















## YouGov Survey Results

Sample Size: 2073

Fieldwork: 24th - 28th May 2013

Thinking back five years ago (i.e. 2008)...

Approximately, how much, in total, did your household spend on TV services, per month?

Unweighted Base	2073	991	1082	231	316	329	468	729	1195	878	466	319	204	259	503	100	171	51
<b>All UK Adults</b>	<b>2073</b>	<b>997</b>	<b>1076</b>	<b>249</b>	<b>357</b>	<b>322</b>	<b>408</b>	<b>738</b>	<b>1140</b>	<b>933</b>	<b>495</b>	<b>332</b>	<b>193</b>	<b>257</b>	<b>460</b>	<b>102</b>	<b>176</b>	<b>58</b>
£0 - Nothing	28%	27%	30%	24%	27%	30%	26%	31%	30%	27%	33%	23%	21%	33%	28%	22%	28%	41%
Up to £20	16%	15%	17%	12%	15%	18%	21%	15%	16%	16%	13%	18%	19%	15%	16%	17%	18%	22%
More than £20 up to £30	14%	13%	14%	10%	15%	13%	15%	14%	14%	13%	14%	15%	17%	12%	11%	24%	10%	8%
More than £30 up to £40	11%	12%	10%	8%	10%	15%	9%	11%	11%	11%	10%	12%	13%	11%	11%	9%	9%	15%
More than £40 up to £50	7%	7%	7%	4%	7%	7%	9%	6%	8%	5%	7%	8%	7%	7%	6%	5%	9%	2%
More than £50 up to £60	5%	7%	3%	1%	9%	5%	6%	4%	5%	5%	5%	5%	6%	5%	6%	2%	4%	3%
More than £60 up to £70	2%	3%	2%	2%	3%	3%	2%	2%	2%	2%	3%	3%	2%	-	3%	-	2%	1%
More than £70 up to £80	1%	1%	1%	-	1%	1%	0%	1%	1%	1%	1%	2%	-	-	1%	-	-	-
More than £80 up to £90	1%	2%	0%	2%	-	0%	1%	1%	1%	1%	0%	-	-	0%	1%	2%	3%	-
More than £90 up to £100	0%	0%	0%	-	-	0%	0%	0%	0%	0%	0%	-	-	0%	0%	-	-	-
More than £100	0%	1%	0%	1%	1%	-	0%	0%	0%	0%	0%	-	2%	0%	0%	1%	1%	-
<b>Mean</b>	<b>21.08</b>	<b>23.85</b>	<b>18.46</b>	<b>20.00</b>	<b>23.01</b>	<b>20.95</b>	<b>21.25</b>	<b>20.38</b>	<b>21.28</b>	<b>20.82</b>	<b>20.46</b>	<b>22.66</b>	<b>23.78</b>	<b>18.32</b>	<b>21.65</b>	<b>20.74</b>	<b>22.13</b>	<b>13.81</b>
Don't know	15%	14%	16%	35%	14%	8%	11%	14%	12%	19%	13%	14%	14%	17%	17%	17%	15%	8%

And approximately how much, in total, does your household spend on TV services per month now?

Unweighted Base	2073	991	1082	231	316	329	468	729	1195	878	466	319	204	259	503	100	171	51
<b>All UK Adults</b>	<b>2073</b>	<b>997</b>	<b>1076</b>	<b>249</b>	<b>357</b>	<b>322</b>	<b>408</b>	<b>738</b>	<b>1140</b>	<b>933</b>	<b>495</b>	<b>332</b>	<b>193</b>	<b>257</b>	<b>460</b>	<b>102</b>	<b>176</b>	<b>58</b>
£0 - Nothing	26%	25%	28%	21%	25%	28%	23%	30%	26%	27%	29%	21%	27%	30%	25%	26%	27%	24%
Up to £20	12%	11%	13%	11%	12%	12%	12%	13%	13%	11%	9%	12%	10%	14%	14%	13%	17%	11%
More than £20 up to £30	12%	10%	14%	14%	11%	14%	14%	9%	11%	12%	12%	14%	14%	7%	11%	10%	10%	25%
More than £30 up to £40	8%	6%	9%	5%	10%	8%	9%	7%	9%	7%	10%	9%	3%	9%	7%	9%	5%	8%
More than £40 up to £50	10%	10%	10%	8%	8%	9%	8%	12%	10%	10%	8%	13%	13%	7%	11%	12%	6%	5%
More than £50 up to £60	8%	10%	6%	5%	11%	5%	9%	8%	8%	8%	9%	7%	9%	10%	6%	4%	10%	14%
More than £60 up to £70	6%	8%	4%	4%	6%	7%	5%	6%	7%	4%	5%	7%	4%	7%	6%	8%	7%	-
More than £70 up to £80	4%	6%	2%	2%	2%	7%	7%	4%	4%	5%	5%	6%	4%	5%	3%	-	4%	1%
More than £80 up to £90	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	5%	2%	4%
More than £90 up to £100	2%	2%	1%	0%	2%	3%	2%	1%	2%	1%	3%	0%	3%	0%	1%	3%	1%	-
More than £100	2%	2%	1%	0%	2%	0%	3%	2%	2%	2%	1%	1%	2%	1%	3%	-	3%	4%
<b>Mean</b>	<b>29.89</b>	<b>33.78</b>	<b>26.24</b>	<b>25.31</b>	<b>29.77</b>	<b>29.87</b>	<b>33.41</b>	<b>29.19</b>	<b>30.55</b>	<b>29.05</b>	<b>29.45</b>	<b>31.12</b>	<b>30.95</b>	<b>27.76</b>	<b>30.36</b>	<b>29.08</b>	<b>30.11</b>	<b>29.91</b>
Don't know	9%	9%	10%	28%	9%	4%	6%	7%	7%	12%	9%	11%	9%	9%	10%	11%	8%	4%

## YouGov Survey Results

Sample Size: 2073  
Fieldwork: 24th - 28th May 2013

As reminder, for the following questions, by 'on demand/ catch up' content we mean a television programme that was originally aired within the last 7 days, available in a 'library' to watch.

And by 'live' content we mean a television programme on 'now'.

In a typical week, how many hours, if any, do you personally spend doing each of the following?  
(Please tick one option per row)

Watch live broadcasted television :

Unweighted Base	1987	946	1041	217	302	313	453	702	1163	824	441	307	194	255	485	96	162	47
<b>All UK Adults who watch television content</b>	1981	945	1036	234	343	303	396	705	1103	878	469	317	181	255	439	99	166	55
Less than 5 hours	23%	22%	24%	37%	33%	31%	21%	11%	24%	22%	24%	22%	18%	30%	19%	20%	24%	35%
5 to 10	22%	21%	23%	26%	23%	26%	22%	20%	24%	20%	19%	18%	27%	27%	25%	19%	21%	31%
11 to 20	22%	22%	22%	15%	18%	21%	23%	26%	21%	22%	20%	21%	24%	18%	22%	27%	24%	28%
21 to 30	16%	17%	15%	6%	15%	11%	14%	22%	16%	15%	15%	16%	19%	14%	17%	16%	16%	5%
31 to 40	8%	8%	8%	6%	3%	6%	10%	12%	8%	9%	10%	12%	6%	4%	9%	7%	6%	1%
41 to 50	3%	4%	3%	3%	2%	1%	3%	5%	2%	4%	4%	4%	3%	4%	2%	3%	4%	-
51 to 60	1%	2%	1%	-	2%	-	2%	1%	1%	1%	2%	1%	-	-	1%	3%	0%	-
61 to 70	0%	0%	0%	-	1%	-	0%	0%	0%	1%	0%	1%	-	-	0%	-	0%	-
More than 70 hours a week	1%	1%	1%	1%	-	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	3%	1%	-
<b>Mean</b>	<b>16.00</b>	<b>17.01</b>	<b>15.08</b>	<b>11.19</b>	<b>12.97</b>	<b>12.37</b>	<b>16.98</b>	<b>19.99</b>	<b>15.06</b>	<b>17.23</b>	<b>16.68</b>	<b>18.38</b>	<b>15.53</b>	<b>13.33</b>	<b>15.87</b>	<b>18.38</b>	<b>15.52</b>	<b>9.15</b>
Not applicable – I don't spend any time watching television content in this way	4%	4%	4%	7%	3%	4%	4%	3%	2%	5%	5%	3%	3%	3%	4%	2%	4%	-

Watch recorded television :

Unweighted Base	1987	946	1041	217	302	313	453	702	1163	824	441	307	194	255	485	96	162	47
<b>All UK Adults who watch television content</b>	1981	945	1036	234	343	303	396	705	1103	878	469	317	181	255	439	99	166	55
Less than 5 hours	39%	40%	39%	41%	41%	44%	37%	37%	40%	38%	38%	37%	40%	42%	39%	45%	44%	37%
5 to 10	23%	25%	22%	20%	20%	20%	29%	24%	22%	25%	20%	25%	19%	22%	26%	14%	27%	37%
11 to 20	11%	11%	12%	5%	12%	11%	11%	13%	12%	10%	12%	12%	11%	11%	11%	17%	6%	8%
21 to 30	5%	6%	5%	3%	10%	5%	4%	5%	6%	4%	7%	3%	5%	4%	7%	3%	6%	4%
31 to 40	2%	3%	2%	3%	5%	1%	1%	1%	3%	1%	2%	3%	3%	1%	2%	2%	2%	-
41 to 50	1%	1%	1%	3%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	1%	2%	-	2%
51 to 60	1%	1%	1%	1%	-	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	-	2%	-
61 to 70	0%	0%	0%	-	-	-	0%	0%	0%	0%	0%	-	0%	-	-	-	0%	-
More than 70 hours a week	0%	0%	0%	1%	0%	0%	0%	-	0%	0%	0%	0%	-	-	0%	1%	-	-
<b>Mean</b>	<b>8.88</b>	<b>9.10</b>	<b>8.67</b>	<b>9.79</b>	<b>10.17</b>	<b>8.52</b>	<b>8.11</b>	<b>8.53</b>	<b>9.23</b>	<b>8.42</b>	<b>9.54</b>	<b>8.59</b>	<b>8.78</b>	<b>7.91</b>	<b>9.15</b>	<b>9.32</b>	<b>8.65</b>	<b>7.58</b>
Not applicable – I don't spend any time watching television content in this way	17%	15%	19%	23%	12%	17%	16%	18%	15%	20%	19%	19%	21%	18%	14%	16%	13%	13%

## YouGov Survey Results

Sample Size: 2073  
 Fieldwork: 24th - 28th May 2013  
 Watch on demand/ catch up :

Unweighted Base	1987	946	1041	217	302	313	453	702	1163	824	441	307	194	255	485	96	162	47
<b>All UK Adults who watch television content</b>	1981	945	1036	234	343	303	396	705	1103	878	469	317	181	255	439	99	166	55
Less than 5 hours	58%	57%	60%	45%	55%	65%	58%	62%	61%	56%	58%	57%	62%	57%	60%	53%	56%	67%
5 to 10	17%	19%	16%	27%	22%	18%	21%	10%	16%	20%	16%	18%	17%	19%	17%	18%	22%	10%
11 to 20	5%	5%	5%	9%	9%	3%	4%	3%	6%	4%	6%	4%	4%	8%	4%	6%	3%	3%
21 to 30	3%	3%	3%	4%	7%	1%	2%	2%	3%	2%	2%	4%	2%	3%	2%	4%	3%	4%
31 to 40	1%	2%	1%	5%	1%	1%	0%	0%	1%	1%	2%	1%	1%	0%	-	2%	-	-
41 to 50	0%	0%	0%	2%	-	0%	-	0%	0%	1%	0%	-	0%	-	1%	2%	-	-
51 to 60	0%	0%	1%	-	1%	0%	1%	-	0%	1%	-	2%	-	-	1%	-	-	-
61 to 70	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than 70 hours a week	0%	0%	0%	0%	-	0%	0%	0%	0%	0%	1%	-	0%	-	0%	-	-	-
<b>Mean</b>	<b>6.06</b>	<b>6.49</b>	<b>5.66</b>	<b>9.33</b>	<b>7.61</b>	<b>4.89</b>	<b>5.75</b>	<b>4.58</b>	<b>5.75</b>	<b>6.46</b>	<b>6.39</b>	<b>6.57</b>	<b>5.62</b>	<b>5.90</b>	<b>5.82</b>	<b>6.52</b>	<b>5.74</b>	<b>4.72</b>
Not applicable – I don't spend any time watching television content in this way	14%	14%	15%	6%	5%	12%	13%	23%	14%	15%	15%	15%	13%	11%	15%	18%	14%	16%

As reminder, for the following questions, by 'on demand/ catch up' content we mean a television programme that was originally aired within the last 7 days, available in a 'library' to watch. And by 'live' content we mean a television programme on 'now'.

How important, if at all, is it to you that you have access to each of the following? (Please tick one option per row)

The ability to watch live broadcasted television :

Unweighted Base	2073	991	1082	231	316	329	468	729	1195	878	466	319	204	259	503	100	171	51
<b>All UK Adults</b>	2073	997	1076	249	357	322	408	738	1140	933	495	332	193	257	460	102	176	58
Very important	53%	55%	51%	40%	50%	52%	53%	59%	55%	51%	51%	52%	61%	46%	56%	46%	56%	63%
Fairly important	32%	31%	32%	36%	34%	32%	32%	29%	31%	33%	31%	33%	27%	38%	30%	42%	28%	27%
Not very important	10%	9%	11%	14%	12%	12%	9%	7%	10%	10%	10%	11%	9%	11%	10%	8%	9%	6%
Not at all important	5%	5%	5%	10%	5%	4%	6%	4%	5%	6%	8%	5%	3%	4%	4%	3%	6%	4%

## YouGov Survey Results

Sample Size: 2073  
Fieldwork: 24th - 28th May 2013

### The ability to watch recorded television :

Unweighted Base	2073	991	1082	231	316	329	468	729	1195	878	466	319	204	259	503	100	171	51
<b>All UK Adults</b>	2073	997	1076	249	357	322	408	738	1140	933	495	332	193	257	460	102	176	58
Very important	38%	37%	40%	26%	43%	42%	39%	39%	42%	34%	39%	35%	33%	37%	41%	40%	36%	62%
Fairly important	32%	36%	29%	36%	32%	32%	31%	33%	31%	34%	30%	34%	36%	31%	34%	34%	33%	19%
Not very important	17%	17%	18%	21%	14%	19%	17%	17%	15%	20%	15%	19%	22%	19%	16%	18%	18%	13%
Not at all important	12%	10%	13%	17%	11%	8%	12%	12%	11%	13%	16%	12%	10%	13%	8%	9%	13%	7%

### The ability to watch On Demand/ streamed :

Unweighted Base	2073	991	1082	231	316	329	468	729	1195	878	466	319	204	259	503	100	171	51
<b>All UK Adults</b>	2073	997	1076	249	357	322	408	738	1140	933	495	332	193	257	460	102	176	58
Very important	25%	24%	26%	37%	34%	26%	23%	16%	24%	25%	26%	21%	22%	28%	23%	18%	29%	34%
Fairly important	36%	39%	34%	41%	46%	40%	36%	28%	36%	37%	36%	37%	43%	37%	38%	35%	27%	24%
Not very important	27%	26%	28%	15%	16%	27%	27%	36%	28%	26%	24%	28%	27%	26%	27%	37%	27%	33%
Not at all important	12%	12%	12%	7%	3%	6%	14%	20%	12%	13%	15%	14%	9%	9%	12%	10%	16%	8%

In an average week, how many different programmes do you/ your household record through your video recorder (e.g. on Sky+ etc.)? (If you don't have or use this facility, please select the relevant "Not applicable" option. If you are unsure, please give your best guess)

Unweighted Base	2073	991	1082	231	316	329	468	729	1195	878	466	319	204	259	503	100	171	51
<b>All UK Adults</b>	2073	997	1076	249	357	322	408	738	1140	933	495	332	193	257	460	102	176	58
1 to 5 programmes	26%	26%	25%	18%	19%	24%	27%	31%	27%	24%	27%	23%	20%	26%	31%	24%	21%	18%
6 to 10 programmes	19%	19%	20%	16%	22%	18%	16%	21%	20%	18%	19%	21%	15%	15%	20%	15%	24%	29%
11 to 15 programmes	12%	11%	13%	7%	12%	15%	15%	11%	11%	13%	12%	13%	12%	13%	10%	12%	13%	18%
16 to 20 programmes	5%	6%	4%	3%	5%	6%	4%	5%	5%	5%	5%	3%	8%	3%	6%	8%	4%	2%
21 to 25 programmes	3%	4%	2%	7%	2%	4%	3%	1%	3%	2%	2%	3%	5%	1%	3%	2%	4%	1%
26 to 30 programmes	2%	2%	2%	2%	3%	2%	3%	1%	2%	2%	2%	3%	2%	3%	1%	0%	1%	-
31 to 35 programmes	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	-	1%	4%
36 to 40 programmes	0%	0%	0%	1%	1%	-	0%	0%	1%	0%	1%	0%	-	0%	0%	-	1%	-
41 to 45 programmes	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	-	0%	0%	0%	1%	-	-
46 to 50 programmes	0%	-	0%	-	-	-	-	0%	0%	-	-	-	-	0%	-	-	-	-
More than 50 programmes	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	-	-	1%
<b>Mean</b>	<b>9.89</b>	<b>10.49</b>	<b>9.32</b>	<b>11.71</b>	<b>11.16</b>	<b>10.70</b>	<b>10.05</b>	<b>8.40</b>	<b>9.88</b>	<b>9.90</b>	<b>10.06</b>	<b>10.33</b>	<b>11.26</b>	<b>10.09</b>	<b>8.83</b>	<b>9.73</b>	<b>9.73</b>	<b>10.49</b>
Don't know	4%	5%	3%	8%	4%	1%	3%	5%	3%	6%	2%	5%	4%	5%	5%	10%	2%	3%
Not applicable - I/ we have this facility but never use it	10%	9%	11%	10%	4%	9%	12%	12%	9%	11%	9%	11%	13%	9%	9%	9%	13%	6%
Not applicable - I/ we don't have any way to record TV at home	18%	16%	19%	26%	25%	18%	15%	12%	18%	17%	19%	17%	19%	22%	14%	19%	16%	19%

## YouGov Survey Results

Sample Size: 2073  
Fieldwork: 24th - 28th May 2013

In an average week, approximately how many different TV programmes do you/ your household record, that don't ever end up being watched and are deleted without viewing at all? (If you are unsure, please give your best guess)

Unweighted Base	1458	717	741	139	214	230	341	534	856	602	325	229	140	170	372	70	118	34
<b>All UK Adults who use recording facilities at home</b>	1500	747	754	160	253	234	296	558	832	669	357	240	131	177	355	73	125	43
0	29%	28%	30%	22%	23%	29%	30%	33%	30%	28%	31%	29%	31%	25%	28%	29%	33%	21%
1 to 5 programmes	47%	44%	51%	36%	41%	46%	48%	54%	50%	44%	45%	50%	44%	44%	50%	40%	46%	67%
6 to 10 programmes	8%	8%	7%	4%	14%	8%	9%	5%	7%	8%	8%	8%	10%	6%	5%	17%	8%	5%
11 to 15 programmes	2%	3%	1%	2%	4%	7%	2%	1%	2%	3%	3%	1%	3%	5%	2%	1%	1%	3%
16 to 20 programmes	2%	3%	2%	4%	4%	2%	3%	0%	3%	2%	2%	1%	0%	4%	3%	3%	2%	-
21 to 25 programmes	1%	1%	1%	3%	1%	1%	2%	0%	2%	0%	0%	2%	4%	-	1%	2%	0%	-
26 to 30 programmes	1%	1%	1%	2%	2%	1%	0%	-	0%	1%	1%	1%	1%	1%	1%	-	1%	-
31 to 35 programmes	0%	1%	0%	2%	1%	0%	-	-	1%	0%	1%	0%	1%	-	-	-	3%	-
36 to 40 programmes	0%	0%	0%	-	0%	0%	0%	-	0%	0%	0%	0%	1%	0%	-	0%	-	-
41 to 45 programmes	0%	1%	-	1%	2%	-	-	-	1%	-	1%	2%	-	-	-	-	-	-
46 to 50 programmes	0%	-	1%	2%	-	-	0%	-	-	1%	1%	1%	-	-	1%	-	-	-
More than 50 programmes	0%	0%	0%	0%	0%	1%	-	-	-	0%	1%	-	-	-	0%	-	-	-
<b>Mean</b>	<b>4.26</b>	<b>4.75</b>	<b>3.80</b>	<b>7.61</b>	<b>6.26</b>	<b>4.40</b>	<b>4.06</b>	<b>2.59</b>	<b>4.03</b>	<b>4.56</b>	<b>4.52</b>	<b>4.84</b>	<b>4.39</b>	<b>4.03</b>	<b>4.00</b>	<b>3.97</b>	<b>3.91</b>	<b>2.87</b>
Don't know	8%	10%	6%	20%	8%	5%	5%	7%	5%	11%	7%	5%	5%	16%	9%	9%	6%	4%

You said that you/ your household record TV programmes that don't ever end up being watched...

Which of the following types of programmes have you/ your household ever recorded and not watched? (Please tick all that apply)

Unweighted Base	996	494	502	101	154	156	238	347	580	416	216	149	94	122	265	48	81	21
<b>All UK Adults who use recording facilities at home who delete programmes without viewing</b>	1068	540	528	124	196	166	207	375	585	483	247	171	90	133	257	52	84	34
Entertainment	36%	35%	37%	26%	37%	48%	40%	32%	37%	35%	39%	33%	33%	44%	35%	34%	30%	37%
Culture	8%	11%	5%	9%	6%	9%	9%	8%	9%	7%	7%	12%	11%	7%	7%	8%	9%	6%
History	11%	13%	10%	14%	15%	9%	12%	9%	11%	12%	12%	14%	13%	11%	12%	11%	6%	4%
Movies	24%	26%	23%	24%	21%	28%	24%	24%	25%	23%	23%	29%	22%	18%	24%	36%	26%	18%
Shopping	3%	4%	2%	2%	6%	1%	2%	2%	3%	3%	3%	5%	5%	2%	1%	5%	1%	3%
Quiz	9%	11%	7%	7%	8%	10%	10%	9%	10%	8%	10%	9%	13%	4%	10%	7%	10%	4%
Documentary	32%	32%	31%	33%	26%	33%	35%	31%	34%	29%	33%	25%	23%	41%	34%	35%	27%	30%
News	10%	12%	9%	16%	12%	5%	13%	8%	9%	13%	10%	13%	8%	11%	9%	16%	11%	11%
Sport	18%	18%	18%	8%	19%	22%	17%	19%	19%	16%	19%	17%	16%	12%	19%	20%	21%	17%
Films	32%	28%	36%	31%	31%	34%	33%	31%	33%	30%	39%	22%	40%	33%	26%	30%	40%	32%
Other	7%	7%	8%	5%	2%	11%	7%	9%	7%	7%	9%	9%	7%	3%	5%	12%	9%	7%
Don't know/ can't recall	14%	16%	12%	26%	18%	8%	13%	11%	12%	16%	10%	16%	13%	20%	17%	18%	7%	7%

## YouGov Survey Results

Sample Size: 2073  
Fieldwork: 24th - 28th May 2013

In an average week, in total, how many hours does your child aged up to 16, spend watching live television content? (If you have more than one child aged up to 16, please think about the one whose birthday is next. If you child doesn't watch any live television content, please tick the "Not applicable" option)

Unweighted Base	513	244	269	27	108	178	165	35	312	201	109	78	54	59	126	22	50	15
<b>All UK parents of children up to age 16</b>	551	264	287	42	141	182	145	41	319	232	122	91	53	70	120	20	56	19
Up to 3 hours	13%	12%	14%	25%	11%	14%	11%	5%	13%	12%	15%	11%	14%	10%	13%	6%	18%	6%
4 to 5 hours	20%	15%	25%	15%	31%	17%	17%	14%	22%	18%	19%	25%	21%	25%	16%	41%	16%	10%
6 to 10 hours	21%	25%	18%	14%	19%	28%	21%	10%	19%	25%	26%	15%	33%	19%	14%	13%	22%	54%
11 to 15 hours	11%	8%	13%	7%	8%	10%	16%	9%	9%	13%	14%	6%	7%	7%	13%	11%	15%	13%
16 to 20 hours	9%	11%	8%	11%	7%	7%	9%	26%	9%	9%	8%	15%	8%	3%	13%	14%	4%	6%
21 to 25 hours	6%	6%	5%	14%	4%	6%	7%	-	5%	7%	6%	3%	8%	11%	4%	2%	7%	-
26 to 30 hours	2%	2%	2%	-	2%	2%	3%	3%	2%	2%	1%	4%	2%	-	4%	-	1%	-
31 to 35 hours	2%	3%	1%	-	4%	1%	2%	-	3%	0%	1%	7%	1%	1%	2%	-	-	-
36 to 40 hours	1%	2%	0%	1%	-	2%	2%	-	1%	2%	-	1%	1%	-	4%	4%	-	-
41 to 45 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
46 to 50 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than 50 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Mean</b>	<b>10.38</b>	<b>11.62</b>	<b>9.25</b>	<b>10.10</b>	<b>9.64</b>	<b>9.78</b>	<b>11.48</b>	<b>12.30</b>	<b>10.24</b>	<b>10.55</b>	<b>9.22</b>	<b>11.80</b>	<b>9.77</b>	<b>9.17</b>	<b>12.50</b>	<b>9.91</b>	<b>9.06</b>	<b>8.56</b>
Don't know	5%	8%	2%	2%	3%	6%	6%	1%	3%	7%	6%	6%	-	1%	8%	-	5%	-
Not applicable – my child doesn't watch any live television content	10%	8%	12%	11%	10%	8%	7%	31%	14%	5%	6%	9%	4%	24%	9%	8%	12%	11%

Still thinking about your child aged up to 16 whose birthday is next, and thinking back to when you were the same age as they are now...

In an average week, in total, how many hours did you spend watching live television content? (If you don't know exactly please give your best guess. If you didn't watch any television content when you were their age, please tick the "Not applicable" option)

Unweighted Base	513	244	269	27	108	178	165	35	312	201	109	78	54	59	126	22	50	15
<b>All UK parents of children up to age 16</b>	551	264	287	42	141	182	145	41	319	232	122	91	53	70	120	20	56	19
Up to 3 hours	14%	13%	16%	18%	12%	18%	10%	14%	12%	18%	16%	10%	9%	17%	13%	6%	16%	40%
4 to 5 hours	19%	15%	23%	11%	21%	24%	15%	12%	17%	21%	19%	26%	30%	14%	12%	16%	23%	7%
6 to 10 hours	15%	14%	17%	4%	19%	12%	20%	11%	14%	16%	15%	17%	18%	15%	15%	32%	9%	4%
11 to 15 hours	12%	13%	12%	6%	11%	12%	14%	19%	13%	11%	13%	14%	10%	8%	15%	23%	6%	11%
16 to 20 hours	7%	9%	6%	23%	3%	7%	10%	2%	7%	8%	9%	4%	8%	4%	10%	11%	6%	11%
21 to 25 hours	5%	6%	3%	-	5%	4%	6%	7%	6%	4%	2%	3%	12%	13%	3%	-	3%	-
26 to 30 hours	4%	6%	2%	8%	5%	2%	4%	-	3%	4%	4%	4%	3%	1%	4%	4%	7%	-
31 to 35 hours	0%	0%	1%	-	1%	1%	0%	-	1%	-	-	2%	-	-	-	-	-	6%
36 to 40 hours	0%	1%	-	-	-	1%	-	-	1%	-	-	-	-	-	2%	-	-	-
41 to 45 hours	2%	2%	1%	1%	4%	1%	-	-	2%	1%	-	9%	1%	-	-	-	-	3%
46 to 50 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than 50 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Mean</b>	<b>10.56</b>	<b>12.29</b>	<b>8.98</b>	<b>12.37</b>	<b>11.39</b>	<b>9.64</b>	<b>10.75</b>	<b>9.31</b>	<b>11.43</b>	<b>9.46</b>	<b>9.24</b>	<b>12.89</b>	<b>10.69</b>	<b>9.81</b>	<b>10.97</b>	<b>10.27</b>	<b>9.48</b>	<b>9.44</b>
Don't know/ can't recall	11%	12%	10%	19%	6%	11%	12%	10%	11%	9%	14%	8%	5%	10%	14%	4%	10%	4%
Not applicable – I didn't watch any live television content when I was the same age as my child	10%	9%	11%	9%	13%	6%	8%	24%	12%	7%	6%	3%	4%	19%	12%	4%	20%	14%

## YouGov Survey Results

Sample Size: 2073

Fieldwork: 24th - 28th May 2013

In an average week, in total, how many hours does this child spend watching recorded TV content (e.g. that you've recorded through a Sky+ or Virgin box)? (If you have more than one child aged up to 16, please think about the one whose birthday is next. If you are unsure, please give your best guess. If you do not record television content, please tick the "Not applicable" option)

	513	244	269	27	108	178	165	35	312	201	109	78	54	59	126	22	50	15
Unweighted Base	513	244	269	27	108	178	165	35	312	201	109	78	54	59	126	22	50	15
All UK parents of children up to age 16	551	264	287	42	141	182	145	41	319	232	122	91	53	70	120	20	56	19
Up to 3 hours	29%	23%	35%	11%	19%	31%	44%	24%	26%	35%	36%	30%	32%	22%	29%	28%	26%	14%
4 to 5 hours	11%	14%	9%	2%	12%	12%	12%	9%	13%	8%	11%	16%	10%	7%	8%	22%	13%	6%
6 to 10 hours	9%	11%	7%	14%	14%	7%	6%	5%	11%	5%	6%	6%	23%	16%	9%	3%	-	6%
11 to 15 hours	5%	8%	2%	4%	3%	8%	4%	5%	5%	5%	3%	4%	8%	8%	2%	-	6%	24%
16 to 20 hours	3%	3%	4%	3%	2%	1%	5%	10%	2%	4%	2%	5%	3%	3%	5%	7%	1%	-
21 to 25 hours	3%	6%	1%	8%	3%	4%	1%	2%	4%	2%	3%	-	1%	5%	4%	4%	6%	-
26 to 30 hours	1%	0%	2%	11%	2%	-	1%	-	1%	2%	2%	-	4%	-	2%	-	1%	-
31 to 35 hours	1%	2%	1%	1%	5%	-	-	-	2%	1%	2%	6%	-	-	-	-	-	-
36 to 40 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
41 to 45 hours	0%	1%	-	-	1%	-	-	-	0%	-	1%	-	-	-	-	-	-	-
46 to 50 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than 50 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	7.16	8.53	5.75	14.33	9.91	5.87	4.73	7.32	7.53	6.63	7.05	7.48	7.13	7.73	6.87	5.92	6.89	8.19
Not applicable – my child doesn't watch any recorded television content	36%	33%	40%	45%	40%	37%	28%	44%	36%	37%	33%	33%	18%	40%	41%	37%	47%	51%

## YouGov Survey Results

Sample Size: 2073

Fieldwork: 24th - 28th May 2013

In an average week, in total, how many hours does this child spend watching on demand/ catch up television content? (If you have more than one child aged up to 16, please think about the one whose birthday is next. If you are unsure, please give your best guess. If they do not watch any on demand/ catch up television, please tick the "Not applicable" option)

Unweighted Base	513	244	269	27	108	178	165	35	312	201	109	78	54	59	126	22	50	15
<b>All UK parents of children up to age 16</b>	<b>551</b>	<b>264</b>	<b>287</b>	<b>42</b>	<b>141</b>	<b>182</b>	<b>145</b>	<b>41</b>	<b>319</b>	<b>232</b>	<b>122</b>	<b>91</b>	<b>53</b>	<b>70</b>	<b>120</b>	<b>20</b>	<b>56</b>	<b>19</b>
Up to 3 hours	31%	31%	31%	5%	22%	35%	40%	36%	29%	33%	34%	33%	42%	26%	34%	25%	20%	3%
4 to 5 hours	8%	9%	7%	-	8%	8%	8%	9%	6%	9%	10%	11%	3%	5%	4%	5%	7%	30%
6 to 10 hours	8%	7%	9%	14%	10%	7%	7%	-	7%	10%	13%	5%	11%	10%	5%	-	6%	6%
11 to 15 hours	4%	5%	3%	5%	6%	4%	1%	5%	6%	2%	2%	8%	7%	7%	2%	4%	1%	-
16 to 20 hours	4%	6%	2%	23%	3%	2%	3%	3%	5%	3%	2%	-	13%	7%	3%	2%	7%	-
21 to 25 hours	4%	6%	2%	5%	2%	6%	2%	2%	4%	4%	2%	2%	2%	1%	8%	6%	3%	-
26 to 30 hours	1%	1%	1%	3%	2%	-	1%	-	1%	2%	2%	1%	1%	2%	-	-	-	-
31 to 35 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
36 to 40 hours	0%	0%	-	-	1%	-	-	-	0%	-	-	-	1%	-	-	-	-	-
41 to 45 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
46 to 50 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than 50 hours	1%	1%	-	-	3%	-	-	-	1%	-	-	-	-	-	5%	-	-	-
<b>Mean</b>	<b>7.09</b>	<b>8.53</b>	<b>5.50</b>	<b>14.50</b>	<b>9.65</b>	<b>5.98</b>	<b>4.86</b>	<b>4.75</b>	<b>7.90</b>	<b>6.03</b>	<b>5.64</b>	<b>5.51</b>	<b>7.83</b>	<b>11.55</b>	<b>6.79</b>	<b>7.14</b>	<b>7.50</b>	<b>4.83</b>
Not applicable – my child doesn't watch any on demand/ catch up television content	40%	35%	45%	44%	43%	37%	38%	45%	42%	38%	35%	40%	19%	38%	44%	57%	55%	62%

## YouGov Survey Results

Sample Size: 2073

Fieldwork: 24th - 28th May 2013

Which ONE, if any, of the following do you tend to use for finding out what's on TV?

	Unweighted Base	2073	991	1082	231	316	329	468	729	1195	878	466	319	204	259	503	100	171	51
<b>All UK Adults online</b>		2073	997	1076	249	357	322	408	738	1140	933	495	332	193	257	460	102	176	58
Printed TV guide (i.e. in a newspaper, magazine etc.)		30%	27%	32%	14%	12%	17%	34%	47%	29%	31%	28%	27%	32%	30%	34%	37%	24%	25%
Electronic TV guide (i.e. on the TV)		51%	54%	48%	53%	54%	61%	53%	42%	53%	48%	56%	52%	44%	43%	49%	45%	55%	62%
A TV guide app		9%	9%	9%	14%	16%	13%	5%	6%	9%	10%	7%	9%	10%	13%	9%	8%	10%	10%
Other		4%	3%	4%	6%	7%	4%	2%	3%	4%	4%	3%	5%	7%	7%	2%	2%	3%	-
Not applicable – I don't use anything to find out what's on TV		7%	7%	6%	13%	11%	5%	7%	3%	5%	8%	6%	7%	7%	7%	6%	8%	8%	4%

Which, if any, of the following would you like to see happen in terms of TV content, in the future? (Please tick all that apply)

	Unweighted Base	2073	991	1082	231	316	329	468	729	1195	878	466	319	204	259	503	100	171	51
<b>All UK Adults online</b>		2073	997	1076	249	357	322	408	738	1140	933	495	332	193	257	460	102	176	58
The ability to watch programmes when I like, without having to wait for a programme to be broadcast		46%	48%	44%	42%	51%	52%	48%	42%	47%	45%	45%	43%	50%	47%	50%	44%	37%	55%
The ability to choose the endings of shows		5%	5%	4%	7%	10%	7%	4%	1%	4%	6%	6%	5%	3%	4%	5%	4%	2%	12%
The ability to interact and change the course of events in shows		7%	7%	6%	11%	12%	9%	6%	2%	6%	7%	9%	4%	7%	9%	5%	9%	4%	8%
The ability to interact more with cast members		4%	5%	4%	5%	8%	4%	5%	2%	4%	5%	6%	3%	6%	5%	4%	3%	0%	4%
Interactive social media on TV		6%	7%	5%	9%	11%	9%	3%	4%	6%	7%	8%	6%	5%	5%	6%	8%	2%	12%
Personalisation of the programme guide		21%	23%	19%	37%	26%	27%	17%	12%	20%	21%	19%	21%	26%	21%	22%	12%	22%	14%
The ability to make recommendations to/ from friends and family online whilst watching TV content		6%	7%	6%	7%	12%	9%	5%	4%	6%	6%	7%	5%	7%	7%	6%	7%	5%	9%
The ability to interact with friends/ family online whilst watching TV content at the same time via your TV		6%	6%	6%	11%	8%	8%	5%	4%	5%	7%	8%	5%	5%	5%	5%	8%	6%	7%
None of these		40%	36%	43%	30%	25%	29%	45%	52%	39%	40%	41%	41%	35%	37%	37%	45%	47%	35%

All figures, unless otherwise stated, are from YouGov Plc.