25%*	53 *26%*	19 *30%*	546 *25%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	269 *12%*	46 *15%*	19 *13%*	139 *13%*	159 **15%z**	172 **16%z**	232 **14%z**	214 **14%z**	155 **17%zi**	84 *12%*	54 **18%zi**	25 *14%*	104 **22%z**	77 **22%z**	30 **28%z**	52 **17%z**	31 *15%*	14 **22%z**	286 *13%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 681

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	206	24	9	99	89	79	119	103	67	56	23	18	30	9	4	25	7	5	191
	9%efglmp	*8%*	*6%*	*9%*	**8%g**	*7%*	*7%*	*7%*	*8%*	*8%*	*8%*	*10%*	**6%m**	*3%*	*4%*	**8%p**	*4%*	*7%*	*9%*
Q.47 The BBC should aim to reflect the positive side of British society	163	15	10	83	62	44	87	75	51	49	20	17	18	15	3	10	5	2	155
	7%defglop	*5%*	*7%*	*8%*	**6%e**	*4%*	**5%e**	*5%*	*6%*	*7%*	*7%*	*9%*	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 682

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own responsibility (f)	Broadcaster's responsibility (g)	Parent's/ Guardian's responsibility (h)	Broadcaster's responsibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	1228 **56%begjklo**	40 *50%*	41 *42%*	26 *50%*	22 *45%*	455 *50%*	784 **62%zg**	156 *45%*	811 **60%zi**	107 *47%*	233 *36%*	35 *26%*	25 *27%*	895 **73%zjkl**	1014 **59%zo**	97 *43%*	1074 *49%*
Q.52 The BBC is out of touch with people like me	899 **41%aeglo**	18 *22%*	31 *32%*	17 *32%*	18 *36%*	340 *37%*	543 **43%g**	107 *31%*	556 *41%*	93 *40%*	253 **39%l**	47 *35%*	20 *21%*	543 **44%zl**	733 **42%zo**	74 *33%*	814 *37%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	557 **25%fhmn**	24 *30%*	29 *30%*	17 *33%*	18 *38%*	266 **29%z**	247 *20%*	151 **43%zf**	293 *22%*	94 **41%zh**	192 **30%zm**	52 **39%zm**	32 **34%m**	251 *20%*	373 *22%*	134 **60%zn**	588 *27%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	514 **23%acegijko**	8 *10%*	13 *14%*	5 *9%*	7 *15%*	135 *15%*	367 **29%zg**	55 *16%*	370 **27%zi**	30 *13%*	87 **14%k**	7 *5%*	13 *14%*	388 **32%zjkl**	439 **25%zo**	29 *13%*	469 *21%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	505 **23%fhmn**	20 *25%*	31 *31%*	10 *20%*	11 *22%*	228 *25%*	236 *19%*	135 **39%zf**	279 *20%*	78 **34%zh**	172 **27%zm**	50 **37%zm**	36 **39%zm**	219 *18%*	323 *19%*	132 **59%zn**	546 *25%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	269 **12%fhmn**	20 **25%z**	28 **28%z**	6 *12%*	7 *14%*	126 *14%*	121 *10%*	74 **21%zf**	137 *10%*	41 **18%h**	89 **14%m**	27 **20%zm**	20 **21%m**	113 *9%*	164 *9%*	68 **30%zn**	286 *13%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	206 **9%bgj**	9 **11%b**	1 *1%*	4 *9%*	3 *6%*	88 *10%*	151 **12%zg**	19 *6%*	138 *10%*	15 *7%*	42 *7%*	8 *6%*	5 *5%*	133 **11%j**	163 *9%*	15 *7%*	191 *9%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 682

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Q.47 The BBC should aim to reflect the positive side of British society	163 **7%j**	10 *13%*	6 *6%*	5 *9%*	3 *6%*	70 *8%*	113 **9%z**	18 *5%*	111 *8%*	12 *5%*	27 *4%*	6 *5%*	6 *6%*	119 **10%zj**	136 *8%*	16 *7%*	155 *7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 683

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
		Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	1228 **56%bdegjkm o**	966 **62%zb**	112 *42%*	907 **66%zd**	200 *36%*	- -	1228 **100%ze**	542 *41%*	442 **86%zg**	853 **64%zj**	217 *43%*	932 *53%*	137 **66%zk**	377 *46%*	588 **65%zm**	563 *46%*	384 **72%zo**	1074 *49%*
Q.52 The BBC is out of touch with people like me	899 **41%degjmo**	699 **45%zb**	98 *36%*	618 **45%zd**	182 *33%*	181 *32%*	588 **48%ze**	474 *36%*	285 **56%zg**	618 **46%zj**	159 *32%*	727 *42%*	81 *39%*	- -	899 **100%zm**	438 *36%*	272 **51%zo**	814 *37%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	557 **25%acfhinp**	300 *19%*	125 **46%za**	- -	557 **100%zc**	226 **39%zf**	200 *16%*	455 **35%zh**	46 *9%*	224 *17%*	218 **43%zi**	477 **27%z**	42 *20%*	266 **32%zn**	182 *20%*	370 **30%zp**	98 *18%*	588 *27%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	514 **23%bdegjkm o**	424 **27%zb**	34 *13%*	425 **31%zd**	46 *8%*	30 *5%*	442 **36%ze**	- -	514 **100%zg**	378 **28%zj**	77 *15%*	351 *20%*	79 **38%zk**	142 *17%*	285 **32%zm**	199 *16%*	195 **37%zo**	469 *21%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	505 **23%acfhinp**	253 *16%*	147 **55%za**	217 *16%*	218 **39%zc**	195 **34%zf**	217 *18%*	376 **29%zh**	77 *15%*	- -	505 **100%zi**	432 **25%z**	37 *18%*	244 **30%zn**	159 *18%*	336 **28%zp**	100 *19%*	546 *25%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	269 **12%acfhi**	- -	269 **100%za**	119 *9%*	125 **22%zc**	96 **17%zf**	112 *9%*	205 **16%zh**	34 *7%*	83 *6%*	147 **29%zi**	227 *13%*	18 *9%*	118 *14%*	98 *11%*	169 **14%z**	58 *11%*	286 *13%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	206 **9%egko**	159 *10%*	18 *7%*	151 **11%z**	42 *7%*	30 *5%*	137 **11%ze**	88 *7%*	79 **15%zg**	138 *10%*	37 *7%*	- -	206 **100%zk**	85 *10%*	81 *9%*	76 *6%*	78 **15%zo**	191 *9%*
Q.47 The BBC should aim to reflect the positive side of British society	163 **7%degjkmo**	125 *8%*	14 *5%*	124 **9%zd**	22 *4%*	19 *3%*	135 **11%ze**	52 *4%*	86 **17%zg**	119 **9%zj**	21 *4%*	105 *6%*	33 **16%zk**	38 *5%*	99 **11%zm**	56 *5%*	83 **16%zo**	155 *7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 684

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	1228 **56%bdfhiln**	904 **61%zb**	147 *42%*	971 **60%zd**	107 *41%*	868 **62%zf**	27 *38%*	819 **61%zh**	22 *36%*	502 *47%*	317 **68%zi**	966 **60%zl**	112 *44%*	876 **61%zn**	131 *41%*	1074 *49%*
Q.52 The BBC is out of touch with people like me	899 **41%bdfhi**	683 **46%zb**	95 *27%*	772 **47%zd**	58 *22%*	639 **45%zf**	16 *23%*	638 **48%zh**	15 *25%*	336 *31%*	263 **56%zi**	637 *39%*	100 *40%*	596 *42%*	144 *45%*	814 *37%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	557 **25%acjkm**	319 *21%*	139 **40%za**	380 *23%*	106 **41%zc**	343 *24%*	29 **42%ze**	312 *23%*	21 *35%*	324 **30%zj**	86 *18%*	370 *23%*	105 **41%zk**	316 *22%*	121 **38%zm**	588 *27%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	514 **23%bdiln**	410 **27%zb**	44 *13%*	432 **26%zd**	36 *14%*	382 **27%z**	11 *15%*	355 **27%z**	8 *14%*	179 *17%*	136 **29%zi**	419 **26%zl**	35 *14%*	374 **26%zn**	39 *12%*	469 *21%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	505 **23%cegkm**	326 *22%*	105 **30%za**	346 *21%*	92 **35%zc**	291 *21%*	28 **39%ze**	259 *19%*	21 **35%g**	297 **28%zj**	93 *20%*	340 *21%*	91 **36%zk**	275 *19%*	133 **42%zm**	546 *25%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	269 **12%km**	172 *12%*	54 *16%*	189 *12%*	40 *16%*	154 *11%*	14 *20%*	146 *11%*	13 *21%*	158 **15%z**	50 *11%*	164 *10%*	58 **23%zk**	119 *8%*	75 **24%zm**	286 *13%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	206 **9%i**	147 *10%*	24 *7%*	157 *10%*	18 *7%*	130 *9%*	5 *7%*	123 *9%*	6 *10%*	81 *8%*	60 **13%zi**	155 *10%*	22 *9%*	158 **11%z**	23 *7%*	191 *9%*
Q.47 The BBC should aim to reflect the positive side of British society	163 **7%i**	126 **8%z**	18 *5%*	139 **9%z**	13 *5%*	126 **9%z**	2 *2%*	116 **9%z**	2 *3%*	47 *4%*	62 **13%zi**	120 *7%*	22 *9%*	119 *8%*	20 *6%*	155 *7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 685

Q.45-Q.52 Summary of 'Disagree'

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	1228 **56%n**	1011 *56%*	754 *56%*	1061 *56%*	887 *56%*	722 **61%zabcdfg**	1131 *56%*	1195 *56%*	32 *49%*	347 **69%zjklmn**	286 *52%*	792 **59%zjn**	571 **59%zjn**	982 **58%zjn**	228 *47%*	1074 *49%*
Q.52 The BBC is out of touch with people like me	899 **41%n**	811 **45%zcdfg**	616 **46%zdfg**	833 **44%zdfg**	651 *41%*	533 **45%zdfg**	827 *41%*	887 **42%z**	12 *18%*	230 **46%ln**	255 **46%zln**	602 **45%zlmn**	371 *38%*	718 **43%zln**	167 *34%*	814 *37%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	557 **25%ei**	475 **26%zefg**	356 **26%e**	490 **26%ef**	405 **25%e**	269 *23%*	496 **25%e**	537 **25%e**	19 *29%*	79 *16%*	146 **26%i**	343 **25%i**	236 **24%i**	423 **25%i**	128 **26%i**	588 *27%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	514 **23%n**	418 *23%*	327 *24%*	437 *23%*	369 *23%*	325 **27%zabcdfg**	483 **24%z**	505 **24%z**	8 *12%*	172 **34%zjklmn**	113 *20%*	331 **25%jn**	234 **24%n**	419 **25%zjn**	88 *18%*	469 *21%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	505 **23%ek**	407 **23%e**	308 **23%e**	433 **23%e**	381 **24%ef**	243 *20%*	453 **23%e**	493 **23%e**	13 *19%*	102 *20%*	122 *22%*	280 *21%*	226 *23%*	369 *22%*	125 *26%*	546 *25%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	269 **12%i**	218 *12%*	170 *13%*	229 *12%*	198 *12%*	131 *11%*	240 *12%*	260 *12%*	8 *11%*	39 *8%*	77 **14%i**	159 **12%i**	104 *11%*	199 **12%i**	63 **13%i**	286 *13%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	206 *9%*	163 *9%*	125 *9%*	172 *9%*	138 *9%*	108 *9%*	184 *9%*	197 *9%*	9 *14%*	37 *7%*	52 *9%*	130 *10%*	85 *9%*	169 *10%*	34 *7%*	191 *9%*
Q.47 The BBC should aim to reflect the positive side of British society	163 **7%n**	138 *8%*	117 **9%zg**	145 *8%*	117 *7%*	116 **10%zacdfg**	157 **8%z**	159 *7%*	4 *6%*	45 **9%n**	39 *7%*	115 **9%n**	67 *7%*	137 *8%*	23 *5%*	155 *7%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 686

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Q.47 The BBC should aim to reflect the positive side of British society	**4.05dj**	4.05	4.05	3.95	3.89	3.98	4.03	**4.13dj**	**4.28zcdefjk**	**4.26zcdefjk**	3.92	**4.11zcdej**	1.01	4.05	4.14	4.06	4.05	4.04
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	**4.02acj**	3.88	**4.15za**	3.85	3.97	3.97	**4.07cj**	**4.10cj**	**4.17zcej**	**4.07c**	3.91	**4.06zcj**	1.01	**4.06z**	4.10	3.99	4.03	4.04
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	**3.76bgik**	**3.86zb**	3.67	**3.86ghi**	**3.89ghik**	**3.93zghik**	**3.79gi**	3.57	3.64	3.42	**3.87zghik**	**3.71gi**	0.99	3.73	3.70	3.73	3.77	3.71
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	**3.55acdejo**	3.39	**3.70za**	2.97	3.05	**3.32cdj**	**3.60cdej**	**3.95zcdefjk**	**4.25zcdefgjk**	**4.26zcdefgjk**	3.01	**3.79zcdefj**	1.05	3.60	**4.04zl**	**3.81zo**	3.49	3.59
Q.50 The BBC should not be afraid to show material that some people might find offensive	**3.47bghikm**	**3.62zb**	3.33	**3.53ghi**	**3.60ghi**	**3.69zghik**	**3.61zghik**	**3.26i**	**3.29i**	2.97	**3.57ghik**	**3.42gi**	0.98	3.45	3.32	3.34	3.50	3.39
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	**3.43bhikmn**	**3.60zb**	3.28	**3.67zghik**	**3.71zghik**	**3.67zghik**	**3.59zhik**	**3.37hi**	**2.87i**	2.57	**3.69zghik**	**3.32hi**	0.96	**3.40m**	3.10	3.26	**3.47zn**	3.37
Q.52 The BBC is out of touch with people like me	**3.01ejo**	3.05	2.96	2.93	2.86	2.80	2.92	**3.09e**	**3.38zcdefgjk**	**3.38zcdefjk**	2.89	**3.05zefj**	1.02	3.01	3.10	**3.26zo**	2.95	3.08
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	**2.49acdjo**	2.26	**2.71za**	2.02	2.12	**2.38cdj**	**2.50cdj**	**2.71zcdej**	**3.09zcdefgjk**	**3.15zcdefgjk**	2.07	**2.68zcdefj**	1.06	2.55	**2.84zl**	**2.80zo**	2.43	2.65

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 687

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Q.47 The BBC should aim to reflect the positive side of British society	**4.05f**	**4.05f**	4.05	4.08	4.19	4.10	4.04	4.06	4.13	4.02	4.27	3.97	4.06	4.10	4.07	4.00	3.93	4.00	4.08	4.04
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	**4.02f**	4.01	4.22	4.19	3.97	4.13	4.00	**4.07z**	4.17	4.33	3.53	3.61	**4.06z**	3.94	4.06	3.98	4.03	4.05	4.00	4.04
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	**3.76fgl**	3.76	3.79	3.73	4.12	**3.86c**	3.75	3.72	3.58	3.90	3.72	3.96	3.72	3.76	3.73	3.84	3.65	3.82	3.73	3.71
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	**3.55foq**	3.53	3.67	3.73	3.48	3.64	3.54	**3.66z**	**3.99z**	3.27	3.67	3.46	**3.66z**	**3.76zo**	**3.59o**	3.34	3.44	3.38	**3.63zq**	3.59
Q.50 The BBC should not be afraid to show material that some people might find offensive	**3.47ghl**	**3.49z**	2.87	3.23	3.94	3.34	**3.49z**	**3.42h**	2.78	3.72	4.02	3.35	**3.40h**	3.48	3.45	3.51	3.19	3.51	3.45	3.39
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	**3.43glmr**	3.44	3.35	3.30	3.65	3.41	3.43	3.35	3.34	3.34	3.99	3.18	3.35	3.28	3.42	**3.54zm**	3.40	**3.55zr**	3.37	3.37
Q.52 The BBC is out of touch with people like me	**3.01oq**	**3.04z**	2.84	**3.07e**	2.36	2.81	**3.03z**	3.03	2.98	3.33	2.96	3.20	**3.04z**	**3.07o**	**3.06o**	2.87	3.07	2.88	**3.07zq**	3.08
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	**2.49afo**	2.43	3.05	**2.99zaf**	2.91	**2.98zaf**	2.44	**2.57z**	**3.07zgl**	2.93	2.06	2.61	**2.60zg**	**2.57o**	**2.55o**	2.32	2.65	2.42	2.53	2.65

Fieldwork Dates : 7th - 25th March 2009
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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 688

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Q.47 The BBC should aim to reflect the positive side of British society	**4.05kop**	4.12	4.04	3.97	4.01	4.02	4.09	4.04	4.03	3.97	**4.15zhi**	3.99	**4.13zk**	4.16	**4.05o**	4.00	3.88	4.04
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	**4.02k**	4.07	3.95	4.03	3.99	4.00	4.04	4.00	3.97	3.98	**4.17zhi**	3.96	**4.09zk**	4.17	4.02	3.99	3.96	4.04
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	**3.76fjlm**	3.71	3.77	**3.90za**	**3.82z**	**3.81zf**	3.70	**3.78f**	**3.82zj**	**3.88zj**	3.55	**3.83zl**	3.68	3.52	**3.77m**	**3.83zmn**	**3.95z**	3.71
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	**3.55cdghkop**	**3.70zcd**	3.53	3.34	3.46	3.52	**3.58g**	3.45	3.40	3.44	**3.95zhi**	3.32	**3.83zk**	**3.80zno**	3.52	3.48	3.00	3.59
Q.50 The BBC should not be afraid to show material that some people might find offensive	**3.47ajlm**	3.34	3.45	**3.73zabd**	**3.56zab**	3.51	3.42	3.48	**3.56zj**	**3.61zj**	3.17	**3.64zl**	3.26	3.13	**3.50zm**	**3.58zmn**	**3.64z**	3.39
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	**3.43ajlm**	3.19	**3.53a**	**3.64za**	**3.57za**	3.47	3.39	3.44	**3.51zj**	**3.62zj**	3.15	**3.66zl**	3.16	2.92	**3.50zm**	**3.55zm**	**3.72z**	3.37
Q.52 The BBC is out of touch with people like me	**3.01cdeiko**	**3.21zbcd**	**3.00cd**	2.70	**2.88c**	2.87	**3.18zeg**	**2.97e**	**3.06i**	2.64	**3.32zhi**	2.88	**3.16zk**	2.99	**3.03o**	2.92	2.88	3.08

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 688

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	**2.49cdehkop**	**2.70zbcd**	2.43	2.24	2.36	2.38	**2.62zeg**	2.42	2.31	2.36	**2.93zhi**	2.26	**2.78zk**	**2.88zno**	**2.46o**	2.39	2.07	2.65

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 689

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Q.47 The BBC should aim to reflect the positive side of British society	**4.05jo**	4.03	**4.20zacfg**	3.98	4.16	3.99	3.99	3.99	4.07	4.05	3.96	**4.09j**	4.06	**4.16z**	**4.17zop**	3.98	4.00	4.04
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	**4.02ejop**	4.00	**4.11e**	4.06	**4.12e**	3.84	**4.01e**	**4.01e**	4.03	3.96	3.92	**4.05j**	4.02	**4.17z**	**4.24zop**	**3.94p**	3.75	4.04
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	**3.76kmn**	3.78	3.66	3.75	3.63	3.75	**3.85zbd**	3.81	3.72	3.75	**3.87zk**	3.67	3.76	3.65	3.57	**3.85zn**	**3.99zn**	3.71
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	**3.55lop**	3.55	3.64	3.46	3.52	3.44	3.55	3.48	3.49	3.61	3.52	**3.72zjl**	3.40	**3.91z**	**4.04zop**	**3.38p**	2.82	3.59
Q.50 The BBC should not be afraid to show material that some people might find offensive	**3.47kmn**	3.48	3.45	3.36	3.41	3.53	3.52	3.49	3.44	3.46	**3.60zk**	3.37	3.48	3.26	3.19	**3.56zn**	**3.92zno**	3.39
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	**3.43kmn**	3.44	3.47	3.53	3.34	3.62	3.49	3.52	3.39	3.42	**3.60zk**	3.32	**3.53zk**	3.19	2.99	**3.60zn**	**4.06zno**	3.37
Q.52 The BBC is out of touch with people like me	**3.01j**	2.99	3.00	3.08	3.17	2.91	2.96	2.98	2.96	3.06	2.78	**3.12zj**	**3.20zj**	**3.18z**	3.05	2.97	3.06	3.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 689

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	**2.49jlop**	2.48	2.55	2.59	2.52	2.62	2.48	2.46	2.48	2.50	2.31	**2.62zjl**	2.38	**2.85z**	**2.97zop**	**2.30p**	1.87	2.65

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 690

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Q.47 The BBC should aim to reflect the positive side of British society	4.05	**4.27zc**	4.11	4.09	**4.16z**	**4.21zf**	**4.14z**	**4.17zf**	**4.17z**	4.12	4.10	4.06	**4.27z**	**4.29z**	**4.42z**	**4.33z**	**4.25z**	4.21	4.04
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	4.02	**4.26zc**	4.19	**4.07z**	**4.11z**	**4.20zdf**	**4.15z**	**4.16z**	**4.18z**	**4.13z**	4.12	4.09	**4.30z**	**4.39z**	**4.46z**	**4.26z**	**4.40zo**	**4.34z**	4.04
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	**3.76defghj lmno**	3.64	3.79	3.76	3.65	3.62	3.65	3.64	3.58	**3.75hj**	3.58	**3.77j**	3.48	3.42	3.23	3.62	3.70	3.60	3.71
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	3.55	**4.11zbc**	3.69	**3.72z**	**3.86z**	**4.01zdfg**	**3.85z**	**3.91zf**	**4.02zijk**	**3.79z**	**3.76z**	3.61	**4.26zm**	**4.13z**	**4.22z**	**4.07z**	**4.03z**	**3.92z**	3.59
Q.50 The BBC should not be afraid to show material that some people might find offensive	**3.47adefgh jlmno**	3.29	**3.64a**	**3.46a**	**3.38e**	3.25	**3.34eg**	**3.31e**	3.32	**3.44h**	3.27	**3.58hj**	3.13	3.14	3.12	3.30	3.31	3.36	3.39
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	**3.43acdefg hlmnopq**	2.97	**3.51a**	**3.35a**	3.21	3.13	**3.21eg**	3.16	3.14	**3.36h**	**3.38h**	**3.53h**	2.95	**3.02n**	2.68	3.10	3.14	3.00	3.37
Q.52 The BBC is out of touch with people like me	3.01	**3.17z**	2.94	3.06	**3.16z**	**3.20zf**	**3.11z**	**3.14zf**	**3.21zi**	3.03	3.17	3.13	**3.29z**	**3.32z**	**3.36z**	3.14	3.13	**3.57zop**	3.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 690

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	2.49	**2.93zbc**	2.61	**2.62z**	**2.78z**	**2.96zdfg**	**2.79z**	**2.86zf**	**3.03zik**	**2.72z**	**2.87zk**	2.55	**3.28z**	**3.21z**	**3.58zlm**	**3.14z**	**3.03z**	**3.20z**	2.65

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 691

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Q.47 The BBC should aim to reflect the positive side of British society	**4.05fm**	4.07	4.12	4.11	4.16	**4.12z**	3.98	**4.22zf**	4.01	4.20	**4.17zm**	**4.19m**	4.23	3.96	4.05	4.19	4.04
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	**4.02fhm**	4.20	**4.42z**	4.17	4.24	**4.10z**	3.89	**4.25zf**	3.97	**4.22zh**	**4.16zm**	**4.18m**	**4.25m**	3.92	4.02	**4.27zn**	4.04
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	**3.76abgijkl o**	3.46	3.35	3.78	3.70	3.72	**3.87zg**	3.40	**3.86zi**	3.44	3.65	3.54	3.38	**3.90zjkl**	**3.87zo**	3.21	3.71
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	**3.55fhmn**	**4.14z**	**3.95z**	**4.07z**	3.84	**3.87z**	3.34	**3.94zf**	3.43	**3.83zh**	**3.91zm**	**4.27zjm**	**3.98zm**	3.24	3.49	**4.10zn**	3.59
Q.50 The BBC should not be afraid to show material that some people might find offensive	**3.47gijklo**	3.38	3.23	3.57	3.51	3.43	**3.63zg**	2.95	**3.57zi**	3.09	3.28	3.11	3.05	**3.66zjkl**	**3.59zo**	2.57	3.39
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	**3.43gijklo**	3.19	3.18	3.25	3.09	3.36	**3.61zg**	2.88	**3.55zi**	2.92	**3.29k**	2.99	3.05	**3.62zjkl**	**3.56zo**	2.49	3.37
Q.52 The BBC is out of touch with people like me	**3.01fmn**	**3.55z**	3.24	3.16	3.19	**3.14z**	2.94	**3.34zf**	3.02	3.05	**3.07m**	3.18	**3.55zjm**	2.91	2.97	**3.37zn**	3.08

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 691

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	**2.49fhmn**	**2.86z**	**2.96z**	2.71	2.93	**2.74z**	2.30	**2.89zf**	2.41	2.66	**3.06zm**	**3.41zjm**	**3.43zm**	2.00	2.42	**2.97zn**	2.65

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 692

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
		Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Q.47 The BBC should aim to reflect the positive side of British society	**4.05cfhilnp**	4.04	**4.18z**	3.99	**4.27zc**	**4.32zf**	3.92	**4.22zh**	3.73	3.99	**4.23zi**	**4.12zl**	3.77	**4.26zn**	3.91	**4.21zp**	3.81	4.04
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	**4.02cfhilp**	4.00	**4.23za**	3.94	**4.22zc**	**4.29zf**	3.90	**4.21zh**	3.72	3.97	**4.23zi**	**4.42zl**	1.76	**4.10z**	4.00	**4.20zp**	3.87	4.04
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	**3.76bdegjmo**	**4.28zb**	1.80	**3.95zd**	3.39	3.53	**3.95ze**	3.63	**4.11zg**	**4.00zj**	3.26	3.74	**4.00zk**	3.69	**3.90zm**	3.69	**3.99zo**	3.71
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	**3.55acfhilnp**	3.43	**4.02za**	3.29	**4.21zc**	**4.33zf**	3.10	**4.43zh**	1.69	3.36	**3.96zi**	**3.68zl**	3.05	**3.86zn**	3.31	**3.83zp**	3.19	3.59
Q.50 The BBC should not be afraid to show material that some people might find offensive	**3.47bdegjkmo**	**3.70zb**	2.60	**3.73zd**	2.95	3.12	**3.69ze**	3.28	**3.82zg**	**4.26zj**	1.68	3.43	**3.74zk**	3.31	**3.64zm**	3.31	**3.70zo**	3.39
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	**3.43bdegjkmo**	**3.64zb**	2.80	**4.24zd**	1.64	3.02	**3.75ze**	3.16	**4.04zg**	**3.73zj**	2.89	3.39	**3.69zk**	3.27	**3.61zm**	3.26	**3.75zo**	3.37
Q.52 The BBC is out of touch with people like me	**3.01acfhinp**	2.93	3.13	2.91	**3.27zc**	**3.34zf**	2.82	**3.17zh**	2.65	2.89	**3.28zi**	3.00	3.09	**4.37zn**	1.77	**3.18zp**	2.76	3.08
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	**2.49acfhilnp**	2.32	**2.92za**	2.24	**3.07zc**	**4.31zf**	1.51	**2.94zh**	1.61	2.28	**2.93zi**	**2.58zl**	2.06	**2.78zn**	2.25	**2.76zp**	2.08	2.65

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 693

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Q.47 The BBC should aim to reflect the positive side of British society	**4.05acj**	4.01	**4.22za**	4.01	**4.32zc**	4.01	**4.48ze**	4.02	**4.39zg**	**4.18zj**	3.87	4.05	4.11	4.03	**4.17z**	4.04
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	**4.02jm**	4.00	**4.23za**	4.01	**4.22zc**	4.03	4.12	4.03	4.04	**4.14zj**	3.88	4.00	**4.18zk**	3.97	**4.21zm**	4.04
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	**3.76biln**	**3.81zb**	3.64	**3.79z**	3.71	**3.83zf**	3.53	**3.83z**	3.59	3.66	**3.92zi**	**3.84zl**	3.38	**3.91zn**	3.44	3.71
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	**3.55acegjkm**	3.40	**4.05za**	3.44	**4.06zc**	3.48	**3.89e**	3.49	**3.96zg**	**3.80zj**	3.39	3.47	**3.90zk**	3.44	**4.00zm**	3.59
Q.50 The BBC should not be afraid to show material that some people might find offensive	**3.47dfiln**	**3.52zb**	3.33	**3.53zd**	3.20	**3.58zf**	3.08	**3.61zh**	3.15	3.33	**3.62zi**	**3.53zl**	3.08	**3.61zn**	2.91	3.39
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	**3.43bdiln**	**3.55zb**	3.11	**3.49zd**	3.16	**3.50zf**	3.10	**3.52z**	3.30	3.30	**3.71zi**	**3.52zl**	2.97	**3.56zn**	3.05	3.37
Q.52 The BBC is out of touch with people like me	**3.01acegj**	2.84	**3.54za**	2.81	**3.78zc**	2.91	**3.63ze**	2.84	**3.75zg**	**3.29zj**	2.61	3.04	3.02	3.02	2.93	3.08
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	**2.49acegjkm**	2.35	**2.97za**	2.39	**3.02zc**	2.34	**2.99ze**	2.35	**3.12zg**	**2.76zj**	2.19	2.39	**2.86zk**	2.37	**2.92zm**	2.65

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 694

Q.45-Q.52 Summary of Means

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Q.47 The BBC should aim to reflect the positive side of British society	**4.05ei**	**4.04e**	**4.03e**	**4.04e**	**4.06e**	3.97	**4.04e**	**4.05e**	4.09	3.91	**4.10ik**	**4.01i**	**4.06i**	**4.03i**	**4.11i**	4.04
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	4.02	4.03	4.01	4.03	**4.06zbfg**	4.01	4.02	4.02	3.93	3.98	4.04	4.00	**4.06m**	4.00	4.09	4.04
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	3.76	3.77	3.76	3.77	3.74	**3.82zabcdfg**	**3.77d**	3.76	3.80	**3.89zmn**	3.77	**3.80z**	3.81	**3.79z**	3.67	3.71
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	**3.55ei**	**3.56e**	**3.56e**	**3.56ef**	**3.56e**	3.45	**3.53e**	**3.54e**	3.72	3.11	**3.73ziklm**	**3.53i**	**3.54i**	**3.53i**	**3.64i**	3.59
Q.50 The BBC should not be afraid to show material that some people might find offensive	**3.47n**	3.49	3.49	3.48	3.45	**3.55zacdfg**	**3.48dg**	3.47	3.44	**3.55n**	**3.55n**	**3.55zn**	**3.49n**	**3.52zn**	3.31	3.39
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	3.43	3.42	3.43	3.43	3.43	**3.54zabcdfg**	**3.45zag**	3.44	3.32	**3.66zjklmn**	3.40	3.44	3.48	3.45	3.36	3.37
Q.52 The BBC is out of touch with people like me	**3.01abcegikm**	2.89	2.88	**2.92a**	**3.00abce**	2.89	**3.00abce**	**2.99abce**	3.42	2.83	2.90	2.91	**3.09zijkm**	**2.97ik**	**3.14zijkm**	3.08
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	**2.49eikm**	**2.50e**	**2.51e**	**2.49e**	**2.51e**	2.37	**2.48e**	**2.49e**	2.59	2.08	**2.59iklm**	**2.40i**	**2.41i**	**2.42i**	**2.73ziklm**	2.65

Fieldwork Dates : 7th - 25th March 2009
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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 695

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Q.47 The BBC should aim to reflect the positive side of British society	1600 **73%cdj**	761 *71%*	839 *74%*	217 *66%*	223 *64%*	289 *71%*	247 *69%*	263 **81%zcdefj**	203 **83%zcdefjk**	158 **82%zcdefj**	440 *65%*	1160 **76%zcdefj**	5.77	973 *72%*	252 **79%zl**	286 *70%*	1315 *73%*	1565 *71%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1538 **70%acj**	679 *63%*	859 **76%za**	208 *63%*	228 *65%*	276 *68%*	263 **73%cj**	244 **75%cdj**	184 **75%cdj**	136 *71%*	435 *64%*	1103 **72%zcj**	0.44	971 **72%z**	227 *71%*	276 *68%*	1263 *70%*	1549 *70%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1278 **58%bghik**	681 **64%zb**	597 *53%*	194 **59%gi**	228 **65%zghik**	291 **72%zcfghijk**	215 **60%gi**	152 *47%*	123 **50%i**	74 *39%*	422 **62%ghik**	856 **56%gi**	-6.06	758 *56%*	178 *56%*	221 *54%*	1057 *59%*	1173 *53%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	834 **38%bghikmn**	487 **45%zb**	347 *31%*	130 **39%ghi**	172 **49%zghik**	211 **52%zcghik**	169 **47%zghik**	72 **22%i**	70 **29%i**	9 *5%*	302 **44%zcghik**	532 **35%gi**	-5.85	494 **37%m**	92 *29%*	109 *27%*	725 **40%zn**	698 *32%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	821 **37%bhiklmn**	505 **47%zb**	316 *28%*	172 **52%zghik**	193 **55%zghik**	215 **53%zghik**	170 **47%zghik**	106 **33%hi**	* *	-34 *-18%*	365 **54%zghik**	456 **30%hi**	-11.67	459 **34%m**	52 *16%*	103 *25%*	718 **40%zn**	705 *32%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	799 **36%acdejo**	289 *27%*	509 **45%za**	7 *2%*	8 *2%*	102 **25%cdj**	146 **41%cdej**	194 **60%zcdefjk**	189 **77%zcdefgjk**	152 **79%zcdefgjk**	15 *2%*	783 **51%zcdefj**	14.05	521 **39%z**	211 **66%zl**	212 **52%zo**	587 *33%*	856 *39%*
Q.52 The BBC is out of touch with people like me	-79 *-4%*	-6 *-1%*	-73 *-6%*	-23 *-7%*	-50 *-14%*	-68 *-17%*	-35 *-10%*	-2 *-1%*	53 **22%cdfgk**	45 **24%cfgk**	-73 *-11%*	-7 *	5.25	-42 *-3%*	11 *3%*	48 *12%*	-127 *-7%*	61 *3%*
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	-655 *-30%*	-449 *-42%*	-206 *-18%*	-195 *-59%*	-188 *-54%*	-148 *-36%*	-103 *-29%*	-57 *-18%*	14 *6%*	21 *11%*	-383 *-56%*	-273 *-18%*	11.81	-357 *-26%*	-27 *-8%*	-30 *-7%*	-625 *-35%*	-403 *-18%*

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 696

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Q.47 The BBC should aim to reflect the positive side of British society	**1600**	1357	42	72	60	174	1423	1203	43	26	10	33	1316	284	849	418	42	501	1081	1565
	73%f	**73%f**	*83%*	*67%*	*96%*	**79%c**	*72%*	*74%*	*69%*	*66%*	*82%*	*72%*	*73%*	**76%p**	*73%*	*72%*	*61%*	*70%*	*74%*	*71%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	**1538**	1311	37	77	41	155	1379	1201	43	31	6	16	1298	243	830	410	42	503	1010	1549
	70%	*70%*	*72%*	*73%*	*66%*	*71%*	*70%*	**74%zl**	*70%*	*77%*	*51%*	*36%*	**72%z**	*65%*	*72%*	*70%*	*61%*	*70%*	*69%*	*70%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	**1278**	1102	25	55	50	130	1148	918	25	22	8	29	1002	218	642	376	33	441	819	1173
	58%ghl	**59%zf**	*49%*	*52%*	*80%*	**59%c**	*58%*	**56%h**	*40%*	*56%*	*64%*	*62%*	**56%h**	*58%*	*55%*	**65%znp**	*47%*	*61%*	*56%*	*53%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	**834**	725	4	22	45	71	766	571	-5	21	8	14	609	152	420	241	9	293	526	698
	38%cghlp	**39%zc**	*9%*	*21%*	*73%*	**32%c**	**39%zc**	**35%hl**	*-9%*	*52%*	*71%*	*29%*	**34%h**	**41%p**	**36%p**	**41%p**	*14%*	*41%*	*36%*	*32%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	**821**	694	19	24	41	84	733	517	17	9	11	11	565	102	429	255	23	312	491	705
	37%cglmr	**37%c**	*37%*	*23%*	*66%*	**38%c**	**37%c**	*32%*	*27%*	*22%*	*94%*	*25%*	*32%*	*27%*	**37%m**	**44%zmn**	*34%*	**43%zr**	*34%*	*32%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	**799**	653	25	51	25	101	695	706	35	11	7	18	778	182	446	142	22	194	591	856
	36%afoq	*35%*	*49%*	**48%zaf**	*40%*	*46%*	*35%*	**43%z**	**56%z**	*28%*	*57%*	*40%*	**43%z**	**48%znop**	**38%o**	*24%*	*31%*	*27%*	**41%zq**	*39%*
Q.52 The BBC is out of touch with people like me	**-79**	-38	-8	3	-24	-29	-51	-39	2	6	-1	6	-26	1	12	-87	5	-76	7	61
	-4%	*-2%*	*-16%*	*3%*	*-39%*	*-13%*	*-3%*	*-2%*	*3%*	*16%*	*-10%*	*12%*	*-1%*	*	*1%*	*-15%*	**8%mn**	*-11%*	*1%*	*3%*
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	**-655**	-618	*	-5	-5	-10	-648	-403	2	-4	-7	-14	-427	-93	-305	-239	-14	-254	-395	-403
	-30%	*-33%*	*	*-4%*	*-8%*	*-4%*	*-33%*	*-25%*	*3%*	*-10%*	*-62%*	*-30%*	*-24%*	*-25%*	*-26%*	*-41%*	*-21%*	*-35%*	*-27%*	*-18%*

Fieldwork Dates : 7th - 25th March 2009
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Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 697

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Q.47 The BBC should aim to reflect the positive side of British society	1600 **73%ceikop**	376 **80%zcd**	473 **74%cd**	266 *64%*	739 **70%c**	834 *69%*	766 **76%zeg**	795 *72%*	728 *71%*	355 *66%*	376 **82%zhi**	828 *68%*	772 **78%zk**	124 **80%o**	1197 **72%o**	930 *69%*	226 *61%*	1565 *71%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1538 **70%bgk**	332 *71%*	404 *63%*	312 **75%zbd**	716 **68%b**	827 *69%*	711 **71%g**	736 *67%*	706 *69%*	356 *66%*	345 **75%zi**	814 *67%*	723 **73%zk**	123 **79%zno**	1161 *70%*	918 *68%*	252 *68%*	1549 *70%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1278 **58%fjlm**	268 *57%*	380 *60%*	271 **65%z**	651 **62%z**	726 *60%*	551 *55%*	659 **60%f**	644 **63%zj**	341 **63%j**	210 *46%*	753 **62%zl**	524 *53%*	72 *47%*	965 **58%m**	841 **62%zmn**	254 **69%z**	1173 *53%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	834 **38%afjlm**	146 *31%*	231 *36%*	228 **55%zabd**	460 **44%zab**	485 **40%f**	349 *35%*	413 *38%*	440 **43%zj**	260 **48%zj**	81 *18%*	598 **49%zl**	235 *24%*	29 *19%*	675 **41%zm**	621 **46%zmn**	186 **50%z**	698 *32%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	821 **37%ajlm**	100 *21%*	283 **44%za**	206 **49%za**	488 **46%za**	462 *38%*	359 *36%*	415 *38%*	422 **41%zj**	263 **49%zhj**	84 *18%*	627 **52%zl**	193 *20%*	10 *6%*	698 **42%zm**	604 **45%zmn**	204 **55%z**	705 *32%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	799 **36%cdghikn op**	206 **44%zbcd**	224 **35%cd**	98 *23%*	322 **31%c**	414 **34%g**	385 **38%g**	325 *30%*	273 *27%*	144 *27%*	286 **62%zhi**	273 *23%*	523 **53%zk**	83 **54%zno**	559 *34%*	440 *32%*	6 *2%*	856 *39%*
Q.52 The BBC is out of touch with people like me	-79 *-4%*	54 **12%b**	-27 *-4%*	-105 *-25%*	-132 *-13%*	-179 *-15%*	100 **10%zg**	-69 *-6%*	-11 *-1%*	-161 *-30%*	95 **21%zh**	-165 *-14%*	84 **8%z**	-12 *-8%*	-27 *-2%*	-137 *-10%*	-49 *-13%*	61 *3%*

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Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 697

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	-655 *-30%*	-73 *-16%*	-207 *-33%*	-202 *-48%*	-409 *-39%*	-462 *-38%*	-193 *-19%*	-362 *-33%*	-398 *-39%*	-232 *-43%*	-7 *-2%*	-523 *-43%*	-134 *-14%*	-10 *-7%*	-519 *-31%*	-514 *-38%*	-212 *-57%*	-403 *-18%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 698

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Q.47 The BBC should aim to reflect the positive side of British society	1600 **73%jp**	1325 *72%*	81 *75%*	46 *71%*	149 **80%zafg**	194 *71%*	529 *70%*	406 *71%*	406 *73%*	390 *74%*	379 *65%*	511 **73%j**	554 **75%j**	728 **79%z**	610 **79%zop**	782 *70%*	177 *66%*	1565 *71%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1538 **70%eijp**	1272 **69%ei**	80 **74%ei**	46 **72%e**	140 **75%ei**	160 *59%*	550 **72%aei**	407 **71%ei**	392 **70%ei**	331 *63%*	369 *63%*	506 **72%j**	515 **70%j**	687 **74%z**	608 **79%zop**	747 **67%p**	148 *55%*	1549 *70%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1278 **58%bhkmn**	1087 **59%bh**	54 *50%*	41 **64%bdh**	95 *51%*	159 *58%*	501 **66%zabdegh i**	356 **62%bdh**	293 *52%*	294 *56%*	380 **65%zk**	370 *53%*	444 **60%k**	458 *50%*	354 *46%*	726 **65%zn**	178 **67%zn**	1173 *53%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	834 **38%kmn**	715 *39%*	37 *34%*	20 *32%*	61 *33%*	123 **45%c**	328 **43%zacdi**	237 *41%*	202 *36%*	185 *35%*	276 **47%zkl**	228 *33%*	285 **39%k**	224 *24%*	163 *21%*	493 **44%zn**	166 **62%zno**	698 *32%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	821 **37%dkmn**	702 **38%d**	41 *38%*	28 **44%d**	51 *27%*	137 **50%zabdfgh i**	302 **40%d**	241 **42%d**	191 *34%*	209 **39%d**	271 **46%zk**	227 *32%*	329 **45%zk**	195 *21%*	70 *9%*	555 **50%zn**	187 **70%zno**	705 *32%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	799 **36%jlop**	680 *37%*	42 *39%*	21 *33%*	56 *30%*	98 *36%*	283 *37%*	200 *35%*	181 *32%*	215 **41%dh**	186 *32%*	325 **46%zjl**	205 *28%*	551 **60%z**	512 **66%zop**	292 **26%p**	-32 *-12%*	856 *39%*
Q.52 The BBC is out of touch with people like me	-79 *-4%*	-90 *-5%*	-4 *-4%*	1 *2%*	14 **7%bi**	-25 *-9%*	-77 *-10%*	-44 *-8%*	-25 *-4%*	12 **2%b**	-120 *-20%*	19 *3%*	90 **12%zk**	86 **9%z**	-6 *-1%*	-71 *-6%*	* *	61 *3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 698

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	-655 *-30%*	-562 *-30%*	-28 *-26%*	-16 *-25%*	-48 *-26%*	-62 *-23%*	-240 *-32%*	-193 *-34%*	-180 *-32%*	-143 *-27%*	-247 *-42%*	-164 *-23%*	-248 *-34%*	-75 *-8%*	-17 *-2%*	-467 *-42%*	-171 *-64%*	-403 *-18%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 699

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Q.47 The BBC should aim to reflect the positive side of British society	1600 *73%*	251 **81%zc**	115 *78%*	819 *74%*	816 **77%z**	889 **81%zdf**	1291 **78%z**	1201 **80%zdf**	703 **79%zik**	513 *75%*	223 *75%*	129 *71%*	397 **84%z**	296 **83%z**	94 **89%z**	275 **88%zq**	167 **83%z**	49 *77%*	1565 *71%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1538 *70%*	249 **81%zc**	116 *79%*	811 **73%z**	792 **75%z**	857 **78%zd**	1264 **77%z**	1162 **77%zd**	692 **78%z**	510 **74%z**	219 *74%*	133 *74%*	388 **82%z**	317 **89%zl**	91 **86%z**	249 **79%z**	175 **87%zoq**	47 *73%*	1549 *70%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1278 **58%defghjl mnoq**	166 *54%*	84 *57%*	632 *57%*	542 *51%*	545 *50%*	858 **52%e**	769 *51%*	413 *46%*	389 **57%hj**	128 *43%*	92 *51%*	180 **38%n**	129 **36%n**	20 *19%*	153 *49%*	110 **55%q**	23 *36%*	1173 *53%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	834 **38%adefghj lmno**	85 *27%*	75 **51%zac**	404 **37%a**	340 **32%eg**	267 *24%*	504 **31%eg**	437 **29%e**	256 *29%*	250 **36%hj**	76 *26%*	73 **40%hj**	82 *17%*	59 *16%*	10 *10%*	93 *30%*	69 *34%*	18 *27%*	698 *32%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	821 **37%acdefghi lmnopq**	14 *4%*	67 **45%ac**	344 **31%a**	233 **22%e**	182 *17%*	379 **23%eg**	298 **20%e**	157 *18%*	206 **30%h**	101 **34%h**	77 **43%hij**	26 **6%n**	35 **10%ln**	-21 *-19%*	45 **14%q**	36 *18%*	3 *5%*	705 *32%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	799 *36%*	209 **68%zbc**	64 *44%*	520 **47%z**	574 **54%z**	701 **64%zdfg**	904 **55%z**	876 **58%zdf**	569 **64%zijk**	353 **51%z**	148 **50%z**	78 *43%*	376 **79%zm**	252 **70%z**	77 **73%z**	217 **69%z**	132 **66%z**	39 **60%z**	856 *39%*
Q.52 The BBC is out of touch with people like me	-79 *-4%*	23 **7%bc**	-13 *-9%*	-11 *-1%*	61 **6%f**	96 **9%zdfg**	56 *3%*	81 **5%zf**	81 **9%zik**	-24 *-3%*	28 **9%ik**	4 *2%*	69 *15%*	63 *18%*	26 **24%l**	15 *5%*	6 *3%*	27 **43%op**	61 *3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 699

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	-655 *-30%*	-12 *-4%*	-34 *-23%*	-254 *-23%*	-141 *-13%*	-30 *-3%*	-217 *-13%*	-128 *-9%*	25 *3%*	-116 *-17%*	-29 *-10%*	-53 *-29%*	82 *17%*	51 *14%*	39 **37%lm**	27 *9%*	14 *7%*	5 *8%*	-403 *-18%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 700

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Q.47 The BBC should aim to reflect the positive side of British society	1600 **73%fhm**	56 *68%*	74 *76%*	40 *77%*	37 *76%*	664 *73%*	870 *69%*	283 **81%zf**	954 *70%*	191 **83%zh**	522 **81%zm**	104 **78%m**	77 **82%m**	819 *67%*	1257 *73%*	171 *76%*	1565 *71%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1538 **70%fm**	58 *72%*	89 **91%za**	40 *78%*	39 *79%*	661 **73%z**	796 *63%*	277 **79%zf**	928 *68%*	173 *75%*	511 **80%zm**	103 **77%m**	68 *72%*	802 *65%*	1219 *71%*	176 **78%z**	1549 *70%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1278 **58%abegijkl o**	29 *35%*	27 *28%*	28 *55%*	28 *58%*	495 *54%*	813 **64%zg**	126 *36%*	872 **64%zi**	87 *38%*	334 **52%l**	57 *42%*	30 *32%*	820 **67%zjkl**	1138 **66%zo**	39 *17%*	1173 *53%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	834 **38%gijklo**	28 *34%*	29 *30%*	23 *45%*	23 *48%*	323 *36%*	604 **48%zg**	13 *4%*	596 **44%zi**	33 *14%*	173 **27%kl**	19 *14%*	7 *7%*	614 **50%zjkl**	805 **47%zo**	-63 *-28%*	698 *32%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	821 **37%bdegijkl o**	21 *26%*	21 *21%*	13 *26%*	7 *15%*	293 *32%*	608 **48%zg**	6 *2%*	614 **45%zi**	5 *2%*	183 **28%kl**	16 *12%*	10 *11%*	590 **48%zjkl**	788 **46%zo**	-59 *-26%*	705 *32%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	799 **36%fhmn**	57 **70%z**	58 **60%z**	37 **71%z**	27 **55%z**	493 **54%z**	286 *23%*	202 **58%zf**	383 *28%*	127 **55%zh**	382 **60%zm**	106 **79%zjlm**	52 **56%zm**	213 *17%*	561 *32%*	152 **67%zn**	856 *39%*
Q.52 The BBC is out of touch with people like me	-79 *-4%*	31 **38%b**	19 *19%*	8 *15%*	5 *11%*	45 *5%*	-108 *-9%*	72 *21%*	-46 *-3%*	-4 *-2%*	-2 *	9 **6%j**	34 **37%jk**	-122 *-10%*	-105 *-6%*	44 *19%*	61 *3%*

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 700

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	-655 *-30%*	-11 *-13%*	-8 *-8%*	-9 *-18%*	-5 *-9%*	-152 *-17%*	-524 *-41%*	-14 *-4%*	-471 *-35%*	-46 *-20%*	31 *5%*	34 **26%j**	24 **26%j**	-738 *-60%*	-587 *-34%*	-9 *-4%*	-403 *-18%*

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 701

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Q.47 The BBC should aim to reflect the positive side of British society	1600 **73%cfhilnp**	1104 *71%*	217 **81%za**	958 *70%*	452 **81%zc**	496 **86%zf**	785 *64%*	1093 **83%zh**	264 *51%*	916 *68%*	418 **83%zi**	1351 **77%zl**	106 *51%*	670 **82%zn**	584 *65%*	994 **82%zp**	291 *55%*	1565 *71%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1538 **70%cfhlp**	1078 *70%*	208 **78%za**	923 *67%*	435 **78%zc**	469 **82%zf**	796 *65%*	1044 **80%zh**	272 *53%*	916 *68%*	395 **78%zi**	1744 **100%zl**	-206 *-100%*	568 *69%*	646 *72%*	969 **80%zp**	320 *60%*	1549 *70%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1278 **58%bdegjmo**	1546 **100%zb**	-269 *-100%*	964 **70%zd**	176 *32%*	246 *43%*	854 **70%ze**	674 *51%*	389 **76%zg**	1001 **75%zj**	106 *21%*	1010 *58%*	141 **68%zk**	434 *53%*	602 **67%zm**	664 *55%*	365 **69%zo**	1173 *53%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	834 **38%bdegjkmo**	830 **54%zb**	-65 *-24%*	779 **57%zd**	5 *1%*	94 *16%*	636 **52%ze**	339 *26%*	301 **59%zg**	1339 **100%zj**	-505 *-100%*	623 *36%*	101 **49%zk**	207 *25%*	459 **51%zm**	326 *27%*	278 **52%zo**	698 *32%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	821 **37%bdegjkmo**	783 **51%zb**	-6 *-2%*	1378 **100%zd**	-557 *-100%*	53 *9%*	707 **58%ze**	252 *19%*	379 **74%zg**	773 **58%zj**	-1 *	597 *34%*	109 **53%zk**	207 *25%*	436 **49%zm**	322 *27%*	299 **56%zo**	705 *32%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	799 **36%acfhilnp**	455 *29%*	171 **64%za**	283 *21%*	410 **74%zc**	478 **83%zf**	100 *8%*	1312 **100%zh**	-514 *-100%*	336 *25%*	299 **59%zi**	781 **45%zl**	9 *4%*	434 **53%zn**	189 *21%*	660 **54%zp**	62 *12%*	856 *39%*
Q.52 The BBC is out of touch with people like me	-79 *-4%*	-147 *-10%*	20 *7%*	-145 *-10%*	85 **15%z**	113 **20%z**	-211 *-17%*	102 **8%z**	-143 *-28%*	-167 *-12%*	84 **17%z**	-74 *-4%*	4 *2%*	820 **100%z**	-899 *-100%*	104 **9%z**	-123 *-23%*	61 *3%*
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	-655 *-30%*	-625 *-40%*	-16 *-6%*	-628 *-46%*	26 *5%*	573 *100%*	-1228 *-100%*	-34 *-3%*	-412 *-80%*	-564 *-42%*	-22 *-4%*	-433 *-25%*	-107 *-52%*	-83 *-10%*	-406 *-45%*	-166 *-14%*	-286 *-54%*	-403 *-18%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 702

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Q.47 The BBC should aim to reflect the positive side of British society	1600 **73%cejm**	1066 *71%*	260 *75%*	1156 *71%*	212 **81%zc**	980 *70%*	61 **87%ze**	943 *71%*	52 *85%*	866 **81%zj**	281 *60%*	1181 *73%*	183 *73%*	1012 *71%*	249 *78%*	1565 *71%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1538 **70%jm**	1033 *69%*	274 **79%za**	1143 *70%*	199 **76%z**	997 *71%*	54 *76%*	958 *72%*	43 *71%*	818 **76%zj**	287 *61%*	1112 *69%*	186 *74%*	948 *66%*	255 **80%zm**	1549 *70%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1278 **58%biln**	914 **61%zb**	167 *48%*	981 **60%z**	141 *54%*	873 **62%zf**	32 *45%*	834 **62%z**	31 *50%*	554 *52%*	314 **67%zi**	1045 **65%zl**	71 *28%*	983 **69%zn**	113 *35%*	1173 *53%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	834 **38%bdfhiln**	623 **42%zb**	90 *26%*	700 **43%zd**	42 *16%*	634 **45%zf**	6 *8%*	638 **48%zh**	9 *15%*	304 *28%*	224 **48%zi**	674 **42%zl**	31 *12%*	682 **48%zn**	3 *1%*	698 *32%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	821 **37%bdfhiln**	680 **46%zb**	37 *11%*	682 **42%zd**	29 *11%*	577 **41%zf**	5 *7%*	577 **43%zh**	13 *21%*	312 *29%*	260 **56%zi**	695 **43%zl**	22 *9%*	646 **45%zn**	42 *13%*	705 *32%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	799 **36%acegjkm**	423 *28%*	215 **62%za**	493 *30%*	155 **60%zc**	428 *30%*	40 **58%ze**	421 *32%*	38 **62%zg**	565 **53%zj**	112 *24%*	507 *31%*	144 **57%zk**	418 *29%*	205 **64%zm**	856 *39%*
Q.52 The BBC is out of touch with people like me	-79 *-4%*	-214 *-14%*	109 **31%z**	-275 *-17%*	119 **46%z**	-148 *-11%*	29 *42%*	-200 *-15%*	25 *41%*	176 **16%zj**	-148 *-32%*	-15 *-1%*	-5 *-2%*	-42 *-3%*	-29 *-9%*	61 *3%*
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	-655 *-30%*	-571 *-38%*	4 *1%*	-585 *-36%*	8 *3%*	-542 *-38%*	* *	-503 *-38%*	5 *8%*	-134 *-13%*	-217 *-46%*	-577 *-36%*	-15 *-6%*	-539 *-38%*	-13 *-4%*	-403 *-18%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 703

Q.45-Q.52 Summary of 'Net Agree'

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Q.47 The BBC should aim to reflect the positive side of British society	1600 **73%befikm**	1294 **72%e**	947 **70%e**	1351 **72%e**	1160 **73%e**	795 *67%*	1440 **72%e**	1545 **72%ef**	52 *78%*	339 *68%*	410 **74%ik**	936 *70%*	709 **73%ik**	1196 *71%*	379 **78%zikm**	1565 *71%*
Q.51 Regulation of what is and what is not allowed to be shown on television is a good thing	1538 *70%*	1281 **71%zg**	952 *71%*	1335 **71%z**	1158 **73%zcfg**	842 *71%*	1419 **71%z**	1498 **70%z**	36 *55%*	358 *71%*	403 *73%*	939 *70%*	699 **72%m**	1162 *69%*	357 *74%*	1549 *70%*
Q.45 Creativity, new talent or innovative programmes should be encouraged even if some people might take offence	1278 **58%n**	1055 *59%*	787 *59%*	1110 *59%*	918 *58%*	749 **63%zabcdfg**	1180 **59%z**	1240 *58%*	36 *55%*	339 **68%zjklmn**	336 **61%n**	825 **61%zn**	595 **61%zn**	1026 **61%zn**	241 *50%*	1173 *53%*
Q.50 The BBC should not be afraid to show material that some people might find offensive	834 **38%n**	710 **39%zcdg**	541 **40%zdg**	730 **39%dg**	582 *36%*	528 **44%zabcdfg**	779 **39%zdg**	805 *38%*	27 *41%*	218 **43%zn**	235 **42%zn**	575 **43%zlmn**	371 **38%n**	690 **41%zn**	139 *29%*	698 *32%*
Q.46 It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays	821 **37%n**	653 *36%*	492 *37%*	697 *37%*	604 *38%*	527 **44%zabcdfg**	783 **39%zabcg**	804 **38%za**	14 *22%*	257 **51%zjklmn**	202 *36%*	498 *37%*	388 **40%n**	649 **38%n**	155 *32%*	705 *32%*
Q.49 Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience	799 **36%efgim**	665 **37%efg**	478 **36%e**	696 **37%efg**	585 **37%ef**	332 *28%*	705 **35%e**	760 **36%e**	36 *55%*	49 *10%*	253 **46%ziklm**	459 **34%i**	344 **36%i**	575 **34%i**	213 **44%ziklm**	856 *39%*
Q.52 The BBC is out of touch with people like me	-79 *-4%*	-210 *-12%*	-168 *-13%*	-187 *-10%*	-53 *-3%*	-138 *-12%*	-79 *-4%*	-101 *-5%*	21 *32%*	-80 *-16%*	-63 *-11%*	-147 *-11%*	16 *2%*	-113 *-7%*	37 **8%l**	61 *3%*
Q.48 There have been certain programmes on TV I would have liked to have watched, but did not do so because of their offensive language or content	-655 *-30%*	-526 *-29%*	-380 *-28%*	-557 *-30%*	-456 *-29%*	-436 *-37%*	-604 *-30%*	-638 *-30%*	-19 *-29%*	-269 *-54%*	-123 *-22%*	-477 *-35%*	-335 *-35%*	-572 *-34%*	-74 *-15%*	-403 *-18%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 704

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 years (c)	Age: 25-34 years (d)	Age: 35-44 years (e)	Age: 45-54 years (f)	Age: 55-64 years (g)	Age: 65-74 years (h)	Age: 75+ years (i)	Age: Up to 34 (j)	Age: 35 years and over (k)	Age: Mean Age	Marital Status: Married/ Living as (l)	Marital Status: Widowed/ Divorced/ Separated (m)	Disability: Yes (n)	Disability: No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Totally their own responsibility	(5)	799 **36%g**	363 *34%*	437 *39%*	118 *36%*	127 *36%*	154 *38%*	139 **39%g**	93 *29%*	92 *38%*	77 **40%g**	245 *36%*	555 **36%g**	46.53	485 *36%*	126 *40%*	164 *41%*	635 *35%*	786 *36%*
Mainly their own responsibility	(4)	465 **21%bikmn**	254 **24%zb**	212 *19%*	92 **28%zfik**	79 **23%i**	84 **21%i**	68 *19%*	72 **22%i**	47 *19%*	23 *12%*	171 **25%zik**	294 **19%i**	43.48	284 **21%m**	47 *15%*	62 *15%*	403 **22%zn**	445 *20%*
Equally their own and the broadcaster's responsibility	(3)	575 **26%hi**	283 *26%*	293 *26%*	87 *26%*	105 **30%hi**	111 **27%i**	96 **27%i**	95 **29%hi**	49 *20%*	33 *17%*	191 **28%hi**	384 **25%i**	44.67	367 *27%*	69 *22%*	98 *24%*	477 *26%*	562 *25%*
Mainly the broadcaster's responsibility	(2)	210 **10%j**	96 *9%*	114 *10%*	20 *6%*	24 *7%*	35 *9%*	35 *10%*	32 *10%*	27 *11%*	37 **19%zcdefghjk**	44 *6%*	166 **11%zcj**	53.16	127 *9%*	41 *13%*	51 *12%*	159 *9%*	249 *11%*
Totally the broadcaster's responsibility	(1)	139 **6%j**	65 *6%*	74 *7%*	12 *4%*	13 *4%*	17 *4%*	19 *5%*	29 **9%cdj**	30 **12%zcdefjk**	19 **10%cdej**	25 *4%*	113 **7%zej**	54.20	80 *6%*	34 **11%zl**	29 *7%*	110 *6%*	133 *6%*
Don't know		17 *1%*	12 *1%*	5 *	2 *	2 *1%*	6 *2%*	1 *	3 *1%*	1 *	3 *1%*	4 *1%*	13 *1%*	48.12	10 *1%*	2 *1%*	1 *	16 *1%*	31 *1%*
Own responsibility		**1264** **57%k**	**616** ***57%***	**648** ***57%***	**210** **64%gik**	**206** ***59%***	**238** ***59%***	**207** ***58%***	**165** ***51%***	**139** ***57%***	**100** ***52%***	**416** **61%g**	**849** ***56%***	**45.41**	**769** ***57%***	**173** ***54%***	**226** ***56%***	**1038** ***58%***	**1231** ***56%***
Broadcaster's responsibility		**349** **16%cdj**	**161** ***15%***	**188** ***17%***	**32** ***10%***	**37** ***11%***	**51** ***13%***	**55** ***15%***	**61** **19%cdj**	**56** **23%zcdefj**	**56** **29%zcdefgjk**	**69** ***10%***	**279** **18%zcdej**	**53.57**	**207** ***15%***	**74** **23%zl**	**80** ***20%***	**269** ***15%***	**382** ***17%***
Net Own responsibility		916 **42%ghikmn**	455 *42%*	460 *41%*	178 **54%zfghik**	169 **48%ghik**	187 **46%ghik**	153 **43%gik**	104 *32%*	82 **34%i**	44 *23%*	347 **51%zfghik**	570 **37%i**	-8.16	562 **42%m**	99 *31%*	146 *36%*	769 *43%*	849 *38%*
Mean Score		**3.72gk**	3.71	3.73	**3.86ghi**	**3.81g**	**3.81gik**	3.76	3.52	3.59	3.54	**3.84zghik**	3.67	0.99	3.72	3.61	3.70	3.73	3.69
Std. Dev.		1.23	1.20	1.25	1.09	1.12	1.16	1.22	1.25	1.40	1.44	1.10	1.27	1.04	1.21	1.39	1.31	1.21	1.24
Std. Err.		0.03	0.04	0.04	0.06	0.06	0.06	0.06	0.08	0.09	0.11	0.04	0.03	0.15	0.03	0.08	0.07	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 705

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity: White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Religion: Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	Number in Household: 1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Children in Household: Yes (q)	No (r)	Unwtd. Total
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Totally their own responsibility	(5)	**799**	704	19	20	15	54	745	608	14	8	1	4	635	142	446	188	20	258	535	786
		36%ce	**38%zce**	*37%*	*19%*	*24%*	**25%c**	**38%zce**	**37%hl**	*22%*	*21%*	*6%*	*9%*	*35%*	*38%*	*38%*	*32%*	*29%*	*36%*	*37%*	*36%*
Mainly their own responsibility	(4)	**465**	403	18	12	11	41	423	340	6	6	3	13	367	66	230	150	17	173	283	445
		21%ch	**22%c**	*35%*	*11%*	*18%*	**19%c**	**21%c**	*21%*	*9%*	*15%*	*26%*	*29%*	*21%*	*18%*	*20%*	**26%zmn**	*24%*	**24%r**	*19%*	*20%*
Equally their own and the broadcaster's responsibility	(3)	**575**	467	3	42	25	70	504	392	26	13	3	22	456	88	296	165	16	187	375	562
		26%afg	*25%*	*7%*	**40%zaef**	*40%*	*32%*	*25%*	*24%*	**42%zgl**	*32%*	*22%*	*47%*	**25%g**	*23%*	*26%*	*28%*	*24%*	*26%*	*26%*	*25%*
Mainly the broadcaster's responsibility	(2)	**210**	169	5	24	-	29	181	167	11	8	3	6	195	54	93	46	13	59	148	249
		10%af	*9%*	*11%*	**22%zaef**	-	*13%*	*9%*	*10%*	*18%*	*21%*	*25%*	*12%*	**11%zg**	**14%zno**	*8%*	*8%*	**19%zno**	*8%*	*10%*	*11%*
Totally the broadcaster's responsibility	(1)	**139**	113	5	5	11	21	115	117	2	4	3	1	126	21	87	28	2	35	104	133
		6%f	*6%*	*10%*	*5%*	*18%*	**10%c**	*6%*	**7%z**	*3%*	*10%*	*22%*	*2%*	**7%z**	*6%*	*8%*	*5%*	*4%*	*5%*	*7%*	*6%*
Don't know		**17**	12	*	4	*	4	14	8	4	1	*	-	13	3	8	6	*	6	11	31
		1%fg	*1%*	*	**4%zaef**	*	*2%*	*1%*	*1%*	**6%zgl**	*3%*	*	-	**1%g**	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*
Own responsibility		**1264**	**1107**	**37**	**32**	**26**	**95**	**1168**	**947**	**19**	**14**	**4**	**18**	**1002**	**208**	**675**	**339**	**37**	**431**	**819**	**1231**
		57%cehl	**59%zce**	***73%***	***30%***	***42%***	**43%c**	**59%zce**	**58%hl**	***31%***	***35%***	***31%***	***38%***	**56%h**	***56%***	***58%***	***58%***	***53%***	***60%***	***56%***	***56%***
Broadcaster's responsibility		**349**	**282**	**11**	**29**	**11**	**50**	**296**	**284**	**13**	**12**	**6**	**7**	**321**	**75**	**181**	**73**	**16**	**93**	**252**	**382**
		16%afoq	***15%***	***21%***	**27%zaf**	***18%***	***23%***	***15%***	**17%z**	***21%***	***30%***	***47%***	***14%***	**18%z**	**20%o**	***16%***	***13%***	**23%o**	***13%***	**17%q**	***17%***
Net Own responsibility		**916**	825	27	3	15	45	872	663	6	2	-2	11	681	133	495	266	21	338	567	849
		42%cehlr	**44%zce**	*52%*	*3%*	*25%*	**20%c**	**44%zce**	**41%hl**	*10%*	*5%*	*-15%*	*24%*	**38%h**	*36%*	*43%*	**46%mp**	*30%*	**47%zr**	*39%*	*38%*
Mean Score		**3.72cehl**	**3.76zce**	3.79	3.18	3.31	**3.36c**	**3.76zce**	**3.71hl**	3.31	3.17	2.69	3.31	3.67	3.69	3.74	3.74	3.55	3.79	3.69	3.69
Std. Dev.		**1.23**	1.22	1.32	1.14	1.34	1.26	1.21	1.26	1.13	1.27	1.28	0.89	1.26	1.27	1.26	1.14	1.20	1.16	1.26	1.24
Std. Err.		**0.03**	0.03	0.12	0.06	0.34	0.06	0.03	0.03	0.07	0.11	0.17	0.14	0.03	0.07	0.04	0.04	0.10	0.04	0.04	0.03

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 706

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Totally their own responsibility	(5)	799 **36%cdei**	186 **40%cd**	227 **36%cd**	115 *28%*	342 **33%c**	382 *32%*	418 **42%ze**	417 **38%e**	413 **40%zi**	158 *29%*	184 **40%i**	459 *38%*	340 *34%*	61 *40%*	626 **38%zo**	461 *34%*	134 *36%*	786 *36%*
Mainly their own responsibility	(4)	465 **21%fj**	95 *20%*	139 *22%*	106 *25%*	245 *23%*	293 **24%zfg**	172 *17%*	223 *20%*	210 *21%*	140 **26%zj**	75 *16%*	256 *21%*	209 *21%*	21 *14%*	358 *22%*	301 *22%*	98 *27%*	445 *20%*
Equally their own and the broadcaster's responsibility	(3)	575 **26%afj**	85 *18%*	183 **29%a**	141 **34%za**	324 **31%za**	344 **29%zf**	231 *23%*	283 *26%*	252 **25%j**	183 **34%zhj**	82 *18%*	335 *28%*	237 *24%*	31 *20%*	435 *26%*	399 **29%zn**	98 *27%*	562 *25%*
Mainly the broadcaster's responsibility	(2)	210 **10%k**	57 **12%d**	50 *8%*	34 *8%*	84 *8%*	105 *9%*	105 *10%*	100 *9%*	84 *8%*	38 *7%*	68 **15%zhi**	90 *7%*	120 **12%zk**	17 *11%*	149 *9%*	112 *8%*	24 *6%*	249 *11%*
Totally the broadcaster's responsibility	(1)	139 **6%cdikn**	42 **9%cd**	36 *6%*	15 *4%*	51 *5%*	68 *6%*	71 *7%*	70 *6%*	58 *6%*	16 *3%*	46 **10%zhi**	60 *5%*	78 **8%zk**	19 **12%zno**	89 *5%*	77 *6%*	16 *4%*	133 *6%*
Don't know		17 **1%hn**	5 *1%*	1 *	5 *1%*	6 *1%*	13 *1%*	5 *	6 *1%*	2 *	7 *1%*	6 *1%*	13 *1%*	5 *	5 **3%zno**	8 *1%*	6 *	- -	31 *1%*
Own responsibility		**1264** ***57%***	**281** ***60%***	**366** ***57%***	**221** ***53%***	**587** ***56%***	**675** ***56%***	**590** ***59%***	**641** ***58%***	**623** **61%z**	**298** ***55%***	**259** ***56%***	**715** ***59%***	**548** ***55%***	**83** ***53%***	**985** **59%zo**	**762** ***56%***	**232** ***63%***	**1231** ***56%***
Broadcaster's responsibility		**349** **16%diknop**	**99** **21%zbcd**	**87** ***14%***	**49** ***12%***	**135** ***13%***	**172** ***14%***	**177** ***18%***	**169** ***15%***	**142** ***14%***	**53** ***10%***	**114** **25%zhi**	**150** ***12%***	**198** **20%zk**	**36** **23%zno**	**238** ***14%***	**189** ***14%***	**40** ***11%***	**382** ***17%***
Net Own responsibility		916 **42%jlm**	182 *39%*	279 *44%*	173 *41%*	452 *43%*	503 *42%*	413 *41%*	471 *43%*	481 **47%zj**	245 **45%j**	145 *31%*	566 **47%zl**	350 *35%*	47 *30%*	747 **45%zm**	573 **42%m**	192 **52%z**	849 *38%*
Mean Score		**3.72l**	3.70	3.74	3.66	3.71	3.69	3.76	3.75	**3.82zj**	3.72	3.62	**3.80zl**	3.62	3.60	**3.77zo**	3.71	3.84	3.69
Std. Dev.		1.23	1.34	1.19	1.08	1.15	1.17	1.29	1.23	1.21	1.05	1.40	1.17	1.28	1.43	1.20	1.18	1.12	1.24
Std. Err.		0.03	0.06	0.05	0.06	0.04	0.04	0.04	0.04	0.04	0.05	0.06	0.04	0.04	0.11	0.03	0.03	0.06	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 707

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Region: England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Q.62 Readership: Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Q.93 Importance of Religion: Important (m)	Q.94 Personal swearing: Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Totally their own responsibility	(5)	799 **36%jkmn**	644 *35%*	40 *37%*	30 **47%zaefgi**	85 **46%zafgi**	95 *35%*	253 *33%*	189 *33%*	215 *38%*	176 *33%*	169 *29%*	224 *32%*	306 **42%zjk**	290 *31%*	248 *32%*	404 *36%*	130 **48%zno**	786 *36%*
Mainly their own responsibility	(4)	465 *21%*	401 *22%*	25 *23%*	11 *17%*	29 *15%*	64 *23%*	177 *23%*	126 *22%*	101 *18%*	124 *23%*	141 *24%*	153 *22%*	155 *21%*	172 *19%*	145 *19%*	254 *23%*	54 *20%*	445 *20%*
Equally their own and the broadcaster's responsibility	(3)	575 **26%lp**	495 *27%*	23 *21%*	15 *24%*	42 *22%*	77 *28%*	220 *29%*	161 *28%*	143 *26%*	132 *25%*	199 **34%zl**	207 **30%zl**	159 *22%*	257 *28%*	209 **27%p**	309 **28%p**	47 *17%*	562 *25%*
Mainly the broadcaster's responsibility	(2)	210 **10%o**	184 **10%f**	8 *7%*	7 *10%*	12 *6%*	19 *7%*	59 *8%*	54 **9%f**	67 *12%*	58 *11%*	45 *8%*	57 *8%*	63 *9%*	105 *11%*	98 **13%zo**	82 *7%*	25 *9%*	249 *11%*
Totally the broadcaster's responsibility	(1)	139 **6%c**	110 *6%*	13 **12%zacefgh**	1 *2%*	15 **8%c**	9 *3%*	42 *5%*	34 *6%*	31 *6%*	37 **7%c**	25 *4%*	52 **7%j**	50 *7%*	92 **10%z**	67 **9%zop**	61 *5%*	10 *4%*	133 *6%*
Don't know		17 *1%*	14 *1%*	- -	- -	4 *2%*	10 **4%zafhi**	10 *1%*	10 **2%a**	2 *	3 *	6 *1%*	6 *1%*	5 *1%*	9 *1%*	6 *1%*	5 *	3 *1%*	31 *1%*
Own responsibility		**1264** **57%mn**	**1045** ***57%***	**65** ***60%***	**41** ***64%***	**114** ***61%***	**159** ***58%***	**430** ***57%***	**315** ***55%***	**316** ***57%***	**299** ***57%***	**311** ***53%***	**377** ***54%***	**461** **63%zjk**	**462** ***50%***	**393** ***51%***	**658** **59%n**	**184** **69%zno**	**1231** ***56%***
Broadcaster's responsibility		**349** **16%jo**	**294** **16%f**	**20** **19%e**	**8** ***12%***	**27** ***15%***	**29** ***10%***	**100** ***13%***	**88** **15%e**	**98** ***18%***	**95** **18%e**	**70** ***12%***	**108** ***16%***	**113** ***15%***	**197** **21%z**	**165** **21%zop**	**142** ***13%***	**35** ***13%***	**382** ***17%***
Net Own responsibility		916 **42%mn**	751 *41%*	45 *41%*	33 **52%zaghi**	87 *47%*	130 **48%g**	329 **43%g**	227 *40%*	217 *39%*	204 *39%*	241 *41%*	269 *38%*	348 **47%zk**	265 *29%*	228 *30%*	515 **46%zn**	149 **56%zno**	849 *38%*
Mean Score		**3.72mn**	3.70	3.67	**3.97zafgi**	3.86	3.82	3.72	3.68	3.72	3.65	3.67	3.64	**3.83zjk**	3.51	3.53	**3.77n**	**4.01zno**	3.69
Std. Dev.		1.23	1.21	1.35	1.14	1.30	1.11	1.17	1.20	1.25	1.24	1.11	1.22	1.25	1.31	1.29	1.17	1.18	1.24
Std. Err.		0.03	0.03	0.10	0.09	0.11	0.06	0.04	0.05	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.08	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 708

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.8 Feel concerned about: Programmes on TV/ Radio (a)	Q.8 Feel concerned about: The internet (b)	Q.8 Feel concerned about: Behaviour in society generally (c)	TV/Radio general assessment - relating to morality, values and standards of behaviour: Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour: Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Q.29 What made you think it should not be broadcast? - TV item: Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Q.32 What didn't approve of on TV: Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Totally their own responsibility	(5)	799 **36%acdefgh ijlmo**	90 *29%*	53 *36%*	370 *34%*	330 **31%e**	308 *28%*	531 **32%eg**	468 **31%e**	258 *29%*	205 *30%*	78 *26%*	52 *29%*	135 *28%*	100 *28%*	34 *33%*	92 *29%*	64 *32%*	28 **44%o**	786 *36%*
Mainly their own responsibility	(4)	465 **21%mp**	55 *18%*	21 *14%*	225 *20%*	222 *21%*	226 *21%*	347 *21%*	317 *21%*	179 *20%*	159 *23%*	69 *23%*	48 *26%*	82 *17%*	57 *16%*	13 *12%*	67 **21%p**	29 *15%*	8 *12%*	445 *20%*
Equally their own and the broadcaster's responsibility	(3)	575 *26%*	96 *31%*	58 **39%z**	319 **29%z**	319 **30%z**	324 **30%z**	463 **28%z**	426 **28%z**	267 **30%z**	209 **30%z**	96 *32%*	55 *30%*	134 *28%*	111 *31%*	32 *30%*	94 *30%*	62 *31%*	18 *28%*	562 *25%*
Mainly the broadcaster's responsibility	(2)	210 *10%*	35 *11%*	13 *9%*	107 *10%*	111 *10%*	133 **12%zf**	174 **11%z**	162 **11%z**	102 *11%*	62 *9%*	29 *10%*	17 *10%*	63 **13%z**	52 **14%z**	11 *10%*	27 *9%*	22 *11%*	5 *8%*	249 *11%*
Totally the broadcaster's responsibility	(1)	139 **6%b**	32 **10%zb**	1 *1%*	79 **7%b**	74 *7%*	99 **9%zdf**	120 **7%z**	119 **8%zf**	80 **9%z**	45 *7%*	22 *7%*	9 *5%*	57 **12%z**	35 **10%z**	14 **14%z**	28 *9%*	21 **10%z**	4 *6%*	133 *6%*
Don't know		17 *1%*	* *	2 *1%*	5 *	5 *	7 *1%*	12 *1%*	10 *1%*	6 *1%*	6 *1%*	2 *1%*	* *	2 *	4 *1%*	1 *1%*	5 *1%*	3 *2%*	1 *1%*	31 *1%*
Own responsibility		**1264** **57%acdefgh ijlmnp**	**145** ***47%***	**74** ***50%***	**595** **54%a**	**551** **52%e**	**534** ***49%***	**877** **53%eg**	**785** **52%e**	**437** ***49%***	**364** ***53%***	**147** ***50%***	**100** ***55%***	**217** ***46%***	**157** ***44%***	**48** ***45%***	**159** ***51%***	**93** ***46%***	**36** ***56%***	**1231** ***56%***
Broadcaster's responsibility		**349** ***16%***	**67** **22%zb**	**14** ***10%***	**186** ***17%***	**186** ***18%***	**232** **21%zdfg**	**294** **18%z**	**281** **19%zf**	**182** **20%zi**	**107** ***16%***	**51** ***17%***	**26** ***14%***	**120** **25%z**	**87** **24%z**	**25** ***24%***	**55** ***18%***	**43** ***21%***	**9** ***14%***	**382** ***17%***
Net Own responsibility		916 **42%acdefgh jlmnop**	78 *25%*	60 **41%a**	409 **37%a**	366 **34%e**	301 *27%*	583 **35%eg**	504 **34%e**	255 *29%*	257 **37%h**	96 *32%*	74 **41%hj**	97 *20%*	70 *20%*	22 *21%*	104 **33%p**	50 *25%*	27 **42%p**	849 *38%*
Mean Score		**3.72acdefg hijlmnop**	3.44	**3.77a**	**3.64a**	**3.59e**	3.47	**3.61eg**	**3.57e**	3.49	**3.61h**	3.52	3.65	3.37	3.38	3.41	3.54	3.47	3.81	3.69
Std. Dev.		1.23	1.30	1.07	1.24	1.23	1.27	1.24	1.25	1.27	1.19	1.20	1.14	1.34	1.30	1.39	1.26	1.33	1.27	1.24
Std. Err.		0.03	0.07	0.09	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.07	0.08	0.06	0.06	0.11	0.07	0.09	0.13	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 709

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Totally their own responsibility	(5)	799 **36%abegijo**	19 *23%*	23 *24%*	14 *28%*	17 *34%*	257 *28%*	799 **63%zg**	- -	644 **47%zi**	24 *10%*	192 *30%*	40 *30%*	25 *26%*	515 **42%zjkl**	663 **38%zo**	51 *22%*	786 *36%*
Mainly their own responsibility	(4)	465 **21%go**	16 *19%*	19 *19%*	9 *17%*	8 *15%*	210 *23%*	465 **37%zg**	- -	303 *22%*	54 *23%*	141 *22%*	30 *22%*	22 *23%*	250 *20%*	380 **22%o**	28 *12%*	445 *20%*
Equally their own and the broadcaster's responsibility	(3)	575 **26%fgh**	29 *36%*	34 *35%*	16 *31%*	10 *21%*	292 **32%z**	- -	- -	247 *18%*	48 *21%*	180 *28%*	37 *27%*	20 *21%*	310 *25%*	446 *26%*	68 *30%*	562 *25%*
Mainly the broadcaster's responsibility	(2)	210 **10%fhmn**	8 *10%*	13 *13%*	9 *17%*	10 **20%z**	87 *10%*	- -	210 **60%zf**	94 *7%*	60 **26%zh**	75 **12%m**	17 *12%*	15 **16%m**	89 *7%*	136 *8%*	44 **20%zn**	249 *11%*
Totally the broadcaster's responsibility	(1)	139 **6%fhmn**	9 *11%*	9 *9%*	4 *7%*	5 *10%*	59 *6%*	- -	139 **40%zf**	64 *5%*	44 **19%zh**	49 *8%*	11 *8%*	13 **14%zm**	59 *5%*	91 *5%*	33 **15%zn**	133 *6%*
Don't know		17 **1%f**	1 *1%*	* *	- -	- -	3 *	- -	- -	11 *1%*	* *	4 *1%*	* *	- -	8 *1%*	12 *1%*	1 *	31 *1%*
Own responsibility		**1264** **57%abegijo**	**34** ***42%***	**42** ***43%***	**23** ***45%***	**24** ***50%***	**468** ***51%***	**1264** **100%zg**	**-** **-**	**947** **70%zi**	**78** ***34%***	**334** ***52%***	**70** ***52%***	**46** ***49%***	**764** **62%zj**	**1043** **60%zo**	**78** ***35%***	**1231** ***56%***
Broadcaster's responsibility		**349** **16%fhmn**	**17** ***21%***	**21** ***22%***	**12** ***24%***	**14** **30%z**	**146** ***16%***	**-** **-**	**349** **100%zf**	**158** ***12%***	**105** **45%zh**	**124** **19%zm**	**28** **21%m**	**28** **29%zm**	**148** ***12%***	**227** ***13%***	**78** **35%zn**	**382** ***17%***
Net Own responsibility		916 **42%abcdegij lo**	17 *21%*	20 *21%*	11 *21%*	10 *20%*	322 *35%*	1264 **100%zg**	-349 *-100%*	790 **58%zi**	-27 *-12%*	210 *33%*	42 *31%*	19 *20%*	616 **50%zjkl**	816 **47%zo**	* *	849 *38%*
Mean Score		**3.72abegijl o**	3.32	3.36	3.42	3.45	3.57	**4.63zg**	1.60	**4.01zi**	2.79	3.55	3.52	3.32	**3.88zjkl**	**3.81zo**	3.08	3.69
Std. Dev.		1.23	1.26	1.23	1.26	1.40	1.18	0.48	0.49	1.17	1.28	1.24	1.27	1.37	1.18	1.19	1.35	1.24
Std. Err.		0.03	0.14	0.13	0.18	0.20	0.04	0.01	0.03	0.03	0.08	0.05	0.11	0.13	0.03	0.03	0.09	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 710

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Totally their own responsibility	(5)	799	609	70	548	163	155	512	387	265	538	149	580	104	290	341	382	237	786
		36%bdegjko	**39%zb**	*26%*	**40%zd**	*29%*	*27%*	**42%ze**	*30%*	**52%zg**	**40%zj**	*30%*	*33%*	**50%zk**	*35%*	*38%*	*31%*	**45%zo**	*36%*
Mainly their own responsibility	(4)	465	325	51	307	84	105	272	266	102	302	87	367	46	145	202	249	102	445
		21%djm	*21%*	*19%*	**22%d**	*15%*	*18%*	*22%*	*20%*	*20%*	**23%j**	*17%*	*21%*	*23%*	*18%*	*22%*	*21%*	*19%*	*20%*
Equally their own and the broadcaster's responsibility	(3)	575	404	70	357	157	168	280	395	87	344	132	488	36	202	238	339	120	562
		26%fhl	*26%*	*26%*	*26%*	*28%*	**29%f**	*23%*	**30%zh**	*17%*	*26%*	*26%*	**28%zl**	*18%*	*25%*	*26%*	*28%*	*23%*	*25%*
Mainly the broadcaster's responsibility	(2)	210	130	31	97	87	83	96	149	37	97	67	178	12	92	76	136	50	249
		10%acfi	*8%*	*12%*	*7%*	**16%zc**	**14%zf**	*8%*	**11%zh**	*7%*	*7%*	**13%zi**	*10%*	*6%*	*11%*	*8%*	**11%z**	*9%*	*11%*
Totally the broadcaster's responsibility	(1)	139	70	42	60	64	59	59	108	18	50	68	118	8	88	32	98	20	133
		6%acfhinp	*5%*	**16%za**	*4%*	**11%zc**	**10%zf**	*5%*	**8%zh**	*4%*	*4%*	**13%zi**	*7%*	*4%*	**11%zn**	*4%*	**8%zp**	*4%*	*6%*
Don't know		17	8	3	8	2	4	8	7	5	7	3	13	*	4	11	10	2	31
		1%	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*	*1%*
Own responsibility		**1264**	**935**	**121**	**855**	**247**	**260**	**784**	**653**	**367**	**841**	**236**	**947**	**151**	**435**	**543**	**632**	**339**	**1231**
		57%bdegjkmo	**60%zb**	***45%***	**62%zd**	***44%***	***45%***	**64%ze**	***50%***	**71%zg**	**63%zj**	***47%***	***54%***	**73%zk**	***53%***	**60%m**	***52%***	**64%zo**	***56%***
Broadcaster's responsibility		**349**	**200**	**74**	**157**	**151**	**142**	**156**	**257**	**55**	**148**	**135**	**297**	**19**	**179**	**107**	**234**	**70**	**382**
		16%acfhiln	***13%***	**27%za**	***11%***	**27%zc**	**25%zf**	***13%***	**20%zh**	***11%***	***11%***	**27%zi**	**17%zl**	***9%***	**22%zn**	***12%***	**19%zp**	***13%***	***17%***
Net Own responsibility		916	735	47	698	96	118	629	397	312	693	101	650	131	255	435	398	269	849
		42%bdegjkmo	**48%zb**	*18%*	**51%zd**	*17%*	*21%*	**51%ze**	*30%*	**61%zg**	**52%zj**	*20%*	*37%*	**64%zk**	*31%*	**48%zm**	*33%*	**51%zo**	*38%*
Mean Score		**3.72bdegjkmo**	**3.83zb**	3.28	**3.87zd**	3.35	3.38	**3.89ze**	3.52	**4.10zg**	**3.89zj**	3.36	3.64	**4.10zk**	3.56	**3.84zm**	3.57	**3.92zo**	3.69
Std. Dev.		1.23	1.17	1.39	1.15	1.35	1.30	1.18	1.25	1.14	1.13	1.38	1.23	1.11	1.35	1.14	1.26	1.18	1.24
Std. Err.		0.03	0.03	0.08	0.03	0.06	0.05	0.04	0.03	0.05	0.03	0.06	0.03	0.08	0.05	0.04	0.04	0.06	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 711

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Totally their own responsibility	(5)	799	579	103	615	71	522	22	478	17	392	139	620	63	582	85	786
		36%bdjln	**39%zb**	*30%*	**38%d**	*27%*	*37%*	*32%*	*36%*	*28%*	**37%j**	*30%*	**38%zl**	*25%*	**41%zn**	*27%*	*36%*
Mainly their own responsibility	(4)	465	327	58	357	52	317	14	303	14	211	116	356	47	315	51	445
		21%	*22%*	*17%*	*22%*	*20%*	*23%*	*21%*	*23%*	*23%*	*20%*	*25%*	*22%*	*19%*	*22%*	*16%*	*20%*
Equally their own and the broadcaster's responsibility	(3)	575	381	92	418	54	361	13	358	8	241	147	385	76	323	103	562
		26%ikm	*26%*	*26%*	*26%*	*21%*	*26%*	*19%*	*27%*	*13%*	*23%*	**31%zi**	*24%*	*30%*	*23%*	**32%zm**	*25%*
Mainly the broadcaster's responsibility	(2)	210	119	54	140	44	117	13	110	13	131	39	151	35	139	32	249
		10%ae	*8%*	**15%za**	*9%*	**17%zc**	*8%*	**18%ze**	*8%*	**21%zg**	**12%z**	*8%*	*9%*	**14%z**	*10%*	*10%*	*11%*
Totally the broadcaster's responsibility	(1)	139	75	40	87	39	84	7	79	8	93	18	93	29	61	46	133
		6%acm	*5%*	**11%za**	*5%*	**15%zc**	*6%*	*10%*	*6%*	*14%*	**9%zj**	*4%*	*6%*	**11%zk**	*4%*	**14%zm**	*6%*
Don't know		17	13	1	14	*	7	-	6	1	4	8	9	3	12	3	31
		1%	*1%*	*	*1%*	*	*1%*	-	*	*1%*	*	**2%i**	*1%*	*1%*	*1%*	*1%*	*1%*
Own responsibility		**1264**	**906**	**161**	**972**	**124**	**839**	**37**	**780**	**31**	**603**	**256**	**976**	**110**	**897**	**135**	**1231**
		57%bdln	**61%zb**	***46%***	**60%zd**	***47%***	**60%z**	***52%***	***58%***	***51%***	***56%***	***55%***	**60%zl**	***43%***	**63%zn**	***42%***	***56%***
Broadcaster's responsibility		**349**	**194**	**93**	**227**	**83**	**201**	**20**	**189**	**21**	**223**	**57**	**244**	**64**	**200**	**78**	**382**
		16%acegm	***13%***	**27%za**	***14%***	**32%zc**	***14%***	**29%ze**	***14%***	**35%zg**	**21%zj**	***12%***	***15%***	**25%zk**	***14%***	**24%zm**	***17%***
Net Own responsibility		916	712	68	745	41	638	17	591	10	379	199	732	46	697	57	849
		42%bdfhiln	**48%zb**	*20%*	**46%zd**	*16%*	**45%zf**	*24%*	**44%zh**	*16%*	*35%*	**42%i**	**45%zl**	*18%*	**49%zn**	*18%*	*38%*
Mean Score		**3.72bdhiln**	**3.82zb**	3.38	**3.79zd**	3.28	**3.77z**	3.45	**3.74h**	3.31	3.64	3.70	**3.78zl**	3.32	**3.86zn**	3.30	3.69
Std. Dev.		1.23	1.18	1.35	1.19	1.41	1.20	1.38	1.20	1.44	1.32	1.11	1.22	1.30	1.18	1.35	1.24
Std. Err.		0.03	0.03	0.07	0.03	0.09	0.03	0.15	0.03	0.17	0.04	0.05	0.03	0.08	0.03	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 712

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.63 TV Channels watch regularly: BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	Q.64 Radio stations listen to regularly: BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Totally their own responsibility	(5)	799 **36%j**	661 *37%*	480 *36%*	690 *37%*	583 *37%*	454 *38%*	738 *37%*	779 *36%*	19 *29%*	186 **37%j**	168 *30%*	465 **35%j**	339 *35%*	598 **35%j**	186 **38%j**	786 *36%*
Mainly their own responsibility	(4)	465 **21%n**	366 *20%*	272 *20%*	385 *20%*	341 *21%*	271 **23%abc**	438 **22%zac**	458 **21%zac**	7 *11%*	139 **28%zjkmn**	116 **21%n**	312 **23%zn**	227 **23%n**	389 **23%zn**	70 *14%*	445 *20%*
Equally their own and the broadcaster's responsibility	(3)	575 **26%fg**	481 **27%efg**	370 **28%ef**	510 **27%zdefg**	405 *25%*	290 *24%*	503 *25%*	548 **26%f**	26 *39%*	113 *22%*	184 **33%ziklm**	364 **27%i**	261 *27%*	435 *26%*	133 *28%*	562 *25%*
Mainly the broadcaster's responsibility	(2)	210 **10%egklm**	169 **9%e**	117 *9%*	171 **9%e**	148 **9%e**	90 *8%*	187 **9%e**	198 **9%e**	11 *16%*	35 *7%*	46 *8%*	110 *8%*	74 *8%*	143 *8%*	62 **13%zikim**	249 *11%*
Totally the broadcaster's responsibility	(1)	139 *6%*	112 *6%*	96 *7%*	121 *6%*	106 *7%*	76 *6%*	129 *6%*	136 *6%*	3 *5%*	28 *6%*	37 *7%*	83 *6%*	62 *6%*	109 *6%*	28 *6%*	133 *6%*
Don't know		17 **1%ac**	9 *	10 *1%*	10 *1%*	13 **1%a**	11 **1%ac**	16 **1%ac**	17 **1%ac**	* *	3 *1%*	5 *1%*	10 *1%*	6 *1%*	11 *1%*	7 *1%*	31 *1%*
Own responsibility		**1264** **57%j**	**1028** ***57%***	**753** ***56%***	**1075** ***57%***	**924** ***58%***	**725** **61%zabcdg**	**1175** **58%zbc**	**1237** **58%z**	**26** ***40%***	**324** **65%zjklmn**	**284** ***51%***	**777** **58%j**	**566** **58%j**	**987** **59%j**	**255** ***53%***	**1231** ***56%***
Broadcaster's responsibility		**349** **16%e**	**281** ***16%***	**212** ***16%***	**291** ***15%***	**253** ***16%***	**167** ***14%***	**316** **16%e**	**334** ***16%***	**14** ***21%***	**62** ***12%***	**82** ***15%***	**193** ***14%***	**136** ***14%***	**252** ***15%***	**89** ***18%***	**382** ***17%***
Net Own responsibility		916 **42%jn**	747 *42%*	540 *40%*	783 *42%*	671 *42%*	558 **47%zabcdfg**	859 **43%zb**	903 **42%z**	12 *18%*	262 **52%zjklmn**	201 *36%*	584 **43%jn**	430 **44%jn**	735 **44%zjn**	166 *34%*	849 *38%*
Mean Score		**3.72j**	3.72	3.69	3.72	3.73	**3.79zabcg**	3.74	**3.73z**	3.42	**3.84jk**	3.60	**3.72j**	3.73	**3.73j**	3.68	3.69
Std. Dev.		1.23	1.23	1.24	1.23	1.23	1.21	1.23	1.23	1.21	1.16	1.19	1.20	1.20	1.21	1.27	1.24
Std. Err.		0.03	0.03	0.04	0.03	0.03	0.04	0.03	0.03	0.13	0.06	0.06	0.03	0.04	0.03	0.05	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 713

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		902	426	476	106	116	176	164	135	122	82	222	679	48.61	579	140	197	705	902
Weighted Total		893	401	492	90*	87*	161*	159	169*	133*	92*	177*	715	50.74	591	145*	198	694	902
Totally their own responsibility	(5)	258	107	151	29	18	49	49	31	45	37	47	211	52.11	159	54	72	186	262
		29%g	*27%*	*31%*	*32%*	*21%*	*30%*	**31%g**	*18%*	**34%g**	**40%zdgk**	*27%*	**29%g**		*27%*	*37%*	**36%zo**	*27%*	*29%*
Mainly their own responsibility	(4)	179	91	88	18	25	36	32	40	16	11	43	136	47.24	126	22	31	148	175
		20%h	*23%*	*18%*	*20%*	**29%hi**	*22%*	*20%*	**24%h**	*12%*	*12%*	**24%h**	*19%*		*21%*	*15%*	*15%*	*21%*	*19%*
Equally their own and the broadcaster's responsibility	(3)	267	131	137	25	32	54	48	60	31	16	57	210	48.68	195	26	50	217	255
		30%im	*33%*	*28%*	*28%*	**37%i**	**33%i**	*31%*	**36%i**	*24%*	*17%*	**32%i**	**29%i**		**33%zm**	*18%*	*25%*	*31%*	*28%*
Mainly the broadcaster's responsibility	(2)	102	42	61	10	9	16	14	17	19	16	19	83	54.29	60	23	32	70	127
		11%	*10%*	*12%*	*12%*	*10%*	*10%*	*9%*	*10%*	*15%*	*17%*	*11%*	*12%*		*10%*	*16%*	*16%*	*10%*	*14%*
Totally the broadcaster's responsibility	(1)	80	27	53	7	4	3	14	20	20	11	11	68	56.30	45	19	13	67	76
		9%e	*7%*	*11%*	*8%*	*4%*	*2%*	**9%e**	**12%e**	**15%zejk**	**12%e**	*6%*	**10%e**		*8%*	*13%*	*7%*	*10%*	*8%*
Don't know		6	4	2	*	*	4	-	*	1	2	*	6	55.00	5	1	-	6	7
		1%	*1%*	*	*	*	*2%*	-	*	*1%*	*2%*	*	*1%*		*1%*	*1%*	-	*1%*	*1%*
Own responsibility		**437**	**198**	**239**	**47**	**43**	**85**	**82**	**71**	**61**	**48**	**90**	**347**	**50.12**	**286**	**75**	**102**	**334**	**437**
		49%	***49%***	***49%***	***52%***	***49%***	***52%***	***51%***	***42%***	***46%***	***52%***	***51%***	***49%***		***48%***	***52%***	***52%***	***48%***	***48%***
Broadcaster's responsibility		**182**	**68**	**114**	**18**	**12**	**19**	**29**	**37**	**40**	**27**	**30**	**151**	**55.16**	**105**	**42**	**46**	**136**	**203**
		20%el	***17%***	***23%***	***20%***	***14%***	***12%***	***18%***	***22%***	**30%zejk**	**29%e**	***17%***	**21%e**		***18%***	**29%zl**	***23%***	***20%***	***23%***
Net Own responsibility		255	129	125	29	31	66	53	34	22	21	60	196	-5.05	181	33	57	198	234
		29%h	*32%*	*25%*	**33%h**	**35%h**	**41%zghik**	**33%gh**	*20%*	*16%*	*23%*	**34%gh**	**27%h**		*31%*	*23%*	*29%*	*29%*	*26%*
Mean Score		3.49	3.53	3.46	3.57	3.52	**3.71g**	3.55	3.27	3.35	3.51	3.55	3.48	0.99	3.51	3.47	3.58	3.46	3.47
Std. Dev.		1.27	1.19	1.33	1.28	1.06	1.07	1.27	1.22	1.46	1.47	1.17	1.29	1.03	1.21	1.46	1.31	1.26	1.28
Std. Err.		0.04	0.06	0.06	0.12	0.10	0.08	0.10	0.11	0.13	0.16	0.08	0.05	0.15	0.05	0.12	0.09	0.05	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 714

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**902**	623	56	159	9	224	675	581	110	58	27	14	790	136	449	248	58	314	569	902
Weighted Total		**893**	749	21**	38**	33**	93**	796	696	28**	13**	3**	20**	759	152*	500	209	21**	255	617	902
Totally their own responsibility	(5)	**258**	222	12	3	8	22	236	209	6	*	*	-	215	53	150	50	5	66	189	262
		29%	*30%*	*55%*	*8%*	*23%*	*24%*	*30%*	**30%l**	*22%*	*1%*	*3%*	-	*28%*	*35%*	*30%*	*24%*	*23%*	*26%*	*31%*	*29%*
Mainly their own responsibility	(4)	**179**	157	1	3	11	15	163	132	*	2	*	11	145	28	98	47	5	61	113	175
		20%	*21%*	*6%*	*8%*	*34%*	*17%*	*21%*	*19%*	*1%*	*17%*	*3%*	*53%*	*19%*	*19%*	*20%*	*23%*	*23%*	*24%*	*18%*	*19%*
Equally their own and the broadcaster's responsibility	(3)	**267**	217	*	17	11	27	239	197	14	3	3	7	223	27	161	69	3	78	179	255
		30%am	*29%*	*	*43%*	*32%*	*30%*	**30%a**	*28%*	*51%*	*24%*	*90%*	*33%*	**29%g**	*18%*	**32%m**	**33%m**	*16%*	*31%*	*29%*	*28%*
Mainly the broadcaster's responsibility	(2)	**102**	81	3	13	-	17	86	82	5	7	*	2	96	26	45	23	5	30	69	127
		11%n	*11%*	*15%*	*35%*	-	*18%*	*11%*	*12%*	*19%*	*57%*	*4%*	*9%*	**13%g**	**17%zn**	*9%*	*11%*	*25%*	*12%*	*11%*	*14%*
Totally the broadcaster's responsibility	(1)	**80**	67	5	1	3	9	68	72	1	*	*	1	74	16	44	16	2	15	64	76
		9%	*9%*	*24%*	*3%*	*10%*	*10%*	*9%*	**10%zl**	*3%*	*1%*	*	*5%*	*10%*	*11%*	*9%*	*8%*	*12%*	*6%*	*10%*	*8%*
Don't know		**6**	5	*	1	-	1	5	4	1	*	-	-	5	1	2	4	-	4	2	7
		1%	*1%*	*	*4%*	-	*1%*	*1%*	*1%*	*5%*	*	-	-	*1%*	*1%*	*	*2%*	-	*2%*	*	*1%*
Own responsibility		**437**	**379**	**13**	**6**	**19**	**38**	**399**	**342**	**6**	**2**	*****	**11**	**361**	**81**	**249**	**97**	**10**	**128**	**303**	**437**
		49%	***51%z***	***61%***	***16%***	***57%***	***41%***	***50%***	***49%l***	***22%***	***18%***	***6%***	***53%***	***48%***	***54%***	***50%***	***47%***	***47%***	***50%***	***49%***	***48%***
Broadcaster's responsibility		**182**	**149**	**8**	**14**	**3**	**26**	**154**	**153**	**6**	**7**	*****	**3**	**169**	**43**	**89**	**39**	**8**	**45**	**133**	**203**
		20%	***20%***	***39%***	***37%***	***10%***	***28%***	***19%***	***22%***	***22%***	***58%***	***4%***	***14%***	***22%z***	***28%zn***	***18%***	***19%***	***37%***	***18%***	***22%***	***23%***
Net Own responsibility		**255**	231	5	-8	16	12	245	188	*	-5	*	8	191	39	160	59	2	83	170	234
		29%l	**31%z**	*22%*	*-22%*	*47%*	*13%*	*31%*	**27%l**	*1%*	*-40%*	*2%*	*39%*	*25%*	*25%*	*32%*	*28%*	*9%*	*32%*	*28%*	*26%*
Mean Score		**3.49**	**3.52z**	3.53	2.83	3.60	3.27	3.52	**3.47l**	3.20	2.61	3.05	3.34	3.44	3.50	3.53	3.45	3.21	3.53	3.48	3.47
Std. Dev.		**1.27**	1.27	1.80	0.93	1.16	1.30	1.26	1.31	1.12	0.85	0.58	0.86	1.29	1.40	1.25	1.20	1.40	1.18	1.31	1.28
Std. Err.		**0.04**	0.05	0.24	0.07	0.39	0.09	0.05	0.05	0.11	0.11	0.11	0.23	0.05	0.12	0.06	0.08	0.18	0.07	0.06	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 715

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		902	234	260	136	396	464	438	433	408	207	208	429	470	72	674	528	98	902
Weighted Total		893	197	271	174*	444	510	383	432	391	234	182	444	447	66*	662	567	108*	902
Totally their own responsibility	(5)	258	69	76	29	105	122	136	140	124	48	64	126	132	18	202	161	30	262
		29%cdei	**35%cd**	**28%cd**	*17%*	**24%c**	*24%*	**36%ze**	**32%e**	**32%i**	*21%*	**35%i**	*28%*	*30%*	*27%*	*31%*	*28%*	*27%*	*29%*
Mainly their own responsibility	(4)	179	44	51	53	104	120	59	77	71	63	32	93	86	7	130	128	32	175
		20%f	*22%*	*19%*	**30%zb**	**23%b**	**23%zfg**	*15%*	*18%*	*18%*	*27%*	*17%*	*21%*	*19%*	*11%*	*20%*	*23%*	*30%*	*19%*
Equally their own and the broadcaster's responsibility	(3)	267	25	101	69	170	169	98	129	110	90	36	147	120	17	209	183	31	255
		30%afj	*13%*	**37%za**	**40%za**	**38%za**	*33%*	*26%*	*30%*	*28%*	**38%zj**	*20%*	*33%*	*27%*	*26%*	*32%*	*32%*	*29%*	*28%*
Mainly the broadcaster's responsibility	(2)	102	34	26	10	36	54	49	41	46	22	26	38	65	7	66	57	8	127
		11%cdkn	**17%zcd**	*10%*	*6%*	*8%*	*11%*	*13%*	*10%*	*12%*	*10%*	*14%*	*8%*	**14%zk**	*10%*	*10%*	*10%*	*8%*	*14%*
Totally the broadcaster's responsibility	(1)	80	24	16	10	26	41	39	43	37	8	23	37	42	13	52	36	6	76
		9%dio	**12%d**	*6%*	*6%*	*6%*	*8%*	*10%*	*10%*	**9%i**	*3%*	**13%i**	*8%*	*9%*	**20%zno**	*8%*	*6%*	*6%*	*8%*
Don't know		6	1	*	3	3	5	1	2	2	3	1	4	2	4	3	3	-	7
		1%	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	**6%zno**	*	*	-	*1%*
Own responsibility		**437**	**112**	**127**	**82**	**209**	**241**	**195**	**217**	**195**	**111**	**96**	**219**	**218**	**25**	**332**	**288**	**62**	**437**
		49%	***57%z***	***47%***	***47%***	***47%***	***47%***	***51%***	***50%***	***50%***	***47%***	***53%***	***49%***	***49%***	***38%***	***50%***	***51%***	***57%***	***48%***
Broadcaster's responsibility		**182**	**58**	**42**	**20**	**62**	**94**	**88**	**84**	**84**	**31**	**49**	**74**	**107**	**20**	**118**	**93**	**15**	**203**
		20%cdikno	**29%zbcd**	***16%***	***11%***	***14%***	***18%***	***23%***	***19%***	***21%***	***13%***	**27%zi**	***17%***	**24%zk**	**31%o**	***18%***	***16%***	***14%***	***23%***
Net Own responsibility		255	54	85	62	147	147	108	133	111	81	47	145	111	5	215	195	47	234
		29%lm	*28%*	*31%*	*36%*	**33%z**	*29%*	*28%*	*31%*	*28%*	*34%*	*26%*	**33%l**	*25%*	*7%*	**32%zm**	**34%zm**	**44%z**	*26%*
Mean Score		3.49	3.50	3.54	3.47	3.51	3.45	3.54	3.54	3.51	3.52	3.48	3.53	3.45	3.15	**3.55z**	3.57	3.65	3.47
Std. Dev.		1.27	1.43	1.17	1.03	1.12	1.20	1.36	1.30	1.31	1.04	1.42	1.22	1.31	1.49	1.24	1.18	1.14	1.28
Std. Err.		0.04	0.09	0.07	0.09	0.06	0.06	0.06	0.06	0.06	0.07	0.10	0.06	0.06	0.18	0.05	0.05	0.11	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 716

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Wtd. Total (z)	Region: England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Q.62 Readership: Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Q.93 Importance of Religion: Important (m)	Q.94 Personal swearing: Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		902	699	65	66	72	139	273	217	203	223	236	328	274	536	414	398	64	902
Weighted Total		893	737	39*	29*	88*	88*	288	217	234	215	258	335	253	442	390	409	74*	902
Totally their own responsibility	(5)	258 **29%gjm**	208 **28%g**	12 *30%*	11 **39%fg**	27 *31%*	20 *23%*	73 **25%g**	44 *20%*	71 *31%*	63 *30%*	53 *21%*	89 *27%*	88 **35%zjk**	109 *25%*	99 *25%*	125 *31%*	29 *39%*	262 *29%*
Mainly their own responsibility	(4)	179 *20%*	146 *20%*	10 *25%*	5 *18%*	18 *20%*	17 *20%*	64 *22%*	47 *22%*	39 *17%*	43 *20%*	66 **26%z**	66 *20%*	47 *18%*	77 *17%*	67 *17%*	95 *23%*	14 *19%*	175 *19%*
Equally their own and the broadcaster's responsibility	(3)	267 *30%*	227 *31%*	9 *22%*	8 *27%*	24 *27%*	34 *39%*	99 *34%*	77 *36%*	70 *30%*	59 *27%*	95 **37%z**	108 *32%*	70 *28%*	135 *31%*	113 *29%*	126 *31%*	21 *29%*	255 *28%*
Mainly the broadcaster's responsibility	(2)	102 *11%*	90 *12%*	2 *6%*	3 *12%*	6 *7%*	10 *11%*	29 *10%*	29 *13%*	34 *15%*	27 *13%*	21 *8%*	31 *9%*	25 *10%*	57 *13%*	59 **15%zo**	36 *9%*	7 *9%*	127 *14%*
Totally the broadcaster's responsibility	(1)	80 **9%o**	60 *8%*	7 **17%zacef**	1 *4%*	12 *14%*	4 *5%*	20 *7%*	17 *8%*	18 *8%*	22 *10%*	19 *7%*	36 *11%*	22 *9%*	60 **13%z**	50 **13%zo**	25 *6%*	3 *4%*	76 *8%*
Don't know		6 *1%*	5 *1%*	- -	- -	1 *1%*	3 *3%*	3 *1%*	3 *1%*	2 *1%*	1 *1%*	4 *2%*	5 *1%*	1 *1%*	5 *1%*	2 *1%*	3 *1%*	- -	7 *1%*
Own responsibility		**437** **49%mn**	**354** ***48%***	**21** ***55%***	**16** ***57%***	**45** ***51%***	**38** ***43%***	**138** **48%g**	**91** ***42%***	**110** ***47%***	**106** ***49%***	**120** ***46%***	**155** ***46%***	**134** ***53%***	**185** ***42%***	**166** ***42%***	**220** **54%n**	**43** **58%n**	**437** ***48%***
Broadcaster's responsibility		**182** **20%o**	**150** ***20%***	**9** ***23%***	**5** ***16%***	**18** ***21%***	**14** ***16%***	**49** ***17%***	**45** ***21%***	**52** ***22%***	**49** ***23%***	**40** ***15%***	**67** ***20%***	**47** ***18%***	**117** **26%z**	**109** **28%zop**	**61** ***15%***	**10** ***13%***	**203** ***23%***
Net Own responsibility		255 **29%mn**	203 *28%*	12 *32%*	12 **41%zaghi**	27 *31%*	24 *27%*	88 **31%g**	46 *21%*	58 *25%*	57 *27%*	80 *31%*	88 *26%*	87 **35%zk**	69 *15%*	56 *14%*	159 **39%zn**	34 **45%zn**	234 *26%*
Mean Score		**3.49mn**	3.48	3.44	**3.76g**	3.49	3.47	**3.50g**	3.34	3.48	3.46	3.45	3.43	3.61	3.27	3.27	**3.64zn**	**3.81n**	3.47
Std. Dev.		1.27	1.25	1.43	1.22	1.37	1.12	1.18	1.18	1.28	1.31	1.13	1.27	1.29	1.33	1.34	1.18	1.18	1.28
Std. Err.		0.04	0.05	0.18	0.15	0.16	0.10	0.07	0.08	0.09	0.09	0.07	0.07	0.08	0.06	0.07	0.06	0.15	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 717

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		902	174	81	467	566	682	831	787	902	461	170	116	486	413	170	235	189	86	902
Weighted Total		893	184	75*	533	583	665	821	775	893	461	174*	102*	474	358	106*	233	155	53*	902
Totally their own responsibility	(5)	258 **29%efg**	45 *24%*	16 *22%*	148 *28%*	155 *27%*	170 *26%*	226 **28%e**	209 *27%*	258 *29%*	126 *27%*	39 *23%*	27 *26%*	135 *28%*	100 *28%*	34 *33%*	64 *27%*	49 *31%*	28 **52%zop**	262 *29%*
Mainly their own responsibility	(4)	179 **20%q**	28 *15%*	10 *13%*	103 *19%*	118 *20%*	123 *18%*	167 **20%e**	155 *20%*	179 *20%*	103 *22%*	39 *22%*	22 *21%*	82 *17%*	57 *16%*	13 *12%*	48 **21%q**	23 *15%*	3 *5%*	175 *19%*
Equally their own and the broadcaster's responsibility	(3)	267 *30%*	60 *33%*	36 **48%zac**	161 *30%*	191 **33%z**	210 *32%*	248 *30%*	237 *31%*	267 *30%*	136 *29%*	59 *34%*	37 *37%*	134 *28%*	111 *31%*	32 *30%*	69 *29%*	40 *26%*	13 *24%*	255 *28%*
Mainly the broadcaster's responsibility	(2)	102 *11%*	29 *16%*	10 *14%*	69 *13%*	71 *12%*	86 **13%zf**	95 *12%*	92 *12%*	102 *11%*	52 *11%*	21 *12%*	10 *10%*	63 *13%*	52 *14%*	11 *10%*	24 *10%*	20 *13%*	5 *9%*	127 *14%*
Totally the broadcaster's responsibility	(1)	80 **9%b**	23 **12%b**	1 *1%*	48 **9%b**	46 *8%*	72 **11%zdf**	77 *9%*	77 **10%d**	80 *9%*	43 *9%*	13 *7%*	6 *6%*	57 **12%z**	35 *10%*	14 *14%*	28 *12%*	21 *13%*	4 *8%*	76 *8%*
Don't know		6 *1%*	* *	2 *2%*	4 *1%*	2 *	4 *1%*	6 *1%*	5 *1%*	6 *1%*	2 *	2 *1%*	- -	2 *	4 *1%*	1 *1%*	1 *1%*	2 *1%*	1 *2%*	7 *1%*
Own responsibility		**437** **49%abeg**	**72** ***39%***	**26** ***35%***	**251** ***47%***	**273** ***47%***	**293** ***44%***	**393** **48%e**	**364** **47%e**	**437** ***49%***	**229** ***50%***	**78** ***45%***	**48** ***47%***	**217** ***46%***	**157** ***44%***	**48** ***45%***	**112** ***48%***	**71** ***46%***	**30** ***57%***	**437** ***48%***
Broadcaster's responsibility		**182** ***20%***	**52** **28%zb**	**12** ***15%***	**117** ***22%***	**116** ***20%***	**158** **24%zdfg**	**172** ***21%***	**169** ***22%***	**182** ***20%***	**94** ***20%***	**34** ***20%***	**16** ***16%***	**120** **25%z**	**87** ***24%***	**25** ***24%***	**51** ***22%***	**41** ***26%***	**9** ***17%***	**203** ***23%***
Net Own responsibility		255 **29%aefglmp**	20 *11%*	14 *19%*	133 **25%a**	157 **27%e**	134 *20%*	221 **27%eg**	195 **25%e**	255 *29%*	135 *29%*	44 *26%*	32 *31%*	97 *20%*	70 *20%*	22 *21%*	61 *26%*	30 *20%*	21 **40%p**	234 *26%*
Mean Score		**3.49aegl**	3.23	3.41	3.44	**3.46e**	3.35	**3.45eg**	**3.43e**	3.49	3.47	3.41	3.52	3.37	3.38	3.41	3.42	3.38	**3.86op**	3.47
Std. Dev.		1.27	1.31	1.04	1.27	1.22	1.29	1.27	1.28	1.27	1.26	1.18	1.16	1.34	1.30	1.39	1.31	1.40	1.37	1.28
Std. Err.		0.04	0.10	0.12	0.06	0.05	0.05	0.04	0.05	0.04	0.06	0.09	0.11	0.06	0.06	0.11	0.09	0.10	0.15	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 718

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Q.56 Okay if warned before: Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total		902	61	59	40	33	511	437	203	502	118	352	89	74	336	652	137	902
Weighted Total		893	55*	56*	39**	29**	515	437	182	498	107*	340	91*	66**	358	649	142*	902
Totally their own responsibility	(5)	258	12	11	13	11	139	258	-	197	10	83	25	15	129	208	27	262
		29%gio	*23%*	*19%*	*33%*	*37%*	*27%*	**59%zg**	-	**40%zi**	*9%*	*24%*	*27%*	*23%*	**36%zj**	**32%zo**	*19%*	*29%*
Mainly their own responsibility	(4)	179	9	10	6	5	100	179	-	97	25	70	20	15	68	140	14	175
		20%go	*17%*	*18%*	*15%*	*16%*	*19%*	**41%zg**	-	*19%*	*23%*	*21%*	*22%*	*24%*	*19%*	**22%o**	*10%*	*19%*
Equally their own and the broadcaster's responsibility	(3)	267	20	20	11	6	171	-	-	116	21	106	28	17	104	188	46	255
		30%fgh	*37%*	*36%*	*27%*	*19%*	**33%z**	-	-	*23%*	*20%*	*31%*	*30%*	*26%*	*29%*	*29%*	*33%*	*28%*
Mainly the broadcaster's responsibility	(2)	102	6	8	6	5	60	-	102	44	26	44	10	8	33	65	28	127
		11%fh	*11%*	*15%*	*16%*	*16%*	*12%*	-	**56%zf**	*9%*	**24%zh**	*13%*	*11%*	*12%*	*9%*	*10%*	**20%zn**	*14%*
Totally the broadcaster's responsibility	(1)	80	6	6	4	3	43	-	80	38	26	35	9	10	23	43	28	76
		9%fn	*11%*	*11%*	*9%*	*12%*	*8%*	-	**44%zf**	*8%*	**24%zh**	*10%*	*10%*	*15%*	*6%*	*7%*	**19%zn**	*8%*
Don't know		6	1	*	-	-	1	-	-	5	-	2	-	-	2	5	-	7
		1%	*2%*	*	-	-	*	-	-	*1%*	-	*1%*	-	-	*	*1%*	-	*1%*
Own responsibility		**437**	**22**	**21**	**19**	**16**	**239**	**437**	**-**	**294**	**34**	**153**	**45**	**31**	**197**	**348**	**40**	**437**
		49%gio	***40%***	***38%***	***47%***	***53%***	***46%***	**100%zg**	**-**	**59%zi**	***32%***	***45%***	***49%***	***47%***	**55%zj**	**54%zo**	***28%***	***48%***
Broadcaster's responsibility		**182**	**12**	**14**	**10**	**8**	**103**	**-**	**182**	**83**	**51**	**79**	**19**	**18**	**56**	**108**	**56**	**203**
		20%fhmn	***22%***	***26%***	***26%***	***27%***	***20%***	**-**	**100%zf**	***17%***	**48%zh**	***23%***	***21%***	***27%***	***16%***	***17%***	**39%zn**	***23%***
Net Own responsibility		255	10	7	9	8	136	437	-182	211	-17	74	26	13	141	240	-15	234
		29%bgijo	*18%*	*12%*	*22%*	*26%*	*26%*	**100%zg**	*-100%*	**42%zi**	*-16%*	*22%*	*28%*	*20%*	**39%zj**	**37%zo**	*-11%*	*26%*
Mean Score		**3.49gio**	3.30	3.20	3.45	3.51	3.45	**4.59zg**	1.56	**3.75zi**	2.69	3.36	3.46	3.28	**3.69zj**	**3.63zo**	2.89	3.47
Std. Dev.		1.27	1.26	1.24	1.35	1.44	1.24	0.49	0.50	1.28	1.31	1.27	1.27	1.36	1.23	1.22	1.35	1.28
Std. Err.		0.04	0.16	0.16	0.21	0.25	0.05	0.02	0.03	0.06	0.12	0.07	0.13	0.16	0.07	0.05	0.12	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 719

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		902	553	153	452	317	405	301	691	101	457	276	772	62	435	275	619	147	902
Weighted Total		893	567	155*	467	310	366	341	680	110*	499	244	759	67*	396	315	589	172	902
Totally their own responsibility	(5)	258	180	35	153	72	88	116	177	53	168	55	195	36	122	88	155	64	262
		29%degjko	*32%*	*23%*	**33%zd**	*23%*	*24%*	**34%ze**	*26%*	**48%zg**	**34%zj**	*23%*	*26%*	**54%zk**	*31%*	*28%*	*26%*	**37%o**	*29%*
Mainly their own responsibility	(4)	179	117	22	95	51	60	76	129	18	114	28	150	12	53	79	107	31	175
		20%jm	*21%*	*14%*	*20%*	*16%*	*16%*	*22%*	*19%*	*16%*	**23%j**	*11%*	*20%*	*18%*	*13%*	**25%m**	*18%*	*18%*	*19%*
Equally their own and the broadcaster's responsibility	(3)	267	181	44	150	91	120	95	213	23	154	72	241	15	117	100	181	53	255
		30%	*32%*	*28%*	*32%*	*29%*	*33%*	*28%*	*31%*	*21%*	*31%*	*29%*	**32%z**	*22%*	*29%*	*32%*	*31%*	*31%*	*28%*
Mainly the broadcaster's responsibility	(2)	102	58	21	41	52	57	26	90	8	42	41	98	*	45	32	74	20	127
		11%cfil	*10%*	*14%*	*9%*	**17%zc**	**16%zf**	*8%*	**13%z**	*8%*	*8%*	**17%zi**	**13%zl**	*	*11%*	*10%*	*13%*	*11%*	*14%*
Totally the broadcaster's responsibility	(1)	80	28	30	24	44	39	25	69	5	19	46	69	4	57	11	67	5	76
		9%acinp	*5%*	**20%za**	*5%*	**14%zc**	*11%*	*7%*	*10%*	*5%*	*4%*	**19%zi**	*9%*	*6%*	**14%zn**	*3%*	**11%zp**	*3%*	*8%*
Don't know		6	4	3	4	1	2	3	2	3	2	2	6	*	1	5	6	-	7
		1%g	*1%*	*2%*	*1%*	*	*	*1%*	*	*2%*	*	*1%*	*1%*	*	*	*2%*	*1%*	-	*1%*
Own responsibility		**437**	**297**	**57**	**248**	**122**	**148**	**192**	**306**	**70**	**282**	**83**	**345**	**48**	**175**	**167**	**262**	**95**	**437**
		49%bdegjkmo	**52%zb**	***37%***	**53%zd**	***39%***	***41%***	**56%ze**	***45%***	**64%zg**	**56%zj**	***34%***	***45%***	**72%zk**	***44%***	***53%***	***44%***	***55%***	***48%***
Broadcaster's responsibility		**182**	**86**	**51**	**65**	**97**	**96**	**50**	**158**	**14**	**61**	**87**	**167**	**4**	**103**	**43**	**141**	**24**	**203**
		20%acfiln	***15%***	**33%za**	***14%***	**31%zc**	**26%zf**	***15%***	**23%z**	***13%***	***12%***	**36%zi**	**22%zl**	***6%***	**26%zn**	***14%***	**24%zp**	***14%***	***23%***
Net Own responsibility		255	210	5	183	26	52	141	148	57	221	-4	178	44	73	124	121	70	234
		29%bdegjkmo	**37%zb**	*4%*	**39%zd**	*8%*	*14%*	**42%ze**	*22%*	**51%zg**	**44%zj**	*-2%*	*23%*	**66%zk**	*18%*	**39%zm**	*21%*	**41%zo**	*26%*
Mean Score		**3.49bdegjkmo**	**3.64zb**	3.07	**3.67zd**	3.17	3.28	**3.69ze**	3.38	**3.96zg**	**3.74zj**	3.02	3.40	**4.14zk**	3.35	**3.65zm**	3.36	**3.75zo**	3.47
Std. Dev.		1.27	1.17	1.42	1.17	1.34	1.28	1.22	1.28	1.22	1.13	1.40	1.25	1.13	1.40	1.10	1.31	1.15	1.28
Std. Err.		0.04	0.05	0.12	0.06	0.08	0.06	0.07	0.05	0.12	0.05	0.08	0.05	0.14	0.07	0.07	0.05	0.10	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 720

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		902	505	225	587	156	524	39	499	34	491	157	600	146	534	163	902
Weighted Total		893	518	214	615	148	549	35**	535	27**	451	186	582	151*	551	167*	902
Totally their own responsibility	(5)	258	169	49	190	30	170	4	159	1	139	40	177	32	185	32	262
		29%dn	**33%zb**	*23%*	**31%d**	*20%*	*31%*	*11%*	*30%*	*5%*	*31%*	*22%*	*30%*	*21%*	**34%zn**	*19%*	*29%*
Mainly their own responsibility	(4)	179	102	35	128	30	123	7	122	7	73	45	126	26	119	25	175
		20%i	*20%*	*17%*	*21%*	*20%*	*22%*	*19%*	**23%z**	*25%*	*16%*	*24%*	*22%*	*17%*	*22%*	*15%*	*19%*
Equally their own and the broadcaster's responsibility	(3)	267	147	71	175	39	155	13	158	6	114	69	158	51	140	62	255
		30%ikm	*28%*	*33%*	*28%*	*27%*	*28%*	*38%*	*30%*	*21%*	*25%*	**37%i**	*27%*	*34%*	*25%*	**37%m**	*28%*
Mainly the broadcaster's responsibility	(2)	102	52	38	68	24	54	7	52	7	69	18	69	22	68	16	127
		11%	*10%*	**18%za**	*11%*	*16%*	*10%*	*20%*	*10%*	*25%*	**15%z**	*10%*	*12%*	*15%*	*12%*	*10%*	*14%*
Totally the broadcaster's responsibility	(1)	80	42	21	49	25	46	4	43	5	55	10	52	17	34	28	76
		9%m	*8%*	*10%*	*8%*	**17%zc**	*8%*	*12%*	*8%*	*20%*	**12%z**	*5%*	*9%*	*11%*	*6%*	**17%zm**	*8%*
Don't know		6	6	-	5	*	2	-	2	1	1	4	1	3	4	3	7
		1%k	*1%*	-	*1%*	*	*	-	*	*3%*	*	**2%i**	*	*2%*	*1%*	*2%*	*1%*
Own responsibility		**437**	**271**	**84**	**318**	**60**	**293**	**11**	**281**	**8**	**212**	**85**	**302**	**58**	**304**	**57**	**437**
		49%bln	**52%b**	***39%***	**52%zd**	***40%***	**53%z**	***30%***	**53%z**	***30%***	***47%***	***46%***	**52%l**	***39%***	**55%zn**	***34%***	***48%***
Broadcaster's responsibility		**182**	**94**	**59**	**117**	**49**	**99**	**11**	**94**	**12**	**124**	**28**	**121**	**39**	**102**	**44**	**203**
		20%g	***18%***	**28%za**	***19%***	**33%zc**	***18%***	***32%***	***18%***	***45%***	**28%zj**	***15%***	***21%***	***26%***	***19%***	***27%***	***23%***
Net Own responsibility		255	178	25	202	11	193	-1	187	-4	88	57	181	19	202	13	234
		29%bdiln	**34%zb**	*12%*	**33%zd**	*7%*	**35%z**	*-2%*	**35%z**	*-15%*	*19%*	**31%i**	**31%l**	*13%*	**37%zn**	*8%*	*26%*
Mean Score		**3.49bdiln**	**3.60zb**	3.24	**3.56zd**	3.11	**3.58z**	2.98	3.57	2.68	3.38	3.48	**3.53l**	3.23	**3.64zn**	3.10	3.47
Std. Dev.		1.27	1.27	1.26	1.25	1.36	1.25	1.17	1.23	1.23	1.38	1.11	1.28	1.27	1.24	1.31	1.28
Std. Err.		0.04	0.06	0.08	0.05	0.11	0.05	0.19	0.06	0.21	0.06	0.09	0.05	0.11	0.05	0.10	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 721

Q.53a Where do you think the responsibility lies for making sure that an adult does not see or hear a programme or content that they might find uncomfortable or offensive?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Wtd. Total (z)	Q.63 TV Channels watch regularly: BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	Q.64 Radio stations listen to regularly: BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		902	747	543	787	640	458	810	874	25	129	218	528	383	664	212	902
Weighted Total		893	748	589	788	658	478	824	878	12**	148*	273	573	400	692	186	902
Totally their own responsibility	(5)	258 *29%*	224 **30%b**	161 *27%*	233 *30%*	194 *29%*	136 *28%*	241 *29%*	257 *29%*	1 *9%*	45 *31%*	65 *24%*	156 *27%*	105 *26%*	193 *28%*	60 *33%*	262 *29%*
Mainly their own responsibility	(4)	179 **20%n**	150 *20%*	125 *21%*	158 *20%*	135 *20%*	107 *22%*	173 **21%z**	178 *20%*	1 *5%*	39 **27%n**	62 **23%n**	136 **24%zn**	101 **25%zn**	159 **23%zn**	20 *11%*	175 *19%*
Equally their own and the broadcaster's responsibility	(3)	267 **30%f**	220 *29%*	187 **32%f**	237 *30%*	189 *29%*	142 *30%*	236 *29%*	259 *29%*	7 *59%*	45 *30%*	98 **36%m**	177 *31%*	124 *31%*	207 *30%*	56 *30%*	255 *28%*
Mainly the broadcaster's responsibility	(2)	102 **11%k**	89 *12%*	59 *10%*	89 *11%*	77 *12%*	47 *10%*	94 *11%*	98 *11%*	3 *21%*	11 *7%*	21 *8%*	51 *9%*	39 *10%*	70 *10%*	27 *15%*	127 *14%*
Totally the broadcaster's responsibility	(1)	80 *9%*	61 *8%*	54 *9%*	67 *8%*	57 *9%*	41 *9%*	74 *9%*	79 *9%*	1 *7%*	7 *5%*	25 *9%*	49 *9%*	29 *7%*	59 *8%*	20 *11%*	76 *8%*
Don't know		6 **1%c**	4 *1%*	4 *1%*	4 *	6 **1%ac**	4 *1%*	6 **1%c**	6 **1%c**	* *	- -	2 *1%*	4 *1%*	2 *	4 *1%*	3 *1%*	7 *1%*
Own responsibility		**437** ***49%***	**375** ***50%***	**286** ***48%***	**391** ***50%***	**329** ***50%***	**243** ***51%***	**414** **50%z**	**435** **50%z**	**2** ***14%***	**85** ***57%***	**127** ***47%***	**292** ***51%***	**206** ***52%***	**352** ***51%***	**80** ***43%***	**437** ***48%***
Broadcaster's responsibility		**182** **20%k**	**150** ***20%***	**113** ***19%***	**156** ***20%***	**134** ***20%***	**88** ***18%***	**168** ***20%***	**177** ***20%***	**3** ***28%***	**18** ***12%***	**46** ***17%***	**100** ***17%***	**68** ***17%***	**129** ***19%***	**47** **25%i**	**203** ***23%***
Net Own responsibility		255 **29%n**	225 *30%*	173 *29%*	236 **30%z**	195 *30%*	155 **32%z**	246 **30%z**	258 **29%z**	-2 *-14%*	66 **45%zjkmn**	81 **30%n**	192 **33%zn**	138 **35%zn**	223 **32%zn**	33 *18%*	234 *26%*
Mean Score		3.49	3.52	3.48	3.51	3.51	3.53	3.50	3.50	2.87	3.70	3.45	3.52	3.54	3.52	3.40	3.47
Std. Dev.		1.27	1.26	1.25	1.26	1.27	1.24	1.27	1.27	0.97	1.13	1.20	1.22	1.19	1.24	1.36	1.28
Std. Err.		0.04	0.05	0.05	0.05	0.05	0.06	0.04	0.04	0.20	0.10	0.08	0.05	0.06	0.05	0.09	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 722

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 years (c)	Age: 25-34 years (d)	Age: 35-44 years (e)	Age: 45-54 years (f)	Age: 55-64 years (g)	Age: 65-74 years (h)	Age: 75+ years (i)	Age: Up to 34 (j)	Age: 35 years and over (k)	Age: Mean Age	Marital Status: Married/ Living as (l)	Marital Status: Widowed/ Divorced/ Separated (m)	Disability: Yes (n)	Disability: No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Totally the responsibility of a parent or guardian	(5)	931	446	485	123	143	157	166	125	109	106	266	664	48.12	577	155	191	740	941
		42%	*42%*	*43%*	*37%*	*41%*	*39%*	*46%*	*39%*	*44%*	**56%zcdegjk**	*39%*	*44%*		*43%*	**49%z**	*47%*	*41%*	*43%*
Mainly the responsibility of a parent or guardian	(4)	432	218	213	76	51	86	66	73	53	27	127	305	45.78	240	63	85	347	408
		20%l	*20%*	*19%*	**23%dij**	*15%*	*21%*	*18%*	*22%*	*22%*	*14%*	**19%d**	*20%*		*18%*	*20%*	*21%*	*19%*	*18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	606	300	306	95	120	116	98	83	56	38	215	390	44.38	393	66	93	513	592
		27%ikm	*28%*	*27%*	*29%*	**34%zhik**	*29%*	*27%*	*26%*	*23%*	*20%*	**32%zhik**	*26%*		**29%m**	*21%*	*23%*	*28%*	*27%*
Mainly the broadcaster's responsibility	(2)	131	51	80	24	24	26	17	21	7	12	49	82	44.32	86	10	19	112	136
		6%	*5%*	*7%*	*7%*	*7%*	*6%*	*5%*	*6%*	*3%*	*6%*	*7%*	*5%*		*6%*	*3%*	*5%*	*6%*	*6%*
Totally the broadcaster's responsibility	(1)	99	53	46	9	9	20	12	22	18	8	18	80	51.60	56	22	18	81	113
		4%j	*5%*	*4%*	*3%*	*2%*	*5%*	*3%*	**7%j**	**7%cdj**	*4%*	*3%*	**5%zj**		*4%*	*7%*	*4%*	*5%*	*5%*
Don't know		8	4	4	2	2	1	-	*	2	-	5	3	37.91	1	2	*	8	16
		|	*	*	*1%*	*1%*	*	-	*	*1%*	-	*1%*	*		*	*1%*	*	*	*1%*
Parent's/Guardian's responsibility		**1362**	**664**	**698**	**199**	**194**	**244**	**233**	**198**	**162**	**133**	**393**	**969**	**47.38**	**817**	**218**	**276**	**1087**	**1349**
		62%o	***62%***	***62%***	***60%***	***56%***	***60%***	***65%***	***61%***	**66%d**	**70%zdj**	***58%***	**64%zd**		***60%***	**68%zl**	**68%zo**	***60%***	***61%***
Broadcaster's responsibility		**230**	**104**	**126**	**34**	**33**	**46**	**29**	**42**	**25**	**21**	**67**	**162**	**47.43**	**142**	**32**	**37**	**193**	**249**
		10%	***10%***	***11%***	***10%***	***9%***	***11%***	***8%***	***13%***	***10%***	***11%***	***10%***	***11%***		***11%***	***10%***	***9%***	***11%***	***11%***
Net Parent's/Guardian's responsibility		1132	560	573	165	161	198	204	156	137	112	326	807	-0.06	675	185	239	894	1100
		51%o	*52%*	*51%*	*50%*	*46%*	*49%*	**57%zdj**	*48%*	*56%*	**59%dj**	*48%*	*53%*		*50%*	**58%zl**	**59%zo**	*50%*	*50%*
Mean Score		3.89	3.89	3.90	3.85	3.85	3.83	4.00	3.80	3.94	**4.10zcegjk**	3.85	3.91	1.00	3.88	4.01	4.02	3.87	3.88
Std. Dev.		1.15	1.15	1.16	1.10	1.12	1.16	1.11	1.21	1.21	1.18	1.11	1.17	1.01	1.15	1.21	1.13	1.16	1.18
Std. Err.		0.02	0.04	0.03	0.06	0.06	0.06	0.06	0.08	0.08	0.09	0.04	0.03	0.15	0.03	0.07	0.06	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 723

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity: White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Religion: Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	Number in Household: 1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Children in Household: Yes (q)	No (r)	Unwtd. Total
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Totally the responsibility of a parent or guardian	(5)	**931**	836	14	37	15	66	862	718	15	18	5	4	760	168	508	222	30	309	616	941
		42%eh	**45%zef**	*27%*	*35%*	*25%*	*30%*	**43%ze**	**44%zhl**	*24%*	*46%*	*45%*	*8%*	**42%h**	*45%*	*44%*	*38%*	*43%*	*43%*	*42%*	*43%*
Mainly the responsibility of a parent or guardian	(4)	**432**	369	12	16	13	41	390	330	13	3	5	12	363	85	233	92	17	120	304	408
		20%o	*20%*	*23%*	*15%*	*21%*	*19%*	*20%*	*20%*	*21%*	*8%*	*40%*	*26%*	*20%*	**23%o**	*20%*	*16%*	*25%*	*17%*	*21%*	*18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	**606**	480	13	33	21	67	537	420	23	11	1	19	473	77	313	195	11	214	374	592
		27%afgm	*26%*	*26%*	*31%*	*35%*	*31%*	**27%a**	*26%*	*37%*	*27%*	*9%*	*40%*	**26%g**	*21%*	*27%*	**33%zmnp**	*16%*	*30%*	*26%*	*27%*
Mainly the broadcaster's responsibility	(2)	**131**	104	1	8	12	22	110	87	7	*	1	10	104	17	59	45	8	41	88	136
		6%af	*6%*	*3%*	*7%*	*20%*	*10%*	*6%*	*5%*	*11%*	*	*6%*	*21%*	**6%g**	*4%*	*5%*	*8%*	*12%*	*6%*	*6%*	*6%*
Totally the broadcaster's responsibility	(1)	**99**	76	11	9	*	20	79	73	3	6	*	2	85	26	44	25	3	29	69	113
		4%af	*4%*	*21%*	*9%*	*	**9%af**	*4%*	*4%*	*5%*	*16%*	*	*4%*	*5%*	*7%*	*4%*	*4%*	*5%*	*4%*	*5%*	*5%*
Don't know		**8**	4	*	3	*	3	5	4	1	1	-	-	6	2	2	3	-	3	5	16
		***af**	*	*	**3%zaef**	*	*1%*	*	*	*2%*	*3%*	-	-	***g**	*1%*	*	*1%*	-	*	*	*1%*
Parent's/Guardian's responsibility		**1362**	**1205**	**26**	**53**	**28**	**107**	**1251**	**1048**	**28**	**22**	**10**	**16**	**1123**	**253**	**741**	**315**	**47**	**429**	**920**	**1349**
		62%eho	**64%zcef**	***51%***	***50%***	***45%***	***49%***	**63%zce**	**64%zhl**	***45%***	***54%***	***85%***	***34%***	**63%h**	**67%o**	**64%o**	***54%***	***68%***	***60%***	***63%***	***61%***
Broadcaster's responsibility		**230**	**180**	**12**	**17**	**12**	**42**	**188**	**160**	**10**	**7**	**1**	**12**	**189**	**43**	**103**	**70**	**11**	**71**	**157**	**249**
		10%af	***10%***	***24%***	***16%***	***20%***	**19%zaf**	***10%***	***10%***	***16%***	***16%***	***6%***	***26%***	**11%g**	***11%***	***9%***	***12%***	***16%***	***10%***	***11%***	***11%***
Net Parent's/Guardian's responsibility		**1132**	1025	14	36	16	66	1063	888	18	15	9	4	934	210	638	244	36	359	763	1100
		51%ceho	**55%zcef**	*27%*	*34%*	*25%*	*30%*	**54%zce**	**54%zhl**	*29%*	*38%*	*79%*	*8%*	**52%h**	**56%o**	**55%zo**	*42%*	*52%*	*50%*	*52%*	*50%*
Mean Score		**3.89eho**	**3.96zcef**	3.33	3.62	3.50	3.52	**3.93zce**	**3.94zhl**	3.50	3.70	4.24	3.11	**3.90h**	3.94	**3.95o**	3.76	3.90	3.89	3.90	3.88
Std. Dev.		**1.15**	1.14	1.46	1.29	1.08	1.28	1.13	1.15	1.14	1.48	0.89	0.98	1.16	1.21	1.12	1.17	1.21	1.15	1.16	1.18
Std. Err.		**0.02**	0.03	0.13	0.07	0.27	0.06	0.03	0.03	0.07	0.12	0.11	0.16	0.03	0.07	0.03	0.05	0.10	0.04	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 724

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Totally the responsibility of a parent or guardian	(5)	931 **42%ceio**	209 **45%c**	275 **43%cd**	141 *34%*	416 **40%c**	426 *35%*	505 **50%zeg**	465 **42%e**	458 **45%i**	166 *31%*	248 **54%zhi**	509 *42%*	420 *42%*	78 **51%o**	697 *42%*	534 *39%*	155 *42%*	941 *43%*
Mainly the responsibility of a parent or guardian	(4)	432 **20%fjm**	102 *22%*	126 *20%*	96 *23%*	221 *21%*	273 **23%zfg**	159 *16%*	212 **19%f**	203 *20%*	117 *22%*	70 *15%*	228 *19%*	204 *21%*	18 *12%*	340 **20%m**	276 **20%m**	77 *21%*	408 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	606 **27%afj**	105 *22%*	170 *27%*	142 **34%za**	312 **30%ab**	358 **30%zf**	247 *25%*	296 *27%*	263 *26%*	187 **34%zhj**	96 *21%*	356 *29%*	247 *25%*	36 *23%*	463 *28%*	406 **30%z**	89 *24%*	592 *27%*
Mainly the broadcaster's responsibility	(2)	131 **6%fh**	25 *5%*	34 *5%*	23 *6%*	58 *5%*	87 **7%zf**	44 *4%*	76 **7%f**	45 *4%*	53 **10%zhj**	23 *5%*	58 *5%*	73 **7%z**	10 *6%*	90 *5%*	86 *6%*	31 *8%*	136 *6%*
Totally the broadcaster's responsibility	(1)	99 *4%*	27 *6%*	29 *5%*	14 *3%*	43 *4%*	55 *5%*	44 *4%*	45 *4%*	49 *5%*	17 *3%*	21 *5%*	58 *5%*	41 *4%*	12 *8%*	69 *4%*	54 *4%*	17 *5%*	113 *5%*
Don't know		8 *o	1 *	1 *	1 *	2 *	4 *	4 *	5 *	2 *	2 *	2 *1%*	4 *	4 *	1 *1%*	7 *o	1 *	1 *	16 *1%*
Parent's/Guardian's responsibility		**1362** **62%ei**	**311** **66%c**	**401** ***63%***	**237** ***57%***	**638** ***61%***	**698** ***58%***	**664** **66%zeg**	**676** **62%e**	**662** **65%zi**	**283** ***52%***	**318** **69%zi**	**737** ***61%***	**624** ***63%***	**97** ***63%***	**1037** ***62%***	**810** ***60%***	**232** ***63%***	**1349** ***61%***
Broadcaster's responsibility		**230** **10%n**	**52** ***11%***	**64** ***10%***	**37** ***9%***	**101** ***10%***	**143** ***12%***	**87** ***9%***	**122** ***11%***	**94** ***9%***	**70** ***13%***	**44** ***10%***	**116** ***10%***	**113** ***11%***	**21** ***14%***	**159** ***10%***	**140** ***10%***	**48** ***13%***	**249** ***11%***
Net Parent's/Guardian's responsibility		1132 **51%ei**	259 *55%*	337 *53%*	200 *48%*	537 *51%*	556 *46%*	576 **57%zeg**	555 **50%e**	568 **56%zi**	212 *39%*	274 **59%zi**	621 *51%*	511 *52%*	76 *49%*	878 **53%o**	670 *49%*	184 *50%*	1100 *50%*
Mean Score		**3.89ei**	3.94	3.92	3.79	3.87	3.77	**4.04zeg**	**3.89e**	**3.96zi**	3.67	**4.09zi**	3.89	3.90	3.93	**3.91o**	3.85	3.87	3.88
Std. Dev.		1.15	1.19	1.15	1.08	1.13	1.14	1.15	1.16	1.15	1.11	1.17	1.15	1.16	1.30	1.13	1.13	1.18	1.18
Std. Err.		0.02	0.05	0.05	0.06	0.04	0.03	0.03	0.04	0.04	0.05	0.05	0.03	0.04	0.10	0.03	0.03	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 725

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Region: England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Q.62 Readership: Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Q.93 Importance of Religion: Important (m)	Q.94 Personal swearing: Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Totally the responsibility of a parent or guardian	(5)	931 **42%aefgjk**	748 **40%efg**	59 **55%zaefgi**	32 **50%aefg**	92 **49%efg**	77 *28%*	269 **35%e**	201 **35%e**	256 **46%aefg**	224 **42%e**	200 *34%*	257 *37%*	375 **51%zjk**	382 *41%*	312 *40%*	465 *42%*	131 *49%*	941 *43%*
Mainly the responsibility of a parent or guardian	(4)	432 **20%h**	371 **20%h**	21 *19%*	8 *13%*	32 *17%*	74 **27%zach**	173 **23%ch**	128 **22%ch**	86 *15%*	112 *21%*	133 **23%l**	136 *20%*	127 *17%*	183 *20%*	139 *18%*	237 *21%*	48 *18%*	408 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	606 **27%bl**	527 **29%b**	22 *20%*	18 *28%*	39 *21%*	100 **36%zabdi**	234 **31%bd**	184 **32%zbd**	156 *28%*	137 *26%*	200 **34%zl**	217 **31%zl**	171 *23%*	243 *26%*	225 *29%*	295 *27%*	71 *27%*	592 *27%*
Mainly the broadcaster's responsibility	(2)	131 **6%bl**	115 **6%b**	2 *2%*	4 *6%*	11 *6%*	11 *4%*	41 *5%*	31 *5%*	42 **7%b**	33 **6%b**	37 **6%l**	45 **6%l**	22 *3%*	66 *7%*	43 *6%*	78 *7%*	9 *3%*	136 *6%*
Totally the broadcaster's responsibility	(1)	99 *4%*	81 *4%*	4 *4%*	2 *4%*	12 *6%*	7 *2%*	37 *5%*	23 *4%*	20 *4%*	24 *4%*	17 *3%*	39 **6%j**	39 *5%*	48 *5%*	50 **7%zo**	38 *3%*	7 *3%*	113 *5%*
Don't know		8 *	7 *	- -	- -	1 *	6 **2%zahi**	7 *1%*	7 **1%za**	* *	- -	- -	5 *1%*	4 *1%*	4 *	3 *	1 *	1 *1%*	16 *1%*
Parent's/Guardian's responsibility		**1362** **62%jkn**	**1119** ***61%***	**80** **74%zacefgh i**	**40** ***63%***	**123** ***66%***	**151** ***55%***	**442** ***58%***	**329** ***57%***	**341** ***61%***	**336** ***63%***	**333** ***57%***	**393** ***56%***	**502** **68%zjk**	**564** ***61%***	**451** ***58%***	**702** ***63%***	**179** ***67%***	**1349** ***61%***
Broadcaster's responsibility		**230** **10%blp**	**195** ***11%***	**6** ***5%***	**6** ***10%***	**23** ***12%***	**18** ***6%***	**78** ***10%***	**54** ***9%***	**61** ***11%***	**56** ***11%***	**54** ***9%***	**84** **12%l**	**61** ***8%***	**114** ***12%***	**93** **12%p**	**116** ***10%***	**16** ***6%***	**249** ***11%***
Net Parent's/Guardian's responsibility		1132 **51%kn**	923 *50%*	74 **69%zacdefg hi**	34 *53%*	101 *54%*	133 *49%*	364 *48%*	275 *48%*	280 *50%*	279 *53%*	279 *48%*	309 *44%*	441 **60%zjk**	450 *49%*	358 *46%*	586 **53%n**	163 **61%zn**	1100 *50%*
Mean Score		**3.89fjkn**	3.86	**4.20zaefgh i**	3.99	3.97	3.76	3.79	3.80	3.92	3.91	3.79	3.76	**4.06zjk**	3.85	3.81	3.91	**4.08zn**	3.88
Std. Dev.		1.15	1.15	1.06	1.17	1.24	1.00	1.13	1.11	1.16	1.15	1.07	1.18	1.16	1.19	1.21	1.12	1.07	1.18
Std. Err.		0.02	0.03	0.08	0.09	0.10	0.05	0.04	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 726

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.8 Feel concerned about: Programmes on TV/ Radio (a)	Q.8 Feel concerned about: The internet (b)	Q.8 Feel concerned about: Behaviour in society generally (c)	TV/Radio general assessment - relating to morality, values and standards of behaviour: Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour: Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Q.29 What made you think it should not be broadcast? - TV item: Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Q.32 What didn't approve of on TV: Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Totally the responsibility of a parent or guardian	(5)	931	121	51	447	406	402	694	618	332	240	102	67	175	136	42	103	79	29	941
		42%dehijlo	*39%*	*34%*	*40%*	*38%*	*37%*	**42%de**	**41%de**	*37%*	*35%*	*35%*	*37%*	*37%*	*38%*	*40%*	*33%*	*39%*	*46%*	*43%*
Mainly the responsibility of a parent or guardian	(4)	432	53	36	220	203	218	294	258	166	143	58	40	90	51	12	62	27	8	408
		20%fgm	*17%*	*25%*	*20%*	*19%*	**20%fg**	*18%*	*17%*	*19%*	*21%*	*19%*	*22%*	**19%m**	*14%*	*11%*	**20%p**	*14%*	*13%*	*18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	606	105	52	320	330	347	456	429	285	220	92	54	151	113	33	109	63	20	592
		27%	**34%z**	*36%*	*29%*	**31%zf**	**32%zfg**	*28%*	*29%*	**32%z**	**32%z**	*31%*	*30%*	*32%*	*32%*	*32%*	**35%z**	*31%*	*31%*	*27%*
Mainly the broadcaster's responsibility	(2)	131	16	5	57	60	59	113	108	50	50	27	16	27	31	8	18	23	2	136
		6%	*5%*	*3%*	*5%*	*6%*	*5%*	**7%ze**	**7%zde**	*6%*	*7%*	*9%*	*9%*	*6%*	*9%*	*8%*	*6%*	**11%zo**	*3%*	*6%*
Totally the broadcaster's responsibility	(1)	99	12	3	58	57	69	84	84	57	31	16	4	28	25	10	20	8	4	113
		4%	*4%*	*2%*	*5%*	*5%*	**6%zf**	*5%*	**6%zf**	**6%zk**	*5%*	**6%k**	*2%*	*6%*	*7%*	*9%*	*6%*	*4%*	*5%*	*5%*
Don't know		8	1	-	2	3	3	6	5	2	2	1	-	2	2	1	1	1	1	16
		*	*	-	*	*	*	*	*	*	*	*	-	*1%*	*1%*	*1%*	*	*	*1%*	*1%*
Parent's/Guardian's responsibility		**1362**	**174**	**87**	**667**	**609**	**620**	**987**	**876**	**498**	**383**	**160**	**107**	**265**	**187**	**54**	**165**	**107**	**38**	**1349**
		62%defghij lmop	***56%***	***59%***	***60%***	***57%***	***56%***	**60%eg**	***58%***	***56%***	***56%***	***54%***	***59%***	***56%***	***52%***	***51%***	***53%***	***53%***	***59%***	***61%***
Broadcaster's responsibility		**230**	**28**	**8**	**115**	**118**	**128**	**197**	**192**	**107**	**81**	**44**	**19**	**56**	**56**	**18**	**39**	**31**	**5**	**249**
		10%	***9%***	***5%***	***10%***	***11%***	***12%***	**12%z**	**13%zf**	***12%***	***12%***	***15%***	***11%***	***12%***	**16%z**	***17%***	***12%***	***15%***	***9%***	***11%***
Net Parent's/Guardian's responsibility		1132	145	79	552	491	493	790	685	391	301	116	88	210	131	36	126	76	32	1100
		51%defghij lmnop	*47%*	*54%*	*50%*	*46%*	*45%*	**48%eg**	*46%*	*44%*	*44%*	*39%*	**49%j**	**44%m**	*37%*	*34%*	*40%*	*38%*	*50%*	*50%*
Mean Score		**3.89defghi jlmo**	3.83	3.86	3.85	3.80	3.75	**3.85eg**	**3.81e**	3.75	3.74	3.69	3.84	3.76	3.68	3.65	3.67	3.73	3.92	3.88
Std. Dev.		1.15	1.13	1.00	1.16	1.17	1.19	1.19	1.21	1.20	1.15	1.20	1.09	1.18	1.26	1.32	1.18	1.21	1.19	1.18
Std. Err.		0.02	0.07	0.08	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.07	0.08	0.05	0.06	0.10	0.07	0.08	0.12	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 727

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Totally the responsibility of a parent or guardian	(5)	931 **42%gio**	29 *36%*	35 *36%*	19 *36%*	19 *39%*	362 *40%*	686 **54%zg**	111 *32%*	931 **68%zi**	- -	266 *41%*	55 *41%*	32 *34%*	547 *44%*	760 **44%zo**	77 *34%*	941 *43%*
Mainly the responsibility of a parent or guardian	(4)	432 **20%gio**	21 *26%*	19 *19%*	10 *19%*	9 *18%*	188 *21%*	261 **21%g**	47 *13%*	432 **32%zi**	- -	123 *19%*	34 *25%*	11 *11%*	240 *19%*	348 **20%o**	20 *9%*	408 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	606 **27%fhi**	21 *26%*	35 *36%*	22 *42%*	14 *29%*	262 *29%*	239 *19%*	87 *25%*	- -	- -	199 *31%*	30 *22%*	27 *29%*	317 *26%*	472 *27%*	80 **36%zn**	592 *27%*
Mainly the broadcaster's responsibility	(2)	131 **6%fhjn**	5 *6%*	7 *7%*	1 *2%*	7 **14%zc**	52 *6%*	53 *4%*	42 **12%zf**	- -	131 **57%zh**	25 *4%*	11 *8%*	17 **18%zjm**	70 *6%*	80 *5%*	25 **11%zn**	136 *6%*
Totally the broadcaster's responsibility	(1)	99 **4%fhn**	5 *6%*	2 *2%*	* *	- -	43 *5%*	25 *2%*	62 **18%zf**	- -	99 **43%zh**	26 *4%*	5 *4%*	7 *8%*	56 *5%*	65 *4%*	23 **10%zn**	113 *5%*
Don't know		8 *fm	1 *1%*	* *	- -	- -	1 *	1 *	* *	- -	- -	3 *1%*	- -	- -	1 *	4 *	- -	16 *1%*
Parent's/Guardian's responsibility		**1362** **62%gilo**	**50** ***61%***	**54** ***55%***	**29** ***55%***	**28** ***57%***	**551** ***61%***	**947** **75%zg**	**158** ***45%***	**1362** **100%zi**	**-** **-**	**389** **61%l**	**89** **66%l**	**42** ***45%***	**787** **64%l**	**1108** **64%zo**	**97** ***43%***	**1349** ***61%***
Broadcaster's responsibility		**230** **10%fhn**	**10** ***12%***	**9** ***9%***	**1** ***2%***	**7** **14%c**	**95** ***10%***	**78** ***6%***	**105** **30%zf**	**-** **-**	**230** **100%zh**	**51** ***8%***	**16** ***12%***	**25** **26%zjkm**	**126** ***10%***	**144** ***8%***	**48** **21%zn**	**249** ***11%***
Net Parent's/Guardian's responsibility		1132 **51%gilo**	40 *50%*	45 *46%*	27 *53%*	21 *43%*	456 *50%*	870 **69%zg**	53 *15%*	1362 **100%zi**	-230 *-100%*	338 **53%l**	72 **54%l**	17 *19%*	661 **54%zl**	963 **56%zo**	48 *21%*	1100 *50%*
Mean Score		**3.89gilo**	3.80	3.80	3.89	3.81	3.85	**4.21zg**	3.29	**4.68zi**	1.57	**3.90l**	**3.91l**	3.44	**3.94l**	**3.96zo**	3.45	3.88
Std. Dev.		1.15	1.17	1.08	0.94	1.11	1.15	1.02	1.47	0.47	0.50	1.12	1.15	1.33	1.16	1.11	1.33	1.18
Std. Err.		0.02	0.13	0.11	0.13	0.16	0.04	0.03	0.08	0.01	0.03	0.04	0.10	0.13	0.03	0.03	0.09	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 728

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Totally the responsibility of a parent or guardian	(5)	931	694	95	617	211	230	550	504	266	591	204	723	103	378	345	480	235	941
		42%gno	**45%zb**	*35%*	**45%zd**	*38%*	*40%*	**45%z**	*38%*	**52%zg**	*44%*	*40%*	*41%*	*50%*	**46%zn**	*38%*	*40%*	*44%*	*43%*
Mainly the responsibility of a parent or guardian	(4)	432	315	42	290	82	110	260	249	104	284	75	343	34	132	210	226	112	408
		20%djm	*20%*	*16%*	**21%d**	*15%*	*19%*	*21%*	*19%*	*20%*	**21%j**	*15%*	*20%*	*17%*	*16%*	**23%zm**	*19%*	*21%*	*18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	606	405	89	369	165	169	308	396	112	348	149	485	53	219	245	360	138	592
		27%fh	*26%*	*33%*	*27%*	*30%*	*29%*	*25%*	**30%zh**	*22%*	*26%*	*29%*	*28%*	*26%*	*27%*	*27%*	**30%z**	*26%*	*27%*
Mainly the broadcaster's responsibility	(2)	131	76	16	55	48	28	63	76	15	63	36	101	11	46	54	79	25	136
		6%achi	*5%*	*6%*	*4%*	**9%zc**	*5%*	*5%*	**6%h**	*3%*	*5%*	*7%*	*6%*	*5%*	*6%*	*6%*	*7%*	*5%*	*6%*
Totally the broadcaster's responsibility	(1)	99	51	24	45	46	34	45	81	15	48	42	87	5	43	40	63	22	113
		4%aci	*3%*	**9%za**	*3%*	**8%zc**	*6%*	*4%*	**6%zh**	*3%*	*4%*	**8%zi**	*5%*	*2%*	*5%*	*4%*	*5%*	*4%*	*5%*
Don't know		8	4	1	2	4	3	2	6	1	5	*	5	*	2	5	5	*	16
		*	*	*1%*	*	*1%*	*	*	*	*	*	*	*	*	*	*1%*	*	*	*1%*
Parent's/Guardian's responsibility		**1362**	**1010**	**137**	**907**	**293**	**340**	**811**	**753**	**370**	**875**	**279**	**1066**	**138**	**510**	**556**	**706**	**346**	**1349**
		62%bdgjo	**65%zb**	***51%***	**66%zd**	***53%***	***59%***	**66%ze**	***57%***	**72%zg**	**65%zj**	***55%***	***61%***	***67%***	***62%***	***62%***	***58%***	**65%o**	***61%***
Broadcaster's responsibility		**230**	**127**	**41**	**100**	**94**	**62**	**107**	**156**	**30**	**111**	**78**	**188**	**15**	**89**	**93**	**142**	**46**	**249**
		10%acfhi	***8%***	**15%za**	***7%***	**17%zc**	***11%***	***9%***	**12%zh**	***6%***	***8%***	**15%zi**	***11%***	***7%***	***11%***	***10%***	***12%***	***9%***	***11%***
Net Parent's/Guardian's responsibility		1132	882	96	807	199	278	703	597	341	764	201	878	122	421	463	564	300	1100
		51%bdgjo	**57%zb**	*36%*	**59%zd**	*36%*	*48%*	**57%ze**	*46%*	**66%zg**	**57%zj**	*40%*	*50%*	*59%*	*51%*	*51%*	*46%*	**56%zo**	*50%*
Mean Score		**3.89bdgjo**	**3.99zb**	3.62	**4.00zd**	3.66	3.83	**3.99ze**	3.78	**4.16zg**	**3.98zj**	3.72	3.87	4.07	3.92	3.86	3.81	**3.97o**	3.88
Std. Dev.		1.15	1.10	1.27	1.08	1.29	1.19	1.11	1.20	1.05	1.10	1.29	1.17	1.08	1.19	1.13	1.18	1.12	1.18
Std. Err.		0.02	0.03	0.08	0.03	0.05	0.05	0.03	0.03	0.05	0.03	0.06	0.03	0.08	0.04	0.04	0.03	0.05	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 729

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Totally the responsibility of a parent or guardian	(5)	931 **42%jl**	646 *43%*	142 *41%*	688 *42%*	109 *42%*	595 *42%*	22 *31%*	554 *41%*	20 *33%*	521 **49%zj**	153 *33%*	721 **45%zl**	73 *29%*	630 *44%*	127 *40%*	941 *43%*
Mainly the responsibility of a parent or guardian	(4)	432 **20%i**	295 *20%*	59 *17%*	329 *20%*	46 *18%*	268 *19%*	17 *24%*	264 *20%*	12 *19%*	186 *17%*	115 **25%zi**	308 *19%*	58 *23%*	288 *20%*	52 *16%*	408 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	606 **27%im**	405 *27%*	98 *28%*	438 *27%*	71 *27%*	408 *29%*	17 *24%*	388 *29%*	14 *23%*	250 *23%*	132 *28%*	435 *27%*	74 *29%*	365 *26%*	98 *31%*	592 *27%*
Mainly the broadcaster's responsibility	(2)	131 **6%ai**	76 *5%*	22 *6%*	91 *6%*	21 *8%*	73 *5%*	9 **13%e**	72 *5%*	8 **13%g**	50 *5%*	41 **9%zi**	91 *6%*	18 *7%*	91 *6%*	24 *8%*	136 *6%*
Totally the broadcaster's responsibility	(1)	99 **4%k**	68 *5%*	27 **8%z**	81 *5%*	13 *5%*	62 *4%*	4 *5%*	54 *4%*	6 *10%*	61 **6%z**	26 *6%*	57 *4%*	29 **12%zk**	54 *4%*	19 *6%*	113 *5%*
Don't know		8 *	4 *	- -	5 *	1 *1%*	3 *	1 **2%e**	2 *	1 *1%*	3 *	1 *	3 *	1 *	2 *	- -	16 *1%*
Parent's/Guardian's responsibility		**1362** **62%l**	**940** ***63%***	**200** ***58%***	**1017** ***62%***	**155** ***59%***	**863** ***61%***	**39** ***55%***	**818** ***61%***	**32** ***52%***	**707** **66%zj**	**267** ***57%***	**1028** **64%zl**	**131** ***52%***	**918** **64%zn**	**179** ***56%***	**1349** ***61%***
Broadcaster's responsibility		**230** **10%k**	**143** ***10%***	**49** ***14%***	**172** ***11%***	**33** ***13%***	**134** ***10%***	**13** ***18%***	**126** ***9%***	**14** **23%zg**	**111** ***10%***	**67** **14%z**	**149** ***9%***	**47** **19%zk**	**146** ***10%***	**43** ***13%***	**249** ***11%***
Net Parent's/Guardian's responsibility		1132 **51%bhjln**	797 **53%zb**	151 *44%*	845 *52%*	121 *47%*	729 *52%*	26 *37%*	692 **52%h**	18 *29%*	596 **56%zj**	200 *43%*	880 **54%zl**	84 *33%*	773 **54%zn**	136 *43%*	1100 *50%*
Mean Score		**3.89hjl**	3.92	3.76	3.89	3.84	3.90	3.64	3.89	3.53	**3.99zj**	3.70	**3.96zl**	3.51	**3.94z**	3.76	3.88
Std. Dev.		1.15	1.15	1.26	1.16	1.20	1.14	1.22	1.13	1.36	1.19	1.17	1.12	1.29	1.14	1.22	1.18
Std. Err.		0.02	0.03	0.07	0.03	0.07	0.03	0.13	0.03	0.16	0.04	0.06	0.03	0.08	0.03	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 730

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.63 TV Channels watch regularly: BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	Q.64 Radio stations listen to regularly: BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Totally the responsibility of a parent or guardian	(5)	931 **42%jk**	756 *42%*	552 *41%*	789 *42%*	699 **44%zabc**	500 *42%*	858 *43%*	908 **43%z**	21 *32%*	206 *41%*	203 *37%*	527 *39%*	392 *40%*	687 *41%*	234 **48%zjklm**	941 *43%*
Mainly the responsibility of a parent or guardian	(4)	432 *20%*	359 *20%*	264 *20%*	373 *20%*	323 *20%*	223 *19%*	405 *20%*	425 **20%z**	7 *11%*	96 *19%*	114 *21%*	283 *21%*	197 *20%*	348 *21%*	76 *16%*	408 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	606 **27%dg**	499 **28%d**	382 **28%d**	531 **28%dfg**	410 *26%*	332 *28%*	540 *27%*	577 *27%*	27 *41%*	137 *27%*	170 *31%*	377 *28%*	276 *28%*	468 *28%*	121 *25%*	592 *27%*
Mainly the broadcaster's responsibility	(2)	131 **6%cg**	97 *5%*	69 *5%*	100 *5%*	89 *6%*	67 *6%*	114 *6%*	124 **6%c**	6 *10%*	38 *8%*	32 *6%*	90 *7%*	59 *6%*	103 *6%*	28 *6%*	136 *6%*
Totally the broadcaster's responsibility	(1)	99 *4%*	83 *5%*	73 **5%fg**	89 *5%*	69 *4%*	67 **6%zdfg**	88 *4%*	94 *4%*	5 *7%*	23 *5%*	34 *6%*	63 *5%*	44 *5%*	76 *5%*	22 *4%*	113 *5%*
Don't know		8 *c	4 *	4 *	4 *	5 *	5 *	7 *	8 *c	* *	1 *	2 *	4 *	1 *	4 *	4 *1%*	16 *1%*
Parent's/Guardian's responsibility		**1362** **62%j**	**1115** ***62%***	**816** ***61%***	**1162** ***62%***	**1022** **64%zabceg**	**723** ***61%***	**1263** **63%z**	**1333** **62%z**	**28** ***42%***	**303** ***60%***	**317** ***57%***	**810** ***60%***	**589** ***61%***	**1034** **61%j**	**310** ***64%***	**1349** ***61%***
Broadcaster's responsibility		**230** **10%g**	**180** ***10%***	**142** ***11%***	**189** ***10%***	**158** ***10%***	**134** ***11%***	**201** ***10%***	**218** ***10%***	**11** ***17%***	**61** ***12%***	**66** ***12%***	**153** ***11%***	**104** ***11%***	**179** ***11%***	**50** ***10%***	**249** ***11%***
Net Parent's/Guardian's responsibility		1132 **51%jk**	936 **52%e**	674 *50%*	973 *52%*	864 **54%zabceg**	589 *49%*	1062 **53%zbe**	1115 **52%ze**	17 *26%*	242 *48%*	251 *45%*	657 *49%*	485 *50%*	855 **51%jk**	260 **54%j**	1100 *50%*
Mean Score		**3.89jk**	3.90	3.86	3.89	**3.94zabce**	3.86	**3.91zb**	**3.91z**	3.51	3.85	3.76	3.84	3.86	**3.87j**	**3.98j**	3.88
Std. Dev.		1.15	1.15	1.17	1.15	1.15	1.19	1.14	1.15	1.23	1.18	1.19	1.16	1.15	1.15	1.18	1.18
Std. Err.		0.02	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.14	0.06	0.06	0.03	0.04	0.03	0.05	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 731

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Wtd. Total (z)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 years (c)	Age: 25-34 years (d)	Age: 35-44 years (e)	Age: 45-54 years (f)	Age: 55-64 years (g)	Age: 65-74 years (h)	Age: 75+ years (i)	Age: Up to 34 (j)	Age: 35 years and over (k)	Age: Mean Age	Marital Status: Married/ Living as (l)	Marital Status: Widowed/ Divorced/ Separated (m)	Disability: Yes (n)	Disability: No (o)	Unwtd. Total
Unweighted Total		902	426	476	106	116	176	164	135	122	82	222	679	48.61	579	140	197	705	902
Weighted Total		893	401	492	90*	87*	161*	159	169*	133*	92*	177*	715	50.74	591	145*	198	694	902
Totally the responsibility of a parent or guardian	(5)	332 *37%*	161 *40%*	171 *35%*	27 *30%*	27 *31%*	51 *31%*	73 **46%zej**	54 *32%*	52 *39%*	48 **52%zcdegjk**	54 *31%*	278 *39%*	53.14	219 *37%*	59 *41%*	84 *42%*	248 *36%*	340 *38%*
Mainly the responsibility of a parent or guardian	(4)	166 **19%o**	74 *18%*	92 *19%*	18 *20%*	9 *10%*	33 *21%*	21 *13%*	39 *23%*	28 *21%*	16 *18%*	27 *15%*	139 *19%*	51.71	98 *17%*	36 *25%*	50 **25%zo**	116 *17%*	162 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	285 **32%im**	123 *31%*	162 *33%*	37 **41%i**	32 *37%*	61 **38%i**	45 *28%*	54 *32%*	38 *29%*	19 *20%*	69 **39%i**	216 **30%i**	48.03	203 **34%m**	28 *19%*	53 *27%*	232 *33%*	277 *31%*
Mainly the broadcaster's responsibility	(2)	50 **6%hkn**	20 *5%*	30 *6%*	5 *6%*	14 **17%zghk**	9 *6%*	10 *6%*	5 *3%*	1 *1%*	5 *5%*	20 **11%zcghk**	30 *4%*	42.32	39 *7%*	2 *2%*	3 *2%*	47 **7%zn**	59 *7%*
Totally the broadcaster's responsibility	(1)	57 *6%*	21 *5%*	36 *7%*	1 *1%*	4 *5%*	8 *5%*	10 *6%*	16 *10%*	12 *9%*	4 *5%*	6 *3%*	50 *7%*	55.63	31 *5%*	18 **13%zl**	8 *4%*	49 *7%*	59 *7%*
Don't know		2 *	1 *	1 *	1 *2%*	* *	* *	- -	- -	1 *1%*	- -	1 *1%*	1 *	36.67	* *	1 *1%*	- -	2 *	5 *1%*
Parent's/Guardian's responsibility		**498** **56%jo**	**235** ***59%***	**263** ***54%***	**45** ***50%***	**36** ***41%***	**84** ***52%***	**94** ***59%***	**94** ***56%***	**80** ***60%***	**64** **70%zcdejk**	**81** ***46%***	**417** **58%zdj**	**52.66**	**317** ***54%***	**95** **66%zl**	**134** **67%zo**	**364** ***52%***	**502** ***56%***
Broadcaster's responsibility		**107** **12%n**	**41** ***10%***	**66** ***13%***	**6** ***7%***	**19** ***22%***	**17** ***10%***	**19** ***12%***	**22** ***13%***	**14** ***10%***	**9** ***10%***	**25** **14%c**	**81** ***11%***	**49.35**	**70** ***12%***	**21** ***14%***	**11** ***6%***	**96** **14%zn**	**118** ***13%***
Net Parent's/Guardian's responsibility		391 **44%djo**	194 *48%*	197 *40%*	39 **43%dj**	17 *20%*	67 **42%d**	75 **47%dj**	72 **43%d**	66 **50%dj**	55 **60%zdegjk**	56 **32%d**	336 **47%zdj**	3.31	247 *42%*	75 *52%*	122 **62%zo**	269 *39%*	384 *43%*
Mean Score		**3.75o**	3.84	3.68	3.73	3.46	3.68	3.87	3.65	3.80	**4.08zdegjk**	3.60	3.79	1.01	3.74	3.80	**4.00zo**	3.68	3.74
Std. Dev.		1.20	1.17	1.22	1.01	1.24	1.12	1.24	1.23	1.24	1.17	1.13	1.21	1.01	1.18	1.34	1.07	1.22	1.22
Std. Err.		0.04	0.06	0.06	0.10	0.12	0.08	0.10	0.11	0.11	0.13	0.08	0.05	0.14	0.05	0.11	0.08	0.05	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 732

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**902**	623	56	159	9	224	675	581	110	58	27	14	790	136	449	248	58	314	569	902
Weighted Total		**893**	749	21**	38**	33**	93**	796	696	28**	13**	3**	20**	759	152*	500	209	21**	255	617	902
Totally the responsibility of a parent or guardian	(5)	**332**	300	7	12	2	21	308	262	6	5	1	1	275	57	193	72	10	87	245	340
		37%	**40%zf**	*32%*	*32%*	*7%*	*23%*	*39%*	**38%l**	*22%*	*37%*	*38%*	*5%*	*36%*	*38%*	*39%*	*35%*	*48%*	*34%*	*40%*	*38%*
Mainly the responsibility of a parent or guardian	(4)	**166**	137	3	9	8	20	146	133	8	1	*	5	146	38	92	31	4	42	119	162
		19%	*18%*	*16%*	*22%*	*24%*	*21%*	*18%*	*19%*	*28%*	*7%*	*2%*	*23%*	*19%*	*25%*	*18%*	*15%*	*17%*	*16%*	*19%*	*18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	**285**	232	2	12	10	25	259	223	11	4	1	3	242	33	163	79	4	96	175	277
		32%mr	*31%*	*11%*	*31%*	*32%*	*27%*	**33%a**	*32%*	*38%*	*34%*	*37%*	*17%*	*32%*	*22%*	**33%m**	**38%m**	*19%*	**38%r**	*28%*	*31%*
Mainly the broadcaster's responsibility	(2)	**50**	34	1	1	12	15	35	34	1	*	1	9	44	3	32	12	1	13	36	59
		6%a	*4%*	*6%*	*3%*	*38%*	*16%*	*4%*	*5%*	*4%*	*1%*	*24%*	*45%*	**6%g**	*2%*	*6%*	*6%*	*7%*	*5%*	*6%*	*7%*
Totally the broadcaster's responsibility	(1)	**57**	45	8	5	-	12	45	43	2	3	-	2	50	20	21	14	2	15	41	59
		6%n	*6%*	*35%*	*12%*	-	*13%*	*6%*	*6%*	*7%*	*20%*	-	*10%*	*7%*	**13%zn**	*4%*	*7%*	*9%*	*6%*	*7%*	*7%*
Don't know		**2**	2	*	*	-	*	2	1	*	*	-	-	1	1	-	1	-	1	1	5
		*****	*	*	*	-	*	*	*	*	*	-	-	*	*1%*	-	*1%*	-	*1%*	*	*1%*
Parent's/Guardian's responsibility		**498**	**437**	**10**	**21**	**10**	**41**	**454**	**395**	**14**	**6**	**1**	**6**	**421**	**95**	**285**	**103**	**14**	**129**	**364**	**502**
		56%	**58%zf**	***47%***	***54%***	***31%***	***44%***	***57%***	**57%l**	***50%***	***44%***	***40%***	***28%***	***55%***	***63%***	***57%***	***49%***	***65%***	***51%***	**59%z**	***56%***
Broadcaster's responsibility		**107**	**78**	**9**	**6**	**12**	**27**	**80**	**77**	**3**	**3**	**1**	**11**	**94**	**23**	**52**	**26**	**3**	**28**	**77**	**118**
		12%a	***10%***	***41%***	***15%***	***38%***	***29%***	***10%***	***11%***	***11%***	***21%***	***24%***	***55%***	**12%g**	***15%***	***10%***	***12%***	***16%***	***11%***	***12%***	***13%***
Net Parent's/Guardian's responsibility		**391**	358	1	15	-2	14	374	318	11	3	*	-5	327	72	232	77	10	101	287	384
		44%	**48%z**	*6%*	*40%*	*-7%*	*15%*	*47%*	**46%l**	*39%*	*23%*	*16%*	*-27%*	*43%*	*47%*	*47%*	*37%*	*49%*	*40%*	*47%*	*43%*
Mean Score		**3.75**	**3.82z**	3.02	3.60	3.00	3.25	**3.80z**	**3.77l**	3.54	3.40	3.54	2.68	3.73	3.72	3.81	3.66	3.87	3.68	3.80	3.74
Std. Dev.		**1.20**	1.18	1.74	1.30	0.95	1.33	1.17	1.18	1.12	1.55	1.51	1.13	1.20	1.34	1.14	1.20	1.36	1.17	1.21	1.22
Std. Err.		**0.04**	0.05	0.24	0.10	0.32	0.09	0.05	0.05	0.11	0.21	0.29	0.30	0.04	0.12	0.05	0.08	0.18	0.07	0.05	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 733

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		902	234	260	136	396	464	438	433	408	207	208	429	470	72	674	528	98	902
Weighted Total		893	197	271	174*	444	510	383	432	391	234	182	444	447	66*	662	567	108*	902
Totally the responsibility of a parent or guardian	(5)	332 **37%ei**	74 *37%*	106 *39%*	63 *36%*	169 *38%*	150 *29%*	183 **48%zeg**	161 **37%e**	152 **39%i**	60 *26%*	88 **48%zi**	170 *38%*	163 *36%*	31 *47%*	247 *37%*	200 *35%*	31 *29%*	340 *38%*
Mainly the responsibility of a parent or guardian	(4)	166 *19%*	44 *22%*	46 *17%*	37 *21%*	84 *19%*	107 *21%*	58 *15%*	72 *17%*	62 *16%*	57 *24%*	36 *20%*	68 *15%*	97 **22%z**	7 *10%*	126 *19%*	106 *19%*	22 *20%*	162 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	285 **32%j**	51 *26%*	85 *31%*	62 *35%*	147 *33%*	173 *34%*	113 *29%*	140 *32%*	124 *32%*	83 *35%*	44 *24%*	152 *34%*	133 *30%*	18 *27%*	214 *32%*	198 *35%*	35 *33%*	277 *31%*
Mainly the broadcaster's responsibility	(2)	50 **6%fj**	10 *5%*	19 *7%*	6 *3%*	25 *6%*	43 **8%zf**	7 *2%*	33 **8%f**	19 *5%*	25 **11%zhj**	1 *1%*	22 *5%*	28 *6%*	* *	35 *5%*	37 *7%*	17 **16%z**	59 *7%*
Totally the broadcaster's responsibility	(1)	57 **6%o**	19 **10%d**	14 *5%*	6 *3%*	20 *4%*	36 *7%*	21 *5%*	24 *5%*	31 *8%*	9 *4%*	13 *7%*	32 *7%*	24 *5%*	9 **14%zno**	38 *6%*	26 *5%*	3 *2%*	59 *7%*
Don't know		2 *	- -	* *	- -	* *	1 *	1 *	2 *1%*	2 *1%*	* *	* *	* *	2 *1%*	1 **1%o**	1 *	- -	- -	5 *1%*
Parent's/Guardian's responsibility		**498** **56%e**	**117** ***59%***	**153** ***56%***	**100** ***58%***	**253** ***57%***	**257** ***50%***	**241** **63%zeg**	**232** ***54%***	**215** ***55%***	**117** ***50%***	**123** **68%zhi**	**238** ***54%***	**260** ***58%***	**38** ***57%***	**373** ***56%***	**306** ***54%***	**53** ***49%***	**502** ***56%***
Broadcaster's responsibility		**107** **12%f**	**29** ***15%***	**33** ***12%***	**12** ***7%***	**45** ***10%***	**80** **16%zf**	**27** ***7%***	**57** **13%f**	**50** ***13%***	**34** ***15%***	**15** ***8%***	**54** ***12%***	**52** ***12%***	**10** ***14%***	**73** ***11%***	**63** ***11%***	**19** ***18%***	**118** ***13%***
Net Parent's/Guardian's responsibility		391 **44%ei**	88 *45%*	119 *44%*	88 *51%*	208 *47%*	177 *35%*	214 **56%zeg**	175 *41%*	164 *42%*	83 *35%*	109 **60%zhi**	183 *41%*	208 *47%*	28 *43%*	300 *45%*	244 *43%*	34 *31%*	384 *43%*
Mean Score		**3.75e**	3.72	3.78	3.84	3.80	3.57	**3.99zeg**	**3.73e**	3.73	3.57	**4.01zhi**	3.72	3.78	3.77	3.77	3.74	3.58	3.74
Std. Dev.		1.20	1.28	1.19	1.07	1.14	1.20	1.16	1.20	1.25	1.10	1.19	1.23	1.16	1.43	1.17	1.14	1.13	1.22
Std. Err.		0.04	0.08	0.07	0.09	0.06	0.06	0.06	0.06	0.06	0.08	0.08	0.06	0.05	0.17	0.05	0.05	0.11	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 734

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		902	699	65	66	72	139	273	217	203	223	236	328	274	536	414	398	64	902
Weighted Total		893	737	39*	29*	88*	88*	288	217	234	215	258	335	253	442	390	409	74*	902
Totally the responsibility of a parent or guardian	(5)	332 **37%efg**	265 **36%e**	20 **51%zaefg**	13 **47%efg**	34 **38%e**	18 *20%*	88 *30%*	63 *29%*	91 **39%e**	86 **40%e**	83 *32%*	121 *36%*	117 **46%zjk**	154 *35%*	136 *35%*	158 *39%*	31 *42%*	340 *38%*
Mainly the responsibility of a parent or guardian	(4)	166 *19%*	139 *19%*	8 *19%*	3 *10%*	16 *18%*	24 **28%ch**	59 *21%*	47 *22%*	32 *14%*	47 *22%*	57 *22%*	53 *16%*	44 *17%*	89 *20%*	76 *20%*	71 *17%*	12 *16%*	162 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	285 *32%*	243 **33%i**	9 *24%*	9 *32%*	23 *26%*	37 *41%*	104 *36%*	79 *37%*	84 *36%*	56 *26%*	95 *37%*	112 *34%*	74 *29%*	130 *29%*	123 *32%*	133 *33%*	26 *35%*	277 *31%*
Mainly the broadcaster's responsibility	(2)	50 **6%l**	41 *6%*	- -	2 **6%b**	7 *8%*	5 *6%*	13 *5%*	12 *5%*	17 *7%*	11 *5%*	13 **5%l**	25 **7%l**	1 *	33 *7%*	16 *4%*	29 *7%*	4 *5%*	59 *7%*
Totally the broadcaster's responsibility	(1)	57 *6%*	46 *6%*	2 *6%*	1 *4%*	7 *8%*	3 *3%*	23 *8%*	14 *6%*	9 *4%*	14 *7%*	10 *4%*	21 *6%*	16 *6%*	35 *8%*	38 **10%zo**	18 *4%*	2 *2%*	59 *7%*
Don't know		2 *	1 *	- -	- -	1 *1%*	1 *2%*	1 *1%*	1 *1%*	* *	- -	- -	2 *1%*	* *	1 *	1 *	* *	- -	5 *1%*
Parent's/Guardian's responsibility		**498** ***56%***	**404** ***55%***	**28** **70%zaefgh**	**16** ***57%***	**50** ***57%***	**42** ***48%***	**147** ***51%***	**110** ***51%***	**124** ***53%***	**133** **62%a**	**140** ***54%***	**175** ***52%***	**161** **64%zk**	**243** ***55%***	**212** ***54%***	**230** ***56%***	**43** ***58%***	**502** ***56%***
Broadcaster's responsibility		**107** **12%l**	**88** ***12%***	**2** ***6%***	**3** ***11%***	**14** ***16%***	**8** ***9%***	**36** ***12%***	**26** ***12%***	**26** ***11%***	**26** ***12%***	**24** ***9%***	**45** **14%l**	**17** ***7%***	**67** **15%z**	**54** ***14%***	**47** ***11%***	**5** ***7%***	**118** ***13%***
Net Parent's/Guardian's responsibility		391 *44%*	317 *43%*	25 **64%zadefgh**	13 *46%*	35 *40%*	34 *39%*	111 *39%*	84 *39%*	98 *42%*	108 **50%a**	116 *45%*	129 *39%*	144 **57%zjk**	176 *40%*	159 *41%*	183 *45%*	37 *51%*	384 *43%*
Mean Score		3.75	3.73	**4.10zaefg**	3.89	3.71	3.57	3.62	3.62	3.77	3.84	3.73	3.69	**3.97zjk**	3.67	3.66	3.79	3.90	3.74
Std. Dev.		1.20	1.19	1.14	1.22	1.29	0.99	1.19	1.15	1.16	1.21	1.09	1.21	1.17	1.24	1.26	1.16	1.08	1.22
Std. Err.		0.04	0.05	0.14	0.15	0.15	0.08	0.07	0.08	0.08	0.08	0.07	0.07	0.07	0.05	0.06	0.06	0.14	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 735

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Wtd. Total (z)	Q.8 Feel concerned about: Programmes on TV/ Radio (a)	Q.8 Feel concerned about: The internet (b)	Q.8 Feel concerned about: Behaviour in society generally (c)	TV/Radio general assessment - relating to morality, values and standards of behaviour: Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour: Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Q.29 What made you think it should not be broadcast? - TV item: Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Q.32 What didn't approve of on TV: Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		902	174	81	467	566	682	831	787	902	461	170	116	486	413	170	235	189	86	902
Weighted Total		893	184	75*	533	583	665	821	775	893	461	174*	102*	474	358	106*	233	155	53*	902
Totally the responsibility of a parent or guardian	(5)	332 **37%eg**	65 *36%*	20 *26%*	198 *37%*	204 *35%*	232 *35%*	300 *37%*	275 *36%*	332 *37%*	163 *35%*	53 *31%*	41 *40%*	175 *37%*	136 *38%*	42 *40%*	77 *33%*	63 **41%o**	25 *47%*	340 *38%*
Mainly the responsibility of a parent or guardian	(4)	166 **19%m**	36 *19%*	22 *29%*	102 *19%*	106 *18%*	134 **20%fg**	151 *18%*	139 *18%*	166 *19%*	89 *19%*	32 *18%*	19 *19%*	90 **19%m**	51 *14%*	12 *11%*	47 **20%p**	21 *14%*	6 *11%*	162 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	285 *32%*	64 *35%*	27 *37%*	169 *32%*	199 *34%*	217 *33%*	262 *32%*	254 *33%*	285 *32%*	147 *32%*	61 *35%*	36 *36%*	151 *32%*	113 *32%*	33 *32%*	76 *33%*	45 *29%*	16 *30%*	277 *31%*
Mainly the broadcaster's responsibility	(2)	50 *6%*	11 *6%*	3 *3%*	28 *5%*	33 *6%*	33 *5%*	50 **6%e**	49 **6%e**	50 *6%*	36 **8%zh**	15 **9%k**	2 *2%*	27 *6%*	31 **9%z**	8 *8%*	15 *7%*	16 **10%z**	2 *4%*	59 *7%*
Totally the broadcaster's responsibility	(1)	57 *6%*	8 *4%*	3 *4%*	36 *7%*	40 *7%*	48 *7%*	56 *7%*	56 *7%*	57 *6%*	26 *6%*	11 *6%*	3 *3%*	28 *6%*	25 *7%*	10 *9%*	19 *8%*	8 *5%*	4 *7%*	59 *7%*
Don't know		2 *	- -	- -	* *	2 *	1 *	2 *	1 *	2 *	1 *	1 *1%*	- -	2 *1%*	2 *1%*	1 *1%*	* *	1 *1%*	1 *2%*	5 *1%*
Parent's/Guardian's responsibility		**498** **56%g**	**101** ***55%***	**41** ***56%***	**300** ***56%***	**309** ***53%***	**366** ***55%***	**450** **55%g**	**415** ***53%***	**498** ***56%***	**252** ***55%***	**85** ***49%***	**60** ***59%***	**265** ***56%***	**187** ***52%***	**54** ***51%***	**123** ***53%***	**84** ***54%***	**31** ***58%***	**502** ***56%***
Broadcaster's responsibility		**107** ***12%***	**19** ***10%***	**6** ***8%***	**64** ***12%***	**73** ***12%***	**81** ***12%***	**106** **13%z**	**105** **14%z**	**107** ***12%***	**62** **13%k**	**26** **15%k**	**5** ***5%***	**56** ***12%***	**56** **16%z**	**18** ***17%***	**34** ***14%***	**24** ***16%***	**5** ***10%***	**118** ***13%***
Net Parent's/Guardian's responsibility		391 **44%dfgm**	82 *45%*	36 *48%*	236 *44%*	237 *41%*	285 **43%g**	345 **42%g**	310 *40%*	391 *44%*	190 *41%*	59 *34%*	55 **54%ij**	210 **44%m**	131 *37%*	36 *34%*	89 *38%*	60 *39%*	25 *48%*	384 *43%*
Mean Score		**3.75g**	3.76	3.70	3.75	3.69	3.71	**3.72g**	3.68	3.75	3.71	3.59	**3.91j**	3.76	3.68	3.65	3.63	3.74	3.90	3.74
Std. Dev.		1.20	1.13	1.04	1.20	1.20	1.20	1.21	1.22	1.20	1.19	1.19	1.05	1.18	1.26	1.32	1.23	1.25	1.25	1.22
Std. Err.		0.04	0.09	0.12	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.09	0.10	0.05	0.06	0.10	0.08	0.09	0.14	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 736

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		902	61	59	40	33	511	437	203	502	118	352	89	74	336	652	137	902
Weighted Total		893	55*	56*	39**	29**	515	437	182	498	107*	340	91*	66**	358	649	142*	902
Totally the responsibility of a parent or guardian	(5)	332 **37%i**	21 *38%*	18 *32%*	15 *39%*	15 *50%*	197 *38%*	213 **49%zg**	59 *33%*	332 **67%zi**	- -	115 *34%*	29 *32%*	22 *34%*	159 **44%zj**	251 *39%*	50 *35%*	340 *38%*
Mainly the responsibility of a parent or guardian	(4)	166 **19%imo**	14 *26%*	10 *18%*	4 *11%*	3 *9%*	104 *20%*	81 *19%*	24 *13%*	166 **33%zi**	- -	71 *21%*	25 **27%m**	6 *10%*	51 *14%*	133 **20%zo**	11 *7%*	162 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	285 **32%fhi**	13 *23%*	24 **43%a**	19 *47%*	11 *37%*	162 *32%*	108 *25%*	48 *26%*	- -	- -	127 **37%z**	22 *25%*	19 *29%*	104 *29%*	215 *33%*	52 *36%*	277 *31%*
Mainly the broadcaster's responsibility	(2)	50 **6%hjn**	2 *4%*	3 *5%*	1 *3%*	1 *4%*	23 *4%*	23 *5%*	12 *7%*	- -	50 **47%zh**	8 *2%*	10 **11%j**	11 *17%*	18 *5%*	22 *3%*	11 *8%*	59 *7%*
Totally the broadcaster's responsibility	(1)	57 **6%fhn**	4 *7%*	1 *2%*	* *	- -	27 *5%*	12 *3%*	40 **22%zf**	- -	57 **53%zh**	18 *5%*	5 *6%*	6 *10%*	25 *7%*	28 *4%*	19 **13%zn**	59 *7%*
Don't know		2 *	1 *2%*	* *	- -	- -	1 *	- -	* *	- -	- -	1 *	- -	- -	- -	1 *	- -	5 *1%*
Parent's/Guardian's responsibility		**498** **56%gio**	**35** ***64%***	**28** ***50%***	**20** ***50%***	**17** ***59%***	**301** ***58%***	**294** **67%zg**	**83** ***45%***	**498** **100%zi**	**-** **-**	**186** ***55%***	**54** ***59%***	**28** ***43%***	**210** ***59%***	**383** **59%zo**	**60** ***42%***	**502** ***56%***
Broadcaster's responsibility		**107** **12%efhjn**	**6** ***11%***	**4** ***7%***	**1** ***3%***	**1** ***4%***	**50** ***10%***	**34** ***8%***	**51** **28%zf**	**-** **-**	**107** **100%zh**	**26** ***8%***	**15** ***16%***	**18** ***27%***	**43** ***12%***	**50** ***8%***	**30** **21%zn**	**118** ***13%***
Net Parent's/Guardian's responsibility		391 **44%gio**	29 *53%*	24 *43%*	18 *47%*	16 *55%*	251 **49%z**	260 **59%zg**	31 *17%*	498 **100%zi**	-107 *-100%*	160 *47%*	39 *42%*	11 *16%*	167 *47%*	333 **51%zo**	30 *21%*	384 *43%*
Mean Score		**3.75gio**	3.86	3.73	3.86	4.04	3.82	**4.05zg**	3.28	**4.67zi**	1.47	3.76	3.68	3.40	3.84	**3.86zo**	3.42	3.74
Std. Dev.		1.20	1.19	1.04	1.00	1.03	1.15	1.09	1.52	0.47	0.50	1.11	1.20	1.37	1.25	1.11	1.38	1.22
Std. Err.		0.04	0.15	0.14	0.16	0.18	0.05	0.05	0.11	0.02	0.05	0.06	0.13	0.16	0.07	0.04	0.12	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 737

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		902	553	153	452	317	405	301	691	101	457	276	772	62	435	275	619	147	902
Weighted Total		893	567	155*	467	310	366	341	680	110*	499	244	759	67*	396	315	589	172	902
Totally the responsibility of a parent or guardian	(5)	332 **37%gk**	221 *39%*	44 *28%*	191 *41%*	106 *34%*	131 *36%*	148 **44%z**	236 *35%*	58 **53%zg**	209 **42%z**	79 *33%*	270 *36%*	30 *45%*	163 *41%*	110 *35%*	216 *37%*	62 *36%*	340 *38%*
Mainly the responsibility of a parent or guardian	(4)	166 *19%*	110 *19%*	24 *16%*	88 *19%*	54 *17%*	76 *21%*	55 *16%*	136 *20%*	11 *10%*	91 *18%*	42 *17%*	143 *19%*	17 *25%*	72 *18%*	68 *22%*	109 *19%*	28 *16%*	162 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	285 *32%*	187 *33%*	63 *40%*	149 *32%*	101 *33%*	123 *34%*	103 *30%*	222 *33%*	35 *32%*	150 *30%*	84 *34%*	254 **33%z**	16 *23%*	117 *30%*	100 *32%*	190 *32%*	67 *39%*	277 *31%*
Mainly the broadcaster's responsibility	(2)	50 **6%cegk**	24 *4%*	5 *3%*	17 *4%*	18 *6%*	10 *3%*	12 *4%*	30 *4%*	1 *1%*	23 *5%*	10 *4%*	36 *5%*	3 *4%*	15 *4%*	16 *5%*	31 *5%*	4 *2%*	59 *7%*
Totally the broadcaster's responsibility	(1)	57 **6%ai**	24 *4%*	17 **11%a**	22 *5%*	29 **9%zc**	26 *7%*	21 *6%*	52 **8%z**	5 *4%*	23 *5%*	29 **12%zi**	54 *7%*	2 *3%*	26 *7%*	20 *6%*	41 *7%*	11 *7%*	59 *7%*
Don't know		2 *	1 *	1 *1%*	* *	2 *1%*	- -	1 *	2 *	- -	2 *	- -	2 *	- -	1 *	1 *	2 *	- -	5 *1%*
Parent's/Guardian's responsibility		**498** **56%b**	**331** **58%b**	**68** ***44%***	**279** ***60%***	**160** ***51%***	**207** ***57%***	**204** ***60%***	**373** ***55%***	**69** ***63%***	**300** **60%zj**	**121** ***50%***	**413** ***54%***	**47** ***70%***	**236** ***60%***	**178** ***57%***	**325** ***55%***	**90** ***52%***	**502** ***56%***
Broadcaster's responsibility		**107** **12%aci**	**49** ***9%***	**23** ***15%***	**39** ***8%***	**47** **15%c**	**36** ***10%***	**33** ***10%***	**82** ***12%***	**6** ***6%***	**46** ***9%***	**39** **16%i**	**90** ***12%***	**5** ***7%***	**41** ***10%***	**36** ***11%***	**72** ***12%***	**15** ***9%***	**118** ***13%***
Net Parent's/Guardian's responsibility		391 **44%bdj**	282 **50%zb**	45 *29%*	241 **52%zd**	113 *36%*	171 *47%*	171 **50%z**	290 *43%*	63 **57%zg**	254 **51%zj**	82 *34%*	323 *43%*	42 **63%zk**	194 **49%z**	142 *45%*	253 *43%*	75 *43%*	384 *43%*
Mean Score		**3.75bj**	**3.85zb**	3.47	**3.88zd**	3.61	3.76	**3.88z**	3.70	**4.06zg**	**3.89zj**	3.54	3.71	4.05	3.84	3.74	3.73	3.73	3.74
Std. Dev.		1.20	1.12	1.26	1.13	1.27	1.17	1.19	1.21	1.14	1.15	1.30	1.20	1.06	1.20	1.18	1.21	1.17	1.22
Std. Err.		0.04	0.05	0.10	0.05	0.07	0.06	0.07	0.05	0.11	0.05	0.08	0.04	0.13	0.06	0.07	0.05	0.10	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 738

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		902	505	225	587	156	524	39	499	34	491	157	600	146	534	163	902
Weighted Total		893	518	214	615	148	549	35**	535	27**	451	186	582	151*	551	167*	902
Totally the responsibility of a parent or guardian	(5)	332 *37%*	201 *39%*	77 *36%*	229 *37%*	55 *37%*	206 *38%*	7 *19%*	199 *37%*	4 *16%*	194 **43%zj**	58 *31%*	223 *38%*	48 *32%*	224 **41%z**	57 *34%*	340 *38%*
Mainly the responsibility of a parent or guardian	(4)	166 **19%k**	102 *20%*	38 *18%*	115 *19%*	31 *21%*	99 *18%*	10 *28%*	98 *18%*	8 *31%*	73 *16%*	39 *21%*	91 *16%*	35 *23%*	97 *18%*	31 *19%*	162 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	285 *32%*	158 *30%*	73 *34%*	190 *31%*	46 *31%*	179 *33%*	12 *34%*	175 *33%*	8 *29%*	135 *30%*	61 *33%*	202 *35%*	42 *28%*	164 *30%*	59 *35%*	277 *31%*
Mainly the broadcaster's responsibility	(2)	50 **6%ai**	19 *4%*	9 *4%*	34 *6%*	5 *4%*	32 *6%*	2 *7%*	32 *6%*	2 *9%*	13 *3%*	12 *7%*	37 *6%*	5 *3%*	37 *7%*	8 *5%*	59 *7%*
Totally the broadcaster's responsibility	(1)	57 **6%k**	37 *7%*	18 *8%*	47 *8%*	8 *6%*	32 *6%*	3 *7%*	31 *6%*	3 *12%*	36 *8%*	15 *8%*	27 *5%*	22 **15%zk**	28 *5%*	12 *7%*	59 *7%*
Don't know		2 *c	1 *	- -	* *	1 **1%c**	1 *	1 *4%*	* *	1 *3%*	1 *	- -	1 *	- -	1 *	- -	5 *1%*
Parent's/Guardian's responsibility		**498** ***56%***	**303** ***59%***	**115** ***54%***	**345** ***56%***	**86** ***58%***	**305** ***56%***	**17** ***47%***	**297** ***55%***	**13** ***47%***	**267** ***59%***	**97** ***52%***	**315** ***54%***	**83** ***55%***	**321** ***58%***	**88** ***53%***	**502** ***56%***
Broadcaster's responsibility		**107** ***12%***	**56** ***11%***	**26** ***12%***	**80** ***13%***	**14** ***9%***	**64** ***12%***	**5** ***14%***	**63** ***12%***	**6** ***21%***	**48** ***11%***	**27** ***15%***	**64** ***11%***	**27** ***18%***	**65** ***12%***	**20** ***12%***	**118** ***13%***
Net Parent's/Guardian's responsibility		391 *44%*	247 **48%z**	88 *41%*	264 *43%*	73 *49%*	241 *44%*	12 *33%*	233 *44%*	7 *26%*	219 **48%z**	70 *38%*	250 *43%*	56 *37%*	256 *46%*	68 *41%*	384 *43%*
Mean Score		3.75	3.79	3.69	3.73	3.82	3.76	3.47	3.75	3.31	3.84	3.61	3.77	3.54	3.82	3.67	3.74
Std. Dev.		1.20	1.21	1.23	1.23	1.15	1.19	1.13	1.19	1.24	1.24	1.22	1.16	1.36	1.18	1.20	1.22
Std. Err.		0.04	0.05	0.08	0.05	0.09	0.05	0.18	0.05	0.22	0.06	0.10	0.05	0.11	0.05	0.09	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 739

Q.53b Where do you think the responsibility lies for making sure that a child does not see or hear a programme or content that might be unsuitable for someone of their age?

Base : UK Adults Aged 16+ who have seen/heard something on television that they feel should not have been broadcast

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		902	747	543	787	640	458	810	874	25	129	218	528	383	664	212	902
Weighted Total		893	748	589	788	658	478	824	878	12**	148*	273	573	400	692	186	902
Totally the responsibility of a parent or guardian	(5)	332 **37%l**	286 *38%*	218 *37%*	296 *38%*	263 **40%zce**	171 *36%*	316 *38%*	332 *38%*	1 *7%*	57 *39%*	86 *32%*	201 *35%*	129 *32%*	245 *35%*	84 **45%jl**	340 *38%*
Mainly the responsibility of a parent or guardian	(4)	166 *19%*	143 *19%*	111 *19%*	149 *19%*	127 *19%*	80 *17%*	153 *19%*	165 *19%*	1 *7%*	21 *14%*	52 *19%*	108 *19%*	73 *18%*	130 *19%*	32 *17%*	162 *18%*
Equally the responsibility of a parent or guardian and the broadcaster	(3)	285 *32%*	239 *32%*	193 *33%*	258 **33%dg**	198 *30%*	164 **34%d**	259 *31%*	276 *31%*	7 *59%*	46 *31%*	98 *36%*	187 *33%*	142 *35%*	230 *33%*	48 *26%*	277 *31%*
Mainly the broadcaster's responsibility	(2)	50 **6%abcn**	32 *4%*	24 *4%*	34 *4%*	33 *5%*	25 *5%*	45 **5%abc**	49 **6%abc**	* *	16 **11%zn**	16 *6%*	43 **7%zn**	29 **7%n**	47 **7%zn**	3 *2%*	59 *7%*
Totally the broadcaster's responsibility	(1)	57 *6%*	47 *6%*	43 **7%d**	50 *6%*	36 *5%*	38 **8%d**	49 *6%*	54 *6%*	3 *28%*	7 *5%*	20 *7%*	33 *6%*	26 *7%*	39 *6%*	17 *9%*	59 *7%*
Don't know		2 *c	1 *	1 *	1 *	1 *	* *	2 *c	2 *ac	- -	- -	1 *	1 *	* *	1 *	1 *1%*	5 *1%*
Parent's/Guardian's responsibility		**498** **56%l**	**429** **57%e**	**329** ***56%***	**445** ***56%***	**391** **59%zcefg**	**251** ***53%***	**469** **57%e**	**496** **57%ze**	**2** ***14%***	**78** ***53%***	**138** ***51%***	**309** ***54%***	**203** ***51%***	**375** ***54%***	**116** **62%l**	**502** ***56%***
Broadcaster's responsibility		**107** **12%ac**	**79** ***11%***	**67** ***11%***	**84** ***11%***	**68** ***10%***	**63** ***13%***	**94** ***11%***	**103** **12%ac**	**3** ***28%***	**23** ***16%***	**36** ***13%***	**76** ***13%***	**55** ***14%***	**86** ***12%***	**20** ***11%***	**118** ***13%***
Net Parent's/Guardian's responsibility		391 **44%el**	350 **47%zeg**	263 **45%e**	361 **46%ze**	322 **49%zbcefg**	188 *39%*	375 **45%ze**	394 **45%ze**	-2 *-14%*	55 *37%*	103 *38%*	233 *41%*	147 *37%*	289 **42%l**	95 **51%jl**	384 *43%*
Mean Score		**3.75l**	**3.79ze**	3.74	3.77	**3.84zbcefg**	3.67	**3.78ze**	**3.77z**	2.65	3.71	3.62	3.70	3.63	3.72	3.88	3.74
Std. Dev.		1.20	1.18	1.21	1.18	1.17	1.23	1.19	1.19	1.20	1.22	1.20	1.19	1.19	1.18	1.27	1.22
Std. Err.		0.04	0.04	0.05	0.04	0.05	0.06	0.04	0.04	0.24	0.11	0.08	0.05	0.06	0.05	0.09	0.04

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 740

Q.54 When a programme contains something that people may find offensive in the area of morality, values and standards of behaviour there is often information about it in the listings or the programme guide, or an announcement before the programme is shown. In the last 12 months how many times, if at all, have you decided not to watch or listen to something as a result of having this kind of information?

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Once or twice	(1.5)	405	156	250	53	44	97	87	53	41	30	98	308	46.96	259	63	63	342	399
		18%adj	*15%*	22%za	*16%*	*13%*	24%zdj	24%zcdgj	*16%*	*17%*	*16%*	*14%*	20%zdj		*19%*	*20%*	*16%*	*19%*	*18%*
Three or four times	(3.5)	236	95	141	12	28	35	37	40	42	42	40	196	54.36	155	41	63	174	245
		11%acjo	*9%*	12%za	*4%*	*8%*	9%c	10%cj	12%cj	17%zcdefj	22%zcdefgjk	6%c	13%zcej		*11%*	*13%*	16%zo	*10%*	*11%*
Five to ten times	(7.5)	134	63	72	11	15	21	21	19	25	22	26	108	53.73	79	28	33	102	139
		6%j	*6%*	*6%*	*3%*	*4%*	*5%*	*6%*	*6%*	10%zcdej	11%zcdejk	*4%*	7%zj		*6%*	*9%*	*8%*	*6%*	*6%*
More than 10 times	(15)	94	26	68	2	20	13	11	17	18	13	22	72	52.40	58	17	33	61	111
		4%aco	*2%*	6%za	*1%*	6%cj	*3%*	*3%*	5%c	7%zcefj	7%c	3%c	5%c		*4%*	*5%*	8%zo	*3%*	*5%*
Never	(0)	1231	679	552	240	221	221	195	182	107	64	462	770	43.31	733	156	200	1031	1173
		56%bhikmn	63%zb	*49%*	73%zefghijk	63%zhik	54%hi	54%hi	56%hi	*44%*	*34%*	68%zefghik	50%i		*54%*	*49%*	*49%*	57%zn	*53%*
Don't know		104	53	51	11	21	19	8	12	12	21	32	71	50.50	68	13	14	91	139
		5%f	*5%*	*4%*	*3%*	*6%*	*5%*	*2%*	*4%*	*5%*	11%zcefghjk	*5%*	5%f		*5%*	*4%*	*3%*	*5%*	*6%*
Up to four times		**642**	**251**	**391**	**65**	**73**	**132**	**125**	**93**	**83**	**72**	**138**	**504**	**49.68**	**414**	**103**	**126**	**516**	**644**
		29%acdj	***23%***	34%za	***20%***	***21%***	32%cdj	35%zcdj	29%j	34%cdj	38%zcdj	***20%***	33%zcdj		***31%***	***32%***	***31%***	***29%***	***29%***
Up to ten times		**776**	**313**	**463**	**76**	**88**	**153**	**145**	**112**	**108**	**94**	**164**	**612**	**50.39**	**493**	**132**	**159**	**618**	**783**
		35%acdj	***29%***	41%za	***23%***	***25%***	38%cdj	41%zcdj	35%cj	44%zcdj	49%zcdegjk	***24%***	40%zcdj		***36%***	41%z	***39%***	***34%***	***35%***
Ever		**871**	**340**	**531**	**79**	**108**	**166**	**156**	**130**	**126**	**106**	**186**	**684**	**50.60**	**552**	**149**	**192**	**678**	**894**
		39%acdjo	***32%***	47%za	***24%***	***31%***	41%cdj	44%cdj	40%cj	51%zcdegj	56%zcdefgjk	***27%***	45%zcdj		***41%***	47%z	47%zo	***38%***	***41%***
Mean Score		1.84acjo	1.41	2.24za	0.75	1.76cj	1.60c	1.66c	2.00cj	2.86zcdefjk	3.19zcdefgjk	1.26c	2.09zcefj	1.13	1.87	2.30z	2.71zo	1.63	2.01
Std. Dev.		3.48	2.97	3.86	1.96	3.82	3.11	3.09	3.74	4.24	4.14	3.09	3.62	1.05	3.48	3.81	4.35	3.22	3.70
Std. Err.		0.08	0.09	0.12	0.11	0.21	0.15	0.16	0.24	0.29	0.33	0.12	0.10	0.16	0.10	0.22	0.22	0.08	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 741

Q.54 When a programme contains something that people may find offensive in the area of morality, values and standards of behaviour there is often information about it in the listings or the programme guide, or an announcement before the programme is shown. In the last 12 months how many times, if at all, have you decided not to watch or listen to something as a result of having this kind of information?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Once or twice	(1.5)	**405**	342	5	25	13	43	362	326	15	8	3	6	357	59	191	133	19	161	235	399
		18%r	*18%*	*10%*	*23%*	*21%*	*20%*	*18%*	**20%z**	*25%*	*19%*	*24%*	*12%*	**20%z**	*16%*	*16%*	**23%zmn**	*27%*	**22%zr**	*16%*	*18%*
Three or four times	(3.5)	**236**	191	12	15	5	32	204	188	13	2	1	2	206	42	126	52	9	75	151	245
		11%af	*10%*	*24%*	*14%*	*8%*	*15%*	*10%*	*11%*	**20%z**	*6%*	*9%*	*5%*	*11%*	*11%*	*11%*	*9%*	*13%*	*10%*	*10%*	*11%*
Five to ten times	(7.5)	**134**	111	6	4	6	15	116	114	3	2	-	*	119	27	85	18	3	37	96	139
		6%fo	*6%*	*12%*	*3%*	*9%*	**7%c**	*6%*	**7%z**	*5%*	*4%*	-	*1%*	*7%*	**7%o**	**7%o**	*3%*	*4%*	*5%*	*7%*	*6%*
More than 10 times	(15)	**94**	73	3	3	9	16	79	67	3	*	*	10	81	21	57	13	4	16	78	111
		4%afoq	*4%*	*7%*	*3%*	*14%*	**7%c**	*4%*	*4%*	*6%*	*	*	*21%*	**5%g**	**6%o**	**5%o**	*2%*	*6%*	*2%*	**5%zq**	*5%*
Never	(0)	**1231**	1070	20	53	27	100	1130	867	26	23	6	24	946	208	648	340	34	399	828	1173
		56%gl	**57%z**	*40%*	*50%*	*44%*	*46%*	**57%z**	*53%*	*42%*	*57%*	*50%*	*51%*	*53%*	*55%*	*56%*	*58%*	*49%*	*56%*	*57%*	*53%*
Don't know		**104**	82	4	7	2	14	91	70	1	5	2	4	83	19	53	27	1	29	69	139
		5%a	*4%*	*7%*	*7%*	*4%*	*6%*	*5%*	*4%*	*2%*	*14%*	*17%*	*9%*	**5%g**	*5%*	*5%*	*5%*	*1%*	*4%*	*5%*	*6%*
Up to four times		**642**	**533**	**17**	**39**	**18**	**75**	**566**	**513**	**28**	**10**	**4**	**8**	**563**	**101**	**317**	**185**	**28**	**236**	**386**	**644**
		29%fr	***29%***	***34%***	***37%***	***29%***	***34%***	***29%***	**31%z**	***45%z***	***25%***	***33%***	***17%***	**31%z**	***27%***	***27%***	***32%***	***40%***	**33%zr**	***27%***	***29%***
Up to ten times		**776**	**644**	**23**	**43**	**24**	**90**	**683**	**627**	**31**	**12**	**4**	**8**	**682**	**127**	**402**	**204**	**31**	**273**	**482**	**783**
		35%afr	***34%***	***46%***	***40%***	***38%***	***41%***	***34%***	**38%z**	**50%z**	***30%***	***33%***	***18%***	**38%z**	***34%***	***35%***	***35%***	***44%***	***38%***	***33%***	***35%***
Ever		**871**	**716**	**27**	**46**	**33**	**106**	**761**	**694**	**35**	**12**	**4**	**18**	**763**	**148**	**459**	**216**	**34**	**289**	**560**	**894**
		39%af	***38%***	***53%***	***43%***	***53%***	***48%***	***38%***	**43%z**	**56%z**	***30%***	***33%***	***39%***	**43%z**	***39%***	***40%***	***37%***	***50%***	***40%***	***38%***	***41%***
Mean Score		**1.84afoq**	1.74	3.13	1.65	3.57	**2.55c**	1.75	1.92	2.36	0.99	0.83	4.01	**1.97z**	**2.10o**	**2.00o**	1.28	2.03	1.49	**1.99zq**	2.01
Std. Dev.		**3.48**	3.37	4.21	3.00	5.31	4.14	3.39	3.47	3.69	1.95	1.32	6.30	3.55	3.85	3.69	2.67	3.65	2.84	3.77	3.70
Std. Err.		**0.08**	0.09	0.38	0.16	1.29	0.19	0.09	0.10	0.25	0.17	0.19	1.06	0.09	0.22	0.12	0.11	0.32	0.10	0.11	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 742

Q.54 When a programme contains something that people may find offensive in the area of morality, values and standards of behaviour there is often information about it in the listings or the programme guide, or an announcement before the programme is shown. In the last 12 months how many times, if at all, have you decided not to watch or listen to something as a result of having this kind of information?

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Once or twice	(1.5)	405	84	118	77	196	220	185	202	185	94	89	232	173	19	313	248	56	399
		18%	*18%*	*19%*	*19%*	*19%*	*18%*	*19%*	*18%*	*18%*	*17%*	*19%*	*19%*	*18%*	*12%*	*19%*	*18%*	*15%*	*18%*
Three or four times	(3.5)	236	57	76	39	115	127	109	124	93	56	58	107	127	16	183	139	24	245
		11%kp	*12%*	*12%*	*9%*	*11%*	*11%*	*11%*	*11%*	*9%*	*10%*	*13%*	*9%*	**13%zk**	*11%*	*11%*	*10%*	*6%*	*11%*
Five to ten times	(7.5)	134	33	35	25	60	81	54	64	53	38	30	55	79	23	98	68	12	139
		6%k	*7%*	*6%*	*6%*	*6%*	*7%*	*5%*	*6%*	*5%*	*7%*	*7%*	*5%*	**8%zk**	**15%zno**	*6%*	*5%*	*3%*	*6%*
More than 10 times	(15)	94	27	37	15	52	52	43	46	29	29	31	35	59	9	62	58	18	111
		4%hk	*6%*	*6%*	*4%*	*5%*	*4%*	*4%*	*4%*	*3%*	*5%*	**7%zh**	*3%*	**6%zk**	*6%*	*4%*	*4%*	*5%*	*5%*
Never	(0)	1231	252	351	243	594	665	567	615	622	290	233	736	495	71	943	803	256	1173
		56%jl	*54%*	*55%*	*58%*	*56%*	*55%*	*57%*	*56%*	**61%zij**	*54%*	*51%*	**61%zl**	*50%*	*46%*	*57%*	**59%zmn**	**69%z**	*53%*
Don't know		104	16	18	18	36	60	45	48	40	34	20	48	56	16	67	41	5	139
		5%bdnop	*3%*	*3%*	*4%*	*3%*	*5%*	*4%*	*4%*	*4%*	*6%*	*4%*	*4%*	*6%*	**11%zno**	**4%o**	*3%*	*1%*	*6%*
Up to four times		**642**	**142**	**194**	**117**	**311**	**347**	**295**	**326**	**278**	**150**	**148**	**338**	**300**	**35**	**496**	**387**	**80**	**644**
		29%p	***30%***	***31%***	***28%***	***30%***	***29%***	***29%***	***30%***	***27%***	***28%***	***32%***	***28%***	***30%***	***23%***	***30%***	***29%***	***21%***	***29%***
Up to ten times		**776**	**174**	**230**	**141**	**371**	**428**	**349**	**390**	**330**	**189**	**178**	**394**	**379**	**58**	**594**	**455**	**91**	**783**
		35%hkp	***37%***	***36%***	***34%***	***35%***	***36%***	***35%***	***35%***	***32%***	***35%***	***39%***	***32%***	**38%zk**	***38%***	***36%***	***34%***	***25%***	***35%***
Ever		**871**	**201**	**267**	**156**	**423**	**479**	**391**	**436**	**359**	**218**	**208**	**429**	**438**	**67**	**656**	**513**	**110**	**894**
		39%hkp	***43%***	***42%***	***37%***	***40%***	***40%***	***39%***	***40%***	***35%***	***40%***	**45%zh**	***35%***	**44%zk**	***43%***	***39%***	***38%***	***30%***	***41%***
Mean Score		**1.84hkn**	2.16	2.05	1.65	1.90	1.88	1.78	1.81	1.45	**2.09h**	**2.32zh**	1.43	**2.34zk**	**2.80zno**	1.74	1.70	1.45	2.01
Std. Dev.		3.48	3.86	3.82	3.27	3.62	3.52	3.44	3.44	3.01	3.81	4.03	3.00	3.95	4.17	3.32	3.41	3.50	3.70
Std. Err.		0.08	0.18	0.16	0.18	0.12	0.11	0.11	0.11	0.10	0.18	0.18	0.09	0.12	0.34	0.08	0.10	0.20	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 743

Q.54 When a programme contains something that people may find offensive in the area of morality, values and standards of behaviour there is often information about it in the listings or the programme guide, or an announcement before the programme is shown. In the last 12 months how many times, if at all, have you decided not to watch or listen to something as a result of having this kind of information?

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Once or twice	(1.5)	405	345	13	10	37	50	134	103	91	120	101	145	133	196	169	202	27	399
		18%bp	*19%*	*12%*	*16%*	*20%*	*18%*	*18%*	*18%*	*16%*	**23%zab**	*17%*	*21%*	*18%*	**21%z**	**22%zp**	**18%p**	*10%*	*18%*
Three or four times	(3.5)	236	203	16	4	14	30	71	54	67	64	67	80	79	129	111	107	9	245
		11%p	*11%*	**15%cd**	*7%*	*7%*	*11%*	*9%*	*9%*	*12%*	*12%*	*11%*	*11%*	*11%*	**14%z**	**14%zop**	**10%p**	*3%*	*11%*
Five to ten times	(7.5)	134	115	7	7	6	16	60	48	22	33	34	47	32	73	78	45	7	139
		6%lo	*6%*	*6%*	**10%zdh**	*3%*	*6%*	**8%h**	**8%h**	*4%*	*6%*	*6%*	*7%*	*4%*	**8%z**	**10%zop**	*4%*	*3%*	*6%*
More than 10 times	(15)	94	70	8	7	10	7	29	19	29	12	19	30	26	55	52	33	9	111
		4%io	*4%*	**7%i**	**10%zaefghi**	*5%*	*3%*	*4%*	*3%*	*5%*	*2%*	*3%*	*4%*	*4%*	**6%z**	**7%zo**	*3%*	*3%*	*5%*
Never	(0)	1231	1028	61	31	110	132	415	302	324	290	334	363	444	422	332	676	205	1173
		56%mn	*56%*	*56%*	*49%*	*59%*	*48%*	*55%*	*53%*	*58%*	*55%*	*57%*	*52%*	**60%zk**	*46%*	*43%*	**61%zn**	**76%zno**	*53%*
Don't know		104	87	3	5	9	39	52	47	25	10	31	35	25	51	30	51	11	139
		5%i	**5%i**	*3%*	**8%i**	*5%*	**14%zabdfghi**	**7%zai**	**8%zai**	*4%*	*2%*	*5%*	*5%*	*3%*	*5%*	*4%*	*5%*	*4%*	*6%*
Up to four times		**642**	**547**	**29**	**15**	**51**	**80**	**205**	**157**	**159**	**184**	**168**	**225**	**211**	**326**	**280**	**309**	**36**	**644**
		29%p	***30%***	***27%***	***23%***	***27%***	***29%***	***27%***	***27%***	***28%***	**35%zacf**	***29%***	***32%***	***29%***	**35%z**	**36%zop**	**28%p**	***13%***	***29%***
Up to ten times		**776**	**663**	**36**	**21**	**57**	**96**	**265**	**205**	**181**	**217**	**202**	**272**	**243**	**399**	**358**	**354**	**43**	**783**
		35%op	***36%***	***33%***	***33%***	***30%***	***35%***	***35%***	***36%***	***32%***	**41%zadh**	***34%***	**39%l**	***33%***	**43%z**	**46%zop**	**32%p**	***16%***	***35%***
Ever		**871**	**733**	**44**	**28**	**67**	**103**	**294**	**225**	**210**	**229**	**221**	**302**	**269**	**453**	**410**	**387**	**52**	**894**
		39%op	***40%***	***40%***	***43%***	***36%***	***38%***	***39%***	***39%***	***38%***	***43%***	***38%***	**43%l**	***36%***	**49%z**	**53%zop**	**35%p**	***19%***	***41%***
Mean Score		**1.84lop**	1.78	**2.30i**	**3.02zadefghi**	1.69	1.73	1.87	1.89	1.83	1.61	1.66	**1.97l**	1.54	**2.42z**	**2.71zop**	1.42	1.02	2.01
Std. Dev.		3.48	3.36	4.12	4.89	3.65	3.13	3.46	3.40	3.63	2.89	3.20	3.52	3.17	3.90	4.10	3.00	3.02	3.70
Std. Err.		0.08	0.08	0.31	0.41	0.30	0.17	0.13	0.15	0.17	0.13	0.15	0.14	0.12	0.12	0.15	0.10	0.20	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 744

Q.54 When a programme contains something that people may find offensive in the area of morality, values and standards of behaviour there is often information about it in the listings or the programme guide, or an announcement before the programme is shown. In the last 12 months how many times, if at all, have you decided not to watch or listen to something as a result of having this kind of information?

Base : UK Adults Aged 16+

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Once or twice	(1.5)	405	66	33	234	202	236	342	321	204	160	72	38	115	76	16	65	46	16	399
		18%	*21%*	*22%*	**21%z**	*19%*	**21%z**	**21%z**	**21%z**	**23%z**	**23%z**	**24%z**	*21%*	**24%z**	*21%*	*15%*	*21%*	*23%*	*25%*	*18%*
Three or four times	(3.5)	236	51	17	138	147	174	222	207	136	96	58	35	80	60	26	58	31	7	245
		11%	**17%z**	*11%*	*12%*	**14%z**	**16%zfg**	**14%z**	**14%z**	**15%z**	**14%z**	**20%z**	**19%z**	**17%z**	**17%z**	**25%z**	**18%z**	*15%*	*10%*	*11%*
Five to ten times	(7.5)	134	25	8	63	91	104	132	122	91	69	22	12	60	32	18	40	25	15	139
		6%	*8%*	*5%*	*6%*	**9%z**	**9%zfg**	**8%z**	**8%z**	**10%z**	**10%z**	*7%*	*7%*	**13%zm**	*9%*	**17%zm**	**13%z**	**13%z**	**23%zp**	*6%*
More than 10 times	(15)	94	24	5	55	62	68	85	83	66	45	22	3	39	45	15	24	15	8	111
		4%	**8%z**	*3%*	*5%*	**6%z**	**6%z**	**5%z**	**6%z**	**7%zk**	**7%zk**	**7%k**	*2%*	**8%z**	**12%zl**	**14%z**	**8%z**	**8%z**	**13%z**	*5%*
Never	(0)	1231	130	75	572	515	462	786	696	358	289	118	90	161	127	27	106	72	15	1173
		56%acdefgh ijlmnopq	*42%*	*51%*	**52%a**	**49%e**	*42%*	**48%eg**	**46%e**	*40%*	*42%*	*40%*	**50%hj**	*34%*	*35%*	*26%*	*34%*	*36%*	*23%*	*53%*
Don't know		104	13	10	43	44	54	80	73	38	27	4	2	18	18	4	20	11	3	139
		5%j	*4%*	*7%*	*4%*	*4%*	*5%*	*5%*	*5%*	**4%j**	*4%*	*1%*	*1%*	*4%*	*5%*	*4%*	*6%*	*6%*	*5%*	*6%*
Up to four times		**642**	**117**	**50**	**372**	**349**	**410**	**564**	**528**	**340**	**256**	**130**	**73**	**196**	**137**	**42**	**123**	**77**	**23**	**644**
		29%	**38%z**	***34%***	**34%z**	**33%z**	**37%zdf**	**34%z**	**35%z**	**38%z**	**37%z**	**44%z**	**40%z**	**41%z**	**38%z**	***40%***	**39%z**	**38%z**	***35%***	***29%***
Up to ten times		**776**	**142**	**58**	**435**	**440**	**514**	**696**	**650**	**431**	**325**	**152**	**85**	**256**	**169**	**60**	**163**	**103**	**37**	**783**
		35%	**46%zc**	***39%***	**39%z**	**41%z**	**47%zdfg**	**42%z**	**43%zf**	**48%z**	**47%z**	**51%z**	**47%z**	**54%zm**	**47%z**	**56%z**	**52%z**	**51%z**	**58%z**	***35%***
Ever		**871**	**166**	**63**	**490**	**502**	**582**	**781**	**733**	**497**	**370**	**174**	**88**	**295**	**214**	**74**	**187**	**118**	**46**	**894**
		39%	**54%zbc**	***42%***	**44%z**	**47%z**	**53%zdfg**	**47%z**	**49%zf**	**56%z**	**54%z**	**59%zk**	**49%z**	**62%z**	**60%z**	**70%z**	**60%z**	**59%z**	**71%z**	***41%***
Mean Score		1.84	**2.79zbc**	1.75	2.01	**2.39z**	**2.65zdfg**	**2.27z**	**2.35zf**	**2.87zk**	**2.69zk**	**2.75zk**	1.78	**3.27z**	**3.64z**	**4.60zl**	**3.29z**	**3.16z**	**4.64zop**	2.01
Std. Dev.		3.48	4.23	3.18	3.62	3.91	3.98	3.75	3.82	4.19	4.06	4.06	2.75	4.33	4.94	4.99	4.30	4.30	5.00	3.70
Std. Err.		0.08	0.25	0.27	0.12	0.13	0.12	0.09	0.10	0.14	0.16	0.25	0.21	0.20	0.25	0.39	0.26	0.29	0.51	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 745

Q.54 When a programme contains something that people may find offensive in the area of morality, values and standards of behaviour there is often information about it in the listings or the programme guide, or an announcement before the programme is shown. In the last 12 months how many times, if at all, have you decided not to watch or listen to something as a result of having this kind of information?

Base : UK Adults Aged 16+

			Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
		Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Once or twice	(1.5)	405	25	23	13	9	196	210	81	247	35	405	-	-	-	325	44	399
		18%fklm	**30%z**	*23%*	*25%*	*18%*	**22%z**	*17%*	**23%f**	*18%*	*15%*	**63%zklm**	-	-	-	*19%*	*20%*	*18%*
Three or four times	(3.5)	236	17	15	10	11	120	124	43	142	16	236	-	-	-	186	29	245
		11%klm	**21%z**	*15%*	*20%*	**23%z**	**13%z**	*10%*	*12%*	*10%*	*7%*	**37%zklm**	-	-	-	*11%*	*13%*	*11%*
Five to ten times	(7.5)	134	5	6	3	4	69	70	28	89	16	-	134	-	-	92	18	139
		6%jmn	*7%*	*6%*	*6%*	*9%*	*8%*	*6%*	*8%*	*7%*	*7%*	-	**100%zjlm**	-	-	*5%*	*8%*	*6%*
More than 10 times	(15)	94	5	6	3	2	39	46	28	42	25	-	-	94	-	57	18	111
		4%hjmn	*6%*	*7%*	*5%*	*3%*	*4%*	*4%*	**8%zf**	*3%*	**11%zh**	-	-	**100%zjkm**	-	*3%*	**8%zn**	*5%*
Never	(0)	1231	27	47	22	23	453	764	148	787	126	-	-	-	1231	997	110	1173
		56%aegjkl	*33%*	**48%a**	*42%*	*47%*	*50%*	**60%zg**	*43%*	**58%z**	*55%*	-	-	-	**100%zjkl**	**58%zo**	*49%*	*53%*
Don't know		104	2	1	1	*	31	50	21	55	12	-	-	-	-	72	6	139
		5%ejkmn	*3%*	*1%*	*2%*	*	*3%*	*4%*	*6%*	*4%*	*5%*	-	-	-	-	*4%*	*3%*	*6%*
Up to four times		**642**	**42**	**37**	**23**	**20**	**317**	**334**	**124**	**389**	**51**	**642**	**-**	**-**	**-**	**511**	**73**	**644**
		29%fklm	**51%z**	***38%***	**45%z**	***42%***	**35%z**	***26%***	**36%zf**	***29%***	***22%***	**100%zklm**	**-**	**-**	**-**	***30%***	***32%***	***29%***
Up to ten times		**776**	**47**	**43**	**26**	**24**	**385**	**403**	**152**	**478**	**67**	**642**	**134**	**-**	**-**	**602**	**91**	**783**
		35%flm	**58%z**	***44%***	***51%***	***50%***	**42%z**	***32%***	**43%zf**	***35%***	***29%***	**100%zlm**	**100%zlm**	**-**	**-**	***35%***	***41%***	***35%***
Ever		**871**	**52**	**49**	**29**	**26**	**425**	**450**	**179**	**520**	**92**	**642**	**134**	**94**	**-**	**659**	**109**	**894**
		39%fm	**64%z**	***51%***	**56%z**	***53%***	**47%z**	***36%***	**51%zf**	***38%***	***40%***	**100%zm**	**100%zm**	**100%zm**	**-**	***38%***	**49%zn**	***41%***
Mean Score		**1.84fhmn**	2.72	2.33	2.32	2.21	**2.07z**	1.62	**2.73zf**	1.66	**2.76zh**	**2.24zm**	**7.50zj**	**15.00zj**	0.00	1.62	**2.63zn**	2.01
Std. Dev.		3.48	3.85	3.94	3.57	3.26	3.52	3.29	4.30	3.18	4.85	0.97	0.00	0.00	0.00	3.17	4.31	3.70
Std. Err.		0.08	0.42	0.42	0.51	0.47	0.12	0.10	0.23	0.09	0.32	0.04	0.00	0.00	0.00	0.08	0.29	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 746

Q.54 When a programme contains something that people may find offensive in the area of morality, values and standards of behaviour there is often information about it in the listings or the programme guide, or an announcement before the programme is shown. In the last 12 months how many times, if at all, have you decided not to watch or listen to something as a result of having this kind of information?

Base : UK Adults Aged 16+

			Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
		Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Once or twice	(1.5)	405	285	51	247	101	139	167	287	62	225	97	354	18	152	166	267	64	399
		18%fhlp	*18%*	*19%*	*18%*	*18%*	24%zf	*14%*	22%zh	*12%*	*17%*	*19%*	20%zl	*9%*	*19%*	*18%*	22%zp	*12%*	*18%*
Three or four times	(3.5)	236	138	37	127	91	125	66	183	25	120	75	200	24	98	86	154	43	245
		11%acfhi	*9%*	14%a	*9%*	16%zc	22%zf	*5%*	14%zh	*5%*	*9%*	15%zi	*11%*	*12%*	*12%*	*10%*	13%zp	*8%*	*11%*
Five to ten times	(7.5)	134	84	27	67	52	69	35	113	7	69	50	111	8	56	47	90	24	139
		6%cfh	*5%*	10%za	*5%*	9%zc	12%zf	*3%*	9%zh	*1%*	*5%*	10%zi	*6%*	*4%*	*7%*	*5%*	7%z	*5%*	*6%*
More than 10 times	(15)	94	50	20	42	32	49	25	66	13	43	36	73	5	54	20	62	13	111
		4%acfin	*3%*	7%za	*3%*	6%c	9%zf	*2%*	*5%*	*3%*	*3%*	7%zi	*4%*	*2%*	7%zn	*2%*	*5%*	*3%*	*5%*
Never	(0)	1231	933	113	841	251	157	895	601	388	833	219	935	133	421	543	579	374	1173
		56%bdegjkmo	60%zb	*42%*	61%zd	*45%*	*27%*	73%ze	*46%*	76%zg	62%zj	*43%*	*54%*	64%zk	*51%*	60%zm	*48%*	70%zo	*53%*
Don't know		104	57	20	53	30	34	40	64	19	50	28	72	18	38	36	62	13	139
		5%acfikp	*4%*	7%a	*4%*	*5%*	6%f	*3%*	*5%*	*4%*	*4%*	*6%*	*4%*	9%zk	*5%*	*4%*	5%p	*2%*	*6%*
Up to four times		642	423	89	375	192	264	233	469	87	345	172	554	42	250	253	421	107	644
		29%afhilp	***27%***	***33%***	***27%***	34%zc	46%zf	***19%***	36%zh	***17%***	***26%***	34%zi	32%zl	***21%***	***31%***	***28%***	35%zp	***20%***	***29%***
Up to ten times		776	507	116	442	244	333	268	582	93	413	222	665	51	306	300	511	131	783
		35%acfhilp	***33%***	43%za	***32%***	44%zc	58%zf	***22%***	44%zh	***18%***	***31%***	44%zi	38%zl	***24%***	***37%***	***33%***	42%zp	***25%***	***35%***
Ever		871	556	136	484	276	383	293	648	107	457	258	738	56	361	320	573	145	894
		39%acfhilnp	***36%***	51%za	***35%***	50%zc	67%zf	***24%***	49%zh	***21%***	***34%***	51%zi	42%zl	***27%***	44%zn	***36%***	47%zp	***27%***	***41%***
Mean Score		1.84acfhinp	1.53	2.85za	1.47	2.53zc	3.53zf	0.94	2.32zh	0.87	1.49	2.79zi	1.89	1.32	2.31zn	1.40	2.21zp	1.21	2.01
Std. Dev.		3.48	3.14	4.28	3.07	3.91	4.33	2.56	3.72	2.64	3.14	4.21	3.45	2.92	4.04	2.83	3.72	2.87	3.70
Std. Err.		0.08	0.08	0.26	0.09	0.17	0.17	0.08	0.11	0.12	0.09	0.19	0.09	0.22	0.14	0.10	0.11	0.14	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 747

Q.54 When a programme contains something that people may find offensive in the area of morality, values and standards of behaviour there is often information about it in the listings or the programme guide, or an announcement before the programme is shown. In the last 12 months how many times, if at all, have you decided not to watch or listen to something as a result of having this kind of information?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Once or twice	(1.5)	405	267	76	311	45	250	11	245	12	226	67	290	47	227	75	399
		18%jm	*18%*	*22%*	*19%*	*17%*	*18%*	*16%*	*18%*	*20%*	**21%zj**	*14%*	*18%*	*19%*	*16%*	**24%m**	*18%*
Three or four times	(3.5)	236	150	42	167	37	138	11	141	7	144	42	162	37	144	46	245
		11%	*10%*	*12%*	*10%*	*14%*	*10%*	*16%*	*11%*	*11%*	**13%z**	*9%*	*10%*	*15%*	*10%*	*14%*	*11%*
Five to ten times	(7.5)	134	83	25	91	29	71	7	68	5	74	30	80	18	81	26	139
		6%ek	*6%*	*7%*	*6%*	**11%zc**	*5%*	*11%*	*5%*	*8%*	*7%*	*6%*	*5%*	*7%*	*6%*	*8%*	*6%*
More than 10 times	(15)	94	37	26	51	21	50	5	45	6	45	20	64	17	57	22	111
		4%acg	*2%*	**7%za**	*3%*	**8%zc**	*4%*	*8%*	*3%*	*9%*	*4%*	*4%*	*4%*	*7%*	*4%*	*7%*	*5%*
Never	(0)	1231	897	163	943	115	857	33	797	30	541	280	959	115	863	138	1173
		56%bdiln	**60%zb**	*47%*	**58%zd**	*44%*	**61%z**	*47%*	**60%z**	*48%*	*50%*	**60%i**	**59%zl**	*46%*	**60%zn**	*43%*	*53%*
Don't know		104	59	15	68	14	43	3	40	2	41	28	59	18	58	13	139
		5%egk	*4%*	*4%*	*4%*	*5%*	*3%*	*4%*	*3%*	*4%*	*4%*	*6%*	*4%*	**7%k**	*4%*	*4%*	*6%*
Up to four times		**642**	**417**	**118**	**478**	**82**	**388**	**22**	**385**	**19**	**371**	**109**	**452**	**84**	**371**	**121**	**644**
		29%jm	***28%***	***34%***	***29%***	***32%***	***28%***	***31%***	***29%***	***31%***	**35%zj**	***23%***	***28%***	***33%***	***26%***	**38%zm**	***29%***
Up to ten times		**776**	**500**	**143**	**568**	**111**	**459**	**29**	**453**	**24**	**444**	**139**	**532**	**102**	**453**	**147**	**783**
		35%ejkm	***33%***	**41%za**	***35%***	**43%z**	***33%***	***42%***	***34%***	***39%***	**41%zj**	***30%***	***33%***	***41%***	***32%***	**46%zm**	***35%***
Ever		**871**	**537**	**169**	**619**	**131**	**509**	**34**	**498**	**29**	**490**	**159**	**596**	**119**	**510**	**169**	**894**
		39%aejkm	***36%***	**49%za**	***38%***	**50%zc**	***36%***	***49%***	***37%***	***48%***	**46%zj**	***34%***	***37%***	**47%zk**	***36%***	**53%zm**	***41%***
Mean Score		**1.84acegkm**	1.47	**2.52za**	1.60	**2.93zc**	1.56	**2.80e**	1.57	**2.76g**	2.02	1.75	1.65	**2.53zk**	1.69	**2.61zm**	2.01
Std. Dev.		3.48	2.94	4.18	3.14	4.37	3.21	4.30	3.16	4.56	3.48	3.52	3.34	4.10	3.40	4.08	3.70
Std. Err.		0.08	0.08	0.23	0.08	0.28	0.09	0.48	0.09	0.55	0.11	0.18	0.09	0.27	0.10	0.23	0.08

Fieldwork Dates : 7th - 25th March 2009
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Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 748

Q.54 When a programme contains something that people may find offensive in the area of morality, values and standards of behaviour there is often information about it in the listings or the programme guide, or an announcement before the programme is shown. In the last 12 months how many times, if at all, have you decided not to watch or listen to something as a result of having this kind of information?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly									Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Once or twice	(1.5)	405 *18%*	329 *18%*	247 *18%*	344 *18%*	310 **19%e**	205 *17%*	376 *19%*	397 *19%*	7 *10%*	84 *17%*	119 **21%km**	242 *18%*	193 *20%*	305 *18%*	94 *19%*	399 *18%*
Three or four times	(3.5)	236 *11%*	210 **12%ze**	161 **12%e**	216 **11%ze**	183 *11%*	117 *10%*	218 *11%*	234 **11%z**	2 *4%*	40 *8%*	65 *12%*	148 **11%i**	96 *10%*	180 *11%*	54 *11%*	245 *11%*
Five to ten times	(7.5)	134 **6%i**	122 **7%zd**	99 **7%zd**	125 **7%zd**	88 *6%*	87 **7%d**	125 *6%*	134 **6%z**	* *	14 *3%*	31 **6%i**	74 **6%i**	55 **6%i**	94 **6%i**	37 **8%i**	139 *6%*
More than 10 times	(15)	94 *4%*	71 *4%*	61 *4%*	77 *4%*	83 **5%zaceg**	46 *4%*	94 **5%zac**	94 **4%z**	* *	22 *4%*	20 *4%*	51 *4%*	52 **5%m**	68 *4%*	24 *5%*	111 *5%*
Never	(0)	1231 **56%bgn**	996 *55%*	717 *53%*	1046 **55%b**	874 *55%*	692 **58%abcdfg**	1119 **56%b**	1182 *55%*	47 *71%*	326 **65%zjklmn**	301 *54%*	778 **58%n**	550 **57%n**	979 **58%zn**	235 *48%*	1173 *53%*
Don't know		104 **5%acdfgklm**	70 *4%*	60 *4%*	77 *4%*	57 *4%*	46 *4%*	80 *4%*	94 **4%adf**	10 *15%*	15 *3%*	19 *3%*	51 **4%l**	23 *2%*	59 **4%l**	41 **8%zijklm**	139 *6%*
Up to four times		**642** ***29%***	**539** **30%e**	**409** **30%e**	**561** **30%e**	**493** **31%zef**	**322** ***27%***	**593** **29%e**	**632** **30%ze**	**9** ***14%***	**125** ***25%***	**184** **33%ikm**	**390** ***29%***	**289** ***30%***	**486** ***29%***	**148** ***31%***	**644** ***29%***
Up to ten times		**776** **35%i**	**661** **37%z**	**508** **38%ze**	**686** **36%z**	**581** ***36%***	**409** ***34%***	**718** ***36%***	**766** **36%z**	**9** ***14%***	**138** ***28%***	**215** **39%ikm**	**464** **35%i**	**344** **36%i**	**579** **34%i**	**185** **38%i**	**783** ***35%***
Ever		**871** **39%i**	**732** **41%ze**	**568** **42%ze**	**763** ***40%***	**664** **42%ze**	**455** ***38%***	**812** **40%z**	**860** **40%z**	**9** ***14%***	**161** ***32%***	**234** **42%ik**	**515** **38%i**	**396** **41%i**	**648** **38%i**	**209** **43%i**	**894** ***41%***
Mean Score		**1.84im**	1.86	**2.01zace**	1.86	**1.96z**	1.79	**1.90z**	**1.88z**	0.33	1.45	1.74	1.71	**1.92i**	1.73	**2.18i**	2.01
Std. Dev.		3.48	3.42	3.59	3.45	3.67	3.42	3.58	3.52	0.85	3.36	3.24	3.33	3.69	3.39	3.76	3.70
Std. Err.		0.08	0.08	0.11	0.08	0.10	0.11	0.08	0.08	0.11	0.17	0.15	0.10	0.13	0.09	0.16	0.08

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 749

Q.55 How much do you agree or disagree with the statement:

'BBC programmes should have HIGHER standards of morality, values and behaviour than those of other broadcasters'?

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Strongly agree	(5)	465 **21%cdjo**	215 *20%*	250 *22%*	32 *10%*	53 *15%*	69 **17%c**	84 **23%cdj**	73 **22%cj**	83 **34%zcdefgjk**	70 **37%zcdefgjk**	86 *13%*	379 **25%zcdej**	53.63	303 *22%*	80 *25%*	109 **27%zo**	356 *20%*	513 *23%*
Tend to agree	(4)	750 **34%f**	379 *35%*	371 *33%*	102 *31%*	120 *34%*	136 *33%*	100 *28%*	126 **39%f**	90 *37%*	75 **39%f**	223 *33%*	527 **35%f**	47.49	453 *33%*	114 *36%*	122 *30%*	628 *35%*	757 *34%*
Neither agree nor disagree	(3)	431 **20%ghikm**	192 *18%*	239 *21%*	106 **32%zdefghijk**	75 **21%ghi**	90 **22%ghik**	81 **23%ghik**	43 *13%*	22 *9%*	15 *8%*	180 **27%zdghik**	250 **16%hi**	39.78	248 *18%*	45 *14%*	64 *16%*	366 *20%*	420 *19%*
Tend to disagree	(2)	345 *16%*	175 *16%*	170 *15%*	49 *15%*	55 *16%*	76 **19%h**	61 *17%*	55 *17%*	27 *11%*	21 *11%*	104 *15%*	241 **16%h**	45.05	220 *16%*	48 *15%*	75 *18%*	270 *15%*	297 *13%*
Strongly disagree	(1)	186 **8%k**	92 *9%*	94 *8%*	36 *11%*	37 *11%*	29 *7%*	29 *8%*	24 *7%*	21 *9%*	10 *5%*	73 *11%*	113 *7%*	44.51	106 *8%*	28 *9%*	33 *8%*	153 *9%*	157 *7%*
Don't know/No opinion		30 **1%k**	21 *2%*	9 *1%*	4 *1%*	10 **3%k**	8 *2%*	2 *1%*	3 *1%*	2 *1%*	* *	14 *2%*	15 *1%*	38.36	22 *2%*	2 *1%*	2 *1%*	28 *2%*	62 *3%*
Agree		**1214** **55%cj**	**593** ***55%***	**621** ***55%***	**135** ***41%***	**174** ***50%***	**205** ***50%***	**184** **51%c**	**199** **61%cdefj**	**173** **71%zcdefjk**	**145** **76%zcdefgjk**	**308** ***45%***	**906** **59%zcdefj**	**49.84**	**756** ***56%***	**194** ***61%***	**231** ***57%***	**983** ***55%***	**1270** ***58%***
Disagree		**531** **24%i**	**267** ***25%***	**264** ***23%***	**85** ***26%***	**92** **26%i**	**105** **26%i**	**90** ***25%***	**80** ***25%***	**48** ***20%***	**32** ***17%***	**177** **26%i**	**354** **23%i**	**44.86**	**327** ***24%***	**76** ***24%***	**108** ***27%***	**423** ***24%***	**454** ***21%***
Net Agree		683 **31%cdej**	327 *30%*	357 *31%*	49 *15%*	82 **23%c**	100 **25%c**	94 **26%cj**	120 **37%cdefj**	125 **51%zcdefgjk**	113 **59%zcdefgjk**	131 **19%c**	552 **36%zcdefj**	4.98	430 *32%*	118 **37%z**	123 *30%*	560 *31%*	816 *37%*
Mean Score		**3.44cj**	3.43	3.46	3.14	3.29	3.35	**3.42cj**	**3.52cj**	**3.77zcdefjk**	**3.90zcdefgjk**	3.22	**3.54zcdej**	1.02	3.47	3.54	3.49	3.43	3.55
Std. Dev.		1.23	1.23	1.22	1.13	1.22	1.18	1.25	1.23	1.27	1.17	1.18	1.23	1.01	1.23	1.27	1.29	1.21	1.20
Std. Err.		0.03	0.04	0.04	0.06	0.06	0.06	0.06	0.08	0.08	0.09	0.04	0.03	0.15	0.03	0.07	0.06	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 750

Q.55 How much do you agree or disagree with the statement:

'BBC programmes should have HIGHER standards of morality, values and behaviour than those of other broadcasters'?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Strongly agree	(5)	**465**	378	16	32	9	57	405	377	20	11	3	5	416	96	254	96	17	122	338	513
		21%afoq	*20%*	*32%*	*30%*	*14%*	*26%*	*20%*	**23%z**	*32%*	*28%*	*23%*	*12%*	**23%z**	**26%o**	**22%o**	*16%*	*25%*	*17%*	**23%zq**	*23%*
Tend to agree	(4)	**750**	624	17	44	16	77	671	546	29	10	5	17	606	122	393	189	31	234	495	757
		34%	*33%*	*33%*	**42%e**	*26%*	*35%*	*34%*	*33%*	*46%*	*26%*	*39%*	*36%*	*34%*	*33%*	*34%*	*32%*	*45%*	*33%*	*34%*	*34%*
Neither agree nor disagree	(3)	**431**	353	11	14	32	56	374	288	9	6	3	14	319	59	217	142	10	165	264	420
		20%afgl	*19%*	*21%*	*13%*	*51%*	**26%c**	*19%*	*18%*	*14%*	*14%*	*21%*	*31%*	*18%*	*16%*	*19%*	**24%zmn**	*15%*	**23%zr**	*18%*	*19%*
Tend to disagree	(2)	**345**	324	6	2	6	14	331	275	2	*	2	7	287	59	179	102	5	122	220	297
		16%ceh	**17%zcef**	*12%*	*2%*	*9%*	**6%c**	**17%zce**	**17%zhl**	*4%*	*	*15%*	*16%*	**16%h**	*16%*	*15%*	*18%*	*7%*	*17%*	*15%*	*13%*
Strongly disagree	(1)	**186**	174	2	6	*	7	179	134	*	5	*	1	141	36	103	40	6	59	125	157
		8%h	**9%z**	*3%*	**5%e**	*	*3%*	**9%z**	*8%*	*	*12%*	*	*3%*	*8%*	*10%*	*9%*	*7%*	*9%*	*8%*	*9%*	*7%*
Don't know/No opinion		**30**	16	*	8	*	8	22	11	2	8	*	1	23	2	13	13	*	14	14	62
		1%afg	*1%*	*	**8%zaef**	*	**4%a**	**1%a**	*1%*	**4%g**	*20%*	*1%*	*2%*	**1%g**	*1%*	*1%*	*2%*	*	*2%*	*1%*	*3%*
Agree		**1214**	**1002**	**33**	**76**	**25**	**134**	**1076**	**923**	**49**	**22**	**7**	**22**	**1022**	**218**	**647**	**286**	**48**	**357**	**833**	**1270**
		55%afoq	***54%***	***64%***	**71%zaef**	***40%***	***61%***	**54%a**	**57%z**	**78%zgl**	***54%***	***62%***	***48%***	**57%z**	**58%o**	**56%o**	***49%***	**70%zo**	***50%***	**57%zq**	***58%***
Disagree		**531**	**497**	**7**	**8**	**6**	**21**	**510**	**410**	**2**	**5**	**2**	**9**	**428**	**95**	**283**	**143**	**11**	**182**	**346**	**454**
		24%ceh	**27%zcef**	***15%***	***8%***	***9%***	***10%***	**26%zce**	**25%hl**	***4%***	***12%***	***16%***	***19%***	**24%h**	***25%***	***24%***	***24%***	***15%***	***25%***	***24%***	***21%***
Net Agree		**683**	504	25	68	19	113	566	513	46	17	6	13	595	123	365	143	38	175	487	816
		31%afoq	*27%*	*50%*	**64%zaef**	*31%*	**51%zaf**	**29%a**	*31%*	**74%zgl**	*42%*	*46%*	*29%*	**33%zg**	**33%o**	**31%o**	*25%*	**54%zmno**	*24%*	**33%zq**	*37%*
Mean Score		**3.44afq**	3.38	3.79	**3.95zaef**	3.45	**3.77zaf**	**3.40a**	3.47	**4.11zgl**	3.72	3.70	3.38	**3.49zg**	3.49	3.45	3.35	**3.70o**	3.34	**3.48q**	3.55
Std. Dev.		**1.23**	1.25	1.12	1.05	0.85	1.03	1.24	1.25	0.81	1.36	1.05	1.01	1.23	1.29	1.24	1.16	1.17	1.20	1.24	1.20
Std. Err.		**0.03**	0.03	0.10	0.06	0.21	0.05	0.03	0.03	0.05	0.12	0.14	0.17	0.03	0.07	0.04	0.05	0.10	0.04	0.03	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 751

Q.55 How much do you agree or disagree with the statement:

'BBC programmes should have HIGHER standards of morality, values and behaviour than those of other broadcasters'?

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Strongly agree	(5)	465	108	142	65	207	240	224	224	187	96	137	216	249	58	323	245	46	513
		21%chknop	**23%c**	**22%cd**	*16%*	**20%c**	*20%*	*22%*	*20%*	*18%*	*18%*	**30%zhi**	*18%*	**25%zk**	**37%zno**	*19%*	*18%*	*12%*	*23%*
Tend to agree	(4)	750	161	206	150	356	427	323	373	338	197	155	370	379	64	551	425	120	757
		34%ko	*34%*	*32%*	*36%*	*34%*	*35%*	*32%*	*34%*	*33%*	*36%*	*34%*	*31%*	**38%zk**	**41%o**	*33%*	*31%*	*32%*	*34%*
Neither agree nor disagree	(3)	431	100	129	77	205	219	212	218	229	102	71	266	163	15	340	299	88	420
		20%jlm	*21%*	*20%*	*18%*	*19%*	*18%*	*21%*	*20%*	**22%zj**	*19%*	*15%*	**22%zl**	*16%*	*10%*	**20%m**	**22%zm**	*24%*	*19%*
Tend to disagree	(2)	345	66	97	88	185	202	143	171	153	99	57	219	124	11	277	242	73	297
		16%lm	*14%*	*15%*	**21%za**	*18%*	*17%*	*14%*	*16%*	*15%*	*18%*	*12%*	**18%zl**	*13%*	*7%*	**17%m**	**18%zm**	*20%*	*13%*
Strongly disagree	(1)	186	28	59	34	93	98	89	100	108	36	32	122	65	5	154	127	36	157
		8%l	*6%*	*9%*	*8%*	*9%*	*8%*	*9%*	*9%*	**11%z**	*7%*	*7%*	**10%zl**	*7%*	*3%*	**9%z**	*9%*	*10%*	*7%*
Don't know/No opinion		30	7	4	4	7	19	11	13	6	13	9	20	9	2	21	19	8	62
		1%dh	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	**2%h**	**2%h**	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*3%*
Agree		**1214**	**268**	**348**	**215**	**563**	**667**	**547**	**597**	**525**	**292**	**292**	**586**	**628**	**122**	**875**	**670**	**165**	**1270**
		55%hknop	***57%***	***55%***	***52%***	***53%***	***55%***	***55%***	***54%***	***51%***	***54%***	**63%zhi**	***48%***	**63%zk**	**79%zno**	**53%o**	***49%***	***45%***	***58%***
Disagree		**531**	**95**	**156**	**122**	**277**	**299**	**232**	**271**	**261**	**135**	**89**	**341**	**189**	**16**	**431**	**369**	**109**	**454**
		24%jlm	***20%***	***24%***	**29%za**	**26%a**	***25%***	***23%***	***25%***	**26%j**	***25%***	***19%***	**28%zl**	***19%***	***10%***	**26%zm**	**27%zm**	***29%***	***21%***
Net Agree		683	174	192	93	286	368	316	326	264	157	203	245	439	106	444	300	56	816
		31%cdhknop	**37%zcd**	**30%cd**	*22%*	**27%c**	*31%*	*31%*	*30%*	*26%*	*29%*	**44%zhi**	*20%*	**44%zk**	**69%zno**	**27%o**	*22%*	*15%*	*37%*
Mean Score		**3.44chknop**	**3.55c**	3.44	3.30	3.38	3.43	3.46	3.41	3.34	3.41	**3.68zhi**	3.28	**3.64zk**	**4.04zno**	3.37	3.31	3.18	3.55
Std. Dev.		1.23	1.17	1.25	1.20	1.23	1.22	1.24	1.23	1.24	1.18	1.23	1.24	1.18	1.03	1.24	1.23	1.19	1.20
Std. Err.		0.03	0.05	0.05	0.07	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.04	0.04	0.08	0.03	0.04	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 752

Q.55 How much do you agree or disagree with the statement:

'BBC programmes should have HIGHER standards of morality, values and behaviour than those of other broadcasters'?

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Strongly agree	(5)	465	379	30	12	44	52	138	123	126	116	105	150	141	271	212	202	37	513
		21%op	*21%*	**27%zf**	*19%*	*23%*	*19%*	*18%*	**21%f**	*23%*	*22%*	*18%*	*21%*	*19%*	**29%z**	**28%zop**	*18%*	*14%*	*23%*
Tend to agree	(4)	750	637	29	23	60	116	282	214	192	164	230	257	222	328	285	369	72	757
		34%blp	*34%*	*27%*	*36%*	*32%*	**42%zabi**	**37%b**	**37%b**	*34%*	*31%*	**39%zl**	**37%l**	*30%*	*35%*	**37%p**	*33%*	*27%*	*34%*
Neither agree nor disagree	(3)	431	354	26	14	37	63	144	107	106	104	97	121	189	144	107	251	68	420
		20%mn	*19%*	*24%*	*22%*	*20%*	*23%*	*19%*	*19%*	*19%*	*20%*	*16%*	*17%*	**26%zjk**	*16%*	*14%*	**22%zn**	**26%zn**	*19%*
Tend to disagree	(2)	345	291	16	11	28	11	113	64	79	98	98	103	107	122	103	191	44	297
		16%egm	**16%eg**	**14%e**	**17%e**	**15%e**	*4%*	**15%eg**	**11%e**	**14%e**	**19%eg**	*17%*	*15%*	*15%*	*13%*	*13%*	*17%*	*16%*	*13%*
Strongly disagree	(1)	186	160	6	3	17	16	64	47	56	41	48	59	70	52	56	84	44	157
		8%m	*9%*	*6%*	*5%*	*9%*	*6%*	*8%*	*8%*	*10%*	*8%*	*8%*	*8%*	*9%*	*6%*	*7%*	*8%*	**16%zno**	*7%*
Don't know/No opinion		30	26	2	2	1	15	19	18	*	6	8	10	8	9	9	17	3	62
		1%h	**1%h**	**2%h**	**2%h**	*1%*	**6%zadfhi**	**3%zah**	**3%zah**	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*3%*
Agree		**1214**	**1017**	**59**	**35**	**104**	**168**	**420**	**337**	**318**	**279**	**335**	**406**	**363**	**599**	**497**	**571**	**109**	**1270**
		55%lop	***55%***	***54%***	***55%***	***56%***	***61%***	***55%***	**59%f**	***57%***	***53%***	**57%l**	**58%l**	***49%***	**65%z**	**64%zop**	**51%p**	***41%***	***58%***
Disagree		**531**	**451**	**22**	**13**	**44**	**27**	**177**	**111**	**135**	**139**	**146**	**163**	**177**	**174**	**159**	**275**	**88**	**454**
		24%egmn	**24%eg**	**20%e**	**21%e**	**24%e**	***10%***	**23%eg**	**19%e**	**24%e**	**26%eg**	***25%***	***23%***	***24%***	***19%***	***21%***	***25%***	**33%zno**	***21%***
Net Agree		683	566	37	22	59	141	242	226	183	140	189	244	186	426	338	296	21	816
		31%ilop	*31%*	*34%*	*34%*	*32%*	**52%zabcdfghi**	*32%*	**39%zafi**	*33%*	*26%*	**32%l**	**35%zl**	*25%*	**46%z**	**44%zop**	**27%p**	*8%*	*37%*
Mean Score		**3.44p**	3.43	3.56	3.50	3.47	**3.69zafi**	3.43	**3.55f**	3.46	3.41	3.43	3.48	3.35	**3.70z**	**3.65zop**	**3.38p**	3.05	3.55
Std. Dev.		1.23	1.23	1.21	1.13	1.25	1.04	1.20	1.20	1.26	1.24	1.20	1.22	1.22	1.19	1.22	1.19	1.29	1.20
Std. Err.		0.03	0.03	0.09	0.09	0.10	0.05	0.05	0.05	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.08	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 753

Q.55 How much do you agree or disagree with the statement:

'BBC programmes should have HIGHER standards of morality, values and behaviour than those of other broadcasters'?

Base : UK Adults Aged 16+

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Strongly agree	(5)	465	95	27	242	270	314	424	393	282	173	76	44	172	130	43	94	69	23	513
		21%	**31%zbc**	*18%*	*22%*	**25%z**	**29%zdfg**	**26%z**	**26%z**	**32%zi**	**25%z**	*26%*	*24%*	**36%z**	**36%z**	**41%z**	**30%z**	**34%z**	**36%z**	*23%*
Tend to agree	(4)	750	115	60	376	376	403	584	549	307	242	112	67	163	124	44	124	57	22	757
		34%	*37%*	*41%*	*34%*	*35%*	**37%z**	**35%z**	**37%zf**	*34%*	*35%*	*38%*	*37%*	*34%*	*35%*	*41%*	**40%p**	*28%*	*35%*	*34%*
Neither agree nor disagree	(3)	431	46	32	183	163	167	285	250	127	117	49	31	48	43	13	38	31	9	420
		20%cdefghlmo	*15%*	*21%*	*17%*	*15%*	*15%*	**17%e**	*17%*	*14%*	*17%*	*17%*	*17%*	*10%*	*12%*	*12%*	*12%*	*15%*	*14%*	*19%*
Tend to disagree	(2)	345	36	23	191	159	123	237	211	109	107	41	26	61	39	2	45	33	7	297
		16%efghmn	*12%*	*16%*	**17%a**	**15%e**	*11%*	**14%e**	**14%e**	*12%*	**16%h**	*14%*	*15%*	**13%n**	**11%n**	*2%*	*14%*	*16%*	*11%*	*13%*
Strongly disagree	(1)	186	17	6	108	79	83	101	88	63	46	17	13	29	20	3	11	12	1	157
		8%fgo	*5%*	*4%*	**10%a**	**7%g**	**8%fg**	*6%*	*6%*	*7%*	*7%*	*6%*	*7%*	*6%*	*6%*	*3%*	*4%*	*6%*	*2%*	*7%*
Don't know/No opinion		30	*	*	6	13	8	15	11	4	2	*	*	*	2	1	1	*	1	62
		1%cefghil	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*	*	*	**1%l**	*1%*	*	*	*2%*	*3%*
Agree		**1214**	**209**	**87**	**617**	**646**	**717**	**1008**	**942**	**589**	**415**	**188**	**111**	**335**	**254**	**87**	**218**	**126**	**46**	**1270**
		55%	**68%zc**	***59%***	***56%***	**61%z**	**65%zdfg**	**61%z**	**63%zf**	**66%zi**	**60%z**	**64%z**	***61%***	**71%z**	**71%z**	**82%zlm**	**70%z**	***62%***	**71%z**	***58%***
Disagree		**531**	**53**	**29**	**299**	**238**	**206**	**338**	**299**	**172**	**152**	**58**	**39**	**90**	**59**	**5**	**56**	**45**	**9**	**454**
		24%aefghlmno	***17%***	***20%***	**27%za**	**22%eg**	***19%***	***21%***	***20%***	***19%***	***22%***	***20%***	***22%***	**19%n**	**16%n**	***5%***	***18%***	***22%***	***14%***	***21%***
Net Agree		683	156	58	318	408	512	670	643	417	263	130	72	245	195	81	162	81	37	816
		31%	**51%zbc**	**39%c**	*29%*	**38%z**	**47%zdfg**	**41%z**	**43%zdf**	**47%zi**	**38%z**	**44%z**	**40%z**	**52%z**	**54%z**	**77%zlm**	**52%zp**	**40%z**	**57%zp**	*37%*
Mean Score		3.44	**3.76zc**	3.53	3.41	**3.57z**	**3.68zdf**	**3.61z**	**3.64zf**	**3.72zi**	**3.57z**	**3.64z**	3.57	**3.82z**	**3.86z**	**4.16zlm**	**3.78z**	**3.68z**	**3.93z**	3.55
Std. Dev.		1.23	1.17	1.08	1.27	1.23	1.21	1.19	1.18	1.23	1.21	1.17	1.21	1.23	1.19	0.93	1.13	1.26	1.09	1.20
Std. Err.		0.03	0.07	0.09	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.07	0.09	0.06	0.06	0.07	0.07	0.08	0.11	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 754

Q.55 How much do you agree or disagree with the statement:

'BBC programmes should have HIGHER standards of morality, values and behaviour than those of other broadcasters'?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Strongly agree	(5)	465	23	12	13	13	235	214	134	279	60	168	44	27	195	348	81	513
		21%fm	**28%b**	*12%*	*25%*	*26%*	**26%z**	*17%*	**38%zf**	*20%*	*26%*	**26%zm**	**32%zm**	**28%m**	*16%*	*20%*	**36%zn**	*23%*
Tend to agree	(4)	750	38	46	20	13	292	417	100	427	82	253	47	35	384	629	62	757
		34%hm	*46%*	**47%z**	*39%*	*27%*	*32%*	*33%*	*29%*	*31%*	*36%*	**39%zm**	*35%*	*38%*	*31%*	**36%zo**	*27%*	*34%*
Neither agree nor disagree	(3)	431	7	15	1	10	155	277	41	287	38	113	20	19	259	306	30	420
		20%acegn	*8%*	*15%*	*3%*	**20%c**	*17%*	**22%zg**	*12%*	*21%*	*17%*	*18%*	*15%*	*20%*	*21%*	*18%*	*13%*	*19%*
Tend to disagree	(2)	345	13	18	11	7	148	223	38	233	21	76	16	8	233	280	32	297
		16%gj	*16%*	*19%*	*22%*	*15%*	*16%*	**18%zg**	*11%*	**17%i**	*9%*	*12%*	*12%*	*8%*	**19%zj**	*16%*	*14%*	*13%*
Strongly disagree	(1)	186	2	7	6	6	74	116	32	114	25	31	8	5	141	150	20	157
		8%j	*2%*	*7%*	*12%*	*12%*	*8%*	*9%*	*9%*	*8%*	*11%*	*5%*	*6%*	*6%*	**11%zj**	*9%*	*9%*	*7%*
Don't know/No opinion		30	-	*	-	-	6	17	4	23	3	1	-	-	20	15	1	62
		1%ejn	-	*	-	-	*1%*	*1%*	*1%*	*2%*	*1%*	*	-	-	**2%j**	*1%*	*1%*	*3%*
Agree		**1214**	**60**	**58**	**33**	**26**	**527**	**632**	**234**	**706**	**142**	**421**	**90**	**62**	**579**	**977**	**143**	**1270**
		55%fhm	**74%zb**	***59%***	***64%***	***53%***	***58%***	***50%***	**67%zf**	***52%***	**62%h**	**66%zm**	**67%zm**	**66%m**	***47%***	**57%z**	**63%z**	***58%***
Disagree		**531**	**15**	**25**	**17**	**13**	**221**	**339**	**70**	**346**	**46**	**107**	**24**	**13**	**374**	**431**	**51**	**454**
		24%j	***18%***	***25%***	***34%***	***27%***	***24%***	**27%z**	***20%***	***25%***	***20%***	***17%***	***18%***	***14%***	**30%zjkl**	***25%***	***23%***	***21%***
Net Agree		683	46	33	16	12	306	293	164	360	96	314	66	49	205	546	91	816
		31%fhm	**56%zb**	*34%*	*30%*	*26%*	*34%*	*23%*	**47%zf**	*26%*	**42%zh**	**49%zm**	**49%zm**	**52%zm**	*17%*	*32%*	**40%zn**	*37%*
Mean Score		**3.44fhm**	**3.81zb**	3.39	3.43	3.39	3.52	3.31	**3.77zf**	3.39	3.58	**3.70zm**	**3.76zm**	**3.74m**	3.21	3.43	**3.68zn**	3.55
Std. Dev.		1.23	1.09	1.13	1.38	1.35	1.26	1.21	1.32	1.23	1.28	1.12	1.19	1.13	1.25	1.23	1.33	1.20
Std. Err.		0.03	0.12	0.12	0.19	0.19	0.04	0.04	0.07	0.03	0.08	0.04	0.10	0.11	0.04	0.03	0.09	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 755

Q.55 How much do you agree or disagree with the statement:

'BBC programmes should have HIGHER standards of morality, values and behaviour than those of other broadcasters'?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Strongly agree	(5)	465	283	91	216	199	186	175	373	56	200	166	415	23	260	137	465	-	513
		21%acfhiln p	*18%*	**34%za**	*16%*	**36%zc**	**32%zf**	*14%*	**28%zh**	*11%*	*15%*	**33%zi**	**24%zl**	*11%*	**32%zn**	*15%*	**38%zp**	-	*23%*
Tend to agree	(4)	750	550	78	477	171	211	388	486	143	462	170	630	52	282	301	750	-	757
		34%fhip	*36%*	*29%*	*35%*	*31%*	*37%*	*32%*	**37%zh**	*28%*	*34%*	*34%*	**36%zl**	*25%*	*34%*	*33%*	**62%zp**	-	*34%*
Neither agree nor disagree	(3)	431	274	39	275	85	73	266	186	113	285	66	284	48	118	180	-	-	420
		20%adegjkm op	*18%*	*15%*	*20%*	*15%*	*13%*	**22%ze**	*14%*	**22%g**	**21%j**	*13%*	*16%*	**23%k**	*14%*	**20%m**	-	-	*19%*
Tend to disagree	(2)	345	270	37	254	64	65	244	176	111	237	68	261	50	81	180	-	345	297
		16%degmo	**17%z**	*14%*	**18%zd**	*11%*	*11%*	**20%ze**	*13%*	**22%zg**	**18%z**	*13%*	*15%*	**24%zk**	*10%*	**20%zm**	-	**65%zo**	*13%*
Strongly disagree	(1)	186	153	21	143	34	33	140	81	84	141	32	137	27	68	92	-	186	157
		8%ego	**10%z**	*8%*	**10%zd**	*6%*	*6%*	**11%ze**	*6%*	**16%zg**	**11%zj**	*6%*	*8%*	**13%zk**	*8%*	*10%*	-	**35%zo**	*7%*
Don't know/No opinion		30	17	3	13	4	6	16	11	7	15	4	17	5	11	9	-	-	62
		1%gkop	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	-	*3%*
Agree		**1214**	**833**	**169**	**692**	**370**	**396**	**563**	**859**	**199**	**662**	**336**	**1045**	**76**	**542**	**438**	**1214**	**-**	**1270**
		55%cfhilnp	***54%***	**63%za**	***50%***	**66%zc**	**69%zf**	***46%***	**65%zh**	***39%***	***49%***	**66%zi**	**60%zl**	***37%***	**66%zn**	***49%***	**100%zp**	**-**	***58%***
Disagree		**531**	**423**	**58**	**397**	**98**	**98**	**384**	**257**	**195**	**378**	**100**	**398**	**78**	**149**	**272**	**-**	**531**	**454**
		24%degjkmo	**27%z**	***21%***	**29%zd**	***18%***	***17%***	**31%ze**	***20%***	**38%zg**	**28%zj**	***20%***	***23%***	**38%zk**	***18%***	**30%zm**	**-**	**100%zo**	***21%***
Net Agree		683	410	111	295	272	299	179	602	3	284	236	647	-2	393	166	1214	-531	816
		31%acfhiln p	*26%*	**41%za**	*21%*	**49%zc**	**52%zf**	*15%*	**46%zh**	*1%*	*21%*	**47%zi**	**37%zl**	*-1%*	**48%zn**	*18%*	**100%zp**	*-100%*	*37%*
Mean Score		**3.44acfhil np**	3.35	**3.68za**	3.27	**3.79zc**	**3.80zf**	3.18	**3.69zh**	2.95	3.26	**3.74zi**	**3.54zl**	2.97	**3.72zn**	3.24	**4.38zp**	1.65	3.55
Std. Dev.		1.23	1.25	1.28	1.23	1.22	1.18	1.24	1.20	1.27	1.22	1.23	1.23	1.23	1.25	1.23	0.49	0.48	1.20
Std. Err.		0.03	0.03	0.08	0.03	0.05	0.05	0.04	0.03	0.06	0.03	0.05	0.03	0.09	0.04	0.04	0.01	0.02	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 756

Q.55 How much do you agree or disagree with the statement:

'BBC programmes should have HIGHER standards of morality, values and behaviour than those of other broadcasters'?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Strongly agree	(5)	465	256	119	297	97	251	27	222	29	284	83	312	77	281	87	513
		21%acegk	*17%*	**34%za**	*18%*	**37%zc**	*18%*	**38%ze**	*17%*	**47%zg**	**27%zj**	*18%*	*19%*	**31%zk**	*20%*	**27%zm**	*23%*
Tend to agree	(4)	750	510	115	585	76	506	26	494	17	388	143	555	80	496	110	757
		34%	*34%*	*33%*	**36%z**	*29%*	**36%z**	*38%*	**37%z**	*28%*	*36%*	*31%*	*34%*	*32%*	*35%*	*34%*	*34%*
Neither agree nor disagree	(3)	431	305	57	300	45	255	12	248	10	166	77	323	27	255	52	420
		20%ilm	*20%*	*17%*	*18%*	*17%*	*18%*	*18%*	*19%*	*16%*	*15%*	*17%*	**20%l**	*11%*	*18%*	*16%*	*19%*
Tend to disagree	(2)	345	267	25	294	13	255	4	247	4	137	103	264	42	241	48	297
		16%bdi	**18%zb**	*7%*	**18%zd**	*5%*	**18%zf**	*6%*	**18%z**	*6%*	*13%*	**22%zi**	*16%*	*17%*	*17%*	*15%*	*13%*
Strongly disagree	(1)	186	140	22	140	27	132	1	116	1	86	58	141	24	144	18	157
		8%	*9%*	*6%*	*9%*	*11%*	*9%*	*1%*	*9%*	*2%*	*8%*	**12%zi**	*9%*	*10%*	**10%z**	*5%*	*7%*
Don't know/No opinion		30	15	8	14	2	9	*	7	1	11	3	19	2	14	5	62
		1%ceg	*1%*	*2%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*
Agree		**1214**	**766**	**234**	**883**	**174**	**757**	**53**	**717**	**46**	**672**	**226**	**867**	**157**	**777**	**197**	**1270**
		55%aj	***51%***	**67%za**	***54%***	**67%zc**	***54%***	**76%ze**	***54%***	**74%zg**	**63%zj**	***48%***	***54%***	**62%zk**	***54%***	***62%***	***58%***
Disagree		**531**	**407**	**47**	**434**	**40**	**387**	**5**	**363**	**5**	**223**	**161**	**405**	**66**	**386**	**66**	**454**
		24%bdfhi	**27%zb**	***14%***	**27%zd**	***15%***	**28%zf**	***7%***	**27%zh**	***8%***	***21%***	**34%zi**	***25%***	***26%***	**27%z**	***21%***	***21%***
Net Agree		683	359	187	448	134	370	48	354	40	448	66	462	91	391	131	816
		31%acegjkm	*24%*	**54%za**	*27%*	**51%zc**	*26%*	**69%ze**	*26%*	**66%zg**	**42%zj**	*14%*	*29%*	**36%k**	*27%*	**41%zm**	*37%*
Mean Score		**3.44acegjkm**	3.32	**3.84za**	3.37	**3.79zc**	3.35	**4.06ze**	3.35	**4.12zg**	**3.61zj**	3.20	3.40	3.58	3.37	**3.64zm**	3.55
Std. Dev.		1.23	1.22	1.17	1.22	1.29	1.23	0.95	1.21	1.04	1.23	1.31	1.22	1.33	1.26	1.20	1.20
Std. Err.		0.03	0.03	0.06	0.03	0.08	0.03	0.10	0.03	0.12	0.04	0.06	0.03	0.08	0.03	0.07	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 757

Q.55 How much do you agree or disagree with the statement:

'BBC programmes should have HIGHER standards of morality, values and behaviour than those of other broadcasters'?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly									Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Strongly agree	(5)	465 **21%ei**	371 **21%e**	278 **21%e**	393 **21%e**	322 **20%e**	204 *17%*	412 **20%e**	449 **21%e**	14 *22%*	68 *14%*	127 **23%i**	268 **20%i**	203 **21%i**	339 **20%i**	113 **23%i**	513 *23%*
Tend to agree	(4)	750 **34%g**	601 *33%*	480 **36%acdf**	633 *34%*	529 *33%*	403 *34%*	673 *33%*	717 *34%*	32 *49%*	167 *33%*	200 *36%*	469 *35%*	307 *32%*	574 *34%*	171 *35%*	757 *34%*
Neither agree nor disagree	(3)	431 **20%bj**	344 **19%b**	228 *17%*	361 **19%b**	320 **20%b**	235 **20%b**	401 **20%b**	419 **20%b**	12 *19%*	118 **24%jkm**	78 *14%*	248 **18%j**	195 **20%j**	323 **19%j**	100 **21%j**	420 *19%*
Tend to disagree	(2)	345 **16%n**	300 **17%z**	235 **18%z**	308 *16%*	263 *17%*	210 **18%z**	324 *16%*	340 **16%z**	5 *7%*	96 **19%n**	104 **19%n**	238 **18%zn**	159 **16%n**	288 **17%zn**	54 *11%*	297 *13%*
Strongly disagree	(1)	186 *8%*	162 *9%*	111 *8%*	169 *9%*	145 *9%*	128 **11%zabcfg**	176 *9%*	183 *9%*	1 *2%*	47 *9%*	45 *8%*	112 *8%*	97 *10%*	151 *9%*	32 *7%*	157 *7%*
Don't know/No opinion		30 **1%djkm**	21 *1%*	13 *1%*	22 *1%*	16 *1%*	13 *1%*	26 *1%*	29 **1%d**	1 *2%*	5 *1%*	- -	10 *1%*	7 *1%*	11 *1%*	16 **3%zjklm**	62 *3%*
Agree		**1214** **55%defgi**	**972** **54%e**	**758** **56%adef**	**1026** **54%e**	**851** ***53%***	**607** ***51%***	**1085** **54%e**	**1166** **55%e**	**46** ***71%***	**235** ***47%***	**327** **59%iklm**	**737** **55%i**	**511** ***53%***	**912** **54%i**	**283** **58%i**	**1270** ***58%***
Disagree		**531** **24%n**	**461** **26%zg**	**346** ***26%***	**476** **25%z**	**409** **26%z**	**338** **28%zabcdfg**	**500** **25%z**	**523** **24%z**	**6** ***9%***	**143** **29%n**	**150** **27%n**	**350** **26%zn**	**256** **26%n**	**440** **26%zn**	**87** ***18%***	**454** ***21%***
Net Agree		683 **31%acdefgiklm**	511 **28%e**	411 **31%ade**	550 **29%ae**	442 **28%e**	269 *23%*	586 **29%de**	643 **30%acdef**	40 *61%*	92 *18%*	177 **32%ilm**	387 **29%i**	255 **26%i**	473 **28%i**	197 **41%zijklm**	816 *37%*
Mean Score		**3.44acdefgim**	**3.41e**	**3.43e**	**3.42e**	**3.39e**	3.29	**3.41e**	**3.43ef**	3.83	3.23	**3.47i**	**3.41i**	3.38	**3.39i**	**3.59ziklm**	3.55
Std. Dev.		1.23	1.24	1.23	1.24	1.24	1.25	1.23	1.23	0.93	1.19	1.26	1.23	1.26	1.24	1.17	1.20
Std. Err.		0.03	0.03	0.04	0.03	0.03	0.04	0.03	0.03	0.11	0.06	0.06	0.04	0.04	0.03	0.05	0.03

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 758

Q.56 How much do you agree or disagree with the statement:

'It is more acceptable for a programme to contain something that people may find offensive in the area of morality, values and standards of behaviour as long as there is information and warnings about it beforehand'?

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Strongly agree	(5)	424	222	202	72	90	71	72	47	39	33	161	262	44.23	254	51	79	345	422
		19%k	*21%*	*18%*	*22%*	**26%zeghk**	*18%*	*20%*	*14%*	*16%*	*17%*	**24%zghk**	*17%*		*19%*	*16%*	*19%*	*19%*	*19%*
Tend to agree	(4)	1305	624	681	178	179	264	208	207	148	119	357	947	47.32	801	208	229	1076	1236
		59%dj	*58%*	*60%*	*54%*	*51%*	**65%zcdj**	*58%*	**64%dj**	*61%*	*62%*	*52%*	**62%zcdj**		*59%*	*65%*	*56%*	*60%*	*56%*
Neither agree nor disagree	(3)	226	115	111	40	50	43	39	27	23	5	90	136	41.99	147	20	44	182	262
		10%ikm	*11%*	*10%*	**12%i**	**14%ik**	**10%i**	**11%i**	**8%i**	**9%i**	*3%*	**13%zik**	**9%i**		**11%m**	*6%*	*11%*	*10%*	*12%*
Tend to disagree	(2)	177	83	95	30	19	18	30	36	24	19	49	128	49.78	113	21	36	141	167
		8%e	*8%*	*8%*	*9%*	*5%*	*5%*	*8%*	**11%e**	**10%e**	**10%e**	*7%*	**8%e**		*8%*	*7%*	*9%*	*8%*	*8%*
Strongly disagree	(1)	48	18	30	5	8	5	8	5	8	8	13	35	51.60	27	9	14	34	59
		2%	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*4%*	*2%*	*2%*		*2%*	*3%*	*4%*	*2%*	*3%*
Don't know/No opinion		26	11	15	4	5	5	1	2	2	7	9	17	52.12	11	9	3	23	60
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	**4%zfgk**	*1%*	*1%*		*1%*	**3%zl**	*1%*	*1%*	*3%*
Agree		**1728**	**845**	**883**	**250**	**268**	**336**	**280**	**254**	**187**	**152**	**518**	**1209**	**46.56**	**1055**	**259**	**308**	**1421**	**1658**
		78%	***79%***	***78%***	***76%***	***77%***	***83%***	***78%***	***78%***	***77%***	***79%***	***76%***	***79%***		***78%***	***81%***	***76%***	***79%***	***75%***
Disagree		**225**	**101**	**125**	**36**	**27**	**24**	**39**	**41**	**33**	**27**	**62**	**163**	**50.17**	**139**	**30**	**51**	**174**	**226**
		10%e	***9%***	***11%***	***11%***	***8%***	***6%***	**11%e**	**13%e**	**13%e**	**14%e**	***9%***	**11%e**		***10%***	***10%***	***13%***	***10%***	***10%***
Net Agree		1503	745	758	214	242	312	242	213	155	125	456	1046	-3.61	916	228	257	1246	1432
		68%	*69%*	*67%*	*65%*	*69%*	**77%zcfghijk**	*67%*	*66%*	*63%*	*65%*	*67%*	*69%*		*68%*	*72%*	*63%*	*69%*	*65%*
Mean Score		3.86	3.89	3.83	3.86	3.94	**3.94hk**	3.85	3.79	3.77	3.81	3.90	3.84	1.00	3.85	3.87	3.80	3.88	3.84
Std. Dev.		0.90	0.88	0.91	0.92	0.91	0.76	0.92	0.88	0.95	0.99	0.91	0.89	1.01	0.89	0.87	0.97	0.88	0.92
Std. Err.		0.02	0.03	0.03	0.05	0.05	0.04	0.05	0.06	0.06	0.08	0.03	0.02	0.15	0.02	0.05	0.05	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 759

Q.56 How much do you agree or disagree with the statement:

'It is more acceptable for a programme to contain something that people may find offensive in the area of morality, values and standards of behaviour as long as there is information and warnings about it beforehand'?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Strongly agree	(5)	**424**	372	3	14	12	29	395	299	6	2	1	11	319	71	223	114	11	145	270	422
		19%l	**20%z**	*7%*	*13%*	*19%*	*13%*	**20%z**	*18%*	*9%*	*5%*	*8%*	*24%*	*18%*	*19%*	*19%*	*20%*	*16%*	*20%*	*19%*	*19%*
Tend to agree	(4)	**1305**	1139	26	56	25	107	1196	991	30	21	10	19	1071	226	686	350	35	422	864	1236
		59%	**61%ze**	*50%*	*53%*	*40%*	*49%*	**60%z**	**61%zl**	*49%*	*53%*	*82%*	*41%*	*60%*	*60%*	*59%*	*60%*	*50%*	*59%*	*59%*	*56%*
Neither agree nor disagree	(3)	**226**	161	7	23	22	52	174	143	14	12	1	13	183	28	127	59	8	78	143	262
		10%afg	*9%*	*14%*	**22%zaf**	*35%*	**24%zaf**	*9%*	*9%*	**22%zgl**	*31%*	*8%*	*29%*	**10%g**	*7%*	*11%*	*10%*	*12%*	*11%*	*10%*	*12%*
Tend to disagree	(2)	**177**	137	12	7	3	23	155	147	7	2	*	2	157	29	93	47	9	43	134	167
		8%afq	*7%*	*23%*	*7%*	*5%*	**10%c**	**8%a**	**9%z**	*11%*	*6%*	*	*4%*	**9%z**	*8%*	*8%*	*8%*	*13%*	*6%*	**9%zq**	*8%*
Strongly disagree	(1)	**48**	42	*	2	-	2	43	39	2	*	*	2	43	12	23	7	5	16	32	59
		2%	*2%*	*	*2%*	-	*1%*	*2%*	*2%*	*3%*	*	*	*3%*	*2%*	*3%*	*2%*	*1%*	**8%zno**	*2%*	*2%*	*3%*
Don't know/No opinion		**26**	17	3	3	*	6	20	13	4	2	*	-	19	9	9	7	2	13	13	60
		1%afg	*1%*	*6%*	*3%*	*	*3%*	*1%*	*1%*	**6%zgl**	*5%*	*1%*	-	**1%g**	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	*3%*
Agree		**1728**	**1511**	**29**	**70**	**37**	**136**	**1590**	**1289**	**36**	**23**	**11**	**30**	**1389**	**297**	**909**	**464**	**45**	**567**	**1134**	**1658**
		78%cehp	**81%zcef**	***57%***	***66%***	***59%***	***62%***	**80%zce**	**79%hl**	***58%***	***58%***	***90%***	***64%***	**78%h**	**79%p**	**78%p**	**79%p**	***66%***	***79%***	***78%***	***75%***
Disagree		**225**	**179**	**12**	**10**	**3**	**25**	**198**	**186**	**8**	**3**	*****	**3**	**200**	**41**	**116**	**54**	**14**	**59**	**166**	**226**
		10%af	***10%***	***24%***	***9%***	***5%***	***11%***	**10%a**	**11%z**	***14%***	***6%***	***1%***	***7%***	**11%z**	***11%***	***10%***	***9%***	**20%zno**	***8%***	***11%***	***10%***
Net Agree		**1503**	1332	17	61	33	111	1393	1104	28	21	11	26	1189	256	794	410	31	508	968	1432
		68%ehlp	**71%zcef**	*33%*	**57%e**	*54%*	*51%*	**70%zce**	**68%hl**	*45%*	*52%*	*90%*	*57%*	**66%h**	**68%p**	**68%p**	**70%p**	*45%*	*71%*	*66%*	*65%*
Mean Score		**3.86ehlp**	**3.90ze**	3.42	3.70	3.73	3.65	**3.89ze**	**3.84hl**	3.54	3.60	3.98	3.77	**3.83h**	**3.86p**	**3.86p**	**3.90p**	3.54	3.90	3.84	3.84
Std. Dev.		**0.90**	0.88	0.96	0.87	0.83	0.88	0.89	0.91	0.94	0.71	0.48	0.98	0.91	0.93	0.89	0.85	1.15	0.87	0.91	0.92
Std. Err.		**0.02**	0.02	0.08	0.05	0.21	0.04	0.02	0.02	0.06	0.06	0.07	0.16	0.02	0.05	0.03	0.03	0.10	0.03	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 760

Q.56 How much do you agree or disagree with the statement:

'It is more acceptable for a programme to contain something that people may find offensive in the area of morality, values and standards of behaviour as long as there is information and warnings about it beforehand'?

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Strongly agree	(5)	424	101	99	77	176	223	201	205	206	93	94	259	165	22	320	262	71	422
		19%bdl	*21%*	*16%*	*18%*	*17%*	*19%*	*20%*	*19%*	*20%*	*17%*	*20%*	**21%zl**	*17%*	*14%*	*19%*	*19%*	*19%*	*19%*
Tend to agree	(4)	1305	272	399	266	665	725	579	674	623	320	268	714	589	84	1022	818	221	1236
		59%	*58%*	*63%*	*64%*	**63%z**	*60%*	*58%*	*61%*	*61%*	*59%*	*58%*	*59%*	*60%*	*54%*	**61%z**	*60%*	*60%*	*56%*
Neither agree nor disagree	(3)	226	39	71	36	106	121	105	110	96	63	43	131	93	14	162	139	48	262
		10%	*8%*	*11%*	*9%*	*10%*	*10%*	*10%*	*10%*	*9%*	*12%*	*9%*	*11%*	*9%*	*9%*	*10%*	*10%*	*13%*	*12%*
Tend to disagree	(2)	177	40	45	36	81	105	72	74	74	49	30	78	100	22	123	109	23	167
		8%k	*9%*	*7%*	*9%*	*8%*	**9%g**	*7%*	*7%*	*7%*	*9%*	*7%*	*6%*	**10%zk**	**14%zno**	*7%*	*8%*	*6%*	*8%*
Strongly disagree	(1)	48	7	19	2	21	21	27	21	18	13	13	23	24	7	27	23	7	59
		2%cn	*1%*	**3%cd**	*1%*	**2%c**	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	**4%n**	*2%*	*2%*	*2%*	*3%*
Don't know/No opinion		26	11	3	-	3	8	18	15	4	4	13	8	18	6	13	6	*	60
		1%dehno	**2%bcd**	*1%*	-	*	*1%*	*2%*	*1%*	*	*1%*	**3%zh**	*1%*	*2%*	**4%zno**	*1%*	*	*	*3%*
Agree		**1728**	**373**	**498**	**343**	**841**	**948**	**780**	**879**	**829**	**413**	**362**	**973**	**753**	**106**	**1342**	**1080**	**292**	**1658**
		78%m	***79%***	***78%***	***82%***	***80%***	***79%***	***78%***	***80%***	**81%z**	***76%***	***78%***	***80%***	***76%***	***69%***	**81%zm**	**80%m**	***79%***	***75%***
Disagree		**225**	**47**	**64**	**38**	**102**	**126**	**99**	**95**	**92**	**62**	**44**	**101**	**124**	**29**	**149**	**132**	**30**	**226**
		10%kn	***10%***	***10%***	***9%***	***10%***	***10%***	***10%***	***9%***	***9%***	***11%***	***9%***	***8%***	**13%zk**	**19%zno**	***9%***	***10%***	***8%***	***10%***
Net Agree		1503	326	434	305	739	822	681	784	737	352	318	871	629	77	1192	948	262	1432
		68%lm	*69%*	*68%*	*73%*	*70%*	*68%*	*68%*	**71%z**	**72%zi**	*65%*	*69%*	**72%zl**	*64%*	*50%*	**72%zm**	**70%m**	*71%*	*65%*
Mean Score		**3.86lm**	3.92	3.81	3.91	3.85	3.86	3.87	3.89	3.91	3.80	3.89	**3.92zl**	3.79	3.62	**3.90zm**	**3.88m**	3.88	3.84
Std. Dev.		0.90	0.88	0.89	0.81	0.86	0.88	0.91	0.85	0.86	0.91	0.91	0.87	0.93	1.06	0.85	0.87	0.85	0.92
Std. Err.		0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.03	0.08	0.02	0.02	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 761

Q.56 How much do you agree or disagree with the statement:

'It is more acceptable for a programme to contain something that people may find offensive in the area of morality, values and standards of behaviour as long as there is information and warnings about it beforehand'?

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Strongly agree	(5)	424	338	27	12	46	40	135	100	122	81	93	122	160	154	111	225	82	422
		19%in	*18%*	**25%zaefgi**	*19%*	**25%ei**	*15%*	*18%*	*17%*	**22%i**	*15%*	*16%*	*17%*	**22%j**	*17%*	*14%*	**20%n**	**31%zno**	*19%*
Tend to agree	(4)	1305	1106	62	36	100	155	460	344	313	332	375	405	441	519	451	687	135	1236
		59%p	*60%*	*57%*	*56%*	*54%*	*57%*	*61%*	*60%*	*56%*	*63%*	**64%zk**	*58%*	*60%*	*56%*	*58%*	**62%p**	*51%*	*56%*
Neither agree nor disagree	(3)	226	195	8	10	14	45	87	71	58	50	45	72	78	101	63	122	33	262
		10%n	*11%*	*8%*	**15%bd**	*7%*	**17%zabdfi**	*11%*	*12%*	*10%*	*9%*	*8%*	*10%*	*11%*	*11%*	*8%*	*11%*	*12%*	*12%*
Tend to disagree	(2)	177	150	6	4	17	15	53	39	50	47	57	70	41	111	100	61	14	167
		8%lo	*8%*	*6%*	*6%*	*9%*	*6%*	*7%*	*7%*	*9%*	*9%*	**10%l**	**10%l**	*6%*	**12%z**	**13%zop**	*5%*	*5%*	*8%*
Strongly disagree	(1)	48	36	3	1	8	7	12	10	11	13	14	21	13	27	32	13	2	59
		2%o	*2%*	*3%*	*2%*	*4%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*	**4%zop**	*1%*	*1%*	*3%*
Don't know/No opinion		26	22	1	1	1	11	12	11	3	7	2	10	4	14	16	6	*	60
		1%o	*1%*	*1%*	*2%*	*1%*	**4%zafgh**	*2%*	*2%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	**2%zo**	*	*	*3%*
Agree		**1728**	**1445**	**89**	**48**	**146**	**195**	**595**	**444**	**436**	**413**	**468**	**527**	**602**	**673**	**562**	**912**	**218**	**1658**
		78%emn	**78%e**	**83%e**	***75%***	***79%***	***71%***	**78%e**	**77%e**	***78%***	***78%***	***80%***	***75%***	**82%zk**	***73%***	***73%***	**82%zn**	**81%n**	***75%***
Disagree		**225**	**186**	**9**	**5**	**25**	**23**	**66**	**49**	**61**	**59**	**70**	**91**	**53**	**138**	**132**	**74**	**17**	**226**
		10%lo	***10%***	***9%***	***8%***	***13%***	***8%***	***9%***	***8%***	***11%***	***11%***	**12%l**	**13%zl**	***7%***	**15%z**	**17%zop**	***7%***	***6%***	***10%***
Net Agree		1503	1259	80	43	121	172	530	395	375	354	398	436	548	535	430	839	201	1432
		68%kmn	*68%*	**74%e**	*67%*	*65%*	*63%*	**70%e**	*69%*	*67%*	*67%*	*68%*	*62%*	**74%zjk**	*58%*	*56%*	**75%zn**	**75%zn**	*65%*
Mean Score		**3.86kmn**	3.86	3.98	3.85	3.86	3.78	3.87	3.86	3.88	3.81	3.82	3.78	**3.95zjk**	3.73	3.67	**3.95zn**	**4.05zn**	3.84
Std. Dev.		0.90	0.88	0.90	0.88	1.03	0.87	0.85	0.85	0.92	0.89	0.90	0.95	0.84	0.98	1.02	0.80	0.85	0.92
Std. Err.		0.02	0.02	0.07	0.07	0.08	0.05	0.03	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 762

Q.56 How much do you agree or disagree with the statement:

'It is more acceptable for a programme to contain something that people may find offensive in the area of morality, values and standards of behaviour as long as there is information and warnings about it beforehand'?

Base : UK Adults Aged 16+

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Strongly agree	(5)	424	53	31	187	170	177	277	249	137	112	50	33	65	54	21	40	30	13	422
		19%cdefghlo	*17%*	*21%*	*17%*	*16%*	*16%*	*17%*	*17%*	*15%*	*16%*	*17%*	*18%*	*14%*	*15%*	*20%*	*13%*	*15%*	*21%*	*19%*
Tend to agree	(4)	1305	198	83	695	632	655	989	904	512	401	170	98	266	188	58	190	110	26	1236
		59%mq	*64%*	*57%*	**63%z**	*60%*	*60%*	*60%*	*60%*	*57%*	*58%*	*58%*	*54%*	*56%*	*52%*	*55%*	**61%q**	*54%*	*41%*	*56%*
Neither agree nor disagree	(3)	226	13	15	86	100	97	165	143	94	71	30	17	47	51	8	28	28	8	262
		10%ac	*4%*	**10%a**	*8%*	*9%*	*9%*	*10%*	*10%*	*10%*	*10%*	*10%*	*9%*	*10%*	**14%zl**	*8%*	*9%*	**14%o**	*12%*	*12%*
Tend to disagree	(2)	177	38	18	103	118	127	161	153	108	83	35	28	72	46	16	47	25	12	167
		8%	**12%z**	*12%*	*9%*	**11%z**	**12%zf**	**10%z**	**10%z**	**12%z**	**12%z**	*12%*	**15%z**	**15%z**	**13%z**	*15%*	**15%z**	*12%*	**19%z**	*8%*
Strongly disagree	(1)	48	6	*	28	31	36	37	36	34	15	8	5	20	17	3	7	8	5	59
		2%	*2%*	*	*3%*	*3%*	**3%zfg**	*2%*	*2%*	**4%zi**	*2%*	*3%*	*3%*	**4%z**	**5%z**	*3%*	*2%*	*4%*	**7%z**	*3%*
Don't know/No opinion		26	*	*	5	10	6	18	16	8	4	2	-	4	3	-	1	*	-	60
		1%ce	*	*	*	*1%*	*1%*	**1%e**	**1%e**	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*	*	-	*3%*
Agree		**1728**	**250**	**114**	**882**	**801**	**832**	**1266**	**1153**	**649**	**513**	**220**	**132**	**331**	**241**	**79**	**230**	**140**	**39**	**1658**
		78%defghilmpq	***81%***	***77%***	***80%***	***76%***	***76%***	***77%***	***77%***	***73%***	***75%***	***74%***	***73%***	***70%***	***67%***	***74%***	***74%***	***70%***	***61%***	***75%***
Disagree		**225**	**44**	**18**	**132**	**148**	**163**	**198**	**189**	**142**	**99**	**43**	**32**	**92**	**64**	**19**	**54**	**33**	**17**	**226**
		10%	**14%z**	***12%***	***12%***	**14%zf**	**15%zfg**	**12%z**	**13%z**	**16%z**	**14%z**	***15%***	**18%z**	**19%z**	**18%z**	**18%z**	**17%z**	**16%z**	**26%z**	***10%***
Net Agree		1503	206	96	750	653	669	1069	964	506	415	177	99	239	178	60	176	107	22	1432
		68%defghijklmnopq	*67%*	*65%*	*68%*	*62%*	*61%*	**65%de**	**64%e**	*57%*	*60%*	*60%*	*55%*	*51%*	*50%*	*57%*	**56%q**	**53%q**	*35%*	*65%*
Mean Score		**3.86defghilmopq**	3.82	3.86	3.83	3.75	3.74	**3.80e**	**3.79e**	3.69	3.75	3.74	3.71	3.60	3.60	3.73	3.67	3.64	3.48	3.84
Std. Dev.		0.90	0.93	0.89	0.91	0.95	0.97	0.91	0.92	1.00	0.95	0.97	1.02	1.04	1.05	1.04	0.96	1.01	1.23	0.92
Std. Err.		0.02	0.05	0.07	0.03	0.03	0.03	0.02	0.02	0.03	0.04	0.06	0.08	0.05	0.05	0.08	0.06	0.07	0.12	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 763

Q.56 How much do you agree or disagree with the statement:

'It is more acceptable for a programme to contain something that people may find offensive in the area of morality, values and standards of behaviour as long as there is information and warnings about it beforehand'?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own respons ibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broad caster's responsi bility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's respons ibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broad caster's respons ibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Strongly agree	(5)	424	12	10	8	9	149	283	52	292	28	95	25	17	278	424	-	422
		19%ejo	*14%*	*10%*	*15%*	*18%*	*16%*	**22%zg**	*15%*	**21%zi**	*12%*	*15%*	*18%*	*18%*	**23%zj**	**25%zo**	-	*19%*
Tend to agree	(4)	1305	51	62	33	29	540	760	175	816	116	416	67	41	719	1305	-	1236
		59%glo	*62%*	*64%*	*63%*	*60%*	*59%*	**60%g**	*50%*	*60%*	*50%*	**65%zklm**	*50%*	*43%*	**58%l**	**75%zo**	-	*56%*
Neither agree nor disagree	(3)	226	3	5	2	2	81	133	35	142	34	52	24	19	115	-	-	262
		10%no	*4%*	*5%*	*4%*	*5%*	*9%*	*11%*	*10%*	*10%*	*15%*	*8%*	**18%zjm**	**20%zjm**	*9%*	-	-	*12%*
Tend to disagree	(2)	177	11	18	8	7	102	64	55	76	34	60	15	11	85	-	177	167
		8%fhn	*14%*	**18%z**	*16%*	*15%*	**11%z**	*5%*	**16%zf**	*6%*	**15%zh**	*9%*	*11%*	*11%*	*7%*	-	**79%zn**	*8%*
Strongly disagree	(1)	48	5	3	1	1	29	15	23	21	14	13	3	8	24	-	48	59
		2%fhn	*6%*	*3%*	*2%*	*2%*	**3%z**	*1%*	**7%zf**	*2%*	**6%zh**	*2%*	*2%*	**8%zjm**	*2%*	-	**21%zn**	*3%*
Don't know/No opinion		26	*	*	-	-	8	10	9	16	4	6	-	-	9	-	-	60
		1%n	*	*	-	-	*1%*	*1%*	**3%f**	*1%*	*2%*	*1%*	-	-	*1%*	-	-	*3%*
Agree		**1728**	**62**	**72**	**40**	**38**	**690**	**1043**	**227**	**1108**	**144**	**511**	**92**	**57**	**997**	**1728**	**-**	**1658**
		78%giklo	***76%***	***73%***	***78%***	***78%***	***76%***	**83%zg**	***65%***	**81%zi**	***63%***	**80%kl**	***68%***	***61%***	**81%zkl**	**100%zo**	**-**	***75%***
Disagree		**225**	**16**	**21**	**9**	**8**	**131**	**78**	**78**	**97**	**48**	**73**	**18**	**18**	**110**	**-**	**225**	**226**
		10%fhn	**19%z**	**21%z**	***18%***	***17%***	**14%z**	***6%***	**22%zf**	***7%***	**21%zh**	***11%***	***14%***	**19%zm**	***9%***	**-**	**100%zn**	***10%***
Net Agree		1503	47	51	31	29	559	965	149	1011	96	438	73	39	888	1728	-225	1432
		68%begiklo	*57%*	*52%*	*60%*	*60%*	*61%*	**76%zg**	*43%*	**74%zi**	*42%*	**68%kl**	*54%*	*41%*	**72%zkl**	**100%zo**	*-100%*	*65%*
Mean Score		**3.86begilo**	3.66	3.59	3.73	3.76	3.75	**3.98zg**	3.53	**3.95zi**	3.49	**3.82l**	3.71	3.51	**3.93zjkl**	**4.25zo**	1.79	3.84
Std. Dev.		0.90	1.06	1.00	0.97	1.00	0.97	0.80	1.14	0.83	1.09	0.87	0.97	1.15	0.88	0.43	0.41	0.92
Std. Err.		0.02	0.12	0.11	0.14	0.14	0.03	0.02	0.06	0.02	0.07	0.03	0.08	0.11	0.03	0.01	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 764

Q.56 How much do you agree or disagree with the statement:

'It is more acceptable for a programme to contain something that people may find offensive in the area of morality, values and standards of behaviour as long as there is information and warnings about it beforehand'?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Strongly agree	(5)	424	330	41	306	84	74	302	203	141	304	71	333	39	162	200	226	121	422
		19%degj	**21%z**	*15%*	**22%zd**	*15%*	*13%*	**25%ze**	*15%*	**27%zg**	**23%zj**	*14%*	*19%*	*19%*	*20%*	**22%z**	*19%*	*23%*	*19%*
Tend to agree	(4)	1305	972	123	855	289	353	712	797	298	824	252	1049	125	466	533	751	310	1236
		59%bdj	**63%zb**	*46%*	**62%zd**	*52%*	*62%*	*58%*	*61%*	*58%*	**62%zj**	*50%*	*60%*	*60%*	*57%*	*59%*	**62%z**	*58%*	*56%*
Neither agree nor disagree	(3)	226	128	33	129	43	47	112	116	43	129	45	151	27	69	78	81	46	262
		10%adgko	*8%*	*12%*	*9%*	*8%*	*8%*	*9%*	*9%*	*8%*	*10%*	*9%*	*9%*	*13%*	*8%*	*9%*	*7%*	*9%*	*12%*
Tend to disagree	(2)	177	86	51	61	106	66	78	140	24	53	106	156	10	82	65	115	37	167
		8%acfhi	*6%*	**19%za**	*4%*	**19%zc**	**12%zf**	*6%*	**11%zh**	*5%*	*4%*	**21%zi**	**9%z**	*5%*	**10%z**	*7%*	**9%z**	*7%*	*8%*
Strongly disagree	(1)	48	20	17	15	29	22	19	41	5	16	26	36	6	35	9	27	15	59
		2%acin	*1%*	**6%za**	*1%*	**5%zc**	**4%zf**	*2%*	**3%z**	*1%*	*1%*	**5%zi**	*2%*	*3%*	**4%zn**	*1%*	*2%*	*3%*	*3%*
Don't know/No opinion		26	11	4	12	6	11	4	16	3	14	5	20	1	6	14	14	3	60
		1%af	*1%*	*2%*	*1%*	*1%*	**2%f**	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*3%*
Agree		**1728**	**1301**	**164**	**1161**	**373**	**427**	**1014**	**1000**	**439**	**1128**	**323**	**1382**	**163**	**628**	**733**	**977**	**431**	**1658**
		78%bdegj	**84%zb**	***61%***	**84%zd**	***67%***	***75%***	**83%ze**	***76%***	**85%zg**	**84%zj**	***64%***	***79%***	***79%***	***77%***	**82%z**	**80%z**	***81%***	***75%***
Disagree		**225**	**106**	**68**	**76**	**134**	**89**	**97**	**181**	**29**	**69**	**132**	**192**	**15**	**117**	**74**	**143**	**51**	**226**
		10%acfhi	***7%***	**25%za**	***5%***	**24%zc**	**15%zf**	***8%***	**14%zh**	***6%***	***5%***	**26%zi**	***11%***	***7%***	**14%zn**	***8%***	**12%z**	***10%***	***10%***
Net Agree		1503	1195	96	1086	239	339	917	820	410	1059	191	1191	148	510	659	834	379	1432
		68%bdegjm	**77%zb**	*36%*	**79%zd**	*43%*	*59%*	**75%ze**	*62%*	**80%zg**	**79%zj**	*38%*	*68%*	*72%*	*62%*	**73%zm**	*69%*	*71%*	*65%*
Mean Score		**3.86bdegjm**	**3.98zb**	3.45	**4.01zd**	3.53	3.70	**3.98ze**	3.76	**4.07zg**	**4.02zj**	3.47	3.86	3.88	3.78	**3.96zm**	3.86	3.92	3.84
Std. Dev.		0.90	0.80	1.15	0.77	1.12	0.97	0.86	0.95	0.80	0.77	1.13	0.90	0.86	1.01	0.83	0.91	0.92	0.92
Std. Err.		0.02	0.02	0.07	0.02	0.05	0.04	0.03	0.03	0.04	0.02	0.05	0.02	0.06	0.03	0.03	0.03	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 765

Q.56 How much do you agree or disagree with the statement:

'It is more acceptable for a programme to contain something that people may find offensive in the area of morality, values and standards of behaviour as long as there is information and warnings about it beforehand'?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Strongly agree	(5)	424	313	60	324	52	283	12	262	9	195	91	341	36	323	44	422
		19%n	**21%z**	*17%*	*20%*	*20%*	*20%*	*17%*	*20%*	*15%*	*18%*	*19%*	**21%zl**	*14%*	**23%zn**	*14%*	*19%*
Tend to agree	(4)	1305	913	178	999	133	872	38	826	39	644	276	958	143	846	175	1236
		59%bd	**61%zb**	*51%*	**61%zd**	*51%*	**62%z**	*54%*	**62%z**	*63%*	*60%*	*59%*	*59%*	*57%*	*59%*	*55%*	*56%*
Neither agree nor disagree	(3)	226	137	36	149	19	107	4	107	1	103	44	154	24	129	35	262
		10%acegm	*9%*	*10%*	*9%*	*7%*	*8%*	*6%*	*8%*	*2%*	*10%*	*9%*	*10%*	*9%*	*9%*	*11%*	*12%*
Tend to disagree	(2)	177	90	53	111	41	108	11	107	7	93	38	118	31	100	51	167
		8%acm	*6%*	**15%za**	*7%*	**16%zc**	*8%*	*15%*	*8%*	*12%*	*9%*	*8%*	*7%*	**12%zk**	*7%*	**16%zm**	*8%*
Strongly disagree	(1)	48	25	16	31	14	33	4	26	4	28	11	31	14	27	13	59
		2%a	*2%*	**5%za**	*2%*	**5%zc**	*2%*	*6%*	*2%*	**7%zg**	*3%*	*2%*	*2%*	**6%zk**	*2%*	*4%*	*3%*
Don't know/No opinion		26	16	5	17	1	6	1	7	-	9	7	12	4	7	2	60
		1%egkm	*1%*	*1%*	*1%*	*1%*	*	*2%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*
Agree		**1728**	**1226**	**238**	**1324**	**186**	**1155**	**50**	**1088**	**48**	**838**	**367**	**1299**	**179**	**1169**	**218**	**1658**
		78%bdln	**82%zb**	***68%***	**81%zd**	***71%***	**82%z**	***71%***	**82%z**	***78%***	***78%***	***79%***	**80%zl**	***71%***	**82%zn**	***68%***	***75%***
Disagree		**225**	**114**	**68**	**141**	**55**	**141**	**15**	**133**	**12**	**122**	**49**	**149**	**45**	**127**	**64**	**226**
		10%acm	***8%***	**20%za**	***9%***	**21%zc**	***10%***	**21%ze**	***10%***	***19%***	***11%***	***10%***	***9%***	**18%zk**	***9%***	**20%zm**	***10%***
Net Agree		1503	1112	169	1182	131	1014	35	955	36	717	318	1150	134	1042	154	1432
		68%bdfln	**74%zb**	*49%*	**72%zd**	*50%*	**72%zf**	*50%*	**72%z**	*59%*	*67%*	*68%*	**71%zl**	*53%*	**73%zn**	*48%*	*65%*
Mean Score		**3.86bdln**	**3.95zb**	3.62	**3.91zd**	3.65	**3.90z**	3.63	3.90	3.67	3.83	3.86	**3.91zl**	3.63	**3.94zn**	3.59	3.84
Std. Dev.		0.90	0.83	1.08	0.86	1.13	0.89	1.13	0.88	1.11	0.92	0.91	0.88	1.06	0.87	1.04	0.92
Std. Err.		0.02	0.02	0.06	0.02	0.07	0.02	0.12	0.03	0.13	0.03	0.04	0.02	0.07	0.02	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 766

Q.56 How much do you agree or disagree with the statement:

'It is more acceptable for a programme to contain something that people may find offensive in the area of morality, values and standards of behaviour as long as there is information and warnings about it beforehand'?

Base : UK Adults Aged 16+

			Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Strongly agree	(5)	424	342	243	362	302	237	392	408	16	110	80	229	176	306	103	422
		19%jk	*19%*	*18%*	*19%*	*19%*	*20%*	*20%*	*19%*	*24%*	**22%jk**	*14%*	*17%*	*18%*	**18%j**	**21%j**	*19%*
Tend to agree	(4)	1305	1078	820	1127	977	705	1196	1269	34	299	360	843	590	1043	247	1236
		59%n	*60%*	*61%*	*60%*	**61%zfg**	*59%*	*59%*	*59%*	*51%*	**60%n**	**65%zn**	**63%zn**	**61%n**	**62%zn**	*51%*	*56%*
Neither agree nor disagree	(3)	226	181	130	186	158	121	202	217	9	50	41	116	88	146	78	262
		10%jkm	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*10%*	*14%*	*10%*	*7%*	*9%*	*9%*	*9%*	**16%zijklm**	*12%*
Tend to disagree	(2)	177	143	117	154	113	96	157	171	5	31	57	118	83	140	35	167
		8%d	*8%*	**9%d**	**8%d**	*7%*	*8%*	*8%*	**8%d**	*7%*	*6%*	**10%i**	**9%i**	*9%*	*8%*	*7%*	*8%*
Strongly disagree	(1)	48	34	24	37	30	25	43	46	1	7	15	31	27	42	6	59
		2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*3%*	*2%*	*1%*	*3%*
Don't know/No opinion		26	20	11	20	14	9	21	25	1	4	2	7	5	9	15	60
		1%klm	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*	*1%*	*1%*	*1%*	**3%zijklm**	*3%*
Agree		**1728**	**1420**	**1063**	**1489**	**1280**	**942**	**1588**	**1676**	**50**	**409**	**439**	**1072**	**766**	**1349**	**350**	**1658**
		78%n	***79%***	***79%***	***79%***	**80%zfg**	***79%***	**79%z**	***78%***	***75%***	**82%n**	**79%n**	**80%n**	**79%n**	**80%zn**	***72%***	***75%***
Disagree		**225**	**177**	**140**	**191**	**144**	**121**	**200**	**218**	**6**	**38**	**72**	**149**	**110**	**182**	**41**	**226**
		10%d	***10%***	***10%***	**10%d**	***9%***	***10%***	**10%d**	**10%d**	***9%***	***8%***	**13%zi**	**11%i**	**11%i**	**11%i**	***8%***	***10%***
Net Agree		1503	1243	923	1298	1136	822	1388	1459	44	371	367	924	657	1167	309	1432
		68%	*69%*	*69%*	*69%*	**71%zabcfg**	*69%*	**69%zg**	*68%*	*66%*	**74%zjklmn**	*66%*	*69%*	*68%*	*69%*	*64%*	*65%*
Mean Score		3.86	3.87	3.86	3.87	**3.89g**	3.87	3.87	3.86	3.90	**3.95jklm**	3.78	3.84	3.84	3.85	3.86	3.84
Std. Dev.		0.90	0.88	0.88	0.89	0.86	0.89	0.89	0.89	0.92	0.84	0.91	0.89	0.92	0.90	0.89	0.92
Std. Err.		0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.11	0.04	0.04	0.03	0.03	0.02	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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BBC Media Review - Adult Survey
FINAL

Table 767

Q.57 If you wished to make a complaint about something you saw on TV would you know who to complain to?

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Yes	917	492	425	119	132	206	177	148	83	51	251	666	45.86	612	112	153	764	826
	42%bhijm	**46%zb**	*37%*	*36%*	**38%i**	**51%zcdhijk**	**49%zcdhijk**	**46%hi**	*34%*	*27%*	**37%i**	**44%zhij**		**45%zm**	*35%*	*38%*	*42%*	*37%*
No	1289	580	709	211	218	200	182	175	162	140	429	859	47.00	741	206	253	1036	1380
	58%aefkl	*54%*	**63%za**	**64%ef**	**62%ef**	*49%*	*51%*	*54%*	**66%zefgk**	**73%zdefgjk**	**63%zefk**	**56%ef**		*55%*	**65%zl**	*62%*	*58%*	*63%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 768

Q.57 If you wished to make a complaint about something you saw on TV would you know who to complain to?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Yes	**917**	837	10	17	26	54	863	677	9	8	8	13	714	132	467	293	19	306	598	826
	42%cehlmp	**45%zcef**	*20%*	*16%*	*43%*	**25%c**	**44%zce**	**41%hl**	*15%*	*19%*	*70%*	*28%*	**40%h**	*35%*	*40%*	**50%zmnp**	*27%*	*43%*	*41%*	*37%*
No	**1289**	1031	41	89	36	166	1119	955	53	33	4	33	1078	242	693	291	50	412	858	1380
	58%afo	*55%*	*80%*	**84%zaef**	*57%*	**75%zaf**	**56%a**	*59%*	**85%zgl**	*81%*	*30%*	*72%*	**60%zg**	**65%zo**	**60%o**	*50%*	**73%zo**	*57%*	*59%*	*63%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FINAL

Table 769

Q.57 If you wished to make a complaint about something you saw on TV would you know who to complain to?

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Yes	917	128	279	250	529	610	307	443	429	301	114	593	324	35	720	661	165	826
	42%afjlm	*27%*	**44%a**	**60%zabd**	**50%zab**	**51%zfg**	*31%*	**40%f**	**42%j**	**56%zhj**	*25%*	**49%zl**	*33%*	*22%*	**43%zm**	**49%zmn**	*44%*	*37%*
No	1289	341	357	167	524	594	696	656	592	241	347	620	665	120	946	695	206	1380
	58%cdeikno	**73%zbcd**	**56%cd**	*40%*	**50%c**	*49%*	**69%zeg**	**60%e**	**58%i**	*44%*	**75%zhi**	*51%*	**67%zk**	**78%zno**	**57%o**	*51%*	*56%*	*63%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

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BBC Media Review - Adult Survey
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Table 770

Q.57 If you wished to make a complaint about something you saw on TV would you know who to complain to?

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Yes	917	793	44	20	61	97	334	245	245	213	344	315	267	357	293	506	104	826
	42%cdln	**43%cd**	*40%*	*31%*	*33%*	*36%*	**44%cde**	**43%ce**	**44%cd**	*40%*	**59%zkl**	**45%l**	*36%*	*39%*	*38%*	**45%zn**	*39%*	*37%*
No	1289	1055	65	44	125	176	426	329	313	316	242	384	471	569	480	608	164	1380
	58%jo	*57%*	*60%*	**69%zafgh**	**67%zafh**	**64%fg**	*56%*	*57%*	*56%*	*60%*	*41%*	**55%j**	**64%zjk**	*61%*	**62%zo**	*55%*	*61%*	*63%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 771

Q.57 If you wished to make a complaint about something you saw on TV would you know who to complain to?

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Yes	917	154	77	490	470	477	664	597	419	339	155	102	214	153	32	132	82	28	826
	42%g	**50%z**	*52%*	**44%z**	**44%zfg**	**43%fg**	*40%*	*40%*	**47%z**	**49%z**	**53%z**	**56%zh**	**45%n**	**43%n**	*30%*	*42%*	*40%*	*43%*	*37%*
No	1289	155	71	615	591	621	982	905	473	347	140	79	260	206	74	181	120	36	1380
	58%acdhijk	*50%*	*48%*	*56%*	*56%*	*57%*	**60%de**	**60%zde**	**53%k**	*51%*	*47%*	*44%*	*55%*	*57%*	**70%lm**	*58%*	*60%*	*57%*	*63%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 772

Q.57 If you wished to make a complaint about something you saw on TV would you know who to complain to?

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Yes	917	39	57	28	23	444	524	130	553	90	251	58	45	517	723	103	826
	42%	*47%*	**59%z**	*54%*	*46%*	**49%z**	*41%*	*37%*	*41%*	*39%*	*39%*	*43%*	*48%*	*42%*	*42%*	*46%*	*37%*
No	1289	43	40	24	26	465	740	219	809	140	391	76	49	714	1005	122	1380
	58%be	*53%*	*41%*	*46%*	*54%*	*51%*	*59%*	*63%*	*59%*	*61%*	*61%*	*57%*	*52%*	*58%*	*58%*	*54%*	*63%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 773

Q.57 If you wished to make a complaint about something you saw on TV would you know who to complain to?

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Yes	917	674	106	625	199	217	543	522	247	605	191	709	115	325	404	484	246	826
	42%d	**44%z**	*39%*	**45%zd**	*36%*	*38%*	**44%ze**	*40%*	**48%zg**	**45%zj**	*38%*	*41%*	**56%zk**	*40%*	*45%*	*40%*	**46%zo**	*37%*
No	1289	873	163	752	357	357	685	790	266	734	315	1035	91	495	496	731	285	1380
	58%acfhilp	*56%*	*61%*	*55%*	**64%zc**	**62%f**	*56%*	**60%h**	*52%*	*55%*	**62%i**	**59%l**	*44%*	*60%*	*55%*	**60%p**	*54%*	*63%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 774

Q.57 If you wished to make a complaint about something you saw on TV would you know who to complain to?

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Yes	917	621	162	699	111	656	25	639	23	396	244	653	125	588	142	826
	42%i	*42%*	*47%*	*43%*	*42%*	**47%z**	*35%*	**48%z**	*37%*	*37%*	**52%zi**	*40%*	**49%zk**	*41%*	*45%*	*37%*
No	1289	873	185	932	150	752	46	695	38	676	224	961	127	843	177	1380
	58%egjl	*58%*	*53%*	*57%*	*58%*	*53%*	*65%*	*52%*	*63%*	**63%zj**	*48%*	**60%l**	*51%*	*59%*	*55%*	*63%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 775

Q.57 If you wished to make a complaint about something you saw on TV would you know who to complain to?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Yes	917 **42%n**	773 **43%zd**	639 **48%zacdefg**	820 **43%zdfg**	654 *41%*	528 **44%zd**	849 *42%*	900 **42%z**	15 *23%*	213 **42%n**	278 **50%zin**	644 **48%zin**	472 **49%zin**	788 **47%zn**	119 *25%*	826 *37%*
No	1289 **58%abcegjklm**	1025 **57%b**	706 *52%*	1066 **57%b**	941 **59%abce**	665 **56%b**	1163 **58%bc**	1236 **58%bc**	51 *77%*	289 **58%jkl**	277 *50%*	700 *52%*	497 *51%*	897 *53%*	366 **75%zijklm**	1380 *63%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 776

Q.58 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on television nowadays?

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Very satisfied	(5)	142	78	64	29	39	25	18	14	5	12	68	74	41.01	75	18	13	129	161
		6%hkn	*7%*	*6%*	**9%hk**	**11%zfghk**	*6%*	*5%*	*4%*	*2%*	**6%h**	**10%zfghk**	**5%h**		*6%*	*6%*	*3%*	**7%zn**	*7%*
Fairly satisfied	(4)	1351	640	711	221	216	257	219	188	140	111	437	914	45.59	808	207	263	1089	1271
		61%	*60%*	*63%*	*67%*	*62%*	*63%*	*61%*	*58%*	*57%*	*58%*	*64%*	*60%*		*60%*	*65%*	*65%*	*60%*	*58%*
Neither satisfied nor dissatisfied	(3)	350	168	182	54	52	63	52	70	34	27	106	245	46.44	218	32	46	304	378
		16%mn	*16%*	*16%*	*16%*	*15%*	*15%*	*14%*	**22%zk**	*14%*	*14%*	*16%*	*16%*		**16%m**	*10%*	*11%*	**17%zn**	*17%*
Fairly dissatisfied	(2)	264	138	126	24	23	46	57	40	45	28	47	215	51.95	187	39	59	205	271
		12%cdj	*13%*	*11%*	*7%*	*7%*	*11%*	**16%zcdj**	**12%j**	**18%zcdej**	**15%cdj**	*7%*	**14%zcdj**		**14%z**	*12%*	*15%*	*11%*	*12%*
Very dissatisfied	(1)	84	40	43	3	15	13	13	11	17	10	18	65	52.93	56	18	23	61	82
		4%c	*4%*	*4%*	*1%*	**4%c**	*3%*	*4%*	*4%*	**7%zcj**	**5%c**	**3%c**	**4%c**		*4%*	*6%*	*6%*	*3%*	*4%*
Don't know		15	8	7	*	4	3	*	1	4	3	4	11	54.59	9	4	1	13	43
		1%	*1%*	*1%*	*	*1%*	*1%*	*	*	*1%*	*2%*	*1%*	*1%*		*1%*	*1%*	*	*1%*	*2%*
Satisfied		**1494**	**718**	**775**	**249**	**256**	**281**	**237**	**202**	**145**	**123**	**505**	**988**	**45.15**	**883**	**225**	**276**	**1218**	**1432**
		68%hkl	***67%***	***68%***	**76%zfghik**	**73%ghk**	**69%h**	***66%***	***62%***	***59%***	***64%***	**74%zfghik**	***65%***		***65%***	***71%***	***68%***	***68%***	***65%***
Dissatisfied		**347**	**178**	**169**	**27**	**39**	**59**	**70**	**51**	**62**	**39**	**65**	**281**	**52.18**	**243**	**57**	**82**	**265**	**353**
		16%cjo	***17%***	***15%***	***8%***	***11%***	**15%c**	**20%cdj**	**16%cj**	**25%zcdegjk**	**20%cdj**	***10%***	**18%zcdj**		**18%z**	***18%***	**20%zo**	***15%***	***16%***
Net Satisfied		1146	540	606	223	217	222	167	151	83	84	440	708	-7.03	640	168	194	953	1079
		52%hkl	*50%*	*53%*	**67%zefghik**	**62%zfghik**	**55%hik**	**46%h**	**47%h**	*34%*	*44%*	**65%zefghik**	**46%h**		*47%*	*53%*	*48%*	*53%*	*49%*
Mean Score		**3.55hkl**	3.54	3.56	**3.75zefghik**	**3.70zfghik**	**3.58hk**	3.48	3.48	3.29	3.46	**3.72zefghik**	**3.47h**	0.99	3.49	3.54	3.45	3.57	3.54
Std. Dev.		0.92	0.94	0.90	0.75	0.92	0.89	0.94	0.89	1.03	1.01	0.84	0.94	1.03	0.94	0.98	0.97	0.91	0.94
Std. Err.		0.02	0.03	0.03	0.04	0.05	0.04	0.05	0.06	0.07	0.08	0.03	0.02	0.15	0.03	0.06	0.05	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 777

Q.58 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on television nowadays?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Very satisfied	(5)	**142**	124	3	4	3	10	129	93	3	1	-	1	98	29	76	30	7	58	82	161
		6%gl	*7%*	*6%*	*4%*	*5%*	*5%*	*7%*	*6%*	*4%*	*3%*	-	*2%*	*5%*	*8%*	*7%*	*5%*	*10%*	*8%*	*6%*	*7%*
Fairly satisfied	(4)	**1351**	1156	35	60	27	122	1228	1007	33	24	7	21	1092	247	689	371	35	442	892	1271
		61%	*62%*	*68%*	*57%*	*43%*	*56%*	**62%z**	**62%l**	*53%*	*59%*	*60%*	*46%*	*61%*	**66%p**	*59%*	*63%*	*51%*	*62%*	*61%*	*58%*
Neither satisfied nor dissatisfied	(3)	**350**	290	5	21	22	47	303	254	11	8	2	18	293	42	183	102	17	107	237	378
		16%fm	*16%*	*10%*	*19%*	*35%*	*22%*	*15%*	*16%*	*18%*	*19%*	*16%*	*40%*	**16%g**	*11%*	*16%*	**18%m**	**24%m**	*15%*	*16%*	*17%*
Fairly dissatisfied	(2)	**264**	227	2	13	3	18	246	205	8	3	*	5	221	40	148	69	5	77	180	271
		12%	*12%*	*4%*	**12%e**	*4%*	*8%*	**12%z**	*13%*	*12%*	*8%*	*1%*	*10%*	*12%*	*11%*	*13%*	*12%*	*7%*	*11%*	*12%*	*12%*
Very dissatisfied	(1)	**84**	59	6	7	8	21	63	63	8	3	3	-	77	14	55	11	4	30	54	82
		4%afo	*3%*	*12%*	*7%*	*12%*	**10%zaf**	*3%*	*4%*	**12%zgl**	*9%*	*22%*	-	**4%g**	*4%*	**5%o**	*2%*	*6%*	*4%*	*4%*	*4%*
Don't know		**15**	12	*	1	*	1	14	10	*	1	*	1	12	2	10	1	1	3	11	43
		1%	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*	*3%*	*2%*	*2%*	*1%*	*1%*	*1%*	*	*2%*	*	*1%*	*2%*
Satisfied		**1494**	**1280**	**38**	**65**	**30**	**132**	**1357**	**1100**	**35**	**25**	**7**	**22**	**1189**	**277**	**765**	**400**	**42**	**500**	**974**	**1432**
		68%l	**69%z**	***74%***	***61%***	***48%***	***60%***	**68%z**	**67%l**	***57%***	***62%***	***60%***	***48%***	***66%***	**74%zn**	***66%***	***69%***	***61%***	***70%***	***67%***	***65%***
Dissatisfied		**347**	**286**	**8**	**20**	**10**	**39**	**309**	**268**	**15**	**7**	**3**	**5**	**297**	**54**	**203**	**80**	**9**	**106**	**234**	**353**
		16%	***15%***	***16%***	***19%***	***16%***	***18%***	***16%***	***16%***	***24%***	***16%***	***23%***	***10%***	***17%***	***14%***	***18%***	***14%***	***13%***	***15%***	***16%***	***16%***
Net Satisfied		**1146**	994	30	44	20	94	1048	832	20	18	4	18	892	223	561	321	33	394	740	1079
		52%hln	**53%z**	*58%*	*42%*	*32%*	*43%*	**53%z**	**51%hl**	*33%*	*46%*	*37%*	*38%*	**50%h**	**60%zn**	*48%*	**55%n**	*48%*	*55%*	*51%*	*49%*
Mean Score		**3.55hl**	**3.57z**	3.52	3.39	3.24	3.38	**3.57z**	**3.53l**	3.25	3.41	3.15	3.41	3.51	3.64	3.51	3.58	3.53	3.59	3.53	3.54
Std. Dev.		**0.92**	0.90	1.09	1.00	1.06	1.04	0.90	0.92	1.13	1.01	1.28	0.71	0.93	0.91	0.96	0.83	0.99	0.93	0.91	0.94
Std. Err.		**0.02**	0.02	0.09	0.05	0.26	0.05	0.02	0.02	0.07	0.09	0.18	0.12	0.02	0.05	0.03	0.03	0.08	0.03	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

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Table 778

Q.58 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on television nowadays?

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Very satisfied	(5)	142	19	55	22	78	73	69	73	85	27	25	91	51	7	109	82	34	161
		6%	*4%*	**9%za**	*5%*	*7%*	*6%*	*7%*	*7%*	**8%z**	*5%*	*5%*	*8%*	*5%*	*5%*	*7%*	*6%*	*9%*	*7%*
Fairly satisfied	(4)	1351	296	383	249	632	726	625	686	649	316	271	774	575	88	1040	831	238	1271
		61%l	*63%*	*60%*	*60%*	*60%*	*60%*	*62%*	*62%*	*64%*	*58%*	*59%*	**64%zl**	*58%*	*57%*	*62%*	*61%*	*64%*	*58%*
Neither satisfied nor dissatisfied	(3)	350	58	112	67	179	208	143	171	157	91	72	181	169	31	251	215	61	378
		16%	*12%*	*18%*	*16%*	*17%*	*17%*	*14%*	*16%*	*15%*	*17%*	*16%*	*15%*	*17%*	*20%*	*15%*	*16%*	*16%*	*17%*
Fairly dissatisfied	(2)	264	63	65	66	130	149	114	129	103	76	59	129	132	23	193	170	27	271
		12%hp	*13%*	*10%*	**16%b**	**12%b**	*12%*	*11%*	*12%*	*10%*	*14%*	*13%*	*11%*	*13%*	*15%*	*12%*	*13%*	*7%*	*12%*
Very dissatisfied	(1)	84	30	19	10	29	38	46	32	22	24	31	34	49	6	64	51	9	82
		4%hk	**6%zbcd**	*3%*	*3%*	*3%*	*3%*	**5%g**	*3%*	*2%*	*4%*	**7%zh**	*3%*	**5%zk**	*4%*	*4%*	*4%*	*2%*	*4%*
Don't know		15	3	3	2	5	10	5	7	4	7	3	3	11	-	10	7	1	43
		1%k	*1%*	*	*1%*	*	*1%*	*	*1%*	*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*	*2%*
Satisfied		**1494**	**315**	**438**	**272**	**710**	**799**	**695**	**759**	**734**	**343**	**296**	**865**	**626**	**95**	**1149**	**912**	**272**	**1432**
		68%l	***67%***	***69%***	***65%***	***67%***	***66%***	***69%***	***69%***	**72%zij**	***63%***	***64%***	**71%zl**	***63%***	***62%***	***69%***	***67%***	***73%***	***65%***
Dissatisfied		**347**	**93**	**84**	**76**	**160**	**187**	**160**	**162**	**126**	**100**	**91**	**163**	**182**	**28**	**257**	**221**	**36**	**353**
		16%hkp	**20%zb**	***13%***	***18%***	***15%***	***16%***	***16%***	***15%***	***12%***	**18%h**	**20%zh**	***13%***	**18%zk**	***18%***	***15%***	***16%***	***10%***	***16%***
Net Satisfied		1146	222	354	195	550	612	535	598	608	243	205	701	445	67	892	691	236	1079
		52%ijl	*47%*	**56%acd**	*47%*	**52%c**	*51%*	*53%*	**54%e**	**60%zij**	*45%*	*45%*	**58%zl**	*45%*	*43%*	**54%zo**	*51%*	**64%z**	*49%*
Mean Score		**3.55jl**	3.45	**3.62a**	3.50	3.57	3.54	3.56	3.58	**3.66zij**	3.46	3.43	**3.63zl**	3.46	3.44	3.57	3.54	**3.71z**	3.54
Std. Dev.		0.92	1.00	0.89	0.91	0.90	0.90	0.94	0.89	0.85	0.95	1.01	0.88	0.96	0.92	0.92	0.92	0.82	0.94
Std. Err.		0.02	0.04	0.04	0.05	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.03	0.07	0.02	0.03	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

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Table 779

Q.58 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on television nowadays?

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Very satisfied	(5)	142	117	13	7	5	17	45	33	39	33	33	40	57	38	36	69	33	161
		6%mn	*6%*	**12%zadfgi**	**10%d**	*3%*	*6%*	*6%*	*6%*	*7%*	*6%*	*6%*	*6%*	*8%*	*4%*	*5%*	*6%*	**12%zno**	*7%*
Fairly satisfied	(4)	1351	1144	66	33	109	160	463	339	336	345	330	418	474	535	457	703	161	1271
		61%cjm	**62%c**	*61%*	*52%*	*58%*	*58%*	*61%*	*59%*	*60%*	**65%c**	*56%*	*60%*	**64%j**	*58%*	*59%*	*63%*	*60%*	*58%*
Neither satisfied nor dissatisfied	(3)	350	288	12	13	38	50	132	106	89	67	100	110	104	161	119	188	34	378
		16%	*16%*	*11%*	**20%bi**	**20%bi**	*18%*	*17%*	**18%bi**	*16%*	*13%*	*17%*	*16%*	*14%*	*17%*	*15%*	*17%*	*13%*	*17%*
Fairly dissatisfied	(2)	264	217	12	10	25	27	84	65	78	54	95	101	63	136	113	106	37	271
		12%lo	*12%*	*11%*	*15%*	*14%*	*10%*	*11%*	*11%*	*14%*	*10%*	**16%zl**	**14%l**	*9%*	**15%z**	**15%zo**	*10%*	*14%*	*12%*
Very dissatisfied	(1)	84	68	5	2	8	16	31	25	12	25	20	26	37	51	38	42	4	82
		4%	*4%*	*5%*	*2%*	*5%*	*6%*	*4%*	*4%*	*2%*	*5%*	*3%*	*4%*	*5%*	**6%z**	**5%p**	*4%*	*1%*	*4%*
Don't know		15	14	-	-	1	4	5	5	4	5	7	4	2	4	9	6	*	43
		1%	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*	*2%*
Satisfied		**1494**	**1261**	**79**	**40**	**114**	**177**	**508**	**372**	**375**	**378**	**363**	**458**	**531**	**573**	**493**	**772**	**194**	**1432**
		68%jmn	***68%***	**73%d**	***63%***	***61%***	***65%***	***67%***	***65%***	***67%***	**71%d**	***62%***	***66%***	**72%zjk**	***62%***	***64%***	***69%***	**72%n**	***65%***
Dissatisfied		**347**	**285**	**17**	**11**	**34**	**43**	**115**	**91**	**90**	**80**	**116**	**127**	**100**	**187**	**151**	**148**	**40**	**353**
		16%o	***15%***	***16%***	***17%***	***18%***	***16%***	***15%***	***16%***	***16%***	***15%***	**20%zl**	**18%l**	***14%***	**20%z**	**20%zo**	***13%***	***15%***	***16%***
Net Satisfied		1146	976	62	29	80	134	393	282	284	298	247	331	431	386	342	624	153	1079
		52%djkmn	**53%d**	**57%cd**	*45%*	*43%*	*49%*	*52%*	*49%*	*51%*	**56%cd**	*42%*	*47%*	**58%zjk**	*42%*	*44%*	**56%zn**	**57%n**	*49%*
Mean Score		**3.55jmn**	3.56	**3.64d**	3.53	3.41	3.50	3.54	3.51	3.56	3.58	3.45	3.50	**3.61jk**	3.40	3.44	**3.59n**	**3.68n**	3.54
Std. Dev.		0.92	0.91	1.00	0.96	0.92	0.97	0.91	0.93	0.90	0.93	0.95	0.94	0.93	0.98	0.97	0.89	0.90	0.94
Std. Err.		0.02	0.02	0.07	0.08	0.07	0.05	0.03	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

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Table 780

Q.58 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on television nowadays?

Base : UK Adults Aged 16+

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Very satisfied	(5)	142	10	4	64	42	35	77	71	22	26	10	7	8	7	2	10	5	6	161
		6%adefghilmp	*3%*	*3%*	*6%*	*4%*	*3%*	**5%e**	**5%e**	*3%*	*4%*	*3%*	*4%*	*2%*	*2%*	*2%*	*3%*	*2%*	**9%p**	*7%*
Fairly satisfied	(4)	1351	157	85	624	581	627	985	895	496	387	170	105	261	184	44	167	112	30	1271
		61%acdehilmnoq	*51%*	*58%*	*56%*	*55%*	*57%*	**60%de**	**60%de**	*56%*	*56%*	*57%*	*58%*	**55%n**	*51%*	*41%*	*53%*	*55%*	*47%*	*58%*
Neither satisfied nor dissatisfied	(3)	350	59	24	200	190	188	282	251	158	125	52	26	88	69	20	57	43	12	378
		16%	*19%*	*16%*	**18%z**	*18%*	*17%*	**17%z**	*17%*	*18%*	*18%*	*17%*	*14%*	*19%*	*19%*	*19%*	*18%*	*21%*	*18%*	*17%*
Fairly dissatisfied	(2)	264	60	30	166	186	193	223	208	167	120	54	31	79	71	30	68	32	12	271
		12%	**19%z**	**20%z**	**15%z**	**18%zfg**	**18%zfg**	**14%z**	**14%z**	**19%z**	**17%z**	**18%z**	*17%*	**17%z**	**20%z**	**29%zl**	**22%z**	*16%*	*18%*	*12%*
Very dissatisfied	(1)	84	21	5	42	55	55	70	67	47	28	11	11	38	27	9	11	10	5	82
		4%	**7%zc**	*3%*	*4%*	**5%z**	**5%z**	*4%*	*4%*	**5%z**	*4%*	*4%*	*6%*	**8%z**	**8%z**	**9%z**	*4%*	*5%*	*8%*	*4%*
Don't know		15	2	*	9	6	1	9	9	2	1	*	1	*	*	*	1	-	-	43
		1%e	*1%*	*	*1%*	**1%e**	*	**1%e**	**1%e**	*	*	*	*1%*	*	*	*	*	-	-	*2%*
Satisfied		**1494**	**167**	**89**	**688**	**623**	**662**	**1062**	**966**	**518**	**412**	**180**	**112**	**269**	**191**	**46**	**177**	**116**	**36**	**1432**
		68%acdefghilmnop	***54%***	***60%***	**62%a**	***59%***	***60%***	**64%de**	**64%de**	***58%***	***60%***	***61%***	***62%***	**57%n**	***53%***	***44%***	***56%***	***58%***	***55%***	***65%***
Dissatisfied		**347**	**81**	**35**	**207**	**242**	**247**	**294**	**275**	**214**	**148**	**65**	**42**	**117**	**99**	**39**	**79**	**43**	**17**	**353**
		16%	**26%zc**	***24%***	**19%z**	**23%zfg**	**23%zfg**	**18%z**	**18%z**	**24%z**	**22%z**	**22%z**	**23%z**	**25%z**	**27%z**	**37%zl**	**25%z**	***21%***	***26%***	***16%***
Net Satisfied		1146	86	54	481	382	414	768	691	304	264	115	70	153	93	7	98	74	19	1079
		52%abcdefghijklmnopq	*28%*	*37%*	**44%a**	*36%*	*38%*	**47%de**	**46%de**	*34%*	**38%h**	*39%*	*39%*	**32%mn**	**26%n**	*6%*	*31%*	*37%*	*29%*	*49%*
Mean Score		**3.55acdefghijklmnop**	3.24	3.36	**3.46a**	3.35	3.36	**3.47de**	**3.47de**	3.31	3.38	3.38	3.37	**3.26n**	3.20	3.00	3.31	3.34	3.31	3.54
Std. Dev.		0.92	1.03	0.94	0.95	0.99	0.97	0.93	0.95	0.98	0.95	0.95	1.01	1.02	1.03	1.07	0.97	0.95	1.11	0.94
Std. Err.		0.02	0.06	0.08	0.03	0.03	0.03	0.02	0.02	0.03	0.04	0.06	0.08	0.05	0.05	0.08	0.06	0.06	0.11	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 781

Q.58 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on television nowadays?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Very satisfied	(5)	142	5	*	4	1	35	98	24	109	9	23	5	3	100	118	10	161
		6%bej	*6%*	*	*8%*	*2%*	*4%*	**8%z**	*7%*	**8%z**	*4%*	*4%*	*4%*	*4%*	**8%zj**	*7%*	*4%*	*7%*
Fairly satisfied	(4)	1351	45	63	27	29	509	807	170	831	135	394	78	34	797	1108	105	1271
		61%eglo	*55%*	*65%*	*53%*	*60%*	*56%*	**64%zg**	*49%*	*61%*	*59%*	**61%l**	**58%l**	*36%*	**65%zl**	**64%zo**	*46%*	*58%*
Neither satisfied nor dissatisfied	(3)	350	11	14	6	5	166	190	58	213	36	105	26	31	163	254	40	378
		16%mn	*13%*	*14%*	*12%*	*11%*	**18%z**	*15%*	*17%*	*16%*	*16%*	*16%*	*20%*	**33%zjm**	*13%*	*15%*	*18%*	*17%*
Fairly dissatisfied	(2)	264	18	15	13	7	156	130	58	138	39	87	19	18	129	185	49	271
		12%fhn	**21%z**	*15%*	**25%z**	*15%*	**17%z**	*10%*	**17%zf**	*10%*	**17%h**	*13%*	*14%*	*19%*	*10%*	*11%*	**22%zn**	*12%*
Very dissatisfied	(1)	84	4	5	1	6	37	31	35	62	10	32	6	8	34	53	19	82
		4%fmn	*5%*	*6%*	*2%*	**13%zc**	*4%*	*2%*	**10%zf**	*5%*	*4%*	*5%*	*4%*	*8%*	*3%*	*3%*	**8%zn**	*4%*
Don't know		15	*	-	-	-	5	8	4	9	1	2	-	-	8	10	2	43
		1%	*	-	-	-	*1%*	*1%*	*1%*	*1%*	*1%*	*	-	-	*1%*	*1%*	*1%*	*2%*
Satisfied		**1494**	**50**	**63**	**31**	**30**	**544**	**906**	**194**	**940**	**143**	**417**	**83**	**37**	**897**	**1226**	**114**	**1432**
		68%eglo	***61%***	***65%***	***61%***	***62%***	***60%***	**72%zg**	***56%***	***69%***	***62%***	**65%l**	**62%l**	***39%***	**73%zjkl**	**71%zo**	***51%***	***65%***
Dissatisfied		**347**	**21**	**20**	**14**	**13**	**194**	**161**	**93**	**200**	**49**	**118**	**25**	**26**	**163**	**238**	**68**	**353**
		16%fmn	**26%z**	***21%***	***27%***	***27%***	**21%z**	***13%***	**27%zf**	***15%***	***21%***	**18%m**	***18%***	**27%zm**	***13%***	***14%***	**30%zn**	***16%***
Net Satisfied		1146	29	43	17	17	350	745	101	740	94	298	59	11	734	989	46	1079
		52%acdegijlo	*35%*	*44%*	*33%*	*35%*	*39%*	**59%zg**	*29%*	**54%zi**	*41%*	**46%l**	**44%l**	*12%*	**60%zjkl**	**57%zo**	*20%*	*49%*
Mean Score		**3.55egjlo**	3.37	3.39	3.39	3.24	3.38	**3.65zg**	3.26	3.58	3.40	**3.45l**	3.43	3.08	**3.65zjkl**	**3.61zo**	3.16	3.54
Std. Dev.		0.92	1.04	0.94	1.02	1.15	0.95	0.86	1.13	0.94	0.96	0.94	0.93	1.01	0.88	0.88	1.09	0.94
Std. Err.		0.02	0.11	0.10	0.14	0.16	0.03	0.02	0.06	0.03	0.06	0.04	0.08	0.10	0.03	0.02	0.07	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 782

Q.58 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on television nowadays?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Very satisfied	(5)	142	110	8	114	19	12	112	53	66	94	30	101	24	46	75	61	54	161
		6%degko	*7%*	*3%*	**8%zd**	*3%*	*2%*	**9%ze**	*4%*	**13%zg**	*7%*	*6%*	*6%*	**12%zk**	*6%*	**8%z**	*5%*	**10%zo**	*7%*
Fairly satisfied	(4)	1351	976	164	885	300	321	793	780	344	855	296	1079	123	422	607	706	354	1271
		61%demo	**63%z**	*61%*	**64%zd**	*54%*	*56%*	**65%ze**	*59%*	**67%zg**	**64%z**	*59%*	*62%*	*59%*	*51%*	**68%zm**	*58%*	**67%zo**	*58%*
Neither satisfied nor dissatisfied	(3)	350	231	39	199	93	87	173	211	60	188	72	258	31	141	115	205	74	378
		16%fhikn	*15%*	*15%*	*14%*	*17%*	*15%*	*14%*	*16%*	*12%*	*14%*	*14%*	*15%*	*15%*	**17%n**	*13%*	*17%*	*14%*	*17%*
Fairly dissatisfied	(2)	264	170	38	134	101	108	117	197	37	148	81	226	21	150	71	180	44	271
		12%cfhnp	*11%*	*14%*	*10%*	**18%zc**	**19%zf**	*10%*	**15%zh**	*7%*	*11%*	**16%zi**	**13%z**	*10%*	**18%zn**	*8%*	**15%zp**	*8%*	*12%*
Very dissatisfied	(1)	84	52	16	43	38	43	30	62	7	46	24	72	2	54	24	55	3	82
		4%fhp	*3%*	*6%*	*3%*	**7%zc**	**8%zf**	*2%*	**5%zh**	*1%*	*3%*	*5%*	*4%*	*1%*	**7%zn**	*3%*	**4%p**	*1%*	*4%*
Don't know		15	8	3	4	5	2	4	9	*	8	3	8	4	6	6	9	2	43
		1%cfk	*1%*	*1%*	*	*1%*	*	*	*1%*	*	*1%*	*1%*	*	**2%zk**	*1%*	*1%*	*1%*	*	*2%*
Satisfied		**1494**	**1086**	**172**	**998**	**319**	**333**	**904**	**833**	**410**	**949**	**326**	**1180**	**147**	**468**	**683**	**766**	**407**	**1432**
		68%degmo	**70%z**	***64%***	**72%zd**	***57%***	***58%***	**74%ze**	***63%***	**80%zg**	**71%zj**	***65%***	***68%***	***71%***	***57%***	**76%zm**	***63%***	**77%zo**	***65%***
Dissatisfied		**347**	**222**	**54**	**177**	**139**	**151**	**147**	**259**	**44**	**194**	**105**	**298**	**24**	**204**	**95**	**234**	**47**	**353**
		16%acfhnp	***14%***	***20%***	***13%***	**25%zc**	**26%zf**	***12%***	**20%zh**	***9%***	***15%***	**21%zi**	**17%z**	***11%***	**25%zn**	***11%***	**19%zp**	***9%***	***16%***
Net Satisfied		1146	864	118	822	179	182	758	574	366	755	222	882	123	264	588	532	360	1079
		52%bdegjkm o	**56%zb**	*44%*	**60%zd**	*32%*	*32%*	**62%ze**	*44%*	**71%zg**	**56%zj**	*44%*	*51%*	**60%k**	*32%*	**65%zm**	*44%*	**68%zo**	*49%*
Mean Score		**3.55bdegjk mo**	**3.60zb**	3.41	**3.65zd**	3.29	3.27	**3.69ze**	3.43	**3.83zg**	**3.60zj**	3.45	3.52	**3.72zk**	3.32	**3.72zm**	3.45	**3.78zo**	3.54
Std. Dev.		0.92	0.90	0.98	0.88	1.03	1.03	0.86	0.96	0.79	0.90	0.99	0.94	0.85	1.05	0.83	0.96	0.76	0.94
Std. Err.		0.02	0.02	0.06	0.02	0.04	0.04	0.03	0.03	0.04	0.03	0.04	0.02	0.06	0.04	0.03	0.03	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 783

Q.58 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on television nowadays?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Very satisfied	(5)	142	142	-	126	5	108	*	102	*	71	33	115	12	104	12	161
		6%bd	**10%zb**	-	**8%zd**	*2%*	**8%z**	*	**8%z**	*	*7%*	*7%*	*7%*	*5%*	*7%*	*4%*	*7%*
Fairly satisfied	(4)	1351	1351	-	1252	28	964	13	908	13	622	305	1021	122	892	174	1271
		61%bdfhiln	**90%zb**	-	**77%zd**	*11%*	**68%zf**	*19%*	**68%zh**	*21%*	*58%*	**65%i**	**63%zl**	*49%*	*62%*	*54%*	*58%*
Neither satisfied nor dissatisfied	(3)	350	-	-	155	32	158	16	151	12	168	62	231	54	211	56	378
		16%abcegk	-	-	*9%*	*12%*	*11%*	**23%e**	*11%*	*19%*	*16%*	*13%*	*14%*	**21%zk**	*15%*	*17%*	*17%*
Fairly dissatisfied	(2)	264	-	264	82	136	147	26	139	23	148	53	180	45	160	56	271
		12%aceg	-	**76%za**	*5%*	**52%zc**	*10%*	**37%ze**	*10%*	**38%zg**	**14%z**	*11%*	*11%*	**18%zk**	*11%*	**18%zm**	*12%*
Very dissatisfied	(1)	84	-	84	12	57	25	13	28	12	58	10	60	15	53	20	82
		4%aceg	-	**24%za**	*1%*	**22%zc**	*2%*	**19%ze**	*2%*	**20%zg**	**5%zj**	*2%*	*4%*	*6%*	*4%*	*6%*	*4%*
Don't know		15	-	-	5	1	7	1	7	1	5	5	8	4	11	1	43
		1%ac	-	-	*	*	*1%*	*2%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*	*2%*
Satisfied		**1494**	**1494**	**-**	**1377**	**34**	**1071**	**13**	**1010**	**13**	**692**	**337**	**1136**	**135**	**996**	**186**	**1432**
		68%bdfhiln	**100%zb**	**-**	**84%zd**	***13%***	**76%zf**	***19%***	**76%zh**	***21%***	***65%***	**72%i**	**70%zl**	***53%***	**70%zn**	***58%***	***65%***
Dissatisfied		**347**	**-**	**347**	**94**	**193**	**172**	**40**	**167**	**35**	**206**	**63**	**240**	**60**	**213**	**77**	**353**
		16%aceg	**-**	**100%za**	***6%***	**74%zc**	***12%***	**56%ze**	***12%***	**58%zg**	**19%zj**	***14%***	***15%***	**24%zk**	***15%***	**24%zm**	***16%***
Net Satisfied		1146	1494	-347	1283	-160	899	-26	843	-23	486	274	896	75	783	109	1079
		52%bdfhiln	**100%zb**	*-100%*	**79%zd**	*-61%*	**64%zf**	*-38%*	**63%zh**	*-37%*	*45%*	**59%zi**	**55%zl**	*30%*	**55%zn**	*34%*	*49%*
Mean Score		**3.55bdfhiln**	**4.10zb**	1.76	**3.86zd**	2.18	**3.70zf**	2.42	**3.69zh**	2.42	3.47	**3.64i**	**3.59zl**	3.29	**3.59zn**	3.32	3.54
Std. Dev.		0.92	0.29	0.43	0.65	0.97	0.82	1.02	0.84	1.05	0.99	0.86	0.91	1.02	0.92	1.02	0.94
Std. Err.		0.02	0.01	0.02	0.02	0.06	0.02	0.11	0.02	0.12	0.03	0.04	0.02	0.06	0.03	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 784

Q.58 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on television nowadays?

Base : UK Adults Aged 16+

			Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Very satisfied	(5)	142 **6%j**	116 *6%*	88 *7%*	121 *6%*	106 *7%*	79 *7%*	130 *6%*	137 *6%*	5 *8%*	47 **9%zjklm**	23 *4%*	87 **6%j**	55 *6%*	101 *6%*	38 *8%*	161 *7%*
Fairly satisfied	(4)	1351 *61%*	1136 **63%zg**	832 *62%*	1186 **63%zg**	1011 **63%z**	757 *63%*	1257 **63%z**	1322 **62%z**	28 *43%*	320 *64%*	353 *64%*	833 *62%*	600 *62%*	1040 *62%*	286 *59%*	1271 *58%*
Neither satisfied nor dissatisfied	(3)	350 **16%acdfg**	255 *14%*	198 *15%*	271 *14%*	230 *14%*	173 *14%*	306 **15%a**	331 **15%ac**	19 *29%*	83 *17%*	76 *14%*	216 *16%*	148 *15%*	270 *16%*	76 *16%*	378 *17%*
Fairly dissatisfied	(2)	264 *12%*	227 *13%*	176 *13%*	239 **13%z**	193 *12%*	151 *13%*	241 *12%*	261 **12%z**	3 *5%*	46 *9%*	95 **17%ziklmn**	167 **12%i**	129 **13%i**	209 **12%i**	53 *11%*	271 *12%*
Very dissatisfied	(1)	84 **4%defijkm**	62 **3%e**	48 **4%e**	67 **4%e**	49 *3%*	30 *2%*	70 **3%e**	79 **4%de**	3 *4%*	5 *1%*	3 *1%*	31 **2%j**	33 **3%ij**	50 **3%ijk**	31 **6%zijklm**	82 *4%*
Don't know		15 **1%abcdfg**	2 *	2 *	2 *	5 *ac	4 *	7 *ac	7 *ac	8 *12%*	1 *	4 *1%*	11 *1%*	4 *	15 *1%*	* *	43 *2%*
Satisfied		**1494** ***68%***	**1252** **70%zg**	**920** ***68%***	**1307** **69%zg**	**1117** **70%zg**	**836** **70%z**	**1388** **69%zg**	**1459** **68%z**	**33** ***51%***	**366** **73%zkm**	**376** ***68%***	**919** ***68%***	**656** ***68%***	**1141** ***68%***	**324** ***67%***	**1432** ***65%***
Dissatisfied		**347** **16%i**	**289** ***16%***	**224** ***17%***	**306** ***16%***	**242** ***15%***	**181** ***15%***	**311** ***15%***	**339** ***16%***	**6** ***9%***	**51** ***10%***	**99** **18%ik**	**198** **15%i**	**161** **17%i**	**259** **15%i**	**84** **17%i**	**353** ***16%***
Net Satisfied		1146 *52%*	963 **54%z**	696 *52%*	1001 **53%z**	876 **55%zbcg**	655 **55%zbg**	1077 **54%zg**	1120 **52%z**	28 *42%*	316 **63%zjklmn**	278 *50%*	722 *54%*	494 *51%*	882 *52%*	240 *50%*	1079 *49%*
Mean Score		3.55	3.57	3.55	3.56	**3.59zg**	3.59	**3.57zg**	3.55	3.52	**3.71zjklmn**	3.54	3.58	3.54	3.56	3.51	3.54
Std. Dev.		0.92	0.91	0.93	0.92	0.90	0.88	0.91	0.92	0.91	0.80	0.85	0.87	0.91	0.89	1.01	0.94
Std. Err.		0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.11	0.04	0.04	0.03	0.03	0.02	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 785

Q.59 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on BBC television?

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Very satisfied	(5)	233	129	103	44	51	43	35	26	14	20	95	138	43.11	140	33	29	204	248
		11%hkn	*12%*	*9%*	**13%h**	**14%hk**	*11%*	*10%*	*8%*	*6%*	*10%*	**14%zhk**	*9%*		*10%*	*10%*	*7%*	*11%*	*11%*
Fairly satisfied	(4)	1398	669	730	216	219	271	221	206	151	115	435	964	46.11	852	198	256	1142	1299
		63%	*62%*	*64%*	*65%*	*63%*	*67%*	*61%*	*64%*	*62%*	*60%*	*64%*	*63%*		*63%*	*62%*	*63%*	*63%*	*59%*
Neither satisfied nor dissatisfied	(3)	289	136	153	47	48	46	51	49	31	16	95	194	45.33	183	33	44	245	333
		13%	*13%*	*13%*	*14%*	*14%*	*11%*	*14%*	*15%*	*13%*	*9%*	*14%*	*13%*		*14%*	*10%*	*11%*	*14%*	*15%*
Fairly dissatisfied	(2)	206	99	107	22	16	39	38	30	30	29	39	166	51.85	124	44	51	155	207
		9%dj	*9%*	*9%*	*7%*	*5%*	*10%*	**11%dj**	*9%*	**12%dj**	**15%zcdj**	*6%*	**11%zdj**		*9%*	**14%z**	*13%*	*9%*	*9%*
Very dissatisfied	(1)	55	28	27	*	8	7	12	6	15	7	8	47	55.54	37	6	22	32	62
		2%cjo	*3%*	*2%*	*	*2%*	*2%*	**3%c**	*2%*	**6%zcegjk**	**4%c**	**1%c**	**3%zc**		*3%*	*2%*	**5%zo**	*2%*	*3%*
Don't know		25	11	14	*	8	2	3	6	4	3	8	17	52.03	17	5	3	22	57
		1%	*1%*	*1%*	*	**2%c**	*	*1%*	*2%*	*1%*	*2%*	**1%c**	*1%*		*1%*	*1%*	*1%*	*1%*	*3%*
Satisfied		**1631**	**798**	**833**	**260**	**270**	**313**	**255**	**233**	**165**	**135**	**530**	**1102**	**45.68**	**993**	**231**	**285**	**1346**	**1547**
		74%hk	***74%***	***73%***	**79%h**	**77%h**	**77%h**	***71%***	***72%***	***67%***	***71%***	**78%zhk**	***72%***		***73%***	***73%***	***70%***	***75%***	***70%***
Dissatisfied		**261**	**127**	**133**	**23**	**24**	**46**	**50**	**36**	**45**	**36**	**47**	**213**	**52.63**	**161**	**49**	**73**	**188**	**269**
		12%cdjo	***12%***	***12%***	***7%***	***7%***	***11%***	**14%cdj**	***11%***	**18%zcdej**	**19%zcdej**	***7%***	**14%zcdj**		***12%***	***16%***	**18%zo**	***10%***	***12%***
Net Satisfied		1371	671	700	237	246	267	205	197	121	99	483	889	-6.94	832	182	212	1158	1278
		62%hikn	*63%*	*62%*	**72%zfghik**	**70%zfhik**	**66%hik**	*57%*	**61%h**	*49%*	*52%*	**71%zfghik**	**58%h**		*62%*	*57%*	*52%*	**64%zn**	*58%*
Mean Score		**3.71hkn**	3.73	3.69	**3.85zfghik**	**3.85zfhik**	**3.75hk**	3.64	3.68	3.50	3.59	**3.85zfghik**	**3.65h**	0.99	3.70	3.67	3.55	**3.75zn**	3.68
Std. Dev.		0.87	0.89	0.85	0.73	0.81	0.83	0.92	0.83	0.99	1.00	0.77	0.90	1.03	0.88	0.91	0.99	0.84	0.90
Std. Err.		0.02	0.03	0.03	0.04	0.04	0.04	0.05	0.05	0.07	0.08	0.03	0.02	0.15	0.02	0.05	0.05	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 786

Q.59 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on BBC television?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Very satisfied	(5)	**233**	209	2	9	6	18	215	154	2	5	1	1	163	47	125	54	8	81	149	248
		11%gl	**11%z**	*4%*	*9%*	*10%*	*8%*	**11%z**	*9%*	*4%*	*12%*	*9%*	*2%*	*9%*	*13%*	*11%*	*9%*	*11%*	*11%*	*10%*	*11%*
Fairly satisfied	(4)	**1398**	1197	35	63	34	132	1265	1047	38	21	7	25	1139	240	714	394	36	448	929	1299
		63%	*64%*	*69%*	*59%*	*55%*	*60%*	**64%z**	*64%*	*61%*	*53%*	*59%*	*54%*	*64%*	*64%*	*62%*	**68%p**	*52%*	*62%*	*64%*	*59%*
Neither satisfied nor dissatisfied	(3)	**289**	225	7	24	11	42	246	202	12	11	1	18	243	38	162	73	16	93	195	333
		13%af	*12%*	*13%*	**23%zaf**	*18%*	*19%*	*12%*	*12%*	*19%*	*27%*	*9%*	*39%*	**14%g**	*10%*	*14%*	*12%*	**23%zmo**	*13%*	*13%*	*15%*
Fairly dissatisfied	(2)	**206**	171	6	8	10	24	182	168	8	1	*	1	178	36	111	54	4	75	125	207
		9%	*9%*	*11%*	*8%*	*16%*	**11%c**	*9%*	**10%z**	*12%*	*2%*	*	*2%*	*10%*	*10%*	*10%*	*9%*	*6%*	*10%*	*9%*	*9%*
Very dissatisfied	(1)	**55**	50	*	*	-	*	52	45	*	-	3	-	47	11	34	6	4	16	38	62
		2%o	*3%*	*	*	-	*	**3%z**	*3%*	*	-	*22%*	-	*3%*	*3%*	**3%o**	*1%*	**6%o**	*2%*	*3%*	*3%*
Don't know		**25**	16	1	2	*	3	22	16	2	2	*	1	22	4	15	3	1	5	19	57
		1%a	*1%*	*2%*	*2%*	*	*1%*	**1%a**	*1%*	*3%*	*5%*	*1%*	*2%*	**1%g**	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*
Satisfied		**1631**	**1406**	**38**	**72**	**40**	**150**	**1480**	**1201**	**40**	**26**	**8**	**26**	**1302**	**287**	**838**	**448**	**43**	**529**	**1078**	**1547**
		74%l	**75%zf**	***74%***	***67%***	***65%***	***68%***	**75%z**	**74%l**	***65%***	***65%***	***67%***	***56%***	***73%***	**77%p**	***72%***	**77%p**	***63%***	***74%***	***74%***	***70%***
Dissatisfied		**261**	**221**	**6**	**8**	**10**	**24**	**234**	**212**	**8**	**1**	**3**	**1**	**225**	**46**	**145**	**60**	**9**	**91**	**164**	**269**
		12%	***12%***	***11%***	***8%***	***16%***	**11%c**	***12%***	**13%z**	***12%***	***2%***	***22%***	***2%***	***13%***	***12%***	***12%***	***10%***	***12%***	***13%***	***11%***	***12%***
Net Satisfied		**1371**	1185	32	63	30	125	1246	989	33	25	5	25	1077	240	694	388	35	438	914	1278
		62%gl	**63%z**	*62%*	*59%*	*49%*	*57%*	**63%z**	*61%*	*53%*	*63%*	*45%*	*54%*	*60%*	*64%*	*60%*	**67%znp**	*50%*	*61%*	*63%*	*58%*
Mean Score		**3.71gl**	**3.73z**	3.68	3.69	3.59	3.66	**3.72z**	3.68	3.58	3.79	3.32	3.57	3.67	3.74	3.69	3.75	3.56	3.70	3.71	3.68
Std. Dev.		**0.87**	0.88	0.74	0.75	0.89	0.79	0.88	0.88	0.77	0.70	1.38	0.58	0.88	0.90	0.90	0.79	0.99	0.88	0.86	0.90
Std. Err.		**0.02**	0.02	0.07	0.04	0.22	0.03	0.02	0.02	0.05	0.06	0.20	0.10	0.02	0.05	0.03	0.03	0.08	0.03	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 787

Q.59 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on BBC television?

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Very satisfied	(5)	233	41	86	52	138	140	93	112	111	68	42	139	94	16	180	152	65	248
		11%	*9%*	**14%z**	*12%*	**13%z**	*12%*	*9%*	*10%*	*11%*	*13%*	*9%*	*11%*	*9%*	*10%*	*11%*	*11%*	**17%z**	*11%*
Fairly satisfied	(4)	1398	286	379	265	644	770	628	726	675	337	275	797	600	93	1063	865	224	1299
		63%	*61%*	*60%*	*64%*	*61%*	*64%*	*63%*	**66%z**	**66%z**	*62%*	*60%*	*66%*	*61%*	*60%*	*64%*	*64%*	*61%*	*59%*
Neither satisfied nor dissatisfied	(3)	289	58	94	50	145	150	139	147	133	63	62	161	127	20	217	182	55	333
		13%	*12%*	*15%*	*12%*	*14%*	*12%*	*14%*	*13%*	*13%*	*12%*	*14%*	*13%*	*13%*	*13%*	*13%*	*13%*	*15%*	*15%*
Fairly dissatisfied	(2)	206	60	51	39	90	109	97	83	79	53	53	79	126	22	147	118	20	207
		9%ghkp	**13%zbd**	*8%*	*9%*	*9%*	*9%*	*10%*	*8%*	*8%*	*10%*	*11%*	*6%*	**13%zk**	*14%*	*9%*	*9%*	*5%*	*9%*
Very dissatisfied	(1)	55	18	18	10	27	26	28	18	15	16	20	27	28	4	41	29	5	62
		2%gh	*4%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*1%*	*3%*	**4%zh**	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*3%*
Don't know		25	7	8	1	9	9	16	13	6	5	9	10	15	-	18	11	1	57
		1%	*1%*	*1%*	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	-	*1%*	*1%*	*	*3%*
Satisfied		**1631**	**327**	**465**	**317**	**782**	**910**	**721**	**838**	**787**	**405**	**316**	**936**	**693**	**109**	**1242**	**1017**	**289**	**1547**
		74%jl	***70%***	***73%***	***76%***	***74%***	***76%***	***72%***	**76%f**	**77%zj**	***75%***	***69%***	**77%zl**	***70%***	***70%***	***75%***	***75%***	***78%***	***70%***
Dissatisfied		**261**	**78**	**68**	**49**	**117**	**135**	**126**	**101**	**94**	**69**	**73**	**106**	**154**	**26**	**189**	**147**	**25**	**269**
		12%ghkp	**17%zbd**	***11%***	***12%***	***11%***	***11%***	**13%g**	***9%***	***9%***	***13%***	**16%zh**	***9%***	**16%zk**	***17%***	***11%***	***11%***	***7%***	***12%***
Net Satisfied		1371	248	397	268	665	775	596	738	693	336	244	831	539	83	1054	870	263	1278
		62%ajl	*53%*	**62%a**	**64%a**	**63%a**	*64%*	*59%*	**67%zf**	**68%zj**	**62%j**	*53%*	**68%zl**	*55%*	*54%*	*63%*	**64%m**	**71%z**	*58%*
Mean Score		**3.71ajl**	3.59	**3.74a**	**3.75a**	**3.74a**	3.74	3.67	**3.77zf**	**3.78zj**	3.72	3.59	**3.78zl**	3.62	3.61	3.72	3.74	**3.87z**	3.68
Std. Dev.		0.87	0.96	0.89	0.88	0.89	0.86	0.88	0.80	0.80	0.91	0.96	0.82	0.93	0.93	0.87	0.85	0.81	0.90
Std. Err.		0.02	0.04	0.04	0.05	0.03	0.03	0.03	0.02	0.03	0.04	0.04	0.02	0.03	0.07	0.02	0.02	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 788

Q.59 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on BBC television?

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Very satisfied	(5)	233	180	21	10	22	21	70	47	57	52	70	68	80	70	70	110	46	248
		11%m	*10%*	**19%zaefghi**	**16%zaefg**	*12%*	*8%*	*9%*	*8%*	*10%*	*10%*	*12%*	*10%*	*11%*	*8%*	*9%*	*10%*	**17%zno**	*11%*
Fairly satisfied	(4)	1398	1201	62	34	101	174	498	370	359	345	364	452	463	571	494	716	159	1299
		63%cd	**65%zcd**	*58%*	*54%*	*54%*	*64%*	**65%cd**	**65%cd**	**64%cd**	**65%cd**	*62%*	*65%*	*63%*	*62%*	*64%*	*64%*	*59%*	*59%*
Neither satisfied nor dissatisfied	(3)	289	245	8	12	24	54	111	95	79	56	67	88	106	130	96	155	32	333
		13%b	*13%*	*8%*	**18%bi**	*13%*	**20%zabfi**	**15%b**	**17%bi**	*14%*	*11%*	*11%*	*13%*	*14%*	*14%*	*12%*	*14%*	*12%*	*15%*
Fairly dissatisfied	(2)	206	158	12	6	30	12	58	42	55	45	62	67	64	119	78	100	20	207
		9%e	*9%*	**11%e**	*10%*	**16%zaefgi**	*5%*	*8%*	*7%*	*10%*	*8%*	*10%*	*10%*	*9%*	**13%z**	*10%*	*9%*	*7%*	*9%*
Very dissatisfied	(1)	55	43	5	1	6	8	18	14	7	18	20	19	18	25	25	24	6	62
		2%	*2%*	**5%h**	*1%*	*3%*	*3%*	*2%*	*2%*	*1%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*
Don't know		25	21	-	1	4	3	5	5	2	13	4	5	7	11	11	8	5	57
		1%	*1%*	-	*1%*	*2%*	*1%*	*1%*	*1%*	*	**2%zafh**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*3%*
Satisfied		**1631**	**1381**	**83**	**44**	**123**	**196**	**568**	**418**	**416**	**397**	**434**	**520**	**542**	**640**	**563**	**826**	**205**	**1547**
		74%dm	**75%d**	**77%d**	***69%***	***66%***	***71%***	***75%***	***73%***	***74%***	***75%***	***74%***	***74%***	***74%***	***69%***	***73%***	***74%***	***76%***	***70%***
Dissatisfied		**261**	**201**	**17**	**7**	**36**	**21**	**76**	**56**	**62**	**63**	**81**	**86**	**82**	**144**	**103**	**125**	**25**	**269**
		12%a	***11%***	**15%e**	***11%***	**19%zaefghi**	***7%***	***10%***	***10%***	***11%***	***12%***	***14%***	***12%***	***11%***	**16%z**	***13%***	***11%***	***9%***	***12%***
Net Satisfied		1371	1180	66	37	87	175	491	361	354	334	353	434	461	497	461	701	180	1278
		62%dm	**64%zd**	**61%d**	*58%*	*47%*	**64%d**	**65%d**	**63%d**	**63%d**	**63%d**	*60%*	*62%*	*63%*	*54%*	*60%*	*63%*	*67%*	*58%*
Mean Score		**3.71m**	3.72	3.76	3.74	3.57	3.69	3.72	3.69	3.73	3.71	3.69	3.70	3.72	3.59	3.66	3.71	**3.84zn**	3.68
Std. Dev.		0.87	0.84	1.04	0.89	1.01	0.80	0.83	0.82	0.82	0.89	0.93	0.87	0.86	0.90	0.90	0.85	0.88	0.90
Std. Err.		0.02	0.02	0.08	0.07	0.08	0.04	0.03	0.03	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 789

Q.59 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on BBC television?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.8 Feel concerned about: Programmes on TV/ Radio (a)	Q.8 Feel concerned about: The internet (b)	Q.8 Feel concerned about: Behaviour in society generally (c)	TV/Radio general assessment - relating to morality, values and standards of behaviour: Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour: Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Q.29 What made you think it should not be broadcast? - TV item: Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Q.32 What didn't approve of on TV: Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Very satisfied	(5)	233	20	10	113	78	62	139	126	58	47	31	12	22	23	12	19	15	4	248
		11%adefghilmo	*7%*	*7%*	*10%*	**7%e**	*6%*	**8%e**	**8%e**	*7%*	*7%*	*10%*	*7%*	*5%*	*6%*	**11%l**	*6%*	*8%*	*6%*	*11%*
Fairly satisfied	(4)	1398	195	99	692	650	705	1044	952	557	445	180	114	300	200	46	202	124	36	1299
		63%mn	*63%*	*67%*	*63%*	*61%*	*64%*	*63%*	*63%*	*62%*	*65%*	*61%*	*63%*	**63%mn**	**56%n**	*43%*	*64%*	*62%*	*57%*	*59%*
Neither satisfied nor dissatisfied	(3)	289	40	22	153	158	147	219	199	122	87	40	22	63	61	16	32	26	10	333
		13%	*13%*	*15%*	*14%*	*15%*	*13%*	*13%*	*13%*	*14%*	*13%*	*13%*	*12%*	*13%*	*17%*	*15%*	*10%*	*13%*	*16%*	*15%*
Fairly dissatisfied	(2)	206	38	14	101	130	134	176	162	111	83	35	21	64	54	26	48	25	10	207
		9%	*12%*	*9%*	*9%*	**12%z**	**12%zf**	**11%z**	**11%z**	**12%z**	**12%z**	*12%*	*12%*	**14%z**	**15%z**	**25%zlm**	**15%z**	*13%*	*15%*	*9%*
Very dissatisfied	(1)	55	13	2	32	34	40	50	47	37	20	10	9	24	18	6	11	9	4	62
		2%	*4%*	*2%*	*3%*	*3%*	**4%z**	**3%z**	**3%z**	**4%z**	*3%*	*3%*	*5%*	**5%z**	**5%z**	*5%*	*3%*	*5%*	*6%*	*3%*
Don't know		25	2	*	13	12	11	18	15	8	4	*	1	1	4	*	2	2	-	57
		1%	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*	*1%*	*1%*	-	*3%*
Satisfied		**1631**	**215**	**109**	**805**	**727**	**766**	**1183**	**1079**	**615**	**492**	**211**	**127**	**322**	**222**	**58**	**221**	**139**	**40**	**1547**
		74%defghlmn	***70%***	***74%***	***73%***	***69%***	***70%***	**72%de**	**72%d**	***69%***	***72%***	***71%***	***70%***	**68%mn**	***62%***	***55%***	***70%***	***69%***	***63%***	***70%***
Dissatisfied		**261**	**51**	**16**	**133**	**164**	**174**	**227**	**210**	**148**	**103**	**45**	**30**	**88**	**72**	**32**	**59**	**35**	**14**	**269**
		12%	**17%zc**	***11%***	***12%***	**15%z**	**16%zfg**	**14%z**	**14%z**	**17%z**	**15%z**	***15%***	***17%***	**19%z**	**20%z**	**30%zlm**	**19%z**	**17%z**	***21%***	***12%***
Net Satisfied		1371	164	93	672	564	593	957	869	467	389	165	96	234	151	26	162	105	27	1278
		62%adefghiklmnopq	*53%*	*63%*	**61%a**	*53%*	*54%*	**58%de**	**58%de**	*52%*	*57%*	*56%*	*53%*	**49%mn**	**42%n**	*25%*	*52%*	*52%*	*42%*	*58%*
Mean Score		**3.71adefghilmnopq**	3.56	3.68	**3.69a**	3.58	3.56	**3.64de**	**3.64de**	3.55	3.61	3.63	3.56	3.49	3.44	3.30	3.55	3.55	3.42	3.68
Std. Dev.		0.87	0.94	0.80	0.89	0.91	0.91	0.90	0.90	0.94	0.89	0.94	0.96	0.96	0.99	1.13	0.94	0.97	1.03	0.90
Std. Err.		0.02	0.05	0.07	0.03	0.03	0.03	0.02	0.02	0.03	0.04	0.06	0.07	0.04	0.05	0.09	0.05	0.06	0.10	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 790

Q.59 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on BBC television?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own respons ibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broad caster's responsi bility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's respons ibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broad caster's respons ibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Very satisfied	(5)	233	9	14	5	5	67	148	27	158	22	55	3	6	163	195	16	248
		11%ek	*11%*	*14%*	*10%*	*11%*	*7%*	*12%*	*8%*	*12%*	*10%*	**9%k**	*2%*	*6%*	**13%zjk**	*11%*	*7%*	*11%*
Fairly satisfied	(4)	1398	49	61	34	28	579	824	201	860	150	423	88	45	781	1129	126	1299
		63%l	*60%*	*63%*	*65%*	*58%*	*64%*	**65%g**	*57%*	*63%*	*65%*	**66%l**	*65%*	*48%*	**63%l**	**65%zo**	*56%*	*59%*
Neither satisfied nor dissatisfied	(3)	289	9	11	6	6	114	155	32	173	24	78	14	22	157	199	28	333
		13%n	*12%*	*11%*	*11%*	*11%*	*13%*	*12%*	*9%*	*13%*	*10%*	*12%*	*10%*	**24%zjkm**	*13%*	*12%*	*12%*	*15%*
Fairly dissatisfied	(2)	206	10	9	6	9	109	109	55	120	25	64	24	14	93	150	37	207
		9%m	*13%*	*9%*	*11%*	*18%*	**12%z**	*9%*	**16%zf**	*9%*	*11%*	*10%*	**18%zjm**	*15%*	*8%*	*9%*	**17%zn**	*9%*
Very dissatisfied	(1)	55	4	2	1	1	32	15	28	35	9	19	5	7	22	35	17	62
		2%fn	*5%*	*2%*	*2%*	*2%*	**4%z**	*1%*	**8%zf**	*3%*	*4%*	*3%*	*4%*	**7%zm**	*2%*	*2%*	**8%zn**	*3%*
Don't know		25	*	*	-	*	7	14	7	18	1	4	2	-	15	20	1	57
		1%	*	*	-	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*3%*
Satisfied		**1631**	**58**	**75**	**39**	**33**	**646**	**972**	**227**	**1017**	**172**	**478**	**91**	**51**	**943**	**1324**	**141**	**1547**
		74%eglo	***71%***	***77%***	***76%***	***68%***	***71%***	**77%zg**	***65%***	***75%***	***75%***	**74%l**	***67%***	***54%***	**77%zl**	**77%zo**	***63%***	***70%***
Dissatisfied		**261**	**14**	**11**	**7**	**10**	**141**	**124**	**83**	**155**	**33**	**82**	**29**	**21**	**115**	**186**	**55**	**269**
		12%fmn	***17%***	***11%***	***13%***	***20%***	**16%z**	***10%***	**24%zf**	***11%***	***14%***	***13%***	**21%zjm**	**22%zm**	***9%***	***11%***	**24%zn**	***12%***
Net Satisfied		1371	44	64	32	24	505	848	144	863	139	395	62	31	828	1138	87	1278
		62%egklo	*53%*	*65%*	*62%*	*48%*	*56%*	**67%zg**	*41%*	*63%*	*60%*	**62%kl**	*46%*	*33%*	**67%zkl**	**66%zo**	*39%*	*58%*
Mean Score		**3.71egklo**	3.59	3.77	3.71	3.57	3.60	**3.79zg**	3.42	3.73	3.66	**3.68kl**	3.45	3.32	**3.80zjkl**	**3.76zo**	3.38	3.68
Std. Dev.		0.87	1.01	0.88	0.88	0.98	0.92	0.81	1.11	0.87	0.93	0.88	0.94	1.04	0.83	0.84	1.09	0.90
Std. Err.		0.02	0.11	0.09	0.12	0.14	0.03	0.02	0.06	0.02	0.06	0.03	0.08	0.10	0.02	0.02	0.07	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 791

Q.59 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on BBC television?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Very satisfied	(5)	233	179	19	166	41	28	167	92	94	165	50	179	36	51	136	113	80	248
		11%degm	*12%*	*7%*	**12%zd**	*7%*	*5%*	**14%ze**	*7%*	**18%zg**	**12%z**	*10%*	*10%*	**18%zk**	*6%*	**15%zm**	*9%*	**15%zo**	*11%*
Fairly satisfied	(4)	1398	992	171	896	339	358	804	832	338	882	297	1121	121	446	637	770	355	1299
		63%jm	*64%*	*64%*	*65%*	*61%*	*62%*	*65%*	*63%*	*66%*	**66%zj**	*59%*	*64%*	*59%*	*54%*	**71%zm**	*63%*	*67%*	*59%*
Neither satisfied nor dissatisfied	(3)	289	180	34	167	64	68	143	176	45	144	59	206	28	132	63	142	55	333
		13%ahikn	*12%*	*13%*	*12%*	*11%*	*12%*	*12%*	**13%h**	*9%*	*11%*	*12%*	*12%*	*14%*	**16%zn**	*7%*	*12%*	*10%*	*15%*
Fairly dissatisfied	(2)	206	153	25	107	83	83	91	147	30	113	68	169	18	127	55	129	36	207
		9%cfhn	*10%*	*9%*	*8%*	**15%zc**	**14%zf**	*7%*	**11%zh**	*6%*	*8%*	**14%zi**	*10%*	*9%*	**15%zn**	*6%*	*11%*	*7%*	*9%*
Very dissatisfied	(1)	55	29	15	28	23	32	16	45	6	22	24	48	*	50	3	45	4	62
		2%afinp	*2%*	**6%za**	*2%*	**4%zc**	**6%zf**	*1%*	**3%zh**	*1%*	*2%*	**5%zi**	*3%*	*	**6%zn**	*	**4%zp**	*1%*	*3%*
Don't know		25	14	5	14	7	4	8	20	1	14	8	21	2	14	6	16	2	57
		1%fh	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*	*3%*
Satisfied		**1631**	**1171**	**189**	**1062**	**380**	**386**	**971**	**924**	**432**	**1047**	**346**	**1300**	**157**	**498**	**772**	**883**	**434**	**1547**
		74%degjm	**76%z**	***71%***	**77%zd**	***68%***	***67%***	**79%ze**	***70%***	**84%zg**	**78%zj**	***69%***	***75%***	***76%***	***61%***	**86%zm**	***73%***	**82%zo**	***70%***
Dissatisfied		**261**	**182**	**40**	**135**	**106**	**115**	**107**	**191**	**36**	**134**	**92**	**218**	**18**	**177**	**58**	**174**	**40**	**269**
		12%cfhinp	***12%***	***15%***	***10%***	**19%zc**	**20%zf**	***9%***	**15%zh**	***7%***	***10%***	**18%zi**	***12%***	***9%***	**22%zn**	***6%***	**14%zp**	***8%***	***12%***
Net Satisfied		1371	989	149	927	274	271	864	733	395	913	255	1083	139	321	714	709	394	1278
		62%degjmo	**64%zb**	*55%*	**67%zd**	*49%*	*47%*	**70%ze**	*56%*	**77%zg**	**68%zj**	*50%*	*62%*	*67%*	*39%*	**79%zm**	*58%*	**74%zo**	*58%*
Mean Score		**3.71bdegjm o**	**3.74zb**	3.58	**3.78zd**	3.53	3.47	**3.83ze**	3.60	**3.94zg**	**3.80zj**	3.56	3.70	**3.86z**	3.40	**3.95zm**	3.65	**3.89zo**	3.68
Std. Dev.		0.87	0.86	0.96	0.83	0.98	0.99	0.80	0.90	0.78	0.82	1.00	0.88	0.82	1.03	0.71	0.93	0.76	0.90
Std. Err.		0.02	0.02	0.06	0.02	0.04	0.04	0.02	0.03	0.04	0.02	0.04	0.02	0.06	0.04	0.03	0.03	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 792

Q.59 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on BBC television?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Very satisfied	(5)	233	216	8	233	-	193	2	189	-	99	64	174	29	164	22	248
		11%bdh	**14%zb**	*2%*	**14%zd**	-	**14%zf**	*2%*	**14%zh**	-	*9%*	**14%i**	*11%*	*12%*	*11%*	*7%*	*11%*
Fairly satisfied	(4)	1398	1161	86	1398	-	987	12	945	10	659	303	1040	141	904	191	1299
		63%bdfhl	**78%zb**	*25%*	**86%zd**	-	**70%zf**	*17%*	**71%zh**	*17%*	*62%*	*65%*	**64%l**	*56%*	*63%*	*60%*	*59%*
Neither satisfied nor dissatisfied	(3)	289	73	54	-	-	112	7	95	6	131	57	198	36	172	47	333
		13%acdeg	*5%*	**16%a**	-	-	*8%*	*10%*	*7%*	*10%*	*12%*	*12%*	*12%*	*14%*	*12%*	*15%*	*15%*
Fairly dissatisfied	(2)	206	28	146	-	206	88	35	86	29	126	33	147	30	137	47	207
		9%aceg	*2%*	**42%za**	-	**79%zc**	*6%*	**50%ze**	*6%*	**47%zg**	**12%zj**	*7%*	*9%*	*12%*	*10%*	**15%zm**	*9%*
Very dissatisfied	(1)	55	6	47	-	55	22	10	13	12	43	7	39	10	39	10	62
		2%aceg	*	**14%za**	-	**21%zc**	*2%*	**15%ze**	*1%*	**19%zg**	**4%zj**	*1%*	*2%*	*4%*	*3%*	*3%*	*3%*
Don't know		25	10	5	-	-	8	4	6	4	13	3	16	6	16	2	57
		1%aceg	*1%*	*2%*	-	-	*1%*	**6%ze**	*	**6%zg**	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*
Satisfied		**1631**	**1377**	**94**	**1631**	**-**	**1179**	**14**	**1134**	**10**	**759**	**367**	**1214**	**170**	**1068**	**214**	**1547**
		74%bdfhiln	**92%zb**	***27%***	**100%zd**	**-**	**84%zf**	***19%***	**85%zh**	***17%***	***71%***	**78%zi**	**75%l**	***68%***	**75%n**	***67%***	***70%***
Dissatisfied		**261**	**34**	**193**	**-**	**261**	**110**	**46**	**100**	**41**	**169**	**40**	**186**	**40**	**176**	**57**	**269**
		12%acegj	***2%***	**56%za**	**-**	**100%zc**	***8%***	**65%ze**	***7%***	**66%zg**	**16%zj**	***9%***	***12%***	***16%***	***12%***	**18%zm**	***12%***
Net Satisfied		1371	1344	-99	1631	-261	1069	-32	1034	-30	590	327	1028	131	892	157	1278
		62%bdfhiln	**90%zb**	*-29%*	**100%zd**	*-100%*	**76%zf**	*-46%*	**77%zh**	*-49%*	*55%*	**70%zi**	**64%l**	*52%*	**62%n**	*49%*	*58%*
Mean Score		**3.71bdfhin**	**4.05zb**	2.60	**4.14zd**	1.79	**3.89zf**	2.38	**3.91zh**	2.27	3.61	**3.83zi**	3.73	3.61	**3.72n**	3.53	3.68
Std. Dev.		0.87	0.55	1.08	0.35	0.41	0.77	1.03	0.75	0.99	0.95	0.81	0.86	0.98	0.89	0.94	0.90
Std. Err.		0.02	0.01	0.06	0.01	0.02	0.02	0.12	0.02	0.12	0.03	0.04	0.02	0.06	0.02	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 793

Q.59 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

See on BBC television?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly									Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Very satisfied	(5)	233	211	161	218	168	127	209	231	2	70	63	163	105	185	41	248
		11%	**12%zdfg**	**12%zf**	**12%zfg**	*11%*	*11%*	*10%*	**11%z**	*3%*	**14%zn**	*11%*	**12%zm**	*11%*	*11%*	*8%*	*11%*
Fairly satisfied	(4)	1398	1198	904	1244	1039	791	1305	1373	24	331	383	886	614	1085	292	1299
		63%	**67%zfg**	**67%zfg**	**66%zg**	**65%z**	**66%z**	**65%z**	**64%z**	*37%*	*66%*	**69%zlmn**	**66%zm**	*63%*	*64%*	*60%*	*59%*
Neither satisfied nor dissatisfied	(3)	289	196	139	213	195	138	248	266	22	63	51	148	131	210	76	333
		13%abcfgjk	*11%*	*10%*	**11%a**	**12%ab**	*12%*	**12%abc**	**12%abc**	*33%*	*12%*	*9%*	*11%*	**14%jk**	**12%jk**	**16%jk**	*15%*
Fairly dissatisfied	(2)	206	158	116	170	152	109	186	202	4	30	48	112	96	154	49	207
		9%i	*9%*	*9%*	*9%*	*10%*	*9%*	*9%*	*9%*	*6%*	*6%*	*9%*	*8%*	**10%i**	**9%i**	*10%*	*9%*
Very dissatisfied	(1)	55	28	17	31	31	20	47	48	4	6	5	22	18	35	19	62
		2%abcdegjk	*2%*	*1%*	*2%*	**2%b**	*2%*	**2%abce**	**2%abc**	*6%*	*1%*	*1%*	*2%*	*2%*	**2%jk**	**4%ijk**	*3%*
Don't know		25	8	7	9	9	7	15	16	9	2	5	13	5	16	8	57
		1%abcdefg	*	*1%*	*	*1%*	*1%*	**1%ac**	**1%ac**	*14%*	*	*1%*	*1%*	*1%*	*1%*	*2%*	*3%*
Satisfied		**1631**	**1408**	**1066**	**1462**	**1207**	**919**	**1515**	**1604**	**27**	**401**	**446**	**1049**	**719**	**1270**	**333**	**1547**
		74%n	**78%zcdfg**	**79%zcdfg**	**78%zdfg**	**76%z**	**77%z**	**75%z**	**75%z**	***40%***	**80%zlmn**	**80%zlmn**	**78%zlmn**	***74%***	**75%zn**	***69%***	***70%***
Dissatisfied		**261**	**186**	**133**	**201**	**184**	**129**	**233**	**251**	**8**	**36**	**52**	**135**	**113**	**190**	**68**	**269**
		12%abcik	***10%***	***10%***	***11%***	**12%a**	***11%***	**12%abc**	**12%abc**	***12%***	***7%***	***9%***	***10%***	**12%i**	**11%ik**	**14%i**	***12%***
Net Satisfied		1371	1222	932	1260	1023	790	1281	1353	18	364	394	914	606	1080	264	1278
		62%n	**68%zcdfg**	**69%zcdefg**	**67%zdfg**	**64%z**	**66%zfg**	**64%z**	**63%z**	*28%*	**73%zklmn**	**71%zlmn**	**68%zlmn**	**63%n**	**64%zn**	*55%*	*58%*
Mean Score		**3.71n**	**3.78zcdfg**	**3.80zcdefg**	**3.77zdfg**	3.73	**3.76z**	3.72	**3.72z**	3.29	**3.86zlmn**	**3.82zlmn**	**3.79zlmn**	3.72	**3.74zn**	3.60	3.68
Std. Dev.		0.87	0.82	0.81	0.83	0.85	0.83	0.86	0.86	0.94	0.77	0.78	0.82	0.85	0.85	0.93	0.90
Std. Err.		0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.12	0.04	0.04	0.02	0.03	0.02	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 794

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Very satisfied	(5)	340	185	155	45	65	61	53	41	41	33	111	229	46.66	204	48	59	281	309
		15%	*17%*	*14%*	*14%*	*19%*	*15%*	*15%*	*13%*	*17%*	*17%*	*16%*	*15%*		*15%*	*15%*	*14%*	*16%*	*14%*
Fairly satisfied	(4)	1069	544	525	147	175	211	187	164	118	66	323	746	45.79	712	122	180	889	1002
		48%im	*51%*	*46%*	*45%*	**50%i**	**52%i**	**52%i**	**51%i**	**48%i**	*35%*	**47%i**	**49%i**		**53%zm**	*38%*	*44%*	*49%*	*45%*
Neither satisfied nor dissatisfied	(3)	338	172	166	85	43	67	55	49	17	22	128	210	42.20	186	42	45	293	343
		15%hkln	*16%*	*15%*	**26%zdefghijk**	*12%*	**16%h**	**15%h**	**15%h**	*7%*	*12%*	**19%zdhk**	**14%h**		*14%*	*13%*	*11%*	**16%n**	*16%*
Fairly dissatisfied	(2)	57	24	34	17	7	1	7	15	7	3	24	33	44.60	35	5	7	50	68
		3%e	*2%*	*3%*	**5%zek**	*2%*	*	**2%e**	**5%ek**	**3%e**	*2%*	**4%e**	**2%e**		*3%*	*1%*	*2%*	*3%*	*3%*
Very dissatisfied	(1)	13	6	7	*	4	*	3	1	4	1	4	8	51.18	8	3	2	10	17
		1%	*1%*	*1%*	*	*1%*	*	*1%*	*	**2%e**	*1%*	*1%*	*1%*		*1%*	*1%*	*1%*	*1%*	*1%*
Don't know		389	142	247	35	55	67	54	54	58	66	89	299	52.33	208	99	112	277	467
		18%acjlo	*13%*	**22%za**	*11%*	*16%*	*16%*	*15%*	*17%*	**24%zcfj**	**34%zcdefghjk**	*13%*	**20%zcfj**		*15%*	**31%zl**	**28%zo**	*15%*	*21%*
Satisfied		**1409**	**729**	**680**	**192**	**241**	**272**	**240**	**205**	**159**	**100**	**433**	**976**	**46.00**	**916**	**170**	**239**	**1170**	**1311**
		64%bim	**68%zb**	***60%***	***58%***	**69%cij**	**67%i**	**67%i**	**63%i**	**65%i**	***52%***	**64%ci**	**64%i**		**68%zm**	***53%***	***59%***	***65%***	***59%***
Dissatisfied		**70**	**30**	**41**	**18**	**11**	**1**	**10**	**16**	**11**	**4**	**29**	**41**	**45.80**	**43**	**8**	**9**	**61**	**85**
		3%e	*3%*	*4%*	**5%e**	**3%e**	*	**3%e**	**5%e**	**5%e**	**2%e**	**4%e**	**3%e**		*3%*	*2%*	*2%*	*3%*	*4%*
Net Satisfied		1339	699	639	175	229	271	230	189	148	95	404	934	0.20	873	162	229	1109	1226
		61%bcim	**65%zb**	*56%*	*53%*	**66%cij**	**67%zcik**	**64%ci**	*58%*	*60%*	*50%*	**59%c**	**61%ci**		**64%zm**	*51%*	*57%*	*62%*	*56%*
Mean Score		**3.92c**	3.94	3.89	3.75	**3.98cj**	**3.98c**	**3.92c**	3.85	**3.99c**	**4.01c**	**3.86c**	**3.94c**	1.00	3.93	3.94	3.97	3.91	3.87
Std. Dev.		0.75	0.73	0.76	0.79	0.77	0.62	0.72	0.74	0.81	0.79	0.79	0.72	1.00	0.72	0.79	0.73	0.75	0.78
Std. Err.		0.02	0.02	0.03	0.05	0.04	0.03	0.04	0.05	0.06	0.07	0.03	0.02	0.15	0.02	0.05	0.04	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 795

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity: White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Religion: Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	Number in Household: 1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Children in Household: Yes (q)	No (r)	Unwtd. Total
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Very satisfied	(5)	**340**	309	4	5	6	15	325	250	2	*	3	6	261	73	174	84	8	108	232	309
		15%ceh	**17%zce**	*7%*	*5%*	*10%*	*7%*	**16%zce**	**15%hl**	*4%*	*	*22%*	*14%*	**15%h**	*19%*	*15%*	*14%*	*12%*	*15%*	*16%*	*14%*
Fairly satisfied	(4)	**1069**	953	20	29	16	65	1003	822	16	14	7	18	877	147	589	295	30	357	691	1002
		48%cehm	**51%zce**	*39%*	*27%*	*26%*	*29%*	**51%zce**	**50%zhl**	*26%*	*34%*	*61%*	*38%*	**49%h**	*39%*	**51%m**	**51%m**	*44%*	*50%*	*47%*	*45%*
Neither satisfied nor dissatisfied	(3)	**338**	260	9	27	29	64	273	226	14	11	1	19	270	48	172	98	14	108	224	343
		15%afg	*14%*	*17%*	**25%zaf**	*47%*	**29%zaf**	*14%*	*14%*	*23%*	*26%*	*9%*	*40%*	**15%g**	*13%*	*15%*	*17%*	*20%*	*15%*	*15%*	*16%*
Fairly dissatisfied	(2)	**57**	42	*	4	3	6	51	40	4	*	*	*	45	6	39	10	2	14	43	68
		3%a	*2%*	*	*4%*	*4%*	*3%*	**3%a**	*2%*	*6%*	*	*1%*	*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*
Very dissatisfied	(1)	**13**	10	-	1	-	1	11	11	1	-	*	-	13	2	9	1	*	4	9	17
		1%	*1%*	-	*1%*	-	*1%*	*1%*	*1%*	*2%*	-	*	-	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*
Don't know		**389**	296	19	40	8	67	319	282	24	16	1	4	326	98	177	95	15	126	258	467
		18%afn	*16%*	*37%*	**38%zaef**	*13%*	**31%zaf**	*16%*	*17%*	**39%zgl**	*39%*	*7%*	*8%*	**18%g**	**26%zno**	*15%*	*16%*	*21%*	*18%*	*18%*	*21%*
Satisfied		**1409**	**1262**	**23**	**34**	**23**	**80**	**1327**	**1072**	**19**	**14**	**10**	**24**	**1138**	**220**	**763**	**379**	**39**	**464**	**923**	**1311**
		64%ceh	**68%zce**	***46%***	***32%***	***37%***	***36%***	**67%zce**	**66%zhl**	***30%***	***34%***	***83%***	***52%***	**64%h**	***59%***	***66%***	***65%***	***56%***	***65%***	***63%***	***59%***
Dissatisfied		**70**	**51**	*	**5**	**3**	**8**	**62**	**52**	**5**	*	*	*	**57**	**8**	**48**	**12**	**2**	**19**	**51**	**85**
		3%a	*3%*	*	*5%*	*4%*	*4%*	**3%a**	*3%*	*8%*	*	*1%*	*	*3%*	*2%*	**4%z**	*2%*	*3%*	*3%*	*4%*	*4%*
Net Satisfied		**1339**	1210	23	28	20	72	1265	1020	13	14	10	24	1081	212	715	368	36	446	871	1226
		61%ceh	**65%zcef**	*46%*	*27%*	*33%*	**33%c**	**64%zce**	**63%zhl**	*21%*	*34%*	*83%*	*51%*	**60%h**	*57%*	*62%*	*63%*	*53%*	*62%*	*60%*	*56%*
Mean Score		**3.92ce**	**3.96zcef**	3.85	3.49	3.49	3.56	**3.95zce**	**3.93l**	3.38	3.56	4.12	3.71	3.91	4.02	3.90	3.92	3.82	3.93	3.91	3.87
Std. Dev.		**0.75**	0.72	0.61	0.82	0.77	0.77	0.74	0.74	0.90	0.53	0.62	0.73	0.74	0.77	0.76	0.69	0.74	0.72	0.76	0.78
Std. Err.		**0.02**	0.02	0.06	0.05	0.20	0.04	0.02	0.02	0.07	0.05	0.09	0.13	0.02	0.05	0.03	0.03	0.07	0.03	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 796

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifications (j)	Working full/part-time (k)	Not working (l)	Only Traditional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Very satisfied	(5)	340	58	130	68	198	193	147	176	163	89	68	200	139	21	262	229	64	309
		15%	*12%*	**20%za**	*16%*	**19%za**	*16%*	*15%*	*16%*	*16%*	*16%*	*15%*	*17%*	*14%*	*14%*	*16%*	*17%*	*17%*	*14%*
Fairly satisfied	(4)	1069	204	317	221	538	619	450	550	550	257	175	623	445	55	832	708	191	1002
		48%fjlm	*43%*	*50%*	**53%a**	**51%a**	**51%zf**	*45%*	**50%f**	**54%zj**	**47%j**	*38%*	**51%zl**	*45%*	*36%*	**50%zm**	**52%zm**	*52%*	*45%*
Neither satisfied nor dissatisfied	(3)	338	75	92	67	159	179	159	169	141	90	71	203	135	18	246	218	71	343
		15%	*16%*	*14%*	*16%*	*15%*	*15%*	*16%*	*15%*	*14%*	*17%*	*15%*	*17%*	*14%*	*12%*	*15%*	*16%*	*19%*	*16%*
Fairly dissatisfied	(2)	57	10	15	18	33	25	33	31	22	16	13	25	33	5	37	27	8	68
		3%	*2%*	*2%*	*4%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*
Very dissatisfied	(1)	13	5	4	2	5	5	8	4	6	3	3	6	6	4	6	3	-	17
		1%no	*1%*	*1%*	*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	**3%zno**	*	*	-	*1%*
Don't know		389	117	78	41	119	183	206	169	138	86	131	156	231	51	283	172	36	467
		18%bcdeghkop	**25%zbcd**	*12%*	*10%*	*11%*	*15%*	**21%zeg**	*15%*	*14%*	*16%*	**28%zhi**	*13%*	**23%zk**	**33%zno**	**17%o**	*13%*	*10%*	*21%*
Satisfied		**1409**	**262**	**447**	**289**	**736**	**812**	**597**	**726**	**713**	**346**	**242**	**823**	**585**	**77**	**1094**	**936**	**255**	**1311**
		64%afjlm	***56%***	**70%za**	**69%a**	**70%za**	**67%zf**	***60%***	**66%f**	**70%zj**	**64%j**	***53%***	**68%zl**	***59%***	***50%***	**66%zm**	**69%zmn**	***69%***	***59%***
Dissatisfied		**70**	**15**	**19**	**19**	**38**	**30**	**41**	**35**	**29**	**20**	**16**	**31**	**39**	**9**	**43**	**29**	**8**	**85**
		3%no	***3%***	***3%***	***5%***	***4%***	***2%***	***4%***	***3%***	***3%***	***4%***	***4%***	***3%***	***4%***	**6%o**	***3%***	***2%***	***2%***	***4%***
Net Satisfied		1339	246	428	269	698	783	556	690	684	327	226	792	545	68	1051	907	247	1226
		61%afjlm	*52%*	**67%za**	**65%a**	**66%za**	**65%zf**	*55%*	**63%f**	**67%zj**	**60%j**	*49%*	**65%zl**	*55%*	*44%*	**63%zm**	**67%zmn**	*67%*	*56%*
Mean Score		3.92	3.85	**3.99za**	3.89	3.95	3.95	3.87	3.93	3.95	3.90	3.88	3.93	3.89	3.81	**3.95z**	**3.96z**	3.93	3.87
Std. Dev.		0.75	0.78	0.76	0.76	0.76	0.71	0.79	0.73	0.71	0.77	0.81	0.72	0.77	0.95	0.71	0.70	0.70	0.78
Std. Err.		0.02	0.04	0.03	0.04	0.03	0.02	0.03	0.02	0.02	0.04	0.04	0.02	0.03	0.09	0.02	0.02	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 797

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Very satisfied	(5)	340 **15%e**	272 *15%*	29 *27%* **zacdefg hi**	10 *15%*	29 *16%*	26 *9%*	103 *14%*	72 *13%*	102 **18%e**	67 *13%*	110 **19%z**	108 *15%*	107 *15%*	124 *13%*	112 *14%*	168 *15%*	49 *18%*	309 *14%*
Fairly satisfied	(4)	1069 **48%bm**	921 **50%be**	43 *40%*	29 *45%*	76 *41%*	113 *41%*	381 **50%be**	282 **49%e**	276 **49%b**	265 **50%b**	327 **56%zkl**	344 *49%*	351 *48%*	410 *44%*	356 *46%*	560 *50%*	137 *51%*	1002 *45%*
Neither satisfied nor dissatisfied	(3)	338 **15%bn**	293 **16%b**	10 *9%*	8 *13%*	27 *14%*	71 **26%zabcdfg i**	119 **16%b**	101 **18%b**	103 **19%b**	71 *13%*	78 *13%*	113 *16%*	118 *16%*	153 *17%*	97 *13%*	192 **17%n**	35 *13%*	343 *16%*
Fairly dissatisfied	(2)	57 *3%*	44 *2%*	4 *3%*	1 *1%*	9 **5%h**	10 *3%*	22 *3%*	17 *3%*	8 *1%*	14 *3%*	19 *3%*	23 *3%*	15 *2%*	35 **4%z**	23 *3%*	21 *2%*	11 *4%*	68 *3%*
Very dissatisfied	(1)	13 *1%*	9 *1%*	1 *1%*	- -	3 *1%*	* *	5 *1%*	4 *1%*	1 *	3 *1%*	* *	2 *	5 *1%*	9 *1%*	6 *1%*	6 *1%*	- -	17 *1%*
Don't know		389 **18%hjo**	308 **17%h**	22 **21%h**	17 **26%zafgh**	42 **23%h**	54 **20%h**	130 *17%*	97 *17%*	69 *12%*	110 **21%ah**	51 *9%*	109 **16%j**	141 **19%j**	194 **21%z**	179 **23%zop**	167 *15%*	36 *13%*	467 *21%*
Satisfied		**1409** **64%emn**	**1193** **65%e**	**72** **67%e**	**38** ***60%***	**105** ***57%***	**139** ***51%***	**484** **64%e**	**354** **62%e**	**377** **68%de**	**332** **63%e**	**437** **75%zkl**	**452** ***65%***	**458** ***62%***	**534** ***58%***	**468** ***61%***	**729** ***65%***	**186** **69%n**	**1311** ***59%***
Dissatisfied		**70** ***3%***	**53** ***3%***	**4** ***4%***	**1** ***1%***	**12** **6%zah**	**10** ***3%***	**27** ***4%***	**21** ***4%***	**9** ***2%***	**17** ***3%***	**19** ***3%***	**25** ***4%***	**20** ***3%***	**44** **5%z**	**29** ***4%***	**26** ***2%***	**11** ***4%***	**85** ***4%***
Net Satisfied		1339 **61%demn**	1140 **62%de**	68 **63%de**	38 *59%*	93 *50%*	130 *47%*	457 **60%de**	333 **58%e**	368 **66%zde**	315 **60%e**	418 **71%zkl**	427 *61%*	438 *59%*	490 *53%*	438 *57%*	703 **63%n**	175 *65%*	1226 *56%*
Mean Score		**3.92em**	**3.91e**	**4.12zadefg hi**	**4.00e**	3.83	3.71	**3.88e**	**3.84e**	**3.96e**	**3.90e**	**3.99z**	3.90	3.91	3.83	3.92	3.91	3.96	3.87
Std. Dev.		0.75	0.73	0.82	0.67	0.89	0.73	0.74	0.75	0.71	0.71	0.70	0.74	0.74	0.81	0.77	0.72	0.74	0.78
Std. Err.		0.02	0.02	0.07	0.06	0.08	0.04	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 798

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Very satisfied	(5)	340	54	18	174	158	143	226	208	128	100	28	13	56	40	14	44	32	9	309
		15%efgjkl	*18%*	*12%*	*16%*	*15%*	*13%*	*14%*	*14%*	**14%k**	**15%k**	*9%*	*7%*	*12%*	*11%*	*14%*	*14%*	*16%*	*14%*	*14%*
Fairly satisfied	(4)	1069	154	92	538	539	536	778	720	420	348	165	114	237	166	35	145	94	26	1002
		48%n	*50%*	**63%zac**	*49%*	**51%f**	*49%*	*47%*	*48%*	*47%*	*51%*	**56%h**	**63%zhi**	**50%n**	**46%n**	*33%*	*46%*	*46%*	*40%*	*45%*
Neither satisfied nor dissatisfied	(3)	338	37	24	169	140	156	263	223	134	106	63	35	70	62	23	49	26	7	343
		15%d	*12%*	*16%*	*15%*	*13%*	*14%*	**16%deg**	*15%*	*15%*	*15%*	**21%zh**	*19%*	*15%*	*17%*	*22%*	*15%*	*13%*	*11%*	*16%*
Fairly dissatisfied	(2)	57	7	2	22	32	31	43	40	30	19	17	10	10	13	9	7	4	2	68
		3%	*2%*	*1%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	**6%z**	**6%z**	*2%*	*4%*	**8%zl**	*2%*	*2%*	*3%*	*3%*
Very dissatisfied	(1)	13	2	-	5	8	10	13	12	5	3	7	3	5	2	1	2	2	1	17
		1%	*1%*	-	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	**2%zhi**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*
Don't know		389	55	11	198	183	222	323	299	175	110	17	6	97	76	23	67	43	19	467
		18%bjk	**18%b**	*8%*	**18%b**	*17%*	**20%zd**	**20%zd**	**20%zd**	**20%ijk**	**16%jk**	*6%*	*4%*	*21%*	*21%*	*22%*	*21%*	*22%*	**30%z**	*21%*
Satisfied		**1409**	**208**	**110**	**712**	**697**	**678**	**1004**	**929**	**549**	**449**	**192**	**127**	**292**	**206**	**50**	**189**	**126**	**35**	**1311**
		64%fgmn	***67%***	**75%z**	***64%***	**66%efg**	***62%***	***61%***	***62%***	***61%***	***65%***	***65%***	***70%***	**62%n**	***57%***	***47%***	***60%***	***62%***	***54%***	***59%***
Dissatisfied		**70**	**9**	**2**	**27**	**41**	**41**	**56**	**52**	**35**	**22**	**23**	**13**	**14**	**15**	**10**	**9**	**6**	**3**	**85**
		3%	***3%***	***1%***	***2%***	***4%***	***4%***	***3%***	***3%***	***4%***	***3%***	**8%zhi**	**7%zi**	***3%***	***4%***	**9%zl**	***3%***	***3%***	***4%***	***4%***
Net Satisfied		1339	199	108	685	656	638	948	877	514	426	169	114	278	190	40	179	120	32	1226
		61%efgmn	*65%*	**73%zc**	*62%*	**62%efg**	*58%*	*58%*	*58%*	*58%*	**62%h**	*57%*	*63%*	**59%n**	**53%n**	*38%*	*57%*	*59%*	*50%*	*56%*
Mean Score		**3.92fjkmn**	3.99	3.92	3.94	3.92	3.88	3.88	3.89	**3.89jk**	**3.91jk**	3.68	3.71	**3.87n**	3.81	3.64	3.90	3.95	3.88	3.87
Std. Dev.		0.75	0.73	0.60	0.72	0.75	0.76	0.76	0.75	0.76	0.73	0.83	0.75	0.73	0.76	0.94	0.75	0.77	0.87	0.78
Std. Err.		0.02	0.05	0.05	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.05	0.06	0.04	0.04	0.09	0.05	0.06	0.11	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 799

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Very satisfied	(5)	340 *15%*	6 *7%*	11 *11%*	5 *10%*	5 *11%*	134 *15%*	216 **17%z**	45 *13%*	229 *17%*	29 *13%*	93 *14%*	12 *9%*	11 *11%*	221 **18%zk**	298 **17%z**	29 *13%*	309 *14%*
Fairly satisfied	(4)	1069 *48%*	56 **69%z**	62 **63%z**	36 **70%z**	30 *61%*	463 *51%*	623 *49%*	156 *45%*	635 *47%*	105 *46%*	295 *46%*	59 *44%*	39 *41%*	636 **52%z**	857 *50%*	111 *49%*	1002 *45%*
Neither satisfied nor dissatisfied	(3)	338 **15%mn**	11 *14%*	14 *14%*	6 *12%*	8 *17%*	126 *14%*	180 *14%*	44 *12%*	207 *15%*	36 *16%*	117 **18%m**	20 *15%*	17 *18%*	161 *13%*	235 *14%*	35 *16%*	343 *16%*
Fairly dissatisfied	(2)	57 *3%*	4 *5%*	6 *6%*	* *	3 *6%*	29 *3%*	30 *2%*	14 *4%*	28 *2%*	12 *5%*	19 *3%*	4 *3%*	5 *6%*	26 *2%*	42 *2%*	10 *4%*	68 *3%*
Very dissatisfied	(1)	13 *1%*	4 **5%z**	1 *1%*	1 *2%*	1 *2%*	10 *1%*	6 *	6 **2%z**	11 *1%*	1 *1%*	3 *	3 *2%*	- -	7 *1%*	8 *	5 **2%zn**	17 *1%*
Don't know		389 **18%abcdm**	* *	3 *3%*	3 *5%*	2 *3%*	148 *16%*	208 *16%*	84 **24%zf**	253 *19%*	47 *20%*	116 *18%*	36 **27%zm**	23 *24%*	180 *15%*	288 *17%*	34 *15%*	467 *21%*
Satisfied		**1409** **64%k**	**62** ***76%***	**73** ***75%***	**42** **81%z**	**35** ***71%***	**597** ***66%***	**839** **66%zg**	**201** ***58%***	**863** ***63%***	**134** ***58%***	**388** ***60%***	**71** ***53%***	**50** ***53%***	**857** **70%zjkl**	**1155** **67%z**	**141** ***63%***	**1311** ***59%***
Dissatisfied		**70** ***3%***	**8** **10%z**	**7** ***8%***	**1** ***2%***	**4** ***8%***	**39** ***4%***	**37** ***3%***	**20** **6%z**	**39** ***3%***	**13** ***6%***	**22** ***3%***	**7** ***5%***	**5** ***6%***	**33** ***3%***	**50** ***3%***	**15** **6%zn**	**85** ***4%***
Net Satisfied		1339 **61%gk**	54 *66%*	65 *67%*	40 **78%z**	31 *63%*	558 *61%*	803 **63%zg**	181 *52%*	824 *61%*	121 *53%*	366 *57%*	64 *48%*	44 *47%*	824 **67%zjkl**	1105 **64%z**	126 *56%*	1226 *56%*
Mean Score		**3.92a**	3.68	3.80	3.91	3.74	3.90	**3.96z**	3.83	3.94	3.81	3.87	3.74	3.76	**3.99zjk**	**3.97zo**	3.79	3.87
Std. Dev.		0.75	0.88	0.78	0.66	0.83	0.77	0.74	0.86	0.76	0.80	0.76	0.84	0.79	0.72	0.73	0.86	0.78
Std. Err.		0.02	0.10	0.08	0.10	0.12	0.03	0.02	0.05	0.02	0.06	0.03	0.08	0.09	0.02	0.02	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 800

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Very satisfied	(5)	340	263	31	215	100	53	223	189	100	239	60	275	36	101	175	172	110	309
		15%ejm	**17%z**	*12%*	*16%*	*18%*	*9%*	**18%ze**	*14%*	**19%zg**	**18%zj**	*12%*	*16%*	*17%*	*12%*	**19%zm**	*14%*	**21%zo**	*14%*
Fairly satisfied	(4)	1069	764	123	705	243	273	645	621	282	686	231	853	95	390	464	586	277	1002
		48%d	*49%*	*46%*	**51%zd**	*44%*	*48%*	**52%z**	*47%*	**55%zg**	**51%z**	*46%*	*49%*	*46%*	*48%*	*52%*	*48%*	*52%*	*45%*
Neither satisfied nor dissatisfied	(3)	338	220	49	213	62	76	169	192	59	188	69	240	40	113	127	178	57	343
		15%dhkp	*14%*	*18%*	*15%*	*11%*	*13%*	*14%*	*15%*	*12%*	*14%*	*14%*	*14%*	*20%*	*14%*	*14%*	*15%*	*11%*	*16%*
Fairly dissatisfied	(2)	57	39	10	31	21	21	22	43	7	30	20	49	3	37	13	43	4	68
		3%fnp	*2%*	*4%*	*2%*	*4%*	*4%*	*2%*	*3%*	*1%*	*2%*	*4%*	*3%*	*2%*	**5%zn**	*1%*	**4%zp**	*1%*	*3%*
Very dissatisfied	(1)	13	8	4	4	8	6	5	8	4	4	7	9	1	8	3	10	1	17
		1%ci	*	*1%*	*	**1%zc**	*1%*	*	*1%*	*1%*	*	**1%zi**	*1%*	*1%*	*1%*	*	*1%*	*	*1%*
Don't know		389	253	52	210	122	144	165	260	62	193	117	318	31	171	117	226	81	467
		18%cfhin	*16%*	*19%*	*15%*	**22%zc**	**25%zf**	*13%*	**20%zh**	*12%*	*14%*	**23%zi**	*18%*	*15%*	**21%zn**	*13%*	*19%*	*15%*	*21%*
Satisfied		**1409**	**1027**	**154**	**920**	**343**	**326**	**868**	**809**	**382**	**925**	**291**	**1128**	**130**	**491**	**639**	**757**	**387**	**1311**
		64%egjm	**66%zb**	***57%***	**67%z**	***62%***	***57%***	**71%ze**	***62%***	**74%zg**	**69%zj**	***58%***	***65%***	***63%***	***60%***	**71%zm**	***62%***	**73%zo**	***59%***
Dissatisfied		**70**	**46**	**14**	**35**	**29**	**27**	**27**	**51**	**11**	**33**	**28**	**58**	**5**	**45**	**16**	**53**	**5**	**85**
		3%fnp	***3%***	***5%***	***3%***	**5%zc**	**5%f**	***2%***	***4%***	***2%***	***2%***	**5%zi**	***3%***	***2%***	**6%zn**	***2%***	**4%zp**	***1%***	***4%***
Net Satisfied		1339	981	140	885	313	299	842	758	371	892	264	1070	126	445	623	704	383	1226
		61%bdegjmo	**63%zb**	*52%*	**64%zd**	*56%*	*52%*	**69%ze**	*58%*	**72%zg**	**67%zj**	*52%*	*61%*	*61%*	*54%*	**69%zm**	*58%*	**72%zo**	*56%*
Mean Score		**3.92bejm**	**3.96zb**	3.77	3.94	3.93	3.81	**4.00ze**	3.89	**4.03zg**	**3.98zj**	3.82	3.94	3.92	3.83	**4.02zm**	3.88	**4.09zo**	3.87
Std. Dev.		0.75	0.74	0.82	0.71	0.86	0.76	0.70	0.76	0.70	0.71	0.82	0.74	0.75	0.80	0.70	0.78	0.65	0.78
Std. Err.		0.02	0.02	0.06	0.02	0.04	0.03	0.02	0.02	0.03	0.02	0.04	0.02	0.06	0.03	0.03	0.02	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 801

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Very satisfied	(5)	340	285	28	316	9	340	-	305	*	147	85	247	36	234	30	309
		15%bdfhn	**19%zb**	*8%*	**19%zd**	*3%*	**24%zf**	-	**23%zh**	*1%*	*14%*	*18%*	*15%*	*14%*	**16%n**	*9%*	*14%*
Fairly satisfied	(4)	1069	786	144	863	101	1069	-	961	9	513	230	817	111	712	161	1002
		48%bdfh	**53%zb**	*42%*	**53%zd**	*39%*	**76%zf**	-	**72%zh**	*15%*	*48%*	*49%*	**51%z**	*44%*	*50%*	*50%*	*45%*
Neither satisfied nor dissatisfied	(3)	338	159	63	170	47	-	-	57	3	171	67	235	46	208	52	343
		15%acefg	*11%*	**18%a**	*10%*	**18%c**	-	-	*4%*	*6%*	*16%*	*14%*	*15%*	*18%*	*15%*	*16%*	*16%*
Fairly dissatisfied	(2)	57	11	31	11	36	-	57	8	36	24	13	41	6	32	16	68
		3%aceg	*1%*	**9%za**	*1%*	**14%zc**	-	**82%ze**	*1%*	**59%zg**	*2%*	*3%*	*3%*	*2%*	*2%*	*5%*	*3%*
Very dissatisfied	(1)	13	2	8	3	10	-	13	-	11	9	1	9	3	8	5	17
		1%aceg	*	**2%za**	*	**4%zc**	-	**18%ze**	-	**18%zg**	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't know		389	250	72	269	58	-	-	5	1	208	71	267	51	237	56	467
		18%efgh	*17%*	*21%*	*16%*	*22%*	-	-	*	*2%*	*19%*	*15%*	*17%*	*20%*	*17%*	*18%*	*21%*
Satisfied		**1409**	**1071**	**172**	**1179**	**110**	**1409**	**-**	**1266**	**10**	**660**	**315**	**1063**	**146**	**946**	**191**	**1311**
		64%bdfh	**72%zb**	***50%***	**72%zd**	***42%***	**100%zf**	**-**	**95%zh**	***16%***	***62%***	***67%***	**66%z**	***58%***	**66%z**	***60%***	***59%***
Dissatisfied		**70**	**13**	**40**	**14**	**46**	**-**	**70**	**8**	**47**	**33**	**14**	**49**	**9**	**40**	**20**	**85**
		3%aceg	***1%***	**11%za**	***1%***	**18%zc**	**-**	**100%ze**	***1%***	**77%zg**	***3%***	***3%***	***3%***	***4%***	***3%***	**6%zm**	***4%***
Net Satisfied		1339	1058	132	1166	64	1409	-70	1258	-37	626	300	1014	137	907	171	1226
		61%bdfhn	**71%zb**	*38%*	**71%zd**	*25%*	**100%zf**	*-100%*	**94%zh**	*-61%*	*58%*	*64%*	**63%zl**	*54%*	**63%zn**	*54%*	*56%*
Mean Score		**3.92bdfhn**	**4.08zb**	3.55	**4.09zd**	3.31	**4.24zf**	1.82	**4.17zh**	2.20	3.88	3.97	3.93	3.84	**3.95n**	3.75	3.87
Std. Dev.		0.75	0.63	0.93	0.63	0.97	0.43	0.39	0.51	0.94	0.75	0.74	0.73	0.80	0.73	0.80	0.78
Std. Err.		0.02	0.02	0.06	0.02	0.07	0.01	0.04	0.01	0.11	0.03	0.04	0.02	0.06	0.02	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 802

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly									Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Very satisfied	(5)	340 **15%n**	294 **16%z**	245 **18%zacfg**	306 **16%z**	260 *16%*	199 *17%*	323 **16%z**	338 **16%z**	2 *3%*	87 **17%n**	114 **21%zn**	272 **20%zn**	182 **19%zn**	325 **19%zn**	12 *3%*	309 *14%*
Fairly satisfied	(4)	1069 **48%n**	887 *49%*	682 **51%z**	935 **50%z**	770 *48%*	599 *50%*	974 *48%*	1041 *49%*	26 *40%*	299 **60%zn**	365 **66%zklmn**	807 **60%zmn**	567 **59%zn**	981 **58%zn**	80 *16%*	1002 *45%*
Neither satisfied nor dissatisfied	(3)	338 **15%abcgjk**	257 **14%b**	168 *12%*	270 **14%b**	239 **15%b**	169 *14%*	304 **15%b**	320 **15%b**	18 *27%*	90 **18%jk**	49 *9%*	169 **13%j**	148 **15%jk**	243 **14%jk**	91 **19%jk**	343 *16%*
Fairly dissatisfied	(2)	57 **3%acdfg**	36 *2%*	31 *2%*	39 *2%*	32 *2%*	25 *2%*	46 *2%*	49 *2%*	7 *11%*	11 *2%*	14 *2%*	40 *3%*	25 *3%*	48 *3%*	10 *2%*	68 *3%*
Very dissatisfied	(1)	13 **1%dfg**	10 **1%d**	9 **1%d**	11 **1%d**	4 *	4 *	9 *d	11 **1%d**	2 *2%*	1 *	* *	8 **1%j**	5 *	11 **1%j**	2 *	17 *1%*
Don't know		389 **18%bijklm**	314 **17%b**	209 *16%*	326 **17%b**	290 **18%b**	197 *17%*	356 **18%b**	377 **18%b**	12 *18%*	13 *3%*	13 *2%*	48 *4%*	42 **4%j**	78 **5%jk**	291 **60%zijklm**	467 *21%*
Satisfied		**1409** **64%n**	**1181** **66%zg**	**927** **69%zacdfg**	**1240** **66%zfg**	**1030** ***65%***	**798** **67%zf**	**1296** ***64%***	**1379** **65%z**	**28** ***42%***	**386** **77%zn**	**479** **86%ziklmn**	**1079** **80%zmn**	**749** **77%zn**	**1306** **77%zn**	**92** ***19%***	**1311** ***59%***
Dissatisfied		**70** **3%acdfg**	**46** ***3%***	**40** ***3%***	**50** ***3%***	**36** ***2%***	**29** ***2%***	**55** **3%d**	**60** **3%d**	**9** ***13%***	**13** ***3%***	**14** ***2%***	**48** ***4%***	**30** ***3%***	**58** ***3%***	**11** ***2%***	**85** ***4%***
Net Satisfied		1339 **61%n**	1136 **63%zfg**	887 **66%zacdfg**	1190 **63%zfg**	994 **62%z**	769 **64%zfg**	1241 **62%z**	1319 **62%z**	19 *29%*	374 **74%zn**	465 **84%ziklmn**	1030 **77%zmn**	719 **74%zn**	1247 **74%zn**	81 *17%*	1226 *56%*
Mean Score		**3.92n**	**3.96zg**	**3.99zcfg**	**3.95zg**	**3.96z**	**3.97z**	**3.94z**	**3.94z**	3.36	**3.94n**	**4.07ziklmn**	**4.00zmn**	**3.97zn**	**3.97zn**	3.47	3.87
Std. Dev.		0.75	0.72	0.74	0.73	0.71	0.71	0.73	0.73	0.86	0.69	0.63	0.72	0.71	0.73	0.73	0.78
Std. Err.		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.11	0.03	0.03	0.02	0.02	0.02	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 803

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		1568	800	768	231	264	321	287	179	175	111	495	1073	45.37	989	201	274	1294	1568
Weighted Total		1686	869	817	253	258	320	294	246	194	120*	512	1174	46.10	1069	219	283	1403	1568
Very satisfied	(5)	325	183	142	41	63	60	52	39	38	32	105	221	46.69	196	46	57	269	288
		19%	*21%*	*17%*	*16%*	*25%*	*19%*	*18%*	*16%*	*20%*	*27%*	*20%*	*19%*		*18%*	*21%*	*20%*	*19%*	*18%*
Fairly satisfied	(4)	981	502	478	136	148	201	172	152	114	58	284	697	46.09	660	113	168	812	896
		58%	*58%*	*59%*	*54%*	*57%*	**63%i**	*58%*	*62%*	*59%*	*49%*	*55%*	**59%i**		**62%zm**	*52%*	*60%*	*58%*	*57%*
Neither satisfied nor dissatisfied	(3)	243	127	117	59	31	44	45	38	9	18	90	153	42.68	138	31	29	215	217
		14%hk	*15%*	*14%*	**23%zdehjk**	**12%h**	**14%h**	**15%h**	**15%h**	*5%*	**15%h**	**18%dh**	**13%h**		*13%*	*14%*	*10%*	*15%*	*14%*
Fairly dissatisfied	(2)	48	19	29	10	7	1	7	14	7	1	17	30	46.77	31	5	5	42	51
		3%e	*2%*	*4%*	**4%e**	**3%e**	*	**2%e**	**6%ek**	**4%e**	*1%*	**3%e**	**3%e**		*3%*	*2%*	*2%*	*3%*	*3%*
Very dissatisfied	(1)	11	5	5	*	3	*	3	-	4	1	3	8	53.24	6	3	2	8	13
		1%	*1%*	*1%*	*	*1%*	*	*1%*	-	**2%e**	*1%*	*1%*	*1%*		*1%*	*2%*	*1%*	*1%*	*1%*
Don't know		78	34	45	6	7	16	15	4	21	9	13	65	52.99	39	20	21	57	103
		5%jl	*4%*	*5%*	*3%*	*3%*	*5%*	*5%*	*2%*	**11%zcdefgjk**	**8%gj**	*3%*	**6%zgj**		*4%*	**9%zl**	**7%o**	*4%*	*7%*
Satisfied		**1306**	**685**	**621**	**177**	**211**	**260**	**224**	**191**	**152**	**90**	**388**	**918**	**46.24**	**856**	**160**	**225**	**1081**	**1184**
		77%c	***79%***	***76%***	***70%***	**82%cj**	**81%c**	***76%***	***78%***	***79%***	***75%***	**76%c**	**78%c**		**80%z**	***73%***	***80%***	***77%***	***76%***
Dissatisfied		**58**	**24**	**34**	**10**	**10**	**1**	**10**	**14**	**11**	**3**	**20**	**38**	**47.95**	**37**	**8**	**8**	**50**	**64**
		3%e	*3%*	*4%*	**4%e**	**4%e**	*	**3%e**	**6%e**	**6%e**	*2%*	**4%e**	**3%e**		*3%*	*4%*	*3%*	*4%*	*4%*
Net Satisfied		1247	661	586	167	201	260	214	177	141	87	368	880	-1.72	820	152	217	1030	1120
		74%c	*76%*	*72%*	*66%*	**78%cj**	**81%zcjk**	*73%*	*72%*	*73%*	*73%*	**72%c**	**75%c**		**77%z**	*69%*	*77%*	*73%*	*71%*
Mean Score		**3.97c**	4.00	3.94	3.84	**4.04cj**	**4.05cg**	3.95	3.89	4.01	**4.07c**	**3.94c**	**3.99c**	1.00	3.98	3.98	4.04	3.96	3.95
Std. Dev.		0.73	0.72	0.74	0.74	0.77	0.59	0.73	0.73	0.80	0.77	0.76	0.71	1.01	0.70	0.80	0.70	0.73	0.75
Std. Err.		0.02	0.03	0.03	0.05	0.05	0.03	0.04	0.06	0.06	0.08	0.04	0.02	0.15	0.02	0.06	0.04	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 804

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**1568**	1210	74	191	10	275	1292	1049	114	75	49	31	1318	219	784	474	80	594	954	1568
Weighted Total		**1686**	1498	36**	39**	37**	112*	1573	1302	21**	14**	12**	32**	1380	258	921	457	47*	559	1113	1568
Very satisfied	(5)	**325**	298	4	5	3	12	313	241	2	*	3	6	252	68	166	83	8	105	220	288
		19%	***20%z***	*10%*	*13%*	*9%*	*11%*	***20%z***	*18%*	*12%*	*1%*	*22%*	*20%*	*18%*	***26%zno***	*18%*	*18%*	*18%*	*19%*	*20%*	*18%*
Fairly satisfied	(4)	**981**	901	17	12	8	37	943	780	6	8	7	8	810	132	545	276	26	336	631	896
		58%em	***60%ze***	*46%*	*32%*	*20%*	*33%*	***60%ze***	***60%zl***	*30%*	*59%*	*62%*	*26%*	*59%*	*51%*	*59%*	*60%*	*55%*	*60%*	*57%*	*57%*
Neither satisfied nor dissatisfied	(3)	**243**	197	8	9	21	39	204	176	6	3	1	16	202	34	125	75	9	80	163	217
		14%af	*13%*	*23%*	*24%*	*58%*	***35%zaf***	*13%*	*13%*	*27%*	*25%*	*9%*	*49%*	***15%g***	*13%*	*14%*	*17%*	*18%*	*14%*	*15%*	*14%*
Fairly dissatisfied	(2)	**48**	36	*	3	3	5	42	35	3	*	*	*	38	4	35	7	1	9	39	51
		3%af	*2%*	*	*7%*	*7%*	*5%*	***3%a***	*3%*	*13%*	*1%*	*1%*	*1%*	*3%*	*2%*	*4%*	*2%*	*3%*	*2%*	*3%*	*3%*
Very dissatisfied	(1)	**11**	9	-	1	-	1	9	9	1	-	*	-	11	2	7	1	*	4	6	13
		1%f	*1%*	-	*4%*	-	*1%*	*1%*	*1%*	*7%*	-	*	-	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*
Don't know		**78**	56	8	8	2	18	61	61	2	2	1	1	68	17	44	14	3	25	53	103
		5%af	*4%*	*21%*	*20%*	*6%*	***16%zaf***	*4%*	*5%*	*11%*	*15%*	*6%*	*5%*	*5%*	*7%*	*5%*	*3%*	*7%*	*4%*	*5%*	*7%*
Satisfied		**1306**	**1200**	**20**	**17**	**11**	**49**	**1256**	**1021**	**9**	**8**	**10**	**15**	**1063**	**200**	**711**	**358**	**34**	**441**	**852**	**1184**
		77%e	***80%ze***	***56%***	***45%***	***29%***	***43%***	***80%ze***	***78%l***	***41%***	***59%***	***84%***	***46%***	***77%***	***77%***	***77%***	***78%***	***72%***	***79%***	***77%***	***76%***
Dissatisfied		**58**	**45**	*	**4**	**3**	**7**	**51**	**44**	**4**	*	*	*	**48**	**7**	**42**	**9**	**1**	**13**	**45**	**64**
		3%af	*3%*	*	*11%*	*7%*	*6%*	*3%*	*3%*	*20%*	*1%*	*1%*	*1%*	*4%*	*3%*	*5%*	*2%*	*3%*	*2%*	*4%*	*4%*
Net Satisfied		**1247**	1154	20	13	8	42	1205	977	4	8	10	15	1014	193	669	350	33	428	806	1120
		74%e	***77%ze***	*56%*	*34%*	*23%*	*37%*	***77%ze***	***75%l***	*21%*	*59%*	*84%*	*46%*	*73%*	*75%*	*73%*	*77%*	*70%*	*76%*	*72%*	*71%*
Mean Score		**3.97**	**4.00z**	3.83	3.54	3.34	3.55	4.00	**3.97l**	3.29	3.70	4.12	3.69	3.96	4.08	3.94	3.97	3.94	3.99	3.96	3.95
Std. Dev.		**0.73**	0.71	0.64	1.04	0.76	0.84	0.71	0.72	1.14	0.51	0.62	0.82	0.73	0.76	0.75	0.67	0.72	0.70	0.75	0.75
Std. Err.		**0.02**	0.02	0.08	0.08	0.27	0.05	0.02	0.02	0.12	0.06	0.09	0.15	0.02	0.05	0.03	0.03	0.08	0.03	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 805

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		1568	326	469	290	759	841	727	800	765	373	314	850	716	94	1212	986	269	1568
Weighted Total		1686	315	541	355	896	966	720	873	838	420	292	990	695	93*	1291	1126	319	1568
Very satisfied	(5)	325	54	127	66	194	189	136	172	157	89	60	196	129	18	251	223	60	288
		19%	*17%*	**24%z**	*19%*	*22%*	*20%*	*19%*	*20%*	*19%*	*21%*	*20%*	*20%*	*19%*	*20%*	*19%*	*20%*	*19%*	*18%*
Fairly satisfied	(4)	981	170	307	217	524	575	406	511	520	236	145	585	394	49	768	669	185	896
		58%j	*54%*	*57%*	*61%*	*58%*	*60%*	*56%*	*59%*	**62%zj**	*56%*	*50%*	*59%*	*57%*	*53%*	*59%*	*59%*	*58%*	*57%*
Neither satisfied nor dissatisfied	(3)	243	54	76	47	122	135	109	123	107	59	52	149	94	10	183	171	59	217
		14%	*17%*	*14%*	*13%*	*14%*	*14%*	*15%*	*14%*	*13%*	*14%*	*18%*	*15%*	*14%*	*11%*	*14%*	*15%*	*19%*	*14%*
Fairly dissatisfied	(2)	48	7	12	18	30	23	24	29	17	16	11	21	27	2	31	23	6	51
		3%o	*2%*	*2%*	**5%z**	*3%*	*2%*	*3%*	*3%*	*2%*	*4%*	*4%*	*2%*	*4%*	*2%*	*2%*	*2%*	*2%*	*3%*
Very dissatisfied	(1)	11	5	4	-	4	5	6	3	4	3	3	5	6	2	6	3	-	13
		1%o	*2%*	*1%*	-	*	*1%*	*1%*	*	*	*1%*	*1%*	*	*1%*	**2%o**	*	*	-	*1%*
Don't know		78	25	15	8	23	39	39	35	34	16	22	34	44	11	52	37	9	103
		5%bcdkno	**8%zbcd**	*3%*	*2%*	*3%*	*4%*	*5%*	*4%*	*4%*	*4%*	*7%*	*3%*	**6%zk**	**12%zno**	*4%*	*3%*	*3%*	*7%*
Satisfied		**1306**	**224**	**435**	**283**	**717**	**764**	**542**	**683**	**676**	**324**	**204**	**781**	**523**	**68**	**1019**	**892**	**245**	**1184**
		77%aj	***71%***	**80%a**	**80%a**	**80%za**	***79%***	***75%***	***78%***	**81%zj**	***77%***	***70%***	***79%***	***75%***	***73%***	**79%z**	***79%***	***77%***	***76%***
Dissatisfied		**58**	**12**	**16**	**18**	**34**	**28**	**30**	**32**	**21**	**20**	**14**	**25**	**33**	**4**	**37**	**26**	**6**	**64**
		3%no	***4%***	***3%***	***5%***	***4%***	***3%***	***4%***	***4%***	***3%***	***5%***	***5%***	***3%***	***5%***	***5%***	***3%***	***2%***	***2%***	***4%***
Net Satisfied		1247	212	419	265	684	736	512	651	655	304	191	756	490	63	982	866	239	1120
		74%ajl	*67%*	**77%a**	*75%*	**76%a**	*76%*	*71%*	*75%*	**78%zj**	*73%*	*65%*	**76%zl**	*71%*	*68%*	**76%z**	**77%z**	*75%*	*71%*
Mean Score		3.97	3.90	4.03	3.95	4.00	3.99	3.94	3.98	4.00	3.97	3.91	3.99	3.94	3.97	3.99	4.00	3.96	3.95
Std. Dev.		0.73	0.79	0.74	0.73	0.73	0.71	0.76	0.72	0.68	0.78	0.82	0.70	0.77	0.84	0.70	0.69	0.68	0.75
Std. Err.		0.02	0.05	0.04	0.04	0.03	0.02	0.03	0.03	0.03	0.04	0.05	0.02	0.03	0.09	0.02	0.02	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 806

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		1568	1218	130	111	109	212	484	381	369	365	440	520	526	770	577	757	179	1568
Weighted Total		1686	1423	80	46	137*	174*	580	430	442	400	511	556	557	682	565	874	210	1568
Very satisfied	(5)	325	262	26	9	28	24	101	69	99	63	110	102	101	120	108	164	43	288
		19%	*18%*	**33%zacdefg hi**	*20%*	*20%*	*14%*	*17%*	*16%*	*22%*	*16%*	*22%*	*18%*	*18%*	*18%*	*19%*	*19%*	*21%*	*18%*
Fairly satisfied	(4)	981	850	38	26	66	96	355	262	249	247	309	315	323	365	324	516	126	896
		58%bdm	**60%zbd**	*48%*	*57%*	*48%*	*55%*	**61%bd**	**61%bd**	*56%*	**62%bd**	*60%*	*57%*	*58%*	*54%*	*57%*	*59%*	*60%*	*57%*
Neither satisfied nor dissatisfied	(3)	243	213	8	4	19	38	81	64	78	54	56	94	95	119	70	140	25	217
		14%j	*15%*	*10%*	*8%*	*14%*	**22%bcfg**	*14%*	*15%*	**18%c**	*14%*	*11%*	**17%j**	**17%j**	**17%z**	*12%*	*16%*	*12%*	*14%*
Fairly dissatisfied	(2)	48	35	4	1	8	6	18	13	5	12	19	20	11	29	20	19	8	51
		3%h	*2%*	**4%h**	*2%*	**6%h**	*3%*	*3%*	*3%*	*1%*	*3%*	*4%*	*4%*	*2%*	**4%z**	*4%*	*2%*	*4%*	*3%*
Very dissatisfied	(1)	11	8	1	-	2	*	4	4	1	3	*	2	3	8	5	4	-	13
		1%	*1%*	*1%*	-	*2%*	*	*1%*	*1%*	*	*1%*	*	*	*1%*	*1%*	*1%*	*	-	*1%*
Don't know		78	55	4	6	14	10	22	18	11	21	16	23	24	41	38	31	8	103
		5%a	*4%*	*5%*	**13%zabfghi**	**10%zafgh**	*6%*	*4%*	*4%*	*3%*	*5%*	*3%*	*4%*	*4%*	*6%*	**7%zo**	*4%*	*4%*	*7%*
Satisfied		**1306**	**1112**	**64**	**35**	**94**	**121**	**455**	**331**	**347**	**310**	**420**	**416**	**424**	**485**	**432**	**680**	**169**	**1184**
		77%dm	**78%de**	***81%***	***77%***	***68%***	***69%***	**78%de**	**77%e**	***79%***	***77%***	**82%zkl**	***75%***	***76%***	***71%***	***76%***	***78%***	***80%***	***76%***
Dissatisfied		**58**	**43**	**4**	**1**	**10**	**6**	**22**	**17**	**6**	**15**	**19**	**22**	**14**	**37**	**25**	**23**	**8**	**64**
		3%h	***3%***	**5%h**	***2%***	**8%zah**	***3%***	***4%***	***4%***	***1%***	***4%***	***4%***	***4%***	***3%***	**5%z**	***4%***	***3%***	***4%***	***4%***
Net Satisfied		1247	1069	60	34	84	115	434	314	341	294	401	394	410	448	407	657	161	1120
		74%dm	**75%de**	**75%d**	**75%d**	*61%*	*66%*	**75%de**	**73%d**	**77%de**	**74%d**	**78%zk**	*71%*	*74%*	*66%*	*72%*	*75%*	*77%*	*71%*
Mean Score		**3.97m**	3.97	**4.13zaefgi**	**4.10e**	3.89	3.85	3.95	3.92	4.02	3.94	**4.03k**	3.93	3.95	3.87	3.96	3.97	4.01	3.95
Std. Dev.		0.73	0.71	0.84	0.63	0.89	0.70	0.72	0.73	0.69	0.71	0.70	0.74	0.71	0.81	0.76	0.70	0.71	0.75
Std. Err.		0.02	0.02	0.08	0.06	0.09	0.05	0.03	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 807

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		1568	238	126	749	764	813	1185	1092	664	512	238	167	356	287	96	226	165	69	1568
Weighted Total		1686	260	123*	888	857	850	1244	1138	692	564	268	171	374	272	67*	246	156	46*	1568
Very satisfied	(5)	325	52	17	170	153	138	217	199	125	97	28	13	54	38	14	43	31	9	288
		19%efgjkl	*20%*	*14%*	*19%*	*18%*	*16%*	*17%*	*18%*	**18%jk**	**17%jk**	*10%*	*7%*	*14%*	*14%*	*21%*	*17%*	*20%*	*20%*	*18%*
Fairly satisfied	(4)	981	149	80	520	509	507	722	668	396	340	162	110	222	154	28	141	87	23	896
		58%n	*57%*	*65%*	*59%*	*59%*	*60%*	*58%*	*59%*	*57%*	*60%*	*61%*	*65%*	**59%n**	**56%n**	*41%*	*57%*	*56%*	*51%*	*57%*
Neither satisfied nor dissatisfied	(3)	243	34	19	135	112	118	196	169	100	81	48	31	60	47	16	39	19	7	217
		14%	*13%*	*15%*	*15%*	*13%*	*14%*	**16%deg**	*15%*	*14%*	*14%*	*18%*	*18%*	*16%*	*17%*	*24%*	*16%*	*12%*	*16%*	*14%*
Fairly dissatisfied	(2)	48	5	2	19	28	30	37	36	26	19	17	10	7	10	6	7	4	2	51
		3%	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	**6%z**	**6%z**	*2%*	*4%*	**8%zl**	*3%*	*2%*	*4%*	*3%*
Very dissatisfied	(1)	11	2	-	5	8	8	11	9	5	3	7	3	5	2	1	2	2	1	13
		1%	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	**3%zhi**	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*	*1%*
Don't know		78	18	6	39	46	49	62	56	40	23	7	4	26	21	2	14	14	3	103
		5%	*7%*	*5%*	*4%*	*5%*	*6%*	*5%*	*5%*	*6%*	*4%*	*3%*	*2%*	*7%*	*8%*	*3%*	*6%*	**9%z**	*7%*	*7%*
Satisfied		**1306**	**202**	**97**	**690**	**662**	**645**	**939**	**867**	**522**	**437**	**190**	**123**	**276**	**192**	**42**	**184**	**118**	**32**	**1184**
		77%fmn	***77%***	***79%***	***78%***	***77%***	***76%***	***75%***	***76%***	***75%***	***78%***	***71%***	***72%***	***74%***	***71%***	***63%***	***75%***	***75%***	***71%***	***76%***
Dissatisfied		**58**	**7**	**2**	**24**	**36**	**38**	**47**	**46**	**30**	**22**	**23**	**13**	**12**	**12**	**7**	**9**	**6**	**3**	**64**
		3%	***3%***	***2%***	***3%***	***4%***	***4%***	***4%***	***4%***	***4%***	***4%***	**9%zhi**	**7%z**	***3%***	***5%***	**10%zl**	***4%***	***4%***	***6%***	***4%***
Net Satisfied		1247	195	95	666	626	607	892	822	491	415	166	110	265	180	35	175	112	30	1120
		74%efjkmn	*75%*	*77%*	*75%*	*73%*	*71%*	*72%*	*72%*	**71%j**	**74%jk**	*62%*	*65%*	**71%n**	*66%*	*53%*	*71%*	*71%*	*64%*	*71%*
Mean Score		**3.97efgjk**	4.01	3.95	3.98	3.95	3.92	3.93	3.93	**3.94jk**	**3.94jk**	3.72	3.72	3.90	3.86	3.75	3.93	3.98	3.88	3.95
Std. Dev.		0.73	0.71	0.61	0.71	0.74	0.75	0.74	0.74	0.75	0.72	0.84	0.76	0.72	0.75	0.96	0.75	0.77	0.89	0.75
Std. Err.		0.02	0.05	0.06	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.06	0.06	0.04	0.05	0.10	0.05	0.06	0.12	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 808

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		1568	77	80	46	44	662	895	242	969	171	467	94	71	863	1230	168	1568
Weighted Total		1686	77*	94*	47*	47*	731	987	252	1034	179*	486	94*	68**	979	1349	182	1568
Very satisfied	(5)	325	6	11	5	5	128	207	45	215	29	89	12	10	210	285	29	288
		19%a	*8%*	*12%*	*11%*	*11%*	*18%*	*21%*	*18%*	*21%*	*16%*	*18%*	*13%*	*14%*	**22%z**	**21%z**	*16%*	*18%*
Fairly satisfied	(4)	981	53	62	34	28	450	574	143	588	95	268	58	36	583	786	106	896
		58%	*70%*	*66%*	*72%*	*61%*	*62%*	*58%*	*57%*	*57%*	*53%*	*55%*	*62%*	*53%*	*60%*	*58%*	*59%*	*57%*
Neither satisfied nor dissatisfied	(3)	243	9	12	6	7	94	143	30	156	30	89	10	13	120	178	21	217
		14%mn	*12%*	*13%*	*13%*	*16%*	*13%*	*14%*	*12%*	*15%*	*17%*	**18%zm**	*10%*	*20%*	*12%*	*13%*	*12%*	*14%*
Fairly dissatisfied	(2)	48	4	6	*	3	24	24	12	21	12	16	4	5	21	37	10	51
		3%h	*5%*	*7%*	*	*7%*	*3%*	*2%*	*5%*	*2%*	**7%zh**	*3%*	*5%*	*8%*	*2%*	*3%*	*5%*	*3%*
Very dissatisfied	(1)	11	4	1	1	1	8	4	6	9	1	3	3	-	5	7	3	13
		1%	**5%z**	*1%*	*2%*	*2%*	*1%*	*	**3%zf**	*1%*	*1%*	*1%*	**3%zjm**	-	*1%*	*1%*	*2%*	*1%*
Don't know		78	*	2	1	2	26	36	16	46	12	20	7	4	40	55	12	103
		5%	*	*2%*	*2%*	*3%*	*4%*	*4%*	*6%*	*4%*	*7%*	*4%*	*8%*	*6%*	*4%*	*4%*	*7%*	*7%*
Satisfied		**1306**	**59**	**73**	**39**	**33**	**578**	**781**	**188**	**803**	**124**	**358**	**70**	**46**	**793**	**1071**	**135**	**1184**
		77%	***77%***	***77%***	***83%***	***72%***	***79%***	***79%***	***74%***	***78%***	***69%***	***74%***	***74%***	***67%***	**81%zj**	**79%z**	***74%***	***76%***
Dissatisfied		**58**	**8**	**7**	**1**	**4**	**32**	**28**	**19**	**30**	**13**	**19**	**7**	**5**	**26**	**44**	**13**	**64**
		3%	**10%z**	***8%***	***2%***	***9%***	***4%***	***3%***	**7%zf**	***3%***	**7%h**	***4%***	**8%m**	***8%***	***3%***	***3%***	**7%zn**	***4%***
Net Satisfied		1247	51	65	38	29	545	753	169	773	111	339	62	40	767	1027	122	1120
		74%gi	*67%*	*69%*	**81%d**	*63%*	*75%*	**76%g**	*67%*	**75%i**	*62%*	*70%*	*66%*	*59%*	**78%zjk**	**76%zo**	*67%*	*71%*
Mean Score		**3.97a**	3.69	3.82	3.92	3.74	3.94	4.00	3.88	3.99	3.83	3.92	3.82	3.78	**4.04zjk**	**4.01z**	3.87	3.95
Std. Dev.		0.73	0.90	0.78	0.68	0.85	0.74	0.71	0.87	0.74	0.82	0.75	0.86	0.80	0.70	0.72	0.83	0.75
Std. Err.		0.02	0.10	0.09	0.10	0.13	0.03	0.02	0.06	0.02	0.06	0.04	0.09	0.10	0.02	0.02	0.07	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 809

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		1568	1105	192	960	413	436	838	938	363	934	363	1247	140	595	625	889	358	1568
Weighted Total		1686	1225	199	1072	423	410	982	994	419	1059	369	1331	169	605	718	912	440	1568
Very satisfied	(5)	325	252	30	206	97	50	214	176	99	228	59	265	34	97	167	166	106	288
		19%em	*21%*	*15%*	*19%*	*23%*	*12%*	**22%ze**	*18%*	**24%zg**	**22%z**	*16%*	*20%*	*20%*	*16%*	**23%zm**	*18%*	**24%zo**	*18%*
Fairly satisfied	(4)	981	713	113	641	230	251	585	574	258	625	213	787	91	354	426	536	264	896
		58%	*58%*	*57%*	*60%*	*54%*	*61%*	*60%*	*58%*	*62%*	*59%*	*58%*	*59%*	*54%*	*59%*	*59%*	*59%*	*60%*	*57%*
Neither satisfied nor dissatisfied	(3)	243	170	29	158	41	56	125	141	46	139	45	173	32	83	92	124	45	217
		14%dkp	*14%*	*15%*	**15%d**	*10%*	*14%*	*13%*	*14%*	*11%*	*13%*	*12%*	*13%*	*19%*	*14%*	*13%*	*14%*	*10%*	*14%*
Fairly dissatisfied	(2)	48	33	9	27	19	19	16	38	4	25	17	41	2	31	12	36	4	51
		3%fhnp	*3%*	*4%*	*3%*	*4%*	**5%f**	*2%*	**4%zh**	*1%*	*2%*	*5%*	*3%*	*1%*	**5%zn**	*2%*	**4%zp**	*1%*	*3%*
Very dissatisfied	(1)	11	5	4	3	6	4	4	6	3	4	6	7	1	8	2	9	1	13
		1%c	*	*2%*	*	**2%c**	*1%*	*	*1%*	*1%*	*	*2%*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*
Don't know		78	51	14	37	30	29	37	57	9	38	28	59	9	33	20	41	20	103
		5%chin	*4%*	*7%*	*3%*	**7%zc**	**7%zf**	*4%*	**6%zh**	*2%*	*4%*	**8%zi**	*4%*	*5%*	*5%*	*3%*	*5%*	*5%*	*7%*
Satisfied		**1306**	**966**	**143**	**847**	**327**	**301**	**799**	**751**	**357**	**853**	**273**	**1052**	**125**	**451**	**593**	**701**	**370**	**1184**
		77%	***79%***	***72%***	***79%***	***77%***	***73%***	***81%ze***	***76%***	***85%zg***	***81%zj***	***74%***	***79%z***	***74%***	***75%***	***83%zm***	***77%***	***84%zo***	***76%***
Dissatisfied		**58**	**39**	**13**	**30**	**25**	**23**	**20**	**45**	**7**	**29**	**23**	**48**	**3**	**39**	**13**	**46**	**5**	**64**
		3%fnp	***3%***	***6%***	***3%***	**6%zc**	**6%zf**	***2%***	**4%zh**	***2%***	***3%***	**6%zi**	***4%***	***2%***	**6%zn**	***2%***	**5%zp**	***1%***	***4%***
Net Satisfied		1247	927	131	817	302	278	779	706	350	824	249	1004	122	412	580	655	366	1120
		74%begjm	**76%zb**	*66%*	**76%z**	*71%*	*68%*	**79%ze**	*71%*	**83%zg**	**78%zj**	*68%*	**75%z**	*72%*	*68%*	**81%zm**	*72%*	**83%zo**	*71%*
Mean Score		**3.97em**	**4.00b**	3.85	3.99	4.00	3.85	**4.05ze**	3.94	**4.09zg**	**4.03zj**	3.89	3.99	3.97	3.88	**4.07zm**	3.93	**4.12zo**	3.95
Std. Dev.		0.73	0.72	0.83	0.69	0.83	0.74	0.68	0.75	0.67	0.70	0.81	0.72	0.73	0.80	0.67	0.77	0.64	0.75
Std. Err.		0.02	0.02	0.06	0.02	0.04	0.04	0.02	0.03	0.04	0.02	0.04	0.02	0.06	0.03	0.03	0.03	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 810

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		1568	1043	243	1151	175	1184	64	1098	57	773	320	1138	178	1000	230	1568
Weighted Total		1686	1141	259	1270	190	1306	58*	1233	54*	802	373	1243	195	1113	236	1568
Very satisfied	(5)	325	271	28	301	9	325	-	292	*	140	79	235	34	228	27	288
		19%bdfhn	**24%zb**	*11%*	**24%zd**	*5%*	**25%zf**	-	**24%zh**	*1%*	*17%*	*21%*	*19%*	*18%*	**20%n**	*12%*	*18%*
Fairly satisfied	(4)	981	707	142	784	98	981	-	882	9	469	218	740	105	652	145	896
		58%fh	**62%z**	*55%*	**62%zd**	*52%*	**75%zf**	-	**71%zh**	*16%*	*59%*	*58%*	*60%*	*54%*	*59%*	*62%*	*57%*
Neither satisfied nor dissatisfied	(3)	243	108	45	117	35	-	-	49	3	124	53	180	30	147	35	217
		14%acefg	*9%*	**17%a**	*9%*	**19%c**	-	-	*4%*	*6%*	*15%*	*14%*	*14%*	*16%*	*13%*	*15%*	*14%*
Fairly dissatisfied	(2)	48	9	26	8	29	-	48	7	32	21	11	32	6	27	14	51
		3%aceg	*1%*	**10%za**	*1%*	**15%zc**	-	**82%ze**	*1%*	**59%zg**	*3%*	*3%*	*3%*	*3%*	*2%*	**6%zm**	*3%*
Very dissatisfied	(1)	11	1	7	3	8	-	11	-	9	7	1	7	3	5	5	13
		1%aceg	*	**3%za**	*	**4%zc**	-	**18%ze**	-	**17%zg**	*1%*	*	*1%*	*2%*	*	*2%*	*1%*
Don't know		78	45	12	57	10	-	-	4	-	41	10	49	17	54	10	103
		5%eg	*4%*	*5%*	*4%*	*5%*	-	-	*	-	*5%*	*3%*	*4%*	**9%zk**	*5%*	*4%*	*7%*
Satisfied		**1306**	**978**	**170**	**1086**	**107**	**1306**	**-**	**1174**	**9**	**609**	**297**	**975**	**139**	**880**	**173**	**1184**
		77%bdfh	**86%zb**	***66%***	**85%zd**	***56%***	**100%zf**	**-**	**95%zh**	***17%***	***76%***	***80%***	***78%***	***71%***	***79%***	***73%***	***76%***
Dissatisfied		**58**	**11**	**32**	**11**	**37**	**-**	**58**	**7**	**42**	**28**	**13**	**39**	**9**	**32**	**19**	**64**
		3%aceg	***1%***	**13%za**	***1%***	**20%zc**	**-**	**100%ze**	***1%***	**77%zg**	***3%***	***3%***	***3%***	***5%***	***3%***	**8%zm**	***4%***
Net Satisfied		1247	967	138	1075	70	1306	-58	1167	-33	582	284	936	130	847	154	1120
		74%bdfhln	**85%zb**	*53%*	**85%zd**	*37%*	**100%zf**	*-100%*	**95%zh**	*-60%*	*73%*	*76%*	**75%l**	*67%*	**76%zn**	*65%*	*71%*
Mean Score		**3.97bdfhn**	**4.13zb**	3.64	**4.13zd**	3.39	**4.25zf**	1.82	**4.19zh**	2.23	3.94	4.00	3.98	3.90	**4.01zn**	3.78	3.95
Std. Dev.		0.73	0.61	0.91	0.61	0.97	0.43	0.39	0.51	0.95	0.73	0.72	0.71	0.81	0.71	0.81	0.75
Std. Err.		0.02	0.02	0.06	0.02	0.08	0.01	0.05	0.02	0.13	0.03	0.04	0.02	0.06	0.02	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 811

Q.60 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on the radio?

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
		Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		1568	1293	941	1360	1130	836	1428	1523	41	419	453	1210	905	1568	-	1568
Weighted Total		1686	1413	1100	1484	1238	945	1563	1654	27**	502	555	1344	969	1686	-**	1568
Very satisfied	(5)	325	281	237	292	248	190	310	323	2	87	114	272	182	325	-	288
		19%	*20%*	**22%zcg**	*20%*	*20%*	*20%*	*20%*	*20%*	*6%*	*17%*	*21%*	*20%*	*19%*	*19%*	-	*18%*
Fairly satisfied	(4)	981	831	646	875	715	567	908	968	10	299	365	807	567	981	-	896
		58%	*59%*	*59%*	*59%*	*58%*	*60%*	*58%*	*59%*	*38%*	*60%*	**66%zklm**	**60%zm**	*59%*	*58%*	-	*57%*
Neither satisfied nor dissatisfied	(3)	243	191	132	199	184	123	227	234	8	90	49	169	148	243	-	217
		14%abcjk	**14%b**	*12%*	**13%b**	**15%abc**	*13%*	**15%bc**	**14%bc**	*30%*	**18%jk**	*9%*	**13%j**	**15%jk**	**14%jk**	-	*14%*
Fairly dissatisfied	(2)	48	33	27	36	28	20	36	39	7	11	14	40	25	48	-	51
		3%acdfg	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*26%*	*2%*	*2%*	*3%*	*3%*	*3%*	-	*3%*
Very dissatisfied	(1)	11	10	9	11	4	4	8	11	-	1	*	8	5	11	-	13
		1%dj	**1%d**	**1%d**	**1%d**	*	*	**1%d**	**1%d**	-	*	*	**1%j**	*	**1%j**	-	*1%*
Don't know		78	68	48	71	59	40	74	78	*	13	13	48	42	78	-	103
		5%jk	*5%*	*4%*	*5%*	*5%*	*4%*	*5%*	*5%*	*	*3%*	*2%*	*4%*	**4%j**	**5%jk**	-	*7%*
Satisfied		**1306**	**1112**	**883**	**1167**	**964**	**757**	**1218**	**1292**	**12**	**386**	**479**	**1079**	**749**	**1306**	**-**	**1184**
		77%	**79%z**	**80%zdfg**	**79%z**	***78%***	**80%z**	***78%***	**78%z**	***44%***	***77%***	**86%ziklm**	**80%zm**	***77%***	***77%***	**-**	***76%***
Dissatisfied		**58**	**42**	**37**	**46**	**31**	**25**	**45**	**50**	**7**	**13**	**14**	**48**	**30**	**58**	**-**	**64**
		3%dfg	***3%***	***3%***	***3%***	***3%***	***3%***	***3%***	***3%***	***26%***	***3%***	***2%***	***4%***	***3%***	***3%***	**-**	***4%***
Net Satisfied		1247	1069	846	1121	932	732	1173	1242	5	374	465	1030	719	1247	0	1120
		74%	**76%z**	**77%z**	**76%z**	*75%*	**77%zfg**	**75%z**	**75%z**	*18%*	*74%*	**84%ziklm**	**77%zm**	*74%*	*74%*	*0%*	*71%*
Mean Score		3.97	**4.00z**	**4.02zg**	**3.99z**	4.00	**4.01z**	**3.99z**	**3.99z**	3.24	3.94	**4.07ziklm**	**4.00zm**	3.97	3.97	-	3.95
Std. Dev.		0.73	0.72	0.73	0.72	0.70	0.69	0.71	0.72	0.92	0.69	0.63	0.72	0.71	0.73	-	0.75
Std. Err.		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.15	0.03	0.03	0.02	0.02	0.02	-	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 812

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total		2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Very satisfied	(5)	345	195	151	39	61	69	53	51	37	36	100	245	47.66	228	44	57	288	318
		16%b	**18%zb**	*13%*	*12%*	*17%*	*17%*	*15%*	*16%*	*15%*	*19%*	*15%*	*16%*		*17%*	*14%*	*14%*	*16%*	*14%*
Fairly satisfied	(4)	990	501	488	145	163	189	175	146	110	62	307	682	45.64	627	126	152	837	901
		45%in	*47%*	*43%*	**44%i**	**47%i**	**47%i**	**49%i**	**45%i**	**45%i**	*33%*	**45%i**	**45%i**		*46%*	*40%*	*38%*	**47%zn**	*41%*
Neither satisfied nor dissatisfied	(3)	333	166	166	82	49	58	55	49	19	21	131	202	41.96	185	34	54	279	340
		15%hk	*15%*	*15%*	**25%zdefghijk**	*14%*	**14%h**	**15%h**	**15%h**	*8%*	*11%*	**19%zdhik**	**13%h**		*14%*	*11%*	*13%*	*15%*	*15%*
Fairly dissatisfied	(2)	43	22	21	7	4	5	5	11	7	3	11	31	49.56	28	4	9	34	55
		2%	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*3%*	*3%*	*2%*	*2%*	*2%*		*2%*	*1%*	*2%*	*2%*	*2%*
Very dissatisfied	(1)	19	9	9	*	7	*	3	3	4	1	8	11	48.59	13	3	2	16	19
		1%	*1%*	*1%*	*	**2%e**	*	*1%*	*1%*	**2%e**	*1%*	**1%c**	*1%*		*1%*	*1%*	*1%*	*1%*	*1%*
Don't know		478	179	298	57	65	85	68	65	69	68	123	355	50.38	271	106	132	346	573
		22%ao	*17%*	**26%za**	*17%*	*19%*	*21%*	*19%*	*20%*	**28%zcdfj**	**35%zcdefgjk**	*18%*	**23%zfj**		*20%*	**33%zl**	**32%zo**	*19%*	*26%*
Satisfied		**1335**	**696**	**639**	**184**	**224**	**258**	**228**	**197**	**146**	**98**	**408**	**927**	**46.16**	**856**	**170**	**209**	**1125**	**1219**
		61%bimn	**65%zb**	***56%***	***56%***	**64%i**	**63%i**	**64%i**	***61%***	***60%***	***51%***	***60%***	**61%i**		**63%zm**	***54%***	***52%***	**63%zn**	***55%***
Dissatisfied		**61**	**31**	**30**	**7**	**11**	**5**	**8**	**14**	**11**	**4**	**19**	**42**	**49.26**	**41**	**8**	**11**	**50**	**74**
		3%	***3%***	***3%***	***2%***	***3%***	***1%***	***2%***	***4%***	**4%e**	***2%***	***3%***	***3%***		***3%***	***2%***	***3%***	***3%***	***3%***
Net Satisfied		1273	664	609	177	212	253	220	183	135	94	389	885	-3.10	815	163	198	1075	1145
		58%bimn	**62%zb**	*54%*	*54%*	**61%i**	**62%i**	**61%i**	*57%*	*55%*	*49%*	*57%*	**58%i**		**60%zm**	*51%*	*49%*	**60%zn**	*52%*
Mean Score		**3.93c**	3.95	3.90	3.79	3.94	**4.00c**	3.93	3.89	3.96	**4.04c**	3.86	**3.96zc**	1.00	3.95	3.96	3.92	3.93	3.88
Std. Dev.		0.76	0.77	0.75	0.72	0.82	0.68	0.72	0.80	0.82	0.80	0.78	0.75	1.01	0.77	0.77	0.78	0.76	0.79
Std. Err.		0.02	0.03	0.03	0.05	0.05	0.04	0.04	0.06	0.06	0.07	0.03	0.02	0.15	0.02	0.05	0.05	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 813

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total		**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Very satisfied	(5)	**345**	323	2	6	6	14	331	256	3	1	1	4	265	69	183	86	7	106	240	318
		16%ceh	**17%zcef**	*4%*	*5%*	*10%*	*7%*	**17%zce**	**16%hl**	*4%*	*2%*	*8%*	*8%*	**15%h**	*18%*	*16%*	*15%*	*10%*	*15%*	*16%*	*14%*
Fairly satisfied	(4)	**990**	854	21	27	36	85	903	750	17	11	7	19	804	152	532	267	26	326	637	901
		45%ch	**46%zc**	*41%*	*26%*	*58%*	**38%c**	**46%zc**	**46%hl**	*27%*	*28%*	*59%*	*41%*	**45%h**	*40%*	*46%*	*46%*	*38%*	*45%*	*44%*	*41%*
Neither satisfied nor dissatisfied	(3)	**333**	270	6	29	11	47	285	222	14	10	1	17	265	45	173	101	13	108	224	340
		15%afg	*14%*	*12%*	**28%zaef**	*18%*	*21%*	*14%*	*14%*	*23%*	*26%*	*9%*	*38%*	**15%g**	*12%*	*15%*	*17%*	*19%*	*15%*	*15%*	*15%*
Fairly dissatisfied	(2)	**43**	33	*	2	3	4	39	31	*	2	*	*	33	6	26	9	1	10	32	55
		2%	*2%*	*	*2%*	*4%*	*2%*	*2%*	*2%*	*	*4%*	*	*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*
Very dissatisfied	(1)	**19**	14	*	1	-	1	17	17	1	*	-	-	18	2	15	1	*	3	15	19
		1%	*1%*	*	*1%*	-	*1%*	**1%a**	*1%*	*2%*	*	-	-	*1%*	*1%*	*1%*	*	*	*	*1%*	*1%*
Don't know		**478**	374	21	41	6	68	407	356	26	16	3	6	407	101	231	120	22	165	309	573
		22%af	*20%*	*42%*	**39%zaef**	*9%*	**31%zaf**	*21%*	*22%*	**43%zgl**	*40%*	*24%*	*13%*	**23%g**	**27%zn**	*20%*	*21%*	*32%*	*23%*	*21%*	*26%*
Satisfied		**1335**	**1177**	**23**	**33**	**42**	**99**	**1234**	**1006**	**20**	**12**	**8**	**23**	**1069**	**221**	**715**	**352**	**34**	**431**	**877**	**1219**
		61%ceh	**63%zcef**	***46%***	***31%***	***69%***	**45%c**	**62%zce**	**62%hl**	***32%***	***31%***	***67%***	***49%***	**60%h**	***59%***	***62%***	***60%***	***48%***	***60%***	***60%***	***55%***
Dissatisfied		**61**	**47**	*	**3**	**3**	**6**	**56**	**48**	**2**	**2**	*	*	**51**	**8**	**41**	**11**	**1**	**14**	**47**	**74**
		3%a	*3%*	*	*3%*	*4%*	*3%*	**3%a**	*3%*	*2%*	*4%*	*	*	*3%*	*2%*	*4%*	*2%*	*1%*	*2%*	*3%*	*3%*
Net Satisfied		**1273**	1129	23	30	40	93	1178	958	18	11	8	22	1017	213	674	342	33	418	830	1145
		58%ceh	**60%zcef**	*46%*	*28%*	*65%*	**43%c**	**59%zce**	**59%hl**	*29%*	*27%*	*67%*	*48%*	**57%h**	*57%*	*58%*	*59%*	*47%*	*58%*	*57%*	*52%*
Mean Score		**3.93ce**	**3.96zcef**	3.86	3.53	3.82	**3.70c**	**3.95zce**	**3.94l**	3.54	3.49	3.98	3.65	3.91	4.03	3.91	3.92	3.84	3.94	3.92	3.88
Std. Dev.		**0.76**	0.75	0.53	0.79	0.69	0.72	0.76	0.77	0.81	0.69	0.50	0.66	0.77	0.76	0.79	0.71	0.70	0.72	0.79	0.79
Std. Err.		**0.02**	0.02	0.06	0.05	0.18	0.04	0.02	0.02	0.07	0.07	0.08	0.12	0.02	0.05	0.03	0.03	0.07	0.03	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 814

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total		2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Very satisfied	(5)	345	59	134	76	210	208	137	169	169	93	56	208	137	23	256	240	64	318
		16%	*12%*	**21%za**	*18%*	**20%za**	*17%*	*14%*	*15%*	*17%*	*17%*	*12%*	*17%*	*14%*	*15%*	*15%*	**18%zn**	*17%*	*14%*
Fairly satisfied	(4)	990	190	278	215	492	565	424	505	502	246	163	569	420	56	773	649	180	901
		45%j	*41%*	*44%*	**52%za**	*47%*	*47%*	*42%*	*46%*	**49%zj**	**45%j**	*35%*	*47%*	*42%*	*36%*	**46%z**	**48%zm**	*49%*	*41%*
Neither satisfied nor dissatisfied	(3)	333	74	86	62	148	175	158	171	144	94	67	197	135	18	242	207	70	340
		15%	*16%*	*14%*	*15%*	*14%*	*15%*	*16%*	*16%*	*14%*	*17%*	*14%*	*16%*	*14%*	*12%*	*15%*	*15%*	*19%*	*15%*
Fairly dissatisfied	(2)	43	8	17	6	23	19	24	23	19	10	11	17	25	5	26	15	3	55
		2%no	*2%*	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*3%*	*2%*	*1%*	*1%*	*2%*
Very dissatisfied	(1)	19	5	6	6	11	8	10	6	8	7	4	9	9	3	13	9	-	19
		1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*
Don't know		478	133	116	52	168	228	249	224	179	93	161	213	263	50	356	237	53	573
		22%cdehikop	**28%zbcd**	*18%*	*12%*	**16%c**	*19%*	**25%zeg**	*20%*	*18%*	*17%*	**35%zhi**	*18%*	**27%zk**	**33%zno**	**21%o**	*17%*	*14%*	*26%*
Satisfied		**1335**	**249**	**411**	**291**	**702**	**773**	**561**	**674**	**670**	**339**	**219**	**777**	**557**	**79**	**1029**	**889**	**244**	**1219**
		61%afjlm	***53%***	**65%a**	**70%za**	**67%za**	**64%zf**	***56%***	**61%f**	**66%zj**	**63%j**	***48%***	**64%zl**	***56%***	***51%***	**62%m**	**66%zmn**	***66%***	***55%***
Dissatisfied		**61**	**14**	**23**	**12**	**34**	**27**	**34**	**30**	**27**	**16**	**14**	**26**	**34**	**8**	**39**	**23**	**3**	**74**
		3%no	***3%***	***4%***	***3%***	***3%***	***2%***	***3%***	***3%***	***3%***	***3%***	***3%***	***2%***	***3%***	**5%o**	***2%***	***2%***	***1%***	***3%***
Net Satisfied		1273	235	388	279	668	746	527	644	643	323	205	751	522	71	990	866	241	1145
		58%afjlm	*50%*	**61%a**	**67%za**	**63%za**	**62%zf**	*53%*	**59%f**	**63%zj**	**60%j**	*44%*	**62%zl**	*53%*	*46%*	**59%zm**	**64%zmn**	**65%z**	*52%*
Mean Score		**3.93f**	3.86	3.99	3.96	**3.98z**	**3.97zf**	3.87	3.92	3.95	3.91	3.86	3.95	3.90	3.88	3.94	**3.98z**	3.96	3.88
Std. Dev.		0.76	0.79	0.81	0.77	0.79	0.74	0.79	0.75	0.74	0.79	0.80	0.74	0.79	0.90	0.74	0.72	0.68	0.79
Std. Err.		0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.03	0.03	0.08	0.02	0.02	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 815

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total		2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Very satisfied	(5)	345	282	28	11	25	19	105	70	109	68	126	117	94	126	112	177	45	318
		16%el	**15%e**	**26%zadefgi**	**17%e**	*13%*	*7%*	**14%e**	**12%e**	**19%zaefgi**	*13%*	**21%zkl**	**17%l**	*13%*	*14%*	*15%*	*16%*	*17%*	*14%*
Fairly satisfied	(4)	990	853	41	26	69	126	364	277	243	246	310	317	322	396	328	518	128	901
		45%	*46%*	*38%*	*40%*	*37%*	*46%*	**48%bd**	**48%bd**	*44%*	*46%*	**53%zkl**	*45%*	*44%*	*43%*	*43%*	*46%*	*48%*	*41%*
Neither satisfied nor dissatisfied	(3)	333	285	10	9	29	58	117	94	106	61	75	116	116	140	97	184	39	340
		15%bin	**15%bi**	*9%*	*14%*	*16%*	**21%zabfgi**	*15%*	**16%b**	**19%zabi**	*12%*	*13%*	*17%*	*16%*	*15%*	*13%*	*17%*	*14%*	*15%*
Fairly dissatisfied	(2)	43	29	3	2	9	2	7	6	7	15	8	10	10	23	17	15	10	55
		2%	*2%*	*3%*	*2%*	**5%zaefgh**	*1%*	*1%*	*1%*	*1%*	**3%a**	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	**4%o**	*2%*
Very dissatisfied	(1)	19	15	1	-	2	*	10	8	3	3	4	4	9	12	8	10	-	19
		1%	*1%*	*1%*	-	*1%*	*	*1%*	**1%e**	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*
Don't know		478	383	25	17	52	69	157	119	91	136	63	135	187	229	209	210	47	573
		22%hjo	**21%h**	*23%*	**27%h**	**28%h**	**25%h**	*21%*	*21%*	*16%*	**26%zah**	*11%*	**19%j**	**25%zjk**	**25%z**	**27%zop**	*19%*	*17%*	*26%*
Satisfied		**1335**	**1135**	**69**	**36**	**94**	**145**	**469**	**347**	**352**	**314**	**436**	**434**	**415**	**522**	**441**	**695**	**172**	**1219**
		61%dlmn	**61%de**	**64%d**	***56%***	***50%***	***53%***	**62%de**	**60%e**	**63%d**	***59%***	**74%zkl**	**62%l**	***56%***	***56%***	***57%***	***62%***	***64%***	***55%***
Dissatisfied		**61**	**45**	**4**	**2**	**11**	**2**	**17**	**14**	**10**	**18**	**12**	**14**	**19**	**35**	**26**	**25**	**10**	**74**
		3%	***2%***	**4%e**	***2%***	**6%zaefh**	***1%***	***2%***	**3%e**	***2%***	***3%***	***2%***	***2%***	***3%***	***4%***	***3%***	***2%***	***4%***	***3%***
Net Satisfied		1273	1091	65	35	83	143	452	332	342	296	424	420	397	487	415	670	162	1145
		58%dlmn	**59%d**	**60%d**	*54%*	*44%*	*52%*	**59%de**	**58%d**	**61%d**	**56%d**	**72%zkl**	**60%l**	*54%*	*53%*	*54%*	**60%n**	*61%*	*52%*
Mean Score		**3.93m**	3.93	**4.11zadefg i**	3.97	3.78	3.79	3.91	3.86	3.96	3.92	**4.04zkl**	3.95	3.88	3.86	3.92	3.93	3.94	3.88
Std. Dev.		0.76	0.75	0.84	0.75	0.88	0.61	0.75	0.75	0.76	0.73	0.72	0.74	0.76	0.81	0.79	0.75	0.75	0.79
Std. Err.		0.02	0.02	0.07	0.07	0.08	0.04	0.03	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.05	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 816

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total		2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Very satisfied	(5)	345	53	21	182	168	153	238	222	140	120	38	18	64	39	12	54	39	16	318
		16%fm	*17%*	*14%*	*16%*	*16%*	*14%*	*14%*	*15%*	*16%*	**17%k**	*13%*	*10%*	*13%*	*11%*	*12%*	*17%*	*19%*	*24%*	*14%*
Fairly satisfied	(4)	990	153	87	481	499	500	721	667	395	330	164	117	221	161	37	141	90	19	901
		45%q	*50%*	**59%zc**	*44%*	**47%f**	*45%*	*44%*	*44%*	*44%*	*48%*	**55%zh**	**65%zhij**	*47%*	*45%*	*35%*	**45%q**	**45%q**	*30%*	*41%*
Neither satisfied nor dissatisfied	(3)	333	32	23	165	135	148	256	217	128	103	50	26	61	56	22	40	25	6	340
		15%ad	*10%*	*15%*	*15%*	*13%*	*14%*	**16%deg**	*14%*	*14%*	*15%*	*17%*	*14%*	*13%*	*16%*	*21%*	*13%*	*12%*	*9%*	*15%*
Fairly dissatisfied	(2)	43	7	2	19	21	24	33	31	18	8	8	7	11	10	6	2	1	2	55
		2%	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	**4%i**	*2%*	*3%*	**6%z**	*1%*	*1%*	*3%*	*2%*
Very dissatisfied	(1)	19	2	-	9	12	15	16	14	9	4	10	4	5	3	1	2	2	1	19
		1%	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	**3%zhi**	**2%i**	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*
Don't know		478	62	14	249	224	258	382	350	203	122	25	10	113	88	27	73	44	20	573
		22%bijk	**20%b**	*10%*	**23%b**	*21%*	*24%*	**23%z**	**23%z**	**23%ijk**	**18%jk**	*8%*	*5%*	*24%*	*25%*	*26%*	*23%*	*22%*	*32%*	*26%*
Satisfied		**1335**	**206**	**108**	**663**	**667**	**653**	**960**	**890**	**535**	**449**	**202**	**135**	**284**	**200**	**49**	**196**	**129**	**35**	**1219**
		61%fn	**67%c**	**73%zc**	***60%***	**63%efg**	***59%***	***58%***	***59%***	***60%***	**65%zh**	**68%zh**	**75%zhi**	**60%n**	***56%***	***47%***	***62%***	***64%***	***54%***	***55%***
Dissatisfied		**61**	**9**	**2**	**28**	**34**	**39**	**49**	**45**	**27**	**12**	**18**	**11**	**16**	**14**	**7**	**5**	**4**	**3**	**74**
		3%	***3%***	***1%***	***3%***	***3%***	***4%***	***3%***	***3%***	***3%***	***2%***	**6%zhi**	**6%zi**	***3%***	***4%***	**7%z**	***1%***	***2%***	***5%***	***3%***
Net Satisfied		1273	197	106	635	634	614	911	845	508	438	184	124	268	186	42	191	126	32	1145
		58%fn	*64%*	**72%zc**	*57%*	**60%efg**	*56%*	*55%*	*56%*	*57%*	**64%zh**	*62%*	**69%zh**	**57%n**	**52%n**	*40%*	*61%*	*62%*	*49%*	*52%*
Mean Score		**3.93fjn**	4.01	3.96	3.94	3.94	3.90	3.90	**3.91f**	**3.93j**	**3.98jk**	3.78	3.81	**3.91n**	3.82	3.68	4.01	4.03	4.05	3.88
Std. Dev.		0.76	0.72	0.63	0.77	0.77	0.79	0.77	0.77	0.78	0.71	0.86	0.76	0.76	0.77	0.89	0.72	0.75	0.96	0.79
Std. Err.		0.02	0.05	0.06	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.06	0.06	0.04	0.05	0.08	0.05	0.06	0.12	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 817

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own responsibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broadcaster's responsibility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's responsibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broadcaster's responsibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total		2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Very satisfied	(5)	345 **16%k**	10 *12%*	18 *19%*	6 *12%*	5 *11%*	145 *16%*	209 *16%*	43 *12%*	226 *17%*	29 *13%*	93 *14%*	10 *8%*	12 *13%*	227 **18%zk**	308 **18%z**	27 *12%*	318 *14%*
Fairly satisfied	(4)	990 *45%*	53 **65%z**	53 *55%*	38 **75%z**	35 **72%z**	419 *46%*	572 *45%*	146 *42%*	592 *43%*	97 *42%*	293 *46%*	57 *43%*	33 *35%*	570 *46%*	780 *45%*	106 *47%*	901 *41%*
Neither satisfied nor dissatisfied	(3)	333 **15%gn**	10 *12%*	16 *17%*	4 *7%*	5 *11%*	134 *15%*	195 **15%g**	31 *9%*	204 *15%*	38 *17%*	95 *15%*	22 *16%*	20 *21%*	171 *14%*	242 *14%*	34 *15%*	340 *15%*
Fairly dissatisfied	(2)	43 **2%h**	3 *4%*	1 *1%*	* *	1 *2%*	15 *2%*	22 *2%*	15 **4%zf**	18 *1%*	13 **6%zh**	16 *2%*	* *	4 *4%*	21 *2%*	35 *2%*	7 *3%*	55 *2%*
Very dissatisfied	(1)	19 *1%*	4 **5%z**	1 *1%*	1 *2%*	1 *2%*	14 **2%z**	10 *1%*	6 *2%*	14 *1%*	1 *1%*	3 *	5 **4%zjm**	2 *2%*	9 *1%*	13 *1%*	5 *2%*	19 *1%*
Don't know		478 **22%abcdmn**	1 *2%*	7 *7%*	2 *4%*	1 *3%*	182 *20%*	258 *20%*	107 **31%zf**	308 *23%*	52 *23%*	142 *22%*	40 **30%m**	24 *26%*	234 *19%*	351 *20%*	47 *21%*	573 *26%*
Satisfied		**1335** ***61%***	**62** **77%z**	**72** **74%z**	**45** **87%z**	**40** **82%z**	**564** ***62%***	**780** ***62%***	**189** ***54%***	**818** ***60%***	**126** ***55%***	**385** ***60%***	**68** ***50%***	**45** ***47%***	**797** **65%zkl**	**1088** **63%z**	**133** ***59%***	**1219** ***55%***
Dissatisfied		**61** ***3%***	**7** **9%z**	**2** ***3%***	**1** ***2%***	**2** ***4%***	**29** ***3%***	**31** ***2%***	**21** **6%zf**	**32** ***2%***	**14** **6%zh**	**19** ***3%***	**5** ***4%***	**6** ***6%***	**30** ***2%***	**48** ***3%***	**12** ***5%***	**74** ***3%***
Net Satisfied		1273 **58%gikl**	55 *67%*	69 **71%z**	44 **85%z**	38 **78%z**	535 *59%*	749 **59%g**	168 *48%*	786 *58%*	112 *49%*	366 **57%l**	63 *47%*	39 *41%*	767 **62%zkl**	1040 **60%z**	121 *54%*	1145 *52%*
Mean Score		**3.93k**	3.75	3.96	3.98	3.89	3.92	3.94	3.85	3.95	3.78	3.91	3.72	3.70	**3.99zk**	**3.97zo**	3.80	3.88
Std. Dev.		0.76	0.91	0.74	0.64	0.71	0.80	0.75	0.88	0.77	0.83	0.74	0.86	0.90	0.75	0.77	0.84	0.79
Std. Err.		0.02	0.10	0.08	0.09	0.10	0.03	0.02	0.05	0.02	0.06	0.03	0.09	0.11	0.02	0.02	0.07	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 818

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total		2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Very satisfied	(5)	345	272	32	235	86	60	229	187	102	248	62	276	36	103	172	175	114	318
		16%em	**18%z**	*12%*	*17%*	*15%*	*10%*	**19%ze**	*14%*	**20%zg**	**19%zj**	*12%*	*16%*	*17%*	*13%*	**19%zm**	*14%*	**21%zo**	*14%*
Fairly satisfied	(4)	990	708	115	654	226	256	590	588	253	649	197	804	87	335	466	542	250	901
		45%jm	*46%*	*43%*	**47%zd**	*41%*	*45%*	**48%z**	*45%*	*49%*	**48%zj**	*39%*	*46%*	*42%*	*41%*	**52%zm**	*45%*	*47%*	*41%*
Neither satisfied nor dissatisfied	(3)	333	219	44	197	72	66	178	182	60	175	81	231	39	127	103	176	59	340
		15%eiknp	*14%*	*16%*	*14%*	*13%*	*12%*	*14%*	*14%*	*12%*	*13%*	*16%*	*13%*	*19%*	*15%*	*11%*	*15%*	*11%*	*15%*
Fairly dissatisfied	(2)	43	31	9	28	10	18	14	35	5	23	11	33	5	28	10	33	2	55
		2%fp	*2%*	*3%*	*2%*	*2%*	**3%f**	*1%*	**3%z**	*1%*	*2%*	*2%*	*2%*	*2%*	**3%zn**	*1%*	**3%zp**	*	*2%*
Very dissatisfied	(1)	19	13	4	6	11	9	8	11	3	8	11	16	1	12	5	13	3	19
		1%c	*1%*	*2%*	*	**2%zc**	*2%*	*1%*	*1%*	*1%*	*1%*	**2%zi**	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't know		478	303	65	257	152	164	209	308	90	237	144	383	39	215	143	276	104	573
		22%acfhin	*20%*	*24%*	*19%*	**27%zc**	**29%zf**	*17%*	**24%zh**	*18%*	*18%*	**28%zi**	*22%*	*19%*	**26%zn**	*16%*	*23%*	*20%*	*26%*
Satisfied		**1335**	**980**	**146**	**889**	**312**	**316**	**819**	**776**	**355**	**897**	**259**	**1080**	**123**	**438**	**638**	**717**	**363**	**1219**
		61%dejm	**63%zb**	***54%***	**65%zd**	***56%***	***55%***	**67%ze**	***59%***	**69%zg**	**67%zj**	***51%***	**62%z**	***59%***	***53%***	**71%zm**	***59%***	**68%zo**	***55%***
Dissatisfied		**61**	**44**	**13**	**34**	**21**	**27**	**22**	**46**	**8**	**31**	**21**	**49**	**6**	**40**	**15**	**46**	**5**	**74**
		3%fp	***3%***	***5%***	***2%***	***4%***	**5%zf**	***2%***	***4%***	***2%***	***2%***	***4%***	***3%***	***3%***	**5%zn**	***2%***	**4%zp**	***1%***	***3%***
Net Satisfied		1273	936	133	855	290	288	797	729	347	867	238	1031	117	398	622	671	358	1145
		58%bdejmo	**61%zb**	*50%*	**62%zd**	*52%*	*50%*	**65%ze**	*56%*	**67%zg**	**65%zj**	*47%*	**59%z**	*57%*	*49%*	**69%zm**	*55%*	**67%zo**	*52%*
Mean Score		**3.93bejm**	**3.96zb**	3.79	**3.97z**	3.90	3.83	**4.00ze**	3.90	**4.05zg**	**4.00zj**	3.80	3.95	3.90	3.81	**4.04zm**	3.89	**4.10zo**	3.88
Std. Dev.		0.76	0.77	0.83	0.73	0.85	0.81	0.73	0.77	0.70	0.73	0.86	0.76	0.78	0.84	0.69	0.79	0.69	0.79
Std. Err.		0.02	0.02	0.06	0.02	0.04	0.04	0.02	0.02	0.04	0.02	0.04	0.02	0.07	0.03	0.03	0.03	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 819

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total		2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Very satisfied	(5)	345	281	30	318	11	345	-	345	-	143	103	259	34	247	38	318
		16%bdfhi	**19%zb**	*9%*	**19%zd**	*4%*	**24%zf**	-	**26%zh**	-	*13%*	**22%zi**	*16%*	*14%*	**17%z**	*12%*	*14%*
Fairly satisfied	(4)	990	728	137	816	89	921	8	990	-	479	197	747	107	651	142	901
		45%dfh	**49%zb**	*39%*	**50%zd**	*34%*	**65%zf**	*11%*	**74%zh**	-	*45%*	*42%*	*46%*	*43%*	*45%*	*45%*	*41%*
Neither satisfied nor dissatisfied	(3)	333	162	54	169	46	51	9	-	-	161	74	235	40	209	48	340
		15%acegh	*11%*	**16%a**	*10%*	**18%c**	*4%*	**13%e**	-	-	*15%*	*16%*	*15%*	*16%*	*15%*	*15%*	*15%*
Fairly dissatisfied	(2)	43	11	24	8	27	8	30	-	43	17	4	30	5	25	13	55
		2%aceg	*1%*	**7%za**	*	**11%zc**	*1%*	**43%ze**	-	**70%zg**	*2%*	*1%*	*2%*	*2%*	*2%*	**4%z**	*2%*
Very dissatisfied	(1)	19	1	11	3	13	1	17	-	19	10	6	14	2	10	8	19
		1%aceg	*	**3%za**	*	**5%zc**	*	**25%ze**	-	**30%zg**	*1%*	*1%*	*1%*	*1%*	*1%*	**2%zm**	*1%*
Don't know		478	310	91	318	74	83	6	-	-	262	84	330	63	289	70	573
		22%cefgh	*21%*	*26%*	*20%*	**29%zc**	*6%*	*9%*	-	-	**24%zj**	*18%*	*20%*	*25%*	*20%*	*22%*	*26%*
Satisfied		**1335**	**1010**	**167**	**1134**	**100**	**1266**	**8**	**1335**	**-**	**622**	**300**	**1006**	**142**	**898**	**180**	**1219**
		61%bdfh	**68%zb**	***48%***	**70%zd**	***38%***	**90%zf**	***11%***	**100%zh**	**-**	***58%***	***64%***	**62%z**	***56%***	**63%z**	***57%***	***55%***
Dissatisfied		**61**	**13**	**35**	**10**	**41**	**10**	**47**	**-**	**61**	**27**	**10**	**44**	**7**	**35**	**20**	**74**
		3%aceg	***1%***	**10%za**	***1%***	**16%zc**	***1%***	**67%ze**	**-**	**100%zg**	***2%***	***2%***	***3%***	***3%***	***2%***	**6%zm**	***3%***
Net Satisfied		1273	997	131	1124	59	1256	-40	1335	-61	596	289	962	135	862	160	1145
		58%bdfhn	**67%zb**	*38%*	**69%zd**	*23%*	**89%zf**	*-56%*	**100%zh**	*-100%*	*56%*	*62%*	**60%z**	*54%*	**60%zn**	*50%*	*52%*
Mean Score		**3.93bdfhn**	**4.08zb**	3.58	**4.10zd**	3.30	**4.21zf**	2.11	**4.26zh**	1.70	3.90	4.01	3.94	3.89	**3.96zn**	3.76	3.88
Std. Dev.		0.76	0.65	0.97	0.63	1.02	0.54	0.95	0.44	0.46	0.75	0.80	0.76	0.77	0.75	0.88	0.79
Std. Err.		0.02	0.02	0.06	0.02	0.08	0.02	0.11	0.01	0.05	0.03	0.04	0.02	0.06	0.02	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 820

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+

		Wtd. Total (z)	Q.63 TV Channels watch regularly: BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	Q.64 Radio stations listen to regularly: BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total		2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Very satisfied	(5)	345	310	262	324	256	200	328	343	2	100	141	305	179	333	10	318
		16%n	**17%zg**	**19%zacdefg**	**17%zg**	*16%*	*17%*	**16%z**	**16%z**	*3%*	**20%zn**	**25%zlmn**	**23%zlmn**	**18%zn**	**20%zn**	*2%*	*14%*
Fairly satisfied	(4)	990	825	658	861	701	562	898	962	25	282	343	767	505	900	81	901
		45%n	**46%d**	**49%zacdfg**	**46%d**	*44%*	**47%df**	*45%*	*45%*	*38%*	**56%zn**	**62%zklmn**	**57%zlmn**	**52%zn**	**53%zn**	*17%*	*41%*
Neither satisfied nor dissatisfied	(3)	333	246	151	266	238	157	295	315	17	94	48	174	140	245	83	340
		15%abcegjk	**14%b**	*11%*	**14%b**	**15%ab**	**13%b**	**15%ab**	**15%ab**	*26%*	**19%jkm**	*9%*	**13%j**	**14%j**	**15%jk**	**17%j**	*15%*
Fairly dissatisfied	(2)	43	24	22	29	22	18	33	34	7	8	11	32	21	37	5	55
		2%acdfg	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*11%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*
Very dissatisfied	(1)	19	15	15	17	10	12	16	17	2	3	2	14	10	17	2	19
		1%	*1%*	**1%d**	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*	**1%j**	*1%*	*1%*	*	*1%*
Don't know		478	379	236	389	368	244	442	464	13	14	10	53	114	153	306	573
		22%bcijklm	**21%b**	*18%*	**21%b**	**23%zabce**	**20%b**	**22%bc**	**22%bc**	*20%*	*3%*	*2%*	**4%j**	**12%ijkm**	**9%ijk**	**63%zijklm**	*26%*
Satisfied		**1335**	**1135**	**920**	**1185**	**957**	**762**	**1226**	**1305**	**27**	**381**	**484**	**1072**	**684**	**1233**	**90**	**1219**
		61%n	**63%zdfg**	**68%zacdefg**	**63%zdfg**	***60%***	**64%zdfg**	***61%***	**61%z**	***41%***	**76%zln**	**87%ziklmn**	**80%zlmn**	**71%zn**	**73%zln**	***19%***	***55%***
Dissatisfied		**61**	**39**	**38**	**46**	**32**	**30**	**49**	**51**	**8**	**12**	**13**	**46**	**31**	**54**	**6**	**74**
		3%acdfg	***2%***	***3%***	**2%a**	***2%***	***2%***	***2%***	***2%***	***13%***	***2%***	***2%***	***3%***	***3%***	***3%***	***1%***	***3%***
Net Satisfied		1273	1096	882	1139	925	732	1177	1254	18	370	471	1027	652	1179	84	1145
		58%n	**61%zdfg**	**66%zacdefg**	**60%zdfg**	*58%*	**61%zdfg**	**59%z**	**59%z**	*28%*	**74%zln**	**85%ziklmn**	**76%zlmn**	**67%zn**	**70%zln**	*17%*	*52%*
Mean Score		**3.93n**	**3.98zcfg**	**4.02zacdefg**	**3.97zg**	3.95	**3.97z**	**3.95z**	**3.95z**	3.35	**3.96n**	**4.12ziklmn**	**4.02zlmn**	**3.96n**	**3.98zn**	3.51	3.88
Std. Dev.		0.76	0.74	0.76	0.76	0.74	0.75	0.75	0.75	0.86	0.73	0.67	0.75	0.76	0.76	0.68	0.79
Std. Err.		0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.12	0.04	0.03	0.02	0.03	0.02	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
FINAL

Table 821

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Gender		Age										Marital Status		Disability		
		Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total		1568	800	768	231	264	321	287	179	175	111	495	1073	45.37	989	201	274	1294	1568
Weighted Total		1686	869	817	253	258	320	294	246	194	120*	512	1174	46.10	1069	219	283	1403	1568
Very satisfied	(5)	333	193	140	34	59	68	53	50	34	34	93	240	47.85	223	42	55	278	297
		20%bc	**22%zb**	*17%*	*14%*	**23%c**	*21%*	*18%*	*20%*	*18%*	**29%zcfjk**	**18%c**	*20%*		*21%*	*19%*	*19%*	*20%*	*19%*
Fairly satisfied	(4)	900	461	440	134	135	177	161	134	105	55	269	632	45.94	579	118	141	760	801
		53%	*53%*	*54%*	*53%*	*52%*	*55%*	*55%*	*54%*	*54%*	*46%*	*53%*	*54%*		*54%*	*54%*	*50%*	*54%*	*51%*
Neither satisfied nor dissatisfied	(3)	245	121	124	57	37	40	45	38	11	17	94	151	42.32	139	24	38	208	220
		15%hk	*14%*	*15%*	**23%zehk**	**14%h**	**12%h**	**15%h**	**15%h**	*6%*	**14%h**	**18%zhk**	**13%h**		*13%*	*11%*	*13%*	*15%*	*14%*
Fairly dissatisfied	(2)	37	20	17	5	4	5	5	10	7	1	9	28	49.54	27	4	6	31	40
		2%	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*4%*	*4%*	*1%*	*2%*	*2%*		*2%*	*2%*	*2%*	*2%*	*3%*
Very dissatisfied	(1)	17	9	8	*	6	*	3	3	4	1	6	11	50.07	12	3	2	15	17
		1%	*1%*	*1%*	*	**2%e**	*	*1%*	*1%*	**2%e**	*1%*	*1%*	*1%*		*1%*	*2%*	*1%*	*1%*	*1%*
Don't know		153	64	88	22	17	31	27	12	32	11	40	113	48.01	91	27	41	112	193
		9%ao	*7%*	*11%*	*9%*	*7%*	*10%*	*9%*	*5%*	**17%zcdfgjk**	*9%*	*8%*	**10%g**		*9%*	*13%*	**15%zo**	*8%*	*12%*
Satisfied		**1233**	**654**	**579**	**168**	**194**	**245**	**214**	**184**	**140**	**89**	**362**	**871**	**46.45**	**801**	**160**	**195**	**1038**	**1098**
		73%	***75%***	***71%***	***66%***	***75%***	***76%c***	***73%***	***75%***	***72%***	***75%***	***71%***	***74%***		***75%***	***73%***	***69%***	***74%***	***70%***
Dissatisfied		**54**	**30**	**25**	**6**	**10**	**5**	**8**	**13**	**11**	**3**	**16**	**39**	**49.70**	**38**	**8**	**9**	**45**	**57**
		3%	***3%***	***3%***	***2%***	***4%***	***1%***	***3%***	***5%***	**6%e**	***2%***	***3%***	***3%***		***4%***	***3%***	***3%***	***3%***	***4%***
Net Satisfied		1179	625	555	162	184	240	206	171	129	86	347	833	-3.25	763	153	187	993	1041
		70%	*72%*	*68%*	*64%*	*71%*	**75%c**	*70%*	*70%*	*66%*	*72%*	*68%*	*71%*		*71%*	*70%*	*66%*	*71%*	*66%*
Mean Score		**3.98c**	4.00	3.94	3.85	3.98	**4.06cj**	3.96	3.93	3.99	**4.10c**	3.92	**4.00c**	1.00	4.00	4.00	3.99	3.97	3.96
Std. Dev.		0.76	0.77	0.74	0.70	0.83	0.66	0.73	0.81	0.82	0.79	0.77	0.75	1.01	0.77	0.77	0.76	0.76	0.78
Std. Err.		0.02	0.03	0.03	0.05	0.05	0.04	0.05	0.06	0.07	0.08	0.04	0.02	0.15	0.03	0.06	0.05	0.02	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 822

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
			White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total		**1568**	1210	74	191	10	275	1292	1049	114	75	49	31	1318	219	784	474	80	594	954	1568
Weighted Total		**1686**	1498	36**	39**	37**	112*	1573	1302	21**	14**	12**	32**	1380	258	921	457	47*	559	1113	1568
Very satisfied	(5)	**333**	315	2	6	3	11	322	249	2	1	1	4	257	64	177	84	7	103	230	297
		20%	***21%z***	*6%*	*15%*	*9%*	*10%*	***20%z***	*19%*	*12%*	*7%*	*8%*	*12%*	*19%*	*25%*	*19%*	*18%*	*15%*	*18%*	*21%*	*19%*
Fairly satisfied	(4)	**900**	804	18	13	22	53	846	710	6	8	7	10	741	137	488	250	22	306	581	801
		53%	*54%*	*50%*	*33%*	*60%*	*47%*	***54%z***	***55%l***	*29%*	*57%*	*60%*	*30%*	*54%*	*53%*	*53%*	*55%*	*47%*	*55%*	*52%*	*51%*
Neither satisfied nor dissatisfied	(3)	**245**	213	6	9	9	24	221	174	7	1	1	15	198	31	129	77	8	82	163	220
		15%fg	*14%*	*17%*	*23%*	*24%*	*21%*	*14%*	*13%*	*36%*	*10%*	*9%*	*45%*	**14%g**	*12%*	*14%*	*17%*	*17%*	*15%*	*15%*	*14%*
Fairly dissatisfied	(2)	**37**	29	*	2	3	4	33	28	*	1	*	*	30	4	24	8	1	9	28	40
		2%af	*2%*	*	*4%*	*7%*	*4%*	*2%*	*2%*	*	*10%*	*	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*
Very dissatisfied	(1)	**17**	14	*	1	-	1	16	15	1	-	-	-	17	2	13	1	*	3	14	17
		1%	*1%*	*	*4%*	-	*1%*	*1%*	*1%*	*7%*	-	-	-	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*
Don't know		**153**	123	10	8	*	18	134	125	3	2	3	4	138	19	88	37	9	56	97	193
		9%af	*8%*	*27%*	*21%*	*	*16%*	*9%*	*10%*	*16%*	*17%*	*23%*	*12%*	**10%z**	*7%*	*10%*	*8%*	**19%zmo**	*10%*	*9%*	*12%*
Satisfied		**1233**	**1119**	**20**	**18**	**26**	**65**	**1168**	**959**	**9**	**9**	**8**	**13**	**998**	**202**	**665**	**334**	**29**	**409**	**811**	**1098**
		73%e	***75%ze***	***56%***	***48%***	***69%***	***57%***	***74%ze***	***74%l***	***41%***	***64%***	***68%***	***42%***	***72%***	**78%p**	***72%***	***73%***	***62%***	***73%***	***73%***	***70%***
Dissatisfied		**54**	**43**	*	**3**	**3**	**5**	**49**	**43**	**1**	**1**	*	*	**47**	**6**	**38**	**9**	**1**	**12**	**42**	**57**
		3%af	*3%*	*	*8%*	*7%*	*5%*	*3%*	*3%*	*7%*	*10%*	*	*1%*	*3%*	*2%*	*4%*	*2%*	*2%*	*2%*	*4%*	*4%*
Net Satisfied		**1179**	1076	20	16	23	59	1120	916	7	8	8	13	951	195	628	325	28	397	769	1041
		70%e	***72%ze***	*56%*	*40%*	*62%*	*53%*	***71%ze***	***70%l***	*34%*	*53%*	*67%*	*41%*	*69%*	*76%*	*68%*	*71%*	*60%*	*71%*	*69%*	*66%*
Mean Score		**3.98**	**4.00z**	3.85	3.65	3.71	3.73	3.99	**3.98l**	3.47	3.72	3.98	3.60	3.96	4.08	3.95	3.97	3.93	3.99	3.97	3.96
Std. Dev.		**0.76**	0.75	0.56	1.01	0.73	0.79	0.75	0.76	1.05	0.81	0.50	0.73	0.76	0.74	0.79	0.70	0.71	0.71	0.79	0.78
Std. Err.		**0.02**	0.02	0.07	0.09	0.24	0.06	0.02	0.02	0.12	0.11	0.08	0.14	0.02	0.05	0.03	0.03	0.09	0.03	0.03	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 823

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
		Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total		1568	326	469	290	759	841	727	800	765	373	314	850	716	94	1212	986	269	1568
Weighted Total		1686	315	541	355	896	966	720	873	838	420	292	990	695	93*	1291	1126	319	1568
Very satisfied	(5)	333	55	132	75	207	205	128	167	163	92	51	205	128	21	248	236	60	297
		20%	*17%*	**24%z**	*21%*	**23%z**	*21%*	*18%*	*19%*	*19%*	*22%*	*17%*	*21%*	*18%*	*22%*	*19%*	*21%*	*19%*	*19%*
Fairly satisfied	(4)	900	158	265	210	475	521	379	460	469	227	137	528	371	46	713	610	174	801
		53%	*50%*	*49%*	**59%bd**	**53%b**	*54%*	*53%*	*53%*	**56%j**	*54%*	*47%*	*53%*	*53%*	*49%*	**55%z**	*54%*	*54%*	*51%*
Neither satisfied nor dissatisfied	(3)	245	54	72	42	114	133	112	134	112	62	47	152	94	13	181	163	58	220
		15%	*17%*	*13%*	*12%*	*13%*	*14%*	*16%*	*15%*	*13%*	*15%*	*16%*	*15%*	*13%*	*14%*	*14%*	*15%*	*18%*	*14%*
Fairly dissatisfied	(2)	37	7	16	6	22	17	20	21	16	10	8	15	22	2	25	15	3	40
		2%o	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*1%*	*3%*	*2%*	*2%*	*1%*	*1%*	*3%*
Very dissatisfied	(1)	17	5	6	4	10	8	9	6	7	7	4	8	9	1	13	9	-	17
		1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*
Don't know		153	36	50	18	68	81	72	85	71	23	46	82	71	11	111	93	25	193
		9%ci	**12%c**	*9%*	*5%*	*8%*	*8%*	*10%*	*10%*	*9%*	*6%*	**16%zhi**	*8%*	*10%*	*12%*	*9%*	*8%*	*8%*	*12%*
Satisfied		**1233**	**213**	**398**	**285**	**683**	**726**	**507**	**626**	**632**	**319**	**188**	**733**	**499**	**66**	**960**	**846**	**233**	**1098**
		73%j	***68%***	***74%***	**80%za**	**76%za**	***75%***	***70%***	***72%***	**75%j**	**76%j**	***64%***	***74%***	***72%***	***71%***	***74%***	***75%***	***73%***	***70%***
Dissatisfied		**54**	**12**	**21**	**10**	**31**	**26**	**28**	**28**	**23**	**16**	**12**	**23**	**32**	**3**	**38**	**23**	**3**	**57**
		3%ko	***4%***	***4%***	***3%***	***4%***	***3%***	***4%***	***3%***	***3%***	***4%***	***4%***	***2%***	**5%zk**	***3%***	**3%o**	***2%***	***1%***	***4%***
Net Satisfied		1179	201	377	274	651	701	479	599	609	303	176	711	467	64	922	823	230	1041
		70%afj	*64%*	*70%*	**77%zad**	**73%a**	**73%zfg**	*67%*	*69%*	**73%j**	**72%j**	*60%*	*72%*	*67%*	*68%*	**71%z**	**73%z**	*72%*	*66%*
Mean Score		3.98	3.90	4.03	4.02	**4.02z**	4.01	3.92	3.96	4.00	3.98	3.90	4.00	3.94	4.02	3.98	**4.02z**	3.99	3.96
Std. Dev.		0.76	0.81	0.80	0.73	0.77	0.74	0.78	0.75	0.72	0.80	0.81	0.73	0.79	0.78	0.74	0.72	0.67	0.78
Std. Err.		0.02	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.05	0.03	0.03	0.09	0.02	0.02	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 824

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
		Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total		1568	1218	130	111	109	212	484	381	369	365	440	520	526	770	577	757	179	1568
Weighted Total		1686	1423	80	46	137*	174*	580	430	442	400	511	556	557	682	565	874	210	1568
Very satisfied	(5)	333	273	26	10	25	18	103	68	106	64	126	113	90	123	110	173	40	297
		20%el	**19%e**	**32%zadefgi**	**21%e**	*18%*	*10%*	**18%e**	*16%*	**24%aegi**	*16%*	**25%zl**	*20%*	*16%*	*18%*	*19%*	*20%*	*19%*	*19%*
Fairly satisfied	(4)	900	779	37	23	62	105	335	253	217	226	295	288	298	352	299	470	117	801
		53%	**55%h**	*47%*	*50%*	*45%*	**60%d**	**58%dh**	**59%bdh**	*49%*	*57%*	*58%*	*52%*	*53%*	*52%*	*53%*	*54%*	*56%*	*51%*
Neither satisfied nor dissatisfied	(3)	245	212	8	5	20	29	83	61	79	50	52	96	91	108	71	138	28	220
		15%j	*15%*	*10%*	*11%*	*14%*	*17%*	*14%*	*14%*	*18%*	*12%*	*10%*	**17%j**	**16%j**	*16%*	*13%*	*16%*	*13%*	*14%*
Fairly dissatisfied	(2)	37	26	3	2	6	*	6	5	5	15	8	9	7	21	15	14	8	40
		2%	*2%*	**4%ef**	**3%ef**	**5%efgh**	*	*1%*	*1%*	*1%*	**4%af**	*2%*	*2%*	*1%*	*3%*	*3%*	*2%*	*4%*	*3%*
Very dissatisfied	(1)	17	14	1	-	2	*	8	8	3	3	4	4	7	10	8	9	-	17
		1%	*1%*	*1%*	-	*2%*	*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*
Don't know		153	119	5	7	23	22	45	35	32	42	27	47	64	67	63	71	17	193
		9%j	*8%*	*6%*	**14%zabfh**	**16%zabfgh**	*12%*	*8%*	*8%*	*7%*	*11%*	*5%*	**8%j**	**11%j**	*10%*	*11%*	*8%*	*8%*	*12%*
Satisfied		**1233**	**1051**	**63**	**33**	**86**	**123**	**438**	**320**	**323**	**291**	**421**	**401**	**388**	**475**	**409**	**643**	**157**	**1098**
		73%dm	**74%d**	**79%d**	***71%***	***63%***	***71%***	**75%d**	**75%d**	***73%***	***73%***	**82%zkl**	***72%***	***70%***	***70%***	***72%***	***74%***	***75%***	***70%***
Dissatisfied		**54**	**40**	**4**	**2**	**9**	*	**14**	**13**	**8**	**18**	**12**	**13**	**14**	**32**	**23**	**22**	**8**	**57**
		3%	*3%*	**5%e**	**3%e**	**6%eh**	*	*2%*	**3%e**	*2%*	**4%e**	*2%*	*2%*	*3%*	*5%*	*4%*	*3%*	*4%*	*4%*
Net Satisfied		1179	1011	59	31	78	123	423	307	315	273	408	388	374	443	386	621	149	1041
		70%dm	**71%d**	**75%d**	*68%*	*57%*	*71%*	**73%d**	**71%d**	**71%d**	**68%d**	**80%zkl**	*70%*	*67%*	*65%*	*68%*	*71%*	*71%*	*66%*
Mean Score		**3.98m**	3.97	**4.12zgi**	4.04	3.87	3.93	3.97	3.93	4.02	3.93	**4.09zkl**	3.98	3.93	3.90	3.97	3.98	3.98	3.96
Std. Dev.		0.76	0.74	0.85	0.74	0.88	0.56	0.73	0.75	0.75	0.74	0.71	0.74	0.74	0.81	0.79	0.74	0.72	0.78
Std. Err.		0.02	0.02	0.08	0.08	0.09	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 825

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+ who regularly listen to a radio station

			Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
		Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total		1568	238	126	749	764	813	1185	1092	664	512	238	167	356	287	96	226	165	69	1568
Weighted Total		1686	260	123*	888	857	850	1244	1138	692	564	268	171	374	272	67*	246	156	46*	1568
Very satisfied	(5)	333	51	21	180	164	150	232	217	137	117	38	18	63	38	12	54	38	16	297
		20%km	*20%*	*17%*	*20%*	*19%*	*18%*	*19%*	*19%*	**20%k**	**21%k**	*14%*	*10%*	*17%*	*14%*	*19%*	*22%*	*24%*	**34%z**	*19%*
Fairly satisfied	(4)	900	148	74	457	468	465	663	611	365	316	156	113	204	147	28	132	84	17	801
		53%	*57%*	*60%*	*51%*	*55%*	*55%*	*53%*	*54%*	*53%*	*56%*	*58%*	**66%zhi**	*55%*	*54%*	*42%*	*54%*	*53%*	*37%*	*51%*
Neither satisfied nor dissatisfied	(3)	245	30	17	139	109	117	195	170	102	83	41	22	55	43	16	37	17	6	220
		15%	*11%*	*14%*	*16%*	*13%*	*14%*	**16%de**	*15%*	*15%*	*15%*	*15%*	*13%*	*15%*	*16%*	*24%*	*15%*	*11%*	*13%*	*14%*
Fairly dissatisfied	(2)	37	5	2	18	21	21	29	28	15	7	8	7	9	7	4	2	1	1	40
		2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	**4%i**	*2%*	*3%*	*6%*	*1%*	*1%*	*2%*	*3%*
Very dissatisfied	(1)	17	2	-	9	12	13	14	13	9	4	10	4	5	3	1	2	2	1	17
		1%	*1%*	-	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	**4%zhi**	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*3%*	*1%*
Don't know		153	25	9	86	82	83	112	100	64	37	14	7	39	33	6	19	14	5	193
		9%i	*9%*	*8%*	*10%*	*10%*	*10%*	*9%*	*9%*	**9%i**	*7%*	*5%*	*4%*	*10%*	*12%*	*8%*	*8%*	*9%*	*12%*	*12%*
Satisfied		**1233**	**199**	**95**	**637**	**632**	**615**	**895**	**828**	**502**	**433**	**194**	**131**	**267**	**185**	**40**	**186**	**122**	**32**	**1098**
		73%	***76%***	***77%***	***72%***	***74%***	***72%***	***72%***	***73%***	***73%***	**77%h**	***73%***	***77%***	***71%***	***68%***	***60%***	***76%***	***78%***	***71%***	***70%***
Dissatisfied		**54**	**7**	**2**	**27**	**34**	**34**	**43**	**40**	**24**	**11**	**18**	**11**	**14**	**11**	**5**	**5**	**4**	**2**	**57**
		3%	***3%***	***2%***	***3%***	***4%***	***4%***	***3%***	***4%***	***3%***	***2%***	**7%zhi**	**6%i**	***4%***	***4%***	***7%***	***2%***	***2%***	***5%***	***4%***
Net Satisfied		1179	192	93	610	598	581	852	787	478	422	176	120	253	174	36	181	118	30	1041
		70%n	*74%*	*75%*	*69%*	*70%*	*68%*	*68%*	*69%*	*69%*	**75%zhj**	*66%*	*70%*	**68%n**	*64%*	*53%*	*74%*	*75%*	*66%*	*66%*
Mean Score		**3.98fjk**	4.02	4.00	3.97	3.97	3.94	3.94	3.96	**3.96j**	**4.02jk**	3.80	3.82	3.93	3.87	3.77	4.02	4.08	4.11	3.96
Std. Dev.		0.76	0.71	0.64	0.77	0.78	0.78	0.77	0.77	0.78	0.71	0.88	0.77	0.76	0.76	0.91	0.73	0.75	0.95	0.78
Std. Err.		0.02	0.05	0.06	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.06	0.06	0.04	0.05	0.10	0.05	0.06	0.13	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 826

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Q.35 What made you think it should not be broadcast? - Radio item: Strong language/ swearing (a)	Q.35 What made you think it should not be broadcast? - Radio item: Sexual content (b)	Q.38 What didn't approve of on radio: Strong language/ swearing (c)	Q.38 What didn't approve of on radio: Sexual content (d)	Q.40 Heard about something of concern on radio/TV: Yes (e)	Q.53a Who has responsibility for ensuring adults not offended: Own respons ibility (f)	Q.53a Who has responsibility for ensuring adults not offended: Broad caster's responsi bility (g)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Parent's/ Guardian's respons ibility (h)	Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content: Broad caster's respons ibility (i)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: One to four times (j)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Five to ten times (k)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: More than 10 times (l)	Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice: Never (m)	Q.56 Okay if warned before: Agree (n)	Q.56 Okay if warned before: Disagree (o)	Unwtd. Total
Unweighted Total		1568	77	80	46	44	662	895	242	969	171	467	94	71	863	1230	168	1568
Weighted Total		1686	77*	94*	47*	47*	731	987	252	1034	179*	486	94*	68**	979	1349	182	1568
Very satisfied	(5)	333	10	18	6	5	140	201	43	215	29	90	10	11	218	297	26	297
		20%	*13%*	*19%*	*13%*	*11%*	*19%*	*20%*	*17%*	*21%*	*16%*	*18%*	*11%*	*16%*	**22%zk**	**22%z**	*14%*	*19%*
Fairly satisfied	(4)	900	51	53	35	34	405	526	133	550	87	258	54	30	524	707	101	801
		53%	*67%*	*57%*	**75%z**	**72%z**	*55%*	*53%*	*53%*	*53%*	*49%*	*53%*	*58%*	*44%*	*54%*	*52%*	*56%*	*51%*
Neither satisfied nor dissatisfied	(3)	245	8	14	4	4	103	157	19	154	32	74	14	16	128	189	21	220
		15%g	*10%*	*15%*	*8%*	*9%*	*14%*	**16%g**	*7%*	*15%*	*18%*	*15%*	*15%*	*24%*	*13%*	*14%*	*11%*	*14%*
Fairly dissatisfied	(2)	37	3	1	*	1	13	19	12	15	12	15	*	4	17	30	7	40
		2%h	*4%*	*1%*	*	*2%*	*2%*	*2%*	**5%zf**	*1%*	**7%zh**	*3%*	*	*6%*	*2%*	*2%*	*4%*	*3%*
Very dissatisfied	(1)	17	4	1	1	1	12	8	6	12	1	3	5	2	8	13	4	17
		1%	**5%z**	*1%*	*2%*	*2%*	*2%*	*1%*	*3%*	*1%*	*1%*	*1%*	**5%zjm**	*2%*	*1%*	*1%*	*2%*	*1%*
Don't know		153	*	6	*	1	58	76	39	88	18	46	11	6	83	112	24	193
		9%a	*	*6%*	*1%*	*3%*	*8%*	*8%*	**15%zf**	*9%*	*10%*	*9%*	*11%*	*8%*	*8%*	*8%*	*13%*	*12%*
Satisfied		**1233**	**61**	**72**	**42**	**39**	**545**	**728**	**176**	**764**	**116**	**348**	**64**	**41**	**742**	**1004**	**127**	**1098**
		73%	***79%***	***76%***	**89%z**	***83%***	***75%***	***74%***	***70%***	***74%***	***65%***	***72%***	***69%***	***60%***	**76%z**	***74%***	***70%***	***70%***
Dissatisfied		**54**	**7**	**2**	**1**	**2**	**25**	**27**	**19**	**28**	**13**	**17**	**5**	**6**	**25**	**44**	**10**	**57**
		3%	**10%z**	***3%***	***2%***	***5%***	***3%***	***3%***	**7%zf**	***3%***	**7%zh**	***4%***	***5%***	***8%***	***3%***	***3%***	***6%***	***4%***
Net Satisfied		1179	54	69	41	37	520	701	157	737	103	331	60	35	717	960	117	1041
		70%gi	*70%*	*74%*	**86%z**	*79%*	*71%*	**71%g**	*62%*	**71%i**	*57%*	*68%*	*64%*	*52%*	**73%z**	*71%*	*64%*	*66%*
Mean Score		**3.98i**	3.77	3.98	3.98	3.90	3.96	3.98	3.91	3.99	3.81	3.95	3.78	3.71	**4.04zk**	**4.01z**	3.88	3.96
Std. Dev.		0.76	0.92	0.74	0.66	0.72	0.78	0.74	0.89	0.76	0.84	0.75	0.88	0.93	0.74	0.77	0.81	0.78
Std. Err.		0.02	0.11	0.09	0.10	0.11	0.03	0.03	0.06	0.03	0.07	0.04	0.10	0.12	0.03	0.02	0.07	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 827

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Q.45 Encourage creativity Agree (a)	Q.45 Encourage creativity Disagree (b)	Q.46 Acceptable to reflect Agree (c)	Q.46 Acceptable to reflect Disagree (d)	Q.48 Denied programmes Agree (e)	Q.48 Denied programmes Disagree (f)	Q.49 Lack of respect Agree (g)	Q.49 Lack of respect Disagree (h)	Q.50 Okay to show offensive material Agree (i)	Q.50 Okay to show offensive material Disagree (j)	Q.51 Regulation a good thing Agree (k)	Q.51 Regulation a good thing Disagree (l)	Q.52 BBC out of touch Agree (m)	Q.52 BBC out of touch Disagree (n)	Q.55 BBC should have higher standards Agree (o)	Q.55 BBC should have higher standards Disagree (p)	Unwtd. Total
Unweighted Total		1568	1105	192	960	413	436	838	938	363	934	363	1247	140	595	625	889	358	1568
Weighted Total		1686	1225	199	1072	423	410	982	994	419	1059	369	1331	169	605	718	912	440	1568
Very satisfied	(5)	333	262	31	226	84	57	220	178	101	238	62	269	34	101	164	170	110	297
		20%e	**21%z**	*16%*	*21%*	*20%*	*14%*	**22%ze**	*18%*	**24%zg**	**22%z**	*17%*	*20%*	*20%*	*17%*	**23%zm**	*19%*	**25%zo**	*19%*
Fairly satisfied	(4)	900	653	107	586	214	227	536	537	232	583	181	734	83	303	425	485	238	801
		53%	*53%*	*54%*	*55%*	*51%*	*55%*	*55%*	*54%*	*55%*	*55%*	*49%*	**55%z**	*49%*	*50%*	**59%zm**	*53%*	*54%*	*51%*
Neither satisfied nor dissatisfied	(3)	245	175	25	148	53	54	130	139	45	132	58	170	31	95	75	130	49	220
		15%hikn	*14%*	*13%*	*14%*	*13%*	*13%*	*13%*	*14%*	*11%*	*12%*	*16%*	*13%*	*18%*	**16%n**	*10%*	*14%*	*11%*	*14%*
Fairly dissatisfied	(2)	37	28	9	27	9	16	11	31	4	22	8	30	3	25	8	29	2	40
		2%fnp	*2%*	*4%*	*2%*	*2%*	**4%f**	*1%*	**3%z**	*1%*	*2%*	*2%*	*2%*	*2%*	**4%zn**	*1%*	**3%zp**	*1%*	*3%*
Very dissatisfied	(1)	17	11	4	6	9	8	8	10	3	8	9	14	1	12	4	13	3	17
		1%c	*1%*	*2%*	*1%*	**2%zc**	*2%*	*1%*	*1%*	*1%*	*1%*	**2%zi**	*1%*	*1%*	**2%z**	*1%*	*1%*	*1%*	*1%*
Don't know		153	96	23	80	53	48	76	100	34	76	51	113	16	70	43	84	38	193
		9%acin	*8%*	*11%*	*7%*	**13%zc**	*12%*	*8%*	*10%*	*8%*	*7%*	**14%zi**	*9%*	*10%*	**12%zn**	*6%*	*9%*	*9%*	*12%*
Satisfied		**1233**	**915**	**139**	**812**	**298**	**285**	**757**	**715**	**333**	**821**	**243**	**1003**	**117**	**404**	**589**	**655**	**348**	**1098**
		73%jm	***75%***	***70%***	**76%z**	***71%***	***69%***	**77%ze**	***72%***	**80%zg**	**78%zj**	***66%***	**75%z**	***69%***	***67%***	**82%zm**	***72%***	**79%zo**	***70%***
Dissatisfied		**54**	**39**	**13**	**33**	**18**	**23**	**20**	**41**	**7**	**30**	**17**	**45**	**5**	**37**	**12**	**42**	**5**	**57**
		3%fnp	***3%***	**6%z**	***3%***	***4%***	**6%zf**	***2%***	***4%***	***2%***	***3%***	***5%***	***3%***	***3%***	**6%zn**	***2%***	**5%zp**	***1%***	***4%***
Net Satisfied		1179	876	126	779	280	261	737	675	327	791	226	959	113	367	577	613	343	1041
		70%ejmo	*71%*	*63%*	**73%zd**	*66%*	*64%*	**75%ze**	*68%*	**78%zg**	**75%zj**	*61%*	**72%z**	*67%*	*61%*	**80%zm**	*67%*	**78%zo**	*66%*
Mean Score		**3.98ejmo**	4.00	3.87	4.01	3.96	3.86	**4.05ze**	3.94	**4.10zg**	**4.04zj**	3.88	4.00	3.95	3.85	**4.09zm**	3.93	**4.12zo**	3.96
Std. Dev.		0.76	0.76	0.85	0.73	0.84	0.81	0.72	0.77	0.69	0.73	0.85	0.75	0.76	0.86	0.67	0.80	0.68	0.78
Std. Err.		0.02	0.02	0.07	0.03	0.04	0.04	0.03	0.03	0.04	0.03	0.05	0.02	0.07	0.04	0.03	0.03	0.04	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 828

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
			Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total		1568	1043	243	1151	175	1184	64	1098	57	773	320	1138	178	1000	230	1568
Weighted Total		1686	1141	259	1270	190	1306	58*	1233	54*	802	373	1243	195	1113	236	1568
Very satisfied	(5)	333	269	30	306	11	333	-	333	-	138	98	249	33	243	35	297
		20%bdfhi	**24%zb**	*12%*	**24%zd**	*6%*	**26%zf**	-	**27%zh**	-	*17%*	**26%zi**	*20%*	*17%*	**22%z**	*15%*	*19%*
Fairly satisfied	(4)	900	650	135	731	87	841	7	900	-	430	186	672	101	587	129	801
		53%fh	**57%z**	*52%*	**58%zd**	*46%*	**64%zf**	*11%*	**73%zh**	-	*54%*	*50%*	*54%*	*52%*	*53%*	*54%*	*51%*
Neither satisfied nor dissatisfied	(3)	245	115	38	122	34	47	9	-	-	123	61	181	29	155	33	220
		15%acegh	*10%*	*14%*	*10%*	**18%c**	*4%*	**15%e**	-	-	*15%*	*16%*	*15%*	*15%*	*14%*	*14%*	*14%*
Fairly dissatisfied	(2)	37	11	19	7	22	8	26	-	37	14	4	26	4	22	11	40
		2%aceg	*1%*	**7%za**	*1%*	**12%zc**	*1%*	**44%ze**	-	**68%zg**	*2%*	*1%*	*2%*	*2%*	*2%*	**5%z**	*3%*
Very dissatisfied	(1)	17	1	10	3	12	1	16	-	17	8	6	13	2	9	8	17
		1%aceg	*	**4%za**	*	**6%zc**	*	**27%ze**	-	**32%zg**	*1%*	*2%*	*1%*	*1%*	*1%*	**3%zm**	*1%*
Don't know		153	96	28	101	23	76	1	-	-	89	19	102	27	98	21	193
		9%cegj	*8%*	*11%*	*8%*	*12%*	*6%*	*2%*	-	-	**11%zj**	*5%*	*8%*	**14%k**	*9%*	*9%*	*12%*
Satisfied		**1233**	**919**	**165**	**1037**	**98**	**1174**	**7**	**1233**	**-**	**568**	**284**	**921**	**134**	**829**	**163**	**1098**
		73%bdfh	**81%zb**	***64%***	**82%zd**	***52%***	**90%zf**	***11%***	**100%zh**	**-**	***71%***	***76%***	***74%***	***69%***	***75%***	***69%***	***70%***
Dissatisfied		**54**	**12**	**29**	**10**	**34**	**9**	**42**	**-**	**54**	**23**	**10**	**39**	**6**	**31**	**19**	**57**
		3%aceg	***1%***	**11%za**	***1%***	**18%zc**	***1%***	**71%ze**	**-**	**100%zg**	***3%***	***3%***	***3%***	***3%***	***3%***	**8%zm**	***4%***
Net Satisfied		1179	907	136	1027	64	1165	-35	1233	-54	545	274	882	127	799	144	1041
		70%bdfhn	**79%zb**	*52%*	**81%zd**	*34%*	**89%zf**	*-60%*	**100%zh**	*-100%*	*68%*	*73%*	*71%*	*65%*	**72%n**	*61%*	*66%*
Mean Score		**3.98bdfhn**	**4.12zb**	3.67	**4.14zd**	3.38	**4.22zf**	2.11	**4.27zh**	1.68	3.95	4.03	3.98	3.94	**4.02zn**	3.80	3.96
Std. Dev.		0.76	0.64	0.95	0.63	1.03	0.54	0.95	0.44	0.47	0.74	0.80	0.75	0.76	0.75	0.90	0.78
Std. Err.		0.02	0.02	0.07	0.02	0.08	0.02	0.12	0.01	0.06	0.03	0.05	0.02	0.06	0.03	0.06	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 829

Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you:

Hear on BBC radio

Base : UK Adults Aged 16+ who regularly listen to a radio station

		Wtd. Total (z)	Q.63 TV Channels watch regularly: BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	Q.64 Radio stations listen to regularly: BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total		1568	1293	941	1360	1130	836	1428	1523	41	419	453	1210	905	1568	-	1568
Weighted Total		1686	1413	1100	1484	1238	945	1563	1654	27**	502	555	1344	969	1686	-**	1568
Very satisfied	(5)	333	299	254	312	247	192	318	331	2	100	141	305	179	333	-	297
		20%	**21%zg**	**23%zacdefg**	**21%zg**	*20%*	*20%*	*20%*	*20%*	*6%*	*20%*	**25%zlm**	**23%zlm**	*18%*	*20%*	-	*19%*
Fairly satisfied	(4)	900	767	617	801	645	527	831	888	9	282	343	767	505	900	-	801
		53%	**54%d**	**56%zcdfg**	**54%d**	*52%*	**56%d**	*53%*	*54%*	*34%*	*56%*	**62%zklm**	**57%zlm**	*52%*	*53%*	-	*51%*
Neither satisfied nor dissatisfied	(3)	245	186	122	200	190	117	225	237	8	94	48	174	140	245	-	220
		15%abcejk	**13%b**	*11%*	**14%b**	**15%abce**	*12%*	**14%abce**	**14%abce**	*30%*	**19%zjkm**	*9%*	**13%j**	**14%j**	**15%jk**	-	*14%*
Fairly dissatisfied	(2)	37	23	21	27	21	13	27	29	7	8	11	32	21	37	-	40
		2%acefg	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*26%*	*2%*	*2%*	*2%*	*2%*	*2%*	-	*3%*
Very dissatisfied	(1)	17	15	15	17	10	12	16	17	*	3	2	14	10	17	-	17
		1%	*1%*	**1%d**	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	**1%j**	*1%*	*1%*	-	*1%*
Don't know		153	124	70	127	125	83	146	152	1	14	10	53	114	153	-	193
		9%bijk	**9%b**	*6%*	**9%b**	**10%abc**	**9%b**	**9%bc**	**9%bc**	*3%*	*3%*	*2%*	**4%j**	**12%zijkm**	**9%ijk**	-	*12%*
Satisfied		**1233**	**1066**	**871**	**1113**	**892**	**720**	**1149**	**1220**	**11**	**381**	**484**	**1072**	**684**	**1233**	**-**	**1098**
		73%l	**75%zdfg**	**79%zacdefg**	**75%zdfg**	***72%***	**76%zdfg**	**74%d**	**74%zd**	***41%***	**76%l**	**87%ziklm**	**80%zlm**	***71%***	**73%l**	**-**	***70%***
Dissatisfied		**54**	**37**	**36**	**44**	**31**	**25**	**43**	**46**	**7**	**12**	**13**	**46**	**31**	**54**	**-**	**57**
		3%adfg	***3%***	***3%***	**3%a**	***2%***	***3%***	***3%***	***3%***	***26%***	***2%***	***2%***	***3%***	***3%***	***3%***	**-**	***4%***
Net Satisfied		1179	1028	835	1069	861	694	1106	1174	4	370	471	1027	652	1179	0	1041
		70%l	**73%zcdfg**	**76%zacdfg**	**72%zdfg**	*70%*	**73%zdfg**	*71%*	**71%z**	*15%*	**74%l**	**85%ziklm**	**76%zlm**	*67%*	**70%l**	*0%*	*66%*
Mean Score		3.98	**4.02zcdfg**	**4.04zcdfg**	**4.00z**	3.99	4.02	**3.99z**	**3.99z**	3.22	3.96	**4.12ziklm**	**4.02zlm**	3.96	3.98	-	3.96
Std. Dev.		0.76	0.74	0.76	0.76	0.74	0.74	0.75	0.75	0.93	0.73	0.67	0.75	0.76	0.76	-	0.78
Std. Err.		0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.17	0.04	0.03	0.02	0.03	0.02	-	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 830

Q.58-Q.61 Thinking just about the area of morality, values and standards of behaviour, how would you rate your overall satisfaction with the content of what you: - Summary

Base : UK Adults Aged 16+

		Extent of Satisfaction											
	Total	Very satisfied (5)	Fairly satisfied (4)	Neither satisfied nor dissatisfied (3)	Fairly dissatisfied (2)	Very dissatisfied (1)	Don't know	Satisfied	Dissatisfied	Net Satisfied	Mean Score	Std. Dev.	Std. Err.
Q.58 See on television nowadays?	**2206**	142 *6%*	1351 *61%*	350 *16%*	264 *12%*	84 *4%*	15 *1%*	1494 *68%*	347 *16%*	1146 *52%*	3.55	0.92	0.02
Q.59 See on BBC television?	**2206**	233 *11%*	1398 *63%*	289 *13%*	206 *9%*	55 *2%*	25 *1%*	1631 *74%*	261 *12%*	1371 *62%*	3.71	0.87	0.02
Q.60 Hear on the radio?	**2206**	340 *15%*	1069 *48%*	338 *15%*	57 *3%*	13 *1%*	389 *18%*	1409 *64%*	70 *3%*	1339 *61%*	3.92	0.75	0.02
Q.61 Hear on BBC radio	**2206**	345 *16%*	990 *45%*	333 *15%*	43 *2%*	19 *1%*	478 *22%*	1335 *61%*	61 *3%*	1273 *58%*	3.93	0.76	0.02

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

BBC Media Review - Adult Survey
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Table 831

Q.58-Q.61 Summary of 'Satisfied'

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Q.59 See on BBC television?	1631	798	833	260	270	313	255	233	165	135	530	1102	45.68	993	231	285	1346	1547
	74%hk	*74%*	*73%*	**79%h**	**77%h**	**77%h**	*71%*	*72%*	*67%*	*71%*	**78%zhk**	*72%*		*73%*	*73%*	*70%*	*75%*	*70%*
Q.58 See on television nowadays?	1494	718	775	249	256	281	237	202	145	123	505	988	45.15	883	225	276	1218	1432
	68%hkl	*67%*	*68%*	**76%zfghik**	**73%ghk**	**69%h**	*66%*	*62%*	*59%*	*64%*	**74%zfghik**	*65%*		*65%*	*71%*	*68%*	*68%*	*65%*
Q.60 Hear on the radio?	1409	729	680	192	241	272	240	205	159	100	433	976	46.00	916	170	239	1170	1311
	64%bim	**68%zb**	*60%*	*58%*	**69%cij**	**67%i**	**67%i**	**63%i**	**65%i**	*52%*	**64%ci**	**64%i**		**68%zm**	*53%*	*59%*	*65%*	*59%*
Q.61 Hear on BBC radio	1335	696	639	184	224	258	228	197	146	98	408	927	46.16	856	170	209	1125	1219
	61%bimn	**65%zb**	*56%*	*56%*	**64%i**	**63%i**	**64%i**	*61%*	*60%*	*51%*	*60%*	**61%i**		**63%zm**	*54%*	*52%*	**63%zn**	*55%*
Q.60 Hear on the radio? [Radio listeners]	1306	685	621	177	211	260	224	191	152	90	388	918	46.24	856	160	225	1081	1184
	59%bim	**64%zb**	*55%*	*54%*	**60%i**	**64%ci**	**62%i**	**59%i**	**62%i**	*47%*	**57%i**	**60%i**		**63%zm**	*50%*	*55%*	*60%*	*54%*
Q.61 Hear on BBC radio? [Radio listeners]	1233	654	579	168	194	245	214	184	140	89	362	871	46.45	801	160	195	1038	1098
	56%bin	**61%zb**	*51%*	*51%*	*55%*	**60%i**	**60%i**	*57%*	*57%*	*47%*	*53%*	**57%i**		**59%zm**	*50%*	*48%*	**58%zn**	*50%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

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Table 832

Q.58-Q.61 Summary of 'Satisfied'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Q.59 See on BBC television?	**1631**	1406	38	72	40	150	1480	1201	40	26	8	26	1302	287	838	448	43	529	1078	1547
	74%l	**75%zf**	*74%*	*67%*	*65%*	*68%*	**75%z**	**74%l**	*65%*	*65%*	*67%*	*56%*	*73%*	**77%p**	*72%*	**77%p**	*63%*	*74%*	*74%*	*70%*
Q.58 See on television nowadays?	**1494**	1280	38	65	30	132	1357	1100	35	25	7	22	1189	277	765	400	42	500	974	1432
	68%l	**69%z**	*74%*	*61%*	*48%*	*60%*	**68%z**	**67%l**	*57%*	*62%*	*60%*	*48%*	*66%*	**74%zn**	*66%*	*69%*	*61%*	*70%*	*67%*	*65%*
Q.60 Hear on the radio?	**1409**	1262	23	34	23	80	1327	1072	19	14	10	24	1138	220	763	379	39	464	923	1311
	64%ceh	**68%zce**	*46%*	*32%*	*37%*	*36%*	**67%zce**	**66%zhl**	*30%*	*34%*	*83%*	*52%*	**64%h**	*59%*	*66%*	*65%*	*56%*	*65%*	*63%*	*59%*
Q.61 Hear on BBC radio	**1335**	1177	23	33	42	99	1234	1006	20	12	8	23	1069	221	715	352	34	431	877	1219
	61%ceh	**63%zcef**	*46%*	*31%*	*69%*	**45%c**	**62%zce**	**62%hl**	*32%*	*31%*	*67%*	*49%*	**60%h**	*59%*	*62%*	*60%*	*48%*	*60%*	*60%*	*55%*
Q.60 Hear on the radio? [Radio listeners]	**1306**	1200	20	17	11	49	1256	1021	9	8	10	15	1063	200	711	358	34	441	852	1184
	59%ceh	**64%zcef**	*40%*	*16%*	*18%*	**22%c**	**63%zce**	**63%zhl**	*14%*	*21%*	*83%*	*32%*	**59%h**	*53%*	**61%m**	*61%*	*49%*	*61%*	*58%*	*54%*
Q.61 Hear on BBC radio? [Radio listeners]	**1233**	1119	20	18	26	65	1168	959	9	9	8	13	998	202	665	334	29	409	811	1098
	56%ceh	**60%zcef**	*40%*	*17%*	*42%*	**29%c**	**59%zce**	**59%zhl**	*14%*	*22%*	*67%*	*29%*	**56%h**	*54%*	**57%p**	**57%p**	*42%*	*57%*	*56%*	*50%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 833

Q.58-Q.61 Summary of 'Satisfied'

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Q.59 See on BBC television?	1631 **74%jl**	327 *70%*	465 *73%*	317 *76%*	782 *74%*	910 *76%*	721 *72%*	838 **76%f**	787 **77%zj**	405 *75%*	316 *69%*	936 **77%zl**	693 *70%*	109 *70%*	1242 *75%*	1017 *75%*	289 *78%*	1547 *70%*
Q.58 See on television nowadays?	1494 **68%l**	315 *67%*	438 *69%*	272 *65%*	710 *67%*	799 *66%*	695 *69%*	759 *69%*	734 **72%zij**	343 *63%*	296 *64%*	865 **71%zl**	626 *63%*	95 *62%*	1149 *69%*	912 *67%*	272 *73%*	1432 *65%*
Q.60 Hear on the radio?	1409 **64%afjlm**	262 *56%*	447 **70%za**	289 **69%a**	736 **70%za**	812 **67%zf**	597 *60%*	726 **66%f**	713 **70%zj**	346 **64%j**	242 *53%*	823 **68%zl**	585 *59%*	77 *50%*	1094 **66%zm**	936 **69%zmn**	255 *69%*	1311 *59%*
Q.61 Hear on BBC radio	1335 **61%afjlm**	249 *53%*	411 **65%a**	291 **70%za**	702 **67%za**	773 **64%zf**	561 *56%*	674 **61%f**	670 **66%zj**	339 **63%j**	219 *48%*	777 **64%zl**	557 *56%*	79 *51%*	1029 **62%m**	889 **66%zmn**	244 *66%*	1219 *55%*
Q.60 Hear on the radio? [Radio listeners]	1306 **59%afjlm**	224 *48%*	435 **68%za**	283 **68%za**	717 **68%za**	764 **63%zf**	542 *54%*	683 **62%zf**	676 **66%zj**	324 **60%j**	204 *44%*	781 **64%zl**	523 *53%*	68 *44%*	1019 **61%zm**	892 **66%zmn**	245 **66%z**	1184 *54%*
Q.61 Hear on BBC radio? [Radio listeners]	1233 **56%afjlm**	213 *45%*	398 **63%za**	285 **68%za**	683 **65%za**	726 **60%zf**	507 *51%*	626 **57%f**	632 **62%zj**	319 **59%j**	188 *41%*	733 **60%zl**	499 *50%*	66 *43%*	960 **58%zm**	846 **62%zmn**	233 **63%z**	1098 *50%*

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Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 834

Q.58-Q.61 Summary of 'Satisfied'

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Q.59 See on BBC television?	1631	1381	83	44	123	196	568	418	416	397	434	520	542	640	563	826	205	1547
	74%dm	**75%d**	**77%d**	*69%*	*66%*	*71%*	*75%*	*73%*	*74%*	*75%*	*74%*	*74%*	*74%*	*69%*	*73%*	*74%*	*76%*	*70%*
Q.58 See on television nowadays?	1494	1261	79	40	114	177	508	372	375	378	363	458	531	573	493	772	194	1432
	68%jmn	*68%*	**73%d**	*63%*	*61%*	*65%*	*67%*	*65%*	*67%*	**71%d**	*62%*	*66%*	**72%zjk**	*62%*	*64%*	*69%*	**72%n**	*65%*
Q.60 Hear on the radio?	1409	1193	72	38	105	139	484	354	377	332	437	452	458	534	468	729	186	1311
	64%emn	**65%e**	**67%e**	*60%*	*57%*	*51%*	**64%e**	**62%e**	**68%de**	**63%e**	**75%zkl**	*65%*	*62%*	*58%*	*61%*	*65%*	**69%n**	*59%*
Q.61 Hear on BBC radio	1335	1135	69	36	94	145	469	347	352	314	436	434	415	522	441	695	172	1219
	61%dlmn	**61%de**	**64%d**	*56%*	*50%*	*53%*	**62%de**	**60%e**	**63%d**	*59%*	**74%zkl**	**62%l**	*56%*	*56%*	*57%*	*62%*	*64%*	*55%*
Q.60 Hear on the radio? [Radio listeners]	1306	1112	64	35	94	121	455	331	347	310	420	416	424	485	432	680	169	1184
	59%dem	**60%de**	**59%e**	*55%*	*50%*	*44%*	**60%e**	**58%e**	**62%de**	**59%e**	**72%zkl**	*59%*	*57%*	*52%*	*56%*	*61%*	*63%*	*54%*
Q.61 Hear on BBC radio? [Radio listeners]	1233	1051	63	33	86	123	438	320	323	291	421	401	388	475	409	643	157	1098
	56%dem	**57%de**	**59%de**	*51%*	*46%*	*45%*	**58%de**	**56%e**	**58%de**	*55%*	**72%zkl**	*57%*	*53%*	*51%*	*53%*	*58%*	*59%*	*50%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 835

Q.58-Q.61 Summary of 'Satisfied'

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Q.59 See on BBC television?	1631 **74%defghlmn**	215 *70%*	109 *74%*	805 *73%*	727 *69%*	766 *70%*	1183 **72%de**	1079 **72%d**	615 *69%*	492 *72%*	211 *71%*	127 *70%*	322 **68%mn**	222 *62%*	58 *55%*	221 *70%*	139 *69%*	40 *63%*	1547 *70%*
Q.58 See on television nowadays?	1494 **68%acdefgh ilmnop**	167 *54%*	89 *60%*	688 **62%a**	623 *59%*	662 *60%*	1062 **64%de**	966 **64%de**	518 *58%*	412 *60%*	180 *61%*	112 *62%*	269 **57%n**	191 *53%*	46 *44%*	177 *56%*	116 *58%*	36 *55%*	1432 *65%*
Q.60 Hear on the radio?	1409 **64%fgmn**	208 *67%*	110 **75%z**	712 *64%*	697 **66%efg**	678 *62%*	1004 *61%*	929 *62%*	549 *61%*	449 *65%*	192 *65%*	127 *70%*	292 **62%n**	206 *57%*	50 *47%*	189 *60%*	126 *62%*	35 *54%*	1311 *59%*
Q.61 Hear on BBC radio	1335 **61%fn**	206 **67%c**	108 **73%zc**	663 *60%*	667 **63%efg**	653 *59%*	960 *58%*	890 *59%*	535 *60%*	449 **65%zh**	202 **68%zh**	135 **75%zhi**	284 **60%n**	200 *56%*	49 *47%*	196 *62%*	129 *64%*	35 *54%*	1219 *55%*
Q.60 Hear on the radio? [Radio listeners]	1306 **59%fn**	202 *65%*	97 *66%*	690 **62%z**	662 **62%zefg**	645 *59%*	939 *57%*	867 *58%*	522 *58%*	437 **64%zh**	190 *64%*	123 **68%zh**	276 **58%n**	192 **54%n**	42 *40%*	184 *59%*	118 *58%*	32 *50%*	1184 *54%*
Q.61 Hear on BBC radio? [Radio listeners]	1233 **56%fn**	199 **64%zc**	95 *64%*	637 *58%*	632 **60%zefg**	615 *56%*	895 *54%*	828 *55%*	502 *56%*	433 **63%zh**	194 **66%zh**	131 **72%zhi**	267 **56%n**	185 **52%n**	40 *38%*	186 *59%*	122 *60%*	32 *50%*	1098 *50%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 836

Q.58-Q.61 Summary of 'Satisfied'

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Q.59 See on BBC television?	1631	58	75	39	33	646	972	227	1017	172	478	91	51	943	1324	141	1547
	74%eglo	*71%*	*77%*	*76%*	*68%*	*71%*	**77%zg**	*65%*	*75%*	*75%*	**74%l**	*67%*	*54%*	**77%zl**	**77%zo**	*63%*	*70%*
Q.58 See on television nowadays?	1494	50	63	31	30	544	906	194	940	143	417	83	37	897	1226	114	1432
	68%eglo	*61%*	*65%*	*61%*	*62%*	*60%*	**72%zg**	*56%*	*69%*	*62%*	**65%l**	**62%l**	*39%*	**73%zjkl**	**71%zo**	*51%*	*65%*
Q.60 Hear on the radio?	1409	62	73	42	35	597	839	201	863	134	388	71	50	857	1155	141	1311
	64%k	*76%*	*75%*	**81%z**	*71%*	*66%*	**66%zg**	*58%*	*63%*	*58%*	*60%*	*53%*	*53%*	**70%zjkl**	**67%z**	*63%*	*59%*
Q.61 Hear on BBC radio	1335	62	72	45	40	564	780	189	818	126	385	68	45	797	1088	133	1219
	61%	**77%z**	**74%z**	**87%z**	**82%z**	*62%*	*62%*	*54%*	*60%*	*55%*	*60%*	*50%*	*47%*	**65%zkl**	**63%z**	*59%*	*55%*
Q.60 Hear on the radio? [Radio listeners]	1306	59	73	39	33	578	781	188	803	124	358	70	46	793	1071	135	1184
	59%	**73%z**	**75%z**	**75%z**	*68%*	**64%z**	**62%zg**	*54%*	*59%*	*54%*	*56%*	*52%*	*49%*	**64%zjkl**	**62%z**	*60%*	*54%*
Q.61 Hear on BBC radio? [Radio listeners]	1233	61	72	42	39	545	728	176	764	116	348	64	41	742	1004	127	1098
	56%	**75%z**	**74%z**	**81%z**	**79%z**	**60%z**	*58%*	*50%*	*56%*	*50%*	*54%*	*48%*	*43%*	**60%zkl**	**58%z**	*56%*	*50%*

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 837

Q.58-Q.61 Summary of 'Satisfied'

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	Unwtd. Total
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Q.59 See on BBC television?	1631	1171	189	1062	380	386	971	924	432	1047	346	1300	157	498	772	883	434	1547
	74%degjm	**76%z**	*71%*	**77%zd**	*68%*	*67%*	**79%zeˆ**	*70%*	**84%zg**	**78%zj**	*69%*	*75%*	*76%*	*61%*	**86%zm**	*73%*	**82%zo**	*70%*
Q.58 See on television nowadays?	1494	1086	172	998	319	333	904	833	410	949	326	1180	147	468	683	766	407	1432
	68%degmo	**70%z**	*64%*	**72%zd**	*57%*	*58%*	**74%zeˆ**	*63%*	**80%zg**	**71%zj**	*65%*	*68%*	*71%*	*57%*	**76%zm**	*63%*	**77%zo**	*65%*
Q.60 Hear on the radio?	1409	1027	154	920	343	326	868	809	382	925	291	1128	130	491	639	757	387	1311
	64%egjm	**66%zb**	*57%*	**67%z**	*62%*	*57%*	**71%zeˆ**	*62%*	**74%zg**	**69%zj**	*58%*	*65%*	*63%*	*60%*	**71%zm**	*62%*	**73%zo**	*59%*
Q.61 Hear on BBC radio	1335	980	146	889	312	316	819	776	355	897	259	1080	123	438	638	717	363	1219
	61%dejm	**63%zb**	*54%*	**65%zd**	*56%*	*55%*	**67%zeˆ**	*59%*	**69%zg**	**67%zj**	*51%*	**62%z**	*59%*	*53%*	**71%zm**	*59%*	**68%zo**	*55%*
Q.60 Hear on the radio? [Radio listeners]	1306	966	143	847	327	301	799	751	357	853	273	1052	125	451	593	701	370	1184
	59%ejm	**62%zb**	*53%*	**61%z**	*59%*	*53%*	**65%zeˆ**	*57%*	**70%zg**	**64%zj**	*54%*	*60%*	*61%*	*55%*	**66%zm**	*58%*	**70%zo**	*54%*
Q.61 Hear on BBC radio? [Radio listeners]	1233	915	139	812	298	285	757	715	333	821	243	1003	117	404	589	655	348	1098
	56%ejm	**59%z**	*52%*	**59%z**	*54%*	*50%*	**62%zeˆ**	*54%*	**65%zg**	**61%zj**	*48%*	**58%z**	*57%*	*49%*	**65%zm**	*54%*	**66%zo**	*50%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 838

Q.58-Q.61 Summary of 'Satisfied'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Q.59 See on BBC television?	1631	1377	94	1631	-	1179	14	1134	10	759	367	1214	170	1068	214	1547
	74%bdfhiln	**92%zb**	*27%*	**100%zd**	-	**84%zf**	*19%*	**85%zh**	*17%*	*71%*	**78%zi**	**75%l**	*68%*	**75%n**	*67%*	*70%*
Q.58 See on television nowadays?	1494	1494	-	1377	34	1071	13	1010	13	692	337	1136	135	996	186	1432
	68%bdfhiln	**100%zb**	-	**84%zd**	*13%*	**76%zf**	*19%*	**76%zh**	*21%*	*65%*	**72%i**	**70%zl**	*53%*	**70%zn**	*58%*	*65%*
Q.60 Hear on the radio?	1409	1071	172	1179	110	1409	-	1266	10	660	315	1063	146	946	191	1311
	64%bdfh	**72%zb**	*50%*	**72%zd**	*42%*	**100%zf**	-	**95%zh**	*16%*	*62%*	*67%*	**66%z**	*58%*	**66%z**	*60%*	*59%*
Q.61 Hear on BBC radio	1335	1010	167	1134	100	1266	8	1335	-	622	300	1006	142	898	180	1219
	61%bdfh	**68%zb**	*48%*	**70%zd**	*38%*	**90%zf**	*11%*	**100%zh**	-	*58%*	*64%*	**62%z**	*56%*	**63%z**	*57%*	*55%*
Q.60 Hear on the radio? [Radio listeners]	1306	978	170	1086	107	1306	-	1174	9	609	297	975	139	880	173	1184
	59%bdfh	**65%zb**	*49%*	**67%zd**	*41%*	**93%zf**	-	**88%zh**	*15%*	*57%*	*64%*	*60%*	*55%*	**61%z**	*54%*	*54%*
Q.61 Hear on BBC radio? [Radio listeners]	1233	919	165	1037	98	1174	7	1233	-	568	284	921	134	829	163	1098
	56%bdfhi	**62%zb**	*47%*	**64%zd**	*38%*	**83%zf**	*10%*	**92%zh**	-	*53%*	**61%i**	*57%*	*53%*	**58%z**	*51%*	*50%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 839

Q.58-Q.61 Summary of 'Satisfied'

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Q.59 See on BBC television?	1631	1408	1066	1462	1207	919	1515	1604	27	401	446	1049	719	1270	333	1547
	74%n	**78%zcdfg**	**79%zcdfg**	**78%zdfg**	**76%z**	**77%z**	**75%z**	**75%z**	*40%*	**80%zlmn**	**80%zlmn**	**78%zlmn**	*74%*	**75%zn**	*69%*	*70%*
Q.58 See on television nowadays?	1494	1252	920	1307	1117	836	1388	1459	33	366	376	919	656	1141	324	1432
	68%	**70%zg**	*68%*	**69%zg**	**70%zg**	**70%z**	**69%zg**	**68%z**	*51%*	**73%zkm**	*68%*	*68%*	*68%*	*68%*	*67%*	*65%*
Q.60 Hear on the radio?	1409	1181	927	1240	1030	798	1296	1379	28	386	479	1079	749	1306	92	1311
	64%n	**66%zg**	**69%zacdfg**	**66%zfg**	*65%*	**67%zf**	*64%*	**65%z**	*42%*	**77%zn**	**86%ziklmn**	**80%zmn**	**77%zn**	**77%zn**	*19%*	*59%*
Q.61 Hear on BBC radio	1335	1135	920	1185	957	762	1226	1305	27	381	484	1072	684	1233	90	1219
	61%n	**63%zdfg**	**68%zacdefg**	**63%zdfg**	*60%*	**64%zdfg**	*61%*	**61%z**	*41%*	**76%zln**	**87%ziklmn**	**80%zlmn**	**71%zn**	**73%zln**	*19%*	*55%*
Q.60 Hear on the radio? [Radio listeners]	1306	1112	883	1167	964	757	1218	1292	12	386	479	1079	749	1306	-	1184
	59%n	**62%zg**	**66%zacdfg**	**62%zfg**	*60%*	**63%zdfg**	**61%z**	**60%z**	*18%*	**77%zn**	**86%ziklmn**	**80%zmn**	**77%zn**	**77%zn**	-	*54%*
Q.61 Hear on BBC radio? [Radio listeners]	1233	1066	871	1113	892	720	1149	1220	11	381	484	1072	684	1233	-	1098
	56%n	**59%zdfg**	**65%zacdefg**	**59%zdfg**	*56%*	**60%zdfg**	**57%z**	**57%z**	*17%*	**76%zln**	**87%ziklmn**	**80%zlmn**	**71%zn**	**73%zln**	-	*50%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
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Table 840

Q.58-Q.61 Summary of 'Dissatisfied'

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Q.58 See on television nowadays?	347	178	169	27	39	59	70	51	62	39	65	281	52.18	243	57	82	265	353
	16%cjo	*17%*	*15%*	*8%*	*11%*	**15%c**	**20%cdj**	**16%cj**	**25%zcdegjk**	**20%cdj**	*10%*	**18%zcdj**		**18%z**	*18%*	**20%zo**	*15%*	*16%*
Q.59 See on BBC television?	261	127	133	23	24	46	50	36	45	36	47	213	52.63	161	49	73	188	269
	12%cdjo	*12%*	*12%*	*7%*	*7%*	*11%*	**14%cdj**	*11%*	**18%zcdej**	**19%zcdej**	*7%*	**14%zcdj**		*12%*	*16%*	**18%zo**	*10%*	*12%*
Q.60 Hear on the radio?	70	30	41	18	11	1	10	16	11	4	29	41	45.80	43	8	9	61	85
	3%e	*3%*	*4%*	**5%e**	**3%e**	*	**3%e**	**5%e**	**5%e**	**2%e**	**4%e**	**3%e**		*3%*	*2%*	*2%*	*3%*	*4%*
Q.61 Hear on BBC radio	61	31	30	7	11	5	8	14	11	4	19	42	49.26	41	8	11	50	74
	3%	*3%*	*3%*	*2%*	*3%*	*1%*	*2%*	*4%*	**4%e**	*2%*	*3%*	*3%*		*3%*	*2%*	*3%*	*3%*	*3%*
Q.60 Hear on the radio? [Radio listeners]	58	24	34	10	10	1	10	14	11	3	20	38	47.95	37	8	8	50	64
	3%e	*2%*	*3%*	**3%e**	**3%e**	*	**3%e**	**4%e**	**5%e**	*1%*	**3%e**	**2%e**		*3%*	*2%*	*2%*	*3%*	*3%*
Q.61 Hear on BBC radio? [Radio listeners]	54	30	25	6	10	5	8	13	11	3	16	39	49.70	38	8	9	45	57
	2%	*3%*	*2%*	*2%*	*3%*	*1%*	*2%*	*4%*	**4%e**	*1%*	*2%*	*3%*		*3%*	*2%*	*2%*	*3%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
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Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 841

Q.58-Q.61 Summary of 'Dissatisfied'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Q.58 See on television nowadays?	**347**	286	8	20	10	39	309	268	15	7	3	5	297	54	203	80	9	106	234	353
	16%	*15%*	*16%*	*19%*	*16%*	*18%*	*16%*	*16%*	*24%*	*16%*	*23%*	*10%*	*17%*	*14%*	*18%*	*14%*	*13%*	*15%*	*16%*	*16%*
Q.59 See on BBC television?	**261**	221	6	8	10	24	234	212	8	1	3	1	225	46	145	60	9	91	164	269
	12%	*12%*	*11%*	*8%*	*16%*	**11%c**	*12%*	**13%z**	*12%*	*2%*	*22%*	*2%*	*13%*	*12%*	*12%*	*10%*	*12%*	*13%*	*11%*	*12%*
Q.60 Hear on the radio?	**70**	51	*	5	3	8	62	52	5	*	*	*	57	8	48	12	2	19	51	85
	3%a	*3%*	*	*5%*	*4%*	*4%*	**3%a**	*3%*	*8%*	*	*1%*	*	*3%*	*2%*	**4%z**	*2%*	*3%*	*3%*	*4%*	*4%*
Q.61 Hear on BBC radio	**61**	47	*	3	3	6	56	48	2	2	*	*	51	8	41	11	1	14	47	74
	3%a	*3%*	*	*3%*	*4%*	*3%*	**3%a**	*3%*	*2%*	*4%*	*	*	*3%*	*2%*	*4%*	*2%*	*1%*	*2%*	*3%*	*3%*
Q.60 Hear on the radio? [Radio listeners]	**58**	45	*	4	3	7	51	44	4	*	*	*	48	7	42	9	1	13	45	64
	3%	*2%*	*	*4%*	*4%*	*3%*	*3%*	*3%*	*7%*	*	*1%*	*	*3%*	*2%*	**4%z**	*1%*	*2%*	*2%*	*3%*	*3%*
Q.61 Hear on BBC radio? [Radio listeners]	**54**	43	*	3	3	5	49	43	1	1	*	*	47	6	38	9	1	12	42	57
	2%	*2%*	*	*3%*	*4%*	*2%*	*2%*	*3%*	*2%*	*4%*	*	*	*3%*	*2%*	*3%*	*2%*	*1%*	*2%*	*3%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 842

Q.58-Q.61 Summary of 'Dissatisfied'

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Q.58 See on television nowadays?	347	93	84	76	160	187	160	162	126	100	91	163	182	28	257	221	36	353
	16%hkp	**20%zb**	*13%*	*18%*	*15%*	*16%*	*16%*	*15%*	*12%*	**18%h**	**20%zh**	*13%*	**18%zk**	*18%*	*15%*	*16%*	*10%*	*16%*
Q.59 See on BBC television?	261	78	68	49	117	135	126	101	94	69	73	106	154	26	189	147	25	269
	12%ghkp	**17%zbd**	*11%*	*12%*	*11%*	*11%*	**13%g**	*9%*	*9%*	*13%*	**16%zh**	*9%*	**16%zk**	*17%*	*11%*	*11%*	*7%*	*12%*
Q.60 Hear on the radio?	70	15	19	19	38	30	41	35	29	20	16	31	39	9	43	29	8	85
	3%no	*3%*	*3%*	*5%*	*4%*	*2%*	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*	*4%*	**6%o**	*3%*	*2%*	*2%*	*4%*
Q.61 Hear on BBC radio	61	14	23	12	34	27	34	30	27	16	14	26	34	8	39	23	3	74
	3%no	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	**5%o**	*2%*	*2%*	*1%*	*3%*
Q.60 Hear on the radio? [Radio listeners]	58	12	16	18	34	28	30	32	21	20	14	25	33	4	37	26	6	64
	3%no	*3%*	*3%*	*4%*	*3%*	*2%*	*3%*	*3%*	*2%*	*4%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*3%*
Q.61 Hear on BBC radio? [Radio listeners]	54	12	21	10	31	26	28	28	23	16	12	23	32	3	38	23	3	57
	2%o	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 843

Q.58-Q.61 Summary of 'Dissatisfied'

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Q.58 See on television nowadays?	347 **16%o**	285 *15%*	17 *16%*	11 *17%*	34 *18%*	43 *16%*	115 *15%*	91 *16%*	90 *16%*	80 *15%*	116 **20%zl**	127 **18%l**	100 *14%*	187 **20%z**	151 **20%zo**	148 *13%*	40 *15%*	353 *16%*
Q.59 See on BBC television?	261 **12%a**	201 *11%*	17 **15%e**	7 *11%*	36 **19%zaefghi**	21 *7%*	76 *10%*	56 *10%*	62 *11%*	63 *12%*	81 *14%*	86 *12%*	82 *11%*	144 **16%z**	103 *13%*	125 *11%*	25 *9%*	269 *12%*
Q.60 Hear on the radio?	70 *3%*	53 *3%*	4 *4%*	1 *1%*	12 **6%zah**	10 *3%*	27 *4%*	21 *4%*	9 *2%*	17 *3%*	19 *3%*	25 *4%*	20 *3%*	44 **5%z**	29 *4%*	26 *2%*	11 *4%*	85 *4%*
Q.61 Hear on BBC radio	61 *3%*	45 *2%*	4 **4%e**	2 *2%*	11 **6%zaefh**	2 *1%*	17 *2%*	14 **3%e**	10 *2%*	18 *3%*	12 *2%*	14 *2%*	19 *3%*	35 *4%*	26 *3%*	25 *2%*	10 *4%*	74 *3%*
Q.60 Hear on the radio? [Radio listeners]	58 **3%h**	43 *2%*	4 **4%h**	1 *1%*	10 **6%zah**	6 *2%*	22 *3%*	17 *3%*	6 *1%*	15 *3%*	19 *3%*	22 *3%*	14 *2%*	37 **4%z**	25 *3%*	23 *2%*	8 *3%*	64 *3%*
Q.61 Hear on BBC radio? [Radio listeners]	54 **2%e**	40 *2%*	4 **4%e**	2 **2%e**	9 **5%eh**	* *	14 **2%e**	13 **2%e**	8 *1%*	18 **3%e**	12 *2%*	13 *2%*	14 *2%*	32 *3%*	23 *3%*	22 *2%*	8 *3%*	57 *3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 844

Q.58-Q.61 Summary of 'Dissatisfied'

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Q.58 See on television nowadays?	347 *16%*	81 **26%zc**	35 *24%*	207 **19%z**	242 **23%zfg**	247 **23%zfg**	294 **18%z**	275 **18%z**	214 **24%z**	148 **22%z**	65 **22%z**	42 **23%z**	117 **25%z**	99 **27%z**	39 **37%zl**	79 **25%z**	43 *21%*	17 *26%*	353 *16%*
Q.59 See on BBC television?	261 *12%*	51 **17%zc**	16 *11%*	133 *12%*	164 **15%z**	174 **16%zfg**	227 **14%z**	210 **14%z**	148 **17%z**	103 **15%z**	45 *15%*	30 *17%*	88 **19%z**	72 **20%z**	32 **30%zlm**	59 **19%z**	35 **17%z**	14 *21%*	269 *12%*
Q.60 Hear on the radio?	70 *3%*	9 *3%*	2 *1%*	27 *2%*	41 *4%*	41 *4%*	56 *3%*	52 *3%*	35 *4%*	22 *3%*	23 **8%zhi**	13 **7%zi**	14 *3%*	15 *4%*	10 **9%zl**	9 *3%*	6 *3%*	3 *4%*	85 *4%*
Q.61 Hear on BBC radio	61 *3%*	9 *3%*	2 *1%*	28 *3%*	34 *3%*	39 *4%*	49 *3%*	45 *3%*	27 *3%*	12 *2%*	18 **6%zhi**	11 **6%zi**	16 *3%*	14 *4%*	7 **7%z**	5 *1%*	4 *2%*	3 *5%*	74 *3%*
Q.60 Hear on the radio? [Radio listeners]	58 *3%*	7 *2%*	2 *1%*	24 *2%*	36 *3%*	38 *3%*	47 *3%*	46 *3%*	30 *3%*	22 *3%*	23 **8%zhi**	13 **7%zhi**	12 *2%*	12 *3%*	7 *6%*	9 *3%*	6 *3%*	3 *4%*	64 *3%*
Q.61 Hear on BBC radio? [Radio listeners]	54 *2%*	7 *2%*	2 *1%*	27 *2%*	34 *3%*	34 *3%*	43 *3%*	40 *3%*	24 *3%*	11 *2%*	18 **6%zhi**	11 **6%zi**	14 *3%*	11 *3%*	5 *5%*	5 *1%*	4 *2%*	2 *3%*	57 *3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 845

Q.58-Q.61 Summary of 'Dissatisfied'

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Q.58 See on television nowadays?	347	21	20	14	13	194	161	93	200	49	118	25	26	163	238	68	353
	16%fmn	**26%z**	*21%*	*27%*	*27%*	**21%z**	*13%*	**27%zf**	*15%*	*21%*	**18%m**	*18%*	**27%zm**	*13%*	*14%*	**30%zn**	*16%*
Q.59 See on BBC television?	261	14	11	7	10	141	124	83	155	33	82	29	21	115	186	55	269
	12%fmn	*17%*	*11%*	*13%*	*20%*	**16%z**	*10%*	**24%zf**	*11%*	*14%*	*13%*	**21%zjm**	**22%zm**	*9%*	*11%*	**24%zn**	*12%*
Q.60 Hear on the radio?	70	8	7	1	4	39	37	20	39	13	22	7	5	33	50	15	85
	3%	**10%z**	*8%*	*2%*	*8%*	*4%*	*3%*	**6%z**	*3%*	*6%*	*3%*	*5%*	*6%*	*3%*	*3%*	**6%zn**	*4%*
Q.61 Hear on BBC radio	61	7	2	1	2	29	31	21	32	14	19	5	6	30	48	12	74
	3%	**9%z**	*3%*	*2%*	*4%*	*3%*	*2%*	**6%zf**	*2%*	**6%zh**	*3%*	*4%*	*6%*	*2%*	*3%*	*5%*	*3%*
Q.60 Hear on the radio? [Radio listeners]	58	8	7	1	4	32	28	19	30	13	19	7	5	26	44	13	64
	3%	**10%z**	**8%z**	*2%*	**8%z**	*4%*	*2%*	**5%zf**	*2%*	**6%h**	*3%*	*5%*	*6%*	*2%*	*3%*	**6%zn**	*3%*
Q.61 Hear on BBC radio? [Radio listeners]	54	7	2	1	2	25	27	19	28	13	17	5	6	25	44	10	57
	2%	**9%z**	*3%*	*2%*	*4%*	*3%*	*2%*	**5%zf**	*2%*	**6%zh**	*3%*	*4%*	*6%*	*2%*	*3%*	*5%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 846

Q.58-Q.61 Summary of 'Dissatisfied'

Base : UK Adults Aged 16+

		Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
	Wtd. Total (z)	Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Q.58 See on television nowadays?	347	222	54	177	139	151	147	259	44	194	105	298	24	204	95	234	47	353
	16%acfhnp	*14%*	*20%*	*13%*	**25%zc**	**26%zf**	*12%*	**20%zh**	*9%*	*15%*	**21%zi**	**17%z**	*11%*	**25%zn**	*11%*	**19%zp**	*9%*	*16%*
Q.59 See on BBC television?	261	182	40	135	106	115	107	191	36	134	92	218	18	177	58	174	40	269
	12%cfhinp	*12%*	*15%*	*10%*	**19%zc**	**20%zf**	*9%*	**15%zh**	*7%*	*10%*	**18%zi**	*12%*	*9%*	**22%zn**	*6%*	**14%zp**	*8%*	*12%*
Q.60 Hear on the radio?	70	46	14	35	29	27	27	51	11	33	28	58	5	45	16	53	5	85
	3%fnp	*3%*	*5%*	*3%*	**5%zc**	**5%f**	*2%*	*4%*	*2%*	*2%*	**5%zi**	*3%*	*2%*	**6%zn**	*2%*	**4%zp**	*1%*	*4%*
Q.61 Hear on BBC radio	61	44	13	34	21	27	22	46	8	31	21	49	6	40	15	46	5	74
	3%fp	*3%*	*5%*	*2%*	*4%*	**5%zf**	*2%*	*4%*	*2%*	*2%*	*4%*	*3%*	*3%*	**5%zn**	*2%*	**4%zp**	*1%*	*3%*
Q.60 Hear on the radio? [Radio listeners]	58	39	13	30	25	23	20	45	7	29	23	48	3	39	13	46	5	64
	3%fnp	*3%*	*5%*	*2%*	**4%zc**	**4%f**	*2%*	**3%z**	*1%*	*2%*	**5%zi**	*3%*	*2%*	**5%zn**	*1%*	**4%zp**	*1%*	*3%*
Q.61 Hear on BBC radio? [Radio listeners]	54	39	13	33	18	23	20	41	7	30	17	45	5	37	12	42	5	57
	2%fnp	*3%*	**5%z**	*2%*	*3%*	**4%zf**	*2%*	*3%*	*1%*	*2%*	*3%*	*3%*	*2%*	**4%zn**	*1%*	**3%zp**	*1%*	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 847

Q.58-Q.61 Summary of 'Dissatisfied'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Q.58 See on television nowadays?	347	-	347	94	193	172	40	167	35	206	63	240	60	213	77	353
	16%aceg	-	**100%za**	*6%*	**74%zc**	*12%*	**56%ze**	*12%*	**58%zg**	**19%zj**	*14%*	*15%*	**24%zk**	*15%*	**24%zm**	*16%*
Q.59 See on BBC television?	261	34	193	-	261	110	46	100	41	169	40	186	40	176	57	269
	12%acegj	*2%*	**56%za**	-	**100%zc**	*8%*	**65%ze**	*7%*	**66%zg**	**16%zj**	*9%*	*12%*	*16%*	*12%*	**18%zm**	*12%*
Q.60 Hear on the radio?	70	13	40	14	46	-	70	8	47	33	14	49	9	40	20	85
	3%aceg	*1%*	**11%za**	*1%*	**18%zc**	-	**100%ze**	*1%*	**77%zg**	*3%*	*3%*	*3%*	*4%*	*3%*	**6%zm**	*4%*
Q.61 Hear on BBC radio	61	13	35	10	41	10	47	-	61	27	10	44	7	35	20	74
	3%aceg	*1%*	**10%za**	*1%*	**16%zc**	*1%*	**67%ze**	-	**100%zg**	*2%*	*2%*	*3%*	*3%*	*2%*	**6%zm**	*3%*
Q.60 Hear on the radio? [Radio listeners]	58	11	32	11	37	-	58	7	42	28	13	39	9	32	19	64
	3%aceg	*1%*	**9%za**	*1%*	**14%zc**	-	**83%ze**	*	**68%zg**	*3%*	*3%*	*2%*	*4%*	*2%*	**6%zm**	*3%*
Q.61 Hear on BBC radio? [Radio listeners]	54	12	29	10	34	9	42	-	54	23	10	39	6	31	19	57
	2%aceg	*1%*	**8%za**	*1%*	**13%zc**	*1%*	**59%ze**	-	**88%zg**	*2%*	*2%*	*2%*	*2%*	*2%*	**6%zm**	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 848

Q.58-Q.61 Summary of 'Dissatisfied'

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Q.58 See on television nowadays?	347	289	224	306	242	181	311	339	6	51	99	198	161	259	84	353
	16%i	*16%*	*17%*	*16%*	*15%*	*15%*	*15%*	*16%*	*9%*	*10%*	**18%ik**	**15%i**	**17%i**	**15%i**	**17%i**	*16%*
Q.59 See on BBC television?	261	186	133	201	184	129	233	251	8	36	52	135	113	190	68	269
	12%abcik	*10%*	*10%*	*11%*	**12%a**	*11%*	**12%abc**	**12%abc**	*12%*	*7%*	*9%*	*10%*	**12%i**	**11%ik**	**14%i**	*12%*
Q.60 Hear on the radio?	70	46	40	50	36	29	55	60	9	13	14	48	30	58	11	85
	3%acdfg	*3%*	*3%*	*3%*	*2%*	*2%*	**3%d**	**3%d**	*13%*	*3%*	*2%*	*4%*	*3%*	*3%*	*2%*	*4%*
Q.61 Hear on BBC radio	61	39	38	46	32	30	49	51	8	12	13	46	31	54	6	74
	3%acdfg	*2%*	*3%*	**2%a**	*2%*	*2%*	*2%*	*2%*	*13%*	*2%*	*2%*	*3%*	*3%*	*3%*	*1%*	*3%*
Q.60 Hear on the radio? [Radio listeners]	58	42	37	46	31	25	45	50	7	13	14	48	30	58	-	64
	3%dfgn	*2%*	**3%d**	*2%*	*2%*	*2%*	*2%*	*2%*	*11%*	**3%n**	**2%n**	**4%zn**	**3%n**	**3%zn**	-	*3%*
Q.61 Hear on BBC radio? [Radio listeners]	54	37	36	44	31	25	43	46	7	12	13	46	31	54	-	57
	2%adfgn	*2%*	*3%*	**2%a**	*2%*	*2%*	*2%*	*2%*	*11%*	**2%n**	**2%n**	**3%zn**	**3%n**	**3%zn**	-	*3%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 849

Q.58-Q.61 Summary of Means

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Q.61 Hear on BBC radio	**3.93c**	3.95	3.90	3.79	3.94	**4.00c**	3.93	3.89	3.96	**4.04c**	3.86	**3.96zc**	1.00	3.95	3.96	3.92	3.93	3.88
Q.60 Hear on the radio?	**3.92c**	3.94	3.89	3.75	**3.98cj**	**3.98c**	**3.92c**	3.85	**3.99c**	**4.01c**	**3.86c**	**3.94c**	1.00	3.93	3.94	3.97	3.91	3.87
Q.59 See on BBC television?	**3.71hkn**	3.73	3.69	**3.85zfghik**	**3.85zfhik**	**3.75hk**	3.64	3.68	3.50	3.59	**3.85zfghik**	**3.65h**	0.99	3.70	3.67	3.55	**3.75zn**	3.68
Q.58 See on television nowadays?	**3.55hkl**	3.54	3.56	**3.75zefghik**	**3.70zfghik**	**3.58hk**	3.48	3.48	3.29	3.46	**3.72zefghik**	**3.47h**	0.99	3.49	3.54	3.45	3.57	3.54
Q.60 Hear on the radio? [Radio listeners]	**3.97c**	4.00	3.94	3.84	**4.04cj**	**4.05cg**	3.95	3.89	4.01	**4.07c**	**3.94c**	**3.99c**	1.00	3.98	3.98	4.04	3.96	3.95
Q.61 Hear on BBC radio? [Radio listeners]	**3.98c**	4.00	3.94	3.85	3.98	**4.06cj**	3.96	3.93	3.99	**4.10c**	3.92	**4.00c**	1.00	4.00	4.00	3.99	3.97	3.96

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 850

Q.58-Q.61 Summary of Means

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Q.61 Hear on BBC radio	**3.93ce**	**3.96zcef**	3.86	3.53	3.82	**3.70c**	**3.95zce**	**3.94l**	3.54	3.49	3.98	3.65	3.91	4.03	3.91	3.92	3.84	3.94	3.92	3.88
Q.60 Hear on the radio?	**3.92ce**	**3.96zcef**	3.85	3.49	3.49	3.56	**3.95zce**	**3.93l**	3.38	3.56	4.12	3.71	3.91	4.02	3.90	3.92	3.82	3.93	3.91	3.87
Q.59 See on BBC television?	**3.71gl**	**3.73z**	3.68	3.69	3.59	3.66	**3.72z**	3.68	3.58	3.79	3.32	3.57	3.67	3.74	3.69	3.75	3.56	3.70	3.71	3.68
Q.58 See on television nowadays?	**3.55hl**	**3.57z**	3.52	3.39	3.24	3.38	**3.57z**	**3.53l**	3.25	3.41	3.15	3.41	3.51	3.64	3.51	3.58	3.53	3.59	3.53	3.54
Q.60 Hear on the radio? [Radio listeners]	**3.97**	**4.00z**	3.83	3.54	3.34	3.55	4.00	**3.97l**	3.29	3.70	4.12	3.69	3.96	4.08	3.94	3.97	3.94	3.99	3.96	3.95
Q.61 Hear on BBC radio? [Radio listeners]	**3.98**	**4.00z**	3.85	3.65	3.71	3.73	3.99	**3.98l**	3.47	3.72	3.98	3.60	3.96	4.08	3.95	3.97	3.93	3.99	3.97	3.96

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 851

Q.58-Q.61 Summary of Means

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Q.61 Hear on BBC radio	**3.93f**	3.86	3.99	3.96	**3.98z**	**3.97zf**	3.87	3.92	3.95	3.91	3.86	3.95	3.90	3.88	3.94	**3.98z**	3.96	3.88
Q.60 Hear on the radio?	3.92	3.85	**3.99za**	3.89	3.95	3.95	3.87	3.93	3.95	3.90	3.88	3.93	3.89	3.81	**3.95z**	**3.96z**	3.93	3.87
Q.59 See on BBC television?	**3.71ajl**	3.59	**3.74a**	**3.75a**	**3.74a**	3.74	3.67	**3.77zf**	**3.78zj**	3.72	3.59	**3.78zl**	3.62	3.61	3.72	3.74	**3.87z**	3.68
Q.58 See on television nowadays?	**3.55jl**	3.45	**3.62a**	3.50	3.57	3.54	3.56	3.58	**3.66zij**	3.46	3.43	**3.63zl**	3.46	3.44	3.57	3.54	**3.71z**	3.54
Q.60 Hear on the radio? [Radio listeners]	3.97	3.90	4.03	3.95	4.00	3.99	3.94	3.98	4.00	3.97	3.91	3.99	3.94	3.97	3.99	4.00	3.96	3.95
Q.61 Hear on BBC radio? [Radio listeners]	3.98	3.90	4.03	4.02	**4.02z**	4.01	3.92	3.96	4.00	3.98	3.90	4.00	3.94	4.02	3.98	**4.02z**	3.99	3.96

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 852

Q.58-Q.61 Summary of Means

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Q.61 Hear on BBC radio	**3.93m**	3.93	**4.11zadefgi**	3.97	3.78	3.79	3.91	3.86	3.96	3.92	**4.04zkl**	3.95	3.88	3.86	3.92	3.93	3.94	3.88
Q.60 Hear on the radio?	**3.92em**	**3.91e**	**4.12zadefghi**	**4.00e**	3.83	3.71	**3.88e**	**3.84e**	**3.96e**	**3.90e**	**3.99z**	3.90	3.91	3.83	3.92	3.91	3.96	3.87
Q.59 See on BBC television?	**3.71m**	3.72	3.76	3.74	3.57	3.69	3.72	3.69	3.73	3.71	3.69	3.70	3.72	3.59	3.66	3.71	**3.84zn**	3.68
Q.58 See on television nowadays?	**3.55jmn**	3.56	**3.64d**	3.53	3.41	3.50	3.54	3.51	3.56	3.58	3.45	3.50	**3.61jk**	3.40	3.44	**3.59n**	**3.68n**	3.54
Q.60 Hear on the radio? [Radio listeners]	**3.97m**	3.97	**4.13zaefgi**	**4.10e**	3.89	3.85	3.95	3.92	4.02	3.94	**4.03k**	3.93	3.95	3.87	3.96	3.97	4.01	3.95
Q.61 Hear on BBC radio? [Radio listeners]	**3.98m**	3.97	**4.12zgi**	4.04	3.87	3.93	3.97	3.93	4.02	3.93	**4.09zkl**	3.98	3.93	3.90	3.97	3.98	3.98	3.96

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 853

Q.58-Q.61 Summary of Means

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Q.61 Hear on BBC radio	**3.93fjn**	4.01	3.96	3.94	3.94	3.90	3.90	**3.91f**	**3.93j**	**3.98jk**	3.78	3.81	**3.91n**	3.82	3.68	4.01	4.03	4.05	3.88
Q.60 Hear on the radio?	**3.92fjkmn**	3.99	3.92	3.94	3.92	3.88	3.88	3.89	**3.89jk**	**3.91jk**	3.68	3.71	**3.87n**	3.81	3.64	3.90	3.95	3.88	3.87
Q.59 See on BBC television?	**3.71adefgh ilmnopq**	3.56	3.68	**3.69a**	3.58	3.56	**3.64de**	**3.64de**	3.55	3.61	3.63	3.56	3.49	3.44	3.30	3.55	3.55	3.42	3.68
Q.58 See on television nowadays?	**3.55acdefg hijklmnop**	3.24	3.36	**3.46a**	3.35	3.36	**3.47de**	**3.47de**	3.31	3.38	3.38	3.37	**3.26n**	3.20	3.00	3.31	3.34	3.31	3.54
Q.60 Hear on the radio? [Radio listeners]	**3.97efgjk**	4.01	3.95	3.98	3.95	3.92	3.93	3.93	**3.94jk**	**3.94jk**	3.72	3.72	3.90	3.86	3.75	3.93	3.98	3.88	3.95
Q.61 Hear on BBC radio? [Radio listeners]	**3.98fjk**	4.02	4.00	3.97	3.97	3.94	3.94	3.96	**3.96j**	**4.02jk**	3.80	3.82	3.93	3.87	3.77	4.02	4.08	4.11	3.96

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 854

Q.58-Q.61 Summary of Means

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Q.61 Hear on BBC radio	**3.93k**	3.75	3.96	3.98	3.89	3.92	3.94	3.85	3.95	3.78	3.91	3.72	3.70	**3.99zk**	**3.97zo**	3.80	3.88
Q.60 Hear on the radio?	**3.92a**	3.68	3.80	3.91	3.74	3.90	**3.96z**	3.83	3.94	3.81	3.87	3.74	3.76	**3.99zjk**	**3.97zo**	3.79	3.87
Q.59 See on BBC television?	**3.71egklo**	3.59	3.77	3.71	3.57	3.60	**3.79zg**	3.42	3.73	3.66	**3.68kl**	3.45	3.32	**3.80zjkl**	**3.76zo**	3.38	3.68
Q.58 See on television nowadays?	**3.55egjlo**	3.37	3.39	3.39	3.24	3.38	**3.65zg**	3.26	3.58	3.40	**3.45l**	3.43	3.08	**3.65zjkl**	**3.61zo**	3.16	3.54
Q.60 Hear on the radio? [Radio listeners]	**3.97a**	3.69	3.82	3.92	3.74	3.94	4.00	3.88	3.99	3.83	3.92	3.82	3.78	**4.04zjk**	**4.01z**	3.87	3.95
Q.61 Hear on BBC radio? [Radio listeners]	**3.98i**	3.77	3.98	3.98	3.90	3.96	3.98	3.91	3.99	3.81	3.95	3.78	3.71	**4.04zk**	**4.01z**	3.88	3.96

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 855

Q.58-Q.61 Summary of Means

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
		Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Q.61 Hear on BBC radio	**3.93bejm**	**3.96zb**	3.79	**3.97z**	3.90	3.83	**4.00ze**	3.90	**4.05zg**	**4.00zj**	3.80	3.95	3.90	3.81	**4.04zm**	3.89	**4.10zo**	3.88
Q.60 Hear on the radio?	**3.92bejm**	**3.96zb**	3.77	3.94	3.93	3.81	**4.00ze**	3.89	**4.03zg**	**3.98zj**	3.82	3.94	3.92	3.83	**4.02zm**	3.88	**4.09zo**	3.87
Q.59 See on BBC television?	**3.71bdegjmo**	**3.74zb**	3.58	**3.78zd**	3.53	3.47	**3.83ze**	3.60	**3.94zg**	**3.80zj**	3.56	3.70	**3.86z**	3.40	**3.95zm**	3.65	**3.89zo**	3.68
Q.58 See on television nowadays?	**3.55bdegjkmo**	**3.60zb**	3.41	**3.65zd**	3.29	3.27	**3.69ze**	3.43	**3.83zg**	**3.60zj**	3.45	3.52	**3.72zk**	3.32	**3.72zm**	3.45	**3.78zo**	3.54
Q.60 Hear on the radio? [Radio listeners]	**3.97em**	**4.00b**	3.85	3.99	4.00	3.85	**4.05ze**	3.94	**4.09zg**	**4.03zj**	3.89	3.99	3.97	3.88	**4.07zm**	3.93	**4.12zo**	3.95
Q.61 Hear on BBC radio? [Radio listeners]	**3.98ejmo**	4.00	3.87	4.01	3.96	3.86	**4.05ze**	3.94	**4.10zg**	**4.04zj**	3.88	4.00	3.95	3.85	**4.09zm**	3.93	**4.12zo**	3.96

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 856

Q.58-Q.61 Summary of Means

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Q.61 Hear on BBC radio	**3.93bdfhn**	**4.08zb**	3.58	**4.10zd**	3.30	**4.21zf**	2.11	**4.26zh**	1.70	3.90	4.01	3.94	3.89	**3.96zn**	3.76	3.88
Q.60 Hear on the radio?	**3.92bdfhn**	**4.08zb**	3.55	**4.09zd**	3.31	**4.24zf**	1.82	**4.17zh**	2.20	3.88	3.97	3.93	3.84	**3.95n**	3.75	3.87
Q.59 See on BBC television?	**3.71bdfhin**	**4.05zb**	2.60	**4.14zd**	1.79	**3.89zf**	2.38	**3.91zh**	2.27	3.61	**3.83zi**	3.73	3.61	**3.72n**	3.53	3.68
Q.58 See on television nowadays?	**3.55bdfhiln**	**4.10zb**	1.76	**3.86zd**	2.18	**3.70zf**	2.42	**3.69zh**	2.42	3.47	**3.64i**	**3.59zl**	3.29	**3.59zn**	3.32	3.54
Q.60 Hear on the radio? [Radio listeners]	**3.97bdfhn**	**4.13zb**	3.64	**4.13zd**	3.39	**4.25zf**	1.82	**4.19zh**	2.23	3.94	4.00	3.98	3.90	**4.01zn**	3.78	3.95
Q.61 Hear on BBC radio? [Radio listeners]	**3.98bdfhn**	**4.12zb**	3.67	**4.14zd**	3.38	**4.22zf**	2.11	**4.27zh**	1.68	3.95	4.03	3.98	3.94	**4.02zn**	3.80	3.96

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 857

Q.58-Q.61 Summary of Means

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Q.61 Hear on BBC radio	**3.93n**	**3.98zcfg**	**4.02zacdefg**	**3.97zg**	3.95	**3.97z**	**3.95z**	**3.95z**	3.35	**3.96n**	**4.12ziklmn**	**4.02zlmn**	**3.96n**	**3.98zn**	3.51	3.88
Q.60 Hear on the radio?	**3.92n**	**3.96zg**	**3.99zcfg**	**3.95zg**	**3.96z**	**3.97z**	**3.94z**	**3.94z**	3.36	**3.94n**	**4.07ziklmn**	**4.00zmn**	**3.97zn**	**3.97zn**	3.47	3.87
Q.59 See on BBC television?	**3.71n**	**3.78zcdfg**	**3.80zcdefg**	**3.77zdfg**	3.73	**3.76z**	3.72	**3.72z**	3.29	**3.86zlmn**	**3.82zlmn**	**3.79zlmn**	3.72	**3.74zn**	3.60	3.68
Q.58 See on television nowadays?	3.55	3.57	3.55	3.56	**3.59zg**	3.59	**3.57zg**	3.55	3.52	**3.71zjklmn**	3.54	3.58	3.54	3.56	3.51	3.54
Q.60 Hear on the radio? [Radio listeners]	3.97	**4.00z**	**4.02zg**	**3.99z**	4.00	**4.01z**	**3.99z**	**3.99z**	3.24	3.94	**4.07ziklm**	**4.00zm**	3.97	3.97	-	3.95
Q.61 Hear on BBC radio? [Radio listeners]	3.98	**4.02zcdfg**	**4.04zcdfg**	**4.00z**	3.99	4.02	**3.99z**	**3.99z**	3.22	3.96	**4.12ziklm**	**4.02zlm**	3.96	3.98	-	3.96

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 858

Q.58-Q.61 Summary of 'Net Satisfied'

Base : UK Adults Aged 16+

		Gender		Age										Marital Status		Disability		
	Wtd. Total (z)	Male (a)	Female (b)	16-24 years (c)	25-34 years (d)	35-44 years (e)	45-54 years (f)	55-64 years (g)	65-74 years (h)	75+ years (i)	Up to 34 (j)	35 years and over (k)	Mean Age	Married/ Living as (l)	Widowed/ Divorced/ Separated (m)	Yes (n)	No (o)	Unwtd. Total
Unweighted Total	2206	1068	1138	343	382	440	377	254	231	178	725	1480	45.27	1349	307	403	1803	2206
Weighted Total	2206	1072	1134	330	350	406	359	324	245	191	680	1525	46.52	1353	318	406	1800	2206
Q.59 See on BBC television?	1371	671	700	237	246	267	205	197	121	99	483	889	-6.94	832	182	212	1158	1278
	62%hikn	*63%*	*62%*	**72%zfghik**	**70%zfhik**	**66%hik**	*57%*	**61%h**	*49%*	*52%*	**71%zfghik**	**58%h**		*62%*	*57%*	*52%*	**64%zn**	*58%*
Q.60 Hear on the radio?	1339	699	639	175	229	271	230	189	148	95	404	934	0.20	873	162	229	1109	1226
	61%bcim	**65%zb**	*56%*	*53%*	**66%cij**	**67%zcik**	**64%ci**	*58%*	*60%*	*50%*	**59%c**	**61%ci**		**64%zm**	*51%*	*57%*	*62%*	*56%*
Q.61 Hear on BBC radio	1273	664	609	177	212	253	220	183	135	94	389	885	-3.10	815	163	198	1075	1145
	58%bimn	**62%zb**	*54%*	*54%*	**61%i**	**62%i**	**61%i**	*57%*	*55%*	*49%*	*57%*	**58%i**		**60%zm**	*51%*	*49%*	**60%zn**	*52%*
Q.58 See on television nowadays?	1146	540	606	223	217	222	167	151	83	84	440	708	-7.03	640	168	194	953	1079
	52%hkl	*50%*	*53%*	**67%zefghik**	**62%zfghik**	**55%hik**	**46%h**	**47%h**	*34%*	*44%*	**65%zefghik**	**46%h**		*47%*	*53%*	*48%*	*53%*	*49%*
Q.60 Hear on the radio? [Radio listeners]	1247	661	586	167	201	260	214	177	141	87	368	880	-1.72	820	152	217	1030	1120
	57%bim	**62%zb**	*52%*	*51%*	**57%i**	**64%zcijk**	**60%i**	*55%*	**58%i**	*46%*	*54%*	**58%i**		**61%zm**	*48%*	*54%*	*57%*	*51%*
Q.61 Hear on BBC radio? [Radio listeners]	1179	625	555	162	184	240	206	171	129	86	347	833	-3.25	763	153	187	993	1041
	53%bin	**58%zb**	*49%*	*49%*	*53%*	**59%ci**	**57%i**	*53%*	*53%*	*45%*	*51%*	**55%i**		**56%zm**	*48%*	*46%*	**55%zn**	*47%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k - z/l/m - z/n/o
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 859

Q.58-Q.61 Summary of 'Net Satisfied'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Ethnicity						Religion						Number in Household				Children in Household		Unwtd. Total
		White British (a)	Black (b)	Asian (c)	Other BME (d)	BME (e)	White (f)	Christian (g)	Muslim (h)	Hindu/ Sikh (i)	Jewish (j)	Other (k)	Any religion (l)	1 (m)	2-3 (n)	4-5 (o)	6 or more (p)	Yes (q)	No (r)	
Unweighted Total	**2206**	1545	135	384	18	537	1665	1368	247	149	60	38	1862	325	1037	671	146	850	1316	2206
Weighted Total	**2206**	1868	51**	107*	62**	220*	1982	1632	62*	40**	12**	46**	1792	375	1160	584	69*	717	1456	2206
Q.59 See on BBC television?	**1371**	1185	32	63	30	125	1246	989	33	25	5	25	1077	240	694	388	35	438	914	1278
	62%gl	**63%z**	*62%*	*59%*	*49%*	*57%*	**63%z**	*61%*	*53%*	*63%*	*45%*	*54%*	*60%*	*64%*	*60%*	**67%znp**	*50%*	*61%*	*63%*	*58%*
Q.60 Hear on the radio?	**1339**	1210	23	28	20	72	1265	1020	13	14	10	24	1081	212	715	368	36	446	871	1226
	61%ceh	**65%zcef**	*46%*	*27%*	*33%*	**33%c**	**64%zce**	**63%zhl**	*21%*	*34%*	*83%*	*51%*	**60%h**	*57%*	*62%*	*63%*	*53%*	*62%*	*60%*	*56%*
Q.61 Hear on BBC radio	**1273**	1129	23	30	40	93	1178	958	18	11	8	22	1017	213	674	342	33	418	830	1145
	58%ceh	**60%zcef**	*46%*	*28%*	*65%*	**43%c**	**59%zce**	**59%hl**	*29%*	*27%*	*67%*	*48%*	**57%h**	*57%*	*58%*	*59%*	*47%*	*58%*	*57%*	*52%*
Q.58 See on television nowadays?	**1146**	994	30	44	20	94	1048	832	20	18	4	18	892	223	561	321	33	394	740	1079
	52%hln	**53%z**	*58%*	*42%*	*32%*	*43%*	**53%z**	**51%hl**	*33%*	*46%*	*37%*	*38%*	**50%h**	**60%zn**	*48%*	**55%n**	*48%*	*55%*	*51%*	*49%*
Q.60 Hear on the radio? [Radio listeners]	**1247**	1154	20	13	8	42	1205	977	4	8	10	15	1014	193	669	350	33	428	806	1120
	57%ceh	**62%zcef**	*40%*	*12%*	*14%*	**19%c**	**61%zce**	**60%zhl**	*7%*	*21%*	*83%*	*32%*	**57%h**	*52%*	*58%*	**60%m**	*47%*	*60%*	*55%*	*51%*
Q.61 Hear on BBC radio? [Radio listeners]	**1179**	1076	20	16	23	59	1120	916	7	8	8	13	951	195	628	325	28	397	769	1041
	53%ceh	**58%zcef**	*40%*	*15%*	*38%*	**27%c**	**56%zce**	**56%zhl**	*11%*	*19%*	*67%*	*28%*	**53%h**	*52%*	*54%*	*56%*	*41%*	*55%*	*53%*	*47%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j/k/l - z/m/n/o/p - z/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BBC Media Review - Adult Survey
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Table 860

Q.58-Q.61 Summary of 'Net Satisfied'

Base : UK Adults Aged 16+

		Annual Income				Social Grade			Education			Working Status		Q.67 Technology			Q.70 Social networks	
	Wtd. Total (z)	Up to £15,499 (a)	£15,500-£39,999 (b)	Over £39,999 (c)	Over £15,499 (d)	ABC1 (e)	C2DE (f)	C1C2 (g)	Up to A-Level/ equivalent (h)	Bachelor Degree/ equivalent or higher (i)	No formal qualifi cations (j)	Working full/part-time (k)	Not working (l)	Only Tradi tional TV channels (m)	Multi-channel (n)	Internet access (o)	Regularly (p)	Unwtd. Total
Unweighted Total	2206	514	601	338	939	1084	1122	1094	1014	489	526	1110	1090	166	1660	1242	323	2206
Weighted Total	2206	470	636	417	1053	1204	1002	1099	1021	542	461	1213	989	155*	1666	1356	370	2206
Q.59 See on BBC television?	1371 **62%ajl**	248 *53%*	397 **62%a**	268 **64%a**	665 **63%a**	775 *64%*	596 *59%*	738 **67%zf**	693 **68%zj**	336 **62%j**	244 *53%*	831 **68%zl**	539 *55%*	83 *54%*	1054 *63%*	870 **64%m**	263 **71%z**	1278 *58%*
Q.60 Hear on the radio?	1339 **61%afjlm**	246 *52%*	428 **67%za**	269 **65%a**	698 **66%za**	783 **65%zf**	556 *55%*	690 **63%f**	684 **67%zj**	327 **60%j**	226 *49%*	792 **65%zl**	545 *55%*	68 *44%*	1051 **63%zm**	907 **67%zmn**	247 *67%*	1226 *56%*
Q.61 Hear on BBC radio	1273 **58%afjlm**	235 *50%*	388 **61%a**	279 **67%za**	668 **63%za**	746 **62%zf**	527 *53%*	644 **59%f**	643 **63%zj**	323 **60%j**	205 *44%*	751 **62%zl**	522 *53%*	71 *46%*	990 **59%zm**	866 **64%zmn**	241 **65%z**	1145 *52%*
Q.58 See on television nowadays?	1146 **52%ijl**	222 *47%*	354 **56%acd**	195 *47%*	550 **52%c**	612 *51%*	535 *53%*	598 **54%e**	608 **60%zij**	243 *45%*	205 *45%*	701 **58%zl**	445 *45%*	67 *43%*	892 **54%zo**	691 *51%*	236 **64%z**	1079 *49%*
Q.60 Hear on the radio? [Radio listeners]	1247 **57%afjlm**	212 *45%*	419 **66%za**	265 **64%za**	684 **65%za**	736 **61%zf**	512 *51%*	651 **59%zf**	655 **64%zij**	304 **56%j**	191 *41%*	756 **62%zl**	490 *50%*	63 *41%*	982 **59%zm**	866 **64%zmn**	239 **64%z**	1120 *51%*
Q.61 Hear on BBC radio? [Radio listeners]	1179 **53%afjlm**	201 *43%*	377 **59%za**	274 **66%za**	651 **62%za**	701 **58%zfg**	479 *48%*	599 **54%f**	609 **60%zj**	303 **56%j**	176 *38%*	711 **59%zl**	467 *47%*	64 *41%*	922 **55%zm**	823 **61%zmn**	230 **62%z**	1041 *47%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g - z/h/i/j - z/k/l - z/m/n/o - z/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
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Table 861

Q.58-Q.61 Summary of 'Net Satisfied'

Base : UK Adults Aged 16+

		Region									Q.62 Readership			Q.93 Importance of Religion	Q.94 Personal swearing			
	Wtd. Total (z)	England (a)	Wales (b)	Northern Ireland (c)	Scotland (d)	London (e)	South (f)	London/SE (g)	Midlands/ East (h)	North (i)	Quality (j)	Middle Market Tabloid (k)	Redtop/ Popular (l)	Important (m)	Never/ hardly ever use strong swear words (n)	Sometimes use strong swear words (o)	Often use strong swear words (p)	Unwtd. Total
Unweighted Total	2206	1719	181	152	154	396	723	593	492	504	508	688	731	1155	840	1018	243	2206
Weighted Total	2206	1848	108	64	186	274	760	574	559	529	586	699	737	926	773	1114	268	2206
Q.59 See on BBC television?	1371	1180	66	37	87	175	491	361	354	334	353	434	461	497	461	701	180	1278
	62%dm	**64%zd**	**61%d**	*58%*	*47%*	**64%d**	**65%d**	**63%d**	**63%d**	**63%d**	*60%*	*62%*	*63%*	*54%*	*60%*	*63%*	*67%*	*58%*
Q.60 Hear on the radio?	1339	1140	68	38	93	130	457	333	368	315	418	427	438	490	438	703	175	1226
	61%demn	**62%de**	**63%de**	*59%*	*50%*	*47%*	**60%de**	**58%e**	**66%zde**	**60%e**	**71%zkl**	*61%*	*59%*	*53%*	*57%*	**63%n**	*65%*	*56%*
Q.61 Hear on BBC radio	1273	1091	65	35	83	143	452	332	342	296	424	420	397	487	415	670	162	1145
	58%dlmn	**59%d**	**60%d**	*54%*	*44%*	*52%*	**59%de**	**58%d**	**61%d**	**56%d**	**72%zkl**	**60%l**	*54%*	*53%*	*54%*	**60%n**	*61%*	*52%*
Q.58 See on television nowadays?	1146	976	62	29	80	134	393	282	284	298	247	331	431	386	342	624	153	1079
	52%djkmn	**53%d**	**57%cd**	*45%*	*43%*	*49%*	*52%*	*49%*	*51%*	**56%cd**	*42%*	*47%*	**58%zjk**	*42%*	*44%*	**56%zn**	**57%n**	*49%*
Q.60 Hear on the radio? [Radio listeners]	1247	1069	60	34	84	115	434	314	341	294	401	394	410	448	407	657	161	1120
	57%demn	**58%de**	**56%e**	*54%*	*45%*	*42%*	**57%de**	**55%e**	**61%de**	**56%de**	**68%zkl**	*56%*	*56%*	*48%*	*53%*	**59%n**	*60%*	*51%*
Q.61 Hear on BBC radio? [Radio listeners]	1179	1011	59	31	78	123	423	307	315	273	408	388	374	443	386	621	149	1041
	53%demn	**55%de**	**55%d**	*48%*	*42%*	*45%*	**56%de**	**54%de**	**56%de**	*52%*	**70%zkl**	*56%*	*51%*	*48%*	*50%*	*56%*	*56%*	*47%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k/l - z/m - z/n/o/p
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 862

Q.58-Q.61 Summary of 'Net Satisfied'

Base : UK Adults Aged 16+

		Q.8 Feel concerned about			TV/Radio general assessment - relating to morality, values and standards of behaviour				TV/Radio observations in last 12 months - relating to morality, values and standards of behaviour				Q.29 What made you think it should not be broadcast? - TV item			Q.32 What didn't approve of on TV			
	Wtd. Total (z)	Programmes on TV/ Radio (a)	The internet (b)	Behaviour in society generally (c)	Q.10 TV/ Radio programmes getting worse (d)	Q.11 See/ Hear offensive things on TV (e)	Q.13-Q.16 Concerned about swearing/ sexual content on TV/Radio (f)	Q.13-Q.14 Concerned about swearing on TV/ Radio (g)	Q.27 Seen/ Heard something on TV which should not have been broadcast (h)	Q.30 Seen/ Heard something on TV which did not approve of (i)	Q.33 Heard something on the radio which should not have been broadcast (j)	Q.36 Heard something on the radio which did not approve of (k)	Strong language/ swearing (l)	Sexual content (m)	Nudity (n)	Strong language/ swearing (o)	Sexual content (p)	Nudity (q)	Unwtd. Total
Unweighted Total	2206	303	152	985	1037	1128	1696	1560	902	650	271	184	486	413	170	305	233	103	2206
Weighted Total	2206	308	147*	1105	1060	1098	1646	1502	893	687	296	181	474	358	106*	313	201	64*	2206
Q.59 See on BBC television?	1371 **62%adefghi klmnopq**	164 *53%*	93 *63%*	672 **61%a**	564 *53%*	593 *54%*	957 **58%de**	869 **58%de**	467 *52%*	389 *57%*	165 *56%*	96 *53%*	234 **49%mn**	151 **42%n**	26 *25%*	162 *52%*	105 *52%*	27 *42%*	1278 *58%*
Q.60 Hear on the radio?	1339 **61%efgmn**	199 *65%*	108 **73%zc**	685 *62%*	656 **62%efg**	638 *58%*	948 *58%*	877 *58%*	514 *58%*	426 **62%h**	169 *57%*	114 *63%*	278 **59%n**	190 **53%n**	40 *38%*	179 *57%*	120 *59%*	32 *50%*	1226 *56%*
Q.61 Hear on BBC radio	1273 **58%fn**	197 *64%*	106 **72%zc**	635 *57%*	634 **60%efg**	614 *56%*	911 *55%*	845 *56%*	508 *57%*	438 **64%zh**	184 *62%*	124 **69%zh**	268 **57%n**	186 **52%n**	42 *40%*	191 *61%*	126 *62%*	32 *49%*	1145 *52%*
Q.58 See on television nowadays?	1146 **52%abcdefg hijklmnopq**	86 *28%*	54 *37%*	481 **44%a**	382 *36%*	414 *38%*	768 **47%de**	691 **46%de**	304 *34%*	264 **38%h**	115 *39%*	70 *39%*	153 **32%mn**	93 **26%n**	7 *6%*	98 *31%*	74 *37%*	19 *29%*	1079 *49%*
Q.60 Hear on the radio? [Radio listeners]	1247 **57%fgmn**	195 **63%z**	95 *64%*	666 **60%z**	626 **59%efg**	607 *55%*	892 *54%*	822 *55%*	491 *55%*	415 **60%h**	166 *56%*	110 *61%*	265 **56%mn**	180 **50%n**	35 *33%*	175 *56%*	112 *56%*	30 *46%*	1120 *51%*
Q.61 Hear on BBC radio? [Radio listeners]	1179 **53%fn**	192 **62%zc**	93 *63%*	610 *55%*	598 **56%zefg**	581 *53%*	852 *52%*	787 *52%*	478 *54%*	422 **61%zh**	176 *59%*	120 **66%zh**	253 **53%n**	174 **49%n**	36 *34%*	181 *58%*	118 *59%*	30 *47%*	1041 *47%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m/n - z/o/p/q
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
FINAL

Table 863

Q.58-Q.61 Summary of 'Net Satisfied'

Base : UK Adults Aged 16+

		Q.35 What made you think it should not be broadcast? - Radio item		Q.38 What didn't approve of on radio		Q.40 Heard about something of concern on radio/TV	Q.53a Who has responsibility for ensuring adults not offended		Q.53b Who has responsibility for ensuring child doesn't see/hear unsuitable content		Q.54 No. times in last 12 months decided not to watch programme due to listings etc advice				Q.56 Okay if warned before		
	Wtd. Total (z)	Strong language/ swearing (a)	Sexual content (b)	Strong language/ swearing (c)	Sexual content (d)	Yes (e)	Own respons ibility (f)	Broad caster's responsi bility (g)	Parent's/ Guardian's respons ibility (h)	Broad caster's respons ibility (i)	One to four times (j)	Five to ten times (k)	More than 10 times (l)	Never (m)	Agree (n)	Disagree (o)	Unwtd. Total
Unweighted Total	2206	86	90	51	49	857	1231	382	1349	249	644	139	111	1173	1658	226	2206
Weighted Total	2206	82*	98*	52*	49*	909	1264	349	1362	230	642	134*	94*	1231	1728	225	2206
Q.59 See on BBC television?	1371	44	64	32	24	505	848	144	863	139	395	62	31	828	1138	87	1278
	62%egklo	*53%*	*65%*	*62%*	*48%*	*56%*	**67%zg**	*41%*	*63%*	*60%*	**62%kl**	*46%*	*33%*	**67%zkl**	**66%zo**	*39%*	*58%*
Q.60 Hear on the radio?	1339	54	65	40	31	558	803	181	824	121	366	64	44	824	1105	126	1226
	61%gk	*66%*	*67%*	**78%z**	*63%*	*61%*	**63%zg**	*52%*	*61%*	*53%*	*57%*	*48%*	*47%*	**67%zjkl**	**64%z**	*56%*	*56%*
Q.61 Hear on BBC radio	1273	55	69	44	38	535	749	168	786	112	366	63	39	767	1040	121	1145
	58%gikl	*67%*	**71%z**	**85%z**	**78%z**	*59%*	**59%g**	*48%*	*58%*	*49%*	**57%l**	*47%*	*41%*	**62%zkl**	**60%z**	*54%*	*52%*
Q.58 See on television nowadays?	1146	29	43	17	17	350	745	101	740	94	298	59	11	734	989	46	1079
	52%acdegijl o	*35%*	*44%*	*33%*	*35%*	*39%*	**59%zg**	*29%*	**54%zi**	*41%*	**46%l**	**44%l**	*12%*	**60%zjkl**	**57%zo**	*20%*	*49%*
Q.60 Hear on the radio? [Radio listeners]	1247	51	65	38	29	545	753	169	773	111	339	62	40	767	1027	122	1120
	57%g	*63%*	*67%*	**73%z**	*60%*	**60%z**	**60%zg**	*48%*	*57%*	*48%*	*53%*	*46%*	*43%*	**62%zjkl**	**59%z**	*54%*	*51%*
Q.61 Hear on BBC radio? [Radio listeners]	1179	54	69	41	37	520	701	157	737	103	331	60	35	717	960	117	1041
	53%gl	*66%*	**71%z**	**79%z**	**75%z**	**57%z**	**55%g**	*45%*	*54%*	*45%*	*52%*	*44%*	*37%*	**58%zjkl**	**56%z**	*52%*	*47%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e - z/f/g - z/h/i - z/j/k/l/m - z/n/o
Overlap formulae used. * small base

Ipsos MORI

BBC Media Review - Adult Survey
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Table 864

Q.58-Q.61 Summary of 'Net Satisfied'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.45 Encourage creativity		Q.46 Acceptable to reflect		Q.48 Denied programmes		Q.49 Lack of respect		Q.50 Okay to show offensive material		Q.51 Regulation a good thing		Q.52 BBC out of touch		Q.55 BBC should have higher standards		Unwtd. Total
		Agree (a)	Disagree (b)	Agree (c)	Disagree (d)	Agree (e)	Disagree (f)	Agree (g)	Disagree (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	Agree (o)	Disagree (p)	
Unweighted Total	2206	1459	286	1293	588	671	1074	1325	469	1244	546	1740	191	875	814	1270	454	2206
Weighted Total	2206	1546	269	1378	557	573	1228	1312	514	1339	505	1744	206	820	899	1214	531	2206
Q.59 See on BBC television?	1371	989	149	927	274	271	864	733	395	913	255	1083	139	321	714	709	394	1278
		62%bdegjmo	*55%*	**67%zd**	*49%*	*47%*	**70%zde**	*56%*	**77%zg**	**68%zj**	*50%*	*62%*	*67%*	*39%*	**79%zm**	*58%*	**74%zo**	*58%*
Q.60 Hear on the radio?	1339	981	140	885	313	299	842	758	371	892	264	1070	126	445	623	704	383	1226
		61%bdegjmo	*52%*	**64%zd**	*56%*	*52%*	**69%zde**	*58%*	**72%zg**	**67%zj**	*52%*	*61%*	*61%*	*54%*	**69%zm**	*58%*	**72%zo**	*56%*
Q.61 Hear on BBC radio	1273	936	133	855	290	288	797	729	347	867	238	1031	117	398	622	671	358	1145
		58%bdejmo	*50%*	**62%zd**	*52%*	*50%*	**65%zde**	*56%*	**67%zg**	**65%zj**	*47%*	**59%z**	*57%*	*49%*	**69%zm**	*55%*	**67%zo**	*52%*
Q.58 See on television nowadays?	1146	864	118	822	179	182	758	574	366	755	222	882	123	264	588	532	360	1079
		52%bdegjkmo	*44%*	**60%zd**	*32%*	*32%*	**62%zde**	*44%*	**71%zg**	**56%zj**	*44%*	*51%*	**60%k**	*32%*	**65%zm**	*44%*	**68%zo**	*49%*
Q.60 Hear on the radio? [Radio listeners]	1247	927	131	817	302	278	779	706	350	824	249	1004	122	412	580	655	366	1120
		57%begjmo	*49%*	**59%z**	*54%*	*49%*	**63%zde**	*54%*	**68%zg**	**62%zj**	*49%*	*58%*	*59%*	*50%*	**65%zm**	*54%*	**69%zo**	*51%*
Q.61 Hear on BBC radio? [Radio listeners]	1179	876	126	779	280	261	737	675	327	791	226	959	113	367	577	613	343	1041
		53%ejmo	*47%*	**57%zd**	*50%*	*46%*	**60%zde**	*51%*	**64%zg**	**59%zj**	*45%*	**55%z**	*55%*	*45%*	**64%zm**	*50%*	**65%zo**	*47%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n - z/o/p
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 865

Q.58-Q.61 Summary of 'Net Satisfied'

Base : UK Adults Aged 16+

	Wtd. Total (z)	Q.58 Satisfaction with TV		Q.59 Satisfaction with BBC TV		Q.60 Satisfaction with Radio		Q.61 Satisfaction with BBC Radio		Q.74 Would like Britain to be the way it used to be		Q.78 People are too easily offended		Q.82 Important to protect freedom of speech		Unwtd. Total
		Satisfied (a)	Dissatisfied (b)	Satisfied (c)	Dissatisfied (d)	Satisfied (e)	Dissatisfied (f)	Satisfied (g)	Dissatisfied (h)	Agree (i)	Disagree (j)	Agree (k)	Disagree (l)	Agree (m)	Disagree (n)	
Unweighted Total	2206	1432	353	1547	269	1311	85	1219	74	1118	420	1578	255	1344	337	2206
Weighted Total	2206	1494	347	1631	261	1409	70*	1335	61*	1072	467	1615	252	1431	319	2206
Q.59 See on BBC television?	1371	1344	-99	1631	-261	1069	-32	1034	-30	590	327	1028	131	892	157	1278
	62%bdfhiln	**90%zb**	*-29%*	**100%zd**	*-100%*	**76%zf**	*-46%*	**77%zh**	*-49%*	*55%*	**70%zi**	**64%l**	*52%*	**62%n**	*49%*	*58%*
Q.60 Hear on the radio?	1339	1058	132	1166	64	1409	-70	1258	-37	626	300	1014	137	907	171	1226
	61%bdfhn	**71%zb**	*38%*	**71%zd**	*25%*	**100%zf**	*-100%*	**94%zh**	*-61%*	*58%*	*64%*	**63%zl**	*54%*	**63%zn**	*54%*	*56%*
Q.61 Hear on BBC radio	1273	997	131	1124	59	1256	-40	1335	-61	596	289	962	135	862	160	1145
	58%bdfhn	**67%zb**	*38%*	**69%zd**	*23%*	**89%zf**	*-56%*	**100%zh**	*-100%*	*56%*	*62%*	**60%z**	*54%*	**60%zn**	*50%*	*52%*
Q.58 See on television nowadays?	1146	1494	-347	1283	-160	899	-26	843	-23	486	274	896	75	783	109	1079
	52%bdfhiln	**100%zb**	*-100%*	**79%zd**	*-61%*	**64%zf**	*-38%*	**63%zh**	*-37%*	*45%*	**59%zi**	**55%zl**	*30%*	**55%zn**	*34%*	*49%*
Q.60 Hear on the radio? [Radio listeners]	1247	967	138	1075	70	1306	-58	1167	-33	582	284	936	130	847	154	1120
	57%bdfhn	**65%zb**	*40%*	**66%zd**	*27%*	**93%zf**	*-83%*	**87%zh**	*-53%*	*54%*	*61%*	*58%*	*52%*	**59%zn**	*48%*	*51%*
Q.61 Hear on BBC radio? [Radio listeners]	1179	907	136	1027	64	1165	-35	1233	-54	545	274	882	127	799	144	1041
	53%bdfhn	**61%zb**	*39%*	**63%zd**	*24%*	**83%zf**	*-50%*	**92%zh**	*-88%*	*51%*	**59%zi**	*55%*	*51%*	**56%zn**	*45%*	*47%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/e/f - z/g/h - z/i/j - z/k/l - z/m/n
Overlap formulae used. * small base

BBC Media Review - Adult Survey
FINAL

Table 866

Q.58-Q.61 Summary of 'Net Satisfied'

Base : UK Adults Aged 16+

		Q.63 TV Channels watch regularly								Q.64 Radio stations listen to regularly						
	Wtd. Total (z)	BBC One (a)	BBC Two (b)	Any BBC (c)	Any ITV (d)	Channel 4 (e)	Any not BBC (f)	Watch any (g)	Don't watch any (h)	BBC Radio 1 (i)	BBC Radio 2 (j)	Any BBC (k)	Any not BBC (l)	Listen to any (m)	Don't listen to any (n)	Unwtd. Total
Unweighted Total	2206	1758	1192	1841	1520	1098	1951	2110	84	419	453	1210	905	1568	587	2206
Weighted Total	2206	1799	1345	1886	1595	1193	2011	2136	66**	502	555	1344	969	1686	485	2206
Q.59 See on BBC television?	1371 **62%n**	1222 **68%zcdfg**	932 **69%zcdefg**	1260 **67%zdfg**	1023 **64%z**	790 **66%zfg**	1281 **64%z**	1353 **63%z**	18 *28%*	364 **73%zklmn**	394 **71%zlmn**	914 **68%zlmn**	606 **63%n**	1080 **64%zn**	264 *55%*	1278 *58%*
Q.60 Hear on the radio?	1339 **61%n**	1136 **63%zfg**	887 **66%zacdfg**	1190 **63%zfg**	994 **62%z**	769 **64%zfg**	1241 **62%z**	1319 **62%z**	19 *29%*	374 **74%zn**	465 **84%ziklmn**	1030 **77%zmn**	719 **74%zn**	1247 **74%zn**	81 *17%*	1226 *56%*
Q.61 Hear on BBC radio	1273 **58%n**	1096 **61%zdfg**	882 **66%zacdefg**	1139 **60%zdfg**	925 *58%*	732 **61%zdfg**	1177 **59%z**	1254 **59%z**	18 *28%*	370 **74%zln**	471 **85%ziklmn**	1027 **76%zlmn**	652 **67%zn**	1179 **70%zln**	84 *17%*	1145 *52%*
Q.58 See on television nowadays?	1146 *52%*	963 **54%z**	696 *52%*	1001 **53%z**	876 **55%zbcg**	655 **55%zbg**	1077 **54%zg**	1120 **52%z**	28 *42%*	316 **63%zjklmn**	278 *50%*	722 *54%*	494 *51%*	882 *52%*	240 *50%*	1079 *49%*
Q.60 Hear on the radio? [Radio listeners]	1247 *57%*	1069 **59%zg**	846 **63%zacdfg**	1121 **59%zg**	932 **58%z**	732 **61%zdfg**	1173 **58%z**	1242 **58%z**	5 *7%*	374 **74%z**	465 **84%ziklm**	1030 **77%zm**	719 **74%z**	1247 **74%z**	0 *0%*	1120 *51%*
Q.61 Hear on BBC radio? [Radio listeners]	1179 *53%*	1028 **57%zdfg**	835 **62%zacdefg**	1069 **57%zdfg**	861 *54%*	694 **58%zdfg**	1106 **55%z**	1174 **55%z**	4 *6%*	370 **74%zl**	471 **85%ziklm**	1027 **76%zlm**	652 **67%z**	1179 **70%zl**	0 *0%*	1041 *47%*

Fieldwork Dates : 7th - 25th March 2009
Respondent Type : UK Adults Aged 16+
Source : Ipsos MORI (JN: 35642)
Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k/l/m/n
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing