

# **Taste, Standards and the BBC - Quantitative Research**

Research study  
conducted by Ipsos MORI

June 2009

# Contents

<b>Introduction .....</b>	<b>1</b>
Structure of the report .....	1
Presentation and interpretation of results.....	2
<b>Executive Summary .....</b>	<b>4</b>
Concerns about broadcast media – the context .....	4
Public satisfaction with broadcast standards.....	6
‘Offensive’ content on TV and radio .....	9
Who finds broadcast content ‘offensive’? .....	9
What people find objectionable in broadcast content .....	10
Supporting creative licence and freedom of choice.....	12
<b>Overview of Survey Methodology .....</b>	<b>16</b>
Methodology.....	16
<b>Main Findings.....</b>	<b>19</b>
Section 1 – Public values on taste and standards.....	19
Section 2 – Public perceptions of standards .....	28
Section 3 – The public’s rating of broadcasting standards .....	33
Section 4 – Frequency of broadcast items which concern the public .....	40
Section 5 – What causes concern or is considered ‘offensive’?.....	48
Section 6 – Who is most likely to be concerned or find output offensive? .....	57
Section 7 – Impact: how the public react.....	64
Section 8 – Responsibilities of the broadcasters.....	68
Section 9 – Specific implications for the BBC .....	76
Section 10 – Survey among young people.....	81
Main findings of the survey among young people .....	84
<b>Appendix A - Definition of newspaper breaks .....</b>	<b>1</b>
<b>Appendix B - Statistical reliability.....</b>	<b>3</b>
<b>Appendix C - Sample profile .....</b>	<b>6</b>

<b>Appendix D - The questionnaire – adults .....</b>	<b>9</b>
<b>Appendix E - The questionnaire – young people.....</b>	<b>37</b>
<b>Appendix F - Definition of social grades .....</b>	<b>49</b>
<b>Appendix G - Cognitive testing of the questionnaire .....</b>	<b>50</b>

# Introduction

# Introduction

In February 2009, the BBC commissioned Ipsos MORI to explore current attitudes towards morality, values and standards of behaviour in the broadcast media as a whole and the BBC in particular, as part of a wider review of taste and standards.

This report presents the findings of two quantitative surveys carried out across the United Kingdom - one among adults aged 16 and over and another among young people aged 11 – 15 years of age.

The objectives were to:

- Evaluate public perceptions of the changing standards in society and the media;
- Assess public satisfaction with broadcast standards;
- Identify what the public are most concerned about or find objectionable in broadcast content;
- Find out how the public reacts to objectionable material;
- Ascertain the public's expectations of the BBC in this area.

## Structure of the report

This report commences with an 'Executive Summary' summarising the key findings and implications from the survey. The section following this provides an outline of the 'Survey Methodology' before progressing onto the 'Main Findings' (a detailed analysis of the results).

## Presentation and interpretation of results

This report comments on the overall results and key findings on relevant differences between sub-groups in the analysis where there is a significant difference at the 95% Confidence level.

Where percentages do not add up to 100%, this may be due to computer rounding the decimal points up or down, to the exclusion of 'don't know' categories, or to multiple answers. Throughout the volume an asterisk (\*) denotes any value less than half of one percent but greater than zero.

In the report, reference may sometimes be made to "net" figures. This represents the balance of opinion on attitudinal questions, and provides a particularly useful means for comparing the results for a number of variables. In the case of a "net agree" figure, this represents the percentage who agree with a particular statement (either "strongly" or "tend to") less the percentage who disagree (either "strongly" or "tend to"). For example, if 40% agree and 25% disagree, the "net agree" score is +15 points.

## Ipsos MORI Terms & Conditions

Our standard Ipsos MORI Terms & Conditions apply to this, as to all studies we carry out. No press release or publication of the findings of this survey shall be made without the advance approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

Additional survey material, such as the questionnaires can be found in the appendix. Data tabulations are available on request from BBC Audiences (020 8743 8000).

Ipsos MORI would like to thank the 2,443 adults and young people throughout the UK who took part in the surveys.

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# Executive Summary

# Executive Summary

This report is based on the findings of two Ipsos MORI surveys conducted across the United Kingdom between 7<sup>th</sup> and 25<sup>th</sup> March 2009, one among 2,206 adults aged 16 years and over, the other among 237 young people aged 11-15 years old. It investigates the issue of morality, values and standards of behaviour in the broadcast media, and explores societal change and current attitudes towards morality, values and standards of behaviour.

All interviews were conducted face-to-face, in home, and the data were weighted to match the profile of the two populations.

This section summarises the main findings of the adult survey; the survey among young people is summarised later in the report.

## Concerns about broadcast media – the context

While disquiet about some aspects of standards in modern society is widespread, people did not express ‘top of mind’ concern about the broadcast media. In terms of ‘morality, values and standards of behaviour’, from a long list of topics, half the public (50%) say that they feel concerned about “behaviour in society generally”, 38% about standards relating to “crime, law and order” and 23% about “education, school, children”.

By comparison, concern about the media in terms of morality, values and standards of behaviour is relatively low: 14% say they are concerned about programmes on TV, 8% about newspaper stories and 2% about programmes on the radio. Those who have more ‘top of mind’ concerns about ‘programmes on TV’ tend to be female, older, middle class (ABC1) and/or to read the quality or mid-market press rather than redtop tabloid newspapers<sup>1</sup>.

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<sup>1</sup> Definition of newspaper breaks:

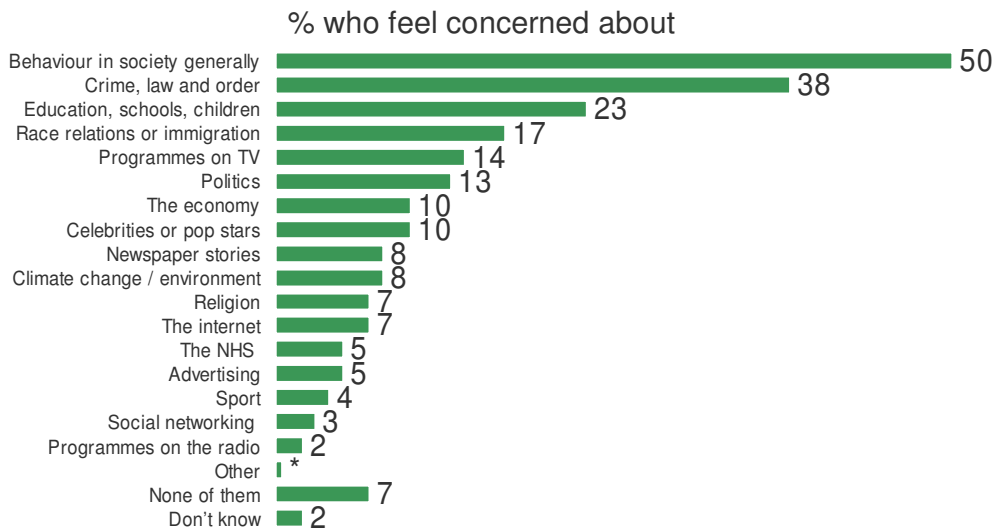
Quality (Daily Telegraph/ Sunday Telegraph, Financial Times, The Guardian, The Observer, The Herald (Glasgow)/ Sunday Herald, The Independent/ Independent on Sunday, The Scotsman, The Times/ Sunday Times, Scotland on Sunday).

Middle market tabloid (Daily/ Sunday Express, Daily Mail/ Mail on Sunday, The Metro, Evening Standard, Sunday Post)

Redtop / popular (Daily Mirror/ Sunday Mirror, Daily Record, Daily Star/ Daily Star Sunday, The Sun, Sunday People, News of the World, Sunday Mail (Scotland only))

## Concerns

Q8 - And which, if any, do you feel concerned about in terms of morality, values and standards of behaviour?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



Television programmes are widely talked about (56%). People discuss them more so than any of the other items asked about, even more than issues people say they are concerned about. Approaching three in five of the public say they “often” talk about programmes on **television** and one in five about **radio** programmes

While the media does not rank highly among overall concerns, there is a widespread perception that standards (in terms of morality, values and standards of behaviour) are deteriorating and that this particularly applies to TV programmes. However, it should be remembered that surveys on several topics do find a public perception of a worsening position even where there may be evidence to the contrary.

Asked to pick from a list of areas in which they thought morality, values or standards have been getting better, or worse, in recent years. Eleven percent select **TV** programmes as getting better while 46% cite them as getting worse - a net score of minus 35 (the same net score as standards in politics).

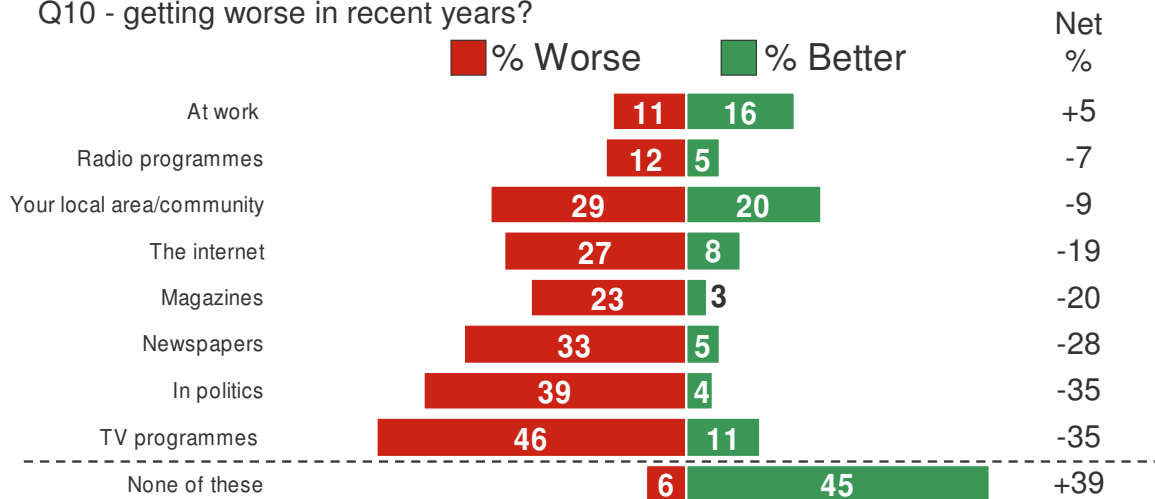
In the case of **radio** programmes, 5% pick them out as getting better and 12% as getting worse.

## Rising or falling standards?

In which of these areas, if any, do you think morality, values or standards of behaviour have been:

Q9 - getting better in recent years?

Q10 - getting worse in recent years?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



## Public satisfaction with broadcast standards

Two in three British adults say they are satisfied with what they see on television nowadays in terms of morality, values and standards of behaviour (68%), rising to three-quarters satisfied with *BBC* television (74%). One in six (16%) are dissatisfied with what they see on television in general, and 12% with what they see on *BBC* television. While the balance of opinion is strongly positive, only a small number feel *very* satisfied with the content they see and hear, particularly in the case of television (6% “very satisfied” for television in general, 11% “very satisfied” with *BBC* television).

Dissatisfaction with standards on the **radio** (among the general public or among radio listeners) is barely an issue, either in general or in the particular case of the *BBC* (3% dissatisfied in each case). Over six in ten of the public are satisfied; this proportion increases to over seven in ten among radio listeners (77% satisfied with radio, 73% with *BBC* radio).

When asked to pick from a list the television channels they feel are “currently the most likely to have high standards” and then “the ones which most need to improve their content” (in terms of morality, values and standards of behaviour), the public’s ratings of BBC channels are very positive. Six in ten British adults (61%) pick BBC One as likely to have high standards and 56% pick BBC Two, well ahead of any of the other channels monitored. The best rating for a non-BBC channel was for ITV1, cited by 31%. The channel most frequently named as in need of improvement is Channel 4 (29%), followed by Five (18%), BBC One (15%), ITV 1 (14%) and MTV (13%), with no other channel picked by more than 6%.

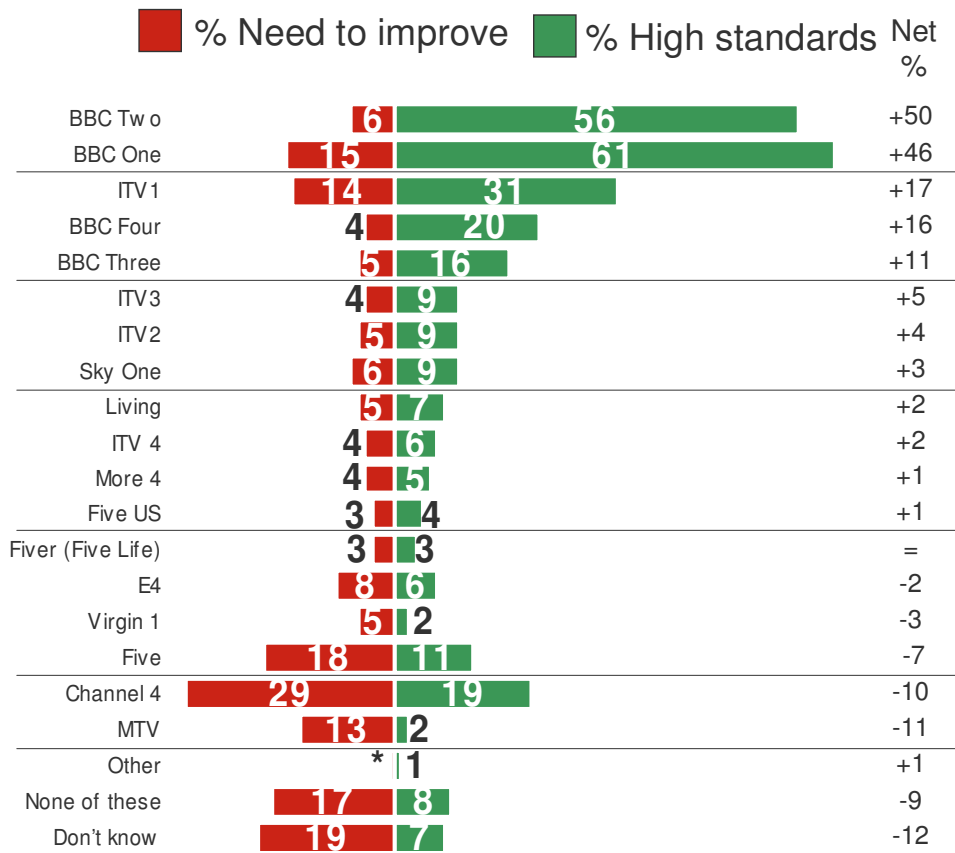
Given that some channels are less familiar than others and that some people may, therefore, have no opinion of them either way, another useful comparison between channels can be achieved by considering the ratio between positive and negative impressions. BBC Two scores best on this basis, named as likely to have high standards by around nine times as many people as picked it out as in need of improvement. BBC Four (five-to-one positive), BBC One (four-to-one), and BBC Three (three-to-one) also score at least as well as the best placed non-BBC channel, ITV3 (more than two-to-one ratio). The other ITV channels also have positive ratios. However, for five channels (Channel 4, E4, Five, Virgin 1 and MTV) at least as many respondents say that they are in need of improvement as say that they are likely to have high standards.

## High or low standards?

Thinking of the different TV stations and the content of their programmes, which ones on this card, if any, do you think are:

Q41 - currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Q42 - the ones which most need to improve their content in terms of morality, values and standards of behaviour?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



Many of the public do not express an opinion on standards for **radio** stations. However, BBC Radio 4 was most frequently named as likely to have high standards (by 33%), followed by BBC Radio 2 (29%). BBC Radio 3, Classic FM and BBC Radio 1 were cited by around a fifth. Almost half the public “don’t know” which radio station, if any, needs to improve its content

and a further quarter say that they do not believe any radio station needs to do so. While 19% select BBC Radio 1 as a station likely to have high standards, 16% cite it as a station in need of improvement – however, among regular Radio 1 listeners the respective proportions are 46% (high standards) and 23% (needs to improve).

## ‘Offensive’ content on TV and radio

We learnt from other BBC research and from our own cognitive pilot that the term ‘offensive’ can cover a wide range of content from simply disliking a personality or disagreeing with an opinion, as well as the more expected issues of strong language and sexual content etc. Bearing this in mind, when asked in very broad and general terms whether or not they “personally see or hear things on television which they find offensive”, half the public (50%) say they do. For greater clarity, we asked respondents specifically about issues of *morality, values and standards of behaviour* (and excluding violence or films), two in five (40%) say they have seen or heard something on **television** in the past twelve months that they think should *not* have been broadcast. Around one in six (15%) of the UK public feel that this happens “regularly” or “often” and an additional 16% say it occurs “sometimes” – nearly one third of the UK public, in all.

Concern about **radio** is not as prevalent, 79% (of the public and radio listeners alike) say they have *not* heard something on the radio within the past twelve months (related to *morality, values and standards of behaviour*) that they believe should not have been broadcast; 13% have, rising to 16% among radio listeners.

## Who finds broadcast content ‘offensive’?

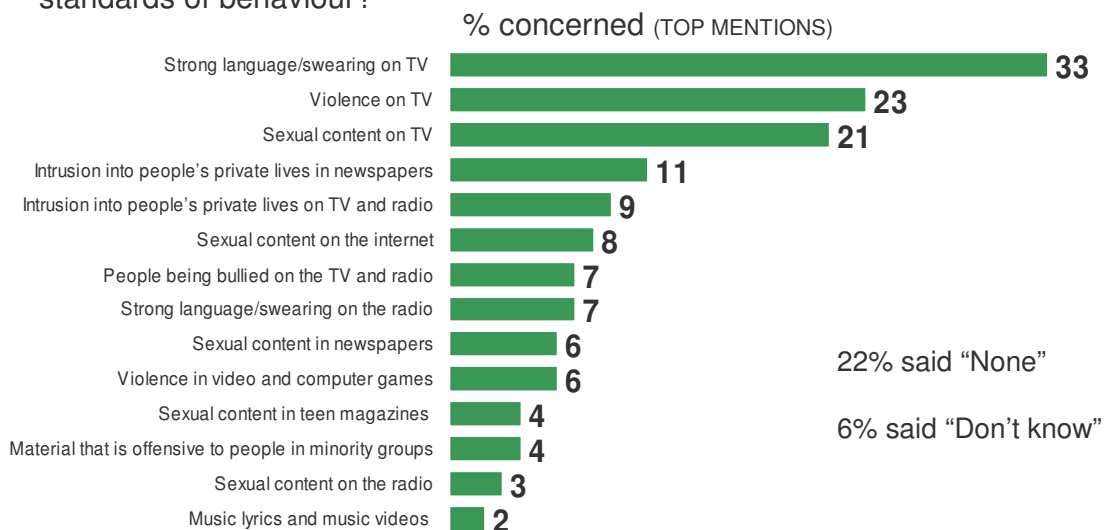
Concern over broadcast content tends to increase with age: 47% of those aged 35+, and 53% of those aged 55-74 say they have seen or heard something on **television** in the past 12 months (related to morality, values and standards of behaviour) that they think should not have been broadcast. Whereas only 26% of those aged under 35 say they have (compared to 40% on average). Furthermore, of those who say they *have* seen such material, the older viewers feel it happens more often than do their younger counterparts. However, there is no difference by social class, region or by ethnic group, although Christians are more likely to say they have seen such material that they feel should not have been broadcast (43%), as are those to whom their religion is important (48%). Women are more likely than men to have done so (43% to 37%).

## What people find objectionable in broadcast content

When asked to name their general concerns related to 'morality, values and standards of behaviour' in the media (unprompted by any list), one in five (22%) of the public said that they do not have any concerns. Over seven in ten did cite concerns - with strong language and swearing on television being the most common response - a third (33%) cite it, ahead of violence on television (23%) and sexual content on television (21%); no non-television-related concern is cited by more than 11%.

### Issues of concern

Q12 - Thinking of the media in particular, not just television, but also radio, newspapers, magazines, the internet and TV, excluding any advertising or films, what issues, if any, are you concerned about relating to morality, values and standards of behaviour?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI

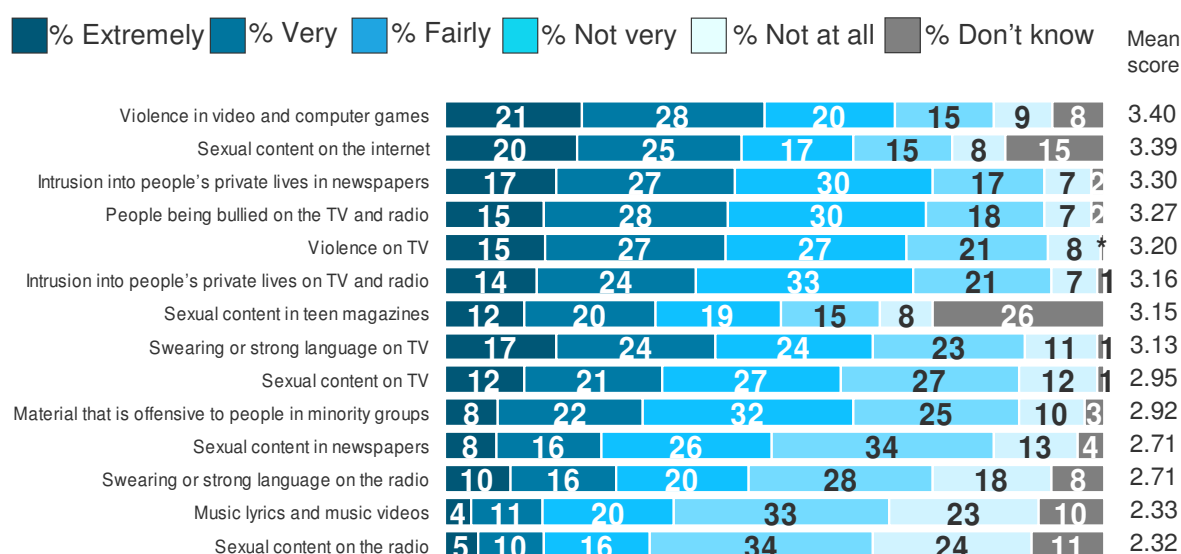


The use of **strong language** in public is another area where most people feel there has been a change: only 6% disagree that *"Nowadays you seem to hear a lot more strong language in public than you used to"*, while 87% agree. But there is much more division on whether this is an acceptable development, and on how the media should react to it. On the one hand, by a margin of over two-to-one (62% to 25%) the public agree that *"It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays"*, yet a similar majority (59% to 23%) is in favour of the proposition that *"Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience"*.

When prompted and presented with a list of possible issues and asked to state their degree of concern about each, they rated other issues (such as violence in computer games, sexual content on the internet and intrusion into people's private lives by newspapers) as being of greater concern.

## Degree of concern

Q13-26 - From this card, please tell me to what extent, if at all, you are concerned about the issues I am about to read out.



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



The prompted rating of the list of possible concerns reveals that the issue of '**swearing or strong language**' is a polarising one. Four in ten are 'extremely or very' concerned about it on television, four in ten are not concerned, suggesting opinion varies greatly on whether strong language is, or is not, acceptable.

Personal use of strong language seems to correlate to a number of key attitudes. Around a third of the public say that they themselves '*never or hardly ever*' use strong swear words (35%) and this correlates to how tolerant they are of strong language on television or the radio. This group are more likely to be older, female, Asian, Muslim, low income, unqualified, terrestrial-only TV viewers and/or read the middle-market tabloid press. They are more likely to be concerned about programmes on TV (in terms of 'morality, values and standards of behaviour'), to feel TV or radio programmes are getting worse, to have seen or heard things on television or radio that they feel should not have been broadcast and to disagree with the more 'liberal' attitudinal statements.

Those respondents who had seen content they felt should not have been broadcast were asked to think back to the *last occasion* this occurred and state the type of content involved. For **television**, the most commonly cited content is “strong language and swearing”, which accounted for more than half the responses expressing concern (53%, equivalent to 21% of the total sample) - followed by “sexual content” (40%, 16% of the total). Around one in three cited “offensive humour” (33%), “intrusion into other people’s private lives” (30%) and/or “people being bullied” (28%). This is equivalent to around one in six of the total population. Items of less concern were “material that is offensive to people in minority groups” (16%), “religious humour or treatment of religion” (14%) and “nudity” (12%).

Those respondents who had heard **radio** content they felt should not have been broadcast cited differing concerns, with no single reason predominating. “Intrusion into other people’s lives”, “sexual content” and “offensive humour” were all cited by around a third or more, while “strong language and swearing” and/or “people being bullied” were cited by around a quarter (all these proportions are equivalent to 5% or fewer of the population).

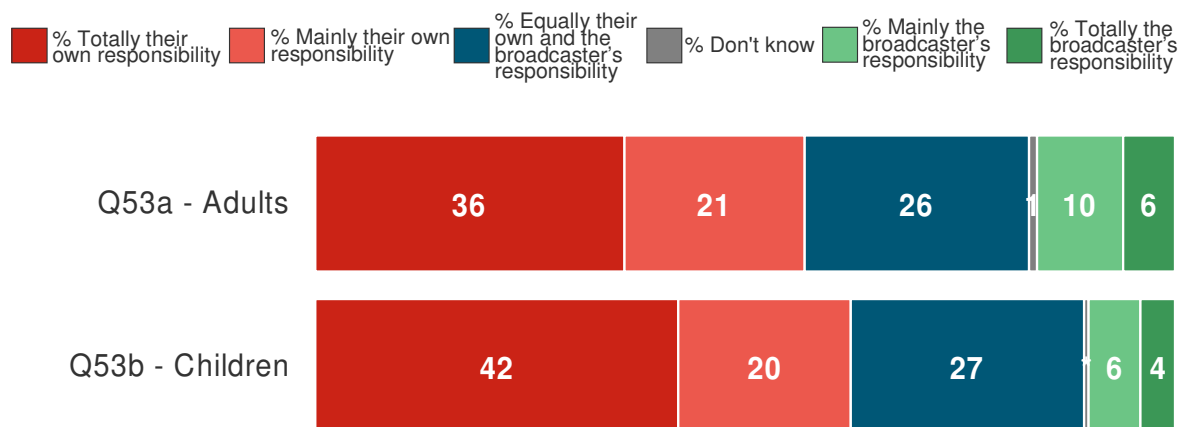
## Supporting creative licence and freedom of choice

Most of the public feel that people are too easily offended by what some people say, and that free speech should not be stifled by a risk of offence being caused. Similarly, most – though by no means all – feel that broadcasters should not restrict themselves for fear of offending a minority. Three in five (61%) of the public agree that *“The BBC should not be afraid to show material that some people might find offensive”*, with 23% disagreeing and only 7% *strongly* disagreeing. By an even bigger margin, 70% to 12%, the majority agree that *“Creativity, new talent or innovative programmes should be encouraged even if some people might take offence”*.

The majority (57%) also feel that it is mainly the responsibility of the adult audience to avoid programmes that they might find uncomfortable or offensive rather than the broadcaster’s responsibility. Around a quarter (26%) feel it is equally their own responsibility and that of the broadcasters, with one in six putting the onus mainly or wholly on the broadcasters. Even fewer of the public put the onus on broadcasters to protect children: only 10% believe that it is wholly or mainly the responsibility of the broadcaster to make sure that children do not see or hear a programme or content that might be unsuitable for someone of their age, while 62% believe that the responsibility lies with the parent or guardian and a quarter (27%) that the responsibility should be shared equally.

## Where does the responsibility lie?

Q53a/b - Where do you think the responsibility lies for making sure that an adult / a child does not see or hear a programme or content that they might find uncomfortable or offensive / might be unsuitable for someone of their age?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



In connection with this, most also feel that flagging up potentially offensive material beforehand makes it more acceptable to broadcast. Four in five (78%) agree that *"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"* – with almost one-fifth (19%) strongly agreeing. There is evidence that people do use such programme information as four in ten say they have decided not to watch something as a result of an information announcement prior to a programme; and one quarter say that *"There have been certain programmes on TV that I would have liked to have watched, but did not do so because of their offensive language or content"*.

Moreover, most British adults would not continue to watch or listen to a programme of which they 'did not approve or did not like'. Among those who have seen or heard something on the TV or radio that they did not like or approve of, most say that the last time this happened they turned over to another programme or channel (53%), switched the television or radio off (24%), or left the room altogether (7%), though 11% continued to watch or listen.

Only 3% say they complained to the broadcaster, a regulator or the Trust. Around two-fifths of all adults (42%) say that they would know who to complain to about something they saw on television if they wished to do so, but 58% would not.

## The public and the BBC

Audiences' expectations of the BBC are demanding. The public feel that *"The BBC should aim to reflect the positive side of British society"*, 80% agreeing and only 7% disagreeing. By more than two-to-one (55% to 24%), the public agree that *"BBC programmes should have higher standards of morality, values and behaviour than those of other broadcasters"*. While this proportion rises to 65% among those who say their religion is important, this is only one of several characteristics which appear to shape people's attitudes on the issue of standards, a major one being the level of personal swearing. It should also be noted that while the percentage responses to certain related attitudinal questions seem to be almost identical, these do not always represent the same group of people – a response or agreement on one measure does not necessarily signal a similar response or agreement on an apparently related issue. This confirms that the case of unravelling and reflecting the public's views on acceptable taste and standards of behaviour in the broadcast media remains multi-layered, multi-dimensional and as complex as ever.

# Survey Methodology

# Overview of Survey Methodology

## Methodology

Ipsos MORI carried out two surveys across the United Kingdom (England, Scotland, Wales and Northern Ireland) during March 2009, one among adults aged 16 and over and one among young people aged 11-15 years old. A total of 2,206 interviews were carried out with adults and 237 with young people; all interviews were conducted face-to-face, in home, and the data were weighted to match the profile of the two populations.

Fieldwork was carried out between 7<sup>th</sup> and 25<sup>th</sup> March 2009 by Ipsos MORI using CAPI (Computer Assisted Personal Interviewing).

### Survey among adults across the UK

The main sample among adults consisted of a nationally representative quota sample of 1,554 adults aged 16 years and over. Interviewing took place across the UK – 1,250 interviews were carried out in England, 154 in Scotland, 95 in Wales and 55 in Northern Ireland. Given the number of respondents that would result from a nationally representative pro-rata sample across the four nations, it was decided to boost the number of interviews in Northern Ireland from 55 to 152 and in Wales from 95 to 181. Therefore, a total number of 1,737 interviews were originally carried out.

Given the subject under scrutiny, the BBC wished to assess any sensitivities and differences in opinion that may exist among BMEs (black/minority ethnic) as well among those from a number of religious denominations. To address this, it was decided to ‘boost’ the number of interviews carried out with those from the Black and Asian minority groups. We also boosted the number of interviews carried out among those who are Muslims, those who are Hindu or Sikh and those who are Jewish. Combining the booster samples with the BME and religious minorities picked up in the main sample, the final sample comprised: 537 BME (384 Asian, 135 Black and 18 other BME) and 247 Muslim, 149 Hindu or Sikh and 60 Jewish respondents. While this provides greater scope within the analysis and interpretation of the results within each of the ‘booster’ groups, it is also important to note that they are weighted back to their true proportions across the UK at the analysis stage and information from the Labour Force Survey<sup>2</sup> and the 2001 Census data was used to identify the correct proportions across the UK.

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<sup>2</sup> Labour Force Survey (October – December 2008)

In addition to the weights used to correct for the over-sample of the BME and Religious denominations, the main sample was also weighted to be representative of the UK adult population by age, gender and social grade within region, and by ethnicity and working status.

A quota sample of adults was interviewed across 290 different sampling point locations geographically spread across the UK with quotas being set within area by age, gender and working status.

### **Survey among young people aged 11 – 15 years**

In addition to the survey among adults, Ipsos MORI carried out a supplementary survey among 237 young people aged 11 – 15 years across the UK. Most of the interviewing took place in the household within which an adult was interviewed and, for each interviewing assignment undertaken, the Ipsos MORI interviewer was asked to interview one young person within the required age range. Permission was first gained from both the parent/guardian and the young person to be interviewed.

The survey data were weighted to the true population proportions of those in this age group by age within gender.

# Main Findings

# Main Findings

## Section 1 – Public values on taste and standards

### Introduction

We find that there is widespread concern expressed by the public about standards of behaviour in society generally, as well as about other topics which are inevitably of concern such as crime. Far fewer say they are concerned about programmes on television or radio, or other aspects of the media such as newspaper stories or advertising. Similarly, many people say they feel *strongly* about standards of behaviour in society generally, while very few feel equally strongly about television and radio programmes. Yet the majority of people talk about television programmes – more than talk about other topics that apparently concern them far more and about which they feel more strongly.

There is little mystery in this. Although, in general terms, people talk more about things that concern them most, television is an exception to this relationship – presumably because a more accurate diagnosis would be that people talk about the things that interest them, and television programmes, as a popular form of entertainment, are a prime example of something that many people find interesting and topical but not usually a cause for concern. Nevertheless, because television programmes *are* so widely talked about, they play an important role in the overall atmosphere of societal standards. Even if incidents which cause concern are rare, the certainty that when they do occur they will be widely discussed can amplify their impact on the overall impression of the level of concern and of standards in society. This, in its turn, may make people more sensitive about broadcasting than would otherwise be the case, generating a concern about particular incidents which would otherwise be out of proportion to their comparatively low levels of concern about broadcasting in general.

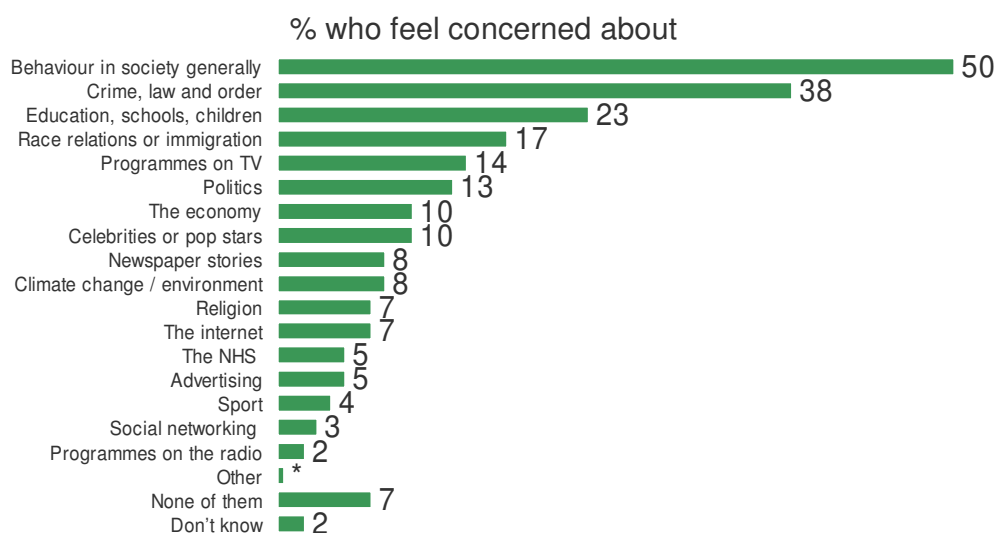
Yet behind this concern about standards of behaviour in society is a hidden tension. Although members of the public express concern that many things they find offensive are too pervasive in modern society, they are generally reluctant to make too much allowance for the concerns of others: they feel people are too easily offended, and do not feel that society should go out of its way to avoid causing offence. The BBC, or any other institution trying to pick its way through this minefield, may conceivably ‘offend’ as many by going too far in meeting people’s concerns as they would by failing to go far enough.

## Concern about morality, values and standards of behaviour

Disquiet about standards in modern society is indeed widespread. Almost all the public consider some aspect of morality, values or standards of behaviour to be a matter for concern – only one in twelve (7%) say that they are not concerned about any of the items on the list of topics offered which they might “feel concerned about in terms of morality, values and standards of behaviour”. Half of the public (50%) say that they feel concerned about “behaviour in society generally”, easily the most widespread concern chosen from the list they were shown. Next most frequently chosen is crime, law and order, named by 38%, while no other topic is cited as being of concern by more than a quarter of the public. Education, schools and children (23%) and race relations or immigration (17%) are ranked next.

### Concerns

Q8 - And which, if any, do you feel concerned about in terms of morality, values and standards of behaviour?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



Concern on these grounds about the media is comparatively low: 14% say they are concerned about programmes on TV, 8% about newspaper stories and 2% about programmes on the radio. Related topics such as the internet (7%), advertising (5%) and celebrities or pop stars (10%) are also of concern only to a small element of the public.

In general terms, levels of concern increase with age, but seem to fall away again among the retired. On average, 16-24 year olds choose 1.8 items from the list as being a matter of

concern to them, the number then increasing with each age band to peak at 2.6 among 55-64 year olds, but falling back to 1.8 among those aged 75 or over.

Concern about “behaviour in society generally” is much lower among the young adults than among their older counterparts, and is a little higher among those at or approaching retirement age than among other generations, but again is noticeably lower among those aged 75+. Around four in ten (39%) of those aged under 35 name it as an issue of concern to them, but it concerns half (51%) of those aged 25-54, three in five of those aged 55-74 (61%), but falls back to half (48%) for the 75-and-overs. Four-fifths of the public (78%) agree that *“Young people today have too much freedom and not enough discipline”*, a view which is even shared by the majority of young or recently-young people themselves (63% of 16-24 year olds agree with the statement). But such fears are not of course new, and may be inevitable in all societies.

The age difference regarding concern about programmes on television is a sharper one: 7% of those aged under 35 select this as an issue, but this rises to 10% of 35-44 year olds, 15% of those aged 45-54, and 21% of those aged 55+; those aged 75+ are not significantly less likely to express concern than those aged 55-74.

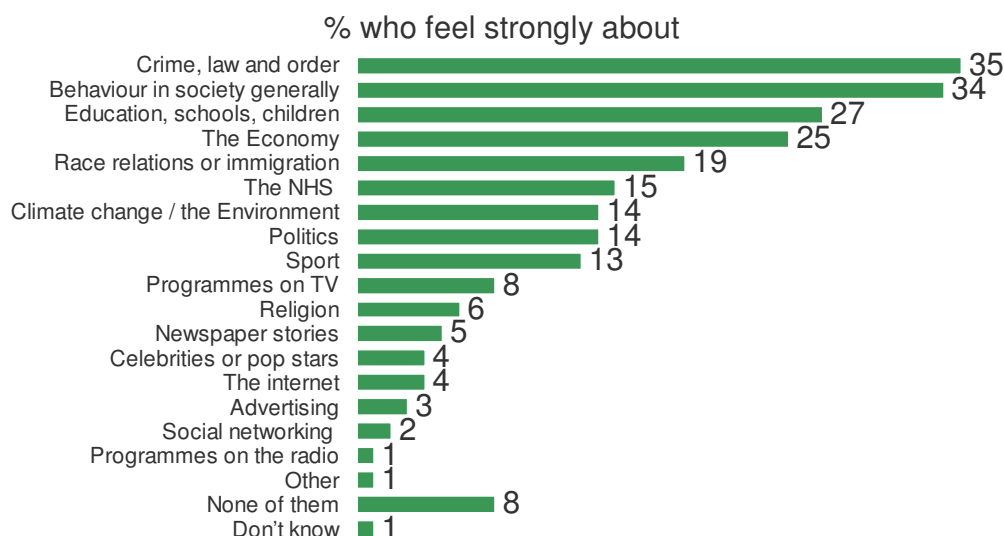
We explore the question of who is concerned about standards in television and radio programmes in more detail in a later section of the report, but we should note at this point that concern about television is more concentrated among particular groups than is the general feeling of malaise in society’s standards. While 17% of those who are concerned about ‘behaviour in society generally’ are concerned about TV programmes, so too are 11% of those to whom ‘behaviour in society’ generally is not a concern.

## **Issues people feel strongly about**

Behaviour in society is also one of the two issues that people feel particularly *strongly* about. When asked to select from the same list of topics, 34% say that “behaviour in society generally” is one of the things they feel particularly strongly about, while 35% pick “crime, law and order”, 27% “education, schools and children” and 25% “the economy”. 19% feel strongly about “race relations or immigration” and 15% about “the NHS”.

## Feel strongly about

Q7 - And which, if any, of the these do you feel particularly strongly about?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



Most of these top few items, all except “behaviour in society generally”, are also among the top few “issues facing the country” that the public currently names as being ‘important’ (without being prompted by a list) in Ipsos MORI’s regular political polling<sup>3</sup>. All are issues which are seen as having real impact on people’s lives and which the public hopes and expects governments to treat seriously and to deal with effectively. Therefore for “behaviour in society generally” to rank above all of these (apart from ‘crime, law and order’), particularly for more people to say, in the current economic crisis, that they feel strongly about it than say they feel strongly about the economy - is to identify it as an issue of genuine concern.

<sup>3</sup> In the Ipsos MORI Issues Index survey for February, conducted on 19-24 February 2009 and asking a representative sample of 995 adults across Great Britain (but not Northern Ireland) “What would you say is the most important issue facing Britain today?” and “What do you see as other important issues facing Britain today?”, the economy/economic situation (named by 67%), crime/law & order/violence/vandalism/ASB (32%), race relations/immigration/immigrants (25%) were the three most frequently named issues, with unemployment/factory closure/lack of industry, an aspect of the economy, in fourth place (23%). National Health Service/hospitals/healthcare (12%) and education/schools (10%) were named by fewer people, but have both tended historically to be higher on the list except when pushed off the agenda by economic concerns.

Although the public clearly take a profound interest in the media, they feel less strongly about them than about these other topics. One in twelve (8%) say they feel strongly about programmes on TV, 5% about newspaper stories, 4% about celebrities or pop stars, 4% about the internet and 1% about programmes on the radio.

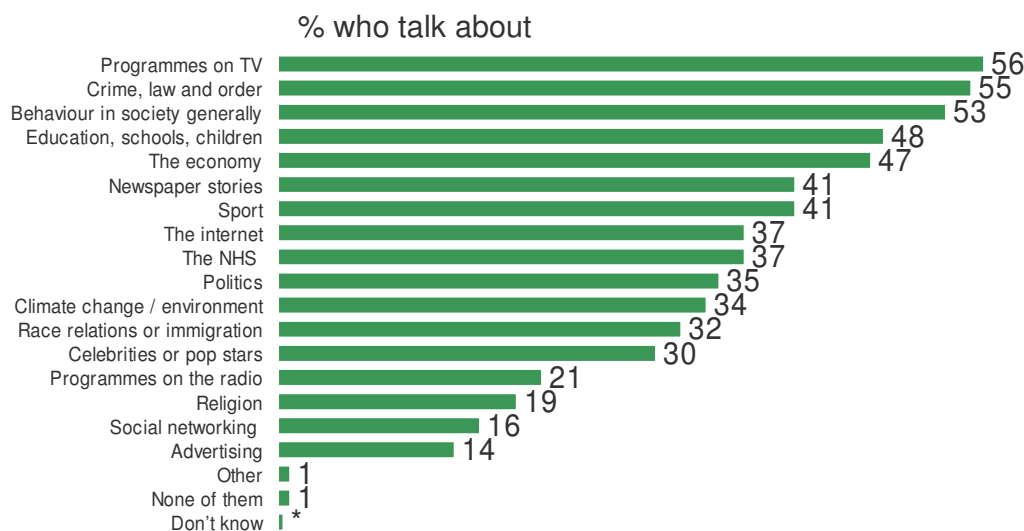
To interpret the responses to this question, it is important to remember that, at this stage in the survey interview, the theme of morality, values and standards of behaviour had not yet been introduced to respondents. Therefore, this was not necessarily the context in which they were judging how strongly they feel about each topic. Almost everybody (92%) found something on the list that they felt particularly strongly about, but for relatively few were television or radio programmes among them.

### **What people talk about**

Despite the low numbers who say they feel strongly about TV or radio programmes or are concerned about them in terms of morality, values or standards of behaviour, they are an all-pervasive element in many people's lives, as evidenced by the amount they talk about them. More people talk about television programmes than about any other subject on the survey's list of topics: approaching three in five (56%) 'often' talk about them with other people, more than talk about crime, law and order (55%), behaviour in society generally (53%), education, schools or children (48%) or the economy (47%).

## Topics of conversation

Q6 - Which, if any, of these things do you often talk about with other people nowadays?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI

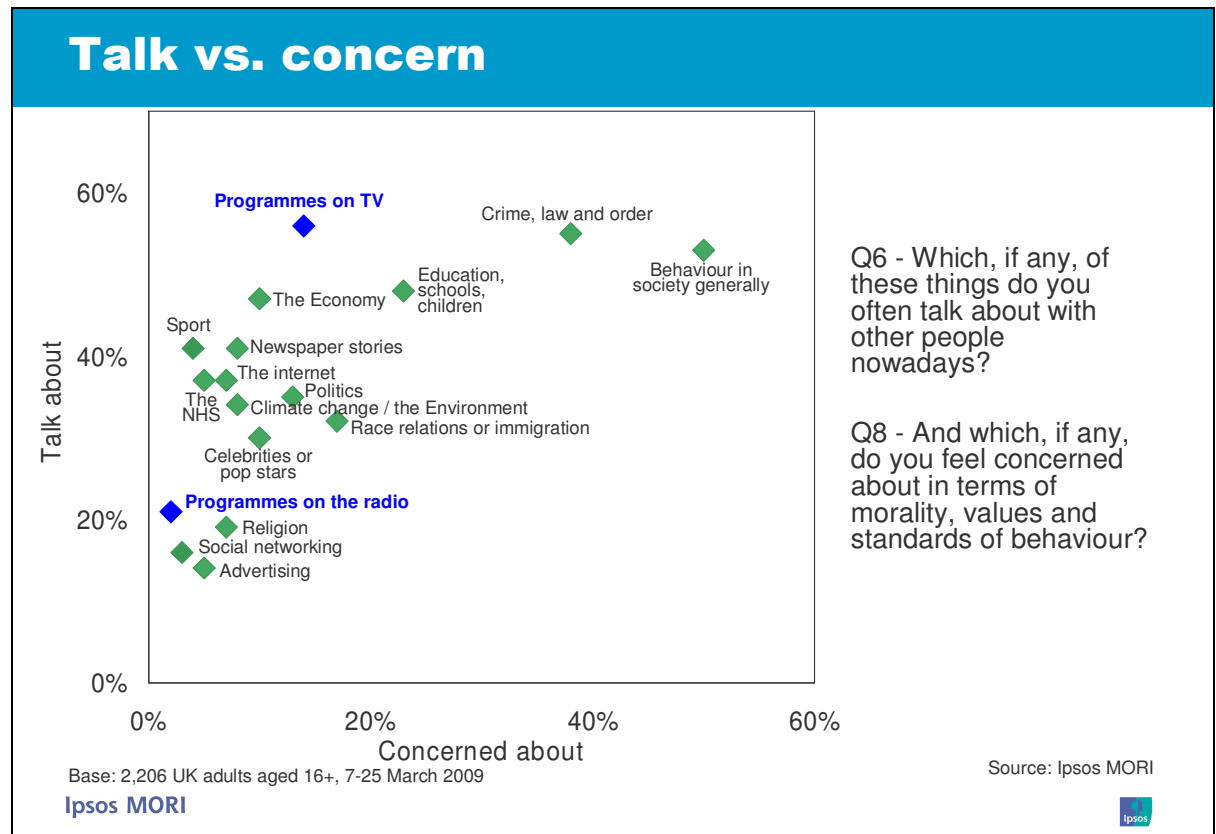


Programmes on the radio, however, are a far less popular topic of conversation. Indeed, across the seventeen items monitored, “*programmes on the radio*” rank fourteenth on 21% - just ahead of “*religion*” (19%) and “*social networking*” (16%).

There is, then, a very clear contrast in the case of television programmes between the number of people who often talk about them and those who feel very strongly about them or feel concerned about them in terms of morality, values or standards of behaviour. Of course, there is no particular reason why the things people talk about should necessarily be only the things that they feel strongly about or that they are concerned about. Nevertheless, concern about standards in television programmes is very low compared to the amount of attention that people give them (as indicated by the amount they talk about them).

We can see this more plainly if we compare the overall relationship for all the items on the list between being a regular topic of conversation and being a source of concern about morality, values and standards of behaviour. The exploration is necessarily a statistical one, but we can explain how the analysis works in a slightly more accessible fashion by illustrating the results in a ‘scatter diagram’ overleaf.

We begin by plotting the percentage of British adults who say they often talk with other people nowadays about each of the 17 items monitored on the “y” (vertical) axis against the percentage who feel concerned about each of them on the “x” (horizontal) axis. Thus, “programmes on TV” is the item that these adults are most likely to talk about with other people nowadays and is, therefore, nearest the top of the chart, while “behaviour in society in general” is the item with which they are most likely to feel concerned about in terms of morality, values and behaviour and is, therefore, furthest to the right.



Whilst ‘programmes on TV’ is the item most often talked about, crime, education and behaviour in society or the economy are also frequent topics of conversation for many people, with not a great deal to choose between them. However, television programmes rank fifth in terms of the items of concern in terms of morality, values and standards of behaviour – cited by 14%, behind “behaviour in society generally” (50%), “crime, law and order” (38%), “education, schools and children” (23%) and “race relations and immigration” (17%).

Nevertheless, the extent to which television programmes are a regular topic of conversation indicates their salience in contributing to overall perceptions of the moral climate and of standards of behaviour in society, even if only a minority (one in seven) are concerned about them at the moment.

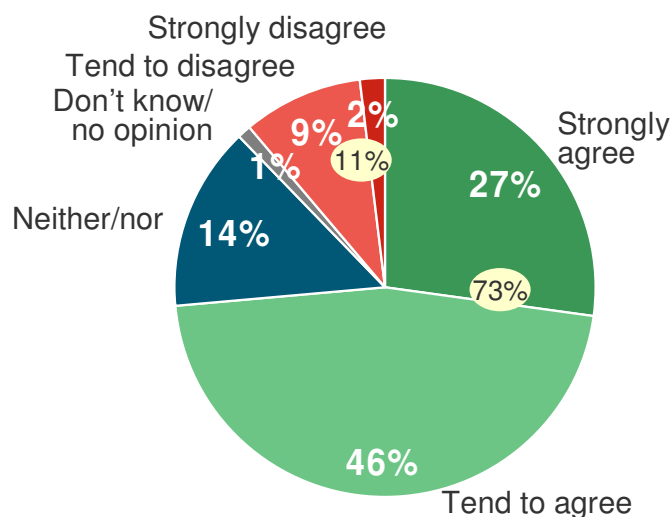
## Avoiding ‘causing offence’

Although many people are concerned about societal standards, this does not translate into a consensus in favour of preventing other people from being offended. On the contrary, there is a very strong majority in agreement that *“These days, people are too easily offended by what some people say”* – 73% agree compared to only 11% disagreeing; indeed, more than twice as many *strongly* agree as disagree at all.

### Are people too easily offended?

To what extent do you agree or disagree with each of the following statements?

Q78 - These days, people are too easily offended by what some people say



	% agree	% disagree
Adults aged 16+	73	11
C2DE	78	9
ABC1	69	14
Redtop/popular	82	6
Middle-market tabloids	74	12
Quality papers	65	16

Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



In light of this, it is perhaps not surprising that there is also a powerful majority in favour of protecting freedom of speech rather than preventing offence from being caused. Almost two-thirds of the public (65%) agree that *“It is more important to protect freedom of speech than to worry about causing offence to other people”*, with only 14% disagreeing, although women are almost twice as likely to disagree as men.

But while these attitudes are related, they are not necessarily interchangeable – in fact, of those who agree that people are too easily offended, ‘only’ 70% also agree that *“It is more important to protect freedom of speech than to worry about causing offence to other people”*.

Those who *disagree* that people are too easily offended tend to be older rather than younger, in higher socio-demographic groups, have better educational qualifications and to read quality rather than popular newspapers. People who say they 'never or hardly ever' use strong swear words are much more likely (18%) to disagree that people are too easily offended than those who 'often' use strong swear words (6%) or those who 'sometimes' do (8%).

But 'freedom of speech' has a powerful appeal to these groups as well as the right to be protected from offence. Consequently, there is much less of an age difference among those who prefer to avoid causing offence rather than protect freedom of speech, and no significant difference by class, levels of education or readership. There is, however, still a significant link with personal use of strong language – 19% of those who 'never or hardly ever' do so disagree that protecting freedom of speech is more important, compared to 13% of those who swear 'sometimes' and 10% of those who 'often' do so.

A more substantial difference in attitudes can be found on an ethnic and religious basis. While only 13% of White adults disagree that *"It is more important to protect freedom of speech than to worry about causing offence to other people"*, 24% of those of a Black or Minority Ethnic (BME) background do - and 35% of Muslims also do so. This is not matched by any corresponding difference in disagreeing that people are too easily offended, and may well arise from cultural differences in attitudes to the importance of 'freedom of speech' as a concept rather than differences over the gravity of causing offence.

## Section 2 – Public perceptions of standards

### Perceived trends in standards

Accompanying the widespread concern about standards of behaviour in society is a general feeling that standards in society are getting lower. This is probably a perennial and almost inevitable attitude. Surveys on many subjects find a strong “nostalgia effect”, with respondents tending to say that circumstances are less satisfactory than was the case in the past. When data are available to test this – for example, when satisfaction measured in an earlier survey can be compared with current measures and with respondents’ perceptions of a deteriorating situation – it can often be shown that memories can be misleading and that the past is viewed through rose-tinted spectacles. Nevertheless, the *perception* of a worsening situation is real even if it does not reflect reality, and a belief that new depths are being plumbed probably intensifies the fears and disquiet of the public.

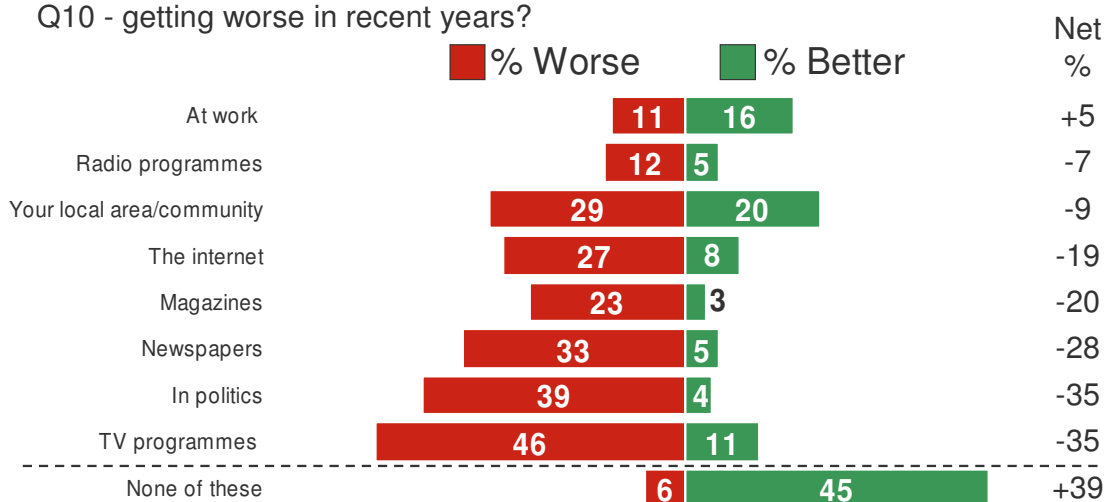
The present survey found a belief that morality, values and standards of behaviour have worsened in recent years across a wide variety of fields. This is expressed most strongly with regard to television programmes and to politics, but both these perceptions should probably be seen, at least in part, as components of a more general despondency.

### Rising or falling standards?

In which of these areas, if any, do you think morality, values or standards of behaviour have been:

Q9 - getting better in recent years?

Q10 - getting worse in recent years?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



Respondents were asked to choose (from a list) areas in which they thought morality, values or standards have been getting better in recent years, and areas in which they thought they were getting worse – they could, of course, pick as many from the list in each case as they thought was appropriate. A common perception is that none of the items on the list is *getting better* (45%); although 20% think there has been improvement in their local area or community, 16% at work, and smaller numbers for the other five items. On the other hand, just 6% feel that none of these areas has been *getting worse* in recent years. Almost half (46%) pick out TV programmes as having become worse, 39% feel the same about politics, and between 23% and 33% for each of four other items; only in the case of radio programmes (12%) and work (11%) is the number perceiving deterioration lower than this.

Comparing the two results, only in the case of standards at work does a greater proportion feel that there has been an improvement (16%) rather than a deterioration (11%). Although 20% feel the situation in their local area or community has improved, they are outnumbered by the 29% who think the opposite. For the media in all its forms, there is not even this degree of equivocation: radio programmes are thought to have got worse by a margin of more than two-to-one; the internet and television programmes by around four-to-one, newspapers and magazines both by seven or eight-to-one. But it is changing standards in television programmes that most had opinions about – 46% of British adults feel that these have got worse in recent years, 11% think they have got better.

Yet despite this prevalent impression that standards in television programmes are deteriorating, we have already seen that relatively few say they feel strongly about programmes on television (8%). While a higher number, 14%, say they have concerns about television programmes in terms of morality, values or standards of behaviour, this still amounts to ‘only’ around one in seven of the adult public as a whole, and perhaps puts the significance of the apparently alarming perception of worsening standards into perspective.

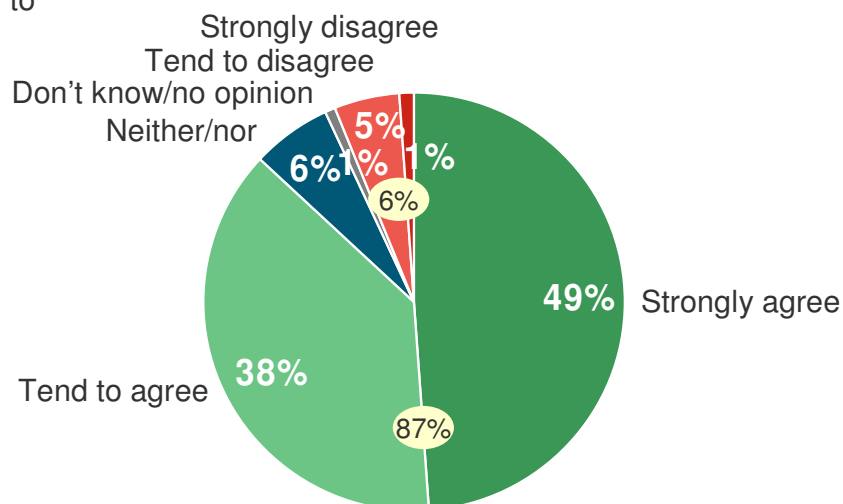
### **The use of strong language in public**

One respect in which there is widespread agreement on how society has changed regards the increased use of strong language in public. The vast majority of people, 87%, agree that *“Nowadays you seem to hear a lot more strong language in public than you used to”*, with only 6% disagreeing. Those few who disagree are much more likely to be men than women (which may conceivably indicate that the social situations where strong language has always been used in the past were overwhelmingly male-dominated), and to be in the middle or younger age groups.

## Strong language

To what extent do you agree or disagree with each of the following statements?

Q79 - Nowadays you seem to hear a lot more strong language in public than you used to



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



Although people agree that strong language is now more widely used, it is certainly not universally considered as acceptable, and there are divided views on the extent to which it is acceptable that the media should reflect changing behaviour in society. By a margin of more than two-to-one, the majority of the public find the use of strong language on television acceptable as a reflection of real life: 62% agree that *“It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays”*, while 25% disagree (including 9% who *strongly* disagree). Yet almost a three-to-one majority (59% to 23%) agree with the proposition that *“Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience”*. It seems clear that most draw a line that distinguishes between “acceptable” and “excessive or unnecessary” - perhaps also some disapprove of showing a lack of respect for the audience without going so far as to find it entirely unacceptable.

## Attitudes in general

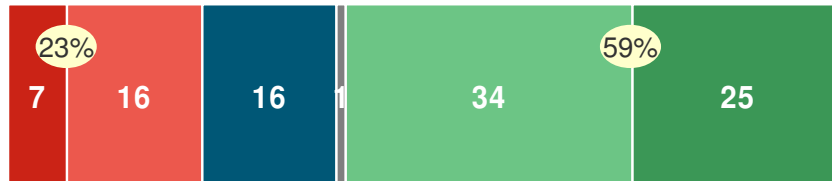
To what extent do you agree or disagree with each of the following statements?

■ % Strongly disagree   
 ■ % Tend to disagree   
 ■ % Neither / nor   
 ■ % Don't know / no opinion   
 ■ % Tend to agree   
 ■ % Strongly agree

Q46 - It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays



Q49 - Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI

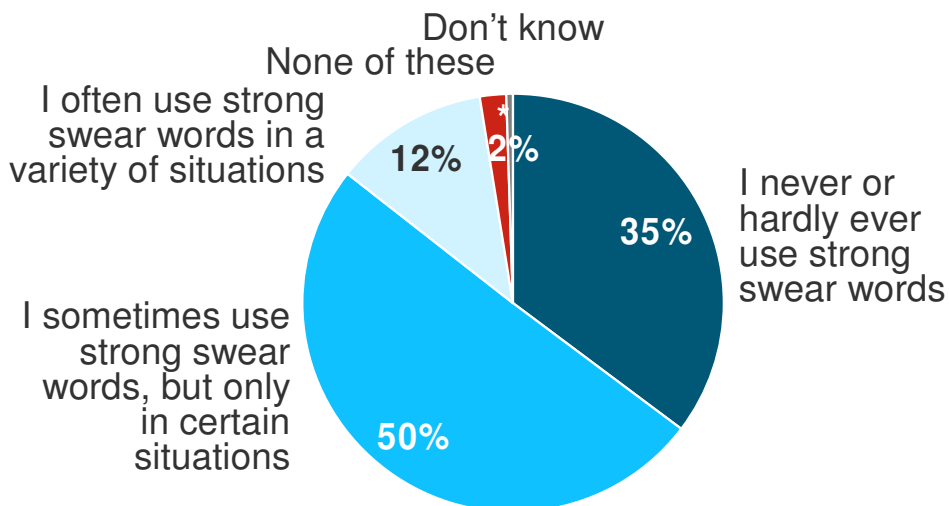


It is also important to note that while those who do *not* consider it “acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays” are outnumbered, they nevertheless make up a sizable minority - a quarter of the public. A similar proportion *strongly* agrees that use of excessive offensive language or sexual content is disrespectful to the audience; this substantial section of the audience might potentially take offence at such content.

As would be expected, these divided views are reflected in people’s reports of how often they themselves use strong language. Although more than six in ten of the public admit that they themselves use “strong swear words such as four-letters words beginning with ‘F’” at least sometimes, only a small minority of these (12%) say that they “often” do so “in a variety of situations”. This leaves a third who say they “never or hardly ever” use such strong language.

## Frequency of swearing

Q94 - Which one of the following statements best applies to you, regarding your use of strong swear words such as four letter words beginning with 'F'?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Ipsos MORI

Source: Ipsos MORI



While we cannot be sure how accurately respondents report their own level of swearing, it is reasonable to assume at least that willingness to admit to frequent use of strong language is related to one's views on how acceptable such language is. This indeed seems to be reflected in the survey findings: 'only' 49% of those who say they 'never or hardly ever' use strong swear words think it is acceptable for TV to show some programmes with strong language as a reflection of how some people speak nowadays, whereas 69% of those who say they sometimes use strong swear words and 79% of those who "often" do so find this to be acceptable. This means that more than half of those who find such content unacceptable are people who say they rarely, if ever, use such strong language themselves.

Even more striking is the correlation between personal use of strong language and the belief that excessive strong language or sexual references in a programme show a lack of respect for the audience. Three-quarters, 77%, of those who say they "never or hardly ever" use strong swear words find such programmes or performers disrespectful, compared to half (53%) of those who use strong language 'sometimes' and only just over a third (36%) of those who say they 'often' do so.

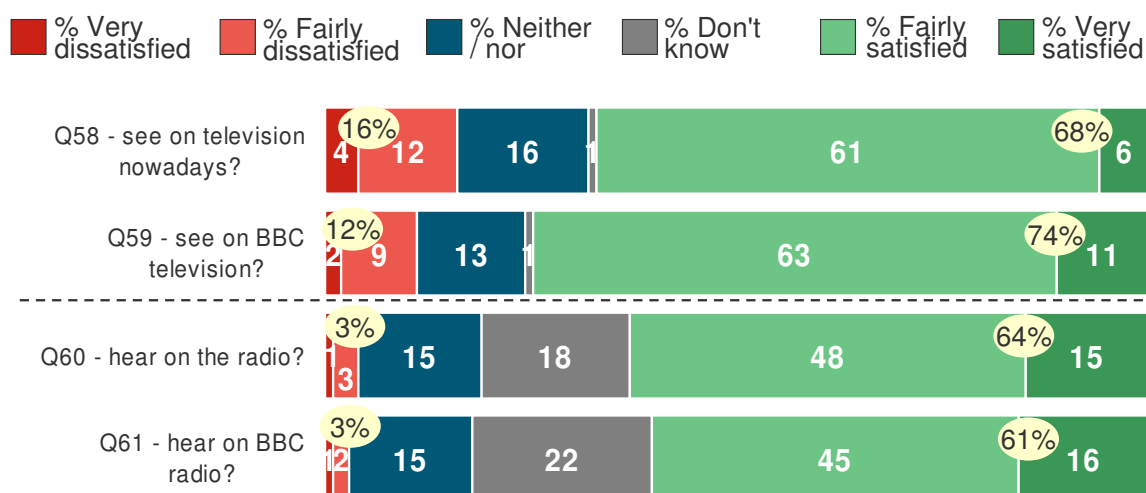
## Section 3 – The public’s rating of broadcasting standards

### Overall satisfaction with standards in television and radio content

Focussing on morality, values and standards of behaviour, the survey findings indicate high levels of satisfaction with the content on television and radio overall. Two in three British adults say they are satisfied (61% “fairly satisfied” and 6% “very satisfied”) with what they see on television nowadays, rising to 63% and 11% respectively for BBC television (three-quarters satisfied in total). Only 16% are dissatisfied with what they see on television in general, and 12% with what they see on the BBC.

#### Satisfaction with broadcast media and BBC

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:



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI

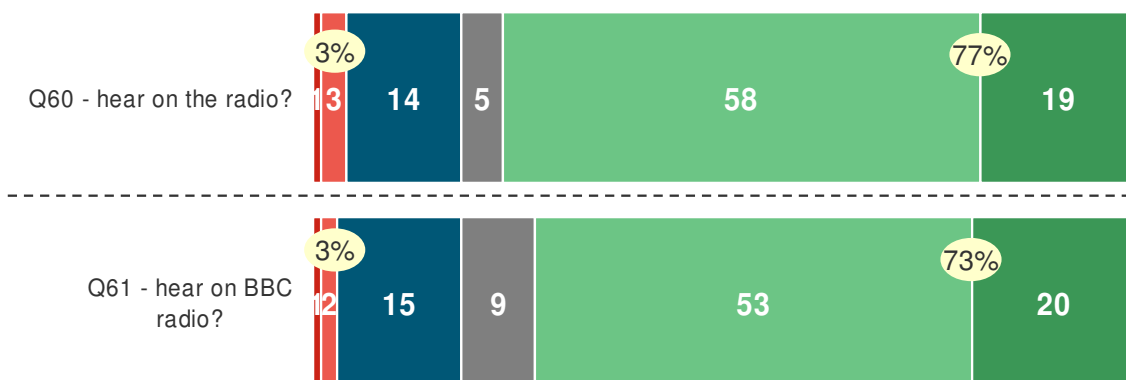


Dissatisfaction with standards in radio is barely an issue, either in general or in the particular case of the BBC (3% dissatisfied in each case).

## Satisfaction with radio - regular listeners

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:

■ % Very dissatisfied  
 ■ % Fairly dissatisfied  
 ■ % Neither / nor  
 ■ % Don't know  
 ■ % Fairly satisfied  
 ■ % Very satisfied



Base: 1,568 UK adults aged 16+ who regularly listen to a radio station, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



Overall satisfaction among those who listen to at least one radio station regularly is higher than for television; three-quarters being satisfied (58% “fairly satisfied” and 19% “very satisfied”) with what they listen to nowadays. Satisfaction is slightly lower for BBC radio when measured among radio listeners, with seven in ten satisfied (53% “fairly satisfied” and 20% “very satisfied”). Of those who say they regularly listen to at least one BBC radio station, 3% are dissatisfied with the content of what they hear on BBC radio and 80% satisfied.

It is perhaps worth noting that, while the number dissatisfied with content (in terms of morality, values and standards of behaviour) on either radio or television is reasonably small and the balance of opinion is positive, there is also only a small number who feel “very satisfied” with what they see and hear, particularly in the case of television.

Although the percentages are small, more than twice as many are dissatisfied to some degree with what they see on TV in general as are “very satisfied”; for BBC TV, the numbers “very satisfied” and “dissatisfied” are roughly equal.

Most of the dissatisfaction with broadcasting content expressed in the survey, then, relates to television rather than to radio; five times as many people say they are “dissatisfied” with the former as with the latter (16% versus 3%), or four to one when BBC TV is considered (12% versus 3%).

Those who say they are dissatisfied with what they see on television nowadays are more likely to be in the middle or older age groups. Dissatisfaction is also higher than average among those with no formal educational qualifications - and higher among readers of quality or mid-market newspapers than of redtop tabloids. But some of the other attitudes measured in the survey are better indicators of satisfaction than are demographic differences. People are only half as likely to be dissatisfied if they believe that *"It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays"* as they are if they disagree. Similarly, they are twice as likely to be dissatisfied if they feel that *"Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience"* than if they do not, and far more likely than the rest of the public to be dissatisfied if they agree that *"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"*.

### **Perceived standards of various TV channels**

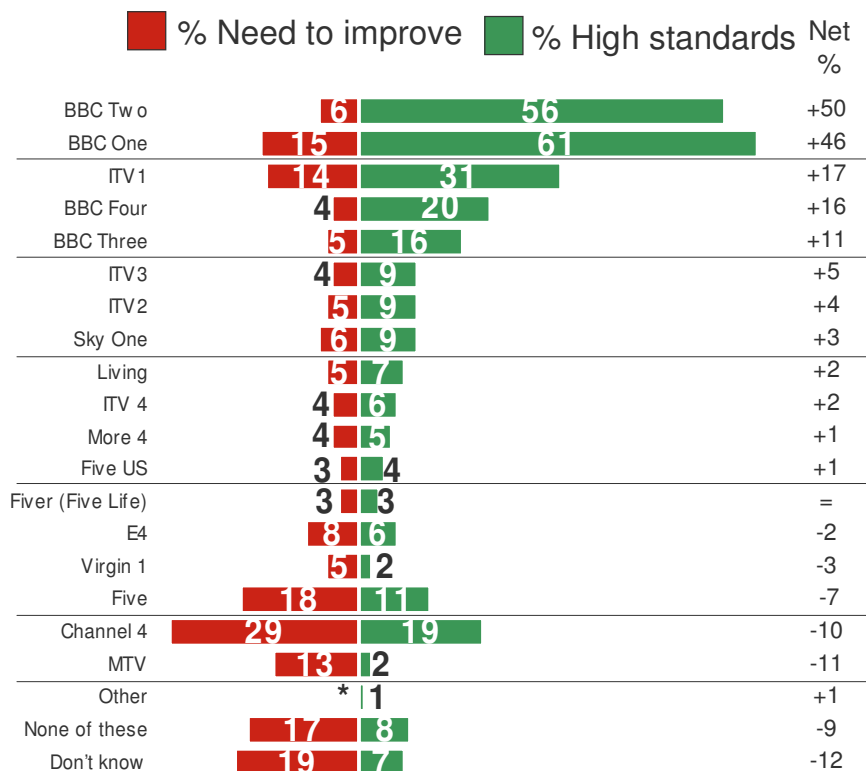
To assess the television channels, respondents were shown a card listing 18 major TV channels available to British viewers, including those available on terrestrial television, some that are shown on free-to-view digital and some which are subscription only. Respondents were asked to pick from the list those they feel are "currently the most likely to have high standards" in terms of morality, values and standards of behaviour and then "the ones which most need to improve their content".

## High or low standards?

Thinking of the different TV stations and the content of their programmes, which ones on this card, if any, do you think are:

Q41 - currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Q42 - the ones which most need to improve their content in terms of morality, values and standards of behaviour?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



The BBC emerges as the broadcaster whose channels are currently seen as most likely to have high standards in terms of morality, values and standards of behaviour. Six in ten British adults (61%) believe this to be the case for BBC One and 56% for BBC Two, well ahead of any of the other channels listed. BBC Two scores particularly well among those who say that, overall, they are concerned about TV or radio programmes in terms of morality, values and standards of behaviour – of this group, 64% pick BBC Two as likely to have high standards, ahead of the 59% picking BBC One.

The best rating for a non-BBC channel is for ITV1, which three in ten (31%) believe likely to have high standards in this respect. Fewer than one in five pick any of the other fifteen channels listed as most likely to have high standards.

A more robust means of comparing perceptions of the listed channels is to compare the proportions of positive ('high standards') and negative ('needs to improve') answers among those respondents that gave either. Easily the most impressive performance here is that of BBC Two, named as likely to have high standards by 56% and in need of improvement by only 6%, a net score of +50 and a ten-to-one positive ratio. BBC One, BBC Three and BBC Four also all have better positive-to-negative ratios than any non-BBC station: BBC One 61% to 15% (four-to-one), BBC Four 20% to 4% (five-to-one), and BBC Three 16% to 5% (three-to-one). ITV3 has a two-to-one favourable ratio (9% against 4%), and the other ITV channels achieve around a two-to-one favourable ratio.

It must be borne in mind, of course, that despite the availability of digital television in the majority of households, many respondents may still be unfamiliar with the various digital channels, especially those available only by satellite or cable, and will, therefore, probably have no opinion on whether they have high standards or are in need of improvement. Low 'scores' can be as much a function of lack of familiarity as of perceptions of a channel's performance, and in this light the numbers considering BBC Three and BBC Four to be among the most likely to have high standards are more impressive than is perhaps immediately apparent. Furthermore, the question asked which channels were "*most likely*" to have high standards, which may have encouraged respondents to select one BBC channel over another and choose the ones they knew best.

The channel whose content the greatest number of British adults believe is most in need of improvement in terms of morality, values and standards of behaviour is Channel 4 (29%); next are Five (18%), BBC One (15%), ITV 1 (14%), MTV (13%) and E4 (8%). All remaining channels are mentioned by around one in twenty or fewer; again, lower familiarity with the non-terrestrial channels makes comparisons between them less meaningful.

### **Perceived standards of various radio channels**

The questions on television channels and the content of their programmes (in terms of 'morality, values and standards of behaviour') were repeated for radio. Respondents were shown a card listing the main national radio stations and, as it would have been impractical to list out each of the hundreds of local radio stations, the card shown to respondents indicated "*My BBC Local Radio*" and "*My local commercial station*".

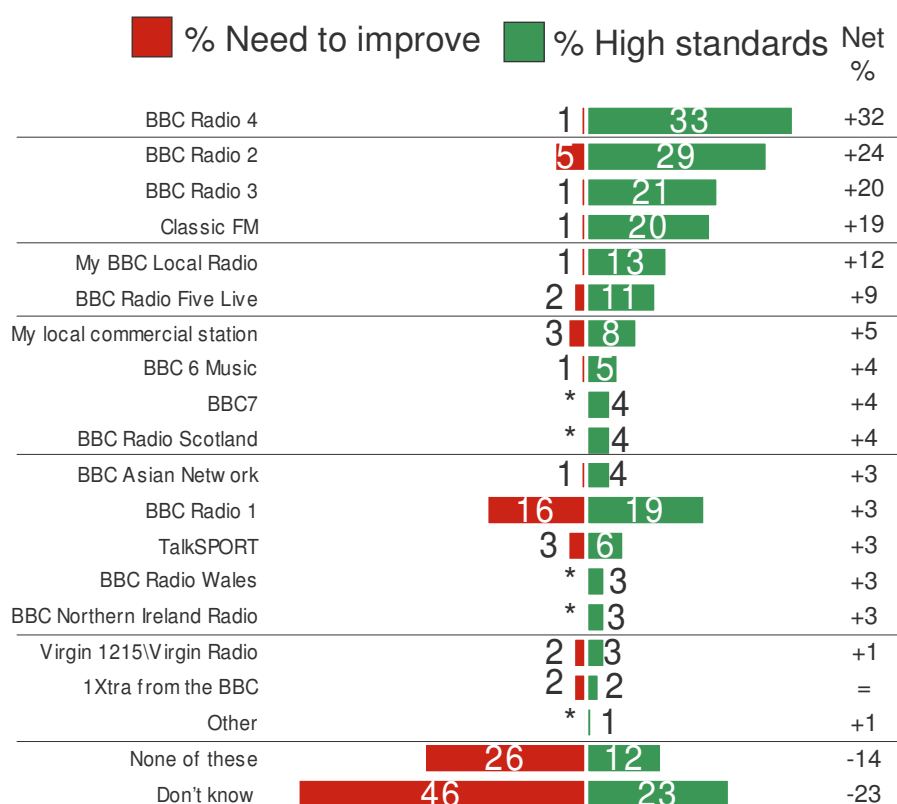
In terms of being most likely to have high standards, BBC Radio 4 emerges on top (33%), followed by BBC Radio 2 (29%), BBC Radio 3 (21%) and Classic FM (20%) – all are mentioned by two in ten or more as having high standards in this respect; BBC Radio 1 (19%) follows just behind. BBC Radios 2, 3 and 4, and Classic FM all perform particularly well among those who say that they are concerned about programmes on TV or radio.

## High or low standards?

Thinking of the different radio stations and the content of their programmes, which ones on this card, if any, do you think are:

Q43 - currently the most likely to have high standards in terms of morality, values and standards of behaviour?

Q44 - the ones which most need to improve their content in terms of morality, values and standards of behaviour?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



Overall, the 'high standards' and 'need to improve' figures for radio stations are lower than the corresponding figures for the leading television stations, but this is a reflection of smaller audiences and a lower familiarity with radio stations and radio programmes. More than a third, 36%, either "don't know" or say there is no radio station that they think most likely to have high standards.

Similarly, far fewer can identify radio stations they feel are in need of improvement than can name TV channels they feel need improving. When asked to name the radio station most in need of improvement, nearly half of British adults (46%) "don't know". A further quarter of people (26%) say that they do not believe any of the listed radio stations needs to improve its content.

The only radio station to be mentioned as needing to improve its content (in terms of morality, values and standards of behaviour) by more than one adult in twenty is BBC Radio 1: 16% believe that this station is most in need of improvement - and the proportion is higher, 23%, among those who identify themselves as regular Radio 1 listeners.

This finding of 16% of the public naming Radio 1 as needing to improve compares to 15% naming BBC One (and far more express an opinion regarding BBC One). Negative and positive views of Radio 1 are almost equal in number, making it, together with 1Xtra, the only BBC channel or station covered by the survey not named as likely to have high standards by at least three times as many as think it needs improvement.

One in twenty, 5%, mentioned BBC Radio 2 as in need of improvement.

## Section 4 – Frequency of broadcast items which concern the public

### Introduction

Although most of the public say they are satisfied overall with broadcasting standards in general and those of the BBC in particular, this does not mean that they never see or hear anything broadcast that causes them concern. In fact half the public say they “personally see or hear things on television” which they find offensive, two in five have seen or heard something in the last year that they think should not have been broadcast, and two in five say they have heard or read about things on TV and radio that have concerned them although they have not personally seen or heard the programme.

Such concerns appear to emanate much more frequently from television than from radio, but even so one in eight of the public say they have personally heard something on the radio within the last year that they believe should not have been broadcast. In the case of both TV and radio, more people say that they have seen or heard something that they think should not have been broadcast than say that there was something they did not really approve of but did not object to being broadcast. Nevertheless, for both platforms, the number disapproving of something without feeling it should not have been broadcast is substantial.

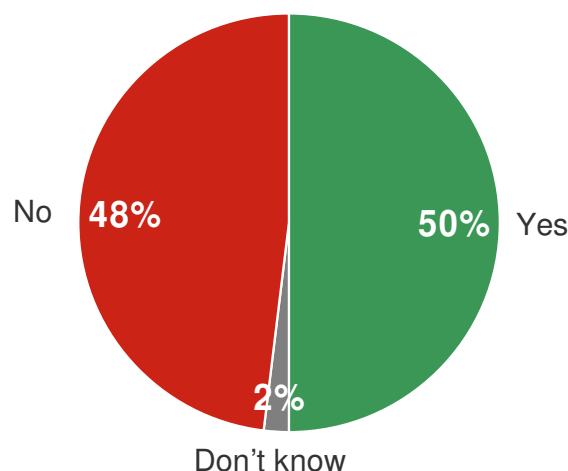
We explore the extent of all of these reactions in more detail below.

## How many people find some things on television offensive?

Answering the standard question used by Ofcom, half the public, 50%, say they personally see or hear things on television which they find offensive; 48% say they do not with only 2% declining to give an opinion.

### Offensive content on TV (Ofcom question)

Q11 - Do you personally see or hear things on television which you find offensive?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Ipsos MORI

Source: Ipsos MORI



While those who feel dissatisfied with morality, values and standards of behaviour in the content of television are naturally more likely to be among those who say they have seen or heard something they found offensive than among those who have not, more than two in five of those who are satisfied with the content of television in general, and approaching half of those who are satisfied with the content of BBC television in particular, nevertheless feel they see or hear things they find offensive.

## Frequency of feeling material shown on TV should not have been broadcast

Of course, not everybody always necessarily feels that when they see or hear something they find offensive this means that it should not have been broadcast. To explore this, we used more specific questions, asking respondents to think about things they have seen or heard on television within the past twelve months. First they were asked whether they have

seen or heard anything they feel should not have been broadcast: respondents were asked to think “specifically about the area of morality, values and standards of behaviour perhaps relating to strong language or sex”, but to exclude anything relating to violence or to films. They were also asked if there has been anything they have seen or heard which they did not approve of but did not object to its being broadcast. In each case, those respondents who have seen programming to which they have objected were asked how often this happens, and what kind of material made them feel this way. Finally, the same set of questions was repeated with regard to broadcast radio content.

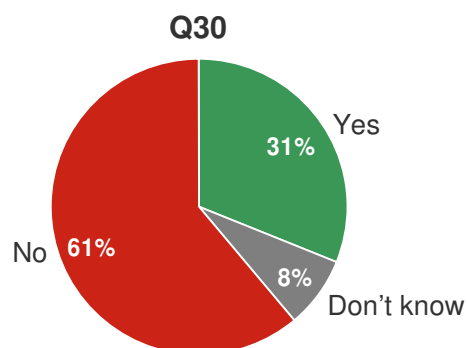
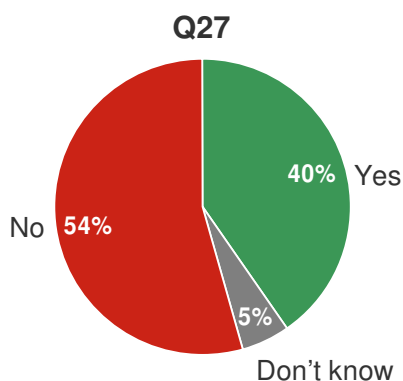
Two in five of the public say that during the last 12 months they *have* (40%), and just over half say they *have not* (54%), seen or heard something of this nature on television that they feel *should not* have been broadcast.

## Should TV content have been broadcast?

In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you seen or heard something on television, perhaps relating to strong language or sex but excluding violence...

Q27 ...that you feel should not have been broadcast on television?

Q30 ....that you did not really approve of but did not object to its being broadcast on television?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Ipsos MORI

Source: Ipsos MORI



Rather fewer, three in ten (31%), say they have seen or heard something that they did not really approve of but *did not* object to its being broadcast on television. These two attitudes are not mutually exclusive – viewers are probably prepared to draw different lines depending on the content, the programme, the channel or the context and accept that some things of which they might disapprove are nevertheless suitable for broadcast, while other things are not. In fact, half (52%) of those who told us they have seen on TV something in the past year

they felt *should not* have been broadcast also saw something in the same period of which they disapproved *without feeling* that it should not have been broadcast.

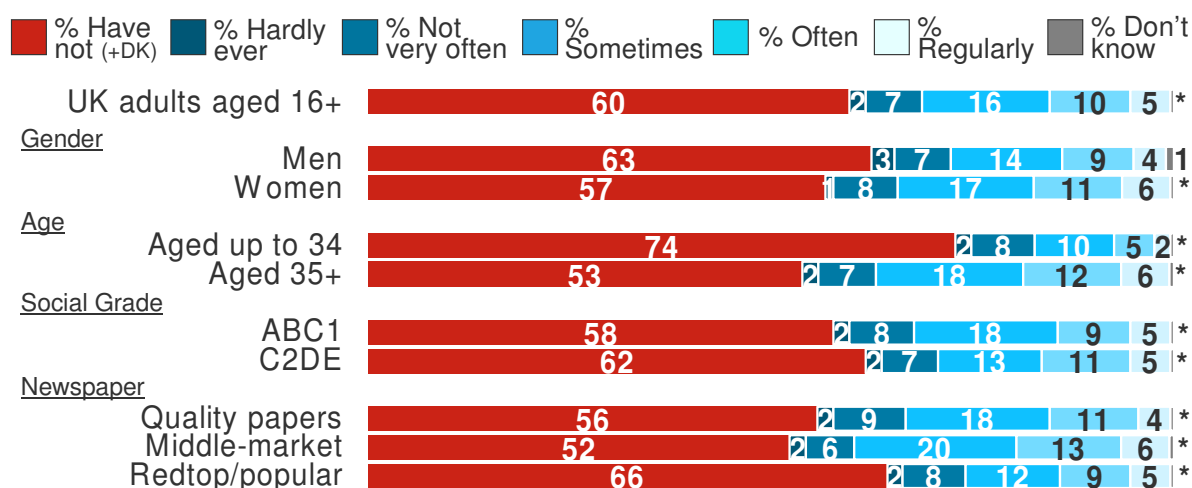
Naturally enough, there is a strong relationship between disapproval of something in a recent television programme as to feel that it should not have been broadcast and the other measures of concern and with satisfaction with television. Those who say they are concerned about programmes on TV or radio in terms of morality, values and standards of behaviour are half-as-likely-again to say they have seen or heard something (on any TV channel) they feel should not have been broadcast. Thirty eight percent of those who say they are satisfied with the content of BBC TV have seen something on television (not necessarily on a BBC channel) that they feel should not have been broadcast, while 57% of those who are dissatisfied say they have done so.

Around a third of those who have seen or heard anything on TV over the last twelve months that they feel *should not* have been broadcast claim they see something of this nature either “regularly” or “often” (37%); for the remainder, this is something that happens “sometimes” (39%), rather than “not very often” (18%) or “hardly ever” (5%).

Since this group make up two-fifths of the sample, this means that, in total, 5% of the public feel that they “regularly” see or hear things on TV that should not have been broadcast, and 10% feel that they “often” do so; a further 16% say it happens “sometimes” - adding up to three in ten of the overall sample.

## TV content that should not have been broadcast: Frequency

Q28 - In the last 12 months how frequently have you seen or heard something on television in the area of morality, values and standards of behaviour that you feel should not have been broadcast on television?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



The 15% who “regularly” or “often” feel they see something that should not have been broadcast is broadly similar to proportions for several of the other key measures of dissatisfaction: those dissatisfied with the content of TV programmes in terms of morality, values and standards of behaviour (16%), those who disagree that people are too easily offended by what some people say (11%), and those who say they are concerned about programmes on TV (14%). In fact, although there is a fair degree of overlap between these groups they are not necessarily the same people and are far from homogenous - much wider or disparate sections of the population can fall within at least one of these “discontented or concerned” categories. Nevertheless, it seems reasonable to infer that seeing ‘material-judged-unsuitable’ regularly rather than occasionally is a driver of dissatisfaction, and there is certainly a relationship between the two.

However, many remain satisfied with overall standards of morality, values and standards of behaviour in television programmes despite frequently seeing things they do think *should not* have been broadcast. Half of those who “regularly” or “often” see something they think should not have been broadcast say they are satisfied with the content of what they see on TV nowadays (51%), compared with 62% satisfied of those who see such material “sometimes”, “not very often” or “hardly ever”, and 76% satisfied of those who have not seen anything of that sort in the last 12 months.

## Frequency of feeling that radio items should not have been broadcast

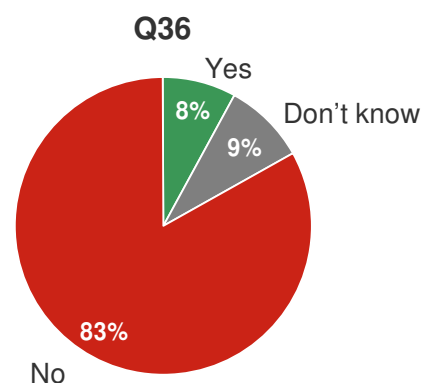
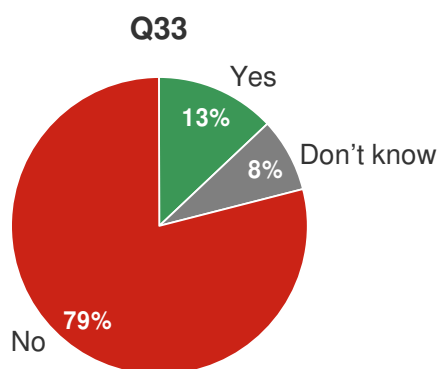
People are far less likely to have heard something on the radio that they disapproved of or felt should not have been broadcast. Again, the question directs respondents to be “thinking specifically of morality, values and standards of behaviour” and to consider things “perhaps relating to strong language or sex but excluding violence”. One in eight (13%, and 16% of those who listen to at least one radio station regularly) say they have heard something in the last 12 months that they feel should not have been broadcast on the radio (compared to the 40% who say the same about television), while 8% have heard something that they did not really approve of but did not object to its being broadcast on the radio (compared to 31% for television).

### Should radio content have been broadcast?

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...

Q33 ... that you feel should not have been broadcast on the radio?

Q36 ... that you did not really approve of but did not object to its being broadcast on the radio?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Ipsos MORI

Source: Ipsos MORI



A third (36%) of those who say they have heard something which they felt ought *not* to have been broadcast have also heard something in the last year of which they disapproved without objecting to its being broadcast. There is also considerable overlap between those who have found ‘cause for concern’ in radio material and those who found it on television. Six in ten (59%) of those who say they have heard something on the radio in the past year that they feel should *not* have been broadcast have also seen or heard something on television they think should not have been broadcast.

Of those who say they have heard anything of this type on the radio that they feel should not have been broadcast, around one in six claim they hear something of this nature either “regularly” or “often”, a frequency only half as high as the corresponding measure for television.

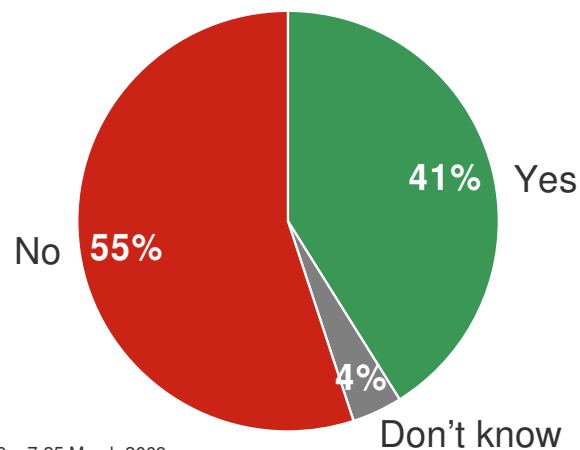
With 79% of the public (and of radio listeners) having said that they have not heard anything on the radio in the last 12 months that they feel should not have been broadcast (for the reasons described earlier), this means that only a handful of the total sample say that they “regularly” (1%) or “often” (1%) hear such programmes, though another one in ten have heard such material while perceiving it to be a less frequent occurrence.

### **Concern about broadcast items not experienced first-hand**

Given the extensive headline and media coverage that some of the more recent complaints relating to television and radio content have had, it is of no surprise that a substantial minority of British adults (41%) have retrospectively found something on radio or TV that has concerned them (in terms of morality, values and standards of behaviour), that they did not personally see or hear, but heard or read about later. Those who say they have been concerned in this way are considerably more likely to be dissatisfied with the content of what they see nowadays on television in general, and on BBC television in particular, than those who have not.

## Second-hand offence

Q40 - 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: 2,206 UK adults aged 16+, 7-25 March 2009

Ipsos MORI

Source: Ipsos MORI



Well over half, 57%, of those who have been concerned by something they did not see or hear themselves also say they have personally seen or heard something they feel should *not* have been broadcast.

## Section 5 – What causes concern or is considered ‘offensive’?

### Introduction

This next section of the report examines what issues about the content of broadcast material generate the widest concerns and might ‘cause offence’. Early in the interview, respondents were asked about the type of material that concerned them relating to morality, values and standards of behaviour, not only in the broadcasting media but also in other media and forms of entertainment. Then, at a later stage, those who had said that in the last 12 months they had seen or heard material on TV or radio that they thought should *not* have been broadcast, or of which they disapproved without feeling it should not have been broadcast, were asked what type of material had prompted that view. Between the two sets of responses, we get a clear indication of what types of material are liable to be seen as ‘offensive’, and how many people are concerned by the various types of content.

The issue that most people seem to feel most strongly about, and which accounts for the highest number of instances when viewers felt they had seen or heard something that should *not* have been broadcast on television, is “*strong language or swearing*” (it also accounts for most of the content of which viewers disapproved without feeling it should not have been broadcast). But, unlike most of the other causes of potential offence investigated, strong language on television is a divisive issue, with a substantial minority not finding it a particular cause for concern. “Sexual content”, “offensive humour”, “intrusion into people’s lives” and “people being bullied by the media” can also cause concern, though less so than strong language.

Far fewer people express concern about what is broadcast on the radio. In the small number of cases where respondents have felt something should not have been broadcast, it is intrusion into private lives, sexual content or offensive humour that are most frequently cited as the reason for the objection, with strong language and bullying mentioned by fewer people. This indicates that a wide variety of types of content can concern the public and have the potential to cause offence.

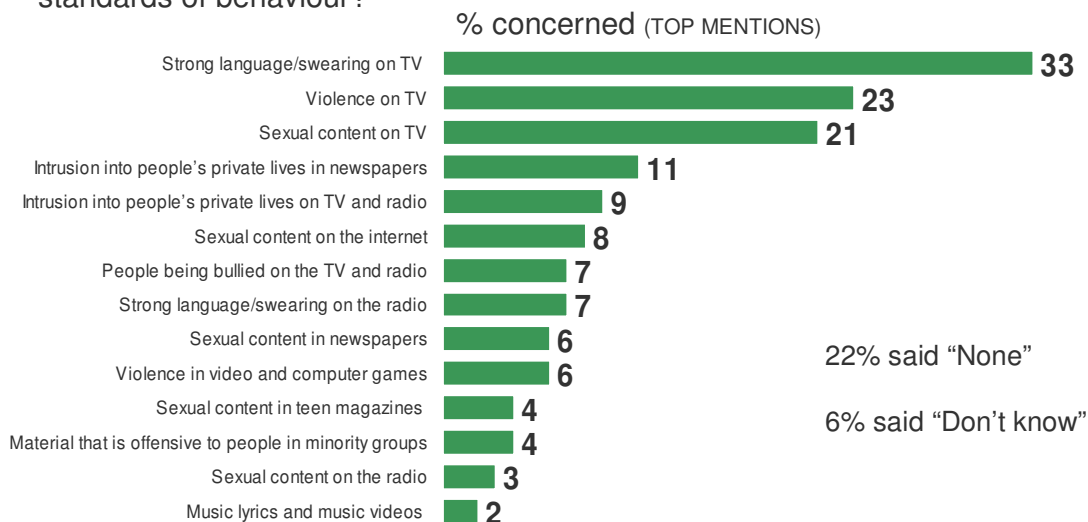
## General issues of concern related to the media

To gain a clear assessment of attitudes towards different aspects relating to morality, values and standards of behaviour in the media, and of the salience of these aspects, respondents were asked which issues they were concerned about in two different ways. First, to elicit top-of-mind concerns, they were asked spontaneously to cite issues that cause them concern (without being shown a list of possible answers or otherwise prompted towards giving any particular response). They were asked to think about the media in particular - not just television, but also to think about radio, newspapers, magazines and the internet and TV, though excluding advertising or films.

Although the unprompted question specifically made clear that it was about “not just television, but also radio, newspapers, the internet and TV”, the most frequently cited issues were those related to television, with a third of the public (33%) concerned about the use of strong language or swearing on TV and almost a quarter mentioning violence on TV (23%), while a slightly lower number mentioned sexual content on TV (21%).

### Issues of concern

Q12 - Thinking of the media in particular, not just television, but also radio, newspapers, magazines, the internet and TV, excluding any advertising or films, what issues, if any, are you concerned about relating to morality, values and standards of behaviour?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Ipsos MORI

Source: Ipsos MORI



The issue most widely mentioned that does not relate to television is intrusion into people's private lives by newspapers, which was mentioned by 11%, very similar to the number who expressed their concern about the same aspect on TV and radio (9%).

Other concerns relate to sexual content on the internet (8%), in newspapers (6%) and in teen magazines (4%). Compared to the number expressing concern about violence on TV, the number mentioning violence in video and computer games is low (6%). Also rarely mentioned is material that is offensive to people in minority groups (4%).

Where the same issue is considered for TV and radio, it is noticeable that far fewer cite concern about radio content. While 33% say they are concerned about strong language or swearing on television, only 7% mention concern about this on the radio; likewise, 21% are concerned about sexual content on television but only 3% about sexual content on the radio.

A fifth (22%) of British adults claim not to be concerned about any issues in the media in terms of morality, values and standards of behaviour, and 6% respond “don’t know”.

Having answered this unprompted question, respondents were then shown a list of fourteen issues, and asked to rate their concern about each on a five point scale ranging from “extremely concerned” to “not at all concerned”. On prompting, many more respondents expressed concern about each issue, and about a greater number of issues. The rank order of concern about different issues using the prompted list also proved to be somewhat different from the unprompted one. It is not unusual to find a difference between the spontaneous and prompted responses. The difference will partly reflect issues that are of real concern but are not top-of-mind, and which respondents did not therefore think to mention, as well as differences in intensity of concern which an all-or-nothing question evoking a spontaneous response may not capture. A prompted list might also encourage respondents to think about potential rather than current issues – for example, one might be concerned about unsuitable “sexual content on TV” because one feels that it should not be shown, yet be confident that in fact what is currently allowed to be broadcast in this country is regulated.

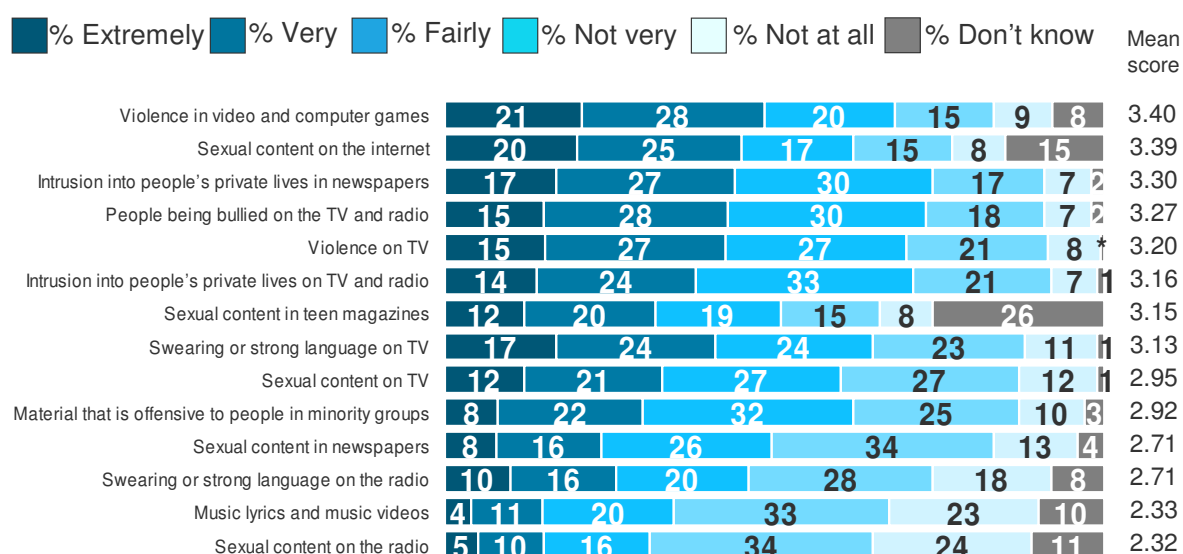
There are several different criteria by which we might rank the categories in terms of public concern. We might look at the topics about which the highest numbers are “extremely concerned”; we might combine those who are “extremely concerned” and “very concerned” about each topic, or include those who are “fairly concerned” as well so as to reduce it to a simple balance between “concerned” and “not concerned”; or we might use a mean score (calculated on the basis of ascribing a score of 5 to those who are “extremely concerned” down to 1 for those who are “not at all concerned”). Which criteria are used can make a considerable difference to the relative placing of many of the categories.

Two topics that stand out, however, ranked as the top two by almost all the criteria and all the more noticeable because they scored only moderately as issues of concern using the

unprompted question, are “*violence in video and computer games*” and “*sexual content on the internet*”. These have the two highest mean scores, are the two most frequently named about which respondents are “extremely concerned” and are also in the top two if “extremely concerned” and “very concerned” are combined.

## Degree of concern

Q13-26 - From this card, please tell me to what extent, if at all, you are concerned about the issues I am about to read out.



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



Half the respondents say that they are either “extremely concerned” (21%) or “very concerned” (28%) with “*violence in video and computer games*”. This increases slightly (and significantly) to more than half among those with children in the household (to 23% and 29% respectively); the mean scores being 3.40 and 3.50 respectively. A similar pattern emerges for “*sexual content on the internet*”, about which almost half feel “extremely concerned” (20%) or “very concerned” (25%), rising to 29% and 29% for those with children in the household, with corresponding mean scores of 3.39 and 3.64.

The next highest mean score is for “*Intrusion into people's private lives in newspapers*” (17% saying “extremely concerned” and 27% “very concerned”), with a mean score of 3.30, followed by “*people being bullied on the TV and radio*” (mean score of 3.27), “*violence on TV*” (3.20), “*intrusion into people's private lives on TV and radio*” (3.16), “*sexual content in teen magazines*” (3.15) and “*swearing or strong language on TV*” (3.13).

However, looking at only the strongest expressions of concern, priorities are somewhat different. Almost a fifth of the public, 17%, are “extremely concerned” about *“swearing or strong language on TV”*, behind only *“violence in video and computer games”* and *“sexual content on the internet”* and on a par with *“Intrusion into people’s private lives in newspapers”*. As already noted, *“swearing or strong language on TV”* was easily the most frequent spontaneously-named concern, but its mean score is lower than that for several other topics because a greater proportion are not highly concerned about it. This is not unexpected – this is an issue that tends to polarise the public, whereas there is much more of a consensus on issues such as violence and sexual content.

Rather than dwelling on any rank ordering between the various issues in terms of concern, it is more meaningful to note that most of these issues are of concern to the British public in varying degrees. Only in the case of *“sexual content on the radio”* and *“music lyrics and music videos”* are less than half at least “fairly concerned”. In particular, with regard to television, 43% are “extremely concerned” or “very concerned” about *“violence on TV”*, 43% about *“people being bullied on the TV and radio”*, 41% about *“swearing or strong language on TV”*, 37% about *“intrusion into people’s private lives on TV and radio”*, and, slightly lower, 33% about *“sexual content on TV”*.

It may be worth noting that particularly high levels of concern about almost all these issues are expressed by those who say that their religion or faith is important to them. With regard to broadcasting in particular, they are much more concerned about swearing or strong language on TV (25% “extremely concerned” compared to 17% for the general public) and on the radio (16% against 10%), about sexual content on TV (20% against 12%) and on the radio (9% against 5%), about violence on TV (22% against 15%), and people being bullied on TV or radio (20% against 15%). But there is no statistical difference between them and the rest of the public on intrusion into people’s private lives on TV and radio or by newspapers.

Furthermore, on the unprompted question when respondents were asked to name issues in the media about which they were concerned in terms of morality, values and standards of behaviour, those whose religion is important to them were much more likely than average to spontaneously mention “strong language or swearing on TV” (42% compared to 33%), “sexual content on TV” (31% against 21%) and “violence on TV” (28% against 23%). They were also significantly more likely than average to mention “strong language or swearing on the radio” (9% as against 7%). By contrast, the proportions mentioning violence in video or computer games and sexual content on the internet were no different from the rest of the population. Yet this contrast applies only to the unprompted question, which elicits top-of-

mind reactions; when specifically asked about “violence in video or computer games” and “sexual content on the internet”, in both cases those whose religion is important to them were significantly more likely to express higher levels of concern than the rest of the public. What this suggests is that the concerns caused by issues in broadcasting are very visible ones, and more immediately occur to the religiously-minded in a way that other issues about which they are very concerned do not. To some extent this also applies to the rest of the population, but those with a religious commitment seem to be more sensitive.

## **Reasons for objecting to broadcast content**

In order to examine which types of material have actually caused offence or concern through being broadcast, every respondent who said that within the last 12 months they have seen or heard, on TV or radio, something they felt should not have been broadcast for reasons of morality, values and standards was asked about what it was that had caused them concern on the most recent occasion that this happened.<sup>4</sup>

These respondents were asked to think back to the *last occasion* they saw or heard something of this nature and, from a list, indicate what it was that made them think that it should not be broadcast. Whilst the list provided a wide range of potential reasons, respondents were also able to provide any ‘other’ answer and they were encouraged to give multiple answers when more than one category applied. It should be noted that, prior to these questions, respondents had been reminded that content relating to advertising, violence or films were outside the scope of this research.

Among the people who had seen or heard something they felt should *not* have been broadcast on television, “*strong language and swearing*” was by far the most common reason given as to why they felt it should *not* have been broadcast. This concern accounted for more than half the responses (53%) – more so than “*sexual content*” (40%) and “*offensive humour*” (33%), both of which are cited as reasons by a third or more. Slightly smaller proportions mention either “*intrusion into other people’s private lives*” (30%) or “*people being bullied*” (28%), but both of these items are nevertheless highlighted by around three in ten. Items that seem to cause less frequent offence, chosen by less than one in six, are “*material that is offensive to people in minority groups*” (16%), “*religious humour*” (14%) and “*nudity*” (12%). Only 2% volunteered some other cause of offence not covered by this list.

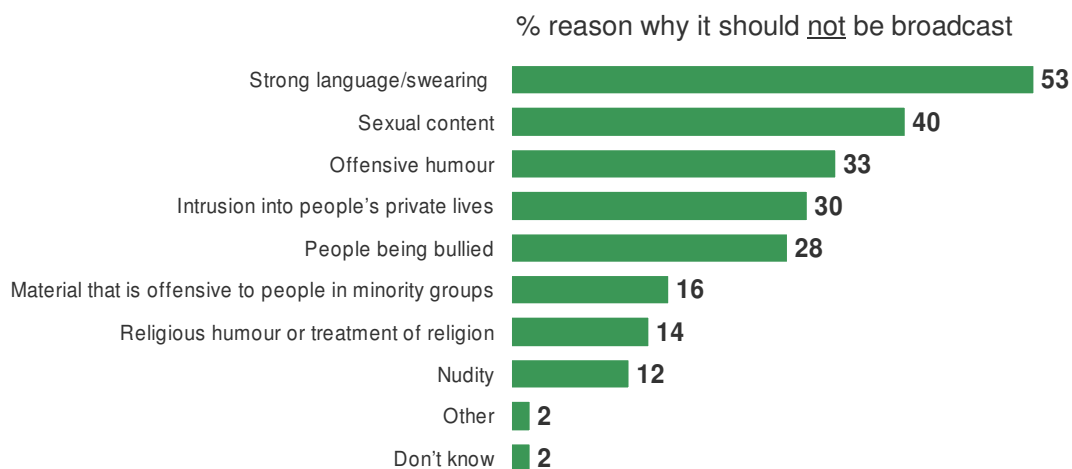
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<sup>4</sup> Those who had seen or heard something that they did not really approve of without feeling it should not have been broadcast were also asked about the last time this had happened to them, but this proved to add little of value to the analysis.

Based on the total sample, however, the proportions noted above are more than halved – to 21% in the case of “*strong language and swearing*”, 16% for “*sexual content*” and 13% for “*offensive humour*”, 12% for “*intrusion into people’s lives*” and 11% for “*people being bullied*”.

## Reason for objecting to TV content

Q29 - Thinking about the last occasion when you saw or heard something on television (in the area of morality, values and standards of behaviour) that you feel should not have been broadcast. From this list, please tell me what it was that made you think it should not be broadcast?



Base: 902 UK adults aged 16+ who have seen/heard something on TV that they feel should not have been broadcast, 7-25 March 2009

Ipsos MORI

Source: Ipsos MORI



It is important to note that the base for the above percentages is not the total sample, and that the sheer weight of numbers does not necessarily relate to the intensity of feeling.

There is a difference between the above items in their apparent relationship with overall satisfaction with television content. A quarter (25%) of those who say the TV item they most recently felt should not have been broadcast involved strong language, and a similar proportion (27%) of those most recently offended by sexual content, are dissatisfied with “the content of what [they] see on television nowadays”; but this rises to 37% dissatisfied among the smaller number who cite scenes of nudity they feel should not have been broadcast.

The rank ordering of the reasons that radio listeners give is somewhat different from that for television (though it should be borne in mind that as the number of cases for radio is much smaller, the statistical margin of error is therefore wider than in the case of television).

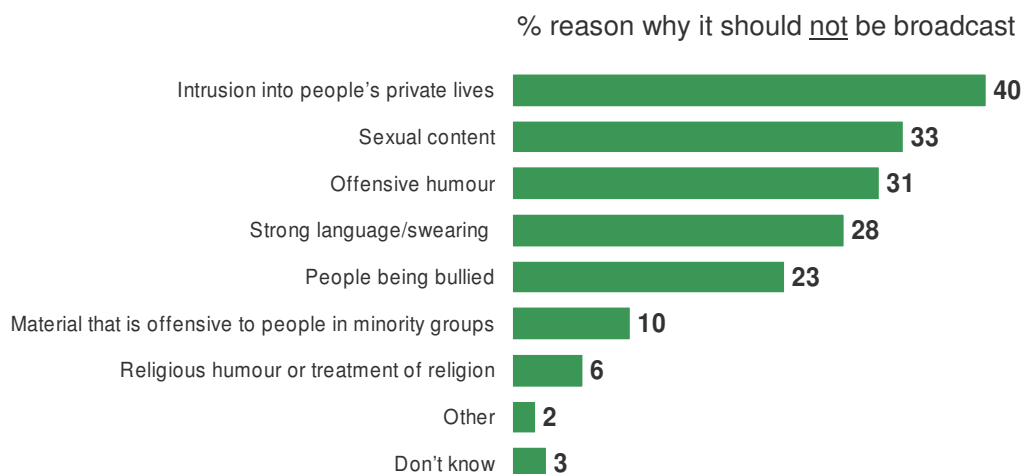
“*Intrusion into other people’s lives*” (40%) emerges as the foremost reason for believing that something should *not* be broadcast on the radio, followed by “*sexual content*” and “*offensive*

*humour*” - mentioned as a reason in one in three cases (33% and 31% respectively). “*Strong language and swearing*” (28%) and “*people being bullied*” (23%) are cited by around a quarter.

“*Material that is offensive to people in minority groups*” (10%) and “*religious humour*” (6%) are far less likely to have been given as the most recent reason for thinking material should not have been broadcast on the radio.

## Reason for objecting to radio content

Q35 - Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you feel should not have been broadcast. From this list, please tell me what it was that made you think it should not be broadcast?



Base: 271 UK adults aged 16+ who have heard something on the radio that they feel should not have been broadcast, 7-25 March 2009

Ipsos MORI

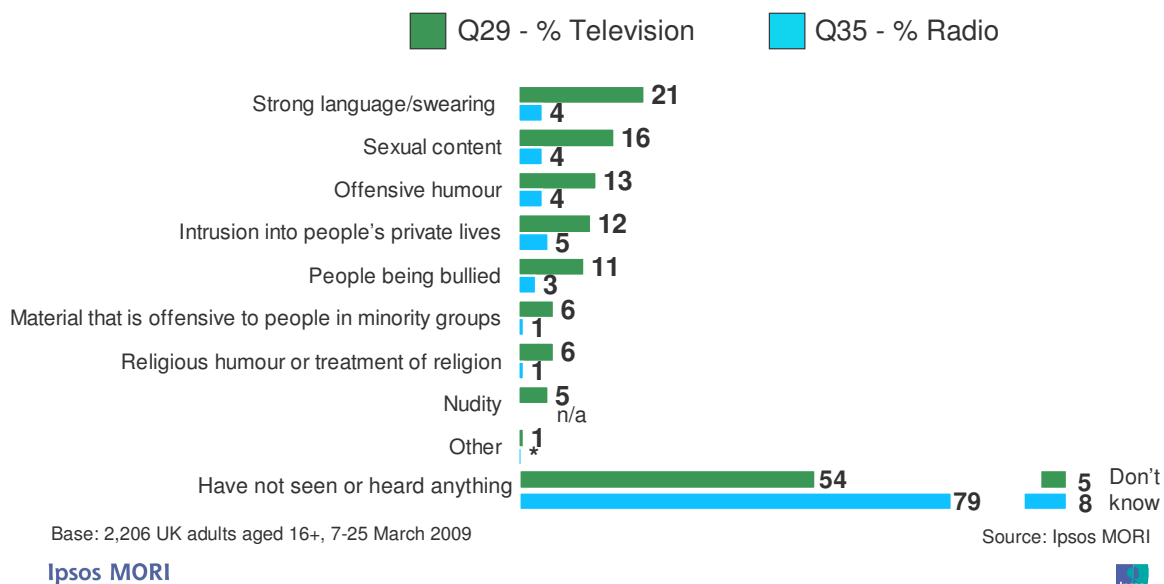
Source: Ipsos MORI



Since the above analyses are percentages based only on those who have seen or heard something which they felt should not have been broadcast, and since the percentages are based on two separate and differently-sized groups of ‘objectors’, the next chart reveals the percentages based on of the total sample - which provides a better indication of the overall impact of each type of content material.

## Reason for objecting to TV or radio content

Q29, 35 - Thinking about the last occasion when you saw or heard something on television/radio (in the area of morality, values and standards of behaviour) that you feel should not have been broadcast. From this list, please tell me what it was that made you think it should not be broadcast?



The majority (54%) have not seen or heard anything on television (in the area of morality, values and standards of behaviour) in the past 12 months that they feel should not have been broadcast. The main reason given by those who had (for the most recent occasion) was “strong language or swearing” (21%); for 16% the reason related to “sexual content”; 13% referred to “offensive humour”, 12% “intrusion into other people’s lives” and 11% to “people being bullied”; other reasons given were less common.

The vast majority of the public (79%) say they have not heard any radio programmes over the past 12 months (in the area of morality, values and standards of behaviour) that they feel should not have been broadcast. One in twenty of the public (5%) having heard something that they think should not have been broadcast on radio give ‘intrusion into people’s private lives’ as their most recent reason.

## Section 6 – Who is most likely to be concerned or find output offensive?

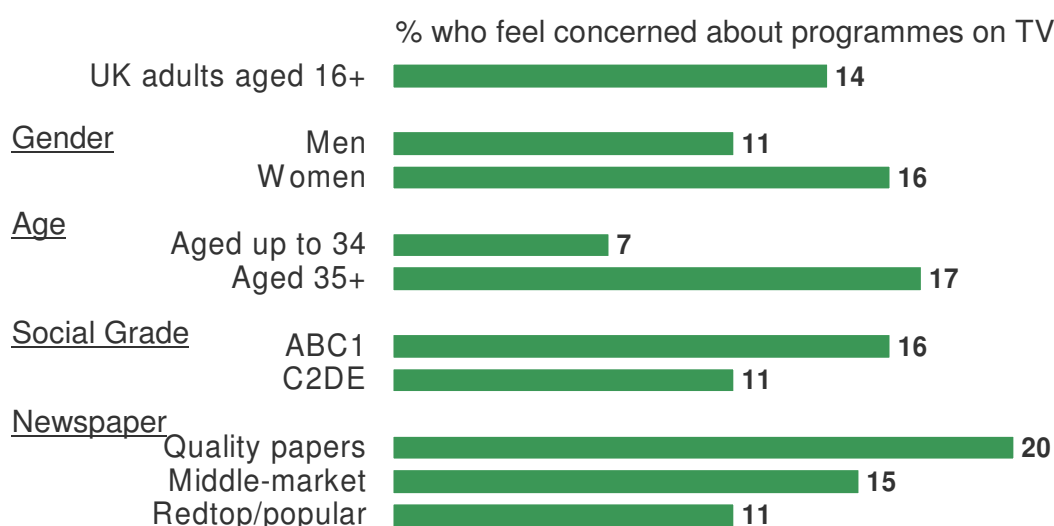
We will now explore which groups of the British population express the greatest concern about issues of morality, values or standards of behaviour in broadcasting, or are most likely to say that they find something they have seen or heard offensive or feel that it should not have been broadcast.

### Who expresses general concern about TV programmes?

Concern about television programmes is strongly delineated by age, less strongly so by social class and by gender. Men are *less* likely (11%) than women (16%) to pick programmes on TV as one of the things they feel concerned about, as are those from working class (11% of C2DEs) than middle class households (16% of ABC1s) – although there is no significant difference by educational qualifications. Regular readers of quality newspapers are more likely to be concerned (20%) than those who read mid-market titles (15%) or the redtop tabloids (11%).

### Concern about TV programmes

Q8 - And which, if any, do you feel concerned about in terms of morality, values and standards of behaviour?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



The differences by age are much more marked. Concern is at only 7% among 16-24 year olds and 8% among 25-34 year olds, but is much higher above that threshold, reaching 22% among those aged between 55 and 74.

In terms of television access and viewing habits, those with access only to terrestrial channels are marginally more concerned (16%) than those with multi-channel television (14%), though this is probably a function of the differing age profile of the two groups. There is no significant difference in terms of regular BBC One viewers, but 17% of regular BBC Two viewers are concerned, which is a statistically significant difference. However, again this could be related to the demographics of BBC Two viewers. In any case, there is, of course, a considerable overlap between regular watchers of these different channels since most of the public watch more than one TV channel regularly.

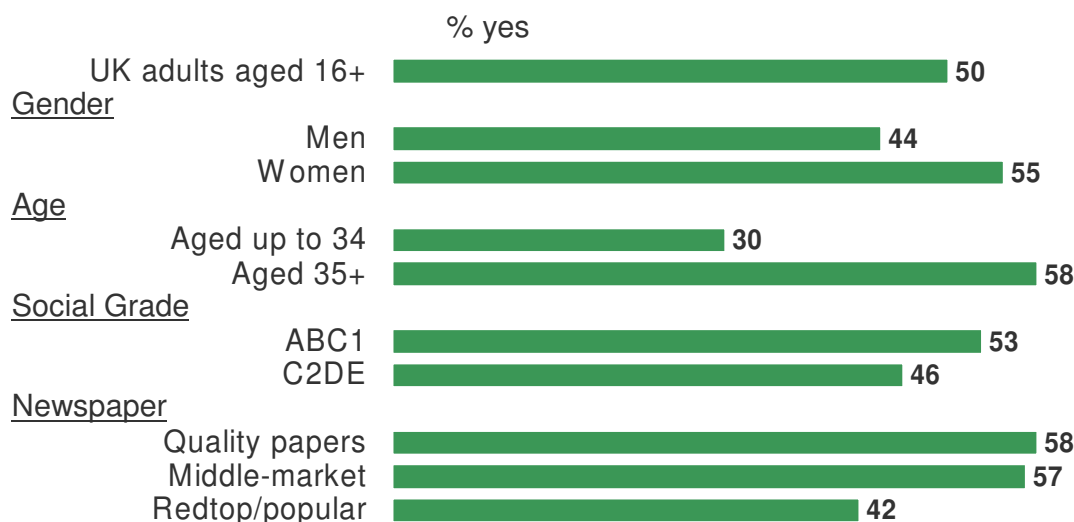
Those who say that they personally “never or hardly ever” use strong swear words are twice as likely to be concerned than those who do so “often” (18% against 7%). Those who disagree that “*It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays*” are even more likely to be concerned (23%), indicating the high salience of the use of strong language on this issue.

### **Who sees or hears things on television they find offensive?**

The Ofcom question, asking respondents whether they “personally see or hear things on television [they] find offensive”, identifies a much wider group, encompassing half the public. Those seeing something they find offensive are more likely to be female (55%) than male (44%), considerably more likely to be older rather than younger (the proportion rising steadily from 27% among 16-24 year olds to 74% among those aged 75+), and those who read a quality or mid-market tabloid newspaper regularly.

## Offensive content on TV (Ofcom question)

Q11 - Do you personally see or hear things on television which you find offensive?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI

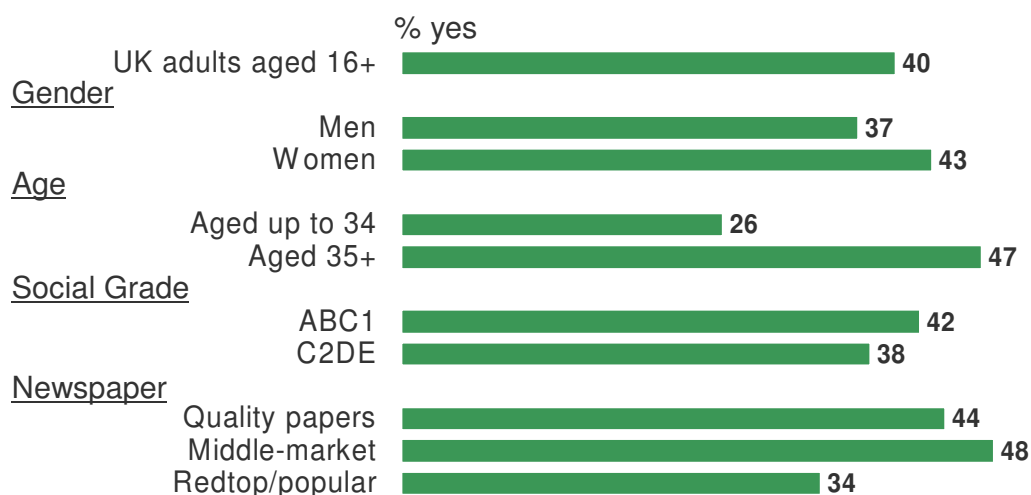


### Who has seen or heard TV content they feel should not have been broadcast?

Another group of interest, comprising two adults in five, are those who say they have seen or heard something on television in the past twelve months that they feel should *not* have been broadcast. Again, age is clearly a discriminating factor: 47% of those aged 35 and over, and 53% of those aged between 55 and 74, say they have seen something they think should *not* have been broadcast, compared to 26% of those aged under 35. Furthermore, the older viewers who say they have seen such material at all say they have seen it more often than their younger counterparts.

## TV content should not have been broadcast

Q27 - In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you seen or heard something on television, perhaps relating to strong language or sex but excluding violence, that you feel should not have been broadcast on television?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



There is also a difference by gender – 43% of women compared to 37% of men say they have seen or heard something they feel should not have been broadcast. A difference by ethnic group exists but is comparatively small (40% of white adults and 42% of BMEs saying they have seen or heard such material), however, there is no significant difference by social class. A difference by newspaper readership is once again evident, the proportion having seen something they think should not have been broadcast being 48% of mid-market tabloid readers, 44% of quality readers and 34% of redtop readers. Those with a disability are more likely (49%) than those without (39%) to have seen something they feel should not have been broadcast, although this is probably a factor of age.

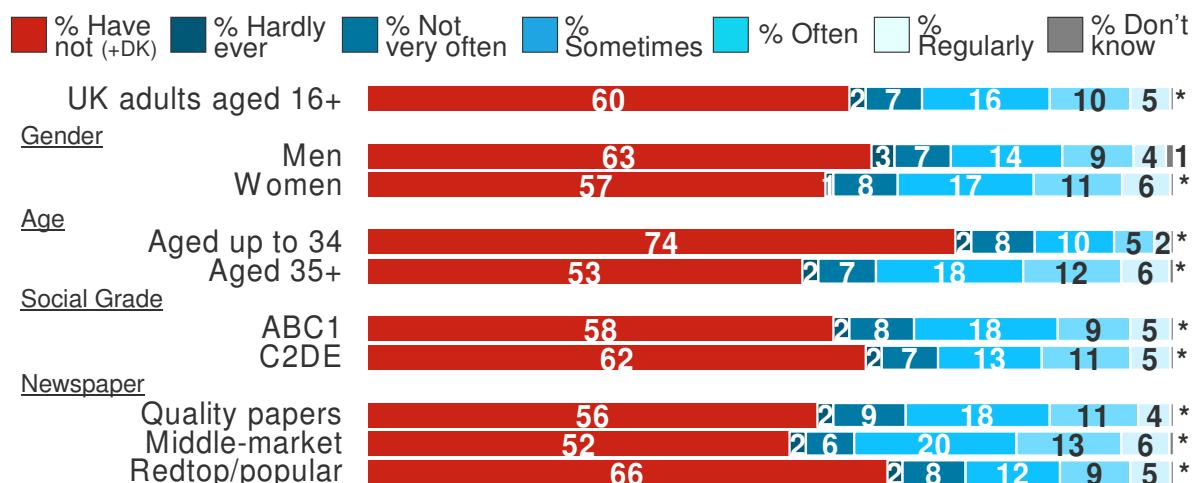
Christians are more likely to say they have seen something they think should not have been broadcast (43%) and, while there are no significant differences between the other religions, for all those who say their religion is important to them this percentage rises to 48%.

As is the case elsewhere, there were no differences between the Nations and regions.

A third of the public (31%) who have seen or heard something on TV they felt should not have been broadcast have done so at least 'sometimes' over the past 12 months; this proportion falls to 15% among those who have done so 'regularly or often'.

## TV content that should not have been broadcast: Frequency

Q28 - In the last 12 months how frequently have you seen or heard something on television in the area of morality, values and standards of behaviour that you feel should not have been broadcast on television?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



## Who is concerned about radio programmes?

As we have already seen, a far smaller proportion of the public say that they are concerned about radio programmes than about television programmes, and fewer say they have heard things on the radio they feel should not have been broadcast than feel the same about TV.

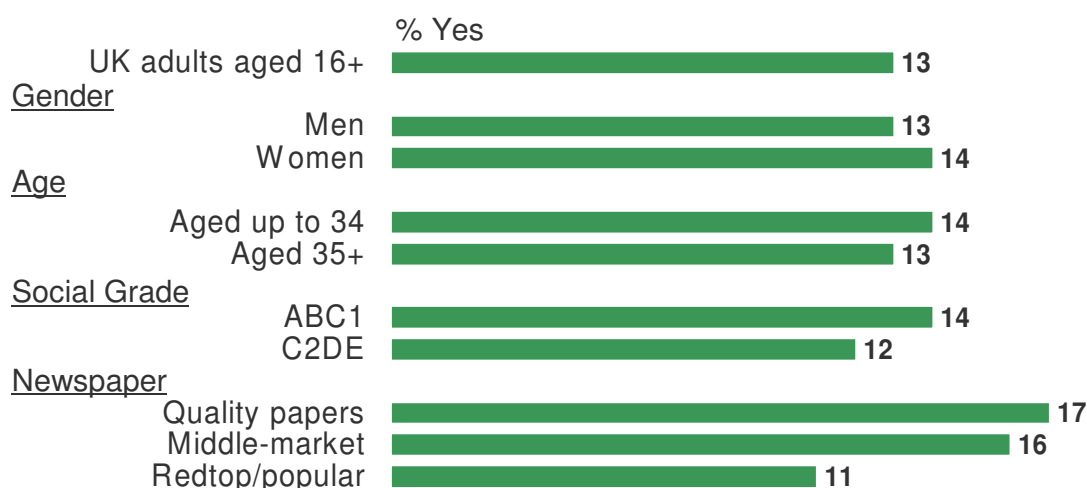
No one group stands out as exceptionally likely to express concern about radio programmes. Those aged 45-54 have a marginally higher rate of concern (4%) than other age groups, but comparisons of numbers this small should not be given too much weight. More relevant, perhaps, is that those expressing concern were almost exclusively white and mostly Christian; also, concern was higher among readers of quality newspapers (3%) than readers of mid-market (1%) or redtop (1%) tabloids.

The demographic characteristics of the 13% who have heard something they feel should *not* have been broadcast on the radio are not particularly marked. There is little or no difference by age, religion, social grade, region, however those with at least some educational qualifications are more likely to feel they have heard something in this category (17% for graduates, 14% for qualifications up to A level) than those with none at all (8%); and quality (17%) or mid-market (16%) press readers are more likely than redtop readers (11%). This group is also relatively more likely to have internet access and/or be living in the higher income households

There are no significant differences by nation or region, or in terms of the importance of religion.

## Should not have been broadcast on the radio

Q33 - 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 feel should not have been broadcast on the radio?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



## Who has objections to TV or radio content not experienced personally?

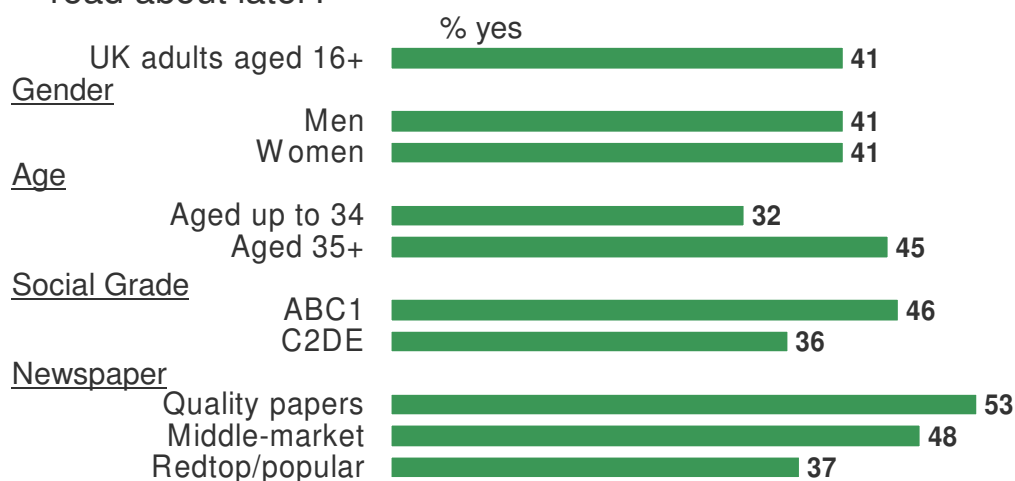
Two in five (41%) of the public say they have later heard or read about material on TV and/or radio (relating to morality, values and standards of behaviour) which they did not experience first hand, but which did concern them.

Those concerned about broadcast content they have not experienced at first hand are relatively more likely to be aged 45-64 (49%), to be White (43%), and/or Christian (44%), living in ABC1 (46%), higher income households (53% of those on £40k plus), with internet access (47%) and/or multi-channel TV (42%); to be educated to degree level or above (48%) and to 'never or hardly ever' use swear words (48%).

Given the degree of attention that these issues receive in certain parts of the press, it is useful to compare the responses from regular readers of different newspapers. Those expressing latent concern are at least as likely to read a quality newspaper regularly (53%) as a mid-market title (48%), though they are less likely to read a redtop tabloid (37%).

### Latent objection

Q40 - 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: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



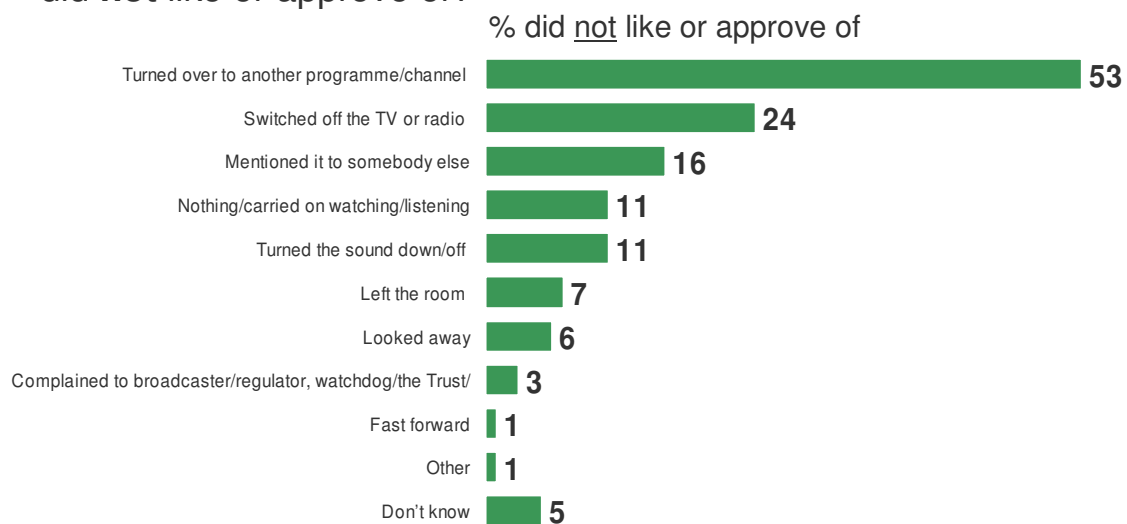
## Section 7 – Impact: how the public react

### Response when disapproving of a programme

The vast majority of British adults (84%) do not continue to watch or listen to a programme of which they do not approve or which they do not like. Only one in nine (11%) say they carried on watching or listening the last time this happened.

### Behaviours

Q39 - 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: 1,173 UK adults aged 16+ who have seen/heard something on the TV/radio that they didn't approve of, 7-25 March 2009  
Ipsos MORI

Source: Ipsos MORI



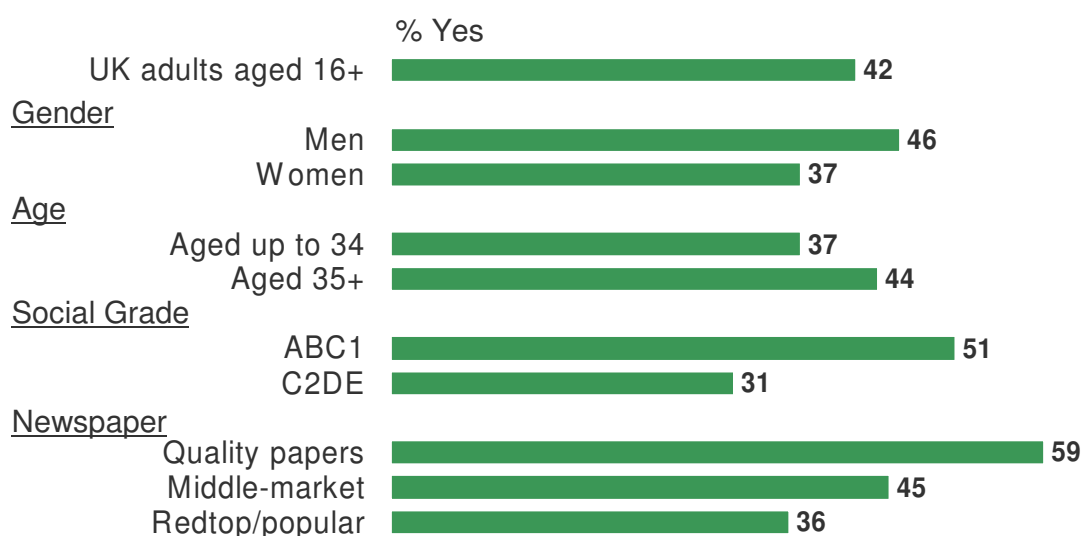
A sizable proportion actively decided not to watch or listen any more, and either turned over to another programme or channel (53%), switched the television or radio off (24%), or left the room altogether (7%). Others were less pro-active in their actions and either turned the sound down or off (11%), looked away (6%) or fast forwarded (1%). One in six (16%) were sufficiently motivated to mention the occasion to somebody else and 3% went as far as complaining to the broadcaster/regulator/the Trust.

## Awareness of how to complain

It is clear that many are unsure of how to complain should they wish to do so. Two-fifths (42%) of British adults say that they would know who to complain to if they wished to make a complaint about something they saw on television, the majority say they would not (58%).

### Complaints procedure

Q57 - If you wished to make a complaint about something you saw on TV would you know who to complain to?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



More than half (53%) of those who have seen something on TV that they do not think should have been broadcast do not know who to complain to about it: this is particularly noticeable among older viewers.

However, among this group of 'objectors' the proportion knowing who to complain to is higher than among the overall sample (47% versus 42%).

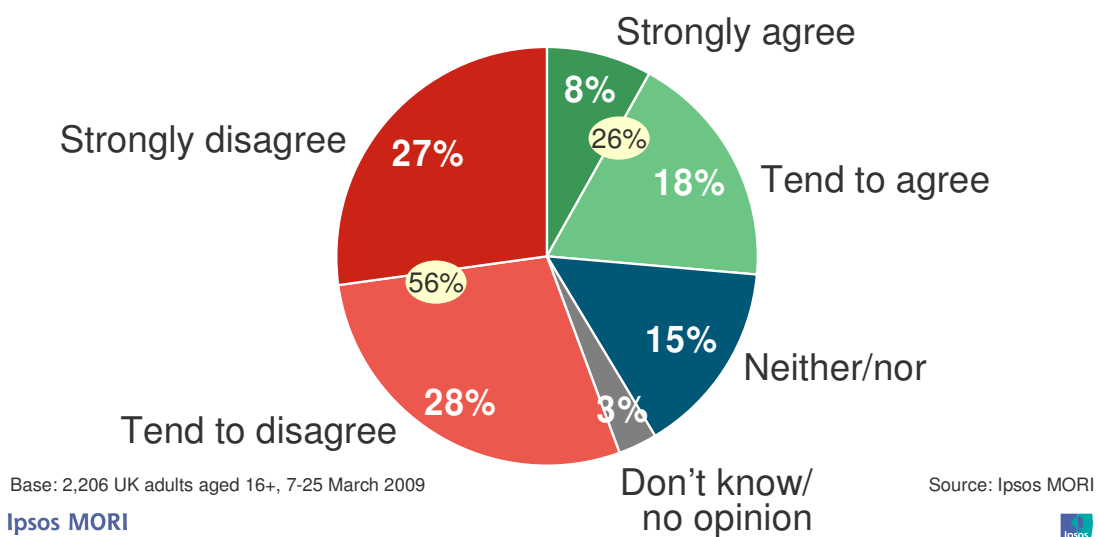
## Exclusion

A quarter of the public say that they have been deterred from viewing programmes which they would otherwise have liked to watch: 26% agree that *“There have been certain programmes on TV that I would have liked to have watched, but did not do so because of their offensive language or content”*. This is particularly the case among older respondents (33% of those aged 55-64, 43% of those aged 65 or more), BME respondents (34%, especially Asian, 37%), 40% of Muslim respondents, working class (C2DE) respondents (32%) and those in the lowest income bands: 33% of those with annual income below £15,500 say they have not watched programmes due to these circumstances; it is also more prevalent in homes with only terrestrial television.

## Exclusion

To what extent do you agree or disagree with each of the following statements?

Q48 - 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

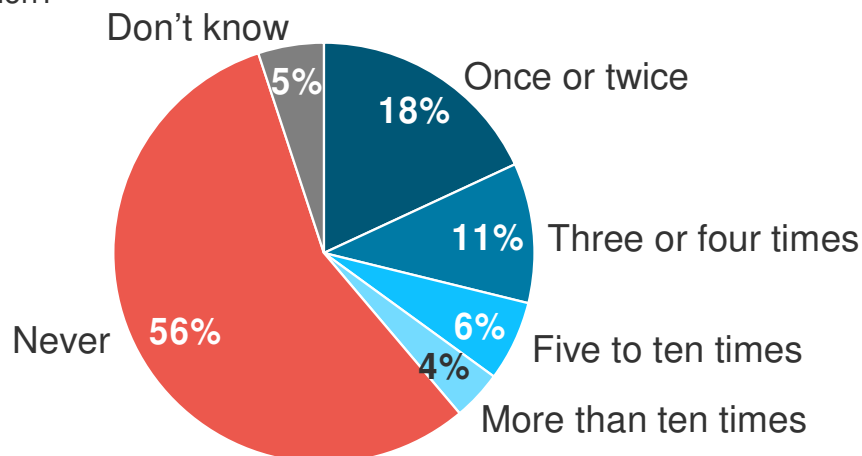


## Programme information

Four in ten say that over the past 12 months they have decided not to watch or listen to something as a result of pre-programme information or listings specifying the content may be offensive (39%); 56% have never done so. Of the total sample, around a fifth (18%) decided not to watch or listen on one or two occasions, 11% on three to four occasions, 6% on five to ten occasions. Only one in twenty-five (4%) decided not to watch on eleven or more occasions. The findings confirm that audiences are making use of such programme information.

### Programme information

Q54 - 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: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



## Section 8 – Responsibilities of the broadcasters

The preceding sections have given a clear view of the public's concerns about television and radio content and what they themselves do about it but we have, so far, not explored in depth how this is reflected in what they expect the broadcasters to do about it.

We find, in fact, that most – though by no means all – feel that broadcasters should not restrict themselves for fear of causing offence, and that the majority think it is mainly the responsibility of the audience to avoid programmes that will offend them rather than the broadcaster's responsibility. In line with this, most also feel that flagging up possibly offensive material beforehand makes it more acceptable to broadcast it. At the same time, almost everyone thinks regulation of television content is a good thing.

We have already seen that most of the public feel that people are too ready to 'take offence', and that free speech should not be stifled by a risk of offence being caused. This same reluctance to accord unconditional respect to others' sensibilities is reflected in attitudes to related aspects of broadcasting policy. There is a majority against not broadcasting material merely because it might offend a minority. Three in five (61%) of the public agree that *"The BBC should not be afraid to show material that some people might find offensive"*, with 23% disagreeing and only 7% *strongly* disagreeing.

By an even bigger margin, 70% to 12%, the majority agree that *"Creativity, new talent or innovative programmes should be encouraged even if some people might take offence"*.

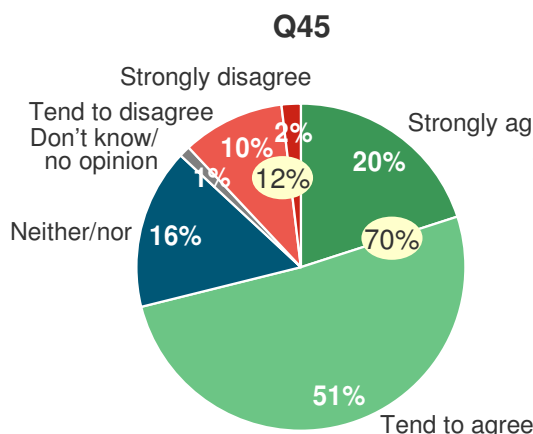
Nevertheless, there remains a section of the public, a minority but not an insignificantly small one, which see things differently. Eleven percent disagree that some people take offence too easily, 12% disagree that considerations of free speech or creativity should override the possibility of causing offence, and 6% place the responsibility for protecting the public totally on the broadcasters.

## Encourage creativity?

To what extent do you agree or disagree with each of the following statements?

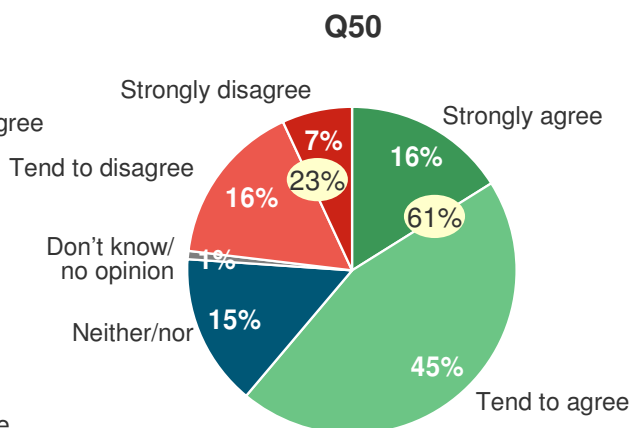
Q45 - Creativity, new talent or innovative programmes should be encouraged even if some people might take offence

Q50 - The BBC should not be afraid to show material that some people might find offensive



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Ipsos MORI



Source: Ipsos MORI



Source: Ipsos MORI

A quarter of the public have objections 'in principle' to television using strong language (i.e. even as a reflection of how some people speak nowadays), and a similar number feel *strongly* that excessive use of offensive language or sexual references shows a lack of respect for the audience. Such attitudes are, of course, reflected in their views on how broadcasters should conduct themselves. A substantial number, around a quarter (23%), have reservations about the BBC showing material that some people might find offensive, while 61% have no such reservations. While we have noted that 7% *strongly* disagree with the BBC showing this sort of material, there are twice as many that *strongly* agree (16%) that the BBC should not be afraid to do so, so whatever approach is adopted there will be people who are likely to be dissatisfied with the outcome.

One group strongly represented on some aspects of this dissent from the majority view (though only making up a small part of the total) are Muslims. A third, 35%, of Muslims disagree that "*It is more important to protect freedom of speech than to worry about causing offence to other people*", and 48% disagree that "*The BBC should not be afraid to show material that some people might find offensive*" (with only 39% agreeing). On the other hand, they are not significantly more likely than anybody else to disagree that "*Creativity, new*

*talent or innovative programmes should be encouraged even if some people might take offence*" (16% vs. 12% overall) or to disagree that *"It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays"* (23% vs. 25%). Muslims are much more likely than average to name strong language or swearing on television as an issue that concerns them with 57% being "extremely" or "very concerned" in this respect.

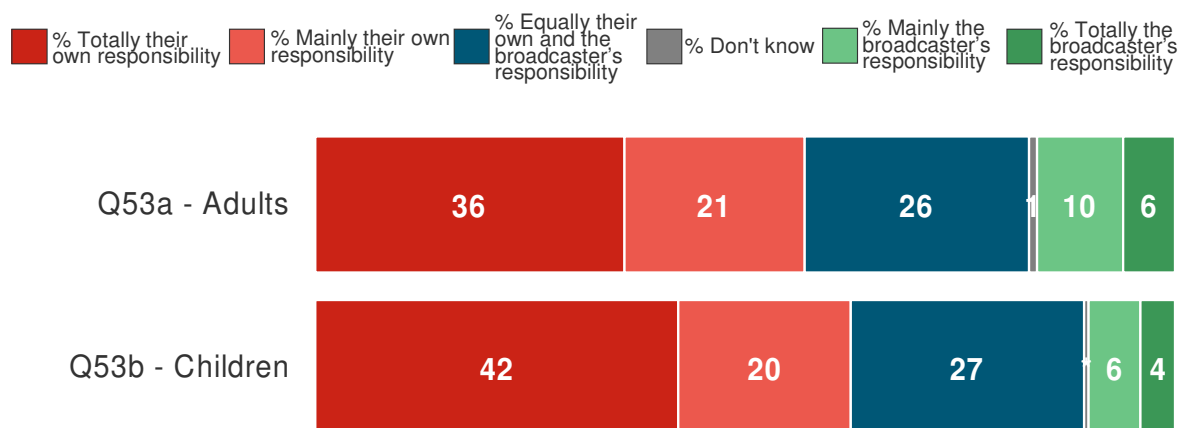
## **Responsibility for protecting the audience**

Following naturally from the majority view that potentially offensive material can be broadcast, we find that the majority of the public put the main responsibility for preventing people from seeing or hearing a programme or content that might be considered uncomfortable or offensive (for adults) or unsuitable for somebody their age (for children) on the individual, parent or guardian themselves rather than put it on the broadcaster. More than a third (36%) consider that in the case of adults it is "totally their own responsibility" to make sure they do not see or hear a programme or content that they might find uncomfortable or offensive, and a further one in five (21%) that it is "mainly their own responsibility". Around a quarter (26%) feel it is equally their own responsibility and that of the broadcasters, and only one in six put the onus mainly (10%) or wholly (6%) on the broadcasters.

Those who think it should be mainly or entirely the broadcaster's responsibility are far more likely (27%) to be dissatisfied overall with the content of what they see on television nowadays than those who think it should be mainly or entirely the viewers own responsibility (13%).

## Where does the responsibility lie?

Q53a/b - Where do you think the responsibility lies for making sure that an adult / a child does not see or hear a programme or content that they might find uncomfortable or offensive / might be unsuitable for someone of their age?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



There is a significant difference in the attribution of responsibility by ethnic group, Asians (30%) being much less likely than White (59%) or Black (73%) people to consider it wholly or mainly the audience's own responsibility to ensure they do not see programmes they might find offensive. Whereas four in ten White (38%) and Black (37%) adults say this is 'totally' the viewer's own responsibility, only one in five (19%) of Asians feel the same way. Two in five Asians (40%) feel the responsibility is equally shared, and 27% that it lies wholly or mainly with the broadcaster<sup>5</sup>.

<sup>5</sup> Strictly speaking, the sample size of Black respondents is too small to register a significant difference on this measure with either Asians or Whites, but those Black respondents in the sample were in fact more likely to attribute responsibility to the viewers themselves than were the White group.

**Table 1**

Q53a - 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?				
	All	White	Black	Asian
<i>Base: All respondents</i>	(2,206) %	(1,665) %	(135) %	(384) %
Totally their own responsibility	36	38	37	19
Mainly their own responsibility	21	21	35	11
Equally their own and the broadcaster's responsibility	26	25	7	40
Mainly the broadcaster's responsibility	10	9	11	22
Totally the broadcaster's responsibility	6	6	10	5
Don't know	1	1	*	4
Source: Ipsos MORI				

Even fewer of the public put the onus on broadcasters to protect children from unsuitable content than in the case of adult viewers. Very few of the public believe that it is wholly or mainly the responsibility of the broadcaster to make sure that children do not see or hear a programme or content that might be unsuitable for someone of their age (10%), with approaching two-thirds believing that the responsibility lies with the parent or guardian (62%) – a ratio of one to six. For around a quarter (27%), it is believed that the responsibility should be shared equally between the broadcaster and the parent/guardian.

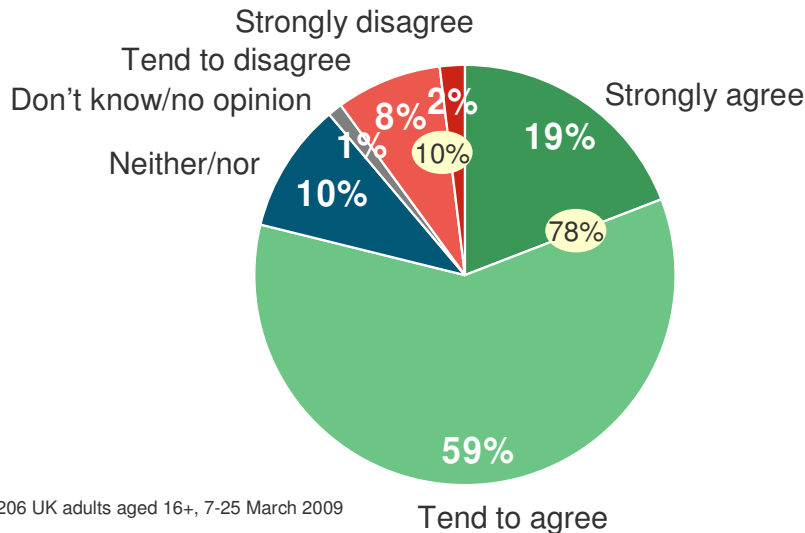
### **The value of content information in advance**

Of course, it makes it easier for the audience to take responsibility for what they watch or listen to if they are properly informed about it and, therefore, there is wide agreement that programme content that may be considered offensive to some people is made more acceptable by being flagged in advance of broadcast. By a ratio of eight to one, British adults are more likely to agree (78%) than disagree (10%) 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'* – with one fifth (19%) *strongly* agreeing.

## Information before programmes are shown

To what extent do you agree or disagree with each of the following statements?

Q56 - 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: 2,206 UK adults aged 16+, 7-25 March 2009

Ipsos MORI

Source: Ipsos MORI

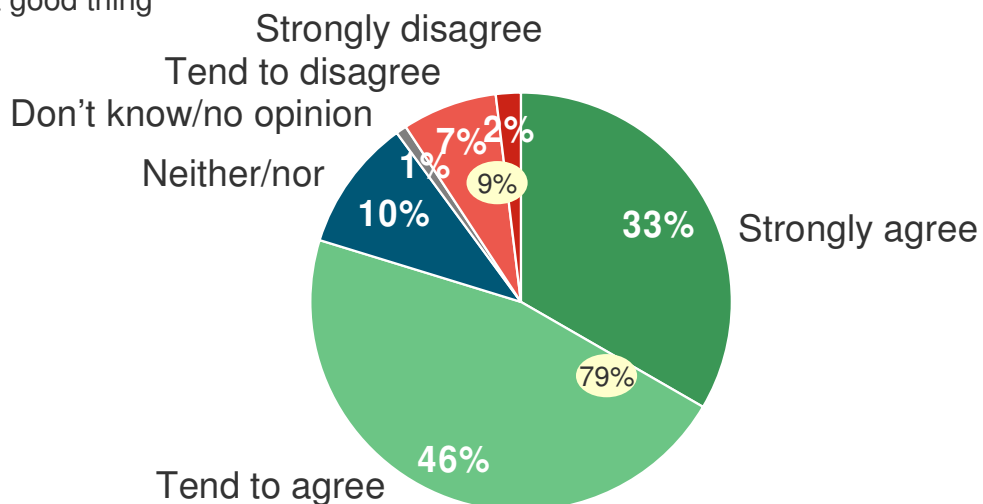


More than three-quarters of the public support the principle of TV programmes being regulated, 79% agreeing that "*Regulation of what is and what is not allowed to be shown on television is a good thing*", indeed, a third (33%) *strongly* agree. Only one in eleven (9%) disagrees with the statement. These are more likely to be men (12%) than women (6%), and to admit that they personally use strong language regularly.

## Regulation

To what extent do you agree or disagree with each of the following statements?

Q51 - Regulation of what is and what is not allowed to be shown on television is a good thing



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

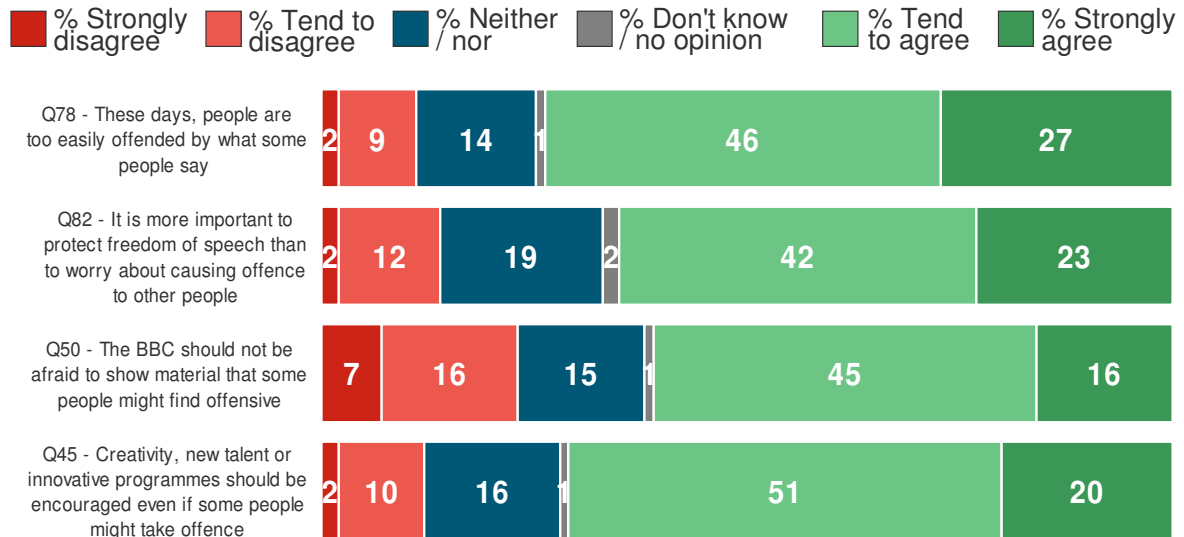
Ipsos MORI



Among those who feel that the BBC should not be afraid to show material that people might find offensive, 79% agree that regulation is a good thing.

## Attitudes towards 'causing offence'

To what extent do you agree or disagree with each of the following statements?



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



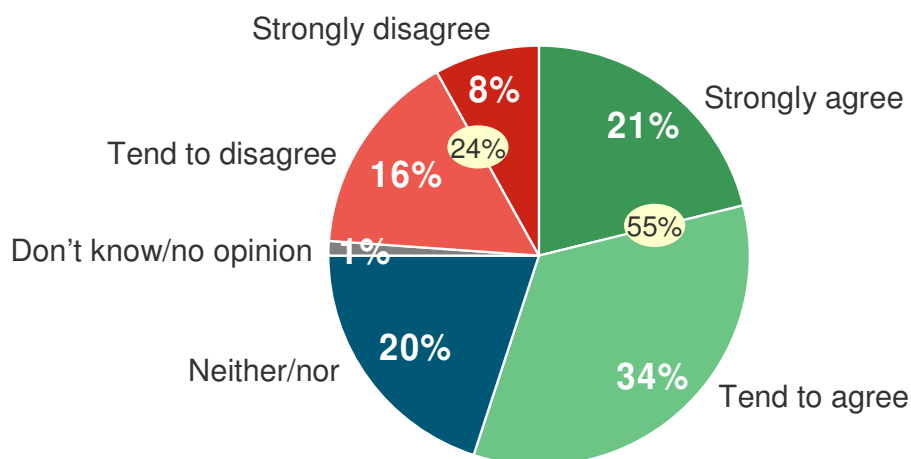
There is evidence that some who espouse otherwise 'liberal' attitudes on these issues feel that there is material that should not have been broadcast. As we have already noted, approaching four in ten (37%) of those who agree that the BBC should not be afraid of causing offence have nevertheless seen something on television in the last 12 months they think should not have been broadcast.

## Section 9 – Specific implications for the BBC

Reflecting expectations of the BBC, British adults are more likely to be of the opinion that it should display higher standards than perhaps those of other broadcasters, and respondents are twice as likely to agree (55%) than disagree (24%) with the statement that “*BBC programmes should have higher standards of morality, values and behaviour than those of other broadcasters*”.

### Morality at the BBC

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: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI

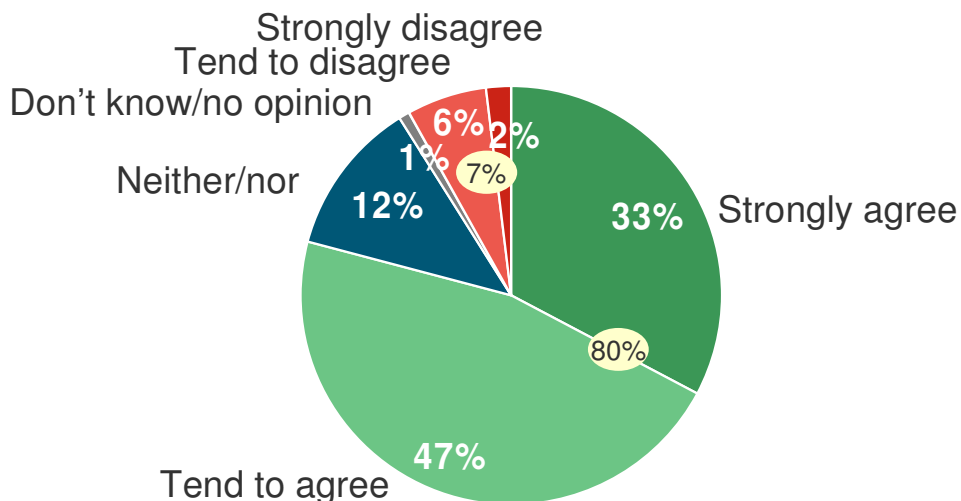


The public are almost entirely comfortable with the idea that “*The BBC should aim to reflect the positive side of British society*”, 80% agreeing and a further 12% saying they neither agree nor disagree. Only 7% disagree, and only about a third of these, amounting to 2% of the total, strongly disagree.

## BBC - Positive reflections of society

To what extent do you agree or disagree with each of the following statements?

Q47 - The BBC should aim to reflect the positive side of British society



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Ipsos MORI

Source: Ipsos MORI

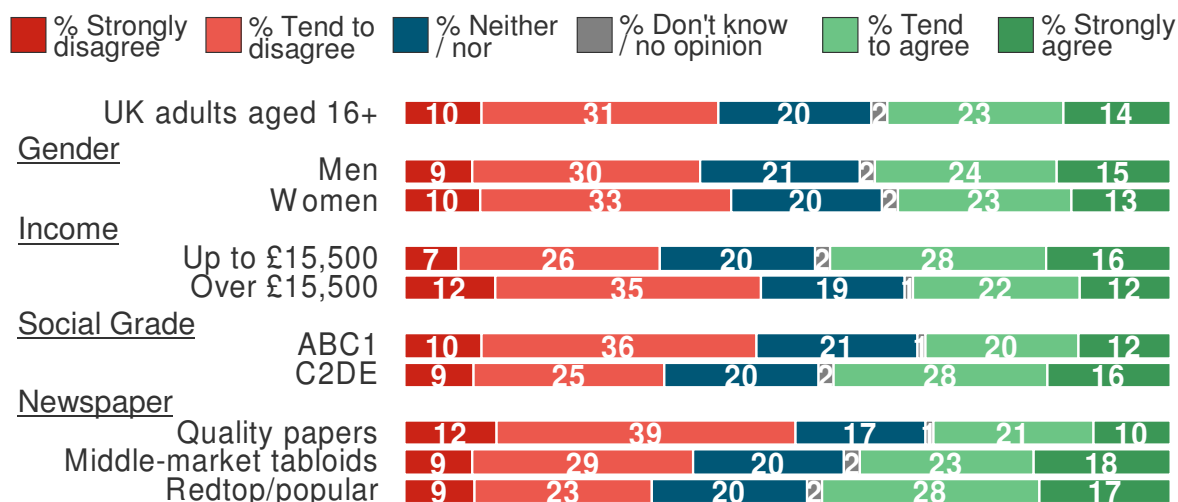


Opinion is much more divided on the BBC's level of 'connection' with the public. Approaching two in five (37%) agree that “*The BBC is out of touch with people like me*” (including 14% who are strongly of this opinion), while another two-fifths disagree.

## BBC – In or out of touch?

To what extent do you agree or disagree with each of the following statements?

Q52 - The BBC is out of touch with people like me



Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI

Ipsos MORI



In general, the perceptions may be related, to some extent, to morality, values and standards of behaviour as those who say they are concerned about programmes on TV or radio and those who have seen or heard programmes they think should not have been broadcast are more likely to feel that the BBC is “out of touch”. There may well be a relationship between feeling the BBC is “out of touch with people like me” and being dissatisfied with the standard of the content of what has been seen on BBC television or heard on BBC radio – 68% of those who are dissatisfied with BBC TV (in the area of morality, values and standards of behaviour) and 66% of those dissatisfied with BBC radio feel “The BBC is out of touch with people like me”.

Those from working class households (C2DEs) are particularly likely to feel that the BBC is out of touch with people like them (44% of C2DEs agree compared to 32% of ABC1s), as are those with a disability (47% agree) and/or those to whom religion is important (45%).

The survey has highlighted a number of attitudes about broadcasting content which seem to be related, in one way or another, to attitudes to the BBC, as well as some demographic groups whose views of the BBC are distinctive.

One group which certainly stands out, often seeming to take a more demanding or critical view of the BBC, are those members of the public who have a strong commitment to a

religious faith; members of this group are particularly sensitive to many of the issues covered in the survey. This is the case not only with minority religions, but also for Christians. Most of the public (81%) identify themselves as belonging to a religion, and the majority of these say that their religion is at least “fairly important” to them, making up two-fifths of the public as a whole (42%). Almost two-thirds of this latter group (61%) say that they personally see or hear things on television that they find offensive, a considerably higher proportion than those without these *strong* religious feelings. They are also significantly more likely to have seen or heard something on TV in the last year that they feel should not have been broadcast, and to be dissatisfied with the content of what they see on television nowadays – though they are in line with the rest of the public in being a little less likely to be dissatisfied with BBC TV output than with television in general.

Members of this group are almost half as likely again as the rest of the public to feel that “*The BBC is out of touch with people like me*” (45% vs. 37%) and that “*BBC programmes should have higher standards of morality, values and behaviour than those of other broadcasters*” (65% vs. 55%).

**Table 2**

Attitudes by importance of religion			
	All public	Naming a religion; saying it is at least "fairly important"	Others
<i>Base: All respondents</i> <i>% based on weighted data</i>	(2,206) %	(1,155) %	(1,051) %
"Personally see or hear things on television which [they] find offensive" (Q11)	50	61	42
Have seen or heard something on TV they feel should not have been broadcast (Q27)	40	48	35
Dissatisfied with "the content of what you see on television nowadays" (Q58)	16	20	13
Dissatisfied with "the content of what you see on BBC television nowadays" (Q59)	12	16	9
Disagree that "These days, people are too easily offended by what some people say" (Q78)	11	15	9
Disagree that "It is more important to protect freedom of speech than to worry about causing offence to other people" (Q82)	14	20	11
Disagree that "Creativity, new talent or innovative programmes should be encouraged even if some people might take offence" (Q45)	12	16	9
Disagree that "The BBC should not be afraid to show material that some people might find offensive" (Q50)	23	29	19
Agree that "The BBC is out of touch with people like me" (Q52)	37	45	31
Agree that "BBC programmes should have <u>higher</u> standards of morality, values and behaviour than those of other broadcasters" (Q55)	55	65	48
Source: Ipsos MORI			

## Section 10 – Survey among young people

### Methodology

This chapter is based on the findings of an Ipsos MORI survey conducted across the United Kingdom during March 2009 among young people aged 11-15 years. A total of 237 interviews were carried out with young people; all interviews were conducted face-to-face, in home, and the data were weighted to match the profile of the population of this audience.

### Summary

Television plays an important role in young people's lives and more than six in ten (62%) say that watching TV is one of the things they "do the most" these days. Indeed, approaching three-quarters (71%) have a TV set in their bedroom.

The times these young people watch TV vary considerably. During an average weekday, a third (32%) say they are generally not allowed to watch past 9pm, four in ten (40%) are allowed to watch to between 9.30pm and 10.30pm, and one in ten (11%) are allowed to watch up to 11pm or later. Approaching one fifth (16%) have no restrictions at all placed on their weekday viewing. Young people are generally allowed to watch TV up to a later time during a weekend day (presumably as a result of not having to get up for school the following day). Indeed, the proportion allowed to watch until 11pm or later - or claim they can watch at anytime - increases to 30% and 23% respectively.

Far fewer young people have restrictions placed on their radio listening with around two-fifths stating they can listen at any time they wish - although it must be remembered that only around one in eight say listening to the radio is something they "do the most" nowadays.

Despite many young people saying they have restrictions placed on their TV viewing or radio listening, a significant minority of those in this group say that they 'often' (15%) or 'sometimes' (25%) watch or listen later than allowed (and for a half of these respondents, it is a BBC channel or station to which they are watching or listening without parental permission).

Using a computer is also a popular pastime among this audience, with around six in ten (57%) going on the internet and three in ten (32%) playing computer games "the most".

Two-thirds of young people with internet access at home (66%) claim there are "rules" placed upon its use – this is more likely to be to restrict the sites accessed (86% of those saying there are rules) than limiting the time spent on the internet (70%). Many young people are

computer savvy and a quarter of those with filtering or monitoring in operation say they are able to get around such restrictions.

Social networking emerges as another popular activity engaged in by young people and the majority (79%) say they currently use sites such as Facebook, My Space or Bebo - with a majority of these using them at least daily (53%) or several times a week (26%). On the whole, social networking site users say they are fairly guarded in what information they give away with only 1% sharing "a great deal" or "a lot" (9%) of information.

The results indicate a disparity between those who do and those who do not have rules relating to internet use in their home. At a ratio of three-to-one, those without rules are far more likely to say that they disclose personal information and claim to share 'a lot'/'a great deal' (19%) about themselves than those with rules imposed (6%).

Young people are far more likely to hear than to use swear words themselves, and whilst three quarters hear swear words "at least daily", three in ten say they swear with this regularity.

As might be expected, school is the most likely place to both hear (78%) and to have first heard swear words (46%). Young people are also likely to hear their friends swear (46%), followed by hearing swearing 'on the street or out and about' (40%). Fewer recall hearing swear words 'on TV' (35%) or 'on a DVD or film' (34%).

A vast majority (76%) of young people say that, at some point, they have seen or heard something on TV or on the radio that they did *not* consider to be suitable for someone of their age (10% say this happened "often" and 26% "sometimes"). A majority of young people with the internet at home (69%) have seen or heard something "online or on the internet" of this nature (9% say this happens "often" and 19% "sometimes").

In order to judge the type of TV content considered unsuitable, young people were asked (in a spontaneous unprompted manner) what it was that they did not think was really suitable for someone their age. The strong language used emerges as the most commonly cited reason for considering content unsuitable and is mentioned by approaching four in ten (39%) – particularly swearing, "rude words" and "bad language", followed by content that includes "nudity" and "sexual content" (22%). Smaller proportions mention "violence or bloody scenes" (10%), or "the use of drugs or alcohol" (3%).

Given the age of those in this audience, it would not be uncommon for them to be watching TV with their parents. More than a third (35%) say that there are programmes they watch on TV that they would be embarrassed to watch in their parents' company. The types of programmes most likely to lead to embarrassment are those including sex scenes, nakedness, kissing or "naughty love scenes" (14%), and programmes such as "Skins" (13%).

Two-thirds (65%) of young people say that they watch TV programmes their parents might *not* want them to watch; for 4% this “often” happens with others saying it happens “sometimes” (22%), “not very often” (14%) or “hardly ever” (24%). There is an overlap in specific programmes or genres that young people believe they would be embarrassed to watch in the company of their parents as well as believing their parents would disapprove of them watching – with the most likely overlap being for programmes such as “Skins”, “Shameless” and “Family Guy”.

Regardless of whether or not a parent is present during the interview, one third (32%) of young people believe there are items that are broadcast on the TV or radio that they themselves believe should *not* be allowed to be shown or said. As the question posed to adults on this issue specified ‘something relating to morality, values and standards of behaviour that should not have been broadcast’ (and excluded violence, advertising or films) the results are not strictly comparable. The ‘equivalent’ UK adult proportion on this issue is 40%, but among 16-24 year olds it falls to 27% - a figure more in line with the responses of the young people aged 11-15.

Among this group, “swearing and strong language” (36%) and “sexual content such as naked bodies, pornography or items that are considered to be ‘adult’ in nature” (30%) emerge as the most frequently mentioned items considered unsuitable – way ahead of “fighting/ violent/ gory/ gruesome scenes” (13%) and “bullying on reality TV” or “invasion of people’s privacy” (5%). For radio, the only item of note is “Swearing and strong language” (mentioned by 15% of those who felt they had heard something on the radio that should not have been said).

Young people believe that they are most likely to see or hear something they consider may not be suitable for someone of their age on TV (45%), the internet (39%) or on DVD or films (30%). Exposure to such content via other sources is less common - magazines (13%), computer games (12%), newspapers (8%) or radio (4%).

In terms of mimicking what is seen or done on the TV or radio, mixed views emerge on whether or not they do this. Forty-two percent of young people agree they would copy things seen or done on the TV or radio, whereas 46% say they would not. Boys are far more likely than girls to say they would copy what they see and hear on the TV and radio (49% of boys versus 35% of girls).

Around a third (35%) agree that they ‘sometimes watch certain TV programmes just to keep up with their friends’ with the most popular types of programmes spontaneously cited as examples being ‘sport’ (15%), ‘Waterloo Road’ (11%), ‘Hollyoaks’ (9%) and ‘Skins’ (9%).

## Main findings of the survey among young people

### The media landscape of young people

Of the five forms of entertainment presented on a list, watching TV emerges as the most popular in terms of what young people do “the most” these days (62%) – only a handful claim that this is an activity they do “the least” (1%). “Go on the internet” follows, with approaching six in ten (57%) doing this “the most”. “Playing computer games” (32%) and “watching DVDs” (26%) are also popular activities.

Out of the five forms of entertainment presented, “listening to the radio” is the least common activity and is selected by one in eight young people (13%).

It is worth noting that young people who do not have internet access in their room and presumably not as distracted by this additional possible avenue of entertainment, are significantly more likely to say they watch TV “the most” (69%) than those who have internet access in their own room (51%).

Girls (64%) are more inclined to go on the internet “the most” than boys (50%), whereas boys (49%) are more inclined to play computer games “the most” than girls (13%).

As might be expected, the proportion who go on the internet “the most” is higher among those who claim there are no rules relating to the internet in their home (75%), have access to the internet in their own room (69%), use social networking sites (68%), and are from the 13 – 15 age group (63%).

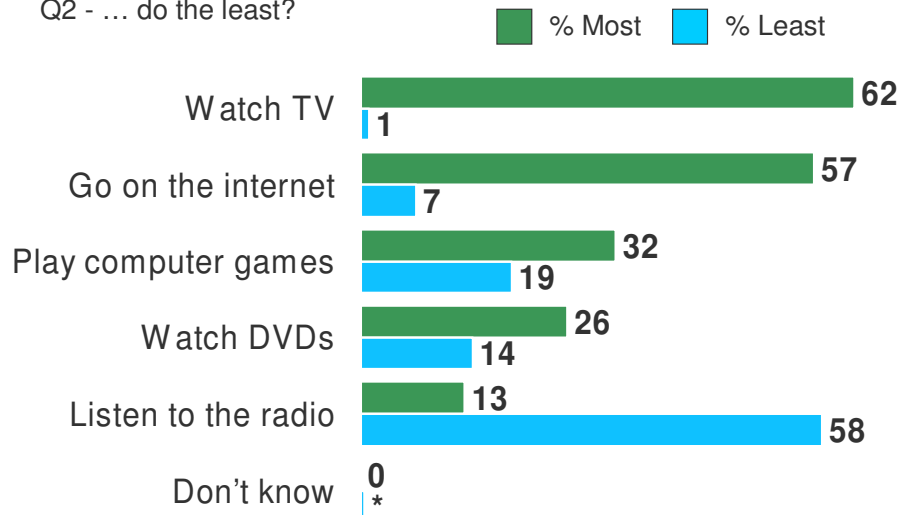
Of the same five activities presented, listening to the radio (58%) is the activity these young people say they do “the least” – boys (68%) more so than girls (47%). One other key difference is that girls (33%) are far more likely than boys (6%) to cite computer games as an activity they do “the least”.

## Activities

Of the things listed on this card, which do you ...

Q1 - ... do the most?

Q2 - ... do the least?



Base: 237 UK young people aged 11-15, 7-25 March

Source: Ipsos MORI

Ipsos MORI



Young people's access to the internet at school or elsewhere is almost universal and 85% have internet access at home.

Video and computer gaming is another popular young person's activity, and is participated in by eight in ten (79%). As to be expected, this is a pastime more popular among boys (95%) than girls (62%), and among those who do not use social networking sites (90%) than among those who do (76%).

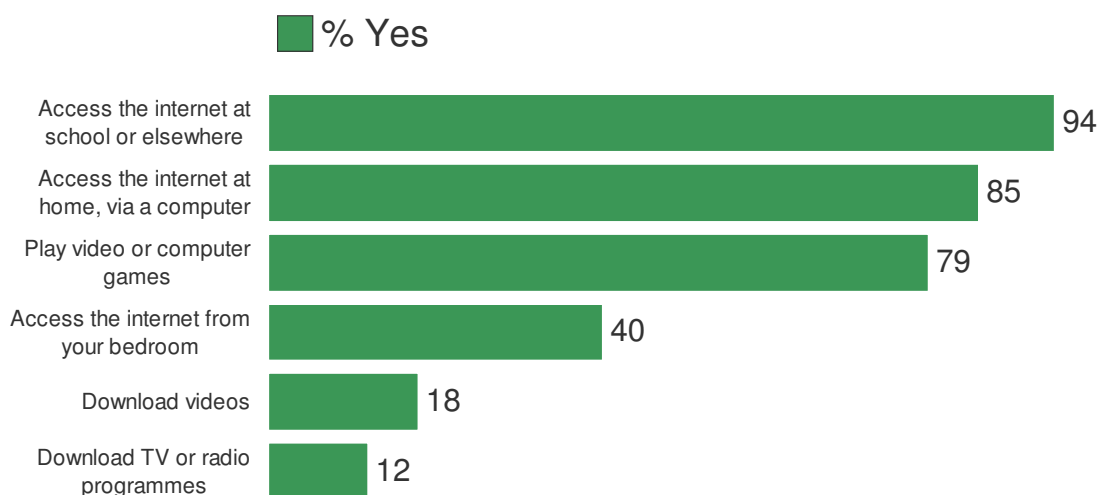
Whilst downloading videos (18%) and TV or radio programmes (12%) is less popular than the other activities monitored, their popularity grows with age rising to 22% and 17% respectively among those aged 13 – 15 years.

Unsurprisingly, young people are more likely to download TV and radio programmes if they have an internet connection in their room to facilitate such downloads (19% versus 8% among those who do not have internet access in their room). Also, this type of downloading is more popular among those who use social networking sites (15% versus 9% among those who do not use such sites). This may well relate to their greater familiarity with downloading

material or to recommendations for downloading made on the social networking sites themselves.

## Technology used

Q11 - Which, if any, of these do you do?



Base: 237 UK young people aged 11-15, 7-25 March

Source: Ipsos MORI

Ipsos MORI



Social networking sites such as Facebook, My Space, MSN and Bebo are very popular among young people with four fifths (79%) claiming to use such sites. Use is higher among girls (90%) than boys (69%), and among the older group aged 13 – 15 (86%) than the younger group aged 11 – 12 (68%).

The frequency with which young people use social networking sites is high. A majority of users use the sites at least daily (53%), with a further 37% using them one to several times a week. The remaining 10% use the sites less often than once a week.

The frequency of use appears to be significantly higher among those who say there are no rules relating to internet use in their home; among this group, two-thirds (66%) use such sites at least daily (compared with 46% among those with house rules on internet use).

## Social networking sites

Q19 - From this card, please tell me how often, if at all, you use any social networking sites?



Base: 162 UK young people aged 11-15 who use social networking sites, 7-25 March

Source: Ipsos MORI

Ipsos MORI



On the whole, young people are not likely to share a great deal of information about themselves on social networking sites. One in eight who use such sites (12%) say they share 'nothing at all', approaching four in ten (37%) share 'hardly any' information, and four in ten (40%) share only 'a little'. Only around one in ten say they share 'a great deal' (1%) or 'a lot' (9%).

The results indicate a disparity between those who do and those who do not have rules relating to internet use in their home. At a ratio of three-to-one, those without rules are far more likely to disclose personal information and claim to share 'a lot'/'a great deal' (19%) about themselves than those who have rules imposed (6%).

### Access points to the media

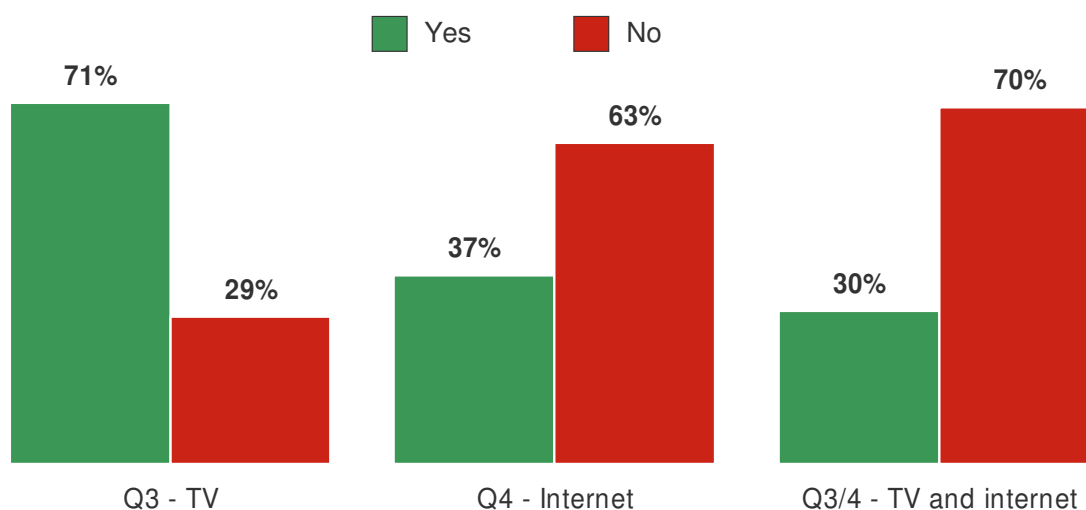
A majority of young people say they have a TV set in their bedroom (71%), and approaching four in ten (37%) say they have a computer connected to the internet in their bedroom. Three in ten (30%) have both a TV and an internet connection in their room.

Eight in ten (80%) of those who have internet in their room also have a TV, and more than four in ten (42%) of those with a TV in their room also have internet access.

## Equipment in bedroom

Q3 - Do you have a TV set in your bedroom?

Q4 - Do you have a computer connected to the internet in your bedroom?



Base: 237 UK young people aged 11-15, 7-25 March

Source: Ipsos MORI

Ipsos MORI



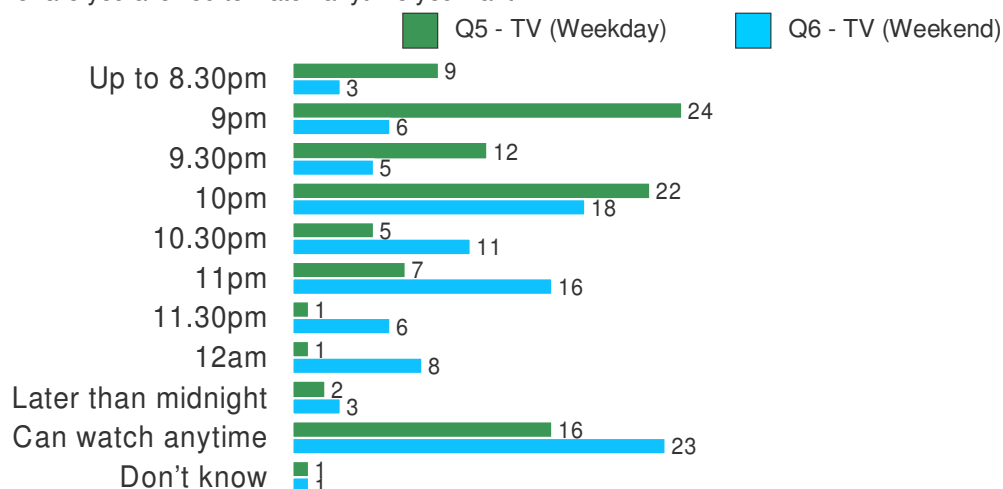
## Supervision and control

As a way of gauging the times at which young people watch television or listen to the radio, we asked them to indicate up to what time they are generally allowed to watch or listen during an average weekday and during an average weekend day (see the two charts to follow).

## Times allowed to consume media

Q5 - Up to what time are you generally allowed to watch television during an average weekday or are you allowed to watch anytime you want?

Q6 - Up to what time are you generally allowed to watch television during an average weekend day or are you allowed to watch anytime you want?



Base: 237 UK young people aged 11-15, 7-25 March

Source: Ipsos MORI

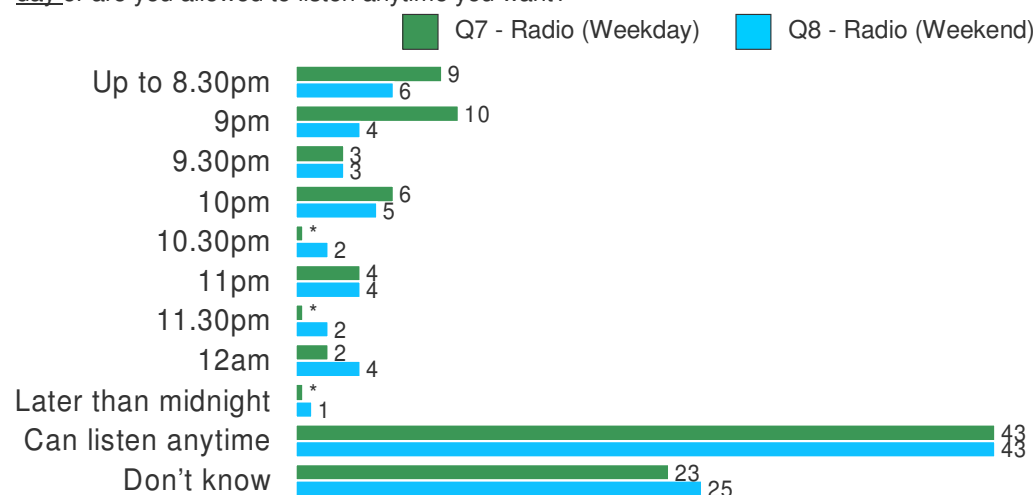
Ipsos MORI



## Times allowed to consume media

Q7 - Up to what time are you generally allowed to listen to the radio during an average weekday or are you allowed to listen anytime you want?

Q8 - Up to what time are you generally allowed to listen to the radio during an average weekend day or are you allowed to listen anytime you want?



Base: 237 UK young people aged 11-15, 7-25 March

Source: Ipsos MORI

Ipsos MORI



As might be expected, the older respondents are generally allowed to watch TV or listen to the radio later than younger respondents.

## Television

During an average weekday, 73% are not allowed to watch after 10.30pm, 27% later than that or 'anytime'; however at the weekend, more are allowed to watch later - the equivalent proportions being 43% and 56%.

During the week, one-third (32%) are generally not allowed to watch TV after 9pm, four in ten (40%) are allowed to watch to between 9.30pm and 10.30pm, and one in ten (11%) are allowed to watch to 11pm or later. Around one in six (16%) say that there are no restrictions placed on their weekday viewing, and they can watch at any time.

Young people are generally allowed to watch TV up to a later time during a weekend day than during a weekday. On an average weekend day, around one in ten (9%) are generally allowed to watch TV up to 9pm, around a third (34%) are allowed to watch to between 9.30pm and 10.30pm, and a similar proportion (33%) are allowed to watch to 11pm or later. Whilst one in six (16%) indicate that they are allowed to watch weekday TV at any time they wish, this rises to a quarter (23%) during a weekend day.

## Radio

Given that fewer young people listen to the radio, it is hardly surprising that around one quarter (23%) say they 'don't know' whether or not they have any restrictions relating to the time to which they can listen, and more than two-fifths (43%) say they can listen any time on a weekday. However, some do have restrictions placed on them and, during an average weekday, around one in five (19%) are generally allowed to listen to the radio up to 9pm, approaching one in ten (9%) are allowed to listen to between 9.30pm and 10.30pm and six percent are allowed to listen to 11pm or later.

During an average weekend day, one in ten (10%) are generally allowed to listen to the radio up to 9pm, and similar proportions are allowed to listen to between 9.30pm and 10.30pm (10%) and to 11pm or later (11%). Forty-three percent indicate they have no restrictions placed on them at all regarding weekend radio listening and, as with weekday listening, one quarter do not know (rising to 31% of those who say that listening to the radio is something they 'do the least' nowadays).

Despite many of the young people saying they have restrictions on how late they are allowed to watch TV or listen to the radio, a significant minority say that they 'often' (15%) or 'sometimes' (25%) watch or listen later than allowed. A further one in eight (12%) say that no rules apply. However, on balance, young people are more likely to honour their parent's time restrictions and say they 'never' (20%), 'hardly ever' (12%) or 'not very often' (15%) watch or listen later than permitted.

Around a half of the young people who claim they have, at some point, watched TV or listened to the radio later than they are allowed to do so say that this can include BBC TV or BBC radio stations – rising to 58% among boys and to 54% among those who have a TV set in their room.

Young people were asked whether or not there were any rules imposed on their use of the internet at home, and if so, whether these rules related to a) the sites accessed, and b) the amount of time spent on the internet.

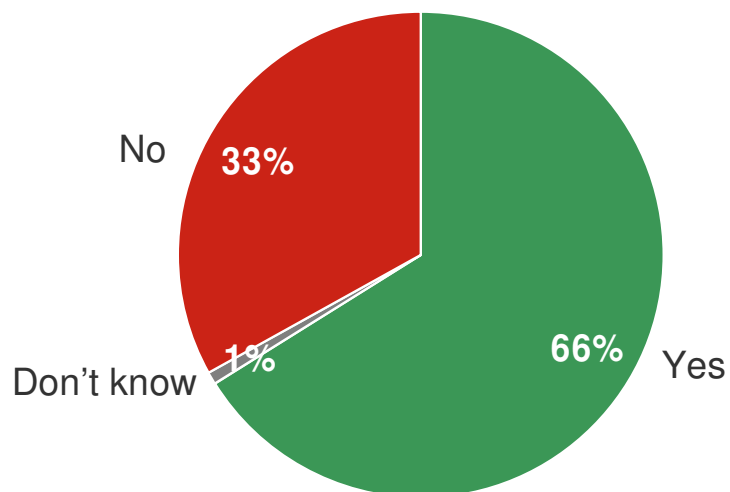
A majority of young people with internet access at home (66%) claim there are rules placed upon its use – rules that are more likely to be imposed on boys (73%) than on girls (58%), and more likely to be placed on the younger age group – 11 - 12 years old (76%), than the older age group 13 – 15 years old (59%).

The 134 young people who have internet access in their home and who reveal there are rules relating to its use are more likely to say that there are rules about the sites they are allowed to access (86%) than on the hours they can spend on the internet (70%). Young people who have internet access in their own room are less likely to have restrictions placed on the sites they access (79%) than those who access the internet elsewhere (91%).

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## Internet usage rules

Q12 - Are there any rules in your home about your using the internet?



Base: 204 UK young people aged 11-15 who have internet access at home, 7-25 March

Ipsos MORI

Source: Ipsos MORI

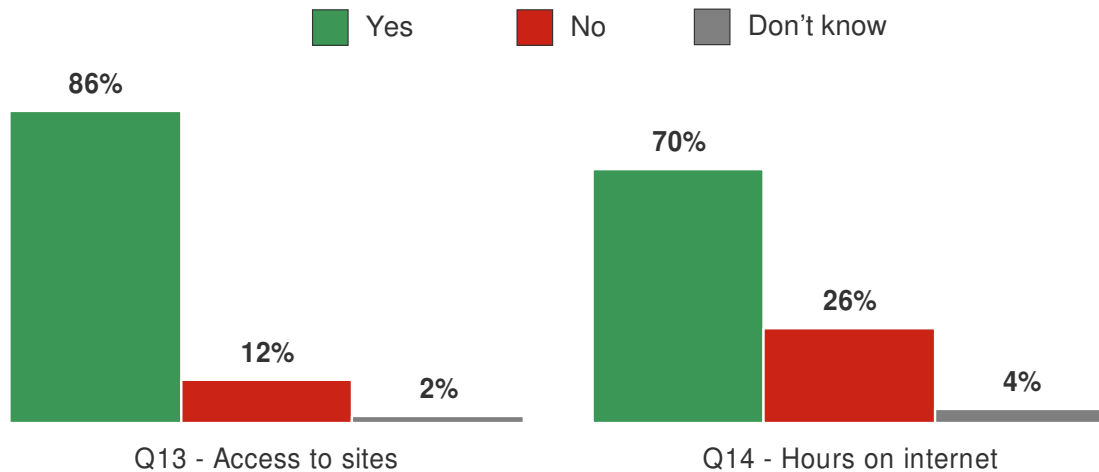


## Internet rules

Are there rules about:

Q13 - what sites you are allowed to access via the internet?

Q14 - how many hours you can spend on the internet?



Base: 134 UK young people aged 11-15 who have rules in home about using the internet, 7-25 March

Source: Ipsos MORI

Ipsos MORI



Between five and six in ten of the 204 young people who have access to the internet at home say that the computer they use has filtering software to block certain websites and activities (56%), or has monitoring software to record which websites are visited or other activities undertaken on the internet (57%).

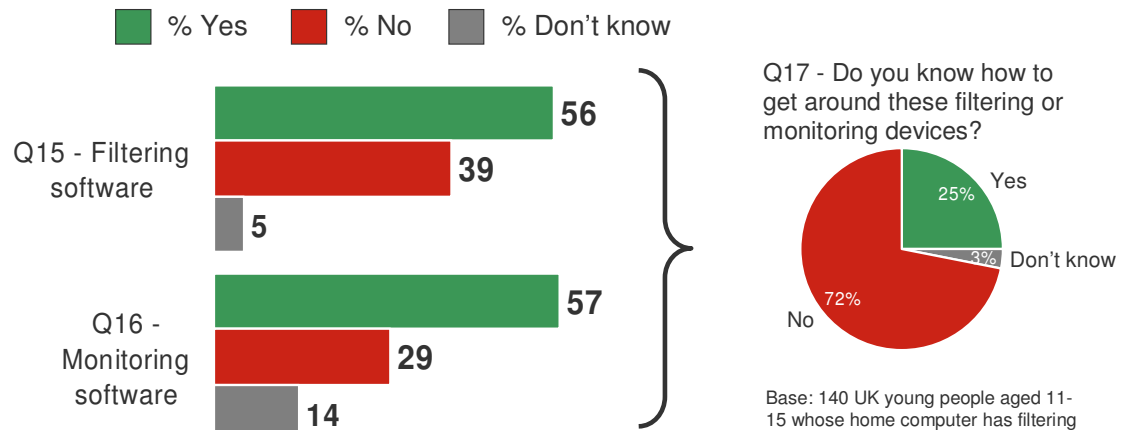
Whilst there are few significant differences across the sub-sample groups, it does appear that those who play computer games are more likely to have filtering software to block certain sites and activities than average (68% versus 56% overall).

## Internet at home

Does the computer you use for the internet at home have any of these in operation?

Q15 - Filtering software that blocks certain websites and activities

Q16 - Monitoring software that records which website you visit and other activities



Base: 204 UK young people aged 11-15 who have internet access at home, 7-25 March

Ipsos MORI

Base: 140 UK young people aged 11-15 whose home computer has filtering or monitoring software, 7-25 March

Source: Ipsos MORI



One quarter (25%) of the young people who say there are filtering or monitoring software on their home computer say they know how to get around these devices. Young people are more likely to admit to their ability to get around these filtering or monitoring devices if a parent had not been present during the interview (41%) than if a parent had been present (17%) - suggesting possible understatement of the ability to by-pass such devices.

## The use of strong language

Young people say they are far more likely to hear swear words than to use swear words themselves.

Three quarters of young people hear swear words at least daily. Exposure to swear words increases with age and 83% of 13 – 15 year olds say they hear such words. Exposure is also higher among those who have a TV in their room (82%).

Young people are more likely to hear swear words at school (78%) than anywhere else and this is also the place most have *first* heard swear words (46%). Young people are also likely to hear their friends swear (46%), followed by swearing 'on the street or out and about'

(40%), 'on TV' (35%) or 'on a DVD or film' (34%). All other potential places of exposure are mentioned by around one in five or fewer young people.

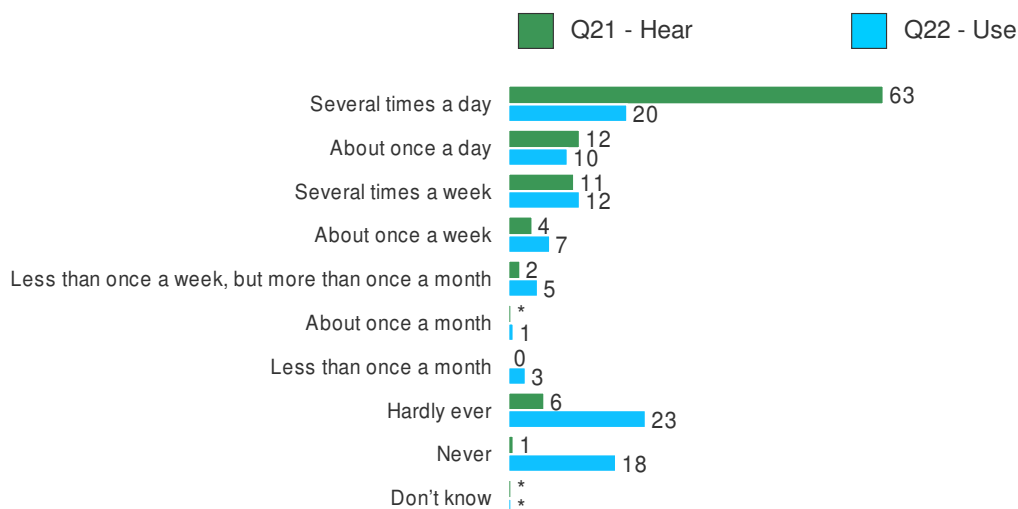
In terms of their own use of swear words, three in ten say they swear at least daily and around a fifth (19%) swear once to several times a week. At the other end of the spectrum, approaching a quarter (23%) 'hardly ever' or 'never' (18%) swear. Young people who swear several times a day themselves are far more likely to say that they hear such words from their friends (69%) or at home (38%).

Young people who have accessed TV content that they did not think was suitable for their age group or felt their parents would not want them to watch, are far more likely to use, and hear, swear words.

## Swear words

Q21 - How often do you hear swear words these days, if at all?

Q22 - How often do you ever use swear words, if at all?



Base: 237 UK young people aged 11-15, 7-25 March

Source: Ipsos MORI

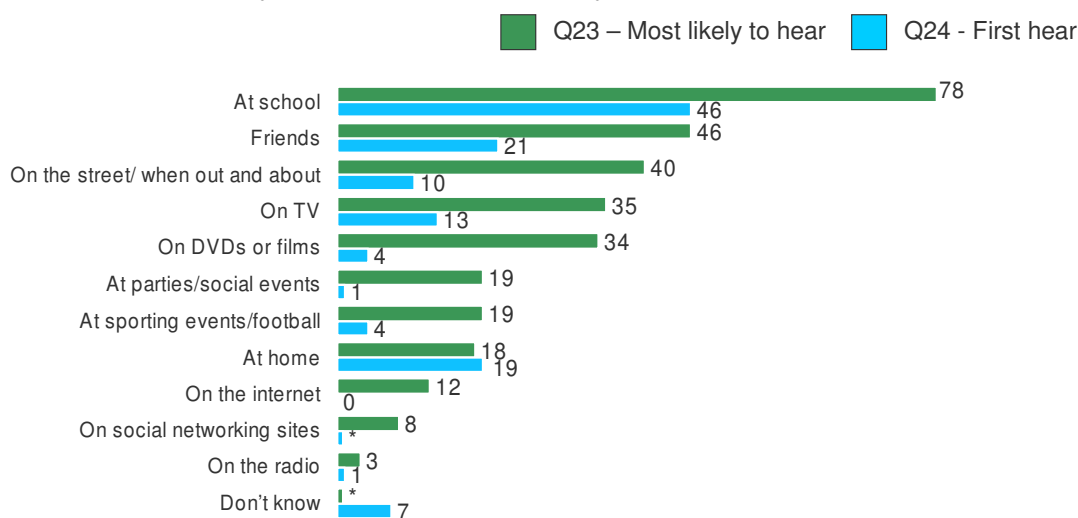
Ipsos MORI



## Swear words

Q23 - From your experience, from this list, pick out those where you are most likely to hear swear words?

Q24 - And where did you first hear the swear words you use?



Base: 234 UK young people aged 11-15 who ever hear swear words, 7-25 March

Source: Ipsos MORI

Ipsos MORI



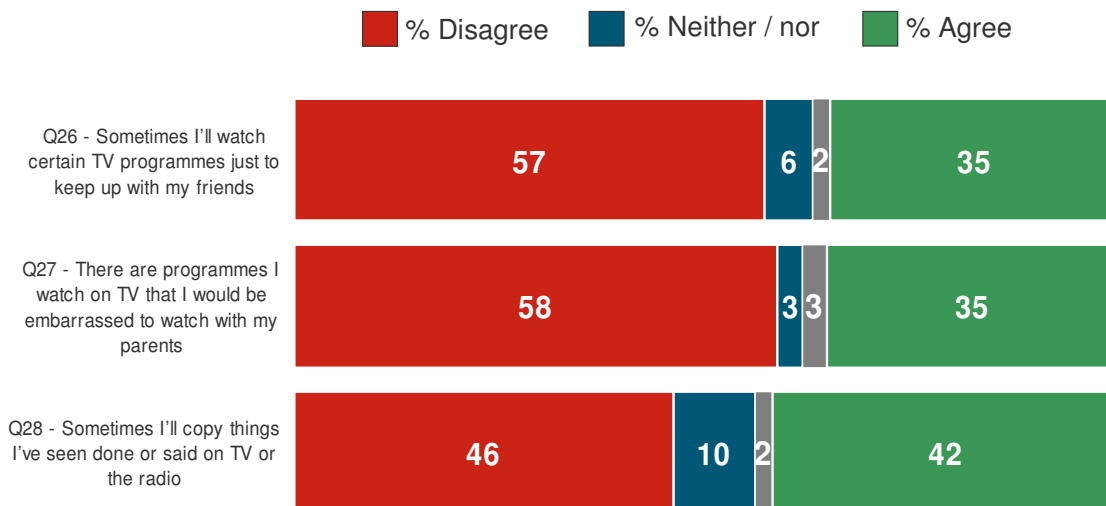
## Morality, and values in young people and causes for concern

Young people believe that they are most likely to see or hear something they consider may not be suitable for their age on TV (45%), the internet (39%, marginally, but not significantly, higher among those with internet in their bedroom) or on DVD or films (30%). Exposure to such content via other sources is less likely and lower for magazines (13%), computer games (12%), newspapers (8%) or radio (4%).

In terms of mimicking what is seen or done on the TV or radio, responses are mixed. Forty-two percent of young people agree they copy things seen or done on the TV or radio, whereas 46% say they do not. Boys are far more likely than girls to say they are “influenced” by what they see and hear on the TV and radio (49% of boys versus 35% of girls).

## TV and radio

On balance, do you agree or disagree with each of the following statements I am about to read out?



Base: 237 UK young people aged 11-15, 7-25 March

Source: Ipsos MORI

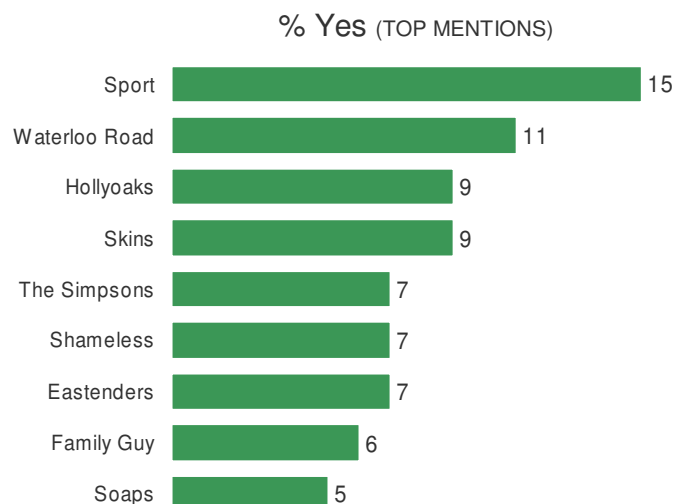
Ipsos MORI



Young people are more likely to disagree (57%) than agree (35%) that they 'sometimes watch certain TV programmes just to keep up with their friends'. The 84 young people who claim to watch TV programmes to keep up were asked, spontaneously, for examples of such programmes. A wide array of different programmes emerge with the most popular choices being 'sport' (15%), 'Waterloo Road' (11%), 'Hollyoaks' (9%) and 'Skins' (9%).

## Watching TV programmes to keep up with friends

Q29 - You said you agreed that "Sometimes I'll watch certain TV programmes just to keep up with my friends" what programmes are these?



Base: 84 UK young people aged 11-15 who agreed that they watch certain programmes to keep up with their friends, 7-25 March

Ipsos MORI

Source: Ipsos MORI

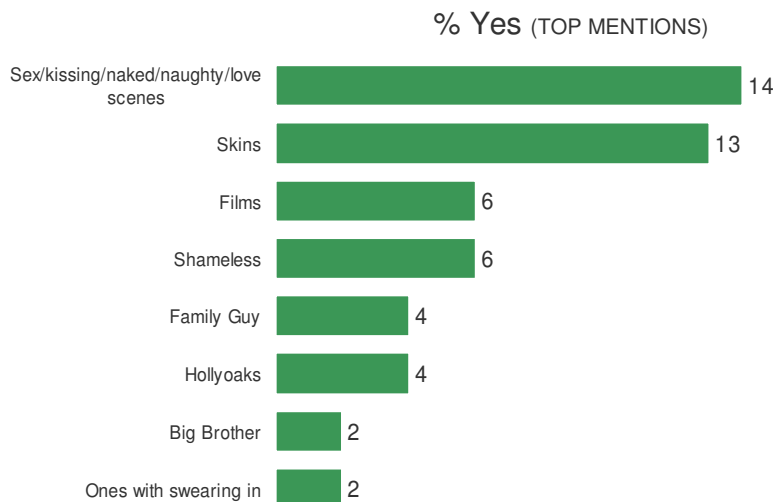


Young people are far more likely to disagree (58%) than agree (35%) that 'there are programmes that I watch on TV that I would be embarrassed to watch with my parents' – those in agreement with this statement rises to 58% among those who have seen TV programmes that their parents may not have approved of at least 'sometimes'.

The 84 young people who agree there are TV programmes they would be embarrassed to watch in their parent's company were asked to provide examples. Whilst based on a small sample size, the results provide an indication that content relating to "sex/ kissing/ naked bodies/ naughty love scenes" are the most likely to cause embarrassment in this respect (14%), followed by programmes such as 'Skins' (13%). There are a variety of other mentions all of which are cited by five or fewer respondents.

## Watching TV programmes that would be embarrassed to watch with parents

Q30 - You said you agreed that "There are programmes I watch on TV that I would be embarrassed to watch with my parents" what programmes are these?



Base: 84 UK young people aged 11-15 who agreed that they watch programmes they would be embarrassed to watch with their parents, 7-25 March

Ipsos MORI

Source: Ipsos MORI



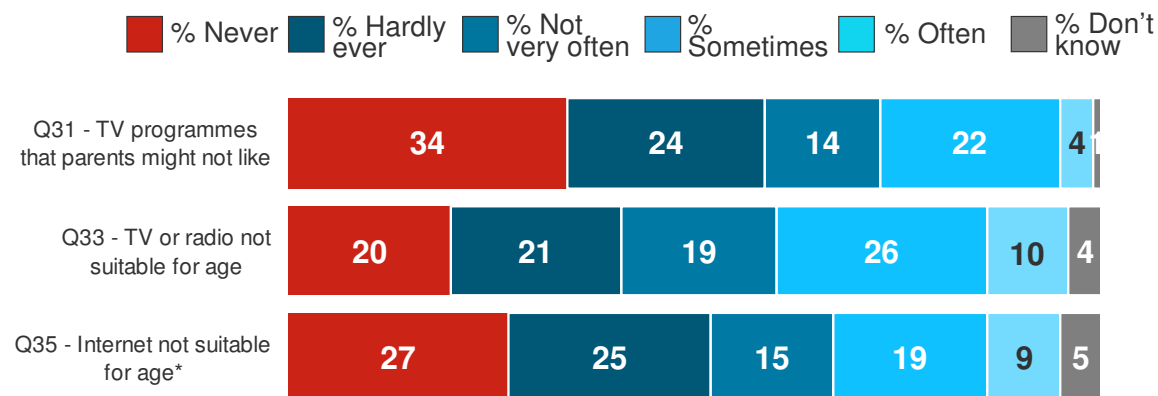
Young people were asked about the frequency with which they are exposed to something on TV, radio or internet that they did not think was suitable for somebody of their age and how often they watch TV programmes that their parents may have not want them to watch.

## Media that is not suitable for age

Q31 - How often, if ever, do you watch TV programmes that your parents might not want you to watch?

Q33 - How often, if ever, have you seen or heard something on TV or on the radio which you did not think was really suitable for someone of your age?

Q35 - How often, if ever, have you seen or heard something on online or on the internet which you did not think was really suitable for someone of your age?



Base: 237 UK young people aged 11-15, 7-25 March, \*Base: 204 UK young people aged 11-15 who have internet access at home

Ipsos MORI

Source: Ipsos MORI



Just over one third (34%) of young people say that they have 'never' watched TV programmes that their parents may not have wanted them to watch. However, for around a quarter (26%) this happens 'often' or 'sometimes'.

Despite more than a quarter (27%) not being able to recall the name or genre of the programme, a number of respondents were able to provide specific examples. It must be remembered only a handful of young people were able to provide examples and care needs to be exercised when interpreting the results. Specific programmes highlighted are 'Skins' (7 mentions), 'Shameless' (5 mentions), 'Family Guy' (4 mentions) and the wrestling (4 mentions). All other programmes are mentioned by fewer than four respondents.

Young people were asked how often they have seen or heard something on the TV or radio which they did not think was really suitable for somebody of their age.

One fifth (20%) of young people say that they have 'never' seen or heard something of this nature. However, more than one third (36%) 'often' or 'sometimes' have done so, 19% say it is 'not very often', and 21% say it is 'hardly ever'.

Those claiming to have seen or heard something of this nature were then asked, without prompting, what it is that was considered unsuitable. Young people are most likely to consider the content unsuitable because of “swearing/ rude words/ bad language” (39%), followed by ‘nudity/ adult/ sexual content’ (22%). The only other aspect considered unsuitable and mentioned by more than one in twenty young people is ‘violence/gory or bloody scenes’ (10%).

Just over a quarter (27%) of young people say that they have ‘never’ seen or heard something online or on the internet which they did not think was really suitable for someone of their age. However, around a quarter (28%) ‘often’ or ‘sometimes’ do so , 15% say it is ‘not very often’, and 25% say it is ‘hardly ever’.

Approaching one third (32%) of young people say they have seen or heard something on the TV or radio that should not have been allowed. Swearing and bad language is the most likely item disapproved of in this respect (36%), followed by ‘nudity/sexual content’ (30%) – way ahead of ‘fighting or violence’ (13%). Whilst fewer young people give specific examples of instances where things should not have been said on the radio, a similar pattern of response has been monitored with the top three themes emerging as the same as television.

# **Taste and Standards Quantitative Report – Confidential – Appendices**

Research study  
conducted by Ipsos MORI

May 2009

# Contents

<b>Appendix A - Definition of newspaper breaks .....</b>	<b>1</b>
<b>Appendix B - Statistical reliability.....</b>	<b>3</b>
<b>Appendix C - Sample profile .....</b>	<b>6</b>
<b>Appendix D - The questionnaire – adults .....</b>	<b>9</b>
<b>Appendix E - The questionnaire – young people.....</b>	<b>37</b>
<b>Appendix F - Definition of social grades .....</b>	<b>49</b>
<b>Appendix G - Cognitive testing of the questionnaire .....</b>	<b>50</b>

# **Appendix A - Definition of newspaper breaks**

Within the analysis of the data, Ipsos MORI has grouped together regular readers of certain newspapers into three distinct types. The breakdown of the three types is detailed below.

## **Quality**

- Daily Telegraph / Sunday Telegraph
- Financial Times
- The Guardian
- The Observer
- The Herald (Glasgow) / Sunday Herald
- The Independent / Independent on Sunday
- The Scotsman
- The Times / Sunday Times
- Scotland on Sunday

## **Middle market tabloid**

- Daily / Sunday Express
- Daily Mail / Mail on Sunday
- The Metro
- Evening Standard
- Sunday Post

## **Redtop / popular**

- Daily Mirror / Sunday Mirror
- Daily Record
- Daily Star / Daily Star Sunday

- The Sun
- Sunday People
- News of the World
- Sunday Mail (Scotland only)

# Appendix B - Statistical reliability

## Adults

The sample tolerances that apply to the percentage results in this report are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. As indicated, sampling tolerances vary with the size of the sample and the size of the percentage results.

**Table 5**

Sampling tolerances			
Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
UK adults aged 16+ (2,206)	1.3	1.9	2.1
Male UK adults aged 16+ (1,068)	1.8	2.7	3.0
UK adults aged 16-24 (343)	3.2	4.9	5.3
UK adults aged 16+ who are Black (135)	5.1	7.8	8.5
UK adults aged 16+ who are Jewish (60)	7.7	11.7	12.8

Source: Ipsos MORI

For example, on a question where 50% of the people in a sample of 2,206 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than 2.1 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures.

Please note that these tolerances assume a random sample with no design effect, and do not strictly apply to quota surveys (although good quality quota surveys are often assumed to behave in the same way). In reality there is also likely to be a design effect to these findings, which means that the confidence intervals are likely to be wider.

Tolerances are also involved in the comparison of results from different parts of the sample, or of results from this survey and another survey. A difference, in other words, must be of at

least a certain size to be considered statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons.

**Table 6**

Significant differences			
	Differences required for significance at or near these percentages		
	10% or 90%	30% or 70%	50%
<i>Size of sample on which survey result is based</i>			
Male UK adults aged 16+ vs. female UK adults aged 16+ (1,068 vs. 1,138)	2.5	3.8	4.2
UK adults aged 16-24 vs. UK adults aged 25-34 (343 vs. 382)	4.4	6.7	7.3
UK adults aged 16+ who are black vs. UK adults aged 16+ who are white (135 vs. 1,665)	5.3	8.1	8.8
UK adults aged 16+ who are Jewish vs. UK adults aged 16+ who are Hindu/Sikh (60 vs. 149)	9.1	13.8	15.1

*Source: Ipsos MORI*

## Young people

**Table 7**

Sampling tolerances			
	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
<i>Size of sample on which survey result is based</i>			
UK young people aged 11-15 (237)	3.8	5.8	6.4
Male UK young people aged 11-15 (122)	5.3	8.2	8.9
UK young people aged 11-12 (90)	6.2	9.5	10.4

*Source: Ipsos MORI*

The following table is a guide to the sampling tolerances applicable to comparisons.

**Table 8**

Significant differences			
	Differences required for significance at or near these percentages		
	10% or 90%	30% or 70%	50%
<i>Size of sample on which survey result is based</i>			
Male UK young people aged 11-15 vs. female UK young people aged 11-15 (122 vs. 115)	7.7	11.7	12.8
UK young people aged 11-12 vs. UK young people aged 13-14 (90 vs. 105)	8.5	13.0	14.2

*Source: Ipsos MORI*

## Appendix C - Sample profile

Data processing and analysis were carried out by Ipsos MORI. The survey data were weighted to reflect the known profile of adults and young people across the UK and the tables below provide an outline of both the unweighted and weighted sample profiles.

### Sample composition for the survey among adults

The following table sets out the composition of the sample among adults in detail.

**Table 9 - adults**

<i>Sample Composition for adults</i>				
	Unweighted		Weighted	
<b>Total Sample</b>	<b>2,206</b>	<b>%</b>	<b>2,206</b>	<b>%</b>
<b>Gender</b>				
Male	1,068	48	1,072	49
Female	1,138	52	1,134	51
<b>Age</b>				
16-24	343	16	330	15
25-34	382	17	350	16
35-44	440	20	406	18
45-54	377	17	359	16
55-64	254	12	324	15
65+	409	19	436	20
<b>Social Class</b>				
AB	462	21	575	26
C1	622	28	629	29
C2	472	21	470	21
DE	650	29	533	24
<b>Ethnicity</b>				
White	1,665	75	1,982	90
Mixed	8	*	32	1
Asian or Asian British	384	17	107	5
Black or black British	135	6	51	2
Chinese or other ethnic group	10	*	30	1

**Table 9 – adults (continued)**

	<b>Unweighted</b>		<b>Weighted</b>	
<b>Total Sample</b>	<b>2,206</b>	<b>%</b>	<b>2,206</b>	<b>%</b>
<b>Religion</b>				
Christian	1,368	62	1,632	74
Muslim	247	11	62	3
Hindu	108	5	26	1
Sikh	41	2	14	1
Buddhist	9	*	24	1
Jewish	60	3	12	1
Other	29	1	22	1
None	334	15	404	18
<b>Region</b>				
South East	197	9	300	14
London	396	18	274	14
South West	130	6	187	8
East Midlands	172	8	154	7
West Midlands	184	8	200	9
East of England	136	6	204	9
North West	206	9	249	11
North East	67	3	89	4
Yorkshire & Humberside	231	10	191	9
Wales	181	8	108	5
Northern Ireland	152	7	64	3
Scotland	154	7	186	8
<b>Work status of household</b>				
Working Full-time (30 hrs + a week)	841	38	992	45
Working Part-time (8 – 29 hrs a week)	269	12	221	10
Not working	1,090	49	989	45

*Source: Ipsos MORI*

**Table 10 – young people**

The following table sets out the composition of the sample among young people in detail.

---

*Sample Composition for young people*

	<b>Unweighted</b>		<b>Weighted</b>	
<b>Total Sample</b>	<b>237</b>	<b>%</b>	<b>237</b>	<b>%</b>
<b>Gender</b>				
Male	122	51	122	51
Female	115	49	115	49
<b>Age</b>				
11	43	16	45	19
12	47	20	46	20
13	58	24	47	20
14	47	20	49	21
15	42	18	50	21

*Source: Ipsos MORI*

---

## **Appendix D - The questionnaire – adults**

## Media Study

### Final Questionnaire

Sampling point number:

Good morning/afternoon/evening, my name is ....., from Ipsos MORI, the independent opinion research company. We're conducting a survey on how people feel about TV, radio and life generally in Britain today.

Would you be willing to take part? Your views will remain completely confidential, and it will not be used for any sales or marketing purposes.

ASK ALL

QA. SHOWCARD A (R) **Do you, or your friends, or anyone in your household, work in any of these occupations?**

MULTICODE OK

Advertising / Public Relations / Marketing  
Broadcasting / Journalism / newspapers / radio / TV  
Market Research

THANK AND CLOSE

None of these

CONTINUE

**Q1. Gender of respondent:** FROM OBSERVATION  
SINGLE CODE ONLY

Male  
Female

**Q2. How old are you?**  
ENTER EXACT AGE AND CODE BELOW  
SINGLE CODE ONLY

16 – 24 years  
25 – 34  
35 – 44  
45 – 54  
55 – 64  
65 – 74  
75 – 79  
80+ years  
Refused

**Q3. SHOWCARD B (NR) Which group on this card do you consider you belong to?**  
**Please read out the letter that applies.**  
SINGLE CODE ONLY

**WHITE**

- A - British
- B - Irish
- C - Any other white background

**MIXED**

- D - White and Black Caribbean
- E - White and Black African
- F - White and Asian
- G - Any other mixed background

**ASIAN OR ASIAN BRITISH**

- H - Indian
- I - Pakistani
- J - Bangladeshi
- K - Any other Asian background

**BLACK OR BLACK BRITISH**

- L - Caribbean
- M - African
- N - Any other black background

**CHINESE OR OTHER ETHNIC GROUP**

- O - Chinese
- P - Any other background
- Refused

**Q4. SHOWCARD C (NR) Which of the following applies to you?**  
SINGLE CODE ONLY

- A - Working full-time (30 hrs/wk+)
- B - Working part-time (8-29 hrs/wk)
- C - Not working (i.e. under 8 hrs/week) – looking after home/children
- D - Not working (i.e. under 8 hrs/week) - retired
- E - Not working (i.e. under 8 hrs/week) - unemployed (registered)
- F - Not working (i.e. under 8 hrs/week) - unemployed (not registered but looking for work)
- G - Not working (i.e. under 8 hrs/week) - student
- H - Not working (i.e. under 8 hrs/week) - other (incl. disabled)
- Refused
- Don't know

ASK ALL

**Q5. SHOWCARD D (R) So that we get to talk to a good cross-section of people living in the UK today, what is your religion, if any? Please read out the letter that applies.**

IF CHRISTIAN ASK: **What denomination are you?** SINGLE CODE ONLY

Christian

A - Church of England/in Wales/Anglican/Episcopal

B - Roman Catholic

C - Non conformist / Methodist, Baptist, chapel, Free church / Evangelical / Presbyterian / Church of Scotland, etc.

D - Orthodox Greek/ Russian

E - Christian - other

Non-Christian

F - Muslim

G - Hindu

H - Sikh

I - Buddhist

J - Jewish

Other

ANY OF THE ABOVE WILL BE ASKED Q...

None

Refused

Don't know

ASK ALL

Q6 SHOWCARD E (R) **Which, if any, of these things do you often talk about with other people nowadays? Please read out the letters that apply**

PROBE FULLY **Which others?** MULTICODE

Q7 SHOWCARD E (R) AGAIN **And which, if any, of the these do you feel particularly strongly about? Please read out the letters that apply**

PROBE FULLY. **Which others?** MULTICODE

Q8 SHOWCARD E (R) AGAIN **And which, if any, do you feel concerned about in terms of morality, values and standards of behaviour? Please read out the letters that apply**

PROBE FULLY. **Which others?** MULTICODE

		Q	Q	Q
		Often talk about	Feel particularly strongly about	Feel concerned about in terms of morality values and standards of behaviour
A	Advertising			
B	Celebrities or pop stars			
C	Crime, law and order			
D	Education, schools, children			
E	Climate change / the Environment			
F	The NHS			
G	Newspaper stories			
H	The Economy			
I	Politics			
J	Race relations or immigration			
K	Religion			
L	Sport			
M	Programmes on TV			
N	Programmes on the radio			
O	Social networking			
P	The internet			
Q	Behaviour in society generally			
	OTHER – PLEASE SPECIFY .....			
	None of them			
	Don't know			

ASK ALL

Q9/10. SHOWCARD F (R) **In which of these areas, if any, do you think morality, values or standards of behaviour have been:**

- **getting better in recent years?** PROBE FULLY Which others? MULTICODE
- **getting worse in recent years?** PROBE FULLY Which others? MULTICODE

MULTICODE

Better

Worse

- a) Your local area/community
- b) At work
- c) TV programmes
- d) Radio programmes
- e) Newspapers
- f) Magazines
- g) The internet
- h) In politics
- None of these
- Don't know

ASK ALL

Ofcom Q

Q11. **Do you personally see or hear things on television which you find offensive?**

SINGLE CODE

Yes

No

Don't know

ASK ALL

**Q12. Thinking of the media in particular, not just television, but also radio, newspapers, magazines, the internet and TV, excluding any advertising or films, what issues, if any, are you concerned about relating to morality, values and standards of behaviour? PROBE FULLY**

**What else?**

DO NOT PROMPT.

OPEN RESPONSE + CODE BELOW AND WRITE IN 'OTHERS'

.....  
.....

- a) Strong language/swearing on TV
  - b) Strong language/swearing on the radio
  - c) Sexual content on TV
  - d) Sexual content on the radio
  - e) Violence on TV
  - f) People being bullied on the TV and radio
  - g) Sexual content in newspapers
  - h) Sexual content in teen magazines
  - i) Violence in video and computer games
  - j) Sexual content on the internet
  - k) Intrusion into people's private lives in newspapers
  - l) Intrusion into people's private lives on TV and radio
  - m) Material that is offensive to people in minority groups
  - n) Music lyrics and music videos
- Other (PLEASE SPECIFY AND RECORD VERBATIM IN FULL)

.....

None

Don't know

ASK ALL

Q13 - 26. SHOWCARD G + H (R). **From this card, please tell me to what extent, if at all, you are concerned about the issues I am about to read out.**

SINGLE CODE

- Extremely concerned
- Very concerned
- Fairly concerned
- Not very concerned
- Not at all concerned
- Don't know

- a) Swearing or strong language on TV
- b) Swearing or strong language on the radio
- c) Sexual content on TV
- d) Sexual content on the radio
- e) Violence on TV
- f) People being bullied on the TV and radio
- g) Sexual content in newspapers
- h) Sexual content in teen magazines
- i) Violence in video and computer games
- j) Sexual content on the internet
- k) Intrusion into people's private lives in newspapers
- l) Intrusion into people's private lives on TV and radio
- m) Material that is offensive to people in minority groups
- n) Music lyrics and music videos

**I would now like you to think more specifically about the area of morality, values and standards of behaviour. By this I mean issues around the use of strong language and swearing and sexual content and behaviour. It can also include language that may be offensive to minorities or behaviour that can be seen as bullying or disrespectful. For the purposes of these questions it does not include violence or films.**

<b>TV section</b>
-------------------

ASK ALL

**Q27. In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you seen or heard something on television, perhaps relating to strong language or sex but excluding violence, that you feel should not have been broadcast on television?** SINGLE CODE ONLY

- Yes
- No
- Don't know

ASK Q 28

GO TO Q30

GO TO Q30

ASK ALL CODING YES AT Q27

Q28. SHOWCARD I (R) **In the last 12 months how frequently have you seen or heard something on television in the area of morality, values and standards of behaviour that you feel should not have been broadcast on television?** SINGLE CODE ONLY

- Regularly
- Often
- Sometimes
- Not very often
- Hardly ever
- Don't know

ASK ALL CODING YES AT Q27

Q29. SHOWCARD J (R) **Thinking about the last occasion when you saw or heard something on television (in the area of morality, values and standards of behaviour) that you feel should not have been broadcast. From this list, please tell me what it was that made you think it should not be broadcast? PROBE FULLY What else?**

MULTICODE

CODE BELOW. WRITE IN 'OTHERS'

- Strong language/swearing
- Sexual content
- Nudity
- People being bullied
- Intrusion into people's private lives
- Material that is offensive to people in minority groups
- Religious humour or treatment of religion
- Offensive humour
- Other (PLEASE SPECIFY)

.....  
Don't know

ASK ALL

Q30. **In the last 12 months, thinking specifically of morality, values and standards of behaviour, have you seen or heard something on television, 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 television?** SINGLE CODE ONLY

- |            |           |
|------------|-----------|
| Yes        | ASK Q31   |
| No         | GO TO Q33 |
| Don't know | GO TO Q33 |

ASK ALL CODING YES AT Q30

**Q31. SHOWCARD I (R) In the last 12 months how frequently have you seen or heard something on television (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?**

SINGLE CODE ONLY

- Regularly
- Often
- Sometimes
- Not very often
- Hardly ever
- Don't know

ASK ALL CODING YES AT Q30

**Q32. SHOWCARD J (R) Thinking about the last occasion when you saw or heard something on television (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? PROBE FULLY What else?**

MULTICODE

CODE BELOW. WRITE IN 'OTHERS'

- Strong language/swearing
- Sexual content
- Nudity
- People being bullied
- Intrusion into people's private lives
- Material that is offensive to people in minority groups
- Religious humour or treatment of religion
- Offensive humour
- Other (PLEASE SPECIFY)

.....  
Don't know

<b>Radio section</b>
----------------------

ASK ALL

**Q33. 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 feel should not have been broadcast on the radio?** SINGLE CODE ONLY

- Yes
- No
- Don't know

ASK Q34

GO TO Q36

GO TO Q36

ASK ALL CODING YES AT Q33

Q34. SHOWCARD I (R) **In the last 12 months how frequently have you seen or heard something on the radio in the area of morality, values and standards of behaviour that you feel should not have been broadcast?** SINGLE CODE ONLY

- Regularly
- Often
- Sometimes
- Not very often
- Hardly ever
- Don't know

ASK ALL CODING YES AT Q33

Q35. SHOWCARD J (R) **Thinking about the last occasion when you heard something on the radio (in the area of morality, values and standards of behaviour) that you feel should not have been broadcast. From this list, please tell me what it was that made you think it should not be broadcast?** PROBE FULLY **What else?** MULTICODE CODE BELOW. WRITE IN 'OTHERS'

- Strong language/swearing
- Sexual content
- People being bullied
- Intrusion into people's private lives
- Material that is offensive to people in minority groups
- Religious humour or treatment of religion
- Offensive humour
- Other (PLEASE SPECIFY)

.....  
Don't know

ASK ALL

Q36. **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?** SINGLE CODE ONLY

- |            |           |
|------------|-----------|
| Yes        | ASK Q37   |
| No         | GO TO Q39 |
| Don't know | GO TO Q39 |

ASK ALL CODING YES AT Q36

Q37. SHOWCARD I (R) **In the last 12 months how frequently have you seen or 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?**

SINGLE CODE ONLY

- Regularly
- Often
- Sometimes
- Not very often
- Hardly ever
- Don't know

ASK ALL CODING YES AT Q36

Q38. SHOWCARD J (R) **Thinking about the last occasion when you saw or 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? PROBE FULLY What else?**

MULTICODE

CODE BELOW. WRITE IN 'OTHERS'

- Strong language/swearing
- Sexual content
- People being bullied
- Intrusion into people's private lives
- Material that is offensive to people in minority groups
- Religious humour or treatment of religion
- Offensive humour
- Other (PLEASE SPECIFY)

.....  
Don't know

ASK ALL SAYING YES AT Q27 OR 30 OR 33 OR 36 (DID NOT WANT/APPROVE SOMETHING ON TV OR RADIO)

Q39. SHOWCARD K (R) **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? Please read out the letters that apply PROBE FULLY What else?**

A	Nothing/carried on watching/listening	
B	Turned the sound down/off	
C	Looked away	
D	Fast forward	
E	Left the room	
F	Turned over to another programme/channel	
G	Switched off the TV or radio	
H	Mentioned it to somebody else	
I	Complained to broadcaster/regulator, watchdog/the Trust/ Other (SPECIFY)	
	Don't know	

ASK ALL

Q40. **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?**

SINGLE CODE ONLY

Yes

No

Don't know

ASK ALL

Q41/42

SHOWCARD L (R) **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? PROBE FULLY. Which others?**

MULTICODE

**... the ones which most need to improve their content in terms of morality, values and standards of behaviour? PROBE FULLY. Which others? MULTICODE OK**

		High	Improve
A	BBC One		
B	BBC Two		
C	ITV1		
D	Channel 4		
E	Five		
F	Sky One		
G	BBC Three		
H	BBC Four		
I	ITV2		
J	ITV3		
K	ITV 4		
L	Living		
M	E4		
N	More 4		
O	Fiver (Five Life)		
P	Five US		
Q	Virgin 1		
R	MTV		
	Other (SPECIFY)		
	Don't Know		
	None of these		

ASK ALL

Q43/44 SHOWCARD M (R) 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? PROBE FULLY. Which others?**  
MULTICODE

**. ... the ones which most need to improve their content in terms of morality, values and standards of behaviour? PROBE FULLY. Which others? MULTICODE OK**

	High	Improve
A BBC Radio 1		
B BBC Radio 2		
C BBC Radio 3		
D BBC Radio 4		
E BBC Radio Five Live		
F BBC 6 Music		
G 1Xtra from the BBC		
H BBC Asian Network		
I BBC7		
J My BBC Local Radio		
K BBC Radio Wales		
L BBC Radio Scotland		
M BBC Northern Ireland Radio		
N My local commercial station		
O Classic FM		
P Virgin 1215\Virgin Radio		
Q TalkSPORT		
Other (SPECIFY)		
Don't Know		
None of these		

ASK ALL

Q45 - SHOWCARD N (R) **To what extent do you agree or disagree with each of the following statements?**

51.

READ OUT SINGLE CODE ONLY FOR EACH. ROTATE ORDER

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to dis-agree	Strongly disagree	No opinion /DK	
Creativity, new talent or innovative programmes should be encouraged even if some people might take offence							
It is acceptable for television to show some programmes with strong language because it can reflect how some people speak nowadays.							
The BBC should aim to reflect the positive side of British society							
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							
Programmes or performers that have or use excessive offensive language or sexual references show a lack of respect for the audience							
The BBC should not be afraid to show material that some people might find offensive							
Regulation of what is and what is not allowed to be shown on television is a good thing'							
The BBC is out of touch with people like me							

ASK ALL

Q52. SHOWCARD O (R) **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?**

SINGLE CODE

Totally their own responsibility  
Mainly their own responsibility  
Equally their own and the broadcaster's responsibility  
Mainly the broadcaster's responsibility  
Totally the broadcaster's responsibility  
Don't know

ASK ALL

**Q53. SHOWCARD P (R) 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?**

SINGLE CODE

Totally the responsibility of a parent or guardian  
Mainly the responsibility of a parent or guardian  
Equally the responsibility of a parent or guardian and the broadcaster  
Mainly the broadcaster's responsibility  
Totally the broadcaster's responsibility  
Don't know

ASK ALL

**Q54. SHOWCARD Q (R) 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?**

Once or twice  
Three or four times  
Five to ten times  
More than 10 times  
Never  
Don't know

ASK ALL

Q55. SHOWCARD R (R) **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’?**

Strongly Agree

Tend to Agree

Neither/Nor

Tend to Disagree

Strongly Disagree

No Opinion

ASK ALL

Q56. SHOWCARD R (AGAIN) (R) **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’**

Strongly Agree

Tend to Agree

Neither/Nor

Tend to Disagree

Strongly Disagree

No Opinion

ASK ALL

Q57. **If you wished to make a complaint about something you saw on TV would you know who to complain to?**

Yes

No

ASK ALL

Q58/59/60/61. SHOWCARD S (R). **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:**

(a) see on television nowadays?

(b) see on BBC television?

(c) hear on the radio?

(d) hear on BBC radio

TV

BBC TV

Radio

BBC radio

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

Don't know

MEDIA CONSUMPTION

ASK ALL

Q62. SHOWCARD T (R) **Here is a list of newspapers. Which, if any, of these do you read or look at regularly in either in paper format or online/on the internet? PROBE FULLY. What others?**  
MULTICODE OK

Daily/ Sunday Express  
Daily Mail/ Mail on Sunday  
Daily Mirror/ Sunday Mirror  
Daily Record  
Daily Telegraph/ Sunday Telegraph  
Financial Times  
The Guardian  
The Observer  
The Herald (Glasgow)/ Sunday Herald  
The Independent/ Independent on Sunday  
The Metro  
The Scotsman  
Daily Star/ Daily Star Sunday  
The Sun  
The Times/ Sunday Times  
Evening Standard  
Sunday Post  
Sunday People  
News of the World  
Scotland on Sunday  
Sunday Mail (Scotland only)  
Other (SPECIFY)

.....  
None of these

Don't know

Q63. SHOWCARD U (R). Which, if any, of these TV channels do you watch regularly?  
 PROBE FULLY. Which others? MULTICODE OK

A	BBC One
B	BBC Two
C	ITV1
D	Channel 4
E	Five
F	Sky One
G	BBC Three
H	BBC Four
I	ITV2
J	ITV3
K	ITV 4
L	Living
M	E4
N	More 4
O	Fiver (Five Life)
P	Five US
Q	Virgin 1
R	MTV
	Other (SPECIFY)
	None of these
	Don't know

Q64. SHOWCARD V (R). **Which of these radio stations, if any, do you listen to regularly?** PROBE FULLY. **Which others?** MULTICODE OK

A	BBC Radio 1
B	BBC Radio 2
C	BBC Radio 3
D	BBC Radio 4
E	BBC Radio Five Live
F	BBC 6 Music
G	1Xtra from the BBC
H	BBC Asian Network
I	BBC7
J	My BBC Local Radio
K	BBC Radio Wales
L	BBC Radio Scotland
M	BBC Northern Ireland Radio
N	My local commercial station
O	Classic FM
P	Virgin 1215\Virgin Radio
Q	TalkSPORT
R	XFM
S	Heart
T	Magic
U	Galaxy
	Other (SPECIFY)
	None of these
	Don't Know

Q65. SHOWCARD W (R) **Which of these types of TV programmes, if any, do you particularly like to watch?**

PROBE FULLY. **Which others?** MULTICODE OK.

Q66. SHOWCARD W (AGAIN) (R) **And which of these types of TV programmes, if any, do you prefer not to watch?**

PROBE FULLY. **Which others?** MULTICODE OK.

- | <u>Like</u>   | <u>Not</u> |
|---|------------|
| A - News and current affairs  |            |
| B - Period dramas - like Cranford or Larkrise to Candleford                           |            |
| C - Crime dramas - like Trial and Retribution or Waking the Dead                      |            |
| D - Dramas - like Shameless or Skins  |            |
| E - Comedies - like My Family or Vicar of Dibley                                      |            |
| F - Comedies - like Two Pints of Lager or Coming of Age                               |            |
| G - Comedies- like The Mighty Boosh, League of Gentlemen or The Thick of It           |            |
| H - Sketch shows - like Little Britain or Catherine Tate                              |            |
| I - Panel shows with guests - like Have I Got News For You or QI,                     |            |
| J - Panel shows with guests - like Never Mind the Buzzcocks or Mock the Week          |            |
| K - Lifestyle and leisure - property, gardening, hobbies, fashion, travel or antiques |            |
| L - Food and cookery programmes - like Masterchef or Rick Stein                       |            |
| M - Food and cookery programmes - like Ramsey's Kitchen Nightmares or Hell's Kitchen  |            |
| N - Motoring programmes - like Top Gear   |            |
| O - Chat shows - like Friday Night with Jonathan Ross or Graham Norton                |            |
| P - Variety and talent shows - like The X Factor or Britain's Got Talent              |            |
| Q - Variety and talent shows - like Strictly Come Dancing or Dancing on Ice           |            |
| R - Reality shows - like Big Brother or I'm A Celebrity                               |            |
| S - Reality shows - like The Apprentice or The Restaurant                             |            |
| T - Documentaries about wildlife, natural history, arts, history, science or religion |            |
| None of these   |            |
| Don't Know  |            |

Q67. SHOWCARD X (R) **Which, if any, of these do you have, do or use?**

PROBE **Which others?**

SHOWCARD , MULTI CODE

- A - Traditional TV channels (BBC1, BBC2, ITV, C4, Five)
- B - Freeview or Freesat
- C - Sky, Virgin Media or other subscription TV
- D - Sky plus, Virgin V Plus, Video recorder, DVDR, PVR
- E - Download videos, TV or radio programmes
- F - Access the Internet at home, via a computer
- G - Access the Internet on the move, via a mobile phone, Blackberry or similar
- H - Access the internet at work or elsewhere
- None of these
- Don't Know

ASK ALL WHO HAVE INTERNET ACCESS (CODE F, G OR H AT Q67)

Q68. **Do you use any social networking sites such as Facebook, My Space or Bebo?**

SINGLE CODE ONLY

Yes

No

Don't know

ASK ALL WHO SAY YES AT Q68

Q69. **Are your settings public or private?**

Public

Private

Don't know

ASK ALL WHO SAY YES AT Q68

Q70. SHOWCARD Y (R) **From this card, please tell me how often, if at all, do you use any social networking sites?**

SINGLE CODE

A - Several times a day

B - About once a day

C - Several times a week

D - About once a week

E - Less than once a week, but more than once a month

F - About once a month

G - Less than once a month

H - Hardly ever

I - Never

Don't know

ASK ALL WHO SAY YES AT Q68

Q71. SHOWCARD Z (R) **From this card, please tell me how much information do you share about yourself on social networking sites such as these?**

A great deal

A lot

A little

Hardly any

Nothing

Don't know

ASK ALL

Q72 SHOWCARD AA (R) **From this card, please tell me to what extent do you agree or disagree with each of these statements I'm about to read out?**

- 82

READ OUT. SINGLE CODE ONLY FOR EACH. ROTATE ORDER

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	No opinion/D on't know	
I am very happy and content with my life							
I am keen to use the latest technologies or communications devices							
I would like Britain to be the way it used to be							
There should be the death penalty for certain kinds of murder							
I support same sex partners being allowed to marry							
Britain accepts too many immigrants or asylum seekers							
These days, people are too easily offended by what some people say							
Nowadays you seem to hear a lot more strong language in public than you used to							
Young people today have too much freedom and not enough discipline							
I like to keep up-to-date with the lifestyles of celebrities							
It is more important to protect freedom of speech than to worry about causing offence to other people							

ASK ALL

**Q83. I need to ask you a few final questions to ensure we have spoken to a wide variety of people, but before I do, what else would you like to add on this whole issue of morality, values and standards of behaviour on TV or the radio? PROBE FULLY What else?**

OPEN RESPONSE. PROBE FOR SPECIFIC DETAIL AND EXAMPLES.

.....  
.....  
.....

**Q84. And what have you to add about the BBC in particular and its role in this issue? PROBE FULLY What else?**

OPEN RESPONSE. PROBE FOR SPECIFIC DETAIL AND EXAMPLES.

.....  
.....  
.....

Socio-demographic classification Questions
--

**Q85. OCCUPATION OF CHIEF INCOME EARNER;**

INTERVIEWER: RECORD OCCUPATION OF CHIEF INCOME EARNER

THEN CODE CLASS BELOW

Position / rank / grade:

Qualifications / degrees / apprenticeships:

Industry / type of company:

Number of staff responsible for:

(PROBE FOR PENSION)

SINGLE CODE ONLY

A

B

C1

C2

D

E

Refused

Don't know

Q86. SHOWCARD BB (NR) **Which of the following describes your current situation?**  
SINGLE CODE ONLY:

- A - Married
- B - Living together
- C - Single
- D - Widowed
- E - Divorced
- F - Separated
- Don't know
- Refused

Q87. **What is the total number of people living in your household including yourself and any children?**

SINGLE CODE ONLY  
NUMERIC RESPONSE  
1 – only me  
Refused

Q88. **How many children aged fifteen or under are there in your household?**

SINGLE CODE ONLY  
NUMERIC RESPONSE  
0  
Refused

Q89. ASK IF CHILDREN IN HOUSEHOLD AT Q88

**And what ages are the children in your household?**

MULTICODE OK - RECORD NUMBER at EACH AGE  
NUMERIC  
Refused

ASK ALL

Q90. SHOWCARD CC (NR) **Using this card, please tell me which, if any, is the highest educational or professional qualification you have obtained. Just read out the letter or letters which apply.** (IF STILL STUDYING, CHECK FOR HIGHEST ACHIEVED SO FAR)  
SINGLE CODE ONLY EXCEPT FOR H

- A – GCSE / O-level / CSE
- B – Vocational qualifications (=NVQ1+2)
- C – A-Level or equivalent (=NVQ3)
- D – Bachelor Degree or equivalent (=NVQ4)
- E – Masters / PhD or equivalent
- F – Other
- G – No formal qualifications
- Don't know

Q91. **Do you have any long-standing illness, disability or infirmity? By long-standing, I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time.**

MULTICODE CODES 1-2, SINGLE CODE 'NO'

Yes – long-standing illness  
 Yes – long-standing disability or infirmity  
 No

**Q92. SHOWCARD DD (R) Could you please give me the letter from this card for the group in which you would place your total household income per year from all sources, before tax and other deductions?**

SINGLE CODE ONLY

	<u>Per Week</u>	<u>Per Year</u>	
A	Up to £144	Under £7,499	1
B	£145 - £298	£7,500 - £15,499	2
C	£299 - £471	£15,500 - £24,499	3
D	£472 - £769	£24,500 - £39,999	4
E	£770 - £1,155	£40,000 - £59,999	5
F	£1,556 or over	£60,000 or over	6
	Refused		7
	Don't Know		8

ASK ALL WHO SAY THEY HAVE A RELIGION OR FAITH AT Q5

**Q93. SHOWCARD EE (R) To what extent is your religion or faith important to you?**

SINGLE CODE ONLY

Very important  
 Fairly important  
 Neither important nor not important  
 Not very important  
 Not at all important  
 Don't know

ASK ALL

**Q94. SHOWCARD FF (R) Which one of the following statements best applies to you, regarding your use of strong swear words such as four letter words beginning with 'F'?**

SINGLE CODE ONLY

- a) I never or hardly ever use strong swear words
- b) I sometimes use strong swear words, but only in certain situations
- c) I often use strong swear words in a variety of situations
- None of these
- Don't know

**Q95. SHOWCARD GG (NR). The government's diversity policy means that opinion surveys now need to ask people for their sexual orientation. From this card, please choose the category which you feel most closely describes you – or, if you wish, you can refuse to answer this question.**

SINGLE CODE

- a) Bisexual
- b) Gay/Lesbian
- c) Heterosexual

- d) Other
- e) Refused/prefer not to say
- Don't know

**Q96. Thank you for taking part in this survey. Would you be willing for Ipsos MORI to re-contact you for further research in this area at some time in the future?**

**SINGLE CODE ONLY**

- Yes – would be willing
- No – would not be willing

**Area**

**INTERVIEWER to SINGLE CODE ONLY**

South East  
London  
South West  
East Midlands  
West Midlands  
East of England  
North West  
North East  
Yorkshire & Humberside  
Wales  
Northern Ireland  
Scotland

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## **Appendix E - The questionnaire – young people**

## Media Review

### Young Person's (aged 11 to 15) CAPI Questionnaire

Sampling point number:

#### **PARENTAL PERMISSION**

Good morning/afternoon/evening, my name is ....., from Ipsos MORI, the independent opinion research company. We're conducting a survey on how young people, aged 11, 12, 13, 14 or 15, feel about TV, radio and the internet. Would you be willing for a child of yours to take part? Their views will remain completely confidential, and it will not be used for any sales or marketing purposes. I have a copy of the questions we'll be asking if you would like to take a look. All of the responses your child gives will be completely confidential and they can answer as many or as few of the questions as they wish and stop the interview at any time.

SHOW PAPER VERSION OF LIST OF Qs (not actual q'nnaire) TO PARENT/ GUARDIAN IF REQUESTED (BUT THEY CANNOT KEEP OR COPY IT)

AGREE TO BE INTERVIEWED:

Yes -

No

Parent's /Guardian's relationship with the young person:

Parent / Step parent

Brother or sister over the age of 18

Other relative

Other adult over the age of 18 (PLEASE SPECIFY IN WHAT CAPACITY THEY ARE THE GUARDIAN) .....

#### **INTRODUCTION FOR YOUNG PERSON**

Good morning/afternoon/evening, my name is ....., from Ipsos MORI, the independent opinion research company. We're conducting a survey on how young people aged 11 to 15 feel about TV, the internet and radio and your parent/ guardian/ other responsible adult (SPECIFY) has agreed that you can be interviewed if you would like to be. There are no right or wrong answers, we'd just like to hear your opinions – and these will remain completely confidential.

The interview will last around 10 minutes. You may answer as many or as few of the questions as you wish and stop at any time if you want to. Would you be willing to take part?

QA. **How old are you?** ENTER EXACT AGE

Refused

---

IF AGE IS BELOW 11 OR OVER 15 PLEASE END THE INTERVIEW

ASK ALL

Q1/2. SHOWCARD A (R). **Of the things listed on this card, which do you**

**a) do the most?** MULTICODE OK

**b) do the least?** MULTICODE OK

**Most**

**Least**

- A. Watch TV
- B. Listen to the radio
- C. Watch DVDs
- D. Play computer games
- E. Go on the internet
- Don't know

ASK ALL

Q3. **Do you have a TV set in your bedroom?** SINGLE CODE ONLY

Yes

No

Don't know

ASK ALL

Q4. **Do you have a computer connected to the internet in your bedroom?** SINGLE CODE ONLY

Yes

No

Don't know

ASK ALL

Q5. **Up to what time are you generally allowed to watch television during an average weekday or are you allowed to watch anytime you want?**

SINGLE CODE ONLY

Up to 8.30pm

9pm

9.30pm

10pm

10.30pm

11pm

11.30pm

12am

Later than midnight

Can watch anytime

Don't know

ASK ALL

Q6. **Up to** what time are you generally allowed to watch television during an average **weekend** day or are you allowed to watch anytime you want?

SINGLE CODE ONLY

Up to 8.30pm  
9pm  
9.30pm  
10pm  
10.30pm  
11pm  
11.30pm  
12am  
Later than midnight  
Can watch anytime  
Don't know

ASK ALL

Q7. **Up to** what time are you generally allowed to listen to the **radio** during an average **weekday** or are you allowed to listen anytime you want?

SINGLE CODE ONLY

Up to 8.30pm  
9pm  
9.30pm  
10pm  
10.30pm  
11pm  
11.30pm  
12am  
Later than midnight  
Can listen anytime  
Don't know

ASK ALL

Q8. **Up to** what time are you generally allowed to listen to the **radio** during an average **weekend** day or are you allowed to listen anytime you want?

SINGLE CODE ONLY

Up to 8.30pm  
9pm  
9.30pm  
10pm  
10.30pm  
11pm  
11.30pm  
12am  
Later than midnight  
Can listen anytime  
Don't know

ASK ALL

Q9. SHOWCARD B (R). **How often, if at all, do you watch TV or listen to the radio later than you are usually allowed without asking your parents permission?**

SINGLE CODE ONLY

Often

Sometimes

Not very often

Hardly ever

Never

Don't know

Not applicable – there are no rules about how late I am allowed to watch TV or listen to the radio

IF CODES 1 TO 4 AT Q9 ASK (OTHERS GO TO Q11):

Q10. **Is what you watch or listen to without your parent's permission ever on BBC TV channels or BBC radio stations?**

SINGLE CODE ONLY

Yes

No

Don't know

ASK ALL

Q11. **Which, if any, of these do you do?**

READ OUT SINGLE CODE FOR EACH

Yes

No

**Access the internet at home, via a computer**

**Access the internet from your bedroom**

**Access the internet at school or elsewhere**

**Play video or computer games**

**Download videos**

**Download TV or radio programmes**

**Don't know**

ASK ALL WITH INTERNET ACCESS AT HOME (CODES 1 AT Q4 OR CODES 1 OR 2 AT Q11), OTHERS GO TO Q21.

Q12. **Are there any rules in your home about your using the internet?**

SINGLE CODE ONLY

Yes

No

Don't Know

ASK Q13

GO TO Q15

GO TO Q15

ASK ALL CODING YES AT Q12 (OTHERS GO TO Q15):

Q13/14. **Are there rules about:**

**a) what sites you are allowed to access via the internet? SINGLE CODE**

Yes/No/Don't know

**b) how many hours you can spend on the internet? SINGLE CODE**

Yes/No/Don't know

ASK ALL WITH INTERNET ACCESS AT HOME (CODES 1 AT Q4 OR CODES 1 OR 2 AT Q11)

Q15/ **Does the computer you use for the internet at home have any of these in**  
16 **operation?** READ OUT A AND B. MULTICODE OK

15)	<b>Filtering software that blocks certain websites and activities</b>	<b>1</b>	ASK Q17	
16)	<b>Monitoring software that records which website you visit and other activities</b>	<b>2</b>	ASK Q17	
	None of these	3	GO TO Q18	( )
	Don't know	4	GO TO Q18	

ASK ALL CODED 1 or 2 AT Q15/16. OTHERS GO TO Q18.

Q17. **Do you know how to get around these filtering or monitoring devices?**

SINGLE CODE ONLY

Yes

No

Don't know

ASK ALL WITH INTERNET ACCESS AT HOME (CODES 1 AT Q4 OR CODES 1 OR 2 AT Q11)

Q18. **Do you use any social networking sites such as Facebook, My Space, MSN or Bebo?** SINGLE CODE ONLY

Yes

ASK Q19

No

GO TO Q21

Don't know

GO TO Q21

ASK ALL CODED 1 AT Q18 OTHERS GO TO Q21.

Q19. SHOWCARD C (R) **From this card, please tell me how often, if at all, you use any social networking sites? Please read out the letter next to the one that applies**

SINGLE CODE ONLY

A - Several times a day

B - About once a day

C - Several times a week

D - About once a week

E - Less than once a week, but more than once a month

F - About once a month

G - Less than once a month

H - Hardly ever

I - Never

Don't know

ASK ALL CODED 1 TO 7 (A TO G) AT Q19. OTHERS GO TO Q21.

Q20. SHOWCARD D (R) **From this card, please tell me how much information you share about yourself, if anything, on social networking sites such as these? Please read out the letter next to the one that applies**

SINGLE CODE ONLY

- A great deal
- A lot
- A little
- Hardly any
- Nothing
- Don't know

ASK ALL

**Now turning to a different subject**

Q21. SHOWCARD C AGAIN (R) **How often do you hear swear words these days, if at all? Please read out the letter next to the one that applies**

SINGLE CODE ONLY

Q22. SHOWCARD C AGAIN (R) **How often do you ever use swear words, if at all? Please read out the letter next to the one that applies**

SINGLE CODE ONLY

Hear

Use

- A - Several times a day
- B - About once a day
- C - Several times a week
- D - About once a week
- E - Less than once a week, but more than once a month
- F - About once a month
- G - Less than once a month
- H - Hardly ever
- I - Never
- Don't know

ASK ALL EXCEPT THOSE CODING NEVER OR DK AT Q21. OTHERS GO TO Q24  
 Q23. SHOWCARD E (R) **From your experience, from this list, pick out those where you are most likely to hear swear words? Please read out the letters next to those that apply.** MULTICODE OK

- A At home
- B On TV
- C At school
- D Friends
- E On the radio
- F On the internet
- G On social networking sites
- H On DVDs or films
- I On the street/ when out and about
- J At parties/social events
- K At sporting events/football
- . Other (SPECIFY

.....  
 . Don't hear swear words  
 Don't know

ASK ALL APART FROM THOSE CODING NEVER OR DK AT Q22. OTHERS GO TO Q25  
 Q24 SHOWCARD E AGAIN (R) **And where did you first hear the swear words you use? Please read out the letters next to those that apply**  
 PROBE FULLY **Where else?** MULTICODE OK

A	At home
B	On TV
C	At school
D	Friends
E	On the radio
F	On the internet
G	On social networking sites
H	On DVDs or films
I	On the street/ when out and about
J	At parties/social events
K	At sporting events/football
	Other (SPECIFY
	.....
	Don't know

ASK ALL

**Q25 SHOWCARD F (R) In your experience of using these, which, if any, are you most likely to see or hear something that you think may not be suitable for someone of your age? Please read out the letters next to those that apply**

MULTICODE OK

- A. TV
- B. Radio
- C. Internet
- D. DVD / films
- E. Computer games
- F. Newspapers
- G. Magazines
- None

Don't know

ASK ALL

**Q26 – Q28 On balance, do you agree or disagree with each of the following statements I am about to read out?**

**READ OUT. SINGLE CODE ONLY FOR EACH. ROTATE ORDER**

	Agree	Neither agree nor disagree	Disagree	No opinion/Don't know
<b>Q26. Sometimes I'll watch certain TV programmes just to keep up with my friends</b>	1	2	3	4
<b>Q.27. There are programmes I watch on TV that I would be embarrassed to watch with my parents</b>	1	2	3	4
<b>Q28. Sometimes I'll copy things I've seen done or said on TV or the radio</b>	1	2	3	4

IF AGREE AT Q26 ... ASK: OTHERS GO TO Q30

Q29. **You said you agreed that** (INSERT TEXT FROM Q26) ....., **what programmes are these?**

OPEN RESPONSE

PROBE FULLY FOR THE NAME OR TYPE OF PROGRAMME/SHOW

.....

.....

IF AGREE AT Q27 ... ASK: OTHERS GO TO Q31

Q30. **You said you agreed that** (INSERT TEXT FROM Q27) ....., **what programmes are these?**

OPEN RESPONSE

PROBE FULLY FOR THE NAME OR TYPE OF PROGRAMME/SHOW

.....

.....

ASK ALL

Q31. SHOWCARD G (R) **How often, if ever, do you watch TV programmes that your parents might not want you to watch?** SINGLE CODE ONLY

	Often
	Sometimes
	Not very often
	Hardly ever
	Never
	Don't know

IF CODES 1, 2 OR 3 AT Q 31 ASK: OTHERS GO TO Q33

Q32. **What have you watched that your parents might not want you to watch?** PROBE FULLY FOR THE NAME OR TYPE OF PROGRAMME/SHOW

OPEN END

.....

.....

ASK ALL

Q33. SHOWCARD G AGAIN (R) **How often, if ever, have you seen or heard something on TV or on the radio which you did not think was really suitable for someone of your age?** SINGLE CODE ONLY

	Often
	Sometimes
	Not very often
	Hardly ever
	Never
	Don't know

ASK THOSE CODED 1, 2 OR 3 AT Q33. OTHERS GO TO Q35

**Q34. What exactly was it that you did not think was really suitable for someone of your age?**

OPEN END .....  
.....

ASK ALL WITH INTERNET ACCESS AT HOME (CODES 1 AT Q4 OR CODES 1 OR 2 AT Q11)

**Q35. SHOWCARD G AGAIN (R) How often, if ever, have you seen or heard something on online or on the internet which you did not think was really suitable for someone of your age? SINGLE CODE ONLY**

	Often
	Sometimes
	Not very often
	Hardly ever
	Never
	Don't know

ASK ALL

**Q36. Is there anything on TV or radio these days that you think should not be allowed to be shown or said?**

Yes

No

DK

ASK ALL SAYING YES AT Q36 OTHERS GO TO THANK YOU SCREEN AND DEMOGRAPHICS

**Q37. What kinds of things do you think should not be said or shown on TV or radio? Firstly on TV? OPEN END. WRITE IN**

.....  
.....  
Don't know

**Q38 And on the Radio? OPEN END. WRITE IN**

.....  
.....  
Don't know

---

CODE WHETHER PARENT PRESENT AT YP INTERVIEW:  
SINGLE CODE ONLY

No

Part of Young Person interview

All of Young Person interview

CODE WHETHER CHILD PRESENT AT PARENT INTERVIEW  
SINGLE CODE ONLY

No

Not applicable (child from different household)

Part of interview

All of interview

QB. **Gender:** FROM OBSERVATION. SINGLE CODE ONLY

Male

Female

## Appendix F - Definition of social grades

This appendix contains a brief list of social class definitions as used by the Institute of Practitioners in Advertising. These groups are standard on all surveys carried out by Ipsos MORI.

**Table 9 – young people**

Social Grades		
	Social Class	Occupation of Chief Income Earner
<b>A</b>	Upper Middle Class	Higher managerial, administrative or professional
<b>B</b>	Middle Class	Intermediate managerial, administrative or professional
<b>C1</b>	Lower Middle Class	Supervisor or clerical and junior managerial, administrative or professional
<b>C2</b>	Skilled Working Class	Skilled manual workers
<b>D</b>	Working Class	Semi and unskilled manual workers
<b>E</b>	Those at the lowest levels of subsistence	State pensioners, etc, with no other earnings

*Source: Ipsos MORI*

# **Appendix G - Cognitive testing of the questionnaire**

As part of the development of the questionnaire, we conducted a number of cognitive interviews with adults in order to explore their understanding and interpretation of the content of the questionnaire, their understanding of each of the questions, as well as overall reaction to the survey.

Cognitive interviewing is a technique for testing quantitative surveys in a way which the interviewer probes the respondent on their cognition, or understanding, of the key survey questions in terms of the particular words and phrases used within the questionnaire design. By using cognitive techniques, it allows a more comprehensive testing of the questionnaire than simple quantitative piloting alone.

In this cognitive interviewing phase, quantitative questions were tested in depth to allow interviewers to see how respondents understand, retrieve information for, decide upon and ultimately arrive at responses to those questions. Although the technique ultimately deals with quantitative questionnaire design, it is a broadly qualitative approach which amasses data concerning respondents' cognitive processes, that is, perceptions, understanding and decision-making processes.

Cognitive interviewing can reveal inaccuracies and inconsistencies in a questionnaire, where they exist, as well as cognitive problems that may face respondents when completing a questionnaire. Beyond this, moreover, the cognitive interview is a constructive process wherein the dialogue between interviewer and respondent can produce workable solutions to problems encountered and adds an additional level of control to the overall quality of the survey. The cognitive interviewing stage of this project, thus, anticipated and pre-empted problems in the field and enabled us make valuable changes to the questionnaire design prior to its release into the field for the main fieldwork phase.

Techniques and probes that were used within this cognitive process were as follows:

- interpretation of different terms and phrases; in particular looking at terms such as 'offended', 'offensive', 'standards of taste and decency';
- whether the questions covered all potential circumstances;
- whether respondents were happy to talk about the issues discussed; and
- perceived relevance of questions.

Each cognitive interview was carried out one-to-one between the Ipsos MORI cognitive specialist and the respondent recruited specifically for this exercise. The interview took place face-to-face and all participants received £30 as a thank you for their time.

We undertook a total of 10 cognitive interviews with a broad cross-section of adults to ensure that we get as many different viewpoints as possible. The recruitment of these participants aimed to reflect the differences that occur in our sample population. As stated by Willis (2005)<sup>6</sup>. *"If subtle problems exist, this may require many interviews, but we do reach a point of diminishing return, where additional interviews obtain only a little more useful information."* As outlined in the table below, a range of respondents were interviewed and the main demographics are summarised below:

- A mix of male and female respondents;
- A mix of respondents of different ages (from 16 – 70);
- A mix of respondents from different social backgrounds (social grade);
- Three respondents from BME backgrounds;
- Two respondents who had young children

The cognitive interviews looked at issues that arose spontaneously as well as respondents' comprehension of the question, some of the terminology used, with some further probing into recall of information and judgement, looking into why a particular response had been given, some discussion around the response options available and whether these covered the response the respondent had wanted to give.

The cognitive interviews began with the interviewer taking the respondent through each of the questions in the questionnaire. Throughout the interview questions were then discussed in more detail.

The interviews generally lasted between 45 minutes and an hour. Interviews were conducted in two locations. Firstly at Ipsos MORI's office in Harrow in a viewing facility, in order to allow members of the BBC Executive team to be present behind a viewing screen. A total of four out of the 10 cognitive interviews were viewed by members of the BBC Executive team or a member of Blinc in the Harrow viewing facility. The remaining interviews were conducted at

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<sup>6</sup> Willis, G (2005): Cognitive Interviewing. Sage.

the Ipsos MORI Borough office, and a member of the BBC Executive team sat in on one of these interviews.

The following summarises the main findings for questions where potential issues were flagged.

- Overall respondents were happy to talk about the subject of offence and taste and decency, although the language used by them was different to that in the questionnaire
- The term offence was understood by respondents in different ways. We asked about content that had offended them (for example 'Has the content of any television programmes offended you in any way over the last year or so'), and often this was taken to mean personal offence. Respondents would only feel they had been offended if it had been directed at them personally (or for some if it was directed at something personal to them such as their religion). As a result the majority said they had not been offended by anything
- While respondents tended to say that nothing had offended them (using offended in the way described above), they then went on to answer the following questions about things that could cause offence, using a new definition they created. They reinterpreted the questions about being offended and rephrased them before answering; 'I wouldn't like ...', 'that shouldn't be shown...', 'that was a bit close to the mark' or 'this concerned me...' for example. This highlighted the importance of this terminology and using language which would be understood in the same way by all. This led to revisions in the questionnaire, as respondents understood concern, or something being 'offensive', or even 'causing offence', but not about 'being offended'.
- The phrase 'standards of taste and decency' was also understood in a different way by some. This was taken to mean general standards of the programmes in terms of like/dislike or standard of broadcasting (particular television programmes being perceived as of a low standard but not necessarily having low standards of taste and decency), and taste was understood to mean personal taste. This resulted in people answering questions about things that were not to their taste (i.e. they did not like), but were not necessarily something that they found distasteful or offensive.

Interim feedback was provided to the BBC Executive team during our meeting on February 19th.

Questionnaire revisions were made by Ipsos MORI and the cognitive test provided valuable insight into the terminology used in this. It was also helpful in honing in on the issues that we particularly wanted covered, such as the ability to gauge the level and frequency of 'offence'.

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