

	Page	Table	Title	Base Description	Base
● 1	1	1	Q.2 Which of these best describes your hearing? If you normally use a hearing aid, please answer thinking about your hearing when using a hearing aid.	Base: All with a hearing impairment	530
● 9	2	2	Q.3 Which of these best describes your sight? If you normally wear glasses or contact lenses, please answer thinking about your sight when using these. Please imagine you are in a room with good lighting.	Base: All with a visual impairment	493
● 17	3	3	Q.4 Earlier we asked you about TV services in your household. Thinking of those services, which is the main service you personally use nowadays for watching/listening to TV at home at the scheduled time it is broadcast?	Base: All with any hearing\visual impairment	893
● 25	4	4	Q.5 Which of the following paid-for services do you personally use nowadays to stream or download films or (television) programmes?	Base: All with any hearing\visual impairment	893
● 35	5	5	Q.6 Which of the following free-to-access services do you personally use nowadays to stream or download films or (television) programmes?	Base: All with any hearing\visual impairment	893
● 43	6	6	Q.7 Have you ever come across any of these services designed to help with any difficulty seeing or hearing, on films or (television) programmes?	Base: All with any hearing\visual impairment	893
47	7	7	Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service?	Base: All with any hearing\visual impairment	232
● 48	8	8	Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Total	Base: All with any hearing\visual impairment	893
● 52	9	9	Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Sky - Digital Satellite TV for a monthly subscription	Base: All with any hearing\visual impairment	232
● 56	10	10	Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Freeview (excluding Freeview Play)	Base: All with any hearing\visual impairment	354
60	11	11	Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through ..? - Summary Table	Base: All who personally use a paid for or free to access service to stream or download	92
● 62	12	12	Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through BBC iPlayer?	Base: All who personally use a paid for or free to access service to stream or download	217
● 66	13	13	Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through ITV Hub (formerly ITV Player)?	Base: All who personally use a paid for or free to access service to stream or download	113

	Page	Table	Title	Base Description	Base
	70	14	Q.10 Which of the following devices do you use to watch films or (television) programmes when using ...?	Base: All who personally access a visual or hearing service	25
●	71	15	Q.10 Which of the following devices do you use to watch films or (television) programmes when using Subtitles for those with any difficulty hearing?	Base: All who personally access a visual or hearing service	197
	79	16	Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast?	Base: All with any hearing\visual impairment	893
●	80	17	Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Audio description for those with any difficulty seeing	Base: All with any hearing\visual impairment	893
●	84	18	Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Signing for those with any difficulty hearing	Base: All with any hearing\visual impairment	893
●	88	19	Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Subtitles for those with any difficulty hearing	Base: All with any hearing\visual impairment	893
	92	20	Q.12 And on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) on your TV through ..?	Base: All who personally access a visual or hearing service	25
●	93	21	Q.12 And on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) on your TV through Subtitles for those with any difficulty hearing?	Base: All who personally access a visual or hearing service - Subtitles for those with any difficulty hearing	197
	97	22	Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)?	Base: All with any hearing\visual impairment	893
●	98	23	Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Audio description for those with any difficulty seeing	Base: All with any hearing\visual impairment	893
●	102	24	Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Signing for those with any difficulty hearing	Base: All with any hearing\visual impairment	893

	Page	Table	Title	Base Description	Base
●	106	25	Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Subtitles for those with any difficulty hearing	Base: All with any hearing\visual impairment	893
	110	26	Q.14 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) through - Audio description for those with any difficulty seeing - Summary Table	Base: All who personally access a visual or hearing service using on demand service(s)	1
	112	27	Q.14 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) through - Signing for those with any difficulty hearing - Summary Table	Base: All who personally access a visual or hearing service using on demand service(s)	1
	114	28	Q.14 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) through - Subtitles for those with any difficulty hearing - Summary Table	Base: All who personally access a visual or hearing service using on demand service(s)	31
	116	29	Q.15 ... is not always available. On which of the following is it a priority for you to have this made available?	Base: All who use any TV platform or paid for or free service to stream or download	819
●	119	30	Q.15 Audio description for those with any difficulty seeing is not always available. On which of the following is it a priority for you to have this made available?	Base: All who use any TV platform or paid for or free service to stream or download	819
●	137	31	Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?	Base: All who use any TV platform or paid for or free service to stream or download	819
●	155	32	Q.15 Subtitles for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?	Base: All who use any TV platform or paid for or free service to stream or download	819
	173	33	Q.16 ... is not always available on all devices. On which of the following is it a priority for you to have this made available?	Base: All with any hearing\visual impairment	893
●	174	34	Q.16 Audio description for those with any difficulty seeing is not always available on all devices. On which of the following is it a priority for you to have this made available?	Base: All with any hearing\visual impairment	893
●	182	35	Q.16 Signing for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?	Base: All with any hearing\visual impairment	893
●	190	36	Q.16 Subtitles for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?	Base: All with any hearing\visual impairment	893

Table 1

Access services research

Q.2 Which of these best describes your hearing? If you normally use a hearing aid, please answer thinking about your hearing when using a hearing aid.

Base: All with a hearing impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	530	290	240	34*	117	379	231	299	412	118	446	46*	36*	2**
Cannot hear sounds at all	8 2%	2 1%	6 3%	- -	3 3%	5 1%	2 1%	6 2%	5 1%	3 3%	6 1%	1 2%	- -	1 50%
		25%	75%	-	38%	63%	25%	75%	63%	38%	75%	13%	-	13%
Cannot follow a TV programme with the volume turned up	48 9%	23 8%	25 10%	1 3%	15 13%	32 8%	16 7%	32 11%	34 8%	14 12%	38 9%	6 13%	2 6%	2 100%
		48%	52%	2%	31%	67%	33%	67%	71%	29%	79%	13%	4%	4%
Have difficulty hearing someone talking in a loud voice in a quiet room	39 7%	19 7%	20 8%	2 6%	10 9%	27 7%	13 6%	26 9%	26 6%	13 11%	28 6%	5 11%	5 14%	1 50%
		49%	51%	5%	26%	69%	33%	67%	67%	33%	72%	13%	13%	3%
Cannot hear a doorbell, alarm clock or telephone bell	41 8%	17 6%	24 10%	2 6%	19 16%	20 5%	14 6%	27 9%	29 7%	12 10%	34 8%	5 11%	1 3%	1 50%
		41%	59%	5%	46%	49%	34%	66%	71%	29%	83%	12%	2%	2%
Cannot follow a TV programme at all at a volume others find acceptable	103 19%	49 17%	54 23%	4 12%	30 26%	69 18%	44 19%	59 20%	83 20%	20 17%	83 19%	15 33%	4 11%	1 50%
		48%	52%	4%	29%	67%	43%	57%	81%	19%	81%	15%	4%	1%
Difficulty hearing someone talking in a normal voice in a quiet room	106 20%	57 20%	49 20%	7 21%	21 18%	78 21%	38 16%	68 23%	81 20%	25 21%	88 20%	11 24%	6 17%	1 50%
		54%	46%	7%	20%	74%	36%	64%	76%	24%	83%	10%	6%	1%
Difficulty following a conversation against background noise	255 48%	129 44%	126 53%	20 59%	57 49%	178 47%	124 54%	131 44%	198 48%	57 48%	216 48%	28 61%	10 28%	1 50%
		51%	49%	8%	22%	70%	49%	51%	78%	22%	85%	11%	4%	*
Difficulty hearing the television at a volume other people find acceptable	152 29%	76 26%	76 32%	10 29%	33 28%	109 29%	72 31%	80 27%	122 30%	30 25%	127 28%	17 37%	7 19%	1 50%
		50%	50%	7%	22%	72%	47%	53%	80%	20%	84%	11%	5%	1%
Difficulty hearing quiet parts of programmes	193 36%	100 34%	93 39%	9 26%	51 44%	133 35%	77 33%	116 39%	150 36%	43 36%	165 37%	22 48%	5 14%	1 50%
		52%	48%	5%	26%	69%	40%	60%	78%	22%	85%	11%	3%	1%
Difficulty hearing quiet voices on TV	241 45%	126 43%	115 48%	11 32%	57 49%	173 46%	103 45%	138 46%	193 47%	48 41%	202 45%	24 52%	14 39%	1 50%
		52%	48%	5%	24%	72%	43%	57%	80%	20%	84%	10%	6%	*

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.2 Which of these best describes your hearing? If you normally use a hearing aid, please answer thinking about your hearing when using a hearing aid.

Base: All with a hearing impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	530	290	240	34*	117	379	231	299	412	118	446	46*	36*	2**
SUMMARY CODES														
PROFOUND HEARING IMPAIRMENT	8 2%	2 1%	6 3%	- -	3 3%	5 1%	2 1%	6 2%	5 1%	3 3%	6 1%	1 2%	- -	1 50%
		25%	75%	-	38%	63%	25%	75%	63%	38%	75%	13%	-	13%
SEVERE HEARING IMPAIRMENT	74 14%	40 14%	34 14%	3 9%	18 15%	53 14%	26 11%	48 16%	53 13%	21 18%	57 13%	9 20%	7 19%	1 50%
		54%	46%	4%	24%	72%	35%	65%	72%	28%	77%	12%	9%	1%
MODERATE HEARING IMPAIRMENT	85 16%	43 15%	42 18%	4 12%	23 20%	58 15%	39 17%	46 15%	70 17%	15 13%	69 15%	13 28%	3 8%	- -
		51%	49%	5%	27%	68%	46%	54%	82%	18%	81%	15% j	4%	-
MILD HEARING IMPAIRMENT	271 51%	158 54%	113 47%	17 50%	57 49%	197 52%	130 56%	141 47%	213 52%	58 49%	234 52%	17 37%	20 56%	- -
		58%	42%	6%	21%	73%	48% g	52%	79%	21%	86% k	6%	7%	-
None	83 16%	44 15%	39 16%	8 24%	14 12%	61 16%	33 14%	50 17%	63 15%	20 17%	72 16%	6 13%	5 14%	- -
		53%	47%	10%	17%	73%	40%	60%	76%	24%	87%	7%	6%	-
Don't know	9 2%	3 1%	6 3%	2 6%	2 2%	5 1%	1 *	8 3%	8 2%	1 1%	8 2%	- -	1 3%	- -
		33%	67%	22% e	22%	56%	11%	89% f	89%	11%	89%	-	11%	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

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Access services research

Q.2 Which of these best describes your hearing? If you normally use a hearing aid, please answer thinking about your hearing when using a hearing aid.

Base: All with a hearing impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	530	530	530	130	530	130	8**	74*	85*	271	5**	9**	13**	40*
Cannot hear sounds at all	8 2%	8 2%	8 2%	2 2%	8 2%	2 2%	8 100%	- -	- -	- -	- -	1 11%	- -	- -
		100%	100%	25%	100%	25%	100%	-	-	-	-	13%	-	-
Cannot follow a TV programme with the volume turned up	48 9%	48 9%	48 9%	10 8%	48 9%	10 8%	3 38%	45 61%	- -	- -	- -	2 22%	1 8%	2 5%
		100%	100%	21%	100%	21%	6%	94%hi	-	-	-	4%	2%	4%
Have difficulty hearing someone talking in a loud voice in a quiet room	39 7%	39 7%	39 7%	11 8%	39 7%	11 8%	2 25%	37 50%	- -	- -	- -	2 22%	2 15%	4 10%
		100%	100%	28%	100%	28%	5%	95%hi	-	-	-	5%	5%	10%
Cannot hear a doorbell, alarm clock or telephone bell	41 8%	41 8%	41 8%	11 8%	41 8%	11 8%	3 38%	14 19%	24 28%	- -	- -	- -	2 15%	3 8%
		100%	100%	27%	100%	27%	7%	34%i	59%i	-	-	-	5%	7%
Cannot follow a TV programme at all at a volume others find acceptable	103 19%	103 19%	103 19%	26 20%	103 19%	26 20%	2 25%	26 35%	75 88%	- -	1 20%	3 33%	3 23%	8 20%
		100%	100%	25%	100%	25%	2%	25%i	73%gi	-	1%	3%	3%	8%
Difficulty hearing someone talking in a normal voice in a quiet room	106 20%	106 20%	106 20%	32 25%	106 20%	32 25%	2 25%	23 31%	31 36%	50 18%	2 40%	3 33%	6 46%	11 28%
		100%	100%	30%	100%	30%	2%	22%i	29%i	47%	2%	3%	6%	10%
Difficulty following a conversation against background noise	255 48%	255 48%	255 48%	66 51%	255 48%	66 51%	2 25%	46 62%	56 66%	151 56%	3 60%	5 56%	8 62%	22 55%
		100%	100%	26%	100%	26%	1%	18%	22%	59%	1%	2%	3%	9%
Difficulty hearing the television at a volume other people find acceptable	152 29%	152 29%	152 29%	42 32%	152 29%	42 32%	2 25%	34 46%	48 56%	68 25%	1 20%	1 11%	6 46%	15 38%
		100%	100%	28%	100%	28%	1%	22%i	32%i	45%	1%	1%	4%	10%
Difficulty hearing quiet parts of programmes	193 36%	193 36%	193 36%	53 41%	193 36%	53 41%	2 25%	42 57%	50 59%	99 37%	3 60%	4 44%	7 54%	19 48%
		100%	100%	27%	100%	27%	1%	22%i	26%i	51%	2%	2%	4%	10%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

Q.2 Which of these best describes your hearing? If you normally use a hearing aid, please answer thinking about your hearing when using a hearing aid.

Base: All with a hearing impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	530	530	530	130	530	130	8**	74*	85*	271	5**	9**	13**	40*
Difficulty hearing quiet voices on TV	241	241	241	70	241	70	2	42	57	140	3	4	8	26
	45%	45%	45%	54%	45%	54%	25%	57%	67%	52%	60%	44%	62%	65%
		100%	100%	29%	100%	29%	1%	17%	24% <i>i</i>	58%	1%	2%	3%	11%
SUMMARY CODES														
PROFOUND HEARING IMPAIRMENT	8	8	8	2	8	2	8	-	-	-	-	1	-	-
	2%	2%	2%	2%	2%	2%	100%	-	-	-	-	11%	-	-
		100%	100%	25%	100%	25%	100%	-	-	-	-	13%	-	-
SEVERE HEARING IMPAIRMENT	74	74	74	17	74	17	-	74	-	-	-	3	3	6
	14%	14%	14%	13%	14%	13%	-	100%	-	-	-	33%	23%	15%
		100%	100%	23%	100%	23%	-	100% <i>hi</i>	-	-	-	4%	4%	8%
MODERATE HEARING IMPAIRMENT	85	85	85	23	85	23	-	-	85	-	1	1	2	9
	16%	16%	16%	18%	16%	18%	-	-	100%	-	20%	11%	15%	23%
		100%	100%	27%	100%	27%	-	-	100% <i>gi</i>	-	1%	1%	2%	11%
MILD HEARING IMPAIRMENT	271	271	271	65	271	65	-	-	-	271	3	4	5	23
	51%	51%	51%	50%	51%	50%	-	-	-	100%	60%	44%	38%	58%
		100%	100%	24%	100%	24%	-	-	-	100% <i>gh</i>	1%	1%	2%	8%
None	83	83	83	21	83	21	-	-	-	-	1	-	3	2
	16%	16%	16%	16%	16%	16%	-	-	-	-	20%	-	23%	5%
		100%	100%	25%	100%	25%	-	-	-	-	1%	-	4%	2%
Don't know	9	9	9	2	9	2	-	-	-	-	-	-	-	-
	2%	2%	2%	2%	2%	2%	-	-	-	-	-	-	-	-
		100%	100%	22%	100%	22%	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

Q.2 Which of these best describes your hearing? If you normally use a hearing aid, please answer thinking about your hearing when using a hearing aid.

Base: All with a hearing impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	530	102	159	288	310	10**	20**	164	169
Cannot hear sounds at all	8 2%	2 2%	3 2%	5 2%	5 2%	1 10%	1 5%	3 2%	3 2%
Cannot follow a TV programme with the volume turned up	48 9%	14 14%	19 12%	38 13%	39 13%	3 30%	4 20%	29 18%	29 17%
Have difficulty hearing someone talking in a loud voice in a quiet room	39 7%	7 7%	13 8%	27 9%	28 9%	-	1 5%	18 11%	19 11%
Cannot hear a doorbell, alarm clock or telephone bell	41 8%	11 11%	20 13%	29 10%	29 9%	1 10%	3 15%	21 13%	21 12%
Cannot follow a TV programme at all at a volume others find acceptable	103 19%	23 23%	45 28%	76 26%	80 26%	1 10%	7 35%	50 30%	51 30%
Difficulty hearing someone talking in a normal voice in a quiet room	106 20%	21 21%	34 21%	66 23%	66 21%	1 10%	5 25%	42 26%	42 25%
Difficulty following a conversation against background noise	255 48%	59 58%	97 61%	162 56%	171 55%	6 60%	13 65%	99 60%	100 59%
Difficulty hearing the television at a volume other people find acceptable	152 29%	33 32%	54 34%	100 35%	104 34%	2 20%	6 30%	70 43%	70 41%
Difficulty hearing quiet parts of programmes	193 36%	40 39%	63 40%	124 43%	127 41%	6 60%	10 50%	84 51%	85 50%
Difficulty hearing quiet voices on TV	241 45%	50 49%	76 48%	150 52%	155 50%	6 60%	13 65%	100 61%	102 60%
		21%	32%	62%	64%	2%	5%	41%	42%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.2 Which of these best describes your hearing? If you normally use a hearing aid, please answer thinking about your hearing when using a hearing aid.

Base: All with a hearing impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	530	102	159	288	310	10**	20**	164	169
SUMMARY CODES									
PROFOUND HEARING IMPAIRMENT	8 2%	2 2%	3 2%	5 2%	5 2%	1 10%	1 5%	3 2%	3 2%
		25%	38%	63%	63%	13%	13%	38%	38%
SEVERE HEARING IMPAIRMENT	74 14%	15 15%	24 15%	52 18%	54 17%	2 20%	4 20%	37 23%	38 22%
		20%	32%	70%	73%	3%	5%	50%	51%
MODERATE HEARING IMPAIRMENT	85 16%	16 16%	32 20%	54 19%	57 18%	- -	4 20%	31 19%	31 18%
		19%	38%	64%	67%	-	5%	36%	36%
MILD HEARING IMPAIRMENT	271 51%	50 49%	78 49%	144 50%	154 50%	6 60%	11 55%	79 48%	82 49%
		18%	29%	53%	57%	2%	4%	29%	30%
None	83 16%	18 18%	21 13%	31 11%	38 12%	1 10%	- -	13 8%	14 8%
		22%	25%	37%	46%	1%	-	16%	17%
Don't know	9 2%	1 1%	1 1%	2 1%	2 1%	- -	- -	1 1%	1 1%
		11%	11%	22%	22%	-	-	11%	11%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.2 Which of these best describes your hearing? If you normally use a hearing aid, please answer thinking about your hearing when using a hearing aid.

Base: All with a hearing impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	530	137	72*	142	76*	225	66*	108	74*	116	79*	168	67*
Cannot hear sounds at all	8 2%	4 3%	- -	4 3%	- -	5 2%	- -	4 4%	2 3%	3 3%	- -	4 2%	- -
		50%	-	50%	-	63%	-	50%	25%	38%	-	50%	-
Cannot follow a TV programme with the volume turned up	48 9%	12 9%	4 6%	12 8%	6 8%	27 12%	6 9%	11 10%	6 8%	11 9%	6 8%	19 11%	4 6%
		25%	8%	25%	13%	56%	13%	23%	13%	23%	13%	40%	8%
Have difficulty hearing someone talking in a loud voice in a quiet room	39 7%	10 7%	6 8%	8 6%	8 11%	19 8%	4 6%	6 6%	8 11%	8 7%	7 9%	11 7%	4 6%
		26%	15%	21%	21%	49%	10%	15%	21%	21%	18%	28%	10%
Cannot hear a doorbell, alarm clock or telephone bell	41 8%	9 7%	3 4%	11 8%	5 7%	22 10%	4 6%	8 7%	3 4%	7 6%	4 5%	14 8%	3 4%
		22%	7%	27%	12%	54%	10%	20%	7%	17%	10%	34%	7%
Cannot follow a TV programme at all at a volume others find acceptable	103 19%	21 15%	11 15%	22 15%	17 22%	55 24%	8 12%	15 14%	10 14%	15 13%	12 15%	32 19%	8 12%
		20%	11%	21%	17%	53%acf	8%	15%	10%	15%	12%	31%	8%
Difficulty hearing someone talking in a normal voice in a quiet room	106 20%	18 13%	16 22%	23 16%	18 24%	43 19%	14 21%	14 13%	19 26%	13 11%	18 23%	24 14%	16 24%
		17%	15%	22%	17%	41%	13%	13%	18%gik	12%	17%l	23%	15%l
Difficulty following a conversation against background noise	255 48%	54 39%	40 56%	50 35%	43 57%	106 47%	37 56%	40 37%	36 49%	40 34%	39 49%	72 43%	34 51%
		21%	16%ac	20%	17%ac	42%c	15%ac	16%	14%	16%	15%l	28%	13%l
Difficulty hearing the television at a volume other people find acceptable	152 29%	24 18%	23 32%	34 24%	21 28%	72 32%	14 21%	20 19%	21 28%	19 16%	20 25%	43 26%	17 25%
		16%	15%a	22%	14%	47%a	9%	13%	14%l	13%	13%	28%	11%
Difficulty hearing quiet parts of programmes	193 36%	42 31%	29 40%	45 32%	33 43%	86 38%	25 38%	29 27%	29 39%	31 27%	29 37%	56 33%	22 33%
		22%	15%	23%	17%	45%	13%	15%	15%	16%	15%	29%	11%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base

Access services research

Q.2 Which of these best describes your hearing? If you normally use a hearing aid, please answer thinking about your hearing when using a hearing aid.

Base: All with a hearing impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	530	137	72*	142	76*	225	66*	108	74*	116	79*	168	67*
Difficulty hearing quiet voices on TV	241	50	37	63	38	109	30	42	36	46	37	76	31
	45%	36%	51%	44%	50%	48%	45%	39%	49%	40%	47%	45%	46%
		21%	15%a	26%	16%	45%a	12%	17%	15%	19%	15%	32%	13%
SUMMARY CODES													
PROFOUND HEARING IMPAIRMENT	8	4	-	4	-	5	-	4	2	3	-	4	-
	2%	3%	-	3%	-	2%	-	4%	3%	3%	-	2%	-
		50%	-	50%	-	63%	-	50%	25%	38%	-	50%	-
SEVERE HEARING IMPAIRMENT	74	20	10	16	12	37	10	15	10	17	12	27	8
	14%	15%	14%	11%	16%	16%	15%	14%	14%	15%	15%	16%	12%
		27%	14%	22%	16%	50%	14%	20%	14%	23%	16%	36%	11%
MODERATE HEARING IMPAIRMENT	85	19	11	20	14	43	8	14	8	14	11	26	10
	16%	14%	15%	14%	18%	19%	12%	13%	11%	12%	14%	15%	15%
		22%	13%	24%	16%	51%	9%	16%	9%	16%	13%	31%	12%
MILD HEARING IMPAIRMENT	271	64	44	73	40	107	35	55	42	58	42	84	37
	51%	47%	61%	51%	53%	48%	53%	51%	57%	50%	53%	50%	55%
		24%	16%ae	27%	15%	39%	13%	20%	15%	21%	15%	31%	14%
None	83	28	6	27	9	30	11	18	11	22	13	24	11
	16%	20%	8%	19%	12%	13%	17%	17%	15%	19%	16%	14%	16%
		34%b	7%	33%b	11%	36%	13%	22%	13%	27%	16%	29%	13%
Don't know	9	2	1	2	1	3	2	2	1	2	1	3	1
	2%	1%	1%	1%	1%	1%	3%	2%	1%	2%	1%	2%	1%
		22%	11%	22%	11%	33%	22%	22%	11%	22%	11%	33%	11%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base

Access services research

Q.3 Which of these best describes your sight? If you normally wear glasses or contact lenses, please answer thinking about your sight when using these. Please imagine you are in a room with good lighting.
Base: All with a visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	493	224	269	49*	165	279	179	314	400	93*	407	51*	33*	2**
Cannot tell by the light where the windows are	10 2%	4 2%	6 2%	4 8%	1 1%	5 2%	3 2%	7 2%	8 2%	2 2%	10 2%	-	-	-
		40%	60%	40%de	10%	50%	30%	70%	80%	20%	100%	-	-	-
Cannot see the shapes of furniture in the room	12 2%	3 1%	9 3%	2 4%	4 2%	6 2%	4 2%	8 3%	7 2%	5 5%	8 2%	3 6%	1 3%	-
		25%	75%	17%	33%	50%	33%	67%	58%	42%h	67%	25%	8%	-
Cannot see well enough to recognise a friend if close to his or her face	20 4%	8 4%	12 4%	2 4%	7 4%	11 4%	3 2%	17 5%	15 4%	5 5%	14 3%	4 8%	2 6%	-
		40%	60%	10%	35%	55%	15%	85%f	75%	25%	70%	20%	10%	-
Cannot see well enough to recognise a friend if he or she is at arms length	29 6%	12 5%	17 6%	4 8%	9 5%	16 6%	8 4%	21 7%	23 6%	6 6%	21 5%	6 12%	2 6%	-
		41%	59%	14%	31%	55%	28%	72%	79%	21%	72%	21%	7%	-
Cannot see well enough to read a newspaper headline	67 14%	33 15%	34 13%	6 12%	24 15%	37 13%	16 9%	51 16%	55 14%	12 13%	47 12%	12 24%	8 24%	-
		49%	51%	9%	36%	55%	24%	76%f	82%	18%	70%	18%j	12%j	-
Cannot see well enough to read a large print book	52 11%	21 9%	31 12%	2 4%	16 10%	34 12%	16 9%	36 11%	41 10%	11 12%	39 10%	7 14%	6 18%	-
		40%	60%	4%	31%	65%	31%	69%	79%	21%	75%	13%	12%	-
Cannot see well enough to recognise a friend across a room	47 10%	23 10%	24 9%	7 14%	12 7%	28 10%	16 9%	31 10%	39 10%	8 9%	38 9%	6 12%	3 9%	-
		49%	51%	15%	26%	60%	34%	66%	83%	17%	81%	13%	6%	-
Cannot see well enough to recognise a friend across a road	99 20%	39 17%	60 22%	12 24%	28 17%	59 21%	32 18%	67 21%	79 20%	20 22%	76 19%	12 24%	11 33%	-
		39%	61%	12%	28%	60%	32%	68%	80%	20%	77%	12%	11%j	-
Have difficulty seeing ordinary newspaper print	167 34%	77 34%	90 33%	14 29%	56 34%	97 35%	61 34%	106 34%	144 36%	23 25%	141 35%	17 33%	9 27%	-
		46%	54%	8%	34%	58%	37%	63%	86%i	14%	84%	10%	5%	-
Have difficulty seeing on the remote control	54 11%	21 9%	33 12%	2 4%	23 14%	29 10%	16 9%	38 12%	48 12%	6 6%	44 11%	8 16%	2 6%	-
		39%	61%	4%	43%	54%	30%	70%	89%	11%	81%	15%	4%	-
Have difficulty seeing the picture on the TV screen	73 15%	31 14%	42 16%	10 20%	26 16%	37 13%	25 14%	48 15%	55 14%	18 19%	61 15%	6 12%	6 18%	-
		42%	58%	14%	36%	51%	34%	66%	75%	25%	84%	8%	8%	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.3 Which of these best describes your sight? If you normally wear glasses or contact lenses, please answer thinking about your sight when using these.

Please imagine you are in a room with good lighting.

Base: All with a visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	493	224	269	49*	165	279	179	314	400	93*	407	51*	33*	2**
Have difficulty seeing subtitles on screen	105	49	56	12	30	63	36	69	92	13	89	9	7	-
	21%	22%	21%	24%	18%	23%	20%	22%	23%	14%	22%	18%	21%	-
		47%	53%	11%	29%	60%	34%	66%	88%	12%	85%	9%	7%	-
Have colour blindness	15	10	5	1	7	7	8	7	13	2	14	1	-	-
	3%	4%	2%	2%	4%	3%	4%	2%	3%	2%	3%	2%	-	-
		67%	33%	7%	47%	47%	53%	47%	87%	13%	93%	7%	-	-
SUMMARY CODES														
PROFOUND VISUAL IMPAIRMENT	10	4	6	4	1	5	3	7	8	2	10	-	-	-
	2%	2%	2%	8%	1%	2%	2%	2%	2%	2%	2%	-	-	-
		40%	60%	40%	10%	50%	30%	70%	80%	20%	100%	-	-	-
SEVERE VISUAL IMPAIRMENT	32	12	20	4	8	20	7	25	24	8	23	6	3	-
	6%	5%	7%	8%	5%	7%	4%	8%	6%	9%	6%	12%	9%	-
		38%	63%	13%	25%	63%	22%	78%	75%	25%	72%	19%	9%	-
MODERATE VISUAL IMPAIRMENT	76	34	42	7	25	44	23	53	63	13	59	10	7	-
	15%	15%	16%	14%	15%	16%	13%	17%	16%	14%	14%	20%	21%	-
		45%	55%	9%	33%	58%	30%	70%	83%	17%	78%	13%	9%	-
MILD VISUAL IMPAIRMENT	177	85	92	17	62	98	68	109	143	34	148	15	14	-
	36%	38%	34%	35%	38%	35%	38%	35%	36%	37%	36%	29%	42%	-
		48%	52%	10%	35%	55%	38%	62%	81%	19%	84%	8%	8%	-
None	178	81	97	14	60	104	74	104	147	31	154	14	8	2
	36%	36%	36%	29%	36%	37%	41%	33%	37%	33%	38%	27%	24%	100%
		46%	54%	8%	34%	58%	42%	58%	83%	17%	87%	8%	4%	1%
Don't know	20	8	12	3	9	8	4	16	15	5	13	6	1	-
	4%	4%	4%	6%	5%	3%	2%	5%	4%	5%	3%	12%	3%	-
		40%	60%	15%	45%	40%	20%	80%	75%	25%	65%	30%	5%	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

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Access services research

Q.3 Which of these best describes your sight? If you normally wear glasses or contact lenses, please answer thinking about your sight when using these.

Please imagine you are in a room with good lighting.

Base: All with a visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	493	493	130	493	493	130	2**	17**	23**	65*	10**	32*	76*	177
Cannot tell by the light where the windows are	10 2%	10 2%	5 4%	10 2%	10 2%	5 4%	-	-	1 4%	3 5%	10 100%	-	-	-
		100%	50%	100%	100%	50%	-	-	10%	30%	100%	-	-	-
Cannot see the shapes of furniture in the room	12 2%	12 2%	2 2%	12 2%	12 2%	2 2%	-	-	2 9%	-	4 40%	8 25%	-	-
		100%	17%	100%	100%	17%	-	-	17%	-	33%	67%lm	-	-
Cannot see well enough to recognise a friend if close to his or her face	20 4%	20 4%	6 5%	20 4%	20 4%	6 5%	1 50%	1 6%	1 4%	3 5%	3 30%	17 53%	-	-
		100%	30%	100%	100%	30%	5%	5%	5%	15%	15%	85%lm	-	-
Cannot see well enough to recognise a friend if he or she is at arms length	29 6%	29 6%	6 5%	29 6%	29 6%	6 5%	-	3 18%	1 4%	2 3%	3 30%	26 81%	-	-
		100%	21%	100%	100%	21%	-	10%	3%	7%	10%	90%lm	-	-
Cannot see well enough to read a newspaper headline	67 14%	67 14%	11 8%	67 14%	67 14%	11 8%	1 50%	3 18%	3 13%	4 6%	3 30%	15 47%	49 64%	-
		100%	16%	100%	100%	16%	1%	4%	4%	6%	4%	22%lm	73%lm	-
Cannot see well enough to read a large print book	52 11%	52 11%	12 9%	52 11%	52 11%	12 9%	1 50%	2 12%	3 13%	3 5%	5 50%	15 47%	32 42%	-
		100%	23%	100%	100%	23%	2%	4%	6%	6%	10%	29%lm	62%lm	-
Cannot see well enough to recognise a friend across a room	47 10%	47 10%	11 8%	47 10%	47 10%	11 8%	1 50%	4 24%	3 13%	3 5%	4 40%	17 53%	26 34%	-
		100%	23%	100%	100%	23%	2%	9%	6%	6%	9%	36%lm	55%lm	-
Cannot see well enough to recognise a friend across a road	99 20%	99 20%	20 15%	99 20%	99 20%	20 15%	1 50%	5 29%	4 17%	9 14%	6 60%	21 66%	28 37%	44 25%
		100%	20%	100%	100%	20%	1%	5%	4%	9%	6%	21%lm	28%	44%
Have difficulty seeing ordinary newspaper print	167 34%	167 34%	39 30%	167 34%	167 34%	39 30%	1 50%	7 41%	11 48%	19 29%	6 60%	15 47%	37 49%	109 62%
		100%	23%	100%	100%	23%	1%	4%	7%	11%	4%	9%	22%	65%
Have difficulty seeing on the remote control	54 11%	54 11%	11 8%	54 11%	54 11%	11 8%	-	4 24%	4 17%	3 5%	4 40%	9 28%	18 24%	23 13%
		100%	20%	100%	100%	20%	-	7%	7%	6%	7%	17%lm	33%lm	43%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Q.3 Which of these best describes your sight? If you normally wear glasses or contact lenses, please answer thinking about your sight when using these.

Please imagine you are in a room with good lighting.

Base: All with a visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	493	493	130	493	493	130	2**	17**	23**	65*	10**	32*	76*	177
Have difficulty seeing the picture on the TV screen	73	73	13	73	73	13	1	5	3	2	4	14	20	35
	15%	15%	10%	15%	15%	10%	50%	29%	13%	3%	40%	44%	26%	20%
		100%	18%	100%	100%	18%	1%	7%	4%	3%	5%	19% ^m	27%	48%
Have difficulty seeing subtitles on screen	105	105	26	105	105	26	1	6	7	10	5	14	29	57
	21%	21%	20%	21%	21%	20%	50%	35%	30%	15%	50%	44%	38%	32%
		100%	25%	100%	100%	25%	1%	6%	7%	10%	5%	13%	28%	54%
Have colour blindness	15	15	6	15	15	6	-	2	1	3	-	2	2	11
	3%	3%	5%	3%	3%	5%	-	12%	4%	5%	-	6%	3%	6%
		100%	40%	100%	100%	40%	-	13%	7%	20%	-	13%	13%	73%
SUMMARY CODES														
PROFOUND VISUAL IMPAIRMENT	10	10	5	10	10	5	-	-	1	3	10	-	-	-
	2%	2%	4%	2%	2%	4%	-	-	4%	5%	100%	-	-	-
		100%	50%	100%	100%	50%	-	-	10%	30%	100%	-	-	-
SEVERE VISUAL IMPAIRMENT	32	32	9	32	32	9	1	3	1	4	-	32	-	-
	6%	6%	7%	6%	6%	7%	50%	18%	4%	6%	-	100%	-	-
		100%	28%	100%	100%	28%	3%	9%	3%	13%	-	100% ^{lm}	-	-
MODERATE VISUAL IMPAIRMENT	76	76	13	76	76	13	-	3	2	5	-	-	76	-
	15%	15%	10%	15%	15%	10%	-	18%	9%	8%	-	-	100%	-
		100%	17%	100%	100%	17%	-	4%	3%	7%	-	-	100% ^{km}	-
MILD VISUAL IMPAIRMENT	177	177	40	177	177	40	-	6	9	23	-	-	-	177
	36%	36%	31%	36%	36%	31%	-	35%	39%	35%	-	-	-	100%
		100%	23%	100%	100%	23%	-	3%	5%	13%	-	-	-	100% ^{kl}
None	178	178	57	178	178	57	1	5	8	29	-	-	-	-
	36%	36%	44%	36%	36%	44%	50%	29%	35%	45%	-	-	-	-
		100%	32%	100%	100%	32%	1%	3%	4%	16%	-	-	-	-
Don't know	20	20	6	20	20	6	-	-	2	1	-	-	-	-
	4%	4%	5%	4%	4%	5%	-	-	9%	2%	-	-	-	-
		100%	30%	100%	100%	30%	-	-	10%	5%	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.3 Which of these best describes your sight? If you normally wear glasses or contact lenses, please answer thinking about your sight when using these.
Please imagine you are in a room with good lighting.
Base: All with a visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	493	128	132	191	226	19**	10**	60*	76*
Cannot tell by the light where the windows are	10 2%	5 4% 50%	5 4% 50%	7 4% 70%	7 3% 70%	1 5% 10%	1 10% 10%	2 3% 20%	3 4% 30%
Cannot see the shapes of furniture in the room	12 2%	5 4% 42%	3 2% 25%	4 2% 33%	5 2% 42%	2 11% 17%	- - -	1 2% 8%	2 3% 17%
Cannot see well enough to recognise a friend if close to his or her face	20 4%	4 3% 20%	2 2% 10%	3 2% 15%	4 2% 20%	2 11% 10%	- - -	2 3% 10%	3 4% 15%
Cannot see well enough to recognise a friend if he or she is at arms length	29 6%	10 8% 34%	5 4% 17%	8 4% 28%	12 5% 41%	5 26% 17%	- - -	4 7% 14%	7 9% 24%
Cannot see well enough to read a newspaper headline	67 14%	17 13% 25%	12 9% 18%	16 8% 24%	24 11% 36%	5 26% 7%	2 20% 3%	6 10% 9%	10 13% 15%
Cannot see well enough to read a large print book	52 11%	20 16% 38%	15 11% 29%	19 10% 37%	26 12% 50%	5 26% 10%	1 10% 2%	4 7% 8%	7 9% 13%
Cannot see well enough to recognise a friend across a room	47 10%	16 13% 34%	14 11% 30%	18 9% 38%	24 11% 51%	5 26% 11%	1 10% 2%	5 8% 11%	10 13% 21%
Cannot see well enough to recognise a friend across a road	99 20%	32 25% 32%	22 17% 22%	38 20% 38%	48 21% 48%	7 37% 7%	1 10% 1%	8 13% 8%	14 18% 14%
Have difficulty seeing ordinary newspaper print	167 34%	44 34% 26%	44 33% 26%	65 34% 39%	79 35% 47%	6 32% 4%	1 10% 1%	19 32% 11%	23 30% 14%
Have difficulty seeing on the remote control	54 11%	20 16% 37%	16 12% 30%	18 9% 33%	27 12% 50%	4 21% 7%	- - -	2 3% 4%	6 8% 11%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.3 Which of these best describes your sight? If you normally wear glasses or contact lenses, please answer thinking about your sight when using these.

Please imagine you are in a room with good lighting.

Base: All with a visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	493	128	132	191	226	19**	10**	60*	76*
Have difficulty seeing the picture on the TV screen	73 15%	21 16% 29%	22 17% 30%	31 16% 42%	38 17% 52%	6 32% 8%	2 20% 3%	10 17% 14%	16 21% 22%
Have difficulty seeing subtitles on screen	105 21%	30 23% 29%	32 24% 30%	42 22% 40%	53 23% 50%	7 37% 7%	2 20% 2%	9 15% 9%	16 21% 15%
Have colour blindness	15 3%	4 3% 27%	5 4% 33%	5 3% 33%	7 3% 47%	- - -	- - -	1 2% 7%	1 1% 7%
SUMMARY CODES									
PROFOUND VISUAL IMPAIRMENT	10 2%	5 4% 50%	5 4% 50%	7 4% 70%	7 3% 70%	1 5% 10%	1 10% 10%	2 3% 20%	3 4% 30%
SEVERE VISUAL IMPAIRMENT	32 6%	8 6% 25%	4 3% 13%	6 3% 19%	10 4% 31%	5 26% 16%	- - -	4 7% 13%	7 9% 22%
MODERATE VISUAL IMPAIRMENT	76 15%	20 16% 26%	20 15% 26%	24 13% 32%	33 15% 43%	3 16% 4%	3 30% 4%	7 12% 9%	11 14% 14%
MILD VISUAL IMPAIRMENT	177 36%	47 37% 27%	45 34% 25%	70 37% 40%	84 37% 47%	5 26% 3%	2 20% 1%	21 35% 12%	26 34% 15%
None	178 36%	46 36% 26%	55 42% 31%	79 41% 44%	87 38% 49%	5 26% 3%	3 30% 2%	24 40% 13%	27 36% 15%
Don't know	20 4%	2 2% 10%	3 2% 15%	5 3% 25%	5 2% 25%	- - -	1 10% 5%	2 3% 10%	2 3% 10%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.3 Which of these best describes your sight? If you normally wear glasses or contact lenses, please answer thinking about your sight when using these.
Please imagine you are in a room with good lighting.
Base: All with a visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	493	136	70*	131	79*	163	74*	128	75*	112	78*	138	79*
Cannot tell by the light where the windows are	10 2%	3 2%	4 6%	2 2%	4 5%	1 1%	6 8%	3 2%	4 5%	2 2%	5 6%	3 2%	4 5%
Cannot see the shapes of furniture in the room	12 2%	3 2%	3 4%	1 1%	2 3%	1 1%	4 5%	3 2%	3 4%	1 1%	3 4%	1 1%	3 4%
Cannot see well enough to recognise a friend if close to his or her face	20 4%	5 4%	7 10%	3 2%	5 6%	3 2%	6 8%	7 5%	6 8%	3 3%	5 6%	4 3%	5 6%
Cannot see well enough to recognise a friend if he or she is at arms length	29 6%	8 6%	7 10%	6 5%	6 8%	3 2%	9 12%	8 6%	6 8%	4 4%	7 9%	4 3%	7 9%
Cannot see well enough to read a newspaper headline	67 14%	16 12%	16 23%	14 11%	12 15%	17 10%	15 20%	14 11%	14 19%	8 7%	13 17%	12 9%	15 19%
Cannot see well enough to read a large print book	52 11%	13 10%	13 19%	9 7%	12 15%	10 6%	16 22%	13 10%	11 15%	8 7%	12 15%	10 7%	12 15%
Cannot see well enough to recognise a friend across a room	47 10%	13 10%	10 14%	12 9%	9 11%	11 7%	10 14%	13 10%	9 12%	6 5%	10 13%	9 7%	9 11%
Cannot see well enough to recognise a friend across a road	99 20%	31 23%	20 29%	31 24%	15 19%	31 19%	20 27%	32 25%	19 25%	26 23%	17 22%	31 22%	17 22%
Have difficulty seeing ordinary newspaper print	167 34%	47 35%	27 39%	49 37%	24 30%	58 36%	26 35%	46 36%	26 35%	41 37%	26 33%	48 35%	30 38%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base

Access services research

Q.3 Which of these best describes your sight? If you normally wear glasses or contact lenses, please answer thinking about your sight when using these.

Please imagine you are in a room with good lighting.

Base: All with a visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	493	136	70*	131	79*	163	74*	128	75*	112	78*	138	79*
Have difficulty seeing on the remote control	54	14	17	13	12	15	13	14	14	12	14	13	15
	11%	10%	24%	10%	15%	9%	18%	11%	19%	11%	18%	9%	19%
		26%	31%ace	24%	22%	28%	24%	26%	26%	22%	26%	24%	28%k
Have difficulty seeing the picture on the TV screen	73	20	15	13	13	24	14	20	14	18	14	22	14
	15%	15%	21%	10%	16%	15%	19%	16%	19%	16%	18%	16%	18%
		27%	21%c	18%	18%	33%	19%	27%	19%	25%	19%	30%	19%
Have difficulty seeing subtitles on screen	105	25	18	25	12	29	17	23	20	19	16	27	16
	21%	18%	26%	19%	15%	18%	23%	18%	27%	17%	21%	20%	20%
		24%	17%	24%	11%	28%	16%	22%	19%	18%	15%	26%	15%
Have colour blindness	15	4	3	3	3	4	2	4	2	3	3	4	2
	3%	3%	4%	2%	4%	2%	3%	3%	3%	3%	4%	3%	3%
		27%	20%	20%	20%	27%	13%	27%	13%	20%	20%	27%	13%
SUMMARY CODES													
PROFOUND VISUAL IMPAIRMENT	10	3	4	2	4	1	6	3	4	2	5	3	4
	2%	2%	6%	2%	5%	1%	8%	2%	5%	2%	6%	2%	5%
		30%	40%e	20%	40%e	10%	60%ace	30%	40%	20%	50%	30%	40%
SEVERE VISUAL IMPAIRMENT	32	8	6	6	5	4	7	9	5	4	5	5	5
	6%	6%	9%	5%	6%	2%	9%	7%	7%	4%	6%	4%	6%
		25%	19%e	19%	16%	13%	22%e	28%	16%	13%	16%	16%	16%
MODERATE VISUAL IMPAIRMENT	76	17	15	15	15	21	17	15	13	12	13	16	14
	15%	13%	21%	11%	19%	13%	23%	12%	17%	11%	17%	12%	18%
		22%	20%	20%	20%	28%	22%c	20%	17%	16%	17%	21%	18%
MILD VISUAL IMPAIRMENT	177	52	20	51	21	64	19	51	23	51	23	57	26
	36%	38%	29%	39%	27%	39%	26%	40%	31%	46%	29%	41%	33%
		29%	11%	29%	12%	36%f	11%	29%	13%	29%hj	13%	32%	15%
None	178	49	23	50	30	65	22	45	27	37	29	49	28
	36%	36%	33%	38%	38%	40%	30%	35%	36%	33%	37%	36%	35%
		28%	13%	28%	17%	37%	12%	25%	15%	21%	16%	28%	16%
Don't know	20	7	2	7	4	8	3	5	3	6	3	8	2
	4%	5%	3%	5%	5%	5%	4%	4%	4%	5%	4%	6%	3%
		35%	10%	35%	20%	40%	15%	25%	15%	30%	15%	40%	10%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base

Access services research

Q.4 Earlier we asked you about TV services in your household. Thinking of those services, which is the main service you personally use nowadays for watching/listening to TV at home at the scheduled time it is broadcast?

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
Freeview (excluding Freeview Play)	354 40%	171 38% 48%	183 41% 52%	17 22% 5%	81 33% 23%	256 45% 72%cd	137 38% 39%	217 41% 61%	269 38% 76%	85 45% 24%	304 41% 86%	27 31% 8%	22 35% 6%	1 25% *
Sky - Digital Satellite TV for a monthly subscription	232 26%	137 30% 59%b	95 21% 41%	31 39% 13%e	76 31% 33%e	125 22% 54%	107 29% 46%g	125 24% 54%	179 25% 77%	53 28% 23%	185 25% 80%	22 26% 9%	24 38% 10%j	1 25% *
Virgin Media through cable	87 10%	41 9% 47%	46 10% 53%	6 8% 7%	33 13% 38%e	48 8% 55%	31 9% 36%	56 11% 64%	77 11% 89%i	10 5% 11%	73 10% 84%	11 13% 13%	3 5% 3%	- - -
BT TV (formerly BT Vision)	37 4%	23 5% 62%	14 3% 38%	2 3% 5%	9 4% 24%	26 5% 70%	25 7% 68%g	12 2% 32%	27 4% 73%	10 5% 27%	30 4% 81%	3 3% 8%	4 6% 11%	- - -
Freeview Play	24 3%	11 2% 46%	13 3% 54%	1 1% 4%	9 4% 38%	14 2% 58%	11 3% 46%	13 2% 54%	19 3% 79%	5 3% 21%	18 2% 75%	3 3% 13%	1 2% 4%	2 50% 8%
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	24 3%	12 3% 50%	12 3% 50%	1 1% 4%	7 3% 29%	16 3% 67%	7 2% 29%	17 3% 71%	15 2% 63%	9 5% 38%h	18 2% 75%	5 6% 21%	1 2% 4%	- - -
Talk Talk TV	18 2%	7 2% 39%	11 2% 61%	- - -	6 2% 33%	12 2% 67%	8 2% 44%	10 2% 56%	15 2% 83%	3 2% 17%	16 2% 89%	2 2% 11%	- - -	- - -
YouView set top box	5 1%	3 1% 60%	2 * 40%	2 3% 40%e	1 * 20%	2 * 40%	4 1% 80%	1 * 20%	3 * 60%	2 1% 40%	4 1% 80%	- - -	1 2% 20%	- - -
Satellite TV from someone other than Sky	2 *	1 * 50%	1 * 50%	- - -	1 * 50%	1 * 50%	1 * 50%	1 * 50%	2 * 100%	- - -	2 * 100%	- - -	- - -	- - -
Other	10 1%	2 * 20%	8 2% 80%	3 4% 30%e	4 2% 40%	3 1% 30%	2 1% 20%	8 2% 80%	9 1% 90%	1 1% 10%	8 1% 80%	2 2% 20%	- - -	- - -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

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Access services research

Q.4 Earlier we asked you about TV services in your household. Thinking of those services, which is the main service you personally use nowadays for watching/listening to TV at home at the scheduled time it is broadcast?

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
SUMMARY CODES														
ANY FREEVIEW	378	182	196	18	90	270	148	230	288	90	322	30	23	3
	42%	40%	44%	23%	36%	48%	41%	43%	41%	47%	44%	35%	37%	75%
		48%	52%	5%	24% ^c	71% ^{cd}	39%	61%	76%	24%	85%	8%	6%	1%
ANY PAID	381	212	169	41	126	214	176	205	303	78	310	38	32	1
	43%	47%	38%	52%	51%	38%	48%	39%	43%	41%	42%	44%	51%	25%
		56% ^b	44%	11% ^e	33% ^{de}	56%	46% ^g	54%	80%	20%	81%	10%	8%	*
None	77	32	45	14	17	46	24	53	67	10	67	7	3	-
	9%	7%	10%	18%	7%	8%	7%	10%	10%	5%	9%	8%	5%	-
		42%	58%	18% ^{de}	22%	60%	31%	69%	87%	13%	87%	9%	4%	-
Don't know	23	10	13	2	4	17	6	17	21	2	15	4	4	-
	3%	2%	3%	3%	2%	3%	2%	3%	3%	1%	2%	5%	6%	-
		43%	57%	9%	17%	74%	26%	74%	91%	9%	65%	17%	17% ^j	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

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Access services research

Q.4 Earlier we asked you about TV services in your household. Thinking of those services, which is the main service you personally use nowadays for watching/listening to TV at home at the scheduled time it is broadcast?

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
Freeview (excluding Freeview Play)	354	354	223	185	354	54	5	31	29	114	2	13	30	63
	40%	40%	42%	38%	40%	42%	63%	42%	34%	42%	20%	41%	39%	36%
		100%	63%	52%	100%	15%	1%	9%	8%	32%	1%	4%	8%	18%
Sky - Digital Satellite TV for a monthly subscription	232	232	125	127	232	20	1	18	19	72	2	5	22	50
	26%	26%	24%	26%	26%	15%	13%	24%	22%	27%	20%	16%	29%	28%
		100%e	54%e	55%e	100%e	9%	*	8%	8%	31%	1%	2%	9%	22%
Virgin Media through cable	87	87	57	46	87	16	2	6	17	25	1	5	6	16
	10%	10%	11%	9%	10%	12%	25%	8%	20%	9%	10%	16%	8%	9%
		100%	66%	53%	100%	18%	2%	7%	20%gi	29%	1%	6%	7%	18%
BT TV (formerly BT Vision)	37	37	27	16	37	6	-	3	6	13	-	1	2	5
	4%	4%	5%	3%	4%	5%	-	4%	7%	5%	-	3%	3%	3%
		100%	73%	43%	100%	16%	-	8%	16%	35%	-	3%	5%	14%
Freeview Play	24	24	15	17	24	8	-	2	4	7	2	-	4	3
	3%	3%	3%	3%	3%	6%	-	3%	5%	3%	20%	-	5%	2%
		100%	63%	71%	100%	33%ad	-	8%	17%	29%	8%	-	17%	13%
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	24	24	15	11	24	2	-	4	3	8	-	2	1	6
	3%	3%	3%	2%	3%	2%	-	5%	4%	3%	-	6%	1%	3%
		100%	63%	46%	100%	8%	-	17%	13%	33%	-	8%	4%	25%
Talk Talk TV	18	18	13	8	18	3	-	2	1	9	-	1	1	2
	2%	2%	2%	2%	2%	2%	-	3%	1%	3%	-	3%	1%	1%
		100%	72%	44%	100%	17%	-	11%	6%	50%	-	6%	6%	11%
YouView set top box	5	5	2	4	5	1	-	-	-	2	-	1	-	1
	1%	1%	*	1%	1%	1%	-	-	-	1%	-	3%	-	-
		100%	40%	80%	100%	20%	-	-	-	40%	-	20%	-	20%
Satellite TV from someone other than Sky	2	2	1	2	2	1	-	-	-	-	-	-	-	-
	*	*	*	*	*	1%	-	-	-	-	-	-	-	-
		100%	50%	100%	100%	50%	-	-	-	-	-	-	-	-
Other	10	10	3	9	10	2	-	1	2	-	-	-	-	7
	1%	1%	1%	2%	1%	2%	-	1%	2%	-	-	-	-	4%
		100%	30%	90%	100%	20%	-	10%	20%id	-	-	-	-	70%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.4 Earlier we asked you about TV services in your household. Thinking of those services, which is the main service you personally use nowadays for watching/listening to TV at home at the scheduled time it is broadcast?

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
SUMMARY CODES														
ANY FREEVIEW	378	378	238	202	378	62	5	33	33	121	4	13	34	66
	42%	42%	45%	41%	42%	48%	63%	45%	39%	45%	40%	41%	45%	37%
		100%	63%	53%	100%	16%	1%	9%	9%	32%	1%	3%	9%	17%
ANY PAID	381	381	225	203	381	47	3	29	43	121	3	13	31	74
	43%	43%	42%	41%	43%	36%	38%	39%	51%	45%	30%	41%	41%	42%
		100%	59%	53%	100%	12%	1%	8%	11%	32%	1%	3%	8%	19%
None	77	77	37	54	77	14	-	6	2	18	3	4	7	21
	9%	9%	7%	11%	9%	11%	-	8%	2%	7%	30%	13%	9%	12%
		100%	48%	70%b	100%	18%	-	8%	3%	23%	4%	5%	9%	27%
Don't know	23	23	12	14	23	3	-	1	2	3	-	-	3	3
	3%	3%	2%	3%	3%	2%	-	1%	2%	1%	-	-	4%	2%
		100%	52%	61%	100%	13%	-	4%	9%	13%	-	-	13%	13%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.4 Earlier we asked you about TV services in your household. Thinking of those services, which is the main service you personally use nowadays for watching/listening to TV at home at the scheduled time it is broadcast?

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
Freeview (excluding Freeview Play)	354	65	88	157	174	9	10	77	85
	40%	33%	35%	37%	37%	36%	38%	39%	39%
		18%	25%	44%	49%	3%	3%	22%	24%
Sky - Digital Satellite TV for a monthly subscription	232	57	77	128	145	6	10	51	56
	26%	29%	30%	30%	31%	24%	38%	26%	26%
		25%	33%	55%	63%	3%	4%	22%	24%
Virgin Media through cable	87	22	37	49	55	2	-	14	15
	10%	11%	15%	12%	12%	8%	-	7%	7%
		25%	43%	56%	63%	2%	-	16%	17%
BT TV (formerly BT Vision)	37	11	10	18	20	2	1	11	13
	4%	6%	4%	4%	4%	8%	4%	6%	6%
		30%	27%	49%	54%	5%	3%	30%	35%
Freeview Play	24	9	9	11	14	1	1	6	7
	3%	5%	4%	3%	3%	4%	4%	3%	3%
		38%	38%	46%	58%	4%	4%	25%	29%
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	24	8	5	12	14	1	2	8	9
	3%	4%	2%	3%	3%	4%	8%	4%	4%
		33%	21%	50%	58%	4%	8%	33%	38%
Talk Talk TV	18	8	12	13	14	2	2	7	7
	2%	4%	5%	3%	3%	8%	8%	4%	3%
		44%	67%	72%	78%	11%	11%	39%	39%
YouView set top box	5	4	2	4	4	1	-	2	2
	1%	2%	1%	1%	1%	4%	-	1%	1%
		80%	40%	80%	80%	20%	-	40%	40%
Satellite TV from someone other than Sky	2	1	-	1	1	-	-	-	-
	*	1%	-	*	*	-	-	-	-
		50%	-	50%	50%	-	-	-	-
Other	10	2	2	3	4	-	-	1	1
	1%	1%	1%	1%	1%	-	-	1%	*
		20%	20%	30%	40%	-	-	10%	10%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.4 Earlier we asked you about TV services in your household. Thinking of those services, which is the main service you personally use nowadays for watching/listening to TV at home at the scheduled time it is broadcast?

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio\signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio\signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
SUMMARY CODES									
ANY FREEVIEW	378	74	97	168	188	10	11	83	92
	42%	37%	38%	40%	40%	40%	42%	42%	43%
		20%	26%	44%	50%	3%	3%	22%	24%
ANY PAID	381	103	138	213	239	13	13	85	93
	43%	52%	54%	50%	50%	52%	50%	43%	43%
		27%	36%	56%	63%	3%	3%	22%	24%
None	77	11	11	24	26	1	-	17	18
	9%	6%	4%	6%	5%	4%	-	9%	8%
		14%	14%	31%	34%	1%	-	22%	23%
Don't know	23	2	1	3	4	-	-	3	3
	3%	1%	*	1%	1%	-	-	2%	1%
		9%	4%	13%	17%	-	-	13%	13%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.4 Earlier we asked you about TV services in your household. Thinking of those services, which is the main service you personally use nowadays for watching/listening to TV at home at the scheduled time it is broadcast?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
Freeview (excluding Freeview Play)	354	83	48	82	48	133	44	65	57	71	52	91	54
	40%	35%	39%	35%	38%	39%	38%	32%	44%	36%	39%	34%	43%
		23%	14%	23%	14%	38%	12%	18%	16%	20%	15%	26%	15%
Sky - Digital Satellite TV for a monthly subscription	232	63	27	63	26	92	24	50	32	47	36	72	26
	26%	27%	22%	27%	20%	27%	21%	25%	24%	24%	27%	27%	21%
		27%	12%	27%	11%	40%	10%	22%	14%	20%	16%	31%	11%
Virgin Media through cable	87	27	12	27	12	33	14	25	9	23	9	30	12
	10%	11%	10%	12%	9%	10%	12%	12%	7%	12%	7%	11%	10%
		31%	14%	31%	14%	38%	16%	29%	10%	26%	10%	34%	14%
BT TV (formerly BT Vision)	37	15	4	12	7	14	6	11	4	11	4	14	4
	4%	6%	3%	5%	6%	4%	5%	5%	3%	6%	3%	5%	3%
		41%	11%	32%	19%	38%	16%	30%	11%	30%	11%	38%	11%
Freeview Play	24	9	4	10	6	14	4	9	4	8	5	10	4
	3%	4%	3%	4%	5%	4%	3%	4%	3%	4%	4%	4%	3%
		38%	17%	42%	25%	58%	17%	38%	17%	33%	21%	42%	17%
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	24	5	3	5	2	9	3	6	2	6	2	7	3
	3%	2%	2%	2%	2%	3%	3%	3%	2%	3%	1%	3%	2%
		21%	13%	21%	8%	38%	13%	25%	8%	25%	8%	29%	13%
Talk Talk TV	18	6	2	6	3	9	-	5	2	5	2	7	1
	2%	3%	2%	3%	2%	3%	-	2%	2%	3%	1%	3%	1%
		33%	11%	33%	17%	50%	-	28%	11%	28%	11%	39%	6%
YouView set top box	5	1	-	1	-	4	-	2	-	3	-	4	-
	1%	*	-	*	-	1%	-	1%	-	2%	-	2%	-
		20%	-	20%	-	80%	-	40%	-	60%	-	80%	-
Satellite TV from someone other than Sky	2	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Other	10	2	2	2	4	4	1	3	3	3	3	3	3
	1%	1%	2%	1%	3%	1%	1%	1%	2%	2%	2%	1%	2%
		20%	20%	20%	40%	40%	10%	30%	30%	30%	30%	30%	30%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.4 Earlier we asked you about TV services in your household. Thinking of those services, which is the main service you personally use nowadays for watching/listening to TV at home at the scheduled time it is broadcast?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
SUMMARY CODES													
ANY FREEVIEW	378	92	52	92	54	147	48	74	61	79	57	101	58
	42%	39%	43%	40%	43%	43%	42%	36%	47%	40%	43%	38%	46%
		24%	14%	24%	14%	39%	13%	20%	16%	21%	15%	27%	15%
ANY PAID	381	112	45	109	48	152	44	93	47	89	51	127	43
	43%	48%	37%	47%	38%	44%	38%	46%	36%	45%	38%	48%	34%
		29%	12%	29%	13%	40%	12%	24%	12%	23%	13%	33%	11%
None	77	19	16	19	14	23	16	22	14	17	17	23	15
	9%	8%	13%	8%	11%	7%	14%	11%	11%	9%	13%	9%	12%
		25%	21%	25%	18%	30%	21%	29%	18%	22%	22%	30%	19%
Don't know	23	5	4	5	5	7	3	5	4	6	4	5	4
	3%	2%	3%	2%	4%	2%	3%	2%	3%	3%	3%	2%	3%
		22%	17%	22%	22%	30%	13%	22%	17%	26%	17%	22%	17%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.5 Which of the following paid-for services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
Netflix	92	44	48	45	31	16	40	52	73	19	72	17	3	-
	10%	10%	11%	57%	13%	3%	11%	10%	10%	10%	10%	20%	5%	-
		48%	52%	49%de	34%e	17%	43%	57%	79%	21%	78%	18%jl	3%	-
Amazon Prime Instant Video	38	28	10	15	16	7	26	12	29	9	32	5	1	-
	4%	6%	2%	19%	6%	1%	7%	2%	4%	5%	4%	6%	2%	-
		74%b	26%	39%de	42%e	18%	68%g	32%	76%	24%	84%	13%	3%	-
iTunes	27	17	10	13	11	3	14	13	23	4	22	4	1	-
	3%	4%	2%	16%	4%	1%	4%	2%	3%	2%	3%	5%	2%	-
		63%	37%	48%de	41%e	11%	52%	48%	85%	15%	81%	15%	4%	-
Sky on Demand (not Sky Store)	23	14	9	5	9	9	13	10	15	8	16	6	-	1
	3%	3%	2%	6%	4%	2%	4%	2%	2%	4%	2%	7%	-	25%
		61%	39%	22%e	39%	39%	57%	43%	65%	35%	70%	26%jl	-	4%
NowTV	19	9	10	11	5	3	9	10	16	3	15	3	1	-
	2%	2%	2%	14%	2%	1%	2%	2%	2%	2%	2%	3%	2%	-
		47%	53%	58%de	26%e	16%	47%	53%	84%	16%	79%	16%	5%	-
BT player	15	11	4	2	7	6	9	6	12	3	14	1	-	-
	2%	2%	1%	3%	3%	1%	2%	1%	2%	2%	2%	1%	-	-
		73%	27%	13%	47%	40%	60%	40%	80%	20%	93%	7%	-	-
Google play	14	11	3	5	7	2	7	7	10	4	10	3	-	1
	2%	2%	1%	6%	3%	*	2%	1%	1%	2%	1%	3%	-	25%
		79%b	21%	36%e	50%e	14%	50%	50%	71%	29%	71%	21%	-	7%
Sky Store	12	9	3	4	6	2	9	3	11	1	10	1	-	1
	1%	2%	1%	5%	2%	*	2%	1%	2%	1%	1%	1%	-	25%
		75%	25%	33%e	50%e	17%	75%g	25%	92%	8%	83%	8%	-	8%
Sky Go (not Sky Store)	11	8	3	5	4	2	7	4	9	2	9	2	-	-
	1%	2%	1%	6%	2%	*	2%	1%	1%	1%	1%	2%	-	-
		73%	27%	45%de	36%	18%	64%	36%	82%	18%	82%	18%	-	-
Virgin on Demand pay-per-view	11	5	6	1	8	2	4	7	11	-	11	-	-	-
	1%	1%	1%	1%	3%	*	1%	1%	2%	-	1%	-	-	-
		45%	55%	9%	73%e	18%	36%	64%	100%	-	100%	-	-	-
Xbox Video	11	9	2	4	6	1	5	6	11	-	10	1	-	-
	1%	2%	*	5%	2%	*	1%	1%	2%	-	1%	1%	-	-
		82%b	18%	36%e	55%e	9%	45%	55%	100%	-	91%	9%	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.5 Which of the following paid-for services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
BBC Store	10	6	4	6	4	-	5	5	7	3	7	3	-	-
	1%	1%	1%	8%	2%	-	1%	1%	1%	2%	1%	3%	-	-
		60%	40%	60%de	40%e	-	50%	50%	70%	30%	70%	30%j	-	-
Playstation Video	9	7	2	7	2	-	4	5	8	1	8	1	-	-
	1%	2%	*	9%	1%	-	1%	1%	1%	1%	1%	1%	-	-
		78%	22%	78%de	22%e	-	44%	56%	89%	11%	89%	11%	-	-
Talk Talk TV Store	6	2	4	1	2	3	3	3	5	1	5	1	-	-
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-
		33%	67%	17%	33%	50%	50%	50%	83%	17%	83%	17%	-	-
Wuaki.tv	2	1	1	1	1	-	-	2	2	-	2	-	-	-
	*	*	*	1%	*	-	-	*	*	-	*	-	-	-
		50%	50%	50%e	50%	-	-	100%	100%	-	100%	-	-	-
DisneyLife	1	1	-	-	1	-	-	1	1	-	1	-	-	-
	*	*	-	-	*	-	-	*	*	-	*	-	-	-
		100%	-	-	100%	-	-	100%	100%	-	100%	-	-	-
Blinkbox	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other paid-for service	4	4	-	-	2	2	3	1	3	1	4	-	-	-
	*	1%	-	-	1%	*	1%	*	*	1%	1%	-	-	-
		100%b	-	-	50%	50%	75%	25%	75%	25%	100%	-	-	-
SUMMARY CODES														
ANY PAID ON-DEMAND SERVICE	166	91	75	54	69	43	82	84	136	30	136	24	5	1
	19%	20%	17%	68%	28%	8%	23%	16%	19%	16%	18%	28%	8%	25%
		55%	45%	33%de	42%e	26%	49%g	51%	82%	18%	82%l	14%jl	3%	1%
ANY SKY	33	23	10	8	14	11	19	14	25	8	26	6	-	1
	4%	5%	2%	10%	6%	2%	5%	3%	4%	4%	4%	7%	-	25%
		70%b	30%	24%e	42%e	33%	58%g	42%	76%	24%	79%	18%l	-	3%
None	723	355	368	25	177	521	278	445	564	159	600	62	58	3
	81%	79%	83%	32%	71%	92%	77%	84%	80%	84%	81%	72%	92%	75%
		49%	51%	3%	24%c	72%cd	38%	62%f	78%	22%	83%k	9%	8%jk	*

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.5 Which of the following paid-for services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
Netflix	92	92	49	49	92	6	2	3	11	26	2	3	8	16
	10%	10%	9%	10%	10%	5%	25%	4%	13%	10%	20%	9%	11%	9%
		100%e	53%	53%	100%e	7%	2%	3%	12%	28%	2%	3%	9%	17%
Amazon Prime Instant Video	38	38	14	24	38	-	-	1	3	7	-	1	2	8
	4%	4%	3%	5%	4%	-	-	1%	4%	3%	-	3%	3%	5%
		100%e	37%	63%e	100%e	-	-	3%	8%	18%	-	3%	5%	21%
iTunes	27	27	14	13	27	-	-	1	2	9	-	2	3	3
	3%	3%	3%	3%	3%	-	-	1%	2%	3%	-	6%	4%	2%
		100%e	52%	48%	100%e	-	-	4%	7%	33%	-	7%	11%	11%
Sky on Demand (not Sky Store)	23	23	15	10	23	2	1	2	6	4	-	1	1	3
	3%	3%	3%	2%	3%	2%	13%	3%	7%	1%	-	3%	1%	2%
		100%	65%	43%	100%	9%	4%	9%	26% ⁱ	17%	-	4%	4%	13%
NowTV	19	19	11	9	19	1	-	1	3	5	1	1	-	2
	2%	2%	2%	2%	2%	1%	-	1%	4%	2%	10%	3%	-	1%
		100%	58%	47%	100%	5%	-	5%	16%	26%	5%	5%	-	11%
BT player	15	15	9	9	15	3	-	1	3	5	-	-	1	3
	2%	2%	2%	2%	2%	2%	-	1%	4%	2%	-	-	1%	2%
		100%	60%	60%	100%	20%	-	7%	20%	33%	-	-	7%	20%
Google play	14	14	4	10	14	-	-	1	1	1	-	1	2	4
	2%	2%	1%	2%	2%	-	-	1%	1%	*	-	3%	3%	2%
		100%	29%	71%	100%	-	-	7%	7%	7%	-	7%	14%	29%
Sky Store	12	12	6	7	12	1	-	1	2	2	-	-	-	4
	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	-	-	-	2%
		100%	50%	58%	100%	8%	-	8%	17%	17%	-	-	-	33%
Sky Go (not Sky Store)	11	11	8	5	11	2	1	-	2	4	-	1	-	1
	1%	1%	2%	1%	1%	2%	13%	-	2%	1%	-	3%	-	1%
		100%	73%	45%	100%	18%	9%	-	18%	36%	-	9%	-	9%
Virgin on Demand pay-per-view	11	11	4	7	11	-	-	1	1	2	-	-	-	3
	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-	-	-	2%
		100%	36%	64%	100%	-	-	9%	9%	18%	-	-	-	27%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.5 Which of the following paid-for services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
Xbox Video	11	11	3	9	11	1	-	-	-	1	-	1	2	2
	1%	1%	1%	2%	1%	1%	-	-	-	*	-	3%	3%	1%
		100%	27%	82%	100%	9%	-	-	-	9%	-	9%	18%	18%
BBC Store	10	10	6	4	10	-	-	-	-	5	-	1	1	-
	1%	1%	1%	1%	1%	-	-	-	-	2%	-	3%	1%	-
		100%	60%	40%	100%	-	-	-	-	50%	-	10% ^m	10%	-
Playstation Video	9	9	5	5	9	1	-	-	-	3	1	-	2	1
	1%	1%	1%	1%	1%	1%	-	-	-	1%	10%	-	3%	1%
		100%	56%	56%	100%	11%	-	-	-	33%	11%	-	22%	11%
Talk Talk TV Store	6	6	3	4	6	1	-	1	-	2	-	-	-	3
	1%	1%	1%	1%	1%	1%	-	1%	-	1%	-	-	-	2%
		100%	50%	67%	100%	17%	-	17%	-	33%	-	-	-	50%
Wuaki.tv	2	2	-	2	2	-	-	-	-	-	-	-	1	-
	*	*	-	*	*	-	-	-	-	-	-	-	1%	-
		100%	-	100%	100%	-	-	-	-	-	-	-	50%	-
DisneyLife	1	1	1	-	1	-	-	-	-	1	-	-	-	-
	*	*	*	-	*	-	-	-	-	*	-	-	-	-
		100%	100%	-	100%	-	-	-	-	100%	-	-	-	-
Blinkbox	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Other paid-for service	4	4	2	3	4	1	-	-	2	-	-	-	-	2
	*	*	*	1%	*	1%	-	-	2%	-	-	-	-	1%
		100%	50%	75%	100%	25%	-	-	50% ^l	-	-	-	-	50%
SUMMARY CODES														
ANY PAID ON-DEMAND SERVICE	166	166	87	91	166	12	3	10	18	43	2	4	13	33
	19%	19%	16%	18%	19%	9%	38%	14%	21%	16%	20%	13%	17%	19%
		100% ^e	52% ^e	55% ^e	100% ^e	7%	2%	6%	11%	26%	1%	2%	8%	20%
ANY SKY	33	33	21	16	33	4	1	3	6	8	-	2	1	6
	4%	4%	4%	3%	4%	3%	13%	4%	7%	3%	-	6%	1%	3%
		100%	64%	48%	100%	12%	3%	9%	18%	24%	-	6%	3%	18%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.5 Which of the following paid-for services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
	Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
None	723	441	399	723	117	5	64	65	228	8	28	63	142
	81%	83%	81%	81%	90%	63%	86%	76%	84%	80%	88%	83%	80%
	100%	61%	55%	100%	16%acc	1%	9%	9%	32%	1%	4%	9%	20%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

Q.5 Which of the following paid-for services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
Netflix	92	35	43	65	68	3	7	41	42
	10%	18%	17%	15%	14%	12%	27%	21%	19%
		38%	47%	71%	74%	3%	8%	45%	46%
Amazon Prime Instant Video	38	16	17	25	26	1	1	13	15
	4%	8%	7%	6%	5%	4%	4%	7%	7%
		42%	45%	66%	68%	3%	3%	34%	39%
iTunes	27	14	10	16	19	4	2	9	12
	3%	7%	4%	4%	4%	16%	8%	5%	6%
		52%	37%	59%	70%	15%	7%	33%	44%
Sky on Demand (not Sky Store)	23	11	14	16	19	-	3	8	9
	3%	6%	6%	4%	4%	-	12%	4%	4%
		48%	61%	70%	83%	-	13%	35%	39%
NowTV	19	9	7	13	15	1	2	8	8
	2%	5%	3%	3%	3%	4%	8%	4%	4%
		47%	37%	68%	79%	5%	11%	42%	42%
BT player	15	6	4	9	10	2	-	7	9
	2%	3%	2%	2%	2%	8%	-	4%	4%
		40%	27%	60%	67%	13%	-	47%	60%
Google play	14	8	6	10	11	3	1	5	7
	2%	4%	2%	2%	2%	12%	4%	3%	3%
		57%	43%	71%	79%	21%	7%	36%	50%
Sky Store	12	7	8	9	10	1	-	4	4
	1%	4%	3%	2%	2%	4%	-	2%	2%
		58%	67%	75%	83%	8%	-	33%	33%
Sky Go (not Sky Store)	11	4	7	7	8	-	2	5	5
	1%	2%	3%	2%	2%	-	8%	3%	2%
		36%	64%	64%	73%	-	18%	45%	45%
Virgin on Demand pay-per-view	11	3	6	4	6	-	-	1	1
	1%	2%	2%	1%	1%	-	-	1%	*
		27%	55%	36%	55%	-	-	9%	9%
Xbox Video	11	5	3	6	7	1	1	2	3
	1%	3%	1%	1%	1%	4%	4%	1%	1%
		45%	27%	55%	64%	9%	9%	18%	27%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.5 Which of the following paid-for services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
BBC Store	10	2	2	4	5	1	-	2	3
	1%	1%	1%	1%	1%	4%	-	1%	1%
		20%	20%	40%	50%	10%	-	20%	30%
Playstation Video	9	3	3	5	6	-	-	3	3
	1%	2%	1%	1%	1%	-	-	2%	1%
		33%	33%	56%	67%	-	-	33%	33%
Talk Talk TV Store	6	4	2	3	4	1	2	2	3
	1%	2%	1%	1%	1%	4%	8%	1%	1%
		67%	33%	50%	67%	17%	33%	33%	50%
Wuaki.tv	2	1	1	1	1	-	-	-	-
	*	1%	*	*	*	-	-	-	-
		50%	50%	50%	50%	-	-	-	-
DisneyLife	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
Blinkbox	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
Other paid-for service	4	-	1	1	1	-	-	1	1
	*	-	*	*	*	-	-	1%	*
		-	25%	25%	25%	-	-	25%	25%
SUMMARY CODES									
ANY PAID ON-DEMAND SERVICE	166	63	73	102	116	6	11	59	64
	19%	32%	29%	24%	24%	24%	42%	30%	30%
		38%	44%	61%	70%	4%	7%	36%	39%
ANY SKY	33	15	19	22	25	1	4	12	13
	4%	8%	7%	5%	5%	4%	15%	6%	6%
		45%	58%	67%	76%	3%	12%	36%	39%
None	723	137	180	320	358	19	15	137	151
	81%	69%	71%	76%	75%	76%	58%	70%	70%
		19%	25%	44%	50%	3%	2%	19%	21%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.5 Which of the following paid-for services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
Netflix	92	27	13	26	17	52	13	28	16	27	17	49	9
	10%	11%	11%	11%	13%	15%	11%	14%	12%	14%	13%	18%	7%
		29%	14%	28%	18%	57%	14%	30%	17%	29%	18%	53% ^l	10%
Amazon Prime Instant Video	38	9	6	10	7	22	3	8	6	6	7	18	2
	4%	4%	5%	4%	6%	6%	3%	4%	5%	3%	5%	7%	2%
		24%	16%	26%	18%	58%	8%	21%	16%	16%	18%	47% ^l	5%
iTunes	27	8	3	6	3	14	2	9	3	8	2	11	1
	3%	3%	2%	3%	2%	4%	2%	4%	2%	4%	1%	4%	1%
		30%	11%	22%	11%	52%	7%	33%	11%	30%	7%	41%	4%
Sky on Demand (not Sky Store)	23	3	2	5	3	8	1	3	2	2	4	8	1
	3%	1%	2%	2%	2%	2%	1%	1%	2%	1%	3%	3%	1%
		13%	9%	22%	13%	35%	4%	13%	9%	9%	17%	35%	4%
NowTV	19	8	3	8	2	12	2	10	1	11	-	11	-
	2%	3%	2%	3%	2%	4%	2%	5%	1%	6%	-	4%	-
		42%	16%	42%	11%	63%	11%	53% ^{hjl}	5%	58% ^{hjl}	-	58% ^{jl}	-
BT player	15	4	1	4	3	7	1	4	1	4	1	7	-
	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%	3%	-
		27%	7%	27%	20%	47%	7%	27%	7%	27%	7%	47%	-
Google play	14	2	2	2	1	8	1	3	2	2	2	6	1
	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%
		14%	14%	14%	7%	57%	7%	21%	14%	14%	14%	43%	7%
Sky Store	12	2	1	1	1	3	-	2	1	1	2	3	-
	1%	1%	1%	*	1%	1%	-	1%	1%	1%	1%	1%	-
		17%	8%	8%	8%	25%	-	17%	8%	8%	17%	25%	-
Sky Go (not Sky Store)	11	1	4	2	3	5	2	1	4	1	4	4	1
	1%	*	3%	1%	2%	1%	2%	*	3%	1%	3%	2%	1%
		9%	36% ^{la}	18%	27%	45%	18%	9%	36%	9%	36%	36%	9%
Virgin on Demand pay-per-view	11	2	2	1	1	2	-	4	-	4	-	4	-
	1%	1%	2%	*	1%	1%	-	2%	-	2%	-	2%	-
		18%	18%	9%	9%	18%	-	36%	-	36%	-	36%	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.5 Which of the following paid-for services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
Xbox Video	11	4	1	4	1	6	1	4	1	4	-	4	-
	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	-	2%	-
		36%	9%	36%	9%	55%	9%	36%	9%	36%	-	36%	-
BBC Store	10	3	2	2	2	6	-	4	2	4	-	4	-
	1%	1%	2%	1%	2%	2%	-	2%	2%	2%	-	2%	-
		30%	20%	20%	20%	60%	-	40%	20%	40%	-	40%	-
Playstation Video	9	4	1	4	2	5	1	4	-	5	-	5	-
	1%	2%	1%	2%	2%	1%	1%	2%	-	3%	-	2%	-
		44%	11%	44%	22%	56%	11%	44%	-	56%	-	56%	-
Talk Talk TV Store	6	2	-	-	2	3	-	1	-	-	1	2	-
	1%	1%	-	-	2%	1%	-	*	-	-	1%	1%	-
		33%	-	-	33%	50%	-	17%	-	-	17%	33%	-
Wuaki.tv	2	1	-	-	1	1	-	1	-	1	-	2	-
	*	*	-	-	1%	*	-	*	-	1%	-	1%	-
		50%	-	-	50%	50%	-	50%	-	50%	-	100%	-
DisneyLife	1	-	-	-	1	-	-	-	-	1	-	1	-
	*	-	-	-	1%	-	-	-	-	1%	-	*	-
		-	-	-	100%	-	-	-	-	100%	-	100%	-
Blinkbox	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other paid-for service	4	-	1	1	1	1	1	-	1	-	1	1	1
	*	-	1%	*	1%	*	1%	-	1%	-	1%	*	1%
		-	25%	25%	25%	25%	25%	-	25%	-	25%	25%	25%
SUMMARY CODES													
ANY PAID ON-DEMAND SERVICE	166	43	22	40	29	77	18	45	22	42	26	77	12
	19%	18%	18%	17%	23%	23%	16%	22%	17%	21%	19%	29%	10%
		26%	13%	24%	17%	46%	11%	27%l	13%	25%l	16%l	46%hjl	7%
ANY SKY	33	5	5	6	5	11	3	5	5	3	6	10	2
	4%	2%	4%	3%	4%	3%	3%	2%	4%	2%	4%	4%	2%
		15%	15%	18%	15%	33%	9%	15%	15%	9%	18%	30%	6%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.5 Which of the following paid-for services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

Unweighted Base
None

Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
	Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
893	235	122	232	127	342	115	203	131	200	134	266	126
723	192	99	191	97	264	96	158	108	158	107	188	113
81%	82%	81%	82%	76%	77%	83%	78%	82%	79%	80%	71%	90%
	27%	14%	26%	13%	37%	13%	22%	15%	22%	15%	26%	16%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.6 Which of the following free-to-access services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
BBC iPlayer	217	114	103	35	82	100	141	76	172	45	191	17	9	-
	24%	25%	23%	44%	33%	18%	39%	14%	24%	24%	26%	20%	14%	-
		53%	47%	16%e	38%e	46%	65%g	35%	79%	21%	88%l	8%	4%	-
ITV Hub (formerly ITV Player)	113	55	58	16	49	48	70	43	91	22	105	6	2	-
	13%	12%	13%	20%	20%	8%	19%	8%	13%	12%	14%	7%	3%	-
		49%	51%	14%e	43%e	42%	62%g	38%	81%	19%	93%l	5%	2%	-
All 4	69	34	35	16	31	22	37	32	56	13	63	4	1	1
	8%	8%	8%	20%	13%	4%	10%	6%	8%	7%	9%	5%	2%	25%
		49%	51%	23%e	45%e	32%	54%g	46%	81%	19%	91%	6%	1%	1%
My5 (formerly Demand 5)	47	25	22	11	22	14	24	23	40	7	45	2	-	-
	5%	6%	5%	14%	9%	2%	7%	4%	6%	4%	6%	2%	-	-
		53%	47%	23%e	47%e	30%	51%	49%	85%	15%	96%l	4%	-	-
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	40	24	16	7	11	22	19	21	37	3	35	2	2	1
	4%	5%	4%	9%	4%	4%	5%	4%	5%	2%	5%	2%	3%	25%
		60%	40%	18%e	28%	55%	48%	53%	93%i	8%	88%	5%	5%	3%
STV Player	6	3	3	1	2	3	4	2	3	3	-	6	-	-
	1%	1%	1%	1%	1%	1%	1%	*	*	2%	-	7%	-	-
		50%	50%	17%	33%	50%	67%	33%	50%	50%	-	100%j	-	-
UTV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other free-to-access service	10	5	5	2	4	4	4	6	8	2	9	1	-	-
	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%	-	-
		50%	50%	20%	40%	40%	40%	60%	80%	20%	90%	10%	-	-
SUMMARY CODES														
ANY FREE ON-DEMAND SERVICE	251	132	119	42	94	115	153	98	201	50	219	20	11	1
	28%	29%	27%	53%	38%	20%	42%	18%	29%	26%	30%	23%	17%	25%
		53%	47%	17%de	37%e	46%	61%g	39%	80%	20%	87%l	8%	4%	*
ANY PSB SERVICE	240	126	114	41	91	108	150	90	192	48	210	19	10	1
	27%	28%	26%	52%	37%	19%	41%	17%	27%	25%	28%	22%	16%	25%
		53%	48%	17%de	38%e	45%	63%g	38%	80%	20%	88%l	8%	4%	*

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.6 Which of the following free-to-access services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

Unweighted Base
None

Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
	Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
642	318	324	37	154	451	210	432	502	140	521	66	52	3
72%	71%	73%	47%	62%	80%	58%	82%	71%	74%	70%	77%	83%	75%
	50%	50%	6%	24% ^c	70% ^{cd}	33%	67% ^f	78%	22%	81%	10%	8% ^j	*

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.6 Which of the following free-to-access services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
BBC iPlayer	217	217	136	101	217	20	-	17	26	78	2	8	13	35
	24%	24%	26%	20%	24%	15%	-	23%	31%	29%	20%	25%	17%	20%
		100%e	63%e	47%	100%e	9%	-	8%	12%	36%	1%	4%	6%	16%
ITV Hub (formerly ITV Player)	113	113	63	57	113	7	-	8	13	37	1	4	8	18
	13%	13%	12%	12%	13%	5%	-	11%	15%	14%	10%	13%	11%	10%
		100%e	56%e	50%e	100%e	6%	-	7%	12%	33%	1%	4%	7%	16%
All 4	69	69	38	39	69	8	-	6	8	20	2	3	4	10
	8%	8%	7%	8%	8%	6%	-	8%	9%	7%	20%	9%	5%	6%
		100%	55%	57%	100%	12%	-	9%	12%	29%	3%	4%	6%	14%
My5 (formerly Demand 5)	47	47	21	32	47	6	-	5	4	12	1	2	5	11
	5%	5%	4%	6%	5%	5%	-	7%	5%	4%	10%	6%	7%	6%
		100%	45%	68%	100%	13%	-	11%	9%	26%	2%	4%	11%	23%
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	40	40	21	25	40	6	-	3	5	11	1	4	2	5
	4%	4%	4%	5%	4%	5%	-	4%	6%	4%	10%	13%	3%	3%
		100%	53%	63%	100%	15%	-	8%	13%	28%	3%	10%lm	5%	13%
STV Player	6	6	6	1	6	1	-	1	4	1	-	1	-	-
	1%	1%	1%	*	1%	1%	-	1%	5%	*	-	3%	-	-
		100%	100%	17%	100%	17%	-	17%	67%l	17%	-	17%lm	-	-
UTV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other free-to-access service	10	10	5	5	10	-	-	-	1	3	-	-	-	4
	1%	1%	1%	1%	1%	-	-	-	1%	1%	-	-	-	2%
		100%	50%	50%	100%	-	-	-	10%	30%	-	-	-	40%
SUMMARY CODES														
ANY FREE ON-DEMAND SERVICE	251	251	154	119	251	22	-	19	30	87	2	8	13	45
	28%	28%	29%	24%	28%	17%	-	26%	35%	32%	20%	25%	17%	25%
		100%e	61%e	47%	100%e	9%	-	8%	12%	35%	1%	3%	5%	18%
ANY PSB SERVICE	240	240	149	112	240	21	-	18	30	84	2	8	13	41
	27%	27%	28%	23%	27%	16%	-	24%	35%	31%	20%	25%	17%	23%
		100%e	62%ce	47%	100%e	9%	-	8%	13%	35%	1%	3%	5%	17%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.6 Which of the following free-to-access services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
	Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
None	642	376	374	642	108	8	55	55	184	8	24	63	132
	72%	71%	76%	72%	83%	100%	74%	65%	68%	80%	75%	83%	75%
	100%	59%	58%	100%	17%abd	1%	9%	9%	29%	1%	4%	10%	21%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.6 Which of the following free-to-access services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
BBC iPlayer	217	73	92	151	162	7	10	83	89
	24%	37%	36%	36%	34%	28%	38%	42%	41%
		34%	42%	70%	75%	3%	5%	38%	41%
ITV Hub (formerly ITV Player)	113	41	45	74	81	5	7	34	38
	13%	21%	18%	17%	17%	20%	27%	17%	18%
		36%	40%	65%	72%	4%	6%	30%	34%
All 4	69	30	33	48	53	4	5	25	28
	8%	15%	13%	11%	11%	16%	19%	13%	13%
		43%	48%	70%	77%	6%	7%	36%	41%
My5 (formerly Demand 5)	47	25	25	32	36	3	6	15	17
	5%	13%	10%	8%	8%	12%	23%	8%	8%
		53%cd	53%	68%	77%	6%	13%	32%	36%
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	40	17	17	25	28	3	4	13	15
	4%	9%	7%	6%	6%	12%	15%	7%	7%
		43%	43%	63%	70%	8%	10%	33%	38%
STV Player	6	1	1	4	4	-	-	1	1
	1%	1%	*	1%	1%	-	-	1%	*
		17%	17%	67%	67%	-	-	17%	17%
UTV Player	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Other free-to-access service	10	6	7	7	8	-	2	4	4
	1%	3%	3%	2%	2%	-	8%	2%	2%
		60%	70%	70%	80%	-	20%	40%	40%
SUMMARY CODES									
ANY FREE ON-DEMAND SERVICE	251	87	105	169	184	9	11	91	98
	28%	44%	41%	40%	39%	36%	42%	46%	45%
		35%	42%	67%	73%	4%	4%	36%	39%
ANY PSB SERVICE	240	83	101	164	178	9	11	90	97
	27%	42%	40%	39%	37%	36%	42%	46%	45%
		35%	42%	68%	74%	4%	5%	38%	40%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.6 Which of the following free-to-access services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
	Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio\signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio\signing subtitles (h)
Unweighted Base	893	200	254	423	25**	26**	197	216
None	642	113	149	254	16	15	106	118
	72%	57%	59%	60%	64%	58%	54%	55%
		18%	23%	40%	2%	2%	17%	18%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.6 Which of the following free-to-access services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
BBC iPlayer	217	57	27	58	32	102	19	57	28	55	28	89	19
	24%	24%	22%	25%	25%	30%	17%	28%	21%	28%	21%	33%	15%
		26%	12%	27%	15%	47% ^f	9%	26% ^l	13%	25% ^l	13%	41% ^{hjl}	9%
ITV Hub (formerly ITV Player)	113	23	18	25	18	48	13	28	16	25	17	45	11
	13%	10%	15%	11%	14%	14%	11%	14%	12%	13%	13%	17%	9%
		20%	16%	22%	16%	42%	12%	25%	14%	22%	15%	40% ^l	10%
All 4	69	17	6	18	11	30	7	20	7	20	10	30	5
	8%	7%	5%	8%	9%	9%	6%	10%	5%	10%	7%	11%	4%
		25%	9%	26%	16%	43%	10%	29%	10%	29% ^l	14%	43% ^l	7%
My5 (formerly Demand 5)	47	14	2	15	7	22	2	17	2	16	5	23	2
	5%	6%	2%	6%	6%	6%	2%	8%	2%	8%	4%	9%	2%
		30%	4%	32% ^b	15%	47% ^b	4%	36% ^{hl}	4%	34% ^{hl}	11%	49% ^{hl}	4%
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	40	12	6	10	8	19	4	11	8	12	8	18	6
	4%	5%	5%	4%	6%	6%	3%	5%	6%	6%	6%	7%	5%
		30%	15%	25%	20%	48%	10%	28%	20%	30%	20%	45%	15%
STV Player	6	-	1	1	2	3	1	-	1	1	2	1	1
	1%	-	1%	*	2%	1%	1%	-	1%	1%	1%	*	1%
		-	17%	17%	33%	50%	17%	-	17%	17%	33%	17%	17%
UTV Player	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other free-to-access service	10	2	4	3	4	6	3	4	4	4	5	3	4
	1%	1%	3%	1%	3%	2%	3%	2%	3%	2%	4%	1%	3%
		20%	40%	30%	40%	60%	30%	40%	40%	40%	50%	30%	40%
SUMMARY CODES													
ANY FREE ON-DEMAND SERVICE	251	65	33	68	40	120	25	67	34	67	36	104	24
	28%	28%	27%	29%	31%	35%	22%	33%	26%	34%	27%	39%	19%
		26%	13%	27%	16%	48% ^f	10%	27% ^l	14%	27% ^l	14%	41% ^{hjl}	10%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.6 Which of the following free-to-access services do you personally use nowadays to stream or download films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
ANY PSB SERVICE	240	63	31	66	37	114	23	64	32	64	32	100	22
	27%	27%	25%	28%	29%	33%	20%	32%	24%	32%	24%	38%	17%
		26%	13%	28%	15%	48% ^f	10%	27% ^l	13%	27% ^l	13%	42% ^{hjl}	9%
None	642	170	89	164	87	222	90	136	97	133	98	162	102
	72%	72%	73%	71%	69%	65%	78%	67%	74%	67%	73%	61%	81%
		26%	14%	26%	14%	35%	14% ^e	21%	15% ^k	21%	15% ^k	25%	16% ^{gik}

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.7 Have you ever come across any of these services designed to help with any difficulty seeing or hearing, on films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
Audio description for those with any difficulty seeing	200 22%	108 24%	92 21%	31 39%	77 31%	92 16%	89 25%	111 21%	166 24%	34 18%	163 22%	19 22%	17 27%	1 25%
		54%	46%	16%e	39%e	46%	45%	56%	83%	17%	82%	10%	9%	1%
Signing for those with any difficulty hearing	254 28%	134 30%	120 27%	29 37%	88 35%	137 24%	115 32%	139 26%	208 30%	46 24%	217 29%	16 19%	20 32%	1 25%
		53%	47%	11%e	35%e	54%	45%	55%	82%	18%	85%k	6%	8%	*
Subtitles for those with any difficulty hearing	423 47%	206 46%	217 49%	49 62%	133 54%	241 43%	195 54%	228 43%	331 47%	92 48%	348 47%	36 42%	36 57%	3 75%
		49%	51%	12%e	31%e	57%	46%g	54%	78%	22%	82%	9%	9%	1%
Other type of service for those with any difficulty hearing or seeing	9 1%	2 *	7 2%	3 4%	4 2%	2 *	2 1%	7 1%	8 1%	1 1%	8 1%	1 1%	- -	- -
		22%	78%	33%e	44%	22%	22%	78%	89%	11%	89%	11%	-	-
SUMMARY CODE														
ANY ACCESS SERVICE	478	233	245	55	149	274	214	264	374	104	392	43	40	3
	54%	52%	55%	70%	60%	48%	59%	50%	53%	55%	53%	50%	63%	75%
		49%	51%	12%e	31%e	57%	45%g	55%	78%	22%	82%	9%	8%	1%
None	400	210	190	22	96	282	143	257	322	78	342	37	20	1
	45%	47%	43%	28%	39%	50%	39%	48%	46%	41%	46%	43%	32%	25%
		53%	48%	6%	24%	71%cd	36%	64%f	81%	20%	86%l	9%	5%	*
Don't know	15	7	8	2	3	10	6	9	7	8	6	6	3	-
	2%	2%	2%	3%	1%	2%	2%	2%	1%	4%	1%	7%	5%	-
		47%	53%	13%	20%	67%	40%	60%	47%	53%h	40%	40%j	20%j	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.7 Have you ever come across any of these services designed to help with any difficulty seeing or hearing, on films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
Audio description for those with any difficulty seeing	200	200	102	128	200	30	2	15	16	50	5	8	20	47
	22%	22%	19%	26%	22%	23%	25%	20%	19%	18%	50%	25%	26%	27%
		100%	51%	64%b	100%	15%	1%	8%	8%	25%	3%	4%	10%	24%
Signing for those with any difficulty hearing	254	254	159	132	254	37	3	24	32	78	5	4	20	45
	28%	28%	30%	27%	28%	28%	38%	32%	38%	29%	50%	13%	26%	25%
		100%	63%	52%	100%	15%	1%	9%	13%	31%	2%	2%	8%	18%
Subtitles for those with any difficulty hearing	423	423	288	191	423	56	5	52	54	144	7	6	24	70
	47%	47%	54%	39%	47%	43%	63%	70%	64%	53%	70%	19%	32%	40%
		100%c	68%acde	45%	100%c	13%	1%	12%i	13%	34%	2%	1%	6%	17%k
Other type of service for those with any difficulty hearing or seeing	9	9	8	3	9	2	-	2	3	1	-	1	-	1
	1%	1%	2%	1%	1%	2%	-	3%	4%	*	-	3%	-	1%
		100%	89%	33%	100%	22%	-	22%	33%i	11%	-	11%	-	11%
SUMMARY CODE														
ANY ACCESS SERVICE	478	478	312	228	478	62	5	55	57	154	7	11	33	85
	54%	54%	59%	46%	54%	48%	63%	74%	67%	57%	70%	34%	43%	48%
		100%c	65%ce	48%	100%c	13%	1%	12%i	12%	32%	1%	2%	7%	18%
None	400	400	211	255	400	66	2	19	24	115	3	20	41	87
	45%	45%	40%	52%	45%	51%	25%	26%	28%	42%	30%	63%	54%	49%
		100%	53%	64%abd	100%	17%b	1%	5%	6%	29%gh	1%	5%	10%	22%
Don't know	15	15	7	10	15	2	1	-	4	2	-	1	2	5
	2%	2%	1%	2%	2%	2%	13%	-	5%	1%	-	3%	3%	3%
		100%	47%	67%	100%	13%	7%	-	27%i	13%	-	7%	13%	33%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.7 Have you ever come across any of these services designed to help with any difficulty seeing or hearing, on films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
Audio description for those with any difficulty seeing	200 22%	200 100% 100%bcd	145 57% 73%cd	172 41% 86%	200 42% 100%	20 80% 10%	11 42% 6%	60 30% 30%	72 33% 36%
Signing for those with any difficulty hearing	254 28%	145 73% 57%cd	254 100% 100%acd	226 53% 89%	254 53% 100%	9 36% 4%	18 69% 7%	71 36% 28%	76 35% 30%
Subtitles for those with any difficulty hearing	423 47%	172 86% 41%	226 89% 53%	423 100% 100%abd	423 89% 100%	15 60% 4%	20 77% 5%	175 89% 41%	183 85% 43%
Other type of service for those with any difficulty hearing or seeing	9 1%	4 2% 44%	6 2% 67%	5 1% 56%	6 1% 67%	- - -	3 12% 33%	7 4% 78%	7 3% 78%
SUMMARY CODE									
ANY ACCESS SERVICE	478 54%	200 100% 42%	254 100% 53%	423 100% 88%	475 100% 99%	21 84% 4%	23 88% 5%	181 92% 38%	197 91% 41%
None	400 45%	- - -	- - -	- - -	- - -	4 16% 1%	3 12% 1%	16 8% 4%	19 9% 5%
Don't know	15 2%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.7 Have you ever come across any of these services designed to help with any difficulty seeing or hearing, on films or (television) programmes?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
Audio description for those with any difficulty seeing	200 22%	60 26%	23 19%	47 20%	27 21%	83 24%	24 21%	52 26%	28 21%	44 22%	29 22%	65 24%	25 20%
Signing for those with any difficulty hearing	254 28%	66 26%	26 10%	72 28%	33 13%	108 43%	21 8%	66 26%	27 11%	63 25%	28 11%	87 34%	20 8%
Subtitles for those with any difficulty hearing	423 47%	115 49%	51 42%	117 50%	55 43%	213 62%	48 42%	99 49%	56 43%	104 52%	55 41%	161 61%	48 38%
Other type of service for those with any difficulty hearing or seeing	9 1%	3 33%	1 11%	4 44%	2 22%	4 44%	-	2 22%	2 22%	1 11%	3 33%	1 11%	2 22%
SUMMARY CODE													
ANY ACCESS SERVICE	478 54%	136 58%	61 50%	132 57%	63 50%	230 67%	57 50%	118 58%	65 50%	116 58%	66 49%	172 65%	59 47%
None	400 45%	93 40%	58 48%	94 41%	62 49%	107 31%	56 49%	80 39%	64 49%	79 40%	67 50%	89 33%	66 52%
Don't know	15 2%	6 40%	3 20%	6 40%	2 13%	5 33%	2 13%	5 33%	2 13%	5 33%	1 7%	5 33%	1 7%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service?

Base: All with any hearing\visual impairment

	Sky - Digital Satellite TV for a monthly subscription	Satellite TV from someone other than Sky	Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	Virgin Media through cable	Freeview (excluding Freeview Play)	Freeview Play	YouView set top box	BT TV (formerly BT Vision)	Talk Talk TV	Other
Unweighted Base	232	2	24	87	354	24	5	37	18	10
Audio description for those with any difficulty seeing	4 2%	- -	1 4%	2 2%	9 3%	1 4%	1 20%	2 5%	2 11%	- -
Signing for those with any difficulty hearing	10 4%	- -	2 8%	- -	10 3%	1 4%	- -	1 3%	2 11%	- -
Subtitles for those with any difficulty hearing	47 20%	- -	8 33%	13 15%	75 21%	6 25%	2 40%	10 27%	7 39%	1 10%
Other type of service for those with any difficulty hearing or seeing	1 *	- -	- -	- -	- -	- -	- -	1 3%	1 6%	1 10%
SUMMARY CODE										
ANY ACCESS SERVICE	51 22%	- -	9 38%	14 16%	83 23%	7 29%	2 40%	12 32%	8 44%	2 20%
None of these	180 78%	2 100%	13 54%	71 82%	269 76%	17 71%	3 60%	24 65%	9 50%	7 70%
Don't know	1 *	- -	2 8%	2 2%	2 1%	- -	- -	1 3%	1 6%	1 10%

Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Total

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
Audio description for those with any difficulty seeing	22 2%	11 2%	11 2%	1 1%	10 4%	11 2%	5 1%	17 3%	18 3%	4 2%	19 3%	2 2%	1 2%	-
Signing for those with any difficulty hearing	26 3%	12 3%	14 3%	3 4%	11 4%	12 2%	9 2%	17 3%	21 3%	5 3%	21 3%	3 3%	2 3%	-
Subtitles for those with any difficulty hearing	186 21%	93 21%	93 21%	19 24%	51 21%	116 20%	92 25%	94 18%	142 20%	44 23%	152 21%	17 20%	15 24%	2 50%
Other type of service for those with any difficulty hearing or seeing	4 *	1 *	3 1%	1 1%	- -	3 1%	2 1%	2 *	4 1%	- -	4 1%	- -	- -	-
SUMMARY CODE														
ANY ACCESS SERVICE	205 23%	100 22%	105 24%	21 27%	56 23%	128 23%	100 28%	105 20%	157 22%	48 25%	170 23%	18 21%	15 24%	2 50%
None of these	671 75%	341 76%	330 74%	57 72%	185 75%	429 76%	258 71%	413 78%	534 76%	137 72%	560 76%	61 71%	48 76%	2 50%
Don't know	17 2%	9 2%	8 2%	1 1%	7 3%	9 2%	5 1%	12 2%	12 2%	5 3%	10 1%	7 8%	- -	-
		53%	47%	6%	41%	53%	29%	71%	71%	29%	59%	41% ^j	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Total

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
Audio description for those with any difficulty seeing	22 2%	22 2%	9 2%	17 3%	22 2%	4 3%	1 13%	1 1%	- -	6 2%	1 10%	5 16%	2 3%	4 2%
		100%	41%	77%	100%	18%	5%	5%	-	27%	5%	23%lm	9%	18%
Signing for those with any difficulty hearing	26 3%	26 3%	20 4%	10 2%	26 3%	4 3%	1 13%	4 5%	4 5%	11 4%	1 10%	- -	3 4%	2 1%
		100%	77%	38%	100%	15%	4%	15%	15%	42%	4%	-	12%	8%
Subtitles for those with any difficulty hearing	186 21%	186 21%	156 29%	56 11%	186 21%	26 20%	3 38%	35 47%	29 34%	78 29%	1 10%	4 13%	5 7%	20 11%
		100%c	84%acde	30%	100%c	14%c	2%	19%i	16%	42%	1%	2%	3%	11%
Other type of service for those with any difficulty hearing or seeing	4 *	4 *	4 1%	1 *	4 *	1 1%	- -	1 1%	1 1%	2 1%	- -	- -	- -	1 1%
		100%	100%	25%	100%	25%	-	25%	25%	50%	-	-	-	25%
SUMMARY CODE														
ANY ACCESS SERVICE	205 23%	205 23%	163 31%	71 14%	205 23%	29 22%	3 38%	37 50%	29 34%	82 30%	2 20%	7 22%	8 11%	25 14%
		100%c	80%acd	35%	100%c	14%c	1%	18%hi	14%	40%	1%	3%	4%	12%
None of these	671 75%	671 75%	360 68%	410 83%	671 75%	99 76%	4 50%	36 49%	53 62%	188 69%	8 80%	24 75%	65 86%	149 84%
		100%b	54%	61%abd	100%b	15%	1%	5%	8%	28%g	1%	4%	10%	22%
Don't know	17 2%	17 2%	7 1%	12 2%	17 2%	2 2%	1 13%	1 1%	3 4%	1 *	- -	1 3%	3 4%	3 2%
		100%	41%	71%	100%	12%	6%	6%	18%l	6%	-	6%	18%	18%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Total

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
Audio description for those with any difficulty seeing	22 2%	18 9% 82%bcd	8 3% 36%	13 3% 59%	19 4% 86%	22 88% 100%	6 23% 27%	11 6% 50%	22 10% 100%
Signing for those with any difficulty hearing	26 3%	11 6% 42%	18 7% 69%	20 5% 77%	23 5% 88%	6 24% 23%	26 100% 100%	20 10% 77%	26 12% 100%
Subtitles for those with any difficulty hearing	186 21%	58 29% 31%	69 27% 37%	166 39% 89%ab	169 36% 91%b	12 48% 6%	20 77% 11%	186 94% 100%h	186 86% 100%
Other type of service for those with any difficulty hearing or seeing	4 *	3 2% 75%	2 1% 50%	2 * 50%	3 1% 75%	- - -	1 4% 25%	2 1% 50%	2 1% 50%
SUMMARY CODE									
ANY ACCESS SERVICE	205 23%	70 35% 34%	75 30% 37%	174 41% 85%b	185 39% 90%b	23 92% 11%	26 100% 13%	186 94% 91%	203 94% 99%
None of these	671 75%	128 64% 19%	179 70% 27%cd	248 59% 37%	287 60% 43%	2 8% *	- - -	11 6% 2%	13 6% 2%
Don't know	17 2%	2 1% 12%	- - -	1 * 6%	3 1% 18%	- - -	- - -	- - -	- - -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Total

Base: All with any hearing/visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
Audio description for those with any difficulty seeing	22 2%	12 5%	-	9 4%	-	7 2%	3 3%	12 6%	-	9 5%	1 1%	6 2%	2 2%
Signing for those with any difficulty hearing	26 3%	55%bde	-	41%bd	-	32%	14%	55%hjk	-	41%hj	5%	27%	9%
Subtitles for those with any difficulty hearing	186 21%	48 20%	27 22%	47 20%	30 24%	122 36%	19 17%	36 18%	34 26%	40 20%	34 25%	83 31%	22 17%
Other type of service for those with any difficulty hearing or seeing	4 *	1 *	1 1%	1 *	2 2%	1 *	1 1%	1 *	1 1%	1 1%	1 1%	1 *	1 1%
SUMMARY CODE													
ANY ACCESS SERVICE	205 23%	54 23%	30 25%	51 22%	33 26%	126 37%	22 19%	43 21%	36 27%	44 22%	38 28%	85 32%	25 20%
None of these	671 75%	172 73%	90 74%	172 74%	91 72%	208 61%	90 78%	153 75%	93 71%	148 74%	94 70%	173 65%	99 79%
Don't know	17 2%	9 4%	2 2%	9 4%	3 2%	8 2%	3 3%	7 3%	2 2%	8 4%	2 1%	8 3%	2 2%
		53%	12%	53%	18%	47%	18%	41%	12%	47%	12%	47%	12%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Sky - Digital Satellite TV for a monthly subscription

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	232	137	95*	31*	76*	125	107	125	179	53*	185	22**	24**	1**
Audio description for those with any difficulty seeing	4 2%	4 3%	-	-	3 4%	1 1%	1 1%	3 2%	4 2%	-	4 2%	-	-	-
Signing for those with any difficulty hearing	10 4%	4 3%	6 6%	3 10%	4 5%	3 2%	3 3%	7 6%	8 4%	2 4%	8 4%	1 5%	1 4%	-
Subtitles for those with any difficulty hearing	47 20%	27 20%	20 21%	11 35%	11 14%	25 20%	23 21%	24 19%	38 21%	9 17%	36 19%	4 18%	7 29%	-
Other type of service for those with any difficulty hearing or seeing	1 *	-	1 1%	1 3%	-	-	-	1 1%	1 1%	-	1 1%	-	-	-
SUMMARY CODE														
ANY ACCESS SERVICE	51 22%	29 21%	22 23%	12 39%	12 16%	27 22%	25 23%	26 21%	41 23%	10 19%	40 22%	4 18%	7 29%	-
None of these	180 78%	107 78%	73 77%	19 61%	64 84%	97 78%	82 77%	98 78%	137 77%	43 81%	145 78%	17 77%	17 71%	1 100%
Don't know	1 *	1 1%	-	-	-	1 1%	-	1 1%	1 1%	-	-	1 5%	-	-
		100%	-	-	-	100%	-	100%	100%	-	-	100%	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

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Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Sky - Digital Satellite TV for a monthly subscription

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	232	232	125	127	232	20**	1**	18**	19**	72*	2**	5**	22**	50*
Audio description for those with any difficulty seeing	4 2%	4 2%	2 2%	2 2%	4 2%	-	1 100%	-	-	1 1%	-	-	-	2 4%
		100%	50%	50%	100%	-	25%	-	-	25%	-	-	-	50%
Signing for those with any difficulty hearing	10 4%	10 4%	8 6%	4 3%	10 4%	2 10%	1 100%	1 6%	3 16%	3 4%	1 50%	-	1 5%	1 2%
		100%	80%	40%	100%	20%	10%	10%	30%	30%	10%	-	10%	10%
Subtitles for those with any difficulty hearing	47 20%	47 20%	42 34%	10 8%	47 20%	5 25%	1 100%	9 50%	9 47%	23 32%	1 50%	-	-	6 12%
		100% ^c	89% ^{acd}	21%	100% ^c	11%	2%	19%	19%	49%	2%	-	-	13%
Other type of service for those with any difficulty hearing or seeing	1 *	1 *	1 1%	-	1 *	-	-	-	1 5%	-	-	-	-	-
		100%	100%	-	100%	-	-	-	100%	-	-	-	-	-
SUMMARY CODE														
ANY ACCESS SERVICE	51 22%	51 22%	43 34%	13 10%	51 22%	5 25%	1 100%	10 56%	9 47%	23 32%	1 50%	-	1 5%	8 16%
		100% ^c	84% ^{acd}	25%	100% ^c	10%	2%	20%	18%	45%	2%	-	2%	16%
None of these	180 78%	180 78%	82 66%	113 89%	180 78%	15 75%	-	8 44%	10 53%	49 68%	1 50%	5 100%	20 91%	42 84%
		100% ^b	46%	63% ^{abd}	100% ^b	8%	-	4%	6%	27%	1%	3%	11%	23%
Don't know	1 *	1 *	-	1 1%	1 *	-	-	-	-	-	-	-	1 5%	-
		100%	-	100%	100%	-	-	-	-	-	-	-	100%	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Sky - Digital Satellite TV for a monthly subscription
Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	232	57*	77*	128	145	6**	10**	51*	56*
Audio description for those with any difficulty seeing	4 2%	3 5% 75%	1 1% 25%	2 2% 50%	3 2% 75%	4 67% 100%	1 10% 25%	3 6% 75%	4 7% 100%
Signing for those with any difficulty hearing	10 4%	4 7% 40%	9 12% 90%	8 6% 80%	10 7% 100%	1 17% 10%	10 100% 100%	7 14% 70%	10 18% 100%
Subtitles for those with any difficulty hearing	47 20%	12 21% 26%	20 26% 43%	41 32% 87%	43 30% 91%	4 67% 9%	7 70% 15%	47 92% 100%	47 84% 100%
Other type of service for those with any difficulty hearing or seeing	1 *	1 2% 100%	1 1% 100%	1 1% 100%	1 1% 100%	- - -	1 10% 100%	1 2% 100%	1 2% 100%
SUMMARY CODE									
ANY ACCESS SERVICE	51 22%	14 25% 27%	22 29% 43%	42 33% 82%	46 32% 90%	5 83% 10%	10 100% 20%	47 92% 92%	51 91% 100%
None of these	180 78%	43 75% 24%	55 71% 31%	86 67% 48%	99 68% 55%	1 17% 1%	- - -	4 8% 2%	5 9% 3%
Don't know	1 *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Sky - Digital Satellite TV for a monthly subscription

Base: All with any hearing/visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	232	63*	27**	63*	26**	92*	24**	50*	32*	47*	36*	72*	26**
Audio description for those with any difficulty seeing	4 2%	3 5%	- 75%	3 5%	- 75%	3 3%	- 75%	3 6%	- 75%	2 4%	- 50%	3 4%	- 75%
Signing for those with any difficulty hearing	10 4%	3 5%	2 7%	4 6%	3 12%	4 4%	2 8%	3 6%	3 9%	2 4%	3 8%	2 3%	1 4%
Subtitles for those with any difficulty hearing	47 20%	12 19%	6 22%	13 21%	6 23%	33 36%	4 17%	10 20%	9 28%	9 19%	11 31%	23 32%	4 15%
Other type of service for those with any difficulty hearing or seeing	1 *	1 2%	- 100%	1 2%	- 100%	1 1%	- 100%	1 2%	- 100%	1 2%	- 100%	1 1%	- 100%
SUMMARY CODE													
ANY ACCESS SERVICE	51 22%	12 19%	7 26%	13 21%	7 27%	33 36%	4 17%	11 22%	10 31%	9 19%	12 33%	23 32%	4 15%
None of these	180 78%	51 81%	20 74%	50 79%	19 73%	59 64%	20 83%	39 78%	22 69%	38 81%	24 67%	49 68%	22 85%
Don't know	1 *	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Freeview (excluding Freeview Play)

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	354	171	183	17**	81*	256	137	217	269	85*	304	27**	22**	1**
Audio description for those with any difficulty seeing	9 3%	4 2%	5 3%	-	3 4%	6 2%	1 1%	8 4%	8 3%	1 1%	8 3%	-	1 5%	-
		44%	56%	-	33%	67%	11%	89%	89%	11%	89%	-	11%	-
Signing for those with any difficulty hearing	10 3%	6 4%	4 2%	-	3 4%	7 3%	4 3%	6 3%	9 3%	1 1%	9 3%	-	1 5%	-
		60%	40%	-	30%	70%	40%	60%	90%	10%	90%	-	10%	-
Subtitles for those with any difficulty hearing	75 21%	38 22%	37 20%	4 24%	22 27%	49 19%	34 25%	41 19%	54 20%	21 25%	65 21%	6 22%	3 14%	1 100%
		51%	49%	5%	29%	65%	45%	55%	72%	28%	87%	8%	4%	1%
Other type of service for those with any difficulty hearing or seeing	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODE														
ANY ACCESS SERVICE	83 23%	40 23%	43 23%	4 24%	24 30%	55 21%	37 27%	46 21%	61 23%	22 26%	73 24%	6 22%	3 14%	1 100%
		48%	52%	5%	29%	66%	45%	55%	73%	27%	88%	7%	4%	1%
None of these	269 76%	129 75%	140 77%	13 76%	56 69%	200 78%	99 72%	170 78%	207 77%	62 73%	229 75%	21 78%	19 86%	-
		48%	52%	5%	21%	74%	37%	63%	77%	23%	85%	8%	7%	-
Don't know	2 1%	2 1%	-	-	1 1%	1 *	1 1%	1 *	1 *	1 1%	2 1%	-	-	-
		100%	-	-	50%	50%	50%	50%	50%	50%	100%	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Freeview (excluding Freeview Play)

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	354	354	223	185	354	54*	5**	31*	29**	114	2**	13**	30*	63*
Audio description for those with any difficulty seeing	9 3%	9 3%	5 2%	6 3%	9 3%	2 4%	-	-	-	4	-	1	2	-
		100%	56%	67%	100%	22%	-	-	-	44%	-	11%	22% _m	-
Signing for those with any difficulty hearing	10 3%	10 3%	8 4%	4 2%	10 3%	2 4%	-	1 3%	-	7	-	-	2	1
		100%	80%	40%	100%	20%	-	10%	-	70%	-	-	20%	10%
Subtitles for those with any difficulty hearing	75 21%	75 21%	62 28%	21 11%	75 21%	8 15%	2 40%	15 48%	11 38%	26	-	-	4	6
		100% _c	83% _c	28%	100% _c	11%	3%	20% _i	15%	35%	-	-	5%	8%
Other type of service for those with any difficulty hearing or seeing	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODE														
ANY ACCESS SERVICE	83 23%	83 23%	66 30%	27 15%	83 23%	10 19%	2 40%	15 48%	11 38%	29	-	1	6	7
		100% _c	80% _c	33%	100% _c	12%	2%	18% _i	13%	35%	-	1%	7%	8%
None of these	269 76%	269 76%	157 70%	156 84%	269 76%	44 81%	3 60%	16 52%	18 62%	85	2	12	24	55
		100%	58%	58% _{abd}	100%	16%	1%	6%	7%	32% _g	100%	92%	80%	87%
Don't know	2 1%	2 1%	-	2 1%	2 1%	-	-	-	-	-	-	-	-	1
		100%	-	100%	100%	-	-	-	-	-	-	-	-	2%
														50%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Freeview (excluding Freeview Play)

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	354	65*	88*	157	174	9**	10**	77*	85*
Audio description for those with any difficulty seeing	9 3%	6 9% 67%	3 3% 33%	5 3% 56%	7 4% 78%	9 100%	4 40% 44%	4 5% 44%	9 11% 100%
Signing for those with any difficulty hearing	10 3%	4 6% 40%	5 6% 50%	6 4% 60%	7 4% 70%	4 44% 40%	10 100% 100%	7 9% 70%	10 12% 100%
Subtitles for those with any difficulty hearing	75 21%	20 31% 27%	23 26% 31%	66 42% 88% ^b	66 38% 88%	4 44% 5%	7 70% 9%	75 97% 100% ^h	75 88% 100%
Other type of service for those with any difficulty hearing or seeing	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
SUMMARY CODE									
ANY ACCESS SERVICE	83 23%	24 37% 29%	25 28% 30%	70 45% 84% ^b	73 42% 88% ^b	9 100% 11%	10 100% 12%	75 97% 90%	83 98% 100%
None of these	269 76%	41 63% 15%	63 72% 23% ^{cd}	87 55% 32%	101 58% 38%	- - -	- - -	2 3% 1%	2 2% 1%
Don't know	2 1%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.8 Do you use any of the following services for watching/listening to films or (television) programmes at the scheduled time of broadcast through your TV service? - Freeview (excluding Freeview Play)

Base: All with any hearing/visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	354	83*	48*	82*	48*	133	44*	65*	57*	71*	52*	91*	54*
Audio description for those with any difficulty seeing	9 3%	2 2%	- 22%	2 2%	- 22%	1 1%	1 2%	2 3%	- -	4 6%	- -	- -	- -
Signing for those with any difficulty hearing	10 3%	3 4%	2 4%	3 4%	1 2%	3 2%	- -	3 5%	1 2%	4 6%	2 4%	2 2%	1 2%
Subtitles for those with any difficulty hearing	75 21%	17 20%	12 25%	17 21%	11 23%	48 36%	10 23%	9 14%	17 30%	15 21%	14 27%	27 30%	12 22%
Other type of service for those with any difficulty hearing or seeing	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SUMMARY CODE													
ANY ACCESS SERVICE	83 23%	19 23%	13 27%	19 23%	12 25%	51 38%	11 25%	11 17%	17 30%	18 25%	15 29%	28 31%	12 22%
None of these	269 76%	63 76%	35 73%	62 76%	36 75%	80 60%	33 75%	54 83%	40 70%	53 75%	37 71%	62 68%	42 78%
Don't know	2 1%	1 1%	- 50%	1 50%	- -	2 100%	- -	- -	- -	- -	- -	1 50%	- -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base

Access services research

Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through ..? - Summary Table

Base: All who personally use a paid for or free to access service to stream or download

	Netflix	Amazon Prime Instant Video	NowTV	Wuaki.tv	Sky Store	Sky Go (not Sky Store)	Sky on Demand (not Sky Store)	BT player	Talk Talk TV Store	Virgin on Demand pay-per-view	iTunes	Google play	Blinkbox	Playstation Video	Xbox Video	DisneyLife	BBC Store	Other paid-for service	BBC iPlayer	My5 (formerly Demand 5)
Unweighted Base	92	38	19	2	12	11	23	15	6	11	27	14	-	9	11	1	10	4	217	47
Audio description for those with any difficulty seeing	-	1	-	-	1	-	-	2	-	-	2	2	-	-	1	-	1	-	4	1
	-	3%	-	-	8%	-	-	13%	-	-	7%	14%	-	-	9%	-	10%	-	2%	2%
Signing for those with any difficulty hearing	1	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-	1	-
	1%	-	-	-	-	9%	9%	-	-	-	-	-	-	-	-	-	-	-	*	-
Subtitles for those with any difficulty hearing	31	7	5	-	2	3	4	6	1	-	3	2	-	3	-	-	2	1	53	8
	34%	18%	26%	-	17%	27%	17%	40%	17%	-	11%	14%	-	33%	-	-	20%	25%	24%	17%
Other type of service for those with any difficulty hearing or seeing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	2%
SUMMARY CODE																				
ANY ACCESS SERVICE	31	8	5	-	2	3	6	8	1	-	5	4	-	3	1	-	3	1	58	10
	34%	21%	26%	-	17%	27%	26%	53%	17%	-	19%	29%	-	33%	9%	-	30%	25%	27%	21%
None of these	60	30	14	2	10	6	16	7	5	10	21	10	-	6	9	1	7	3	156	37
	65%	79%	74%	100%	83%	55%	70%	47%	83%	91%	78%	71%	-	67%	82%	100%	70%	75%	72%	79%
Don't know	1	-	-	-	-	2	1	-	-	1	1	-	-	-	1	-	-	-	3	-
	1%	-	-	-	-	18%	4%	-	-	9%	4%	-	-	-	9%	-	-	-	1%	-

Access services research

Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through ..? - Summary Table

Base: All who personally use a paid for or free to access service to stream or download

	ITV Hub (former ly ITV Player)	STV Player	UTV Player	All 4	UKTV Play (catch- up TV from Dave, Really, Yesterd ay, Drama)	Other free- to- access service
Unweighted Base	113	6	-	69	40	10
Audio description for those with any difficulty seeing	2 2%	-	-	2 3%	1 3%	-
Signing for those with any difficulty hearing	1 1%	-	-	1 1%	1 3%	1 10%
Subtitles for those with any difficulty hearing	23 20%	1 17%	-	19 28%	10 25%	3 30%
Other type of service for those with any difficulty hearing or seeing	1 1%	-	-	1 1%	-	-
SUMMARY CODE						
ANY ACCESS SERVICE	26 23%	1 17%	-	22 32%	11 28%	4 40%
None of these	86 76%	4 67%	-	46 67%	29 73%	5 50%
Don't know	1 1%	1 17%	-	1 1%	-	1 10%

Access services research

Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through BBC iPlayer?

Base: All who personally use a paid for or free to access service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	217	114	103	35*	82*	100	141	76*	172	45*	191	17**	9**	-**
Audio description for those with any difficulty seeing	4 2%	2 2%	2 2%	1 3%	3 4%	-	3 2%	1 1%	3 2%	1 2%	4 2%	-	-	-
Signing for those with any difficulty hearing	1 *	1 1%	-	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-	-	-
		100%	-	-	100%	-	100%	-	100%	-	100%	-	-	-
Subtitles for those with any difficulty hearing	53 24%	30 26%	23 22%	10 29%	19 23%	24 24%	34 24%	19 25%	41 24%	12 27%	47 25%	4 24%	2 22%	-
		57%	43%	19%	36%	45%	64%	36%	77%	23%	89%	8%	4%	-
Other type of service for those with any difficulty hearing or seeing	1 *	1 1%	-	-	-	1 1%	1 1%	-	1 1%	-	1 1%	-	-	-
		100%	-	-	-	100%	100%	-	100%	-	100%	-	-	-
SUMMARY CODE														
ANY ACCESS SERVICE	58 27%	33 29%	25 24%	11 31%	22 27%	25 25%	38 27%	20 26%	45 26%	13 29%	52 27%	4 24%	2 22%	-
		57%	43%	19%	38%	43%	66%	34%	78%	22%	90%	7%	3%	-
None of these	156 72%	80 70%	76 74%	23 66%	59 72%	74 74%	101 72%	55 72%	124 72%	32 71%	137 72%	12 71%	7 78%	-
		51%	49%	15%	38%	47%	65%	35%	79%	21%	88%	8%	4%	-
Don't know	3 1%	1 1%	2 2%	1 3%	1 1%	1 1%	2 1%	1 1%	3 2%	-	2 1%	1 6%	-	-
		33%	67%	33%	33%	33%	67%	33%	100%	-	67%	33%	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through BBC iPlayer?

Base: All who personally use a paid for or free to access service to stream or download

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	217	217	136	101	217	20**	-**	17**	26**	78*	2**	8**	13**	35*
Audio description for those with any difficulty seeing	4 2%	4 2%	1 1%	3 3%	4 2%	-	-	-	-	1 1%	-	1 13%	1 8%	-
		100%	25%	75%	100%	-	-	-	-	25%	-	25%	25%	-
Signing for those with any difficulty hearing	1 *	1 *	1 1%	-	1 *	-	-	-	-	1 1%	-	-	-	-
		100%	100%	-	100%	-	-	-	-	100%	-	-	-	-
Subtitles for those with any difficulty hearing	53 24%	53 24%	45 33%	15 15%	53 24%	7 35%	-	8 47%	8 31%	26 33%	1 50%	2 25%	1 8%	5 14%
		100%	85% ^c	28%	100%	13%	-	15%	15%	49%	2%	4%	2%	9%
Other type of service for those with any difficulty hearing or seeing	1 *	1 *	1 1%	1 1%	1 *	1 5%	-	1 6%	-	-	-	-	-	1 3%
		100%	100%	100%	100%	100%	-	100%	-	-	-	-	-	100%
SUMMARY CODE														
ANY ACCESS SERVICE	58 27%	58 27%	47 35%	19 19%	58 27%	8 40%	-	9 53%	8 31%	27 35%	1 50%	3 38%	2 15%	6 17%
		100%	81% ^c	33%	100%	14%	-	16%	14%	47%	2%	5%	3%	10%
None of these	156 72%	156 72%	88 65%	80 79%	156 72%	12 60%	-	8 47%	17 65%	51 65%	1 50%	5 63%	11 85%	28 80%
		100%	56%	51% ^b	100%	8%	-	5%	11%	33%	1%	3%	7%	18%
Don't know	3 1%	3 1%	1 1%	2 2%	3 1%	-	-	-	1 4%	-	-	-	-	1 3%
		100%	33%	67%	100%	-	-	-	33%	-	-	-	-	33%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through BBC iPlayer?

Base: All who personally use a paid for or free to access service to stream or download

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	217	73*	92*	151	162	7**	10**	83*	89*
Audio description for those with any difficulty seeing	4 2%	2 3%	-	2 1%	3 2%	4 57%	-	-	4 4%
Signing for those with any difficulty hearing	1 *	-	1 1%	1 1%	1 1%	-	1 10%	1 1%	1 1%
Subtitles for those with any difficulty hearing	53 24%	21 29%	23 25%	50 33%	51 31%	2 29%	4 40%	53 64%	53 60%
Other type of service for those with any difficulty hearing or seeing	1 *	1 1%	1 1%	1 1%	1 1%	-	-	-	-
SUMMARY CODE									
ANY ACCESS SERVICE	58 27%	24 33%	24 26%	53 35%	55 34%	6 86%	4 40%	53 64%	57 64%
None of these	156 72%	49 67%	68 74%	98 65%	107 66%	1 14%	6 60%	30 36%	32 36%
Don't know	3 1%	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through BBC iPlayer?

Base: All who personally use a paid for or free to access service to stream or download

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	217	57*	27**	58*	32*	102	19**	57*	28**	55*	28**	89*	19**
Audio description for those with any difficulty seeing	4 2%	2 4%	-	1 2%	-	1 1%	-	3 5%	-	2 4%	-	1 1%	-
Signing for those with any difficulty hearing	1 *	-	1 4%	-	1 3%	-	-	-	1 4%	-	1 4%	-	-
		-	100%	-	100%	-	-	-	100%	-	100%	-	-
Subtitles for those with any difficulty hearing	53 24%	14 25%	9 33%	12 21%	13 41%	37 36%	5 26%	11 19%	10 36%	13 24%	12 43%	32 36%	3 16%
		26%	17%	23%	25% ^c	70% ^c	9%	21%	19%	25%	23%	60% ^g	6%
Other type of service for those with any difficulty hearing or seeing	1 *	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODE													
ANY ACCESS SERVICE	58 27%	16 28%	9 33%	13 22%	13 41%	38 37%	5 26%	14 25%	10 36%	15 27%	12 43%	33 37%	3 16%
		28%	16%	22%	22%	66%	9%	24%	17%	26%	21%	57%	5%
None of these	156 72%	39 68%	17 63%	43 74%	18 56%	62 61%	13 68%	41 72%	17 61%	38 69%	15 54%	55 62%	15 79%
		25%	11%	28%	12%	40%	8%	26%	11%	24%	10%	35%	10%
Don't know	3 1%	2 4%	1 4%	2 3%	1 3%	2 2%	1 5%	2 4%	1 4%	2 4%	1 4%	1 1%	1 5%
		67%	33%	67%	33%	67%	33%	67%	33%	67%	33%	33%	33%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through ITV Hub (formerly ITV Player)?

Base: All who personally use a paid for or free to access service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	113	55*	58*	16**	49*	48*	70*	43*	91*	22**	105	6**	2**	-**
Audio description for those with any difficulty seeing	2 2%	2 4%	-	-	2 4%	-	2 3%	-	2 2%	-	2 2%	-	-	-
		100%	-	-	100%	-	100%	-	100%	-	100%	-	-	-
Signing for those with any difficulty hearing	1 1%	1 2%	-	-	1 2%	-	1 1%	-	1 1%	-	1 1%	-	-	-
		100%	-	-	100%	-	100%	-	100%	-	100%	-	-	-
Subtitles for those with any difficulty hearing	23 20%	12 22%	11 19%	1 6%	10 20%	12 25%	16 23%	7 16%	18 20%	5 23%	22 21%	1 17%	-	-
		52%	48%	4%	43%	52%	70%	30%	78%	22%	96%	4%	-	-
Other type of service for those with any difficulty hearing or seeing	1 1%	1 2%	-	-	-	1 2%	1 1%	-	1 1%	-	1 1%	-	-	-
		100%	-	-	-	100%	100%	-	100%	-	100%	-	-	-
SUMMARY CODE														
ANY ACCESS SERVICE	26 23%	15 27%	11 19%	1 6%	12 24%	13 27%	19 27%	7 16%	21 23%	5 23%	25 24%	1 17%	-	-
		58%	42%	4%	46%	50%	73%	27%	81%	19%	96%	4%	-	-
None of these	86 76%	40 73%	46 79%	14 88%	37 76%	35 73%	50 71%	36 84%	69 76%	17 77%	80 76%	4 67%	2 100%	-
		47%	53%	16%	43%	41%	58%	42%	80%	20%	93%	5%	2%	-
Don't know	1 1%	-	1 2%	1 6%	-	-	1 1%	-	1 1%	-	-	1 17%	-	-
		-	100%	100%	-	-	100%	-	100%	-	-	100%	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through ITV Hub (formerly ITV Player)?

Base: All who personally use a paid for or free to access service to stream or download

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	113	113	63*	57*	113	7**	-**	8**	13**	37*	1**	4**	8**	18**
Audio description for those with any difficulty seeing	2 2%	2 2%	-	2 4%	2 2%	-	-	-	-	-	-	-	-	1 6%
		100%	-	100%	100%	-	-	-	-	-	-	-	-	50%
Signing for those with any difficulty hearing	1 1%	1 1%	1 2%	-	1 1%	-	-	-	-	1 3%	-	-	-	-
		100%	100%	-	100%	-	-	-	-	100%	-	-	-	-
Subtitles for those with any difficulty hearing	23 20%	23 20%	21 33%	5 9%	23 20%	3 43%	-	4 50%	2 15%	14 38%	-	1 25%	-	-
		100%	91% ^c	22%	100%	13%	-	17%	9%	61%	-	4%	-	-
Other type of service for those with any difficulty hearing or seeing	1 1%	1 1%	1 2%	1 2%	1 1%	1 14%	-	1 13%	-	-	-	-	-	1 6%
		100%	100%	100%	100%	100%	-	100%	-	-	-	-	-	100%
SUMMARY CODE														
ANY ACCESS SERVICE	26 23%	26 23%	22 35%	8 14%	26 23%	4 57%	-	5 63%	2 15%	14 38%	-	1 25%	-	2 11%
		100%	85% ^c	31%	100%	15%	-	19%	8%	54%	-	4%	-	8%
None of these	86 76%	86 76%	40 63%	49 86%	86 76%	3 43%	-	3 38%	10 77%	23 62%	1 100%	3 75%	8 100%	16 89%
		100%	47%	57% ^b	100%	3%	-	3%	12%	27%	1%	3%	9%	19%
Don't know	1 1%	1 1%	1 2%	-	1 1%	-	-	-	1 8%	-	-	-	-	-
		100%	100%	-	100%	-	-	-	100%	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through ITV Hub (formerly ITV Player)?

Base: All who personally use a paid for or free to access service to stream or download

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	113	41*	45*	74*	81*	5**	7**	34*	38*
Audio description for those with any difficulty seeing	2 2%	2 5%	-	2 3%	2 2%	2 40%	-	-	2 5%
Signing for those with any difficulty hearing	1 1%	-	1 2%	1 1%	1 1%	-	1 14%	1 3%	1 3%
Subtitles for those with any difficulty hearing	23 20%	7 17%	9 20%	23 31%	23 28%	1 20%	3 43%	23 68%	23 61%
Other type of service for those with any difficulty hearing or seeing	1 1%	1 2%	1 2%	1 1%	1 1%	-	-	-	-
SUMMARY CODE									
ANY ACCESS SERVICE	26 23%	10 24%	10 22%	26 35%	26 32%	3 60%	3 43%	23 68%	25 66%
None of these	86 76%	31 76%	35 78%	48 65%	55 68%	2 40%	4 57%	11 32%	13 34%
Don't know	1 1%	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.9 And do you use any of the following services when streaming or downloading films or (television) programmes through ITV Hub (formerly ITV Player)?

Base: All who personally use a paid for or free to access service to stream or download

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	113	23**	18**	25**	18**	48*	13**	28**	16**	25**	17**	45*	11**
Audio description for those with any difficulty seeing	2 2%	1 4% 50%	1 6% 50%	- - -	- - -	2 4% 100%	- - -	1 4% 50%	- - -	1 4% 50%	- - -	1 2% 50%	- - -
Signing for those with any difficulty hearing	1 1%	- - -	1 6% 100%	- - -	1 6% 100%	- - -	- - -	- - -	1 6% 100%	- - -	1 6% 100%	- - -	- - -
Subtitles for those with any difficulty hearing	23 20%	5 22% 22%	6 33% 26%	6 24% 26%	8 44% 35%	18 38% 78%	1 8% 4%	6 21% 26%	6 38% 26%	4 16% 17%	9 53% 39%	17 38% 74%	- - -
Other type of service for those with any difficulty hearing or seeing	1 1%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
SUMMARY CODE													
ANY ACCESS SERVICE	26 23%	6 26% 23%	7 39% 27%	6 24% 23%	8 44% 31%	20 42% 77%	1 8% 4%	7 25% 27%	6 38% 23%	5 20% 19%	9 53% 35%	18 40% 69%	- - -
None of these	86 76%	17 74% 20%	10 56% 12%	19 76% 22%	9 50% 10%	28 58% 33%	11 85% 13%	21 75% 24%	9 56% 10%	20 80% 23%	7 41% 8%	27 60% 31%	10 91% 12%
Don't know	1 1%	- - -	1 6% 100%	- - -	1 6% 100%	- - -	1 8% 100%	- - -	1 6% 100%	- - -	1 6% 100%	- - -	1 9% 100%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.10 Which of the following devices do you use to watch films or (television) programmes when using ...?

Base: All who personally access a visual or hearing service

	Audio description for those with any difficulty seeing	Signing for those with any difficulty hearing	Subtitles for those with any difficulty hearing	Other type of service for those with any difficulty hearing or seeing
Unweighted Base	25	26	197	5
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	8 32%	3 12%	39 20%	2 40%
Apple TV	1 4%	-	-	-
Amazon Fire Stick	-	-	9 5%	-
Chromecast	1 4%	-	4 2%	-
Roku	-	-	-	-
Smartphone	2 8%	3 12%	17 9%	-
Laptop or netbook computer	4 16%	4 15%	31 16%	1 20%
Tablet computer e.g. iPad or Samsung Galaxy	2 8%	1 4%	27 14%	-
Set-top box (e.g. Sky Q, Virgin TiVo)	3 12%	1 4%	12 6%	-
Games console (e.g. PlayStation, Xbox)	1 4%	1 4%	8 4%	-
Other	1 4%	1 4%	13 7%	-
SUMMARY CODE				
ANY DEVICE	10 40%	9 35%	87 44%	3 60%
None of these	12 48%	14 54%	94 48%	2 40%
Don't know	2 8%	2 8%	5 3%	-

Access services research

Q.10 Which of the following devices do you use to watch films or (television) programmes when using Subtitles for those with any difficulty hearing?

Base: All who personally access a visual or hearing service

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	197	100	97*	27**	53*	117	98*	99*	149	48*	159	21**	15**	2**
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	39 20%	26 26% 67%b	13 13% 33%	6 22% 15%	12 23% 31%	21 18% 54%	23 23% 59%	16 16% 41%	26 17% 67%	13 27% 33%	28 18% 72%	6 29% 15%	5 33% 13%	- - -
Apple TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amazon Fire Stick	9 5%	7 7% 78%	2 2% 22%	1 4% 11%	6 11% 67%e	2 2% 22%	6 6% 67%	3 3% 33%	6 4% 67%	3 6% 33%	8 5% 89%	1 5% 11%	- - -	- - -
Chromecast	4 2%	3 3% 75%	1 1% 25%	2 7% 50%	1 2% 25%	1 1% 25%	3 3% 75%	1 1% 25%	3 2% 75%	1 2% 25%	4 3% 100%	- - -	- - -	- - -
Roku	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smartphone	17 9%	12 12% 71%	5 5% 29%	10 37% 59%	5 9% 29%e	2 2% 12%	9 9% 53%	8 8% 47%	12 8% 71%	5 10% 29%	13 8% 76%	2 10% 12%	2 13% 12%	- - -
Laptop or netbook computer	31 16%	18 18% 58%	13 13% 42%	13 48% 42%	11 21% 35%e	7 6% 23%	21 21% 68%g	10 10% 32%	25 17% 81%	6 13% 19%	27 17% 87%	2 10% 6%	2 13% 6%	- - -
Tablet computer e.g. iPad or Samsung Galaxy	27 14%	15 15% 56%	12 12% 44%	5 19% 19%	11 21% 41%e	11 9% 41%	15 15% 56%	12 12% 44%	22 15% 81%	5 10% 19%	21 13% 78%	4 19% 15%	2 13% 7%	- - -
Set-top box (e.g. Sky Q, Virgin TiVo)	12 6%	9 9% 75%	3 3% 25%	2 7% 17%	5 9% 42%	5 4% 42%	9 9% 75%	3 3% 25%	9 6% 75%	3 6% 25%	9 6% 75%	1 5% 8%	2 13% 17%	- - -
Games console (e.g. PlayStation, Xbox)	8 4%	8 8% 100%b	- - -	6 22% 75%	2 4% 25%e	- - -	4 4% 50%	4 4% 50%	6 4% 75%	2 4% 25%	6 4% 75%	2 10% 25%	- - -	- - -
Other	13 7%	5 5% 38%	8 8% 62%	- - -	4 8% 31%	9 8% 69%	8 8% 62%	5 5% 38%	8 5% 62%	5 10% 38%	10 6% 77%	1 5% 8%	2 13% 15%	- - -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.10 Which of the following devices do you use to watch films or (television) programmes when using Subtitles for those with any difficulty hearing?

Base: All who personally access a visual or hearing service

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	197	100	97*	27**	53*	117	98*	99*	149	48*	159	21**	15**	2**
SUMMARY CODE														
ANY DEVICE	87	50	37	25	26	36	50	37	69	18	68	12	7	-
	44%	50%	38%	93%	49%	31%	51%	37%	46%	38%	43%	57%	47%	-
		57%	43%	29%	30%	41%	57%	43%	79%	21%	78%	14%	8%	-
None of these	94	43	51	1	22	71	42	52	68	26	79	8	5	2
	48%	43%	53%	4%	42%	61%	43%	53%	46%	54%	50%	38%	33%	100%
		46%	54%	1%	23%	76%	45%	55%	72%	28%	84%	9%	5%	2%
Don't know	5	3	2	1	2	2	-	5	5	-	4	-	1	-
	3%	3%	2%	4%	4%	2%	-	5%	3%	-	3%	-	7%	-
		60%	40%	20%	40%	40%	-	100%	100%	-	80%	-	20%	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.10 Which of the following devices do you use to watch films or (television) programmes when using Subtitles for those with any difficulty hearing?

Base: All who personally access a visual or hearing service

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	197	197	164	60*	197	27**	3**	37*	31*	79*	2**	4**	7**	21**
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	39 20%	39 20% 100%	31 19% 79%	12 20% 31%	39 20% 100%	4 15% 10%	1 33% 3%	5 14% 13%	7 23% 18%	17 22% 44%	- - -	- - -	2 29% 5%	5 24% 13%
Apple TV	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Amazon Fire Stick	9 5%	9 5% 100%	5 3% 56%	4 7% 44%	9 5% 100%	- - -	1 33% 11%	- - -	2 6% 22%	1 1% 11%	- - -	- - -	- - -	1 5% 11%
Chromecast	4 2%	4 2% 100%	2 1% 50%	2 3% 50%	4 2% 100%	- - -	- - -	- - -	1 3% 25%	1 1% 25%	- - -	- - -	- - -	- - -
Roku	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Smartphone	17 9%	17 9% 100%	11 7% 65%	7 12% 41%	17 9% 100%	1 4% 6%	- - -	3 8% 18%	2 6% 12%	4 5% 24%	- - -	- - -	2 29% 12%	2 10% 12%
Laptop or netbook computer	31 16%	31 16% 100%	21 13% 68%	12 20% 39%	31 16% 100%	2 7% 6%	1 33% 3%	2 5% 6%	2 6% 6%	12 15% 39%	- - -	1 25% 3%	1 14% 3%	5 24% 16%
Tablet computer e.g. iPad or Samsung Galaxy	27 14%	27 14% 100%	20 12% 74%	12 20% 44%	27 14% 100%	5 19% 19%	- - -	3 8% 11%	3 10% 11%	13 16% 48%	- - -	- - -	2 29% 7%	3 14% 11%
Set-top box (e.g. Sky Q, Virgin TiVo)	12 6%	12 6% 100%	10 6% 83%	3 5% 25%	12 6% 100%	1 4% 8%	- - -	- - -	1 3% 8%	8 10% 67%g	- - -	- - -	- - -	2 10% 17%
Games console (e.g. PlayStation, Xbox)	8 4%	8 4% 100%	7 4% 88%	2 3% 25%	8 4% 100%	1 4% 13%	- - -	- - -	3 10% 38%i	1 1% 13%	1 50% 13%	- - -	- - -	1 5% 13%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.10 Which of the following devices do you use to watch films or (television) programmes when using Subtitles for those with any difficulty hearing?

Base: All who personally access a visual or hearing service

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	197	197	164	60*	197	27**	3**	37*	31*	79*	2**	4**	7**	21**
Other	13	13	12	4	13	3	-	2	2	5	-	-	-	1
	7%	7%	7%	7%	7%	11%	-	5%	6%	6%	-	-	-	5%
		100%	92%	31%	100%	23%	-	15%	15%	38%	-	-	-	8%
SUMMARY CODE														
ANY DEVICE	87	87	67	30	87	10	2	7	14	38	1	1	4	13
	44%	44%	41%	50%	44%	37%	67%	19%	45%	48%	50%	25%	57%	62%
		100%	77%	34%	100%	11%	2%	8%	16%g	44%g	1%	1%	5%	15%
None of these	94	94	81	27	94	14	1	27	15	33	-	3	3	8
	48%	48%	49%	45%	48%	52%	33%	73%	48%	42%	-	75%	43%	38%
		100%	86%	29%	100%	15%	1%	29%hi	16%	35%	-	3%	3%	9%
Don't know	5	5	5	1	5	1	-	1	1	3	1	-	-	-
	3%	3%	3%	2%	3%	4%	-	3%	3%	4%	50%	-	-	-
		100%	100%	20%	100%	20%	-	20%	20%	60%	20%	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

Q.10 Which of the following devices do you use to watch films or (television) programmes when using Subtitles for those with any difficulty hearing?

Base: All who personally access a visual or hearing service

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	197	60*	71*	175	179	12**	20**	197	197
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	39 20%	17 28% 44%	21 30% 54%	37 21% 95%	38 21% 97%	4 33% 10%	3 15% 8%	39 20% 100%	39 20% 100%
Apple TV	-	-	-	-	-	-	-	-	-
Amazon Fire Stick	9 5%	3 5% 33%	5 7% 56%	9 5% 100%	9 5% 100%	- - -	- - -	9 5% 100%	9 5% 100%
Chromecast	4 2%	4 7% 100%	3 4% 75%	4 2% 100%	4 2% 100%	- - -	- - -	4 2% 100%	4 2% 100%
Roku	-	-	-	-	-	-	-	-	-
Smartphone	17 9%	10 17% 59%	8 11% 47%	14 8% 82%	15 8% 88%	2 17% 12%	2 10% 12%	17 9% 100%	17 9% 100%
Laptop or netbook computer	31 16%	14 23% 45%	17 24% 55%	26 15% 84%	27 15% 87%	1 8% 3%	1 5% 3%	31 16% 100%	31 16% 100%
Tablet computer e.g. iPad or Samsung Galaxy	27 14%	10 17% 37%	12 17% 44%	24 14% 89%	25 14% 93%	- - -	1 5% 4%	27 14% 100%	27 14% 100%
Set-top box (e.g. Sky Q, Virgin TiVo)	12 6%	7 12% 58%	5 7% 42%	10 6% 83%	12 7% 100%	1 8% 8%	- - -	12 6% 100%	12 6% 100%
Games console (e.g. PlayStation, Xbox)	8 4%	2 3% 25%	1 1% 13%	6 3% 75%	6 3% 75%	1 8% 13%	- - -	8 4% 100%	8 4% 100%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.10 Which of the following devices do you use to watch films or (television) programmes when using Subtitles for those with any difficulty hearing?

Base: All who personally access a visual or hearing service

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	197	60*	71*	175	179	12**	20**	197	197
Other	13	4	6	13	13	-	-	13	13
	7%	7%	8%	7%	7%	-	-	7%	7%
		31%	46%	100%	100%	-	-	100%	100%
SUMMARY CODE									
ANY DEVICE	87	35	36	77	81	6	6	87	87
	44%	58%	51%	44%	45%	50%	30%	44%	44%
		40%	41%	89%	93%	7%	7%	100%	100%
None of these	94	20	28	83	83	5	11	94	94
	48%	33%	39%	47%	46%	42%	55%	48%	48%
		21%	30%	88%	88%	5%	12%	100%	100%
Don't know	5	1	2	4	4	1	3	5	5
	3%	2%	3%	2%	2%	8%	15%	3%	3%
		20%	40%	80%	80%	20%	60%	100%	100%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.10 Which of the following devices do you use to watch films or (television) programmes when using Subtitles for those with any difficulty hearing?

Base: All who personally access a visual or hearing service

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	197	53*	28**	51*	31*	130	22**	41*	35*	46*	36*	91*	23**
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	39 20%	9 17% 23%	4 14% 10%	10 20% 26%	5 16% 13%	28 22% 72%	3 14% 8%	9 22% 23%	4 11% 10%	7 15% 18%	6 17% 15%	21 23% 54%	2 9% 5%
Apple TV	-	-	-	-	-	-	-	-	-	-	-	-	-
Amazon Fire Stick	9 5%	3 6% 33%	2 7% 22%	2 4% 22%	2 6% 22%	9 7% 100%	-	2 5% 22%	2 6% 22%	2 4% 22%	2 6% 22%	6 7% 67%	1 4% 11%
Chromecast	4 2%	2 4% 50%	1 4% 25%	2 4% 50%	1 3% 25%	4 3% 100%	-	1 2% 25%	1 3% 25%	1 2% 25%	2 6% 50%	2 2% 50%	1 4% 25%
Roku	-	-	-	-	-	-	-	-	-	-	-	-	-
Smartphone	17 9%	6 11% 35%	1 4% 6%	6 12% 35%	3 10% 18%	13 10% 76%	1 5% 6%	6 15% 35%	4 11% 24%	7 15% 41%	6 17% 35%	14 15% 82%	1 4% 6%
Laptop or netbook computer	31 16%	9 17% 29%	4 14% 13%	8 16% 26%	7 23% 23%	21 16% 68%	4 18% 13%	9 22% 29%	7 20% 23%	10 22% 32%	10 28% 32%	18 20% 58%	4 17% 13%
Tablet computer e.g. iPad or Samsung Galaxy	27 14%	7 13% 26%	5 18% 19%	7 14% 26%	9 29% 33%e	18 14% 67%	4 18% 15%	5 12% 19%	7 20% 26%	5 11% 19%	9 25% 33%	15 16% 56%	3 13% 11%
Set-top box (e.g. Sky Q, Virgin TiVo)	12 6%	5 9% 42%	- - -	5 10% 42%	2 6% 17%	9 7% 75%	2 9% 17%	3 7% 25%	1 3% 8%	3 7% 25%	1 3% 8%	6 7% 50%	3 13% 25%
Games console (e.g. PlayStation, Xbox)	8 4%	4 8% 50%	1 4% 13%	3 6% 38%	1 3% 13%	6 5% 75%	1 5% 13%	3 7% 38%	1 3% 13%	4 9% 50%	2 6% 25%	6 7% 75%	1 4% 13%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.10 Which of the following devices do you use to watch films or (television) programmes when using Subtitles for those with any difficulty hearing?

Base: All who personally access a visual or hearing service

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	197	53*	28**	51*	31*	130	22**	41*	35*	46*	36*	91*	23**
Other	13	2	-	4	-	9	2	2	1	3	-	6	1
	7%	4%	-	8%	-	7%	9%	5%	3%	7%	-	7%	4%
		15%	-	31%	-	69%	15%	15%	8%	23%	-	46%	8%
SUMMARY CODE													
ANY DEVICE	87	26	11	23	14	61	9	24	15	22	19	48	8
	44%	49%	39%	45%	45%	47%	41%	59%	43%	48%	53%	53%	35%
		30%	13%	26%	16%	70%	10%	28%	17%	25%	22%	55%	9%
None of these	94	22	17	22	16	60	10	14	18	20	16	37	13
	48%	42%	61%	43%	52%	46%	45%	34%	51%	43%	44%	41%	57%
		23%	18%	23%	17%	64%	11%	15%	19%	21%	17%	39%	14%
Don't know	5	3	-	3	1	2	1	1	1	1	1	1	1
	3%	6%	-	6%	3%	2%	5%	2%	3%	2%	3%	1%	4%
		60%	-	60%	20%	40%	20%	20%	20%	20%	20%	20%	20%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast?

Base: All with any hearing\visual impairment

		Audio description for those with any difficulty seeing	Signing for those with any difficulty hearing	Subtitles for those with any difficulty hearing
Unweighted Base		893	893	893
5 Very satisfied	(5)	167 19%	160 18%	231 26%
4	(4)	68 8%	72 8%	111 12%
3	(3)	536 60%	534 60%	436 49%
2	(2)	33 4%	36 4%	36 4%
1 Not at all satisfied	(1)	89 10%	91 10%	79 9%
SUMMARY CODES				
ANY SATISFIED		235 26%	232 26%	342 38%
ANY NOT SATISFIED		122 14%	127 14%	115 13%
Mean Score		3.214	3.195	3.424
Standard Deviation		1.102	1.099	1.172
Error Variance		0.001	0.001	0.002

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Audio description for those with any difficulty seeing
Base: All with any hearing\visual impairment

		Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
			Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base		893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
5 Very satisfied	(5)	167	79	88	21	49	97	61	106	131	36	146	16	5	-
		19%	18%	20%	27%	20%	17%	17%	20%	19%	19%	20%	19%	8%	-
			47%	53%	13%e	29%	58%	37%	63%	78%	22%	87%l	10%	3%	-
4	(4)	68	34	34	8	19	41	34	34	51	17	56	7	5	-
		8%	8%	8%	10%	8%	7%	9%	6%	7%	9%	8%	8%	8%	-
			50%	50%	12%	28%	60%	50%	50%	75%	25%	82%	10%	7%	-
3	(3)	536	279	257	41	147	348	220	316	424	112	433	50	49	4
		60%	62%	58%	52%	59%	61%	61%	60%	60%	59%	59%	58%	78%	100%
			52%	48%	8%	27%	65%	41%	59%	79%	21%	81%	9%	9%jk	1%
2	(2)	33	15	18	2	14	17	13	20	30	3	26	4	3	-
		4%	3%	4%	3%	6%	3%	4%	4%	4%	2%	4%	5%	5%	-
			45%	55%	6%	42%	52%	39%	61%	91%	9%	79%	12%	9%	-
1 Not at all satisfied	(1)	89	43	46	7	19	63	35	54	67	22	79	9	1	-
		10%	10%	10%	9%	8%	11%	10%	10%	10%	12%	11%	10%	2%	-
			48%	52%	8%	21%	71%	39%	61%	75%	25%	89%l	10%l	1%	-
SUMMARY CODES															
ANY SATISFIED		235	113	122	29	68	138	95	140	182	53	202	23	10	-
		26%	25%	28%	37%	27%	24%	26%	26%	26%	28%	27%	27%	16%	-
			48%	52%	12%e	29%	59%	40%	60%	77%	23%	86%l	10%	4%	-
ANY NOT SATISFIED		122	58	64	9	33	80	48	74	97	25	105	13	4	-
		14%	13%	14%	11%	13%	14%	13%	14%	14%	13%	14%	15%	6%	-
			48%	52%	7%	27%	66%	39%	61%	80%	20%	86%	11%	3%	-
Mean Score		3.214	3.202	3.226	3.430e	3.262	3.163	3.201	3.223	3.212	3.221	3.222	3.198	3.159	3.000
Standard Deviation		1.102	1.075	1.131	1.173	1.080	1.100	1.072	1.123	1.095	1.133	1.131	1.125	0.700	0.000
Error Variance		0.001	0.003	0.003	0.017	0.005	0.002	0.003	0.002	0.002	0.007	0.002	0.015	0.008	0.000

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Audio description for those with any difficulty seeing
Base: All with any hearing\visual impairment

		Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
			Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base		893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
5 Very satisfied	(5)	167	167	94	97	167	24	2	13	13	44	3	2	14	37
		19%	19%	18%	20%	19%	18%	25%	18%	15%	16%	30%	6%	18%	21%
			100%	56%	58%	100%	14%	1%	8%	8%	26%	2%	1%	8%	22%
4	(4)	68	68	43	39	68	14	2	7	6	20	-	6	3	15
		8%	8%	8%	8%	8%	11%	25%	9%	7%	7%	-	19%	4%	8%
			100%	63%	57%	100%	21%	3%	10%	9%	29%	-	9%	4%	22%
3	(3)	536	536	321	287	536	72	4	44	55	163	3	18	44	105
		60%	60%	61%	58%	60%	55%	50%	59%	65%	60%	30%	56%	58%	59%
			100%	60%	54%	100%	13%	1%	8%	10%	30%	1%	3%	8%	20%
2	(2)	33	33	18	19	33	4	-	3	3	10	1	2	5	7
		4%	4%	3%	4%	4%	3%	-	4%	4%	4%	10%	6%	7%	4%
			100%	55%	58%	100%	12%	-	9%	9%	30%	3%	6%	15%	21%
1 Not at all satisfied	(1)	89	89	54	51	89	16	-	7	8	34	3	4	10	13
		10%	10%	10%	10%	10%	12%	-	9%	9%	13%	30%	13%	13%	7%
			100%	61%	57%	100%	18%	-	8%	9%	38%	3%	4%	11%	15%
SUMMARY CODES															
ANY SATISFIED		235	235	137	136	235	38	4	20	19	64	3	8	17	52
		26%	26%	26%	28%	26%	29%	50%	27%	22%	24%	30%	25%	22%	29%
			100%	58%	58%	100%	16%	2%	9%	8%	27%	1%	3%	7%	22%
ANY NOT SATISFIED		122	122	72	70	122	20	-	10	11	44	4	6	15	20
		14%	14%	14%	14%	14%	15%	-	14%	13%	16%	40%	19%	20%	11%
			100%	59%	57%	100%	16%	-	8%	9%	36%	3%	5%	12%	16%
Mean Score		3.214	3.214	3.198	3.227	3.214	3.200	3.750	3.216	3.153	3.111	2.900	3.000	3.079	3.316
Standard Deviation		1.102	1.102	1.093	1.127	1.102	1.157	0.886	1.089	1.041	1.120	1.663	1.016	1.175	1.077
Error Variance		0.001	0.001	0.002	0.003	0.001	0.010	0.098	0.016	0.013	0.005	0.277	0.032	0.018	0.007

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Audio description for those with any difficulty seeing
Base: All with any hearing\visual impairment

		Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
	Total	Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio\signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio\signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
5 Very satisfied	(5) 167	44	48	79	94	8	4	31	36
	19%	22%	19%	19%	20%	32%	15%	16%	17%
		26%	29%	47%	56%	5%	2%	19%	22%
4	(4) 68	16	18	36	40	5	3	22	23
	8%	8%	7%	9%	8%	20%	12%	11%	11%
		24%	26%	53%	59%	7%	4%	32%	34%
3	(3) 536	117	162	257	281	11	13	116	126
	60%	59%	64%	61%	59%	44%	50%	59%	58%
		22%	30%	48%	52%	2%	2%	22%	24%
2	(2) 33	5	10	16	18	1	3	4	7
	4%	3%	4%	4%	4%	4%	12%	2%	3%
		15%	30%	48%	55%	3%	9%	12%	21%
1 Not at all satisfied	(1) 89	18	16	35	42	-	3	24	24
	10%	9%	6%	8%	9%	-	12%	12%	11%
		20%	18%	39%	47%	-	3%	27%	27%
SUMMARY CODES									
ANY SATISFIED	235	60	66	115	134	13	7	53	59
	26%	30%	26%	27%	28%	52%	27%	27%	27%
		26%	28%	49%	57%	6%	3%	23%	25%
ANY NOT SATISFIED	122	23	26	51	60	1	6	28	31
	14%	12%	10%	12%	13%	4%	23%	14%	14%
		19%	21%	42%	49%	1%	5%	23%	25%
Mean Score	3.214	3.315	3.283	3.255	3.265	3.800	3.077	3.162	3.185
Standard Deviation	1.102	1.119	1.021	1.067	1.095	0.957	1.164	1.108	1.105
Error Variance	0.001	0.006	0.004	0.003	0.003	0.037	0.052	0.006	0.006

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Audio description for those with any difficulty seeing
Base: All with any hearing/visual impairment

		Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
	Total	Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
5 Very satisfied	(5) 167	167	-	140	7	150	10	123	15	117	19	125	16
	19%	71%	-	60%	6%	44%	9%	61%	11%	59%	14%	47%	13%
		100%bcdef	-	84%bdef	4%b	90%bdf	6%b	74%hijkl	9%	70%hijkl	11%	75%hjl	10%
4	(4) 68	68	-	44	5	40	5	42	5	34	4	37	5
	8%	29%	-	19%	4%	12%	4%	21%	4%	17%	3%	14%	4%
		100%bcdef	-	65%bdef	7%b	59%bdf	7%b	62%hjl	7%	50%hjl	6%	54%hjl	7%
3	(3) 536	-	-	41	22	119	32	28	15	40	21	84	26
	60%	-	-	18%	17%	35%	28%	14%	11%	20%	16%	32%	21%
		-	-	8%ab	4%ab	22%abcd	6%abc	5%	3%	7%h	4%	16%ghijl	5%h
2	(2) 33	-	33	1	22	12	10	4	18	3	17	6	12
	4%	-	27%	*	17%	4%	9%	2%	14%	2%	13%	2%	10%
		-	100%acef	3%	67%acef	36%ac	30%ace	12%	55%gik	9%	52%gik	18%	36%gik
1 Not at all satisfied	(1) 89	-	89	6	71	21	58	6	78	6	73	14	67
	10%	-	73%	3%	56%	6%	50%	3%	60%	3%	54%	5%	53%
		-	100%acdef	7%a	80%ace	24%ac	65%ace	7%	88%gik	7%	82%gik	16%	75%gik
SUMMARY CODES													
ANY SATISFIED	235	235	-	184	12	190	15	165	20	151	23	162	21
	26%	100%	-	79%	9%	56%	13%	81%	15%	76%	17%	61%	17%
		100%bcdef	-	78%bdef	5%b	81%bdf	6%b	70%hijkl	9%	64%hijkl	10%	69%hjl	9%
ANY NOT SATISFIED	122	-	122	7	93	33	68	10	96	9	90	20	79
	14%	-	100%	3%	73%	10%	59%	5%	73%	5%	67%	8%	63%
		-	100%acdef	6%a	76%acef	27%ac	56%ace	8%	79%gik	7%	74%gik	16%	65%gik
Mean Score	3.214	4.711bcdef	1.270	4.341bdef	1.858b	3.836bdf	2.122b	4.340hijkl	1.939	4.265hijkl	2.097	3.951hjl	2.135
Standard Deviation	1.102	0.454	0.446	0.958	1.173	1.207	1.319	0.989	1.380	1.025	1.450	1.163	1.427
Error Variance	0.001	0.001	0.002	0.004	0.011	0.004	0.015	0.005	0.015	0.005	0.016	0.005	0.016

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Signing for those with any difficulty hearing
Base: All with any hearing\visual impairment

		Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
			Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base		893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
5 Very satisfied	(5)	160	75	85	19	43	98	65	95	129	31	138	16	6	-
		18%	17%	19%	24%	17%	17%	18%	18%	18%	16%	19%	19%	10%	-
			47%	53%	12%	27%	61%	41%	59%	81%	19%	86%	10%	4%	-
4	(4)	72	40	32	8	25	39	24	48	51	21	59	5	7	1
		8%	9%	7%	10%	10%	7%	7%	9%	7%	11%	8%	6%	11%	25%
			56%	44%	11%	35%	54%	33%	67%	71%	29%	82%	7%	10%	1%
3	(3)	534	279	255	41	146	347	222	312	423	111	433	52	46	3
		60%	62%	58%	52%	59%	61%	61%	59%	60%	58%	59%	60%	73%	75%
			52%	48%	8%	27%	65%	42%	58%	79%	21%	81%	10%	9%j	1%
2	(2)	36	16	20	3	12	21	16	20	31	5	30	4	2	-
		4%	4%	5%	4%	5%	4%	4%	4%	4%	3%	4%	5%	3%	-
			44%	56%	8%	33%	58%	44%	56%	86%	14%	83%	11%	6%	-
1 Not at all satisfied	(1)	91	40	51	8	22	61	36	55	69	22	80	9	2	-
		10%	9%	12%	10%	9%	11%	10%	10%	10%	12%	11%	10%	3%	-
			44%	56%	9%	24%	67%	40%	60%	76%	24%	88%	10%	2%	-
SUMMARY CODES															
ANY SATISFIED		232	115	117	27	68	137	89	143	180	52	197	21	13	1
		26%	26%	26%	34%	27%	24%	25%	27%	26%	27%	27%	24%	21%	25%
			50%	50%	12%	29%	59%	38%	62%	78%	22%	85%	9%	6%	*
ANY NOT SATISFIED		127	56	71	11	34	82	52	75	100	27	110	13	4	-
		14%	12%	16%	14%	14%	14%	14%	14%	14%	14%	15%	15%	6%	-
			44%	56%	9%	27%	65%	41%	59%	79%	21%	87%	10%	3%	-
Mean Score		3.195	3.209	3.181	3.342	3.222	3.163	3.182	3.204	3.199	3.179	3.196	3.174	3.206	3.250
Standard Deviation		1.099	1.051	1.147	1.186	1.074	1.098	1.092	1.105	1.098	1.108	1.123	1.119	0.786	0.500
Error Variance		0.001	0.002	0.003	0.018	0.005	0.002	0.003	0.002	0.002	0.006	0.002	0.015	0.010	0.063

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Signing for those with any difficulty hearing

Base: All with any hearing\visual impairment

		Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
Total		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base		893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
5 Very satisfied	(5)	160	93	92	160	25	1	10	12	49	2	2	11	36
		18%	18%	18%	18%	19%	13%	14%	14%	18%	20%	6%	14%	20%
		100%	58%	58%	100%	16%	1%	6%	8%	31%	1%	1%	7%	23%
4	(4)	72	49	39	72	16	3	6	8	24	-	4	4	15
		8%	9%	8%	8%	12%	38%	8%	9%	9%	-	13%	5%	8%
		100%	68%	54%	100%	22%	4%	8%	11%	33%	-	6%	6%	21%
3	(3)	534	312	283	534	61	4	46	51	158	4	21	46	105
		60%	59%	57%	60%	47%	50%	62%	60%	58%	40%	66%	61%	59%
		100%e	58%e	53%e	100%e	11%	1%	9%	10%	30%	1%	4%	9%	20%
2	(2)	36	22	20	36	6	-	5	5	10	-	1	4	5
		4%	4%	4%	4%	5%	-	7%	6%	4%	-	3%	5%	3%
		100%	61%	56%	100%	17%	-	14%	14%	28%	-	3%	11%	14%
1 Not at all satisfied	(1)	91	54	59	91	22	-	7	9	30	4	4	11	16
		10%	10%	12%	10%	17%	-	9%	11%	11%	40%	13%	14%	9%
		100%	59%	65%	100%	24%abd	-	8%	10%	33%	4%	4%	12%	18%
SUMMARY CODES														
ANY SATISFIED		232	142	131	232	41	4	16	20	73	2	6	15	51
		26%	27%	27%	26%	32%	50%	22%	24%	27%	20%	19%	20%	29%
		100%	61%	56%	100%	18%	2%	7%	9%	31%	1%	3%	6%	22%
ANY NOT SATISFIED		127	76	79	127	28	-	12	14	40	4	5	15	21
		14%	14%	16%	14%	22%	-	16%	16%	15%	40%	16%	20%	12%
		100%	60%	62%	100%	22%abd	-	9%	11%	31%	3%	4%	12%	17%
Mean Score		3.195	3.198	3.172	3.195	3.123	3.625	3.095	3.106	3.192	2.600	2.969	3.000	3.282
Standard Deviation		1.099	1.098	1.148	1.099	1.270	0.744	1.036	1.069	1.122	1.578	0.967	1.131	1.102
Error Variance		0.001	0.002	0.003	0.001	0.012	0.069	0.015	0.013	0.005	0.249	0.029	0.017	0.007

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Signing for those with any difficulty hearing
Base: All with any hearing\visual impairment

		Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
	Total	Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
5 Very satisfied	(5) 160	34	53	79	90	4	4	28	30
	18%	17%	21%	19%	19%	16%	15%	14%	14%
		21%	33%	49%	56%	3%	3%	18%	19%
4	(4) 72	13	19	38	41	5	5	23	25
	8%	7%	7%	9%	9%	20%	19%	12%	12%
		18%	26%	53%	57%	7%	7%	32%	35%
3	(3) 534	126	149	251	282	16	11	115	128
	60%	63%	59%	59%	59%	64%	42%	58%	59%
		24%	28%	47%	53%	3%	2%	22%	24%
2	(2) 36	7	11	18	19	-	4	8	9
	4%	4%	4%	4%	4%	-	15%	4%	4%
		19%	31%	50%	53%	-	11%	22%	25%
1 Not at all satisfied	(1) 91	20	22	37	43	-	2	23	24
	10%	10%	9%	9%	9%	-	8%	12%	11%
		22%	24%	41%	47%	-	2%	25%	26%
SUMMARY CODES									
ANY SATISFIED	232	47	72	117	131	9	9	51	55
	26%	24%	28%	28%	28%	36%	35%	26%	25%
		20%	31%	50%	56%	4%	4%	22%	24%
ANY NOT SATISFIED	127	27	33	55	62	-	6	31	33
	14%	14%	13%	13%	13%	-	23%	16%	15%
		21%	26%	43%	49%	-	5%	24%	26%
Mean Score	3.195	3.170	3.276	3.246	3.244	3.520	3.192	3.127	3.130
Standard Deviation	1.099	1.076	1.108	1.082	1.090	0.770	1.132	1.088	1.070
Error Variance	0.001	0.006	0.005	0.003	0.003	0.024	0.049	0.006	0.005

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Signing for those with any difficulty hearing

Base: All with any hearing\visual impairment

		Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES							Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES						
		Total	Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)	
Unweighted Base		893	235	122	232	127	342	115	203	131	200	134	266	126	
5 Very satisfied	(5)	160	139	3	160	-	146	5	113	12	114	13	117	10	
		18%	59%	2%	69%	-	43%	4%	56%	9%	57%	10%	44%	8%	
			87%bdef	2%	100%abdef	-	91%bdf	3%cd	71%hijkl	8%	71%hijkl	8%	73%hjl	6%	
4	(4)	72	45	4	72	-	50	7	35	10	40	5	41	8	
		8%	19%	3%	31%	-	15%	6%	17%	8%	20%	4%	15%	6%	
			63%bdf	6%cd	100%abdef	-	69%bdf	10%cd	49%hjl	14%	56%hjl	7%	57%hjl	11%	
3	(3)	534	39	22	-	-	113	28	36	23	34	17	80	26	
		60%	17%	18%	-	-	33%	24%	18%	18%	17%	13%	30%	21%	
			7%cd	4%cd	-	-	21%abcd	5%cd	7%	4%	6%	3%	15%ghij	5%	
2	(2)	36	5	18	-	36	7	16	6	16	7	20	10	17	
		4%	2%	15%	-	28%	2%	14%	3%	12%	4%	15%	4%	13%	
			14%cd	50%ace	-	100%abcef	19%cd	44%ace	17%	44%gik	19%	56%gik	28%	47%gik	
1 Not at all satisfied	(1)	91	7	75	-	91	26	59	13	70	5	79	18	65	
		10%	3%	61%	-	72%	8%	51%	6%	53%	3%	59%	7%	52%	
			8%cd	82%ace	-	100%acef	29%ac	65%ace	14%	77%gik	5%	87%gik	20%cd	71%gik	
SUMMARY CODES															
ANY SATISFIED		232	184	7	232	-	196	12	148	22	154	18	158	18	
		26%	78%	6%	100%	-	57%	10%	73%	17%	77%	13%	59%	14%	
			79%bdef	3%cd	100%abdef	-	84%bdf	5%cd	64%hijkl	9%	66%hijkl	8%	68%hjl	8%	
ANY NOT SATISFIED		127	12	93	-	127	33	75	19	86	12	99	28	82	
		14%	5%	76%	-	100%	10%	65%	9%	66%	6%	74%	11%	65%	
			9%cd	73%ace	-	100%abcef	26%ac	59%ace	15%	68%gik	9%	78%gik	22%	65%gik	
Mean Score		3.195	4.294bdef	1.705d	4.690abdef	1.283	3.827bdf	1.983d	4.128hijkl	2.069	4.255hijkl	1.903	3.861hjl	2.056	
Standard Deviation		1.099	1.014	1.034	0.464	0.452	1.224	1.185	1.191	1.360	1.022	1.320	1.219	1.304	
Error Variance		0.001	0.004	0.009	0.001	0.002	0.004	0.012	0.007	0.014	0.005	0.013	0.006	0.013	

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Subtitles for those with any difficulty hearing

Base: All with any hearing\visual impairment

		Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
			Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base		893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
5 Very satisfied	(5)	231	114	117	25	70	136	100	131	182	49	198	21	12	-
		26%	25%	26%	32%	28%	24%	28%	25%	26%	26%	27%	24%	19%	-
			49%	51%	11%	30%	59%	43%	57%	79%	21%	86%	9%	5%	-
4	(4)	111	53	58	18	34	59	44	67	79	32	87	11	10	3
		12%	12%	13%	23%	14%	10%	12%	13%	11%	17%	12%	13%	16%	75%
			48%	52%	16%e	31%	53%	40%	60%	71%	29%h	78%	10%	9%	3%
3	(3)	436	232	204	24	121	291	168	268	355	81	358	39	38	1
		49%	52%	46%	30%	49%	51%	46%	51%	50%	43%	48%	45%	60%	25%
			53%	47%	6%	28%c	67%c	39%	61%	81%	19%	82%	9%	9%	*
2	(2)	36	17	19	4	10	22	21	15	29	7	29	5	2	-
		4%	4%	4%	5%	4%	4%	6%	3%	4%	4%	4%	6%	3%	-
			47%	53%	11%	28%	61%	58%g	42%	81%	19%	81%	14%	6%	-
1 Not at all satisfied	(1)	79	34	45	8	13	58	30	49	58	21	68	10	1	-
		9%	8%	10%	10%	5%	10%	8%	9%	8%	11%	9%	12%	2%	-
			43%	57%	10%	16%	73%d	38%	62%	73%	27%	86%l	13%l	1%	-
SUMMARY CODES															
ANY SATISFIED		342	167	175	43	104	195	144	198	261	81	285	32	22	3
		38%	37%	40%	54%	42%	34%	40%	37%	37%	43%	39%	37%	35%	75%
			49%	51%	13%e	30%e	57%	42%	58%	76%	24%	83%	9%	6%	1%
ANY NOT SATISFIED		115	51	64	12	23	80	51	64	87	28	97	15	3	-
		13%	11%	14%	15%	9%	14%	14%	12%	12%	15%	13%	17%	5%	-
			44%	56%	10%	20%	70%	44%	56%	76%	24%	84%	13%l	3%	-
Mean Score		3.424	3.436	3.413	3.608	3.556e	3.341	3.449	3.408	3.424	3.426	3.430	3.326	3.476	3.750
Standard Deviation		1.172	1.133	1.212	1.265	1.101	1.183	1.189	1.162	1.158	1.227	1.188	1.241	0.895	0.500
Error Variance		0.002	0.003	0.003	0.020	0.005	0.002	0.004	0.003	0.002	0.008	0.002	0.018	0.013	0.063

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Subtitles for those with any difficulty hearing

Base: All with any hearing\visual impairment

		Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
			Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base		893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
5 Very satisfied	(5)	231	231	149	114	231	32	1	22	27	75	1	2	13	43
		26%	26%	28%	23%	26%	25%	13%	30%	32%	28%	10%	6%	17%	24%
		100%	100%	65%	49%	100%	14%	*	10%	12%	32%	*	1%	6%	19% ^k
4	(4)	111	111	76	49	111	14	4	15	16	32	-	2	8	21
		12%	12%	14%	10%	12%	11%	50%	20%	19%	12%	-	6%	11%	12%
		100%	100%	68% ^c	44%	100%	13%	4%	14%	14%	29%	-	2%	7%	19%
3	(3)	436	436	239	256	436	59	3	27	34	129	3	21	38	94
		49%	49%	45%	52%	49%	45%	38%	36%	40%	48%	30%	66%	50%	53%
		100%	100%	55%	59% ^b	100%	14%	1%	6%	8%	30%	1%	5%	9%	22%
2	(2)	36	36	24	18	36	6	-	6	3	10	1	2	5	4
		4%	4%	5%	4%	4%	5%	-	8%	4%	4%	10%	6%	7%	2%
		100%	100%	67%	50%	100%	17%	-	17%	8%	28%	3%	6%	14%	11%
1 Not at all satisfied	(1)	79	79	42	56	79	19	-	4	5	25	5	5	12	15
		9%	9%	8%	11%	9%	15%	-	5%	6%	9%	50%	16%	16%	8%
		100%	100%	53%	71%	100%	24% ^{abd}	-	5%	6%	32%	6%	6%	15%	19%
SUMMARY CODES															
ANY SATISFIED		342	342	225	163	342	46	5	37	43	107	1	4	21	64
		38%	38%	42%	33%	38%	35%	63%	50%	51%	39%	10%	13%	28%	36%
		100%	100%	66% ^c	48%	100%	13%	1%	11%	13%	31%	*	1%	6%	19% ^k
ANY NOT SATISFIED		115	115	66	74	115	25	-	10	8	35	6	7	17	19
		13%	13%	12%	15%	13%	19%	-	14%	9%	13%	60%	22%	22%	11%
		100%	100%	57%	64%	100%	22% ^{abd}	-	9%	7%	30%	5%	6%	15% ^m	17%
Mean Score		3.424	3.424	3.502 ^{ce}	3.298	3.424	3.262	3.750	3.608	3.671	3.450	2.100	2.813	3.066	3.412 ^{kl}
Standard Deviation		1.172	1.172	1.175	1.195	1.172	1.291	0.707	1.156	1.138	1.197	1.370	0.998	1.226	1.135
Error Variance		0.002	0.002	0.003	0.003	0.002	0.013	0.063	0.018	0.015	0.005	0.188	0.031	0.020	0.007

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Subtitles for those with any difficulty hearing

Base: All with any hearing\visual impairment

		Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
	Total	Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
5 Very satisfied	(5) 231	56	73	138	150	4	4	77	79
	26%	28%	29%	33%	32%	16%	15%	39%	37%
		24%	32%	60%	65%	2%	2%	33%	34%
4	(4) 111	27	35	75	80	4	7	53	56
	12%	14%	14%	18%	17%	16%	27%	27%	26%
		24%	32%	68%	72%	4%	6%	48%	50%
3	(3) 436	93	125	162	188	14	13	45	56
	49%	47%	49%	38%	40%	56%	50%	23%	26%
		21%	29%cd	37%	43%	3%	3%	10%	13%
2	(2) 36	7	8	20	22	1	1	13	14
	4%	4%	3%	5%	5%	4%	4%	7%	6%
		19%	22%	56%	61%	3%	3%	36%	39%
1 Not at all satisfied	(1) 79	17	13	28	35	2	1	9	11
	9%	9%	5%	7%	7%	8%	4%	5%	5%
		22%	16%	35%	44%	3%	1%	11%	14%
SUMMARY CODES									
ANY SATISFIED	342	83	108	213	230	8	11	130	135
	38%	42%	43%	50%	48%	32%	42%	66%	63%
		24%	32%	62%ab	67%	2%	3%	38%	39%
ANY NOT SATISFIED	115	24	21	48	57	3	2	22	25
	13%	12%	8%	11%	12%	12%	8%	11%	12%
		21%	18%	42%	50%	3%	2%	19%	22%
Mean Score	3.424	3.490	3.579	3.650	3.606	3.280	3.462	3.893	3.824
Standard Deviation	1.172	1.182	1.092	1.173	1.187	1.061	0.948	1.136	1.148
Error Variance	0.002	0.007	0.005	0.003	0.003	0.045	0.035	0.007	0.006

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.11 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the availability of the following services for watching/listening to TV at the scheduled time of broadcast? - Subtitles for those with any difficulty hearing
Base: All with any hearing\visual impairment

		Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES							Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES						
Total		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)		
Unweighted Base		893	235	122	232	127	342	115	203	131	200	134	266	126	
5 Very satisfied	(5)	231 26%	150 64% 65%bdf	13 11% 6%f	153 66% 66%bdf	14 11% 6%f	231 68% 100%bdf	- - -	127 63% 55%hjl	20 15% 9%	126 63% 55%hjl	23 17% 10%	166 62% 72%hjl	15 12% 6%	
4	(4)	111 12%	40 17% 36%f	20 16% 18%f	43 19% 39%f	19 15% 17%f	111 32% 100%abcdf	- - -	31 15% 28%l	18 14% 16%	33 17% 30%l	17 13% 15%	55 21% 50%l	8 6% 7%	
3	(3)	436 49%	30 13% 7%ef	21 17% 5%ef	24 10% 6%ef	19 15% 4%ef	- - -	- - -	31 15% 7%	24 18% 6%	28 14% 6%	20 15% 5%	37 14% 8%	18 14% 4%	
2	(2)	36 4%	2 1% 6%	13 11% 36%ace	4 2% 11%e	16 13% 44%ace	- - -	36 31% 100%abcde	3 1% 8%	12 9% 33%gik	6 3% 17%	15 11% 42%gik	3 1% 8%	19 15% 53%gik	
1 Not at all satisfied	(1)	79 9%	13 6% 16%e	55 45% 70%ace	8 3% 10%e	59 46% 75%ace	- - -	79 69% 100%abcde	11 5% 14%k	57 44% 72%gik	7 4% 9%	59 44% 75%gik	5 2% 6%	66 52% 84%gik	
SUMMARY CODES															
ANY SATISFIED		342 38%	190 81% 56%bdf	33 27% 10%f	196 84% 57%bdf	33 26% 10%f	342 100% 100%abcdf	- - -	158 78% 46%hjl	38 29% 11%l	159 80% 46%hjl	40 30% 12%l	221 83% 65%hjl	23 18% 7%	
ANY NOT SATISFIED		115 13%	15 6% 13%e	68 56% 59%ace	12 5% 10%e	75 59% 65%ace	- - -	115 100% 100%abcde	14 7% 12%k	69 53% 60%gik	13 7% 11%	74 55% 64%gik	8 3% 7%	85 67% 74%ghijk	
Mean Score		3.424	4.328bdf	2.369f	4.418bdf	2.315f	4.675abcdf	1.313	4.281hjl	2.481l	4.325hjl	2.478l	4.406hjl	2.103	
Standard Deviation		1.172	1.093	1.456	0.986	1.457	0.469	0.466	1.119	1.526	1.051	1.559	0.903	1.413	
Error Variance		0.002	0.005	0.017	0.004	0.017	0.001	0.002	0.006	0.018	0.006	0.018	0.003	0.016	

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.12 And on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) on your TV through ..?

Base: All who personally access a visual or hearing service

		Audio description for those with any difficulty seeing	Signing for those with any difficulty hearing	Subtitles for those with any difficulty hearing
Unweighted Base		25	26	197
5 Very satisfied	(5)	8 32%	2 8%	79 40%
4	(4)	5 20%	5 19%	55 28%
3	(3)	12 48%	13 50%	43 22%
2	(2)	- -	3 12%	14 7%
1 Not at all satisfied	(1)	- -	3 12%	6 3%
SUMMARY CODES				
ANY SATISFIED		13 52%	7 27%	134 68%
ANY NOT SATISFIED		- -	6 23%	20 10%
Mean Score		3.840	3.000	3.949
Standard Deviation		0.898	1.058	1.087
Error Variance		0.032	0.043	0.006

Access services research

Q.12 And on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) on your TV through Subtitles for those with any difficulty hearing?

Base: All who personally access a visual or hearing service - Subtitles for those with any difficulty hearing

		Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
			Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base		197	100	97*	27**	53*	117	98*	99*	149	48*	159	21**	15**	2**
5 Very satisfied	(5)	79	39	40	11	21	47	41	38	59	20	59	9	10	1
		40%	39%	41%	41%	40%	40%	42%	38%	40%	42%	37%	43%	67%	50%
			49%	51%	14%	27%	59%	52%	48%	75%	25%	75%	11%	13%	1%
4	(4)	55	28	27	10	15	30	22	33	37	18	44	6	4	1
		28%	28%	28%	37%	28%	26%	22%	33%	25%	38%	28%	29%	27%	50%
			51%	49%	18%	27%	55%	40%	60%	67%	33%	80%	11%	7%	2%
3	(3)	43	21	22	3	13	27	19	24	36	7	37	5	1	-
		22%	21%	23%	11%	25%	23%	19%	24%	24%	15%	23%	24%	7%	-
			49%	51%	7%	30%	63%	44%	56%	84%	16%	86%	12%	2%	-
2	(2)	14	9	5	1	4	9	12	2	12	2	13	1	-	-
		7%	9%	5%	4%	8%	8%	12%	2%	8%	4%	8%	5%	-	-
			64%	36%	7%	29%	64%	86%g	14%	86%	14%	93%	7%	-	-
1 Not at all satisfied	(1)	6	3	3	2	-	4	4	2	5	1	6	-	-	-
		3%	3%	3%	7%	-	3%	4%	2%	3%	2%	4%	-	-	-
			50%	50%	33%	-	67%	67%	33%	83%	17%	100%	-	-	-
SUMMARY CODES															
ANY SATISFIED		134	67	67	21	36	77	63	71	96	38	103	15	14	2
		68%	67%	69%	78%	68%	66%	64%	72%	64%	79%	65%	71%	93%	100%
			50%	50%	16%	27%	57%	47%	53%	72%	28%	77%	11%	10%	1%
ANY NOT SATISFIED		20	12	8	3	4	13	16	4	17	3	19	1	-	-
		10%	12%	8%	11%	8%	11%	16%	4%	11%	6%	12%	5%	-	-
			60%	40%	15%	20%	65%	80%g	20%	85%	15%	95%	5%	-	-
Mean Score		3.949	3.910	3.990	4.000	4.000	3.915	3.857	4.040	3.893	4.125	3.862	4.095	4.600	4.500
Standard Deviation		1.087	1.111	1.066	1.177	0.981	1.119	1.210	0.947	1.122	0.959	1.122	0.944	0.632	0.707
Error Variance		0.006	0.012	0.012	0.051	0.018	0.011	0.015	0.009	0.008	0.019	0.008	0.042	0.027	0.250

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.12 And on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) on your TV through Subtitles for those with any difficulty hearing?

Base: All who personally access a visual or hearing service - Subtitles for those with any difficulty hearing

		Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
			Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base		197	197	164	60*	197	27**	3**	37*	31*	79*	2**	4**	7**	21**
5 Very satisfied	(5)	79	79	64	25	79	10	1	13	13	34	-	1	3	8
		40%	40%	39%	42%	40%	37%	33%	35%	42%	43%	-	25%	43%	38%
		100%	81%	32%	100%	13%	1%	16%	16%	43%	-	1%	4%	10%	
4	(4)	55	55	46	13	55	4	2	13	9	19	-	1	-	8
		28%	28%	28%	22%	28%	15%	67%	35%	29%	24%	-	25%	-	38%
		100%	84%	24%	100%	7%	4%	24%	16%	35%	-	2%	-	15%	
3	(3)	43	43	38	13	43	8	-	8	8	18	-	2	2	2
		22%	22%	23%	22%	30%	-	-	22%	26%	23%	-	50%	29%	10%
		100%	88%	30%	100%	19%	-	19%	19%	42%	-	5%	5%	5%	
2	(2)	14	14	12	4	14	2	-	3	1	5	-	-	1	2
		7%	7%	7%	7%	7%	7%	-	8%	3%	6%	-	-	14%	10%
		100%	86%	29%	100%	14%	-	21%	7%	36%	-	-	7%	14%	
1 Not at all satisfied	(1)	6	6	4	5	6	3	-	-	-	3	2	-	1	1
		3%	3%	2%	8%	3%	11%	-	-	-	4%	100%	-	14%	5%
		100%	67%	83%b	100%	50%	-	-	-	50%	33%	-	17%	17%	
SUMMARY CODES															
ANY SATISFIED		134	134	110	38	134	14	3	26	22	53	-	2	3	16
		68%	68%	67%	63%	68%	52%	100%	70%	71%	67%	-	50%	43%	76%
		100%	82%	28%	100%	10%	2%	19%	16%	40%	-	1%	2%	12%	
ANY NOT SATISFIED		20	20	16	9	20	5	-	3	1	8	2	-	2	3
		10%	10%	10%	15%	10%	19%	-	8%	3%	10%	100%	-	29%	14%
		100%	80%	45%	100%	25%	-	15%	5%	40%	10%	-	10%	15%	
Mean Score		3.949	3.949	3.939	3.817	3.949	3.593	4.333	3.973	4.097	3.962	1.000	3.750	3.429	3.952
Standard Deviation		1.087	1.087	1.066	1.282	1.087	1.366	0.577	0.957	0.908	1.126	0.000	0.957	1.618	1.161
Error Variance		0.006	0.006	0.007	0.027	0.006	0.069	0.111	0.025	0.027	0.016	0.000	0.229	0.374	0.064

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.12 And on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) on your TV through Subtitles for those with any difficulty hearing?

Base: All who personally access a visual or hearing service - Subtitles for those with any difficulty hearing

		Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
	Total	Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	197	60*	71*	175	179	12**	20**	197	197
5 Very satisfied	(5) 79	22	24	70	71	2	3	79	79
	40%	37%	34%	40%	40%	17%	15%	40%	40%
		28%	30%	89%	90%	3%	4%	100%	100%
4	(4) 55	12	16	48	49	4	5	55	55
	28%	20%	23%	27%	27%	33%	25%	28%	28%
		22%	29%	87%	89%	7%	9%	100%	100%
3	(3) 43	19	22	38	40	6	9	43	43
	22%	32%	31%	22%	22%	50%	45%	22%	22%
		44%	51%	88%	93%	14%	21%	100%	100%
2	(2) 14	6	7	13	13	-	2	14	14
	7%	10%	10%	7%	7%	-	10%	7%	7%
		43%	50%	93%	93%	-	14%	100%	100%
1 Not at all satisfied	(1) 6	1	2	6	6	-	1	6	6
	3%	2%	3%	3%	3%	-	5%	3%	3%
		17%	33%	100%	100%	-	17%	100%	100%
SUMMARY CODES									
ANY SATISFIED	134	34	40	118	120	6	8	134	134
	68%	57%	56%	67%	67%	50%	40%	68%	68%
		25%	30%	88%	90%	4%	6%	100%	100%
ANY NOT SATISFIED	20	7	9	19	19	-	3	20	20
	10%	12%	13%	11%	11%	-	15%	10%	10%
		35%	45%	95%	95%	-	15%	100%	100%
Mean Score	3.949	3.800	3.746	3.931	3.927	3.667	3.350	3.949	3.949
Standard Deviation	1.087	1.102	1.118	1.107	1.102	0.778	1.040	1.087	1.087
Error Variance	0.006	0.020	0.018	0.007	0.007	0.051	0.054	0.006	0.006

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.12 And on a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) on your TV through Subtitles for those with any difficulty hearing?

Base: All who personally access a visual or hearing service - Subtitles for those with any difficulty hearing

		Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
			Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base		197	53*	28**	51*	31*	130	22**	41*	35*	46*	36*	91*	23**
5 Very satisfied	(5)	79	26	10	27	9	77	-	19	15	23	13	49	6
		40%	49%	36%	53%	29%	59%	-	46%	43%	50%	36%	54%	26%
			33%	13%	34% ^d	11%	97% ^d	-	24%	19%	29%	16%	62%	8%
4	(4)	55	16	6	14	8	43	1	15	7	16	10	36	3
		28%	30%	21%	27%	26%	33%	5%	37%	20%	35%	28%	40%	13%
			29%	11%	25%	15%	78%	2%	27%	13%	29%	18%	65% ^h	5%
3	(3)	43	8	7	9	7	10	3	5	6	5	6	5	4
		22%	15%	25%	18%	23%	8%	14%	12%	17%	11%	17%	5%	17%
			19%	16%	21%	16% ^e	23%	7%	12%	14% ^k	12%	14% ^k	12%	9%
2	(2)	14	2	4	1	4	-	12	-	6	1	6	-	6
		7%	4%	14%	2%	13%	-	55%	-	17%	2%	17%	-	26%
			14% ^e	29%	7%	29% ^{ce}	-	86%	-	43% ^{gik}	7%	43% ^{gik}	-	43%
1 Not at all satisfied	(1)	6	1	1	-	3	-	6	2	1	1	1	1	4
		3%	2%	4%	-	10%	-	27%	5%	3%	2%	3%	1%	17%
			17%	17%	-	50% ^{ce}	-	100%	33%	17%	17%	17%	17%	67%
SUMMARY CODES														
ANY SATISFIED		134	42	16	41	17	120	1	34	22	39	23	85	9
		68%	79%	57%	80%	55%	92%	5%	83%	63%	85%	64%	93%	39%
			31% ^d	12%	31% ^d	13%	90% ^{acd}	1%	25%	16%	29% ^{hj}	17%	63% ^{hj}	7%
ANY NOT SATISFIED		20	3	5	1	7	-	18	2	7	2	7	1	10
		10%	6%	18%	2%	23%	-	82%	5%	20%	4%	19%	1%	43%
			15% ^e	25%	5%	35% ^{ace}	-	90%	10%	35% ^{gik}	10%	35% ^{ik}	5%	50%
Mean Score		3.949	4.208 ^d	3.714	4.314 ^d	3.516	4.515 ^{ad}	1.955	4.195	3.829	4.283 ^j	3.778	4.451 ^{hj}	3.043
Standard Deviation		1.087	0.968	1.213	0.836	1.313	0.638	0.785	1.005	1.248	0.911	1.198	0.703	1.492
Error Variance		0.006	0.018	0.053	0.014	0.056	0.003	0.028	0.025	0.045	0.018	0.040	0.005	0.097

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)?

Base: All with any hearing\visual impairment

		Audio description for those with any difficulty seeing	Signing for those with any difficulty hearing	Subtitles for those with any difficulty hearing
Unweighted Base		893	893	893
5 Very satisfied	(5)	141 16%	137 15%	175 20%
4	(4)	62 7%	63 7%	91 10%
3	(3)	559 63%	559 63%	501 56%
2	(2)	29 3%	33 4%	31 3%
1 Not at all satisfied	(1)	102 11%	101 11%	95 11%
SUMMARY CODES				
ANY SATISFIED		203 23%	200 22%	266 30%
ANY NOT SATISFIED		131 15%	134 15%	126 14%
Mean Score		3.124	3.114	3.246
Standard Deviation		1.085	1.078	1.134
Error Variance		0.001	0.001	0.001

Access services research

Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Audio description for those with any difficulty seeing
Base: All with any hearing\visual impairment

		Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
			Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base		893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
5 Very satisfied	(5)	141	65	76	21	44	76	55	86	114	27	121	13	7	-
		16%	14%	17%	27%	18%	13%	15%	16%	16%	14%	16%	15%	11%	-
			46%	54%	15%e	31%	54%	39%	61%	81%	19%	86%	9%	5%	-
4	(4)	62	34	28	7	19	36	27	35	47	15	50	5	6	1
		7%	8%	6%	9%	8%	6%	7%	7%	7%	8%	7%	6%	10%	25%
			55%	45%	11%	31%	58%	44%	56%	76%	24%	81%	8%	10%	2%
3	(3)	559	288	271	38	151	370	234	325	436	123	453	57	47	2
		63%	64%	61%	48%	61%	65%	64%	61%	62%	65%	61%	66%	75%	50%
			52%	48%	7%	27% _c	66% _c	42%	58%	78%	22%	81%	10%	8% _j	*
2	(2)	29	17	12	3	11	15	10	19	26	3	27	1	1	-
		3%	4%	3%	4%	4%	3%	3%	4%	4%	2%	4%	1%	2%	-
			59%	41%	10%	38%	52%	34%	66%	90%	10%	93%	3%	3%	-
1 Not at all satisfied	(1)	102	46	56	10	23	69	37	65	80	22	89	10	2	1
		11%	10%	13%	13%	9%	12%	10%	12%	11%	12%	12%	12%	3%	25%
			45%	55%	10%	23%	68%	36%	64%	78%	22%	87% _l	10%	2%	1%
SUMMARY CODES															
ANY SATISFIED		203	99	104	28	63	112	82	121	161	42	171	18	13	1
		23%	22%	23%	35%	25%	20%	23%	23%	23%	22%	23%	21%	21%	25%
			49%	51%	14% _e	31%	55%	40%	60%	79%	21%	84%	9%	6%	*
ANY NOT SATISFIED		131	63	68	13	34	84	47	84	106	25	116	11	3	1
		15%	14%	15%	16%	14%	15%	13%	16%	15%	13%	16%	13%	5%	25%
			48%	52%	10%	26%	64%	36%	64%	81%	19%	89% _l	8%	2%	1%
Mean Score		3.124	3.122	3.126	3.329 _e	3.202	3.062	3.146	3.109	3.127	3.116	3.118	3.116	3.238	2.750
Standard Deviation		1.085	1.043	1.127	1.268	1.080	1.055	1.048	1.110	1.092	1.058	1.108	1.067	0.797	1.258
Error Variance		0.001	0.002	0.003	0.020	0.005	0.002	0.003	0.002	0.002	0.006	0.002	0.013	0.010	0.396

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Audio description for those with any difficulty seeing
Base: All with any hearing\visual impairment

		Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
Total		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base		893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
5 Very satisfied	(5)	141	75	87	141	21	1	8	10	42	3	2	13	34
		16%	14%	18%	16%	16%	13%	11%	12%	15%	30%	6%	17%	19%
		100%	53%	62%	100%	15%	1%	6%	7%	30%	2%	1%	9%	24%
4	(4)	62	33	41	62	12	3	7	4	13	-	7	2	17
		7%	6%	8%	7%	9%	38%	9%	5%	5%	-	22%	3%	10%
		100%	53%	66%	100%	19%	5%	11%	6%	21%	-	11%lm	3%	27%
3	(3)	559	348	290	559	79	2	49	63	174	3	18	48	103
		63%	66%	59%	63%	61%	25%	66%	74%	64%	30%	56%	63%	58%
		100%	62% ^c	52%	100%	14%	*	9%	11%	31%	1%	3%	9%	18%
2	(2)	29	16	15	29	2	1	3	2	6	1	1	3	5
		3%	3%	3%	3%	2%	13%	4%	2%	2%	10%	3%	4%	3%
		100%	55%	52%	100%	7%	3%	10%	7%	21%	3%	3%	10%	17%
1 Not at all satisfied	(1)	102	58	60	102	16	1	7	6	36	3	4	10	18
		11%	11%	12%	11%	12%	13%	9%	7%	13%	30%	13%	13%	10%
		100%	57%	59%	100%	16%	1%	7%	6%	35%	3%	4%	10%	18%
SUMMARY CODES														
ANY SATISFIED		203	108	128	203	33	4	15	14	55	3	9	15	51
		23%	20%	26%	23%	25%	50%	20%	16%	20%	30%	28%	20%	29%
		100%	53%	63% ^b	100%	16%	2%	7%	7%	27%	1%	4%	7%	25%
ANY NOT SATISFIED		131	74	75	131	18	2	10	8	42	4	5	13	23
		15%	14%	15%	15%	14%	25%	14%	9%	15%	40%	16%	17%	13%
		100%	56%	57%	100%	14%	2%	8%	6%	32%	3%	4%	10%	18%
Mean Score		3.124	3.096	3.162	3.124	3.154	3.250	3.081	3.118	3.070	2.900	3.063	3.066	3.249
Standard Deviation		1.085	1.044	1.133	1.085	1.110	1.282	0.976	0.905	1.105	1.663	1.014	1.135	1.116
Error Variance		0.001	0.002	0.003	0.001	0.009	0.205	0.013	0.010	0.005	0.277	0.032	0.017	0.007

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Audio description for those with any difficulty seeing
Base: All with any hearing\visual impairment

		Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
	Total	Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
5 Very satisfied	(5) 141	38	45	70	82	6	3	25	29
	16%	19%	18%	17%	17%	24%	12%	13%	13%
		27%	32%	50%	58%	4%	2%	18%	21%
4	(4) 62	14	21	29	35	8	4	16	20
	7%	7%	8%	7%	7%	32%	15%	8%	9%
		23%	34%	47%	56%	13%	6%	26%	32%
3	(3) 559	120	161	268	295	11	14	121	131
	63%	60%	63%	63%	62%	44%	54%	61%	61%
		21%	29%	48%	53%	2%	3%	22%	23%
2	(2) 29	7	8	15	15	-	2	10	11
	3%	4%	3%	4%	3%	-	8%	5%	5%
		24%	28%	52%	52%	-	7%	34%	38%
1 Not at all satisfied	(1) 102	21	19	41	48	-	3	25	25
	11%	11%	7%	10%	10%	-	12%	13%	12%
		21%	19%	40%	47%	-	3%	25%	25%
SUMMARY CODES									
ANY SATISFIED	203	52	66	99	117	14	7	41	49
	23%	26%	26%	23%	25%	56%	27%	21%	23%
		26%	33%	49%	58%	7%	3%	20%	24%
ANY NOT SATISFIED	131	28	27	56	63	-	5	35	36
	15%	14%	11%	13%	13%	-	19%	18%	17%
		21%	21%	43%	48%	-	4%	27%	27%
Mean Score	3.124	3.205	3.256	3.170	3.185	3.800	3.077	3.030	3.079
Standard Deviation	1.085	1.118	1.030	1.062	1.081	0.816	1.093	1.073	1.069
Error Variance	0.001	0.006	0.004	0.003	0.002	0.027	0.046	0.006	0.005

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Audio description for those with any difficulty seeing
Base: All with any hearing\visual impairment

		Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES							Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES						
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)		
Total		893	235	122	232	127	342	115	203	131	200	134	266	126	
Unweighted Base	(5)	141	123	7	114	13	127	8	141	-	127	8	130	7	
		16%	52%	6%	49%	10%	37%	7%	69%	-	64%	6%	49%	6%	
			87%bdef	5%	81%bdef	9%	90%bdf	6%	100%hijkl	-	90%hijkl	6%h	92%hjl	5%h	
4	(4)	62	42	3	34	6	31	6	62	-	41	1	45	3	
		7%	18%	2%	15%	5%	9%	5%	31%	-	21%	1%	17%	2%	
			68%bdef	5%	55%bdef	10%	50%b	10%	100%hijkl	-	66%hjl	2%	73%hjl	5%	
3	(3)	559	50	16	62	22	146	32	-	-	23	17	72	18	
		63%	21%	13%	27%	17%	43%	28%	-	-	12%	13%	27%	14%	
			9%	3%	11%bd	4%	26%abcdf	6%b	-	-	4%gh	3%gh	13%ghijl	3%gh	
2	(2)	29	6	15	7	14	8	10	-	29	2	21	4	16	
		3%	3%	12%	3%	11%	2%	9%	-	22%	1%	16%	2%	13%	
			21%	52%ace	24%	48%ace	28%	34%ace	-	100%gikl	7%	72%gik	14%	55%gik	
1 Not at all satisfied	(1)	102	14	81	15	72	30	59	-	102	7	87	15	82	
		11%	6%	66%	6%	57%	9%	51%	-	78%	4%	65%	6%	65%	
			14%	79%acef	15%	71%ace	29%	58%ace	-	100%gijkl	7%g	85%gik	15%g	80%gik	
SUMMARY CODES															
ANY SATISFIED		203	165	10	148	19	158	14	203	-	168	9	175	10	
		23%	70%	8%	64%	15%	46%	12%	100%	-	84%	7%	66%	8%	
			81%bdef	5%	73%bdef	9%	78%bdf	7%	100%hijkl	-	83%hijkl	4%h	86%hjl	5%h	
ANY NOT SATISFIED		131	20	96	22	86	38	69	-	131	9	108	19	98	
		15%	9%	79%	9%	68%	11%	60%	-	100%	5%	81%	7%	78%	
			15%	73%acef	17%	66%ace	29%	53%ace	-	100%gijkl	7%g	82%gik	15%g	75%gik	
Mean Score		3.124	4.081bdef	1.689	3.970bdef	2.008b	3.635bdf	2.078b	4.695hijkl	1.221	4.395hijkl	1.672h	4.019hjl	1.706h	
Standard Deviation		1.085	1.172	1.151	1.211	1.366	1.246	1.278	0.462	0.417	0.977	1.116	1.154	1.146	
Error Variance		0.001	0.006	0.011	0.006	0.015	0.005	0.014	0.001	0.001	0.005	0.009	0.005	0.010	

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Signing for those with any difficulty hearing

Base: All with any hearing\visual impairment

		Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
			Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base		893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
5 Very satisfied	(5)	137	64	73	21	40	76	54	83	111	26	117	12	8	-
		15%	14%	16%	27%	16%	13%	15%	16%	16%	14%	16%	14%	13%	-
			47%	53%	15%de	29%	55%	39%	61%	81%	19%	85%	9%	6%	-
4	(4)	63	35	28	8	20	35	25	38	45	18	52	4	6	1
		7%	8%	6%	10%	8%	6%	7%	7%	6%	9%	7%	5%	10%	25%
			56%	44%	13%	32%	56%	40%	60%	71%	29%	83%	6%	10%	2%
3	(3)	559	289	270	36	157	366	234	325	442	117	454	57	45	3
		63%	64%	61%	46%	63%	65%	64%	61%	63%	62%	61%	66%	71%	75%
			52%	48%	6%	28% ^c	65% ^c	42%	58%	79%	21%	81%	10%	8%	1%
2	(2)	33	17	16	4	12	17	11	22	28	5	28	3	2	-
		4%	4%	4%	5%	5%	3%	3%	4%	4%	3%	4%	3%	3%	-
			52%	48%	12%	36%	52%	33%	67%	85%	15%	85%	9%	6%	-
1 Not at all satisfied	(1)	101	45	56	10	19	72	39	62	77	24	89	10	2	-
		11%	10%	13%	13%	8%	13%	11%	12%	11%	13%	12%	12%	3%	-
			45%	55%	10%	19%	71% ^d	39%	61%	76%	24%	88% ^l	10%	2%	-
SUMMARY CODES															
ANY SATISFIED		200	99	101	29	60	111	79	121	156	44	169	16	14	1
		22%	22%	23%	37%	24%	20%	22%	23%	22%	23%	23%	19%	22%	25%
			50%	51%	15% ^{de}	30%	56%	40%	61%	78%	22%	85%	8%	7%	1%
ANY NOT SATISFIED		134	62	72	14	31	89	50	84	105	29	117	13	4	-
		15%	14%	16%	18%	13%	16%	14%	16%	15%	15%	16%	15%	6%	-
			46%	54%	10%	23%	66%	37%	63%	78%	22%	87% ^l	10%	3%	-
Mean Score		3.114	3.124	3.104	3.329 ^e	3.202	3.046	3.121	3.109	3.121	3.089	3.108	3.058	3.254	3.250
Standard Deviation		1.078	1.035	1.121	1.278	1.022	1.067	1.055	1.094	1.077	1.083	1.101	1.056	0.842	0.500
Error Variance		0.001	0.002	0.003	0.021	0.004	0.002	0.003	0.002	0.002	0.006	0.002	0.013	0.011	0.063

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Signing for those with any difficulty hearing
Base: All with any hearing\visual impairment

		Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
			Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base		893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
5 Very satisfied	(5)	137	137	74	81	137	18	1	10	8	40	2	1	11	34
		15%	15%	14%	16%	15%	14%	13%	14%	9%	15%	20%	3%	14%	19%
			100%	54%	59%	100%	13%	1%	7%	6%	29%	1%	1%	8%	25%
4	(4)	63	63	42	31	63	10	2	7	6	18	-	3	1	17
		7%	7%	8%	6%	7%	8%	25%	9%	7%	7%	-	9%	1%	10%
			100%	67%	49%	100%	16%	3%	11%	10%	29%	-	5%	2%	27%
3	(3)	559	559	335	303	559	79	5	45	60	171	3	23	51	103
		63%	63%	63%	61%	63%	61%	63%	61%	71%	63%	30%	72%	67%	58%
			100%	60%	54%	100%	14%	1%	8%	11%	31%	1%	4%	9%	18%
2	(2)	33	33	18	18	33	3	-	4	3	7	1	-	5	4
		4%	4%	3%	4%	4%	2%	-	5%	4%	3%	10%	-	7%	2%
			100%	55%	55%	100%	9%	-	12%	9%	21%	3%	-	15%	12%
1 Not at all satisfied	(1)	101	101	61	60	101	20	-	8	8	35	4	5	8	19
		11%	11%	12%	12%	11%	15%	-	11%	9%	13%	40%	16%	11%	11%
			100%	60%	59%	100%	20%	-	8%	8%	35%	4%	5%	8%	19%
SUMMARY CODES															
ANY SATISFIED		200	200	116	112	200	28	3	17	14	58	2	4	12	51
		22%	22%	22%	23%	22%	22%	38%	23%	16%	21%	20%	13%	16%	29%
			100%	58%	56%	100%	14%	2%	9%	7%	29%	1%	2%	6%	26%
ANY NOT SATISFIED		134	134	79	78	134	23	-	12	11	42	5	5	13	23
		15%	15%	15%	16%	15%	18%	-	16%	13%	15%	50%	16%	17%	13%
			100%	59%	58%	100%	17%	-	9%	8%	31%	4%	4%	10%	17%
Mean Score		3.114	3.114	3.094	3.112	3.114	3.023	3.500	3.095	3.035	3.077	2.500	2.844	3.026	3.243
Standard Deviation		1.078	1.078	1.061	1.111	1.078	1.131	0.756	1.062	0.932	1.094	1.581	0.920	1.045	1.125
Error Variance		0.001	0.001	0.002	0.003	0.001	0.010	0.071	0.015	0.010	0.004	0.250	0.026	0.014	0.007

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Signing for those with any difficulty hearing
Base: All with any hearing\visual impairment

		Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
	Total	Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
5 Very satisfied	(5) 137 15%	36 18% 26%	48 19% 35%	72 17% 53%	82 17% 60%	5 20% 4%	3 12% 2%	27 14% 20%	30 14% 22%
4	(4) 63 7%	8 4% 13%	15 6% 24%	32 8% 51%	34 7% 54%	4 16% 6%	4 15% 6%	19 10% 30%	20 9% 32%
3	(3) 559 63%	127 64% 23%	163 64% 29%	264 62% 47%	295 62% 53%	15 60% 3%	13 50% 2%	115 58% 21%	127 59% 23%
2	(2) 33 4%	7 4% 21%	8 3% 24%	16 4% 48%	19 4% 58%	- - -	3 12% 9%	10 5% 30%	12 6% 36%
1 Not at all satisfied	(1) 101 11%	22 11% 22%	20 8% 20%	39 9% 39%	45 9% 45%	1 4% 1%	3 12% 3%	26 13% 26%	27 13% 27%
SUMMARY CODES									
ANY SATISFIED	200 22%	44 22% 22%	63 25% 32%	104 25% 52%	116 24% 58%	9 36% 5%	7 27% 4%	46 23% 23%	50 23% 25%
ANY NOT SATISFIED	134 15%	29 15% 22%	28 11% 21%	55 13% 41%	64 13% 48%	1 4% 1%	6 23% 4%	36 18% 27%	39 18% 29%
Mean Score	3.114	3.145	3.248	3.194	3.187	3.480	3.038	3.056	3.065
Standard Deviation	1.078	1.105	1.051	1.062	1.072	0.963	1.113	1.107	1.098
Error Variance	0.001	0.006	0.004	0.003	0.002	0.037	0.048	0.006	0.006

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Signing for those with any difficulty hearing
Base: All with any hearing\visual impairment

		Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
			Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base		893	235	122	232	127	342	115	203	131	200	134	266	126
5 Very satisfied	(5)	137	117	5	116	5	126	6	125	5	137	-	132	2
		15%	50%	4%	50%	4%	37%	5%	62%	4%	69%	-	50%	2%
			85%bdef	4%	85%bdef	4%	92%bdf	4%	91%hijkl	4%j	100%hijkl	-	96%hjl	1%
4	(4)	63	34	4	38	7	33	7	43	4	63	-	47	4
		7%	14%	3%	16%	6%	10%	6%	21%	3%	32%	-	18%	3%
			54%bdf	6%	60%bdef	11%	52%b	11%	68%hjl	6%j	100%ghijkl	-	75%hjl	6%j
3	(3)	559	61	23	60	16	143	28	26	14	-	-	67	16
		63%	26%	19%	26%	13%	42%	24%	13%	11%	-	-	25%	13%
			11%d	4%	11%d	3%	26%abcdf	5%d	5%ij	3%ij	-	-	12%ghijl	3%ij
2	(2)	33	6	17	5	20	12	13	-	21	-	33	4	22
		4%	3%	14%	2%	16%	4%	11%	-	16%	-	25%	2%	17%
			18%	52%ace	15%	61%ace	36%	39%ace	-	64%gik	-	100%gik	12%	67%gik
1 Not at all satisfied	(1)	101	17	73	13	79	28	61	9	87	-	101	16	82
		11%	7%	60%	6%	62%	8%	53%	4%	66%	-	75%	6%	65%
			17%	72%ace	13%	78%ace	28%	60%ace	9%i	86%gik	-	100%gik	16%i	81%gik
SUMMARY CODES														
ANY SATISFIED		200	151	9	154	12	159	13	168	9	200	-	179	6
		22%	64%	7%	66%	9%	46%	11%	83%	7%	100%	-	67%	5%
			76%bdef	5%	77%bdef	6%	80%bdf	7%	84%hijkl	5%j	100%ghijkl	-	90%hjl	3%j
ANY NOT SATISFIED		134	23	90	18	99	40	74	9	108	-	134	20	104
		15%	10%	74%	8%	78%	12%	64%	4%	82%	-	100%	8%	83%
			17%	67%ace	13%	74%acef	30%	55%ace	7%i	81%gik	-	100%ghikl	15%i	78%gik
Mean Score		3.114	3.970bdef	1.779	4.030bdef	1.732	3.635bdf	1.991	4.355hijkl	1.618j	4.685ghijkl	1.246	4.034hjl	1.587j
Standard Deviation		1.078	1.231	1.117	1.164	1.123	1.239	1.225	1.011	1.049	0.466	0.432	1.163	0.940
Error Variance		0.001	0.006	0.010	0.006	0.010	0.004	0.013	0.005	0.008	0.001	0.001	0.005	0.007

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Subtitles for those with any difficulty hearing

Base: All with any hearing\visual impairment

		Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
			Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base		893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
5 Very satisfied	(5)	175	84	91	27	59	89	75	100	140	35	150	14	11	-
		20%	19%	21%	34%	24%	16%	21%	19%	20%	18%	20%	16%	17%	-
			48%	52%	15%e	34%e	51%	43%	57%	80%	20%	86%	8%	6%	-
4	(4)	91	51	40	15	26	50	38	53	70	21	72	10	8	1
		10%	11%	9%	19%	10%	9%	10%	10%	10%	11%	10%	12%	13%	25%
			56%	44%	16%de	29%	55%	42%	58%	77%	23%	79%	11%	9%	1%
3	(3)	501	257	244	28	135	338	203	298	392	109	410	49	39	3
		56%	57%	55%	35%	54%	60%	56%	56%	56%	57%	55%	57%	62%	75%
			51%	49%	6%	27% ^c	67% ^c	41%	59%	78%	22%	82%	10%	8%	1%
2	(2)	31	15	16	3	10	18	12	19	27	4	26	2	3	-
		3%	3%	4%	4%	4%	3%	3%	4%	4%	2%	4%	2%	5%	-
			48%	52%	10%	32%	58%	39%	61%	87%	13%	84%	6%	10%	-
1 Not at all satisfied	(1)	95	43	52	6	18	71	35	60	74	21	82	11	2	-
		11%	10%	12%	8%	7%	13%	10%	11%	11%	11%	11%	13%	3%	-
			45%	55%	6%	19%	75% ^d	37%	63%	78%	22%	86% ^d	12% ^d	2%	-
SUMMARY CODES															
ANY SATISFIED		266	135	131	42	85	139	113	153	210	56	222	24	19	1
		30%	30%	30%	53%	34%	25%	31%	29%	30%	29%	30%	28%	30%	25%
			51%	49%	16% ^{de}	32% ^{de}	52%	42%	58%	79%	21%	83%	9%	7%	*
ANY NOT SATISFIED		126	58	68	9	28	89	47	79	101	25	108	13	5	-
		14%	13%	15%	11%	11%	16%	13%	15%	14%	13%	15%	15%	8%	-
			46%	54%	7%	22%	71%	37%	63%	80%	20%	86%	10%	4%	-
Mean Score		3.246	3.262	3.230	3.684 ^d	3.395 ^e	3.120	3.292	3.215	3.249	3.237	3.246	3.163	3.365	3.250
Standard Deviation		1.134	1.100	1.169	1.204	1.112	1.113	1.126	1.140	1.138	1.123	1.152	1.136	0.938	0.500
Error Variance		0.001	0.003	0.003	0.018	0.005	0.002	0.003	0.002	0.002	0.007	0.002	0.015	0.014	0.063

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

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Access services research

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Base: All with any hearing\visual impairment

		Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
			Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base		893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
5 Very satisfied	(5)	175	175	110	90	175	25	1	17	13	60	3	1	10	35
		20%	20%	21%	18%	20%	19%	13%	23%	15%	22%	30%	3%	13%	20%
		100%	100%	63%	51%	100%	14%	1%	10%	7%	34%	2%	1%	6%	20%
4	(4)	91	91	58	48	91	15	3	10	13	24	-	4	6	22
		10%	10%	11%	10%	10%	12%	38%	14%	15%	9%	-	13%	8%	12%
		100%	100%	64%	53%	100%	16%	3%	11%	14%	26%	-	4%	7%	24%
3	(3)	501	501	295	276	501	70	4	39	49	150	3	22	46	94
		56%	56%	56%	56%	56%	54%	50%	53%	58%	55%	30%	69%	61%	53%
		100%	100%	59%	55%	100%	14%	1%	8%	10%	30%	1%	4%	9%	19%
2	(2)	31	31	16	18	31	3	-	4	2	6	1	-	4	6
		3%	3%	3%	4%	3%	2%	-	5%	2%	2%	10%	-	5%	3%
		100%	100%	52%	58%	100%	10%	-	13%	6%	19%	3%	-	13%	19%
1 Not at all satisfied	(1)	95	95	51	61	95	17	-	4	8	31	3	5	10	20
		11%	11%	10%	12%	11%	13%	-	5%	9%	11%	30%	16%	13%	11%
		100%	100%	54%	64%	100%	18%	-	4%	8%	33%	3%	5%	11%	21%
SUMMARY CODES															
ANY SATISFIED		266	266	168	138	266	40	4	27	26	84	3	5	16	57
		30%	30%	32%	28%	30%	31%	50%	36%	31%	31%	30%	16%	21%	32%
		100%	100%	63%	52%	100%	15%	2%	10%	10%	32%	1%	2%	6%	21%
ANY NOT SATISFIED		126	126	67	79	126	20	-	8	10	37	4	5	14	26
		14%	14%	13%	16%	14%	15%	-	11%	12%	14%	40%	16%	18%	15%
		100%	100%	53%	63%	100%	16%	-	6%	8%	29%	3%	4%	11%	21%
Mean Score		3.246	3.246	3.302	3.178	3.246	3.215	3.625	3.432	3.247	3.280	2.900	2.875	3.026	3.260
Standard Deviation		1.134	1.134	1.125	1.153	1.134	1.181	0.744	1.074	1.057	1.175	1.663	0.942	1.095	1.158
Error Variance		0.001	0.001	0.002	0.003	0.001	0.011	0.069	0.016	0.013	0.005	0.277	0.028	0.016	0.008

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Subtitles for those with any difficulty hearing
Base: All with any hearing\visual impairment

		Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
	Total	Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
5 Very satisfied	(5) 175	47	62	107	116	4	4	52	54
	20%	24%	24%	25%	24%	16%	15%	26%	25%
		27%	35%	61%	66%	2%	2%	30%	31%
4	(4) 91	18	25	54	56	2	2	39	39
	10%	9%	10%	13%	12%	8%	8%	20%	18%
		20%	27%	59%	62%	2%	2%	43%	43%
3	(3) 501	110	147	214	246	17	17	83	98
	56%	55%	58%	51%	52%	68%	65%	42%	45%
		22%	29%	43%	49%	3%	3%	17%	20%
2	(2) 31	7	5	15	15	-	1	8	8
	3%	4%	2%	4%	3%	-	4%	4%	4%
		23%	16%	48%	48%	-	3%	26%	26%
1 Not at all satisfied	(1) 95	18	15	33	42	2	2	15	17
	11%	9%	6%	8%	9%	8%	8%	8%	8%
		19%	16%	35%	44%	2%	2%	16%	18%
SUMMARY CODES									
ANY SATISFIED	266	65	87	161	172	6	6	91	93
	30%	33%	34%	38%	36%	24%	23%	46%	43%
		24%	33%	61%	65%	2%	2%	34%	35%
ANY NOT SATISFIED	126	25	20	48	57	2	3	23	25
	14%	13%	8%	11%	12%	8%	12%	12%	12%
		20%	16%	38%	45%	2%	2%	18%	20%
Mean Score	3.246	3.345	3.449	3.442	3.398	3.240	3.192	3.533	3.486
Standard Deviation	1.134	1.146	1.065	1.138	1.151	1.012	1.021	1.150	1.141
Error Variance	0.001	0.007	0.004	0.003	0.003	0.041	0.040	0.007	0.006

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.13 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with availability of the following services through Video on Demand/Catch-up TV services (e.g. BBC iPlayer, Netflix)? - Subtitles for those with any difficulty hearing
Base: All with any hearing\visual impairment

		Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES						
Total		Any satisfied with availabilit y of audio description (a)	Any not satisfied with availabilit y of audio description (b)	Any satisfied with availabilit y of Signing (c)	Any not satisfied with availabilit y of Signing (d)	Any satisfied with availabilit y of Subtitles (e)	Any not satisfied with availabilit y of Subtitles (f)	Any satisfied with availabilit y of audio description (g)	Any not satisfied with availabilit y of audio description (h)	Any satisfied with availabilit y of Signing (i)	Any not satisfied with availabilit y of Signing (j)	Any satisfied with availabilit y of Subtitles (k)	Any not satisfied with availabilit y of Subtitles (l)	
Unweighted Base		893	235	122	232	127	342	115	203	131	200	134	266	126
5 Very satisfied	(5)	175 20%	122 52% 70%bdf	11 9% 6%	117 50% 67%bdf	15 12% 9%f	161 47% 92%bdf	5 4% 3%	126 62% 72%hjl	11 8% 6%l	129 65% 74%hjl	12 9% 7%l	175 66% 100%hjl	- - -
4	(4)	91 10%	40 17% 44%bf	9 7% 10%	41 18% 45%bf	13 10% 14%f	60 18% 66%bf	3 3% 3%	49 24% 54%hjl	8 6% 9%l	50 25% 55%hjl	8 6% 9%l	91 34% 100%ghijl	- - -
3	(3)	501 56%	52 22% 10%d	23 19% 5%	56 24% 11%d	17 13% 3%	98 29% 20%bdf	22 19% 4%	18 9% 4%kl	14 11% 3%kl	15 8% 3%kl	10 7% 2%kl	- - -	- - -
2	(2)	31 3%	7 3% 23%	11 9% 35%ace	6 3% 19%	14 11% 45%ace	7 2% 23%	17 15% 55%ace	1 * 3%	18 14% 58%gik	3 2% 10%k	20 15% 65%gik	- - -	31 25% 100%ghik
1 Not at all satisfied	(1)	95 11%	14 6% 15%	68 56% 72%ace	12 5% 13%	68 54% 72%ace	16 5% 17%	68 59% 72%ace	9 4% 9%k	80 61% 84%gik	3 2% 3%k	84 63% 88%gik	- - -	95 75% 100%ghijk
SUMMARY CODES														
ANY SATISFIED		266 30%	162 69% 61%bdf	20 16% 8%f	158 68% 59%bdf	28 22% 11%f	221 65% 83%bdf	8 7% 3%	175 86% 66%hjl	19 15% 7%l	179 90% 67%hjl	20 15% 8%l	266 100% 100%ghijl	- - -
ANY NOT SATISFIED		126 14%	21 9% 17%	79 65% 63%ace	18 8% 14%	82 65% 65%ace	23 7% 18%	85 74% 67%ace	10 5% 8%k	98 75% 78%gik	6 3% 5%k	104 78% 83%gik	- - -	126 100% 100%ghijk
Mean Score		3.246	4.060bdf	2.049	4.056bdf	2.157f	4.003bdf	1.783	4.389hjl	1.870l	4.495hjl	1.836l	4.658ghijl	1.246
Standard Deviation		1.134	1.182	1.366	1.148	1.461	1.124	1.114	0.991	1.309	0.821	1.316	0.475	0.432
Error Variance		0.001	0.006	0.015	0.006	0.017	0.004	0.011	0.005	0.013	0.003	0.013	0.001	0.001

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.14 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) through - Audio description for those with any difficulty seeing - Summary Table
Base: All who personally access a visual or hearing service using on demand service(s)

		Netflix	Amazon Prime Instant Video	NowTV	Wuaki.tv	Sky Store	Sky Go (not Sky Store)	Sky on Demand (not Sky Store)	BT player	Talk Talk TV Store	Virgin on Demand pay-per-view	iTunes	Google play	Blinkbox	Playstation Video	Xbox Video	DisneyLife	BBC Store	Other paid-for service	BBC iPlayer	My5 (formerly Demand 5)
Unweighted Base		-	1	-	-	1	-	-	2	-	-	2	2	-	-	1	-	1	-	4	1
5 Very satisfied	(5)	-	1	-	-	-	-	-	1	-	-	1	1	-	-	1	-	-	-	1	1
		-	100%	-	-	-	-	-	50%	-	-	50%	50%	-	-	100%	-	-	-	25%	100%
4	(4)	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	1	-	2	-
		-	-	-	-	-	-	-	50%	-	-	50%	50%	-	-	-	-	100%	-	50%	-
3	(3)	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
		-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	-
2	(2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 Not at all satisfied	(1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODES																					
ANY SATISFIED		-	1	-	-	-	-	-	2	-	-	2	2	-	-	1	-	1	-	3	1
		-	100%	-	-	-	-	-	100%	-	-	100%	100%	-	-	100%	-	100%	-	75%	100%
ANY NOT SATISFIED		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score		-	5.000	-	-	3.000	-	-	4.500	-	-	4.500	4.500	-	-	5.000	-	4.000	-	4.000	5.000
Standard Deviation		-	-	-	-	-	-	-	0.707	-	-	0.707	0.707	-	-	-	-	-	-	0.816	-
Error Variance		-	-	-	-	-	-	-	0.250	-	-	0.250	0.250	-	-	-	-	-	-	0.167	-

Access services research

Q.14 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) through - Audio description for those with any difficulty seeing - Summary Table
Base: All who personally access a visual or hearing service using on demand service(s)

		ITV Hub (former ly ITV Player)	STV Player	UTV Player	All 4	UKTV Play (catch- up TV from Dave, Really, Yesterd ay, Drama)	Other free- to- access service
Unweighted Base		2	-	-	2	1	-
5 Very satisfied	(5)	1 50%	-	-	1 50%	1 100%	-
4	(4)	-	-	-	-	-	-
3	(3)	1 50%	-	-	1 50%	-	-
2	(2)	-	-	-	-	-	-
1 Not at all satisfied	(1)	-	-	-	-	-	-
SUMMARY CODES							
ANY SATISFIED		1 50%	-	-	1 50%	1 100%	-
ANY NOT SATISFIED		-	-	-	-	-	-
Mean Score		4.000	-	-	4.000	5.000	-
Standard Deviation		1.414	-	-	1.414	-	-
Error Variance		1.000	-	-	1.000	-	-

Access services research

Q.14 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) through - Signing for those with any difficulty hearing - Summary Table

Base: All who personally access a visual or hearing service using on demand service(s)

		Netflix	Amazon Prime Instant Video	NowTV	Wuaki.tv	Sky Store	Sky Go (not Sky Store)	Sky on Demand (not Sky Store)	BT player	Talk Talk TV Store	Virgin on Demand pay-per-view	iTunes	Google play	Blinkbox	Playstation Video	Xbox Video	DisneyLife	BBC Store	Other paid-for service	BBC iPlayer	My5 (formerly Demand 5)
Unweighted Base		1	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-	1	-
5 Very satisfied	(5)	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	-	-	-
4	(4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3	(3)	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	-	-	-
2	(2)	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
		-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-
1 Not at all satisfied	(1)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODES																					
ANY SATISFIED		-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	-	-	-
ANY NOT SATISFIED		1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
		100%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-
Mean Score		1.000	-	-	-	-	2.000	4.000	-	-	-	-	-	-	-	-	-	-	-	2.000	-
Standard Deviation		-	-	-	-	-	-	1.414	-	-	-	-	-	-	-	-	-	-	-	-	-
Error Variance		-	-	-	-	-	-	1.000	-	-	-	-	-	-	-	-	-	-	-	-	-

Access services research

Q.14 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) through - Signing for those with any difficulty hearing - Summary Table

Base: All who personally access a visual or hearing service using on demand service(s)

		ITV Hub (former ly ITV Player)	STV Player	UTV Player	All 4	UKTV Play (catch- up TV from Dave, Really, Yesterd ay, Drama)	Other free- to- access service
Unweighted Base		1	-	-	1	1	1
5 Very satisfied	(5)	-	-	-	-	-	1
		-	-	-	-	-	100%
4	(4)	-	-	-	-	-	-
		-	-	-	-	-	-
3	(3)	-	-	-	-	-	-
		-	-	-	-	-	-
2	(2)	1	-	-	1	-	-
		100%	-	-	100%	-	-
1 Not at all satisfied	(1)	-	-	-	-	1	-
		-	-	-	-	100%	-
SUMMARY CODES							
ANY SATISFIED		-	-	-	-	-	1
		-	-	-	-	-	100%
ANY NOT SATISFIED		1	-	-	1	1	-
		100%	-	-	100%	100%	-
Mean Score		2.000	-	-	2.000	1.000	5.000
Standard Deviation		-	-	-	-	-	-
Error Variance		-	-	-	-	-	-

Access services research

Q.14 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) through - Subtitles for those with any difficulty hearing - Summary Table
Base: All who personally access a visual or hearing service using on demand service(s)

		Netflix	Amazon Prime Instant Video	NowTV	Wuaki.tv	Sky Store	Sky Go (not Sky Store)	Sky on Demand (not Sky Store)	BT player	Talk Talk TV Store	Virgin on Demand pay-per-view	iTunes	Google play	Blinkbox	Playstation Video	Xbox Video	DisneyLife	BBC Store	Other paid-for service	BBC iPlayer	My5 (formerly Demand 5)
Unweighted Base		31	7	5	-	2	3	4	6	1	-	3	2	-	3	-	-	2	1	53	8
5 Very satisfied	(5)	19	5	3	-	-	-	1	2	-	-	1	1	-	2	-	-	1	-	27	3
		61%	71%	60%	-	-	-	25%	33%	-	-	33%	50%	-	67%	-	-	50%	-	51%	38%
4	(4)	6	-	-	-	1	1	2	2	-	-	1	-	-	-	-	-	-	-	12	2
		19%	-	-	-	50%	33%	50%	33%	-	-	33%	-	-	-	-	-	-	-	23%	25%
3	(3)	3	2	1	-	1	1	1	1	1	-	-	1	-	1	-	-	1	1	11	2
		10%	29%	20%	-	50%	33%	25%	17%	100%	-	-	50%	-	33%	-	-	50%	100%	21%	25%
2	(2)	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-	-	2	-
		-	-	-	-	-	33%	-	17%	-	-	33%	-	-	-	-	-	-	-	4%	-
1 Not at all satisfied	(1)	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1
		6%	-	20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	13%
SUMMARY CODES																					
ANY SATISFIED		25	5	3	-	1	1	3	4	-	-	2	1	-	2	-	-	1	-	39	5
		81%	71%	60%	-	50%	33%	75%	67%	-	-	67%	50%	-	67%	-	-	50%	-	74%	63%
ANY NOT SATISFIED		2	-	1	-	-	1	-	1	-	-	1	-	-	-	-	-	-	-	3	1
		6%	-	20%	-	-	33%	-	17%	-	-	33%	-	-	-	-	-	-	-	6%	13%
Mean Score		4.333	4.429	3.800	-	3.500	3.000	4.000	3.833	3.000	-	3.667	4.000	-	4.333	-	-	4.000	3.000	4.170	3.750
Standard Deviation		1.124	0.976	1.789	-	0.707	1.000	0.816	1.169	-	-	1.528	1.414	-	1.155	-	-	1.414	-	1.014	1.389
Error Variance		0.042	0.136	0.640	-	0.250	0.333	0.167	0.228	-	-	0.778	1.000	-	0.444	-	-	1.000	-	0.019	0.241
Not Stated		1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Access services research

Q.14 On a scale of 1 to 5, where 5 is very satisfied and 1 is not at all satisfied, how satisfied are you with the quality of the following service(s) through - Subtitles for those with any difficulty hearing - Summary Table

Base: All who personally access a visual or hearing service using on demand service(s)

		ITV Hub (former ly ITV Player)	STV Player	UTV Player	All 4	UKTV Play (catch- up TV from Dave, Really, Yesterd ay, Drama)	Other free- to- access service
Unweighted Base		23	1	-	19	10	3
5 Very satisfied	(5)	13	1	-	9	3	-
		57%	100%	-	47%	30%	-
4	(4)	6	-	-	6	3	-
		26%	-	-	32%	30%	-
3	(3)	4	-	-	3	1	1
		17%	-	-	16%	10%	33%
2	(2)	-	-	-	1	1	1
		-	-	-	5%	10%	33%
1 Not at all satisfied	(1)	-	-	-	-	2	1
		-	-	-	-	20%	33%
SUMMARY CODES							
ANY SATISFIED		19	1	-	15	6	-
		83%	100%	-	79%	60%	-
ANY NOT SATISFIED		-	-	-	1	3	2
		-	-	-	5%	30%	67%
Mean Score		4.391	5.000	-	4.211	3.400	2.000
Standard Deviation		0.783	-	-	0.918	1.578	1.000
Error Variance		0.027	-	-	0.044	0.249	0.333
Not Stated		-	-	-	-	-	-
		-	-	-	-	-	-

Access services research

Q.15 ... is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Audio description for those with any difficulty seeing	Signing for those with any difficulty hearing	Subtitles for those with any difficulty hearing
Unweighted Base	819	819	819
Netflix	11 1%	11 1%	20 2%
Amazon Prime Instant Video	2 *	1 *	3 *
NowTV	3 *	2 *	3 *
Wuaki.tv	-	-	-
	-	-	-
Sky Store	-	-	-
	-	-	-
Sky Go (not Sky Store)	-	-	-
	-	-	-
Sky on Demand (not Sky Store)	2 *	2 *	1 *
BT player	2 *	2 *	2 *
Talk Talk TV Store	-	-	-
	-	-	-
Virgin on Demand pay- per-view	2 *	2 *	2 *
iTunes	-	-	1 *
	-	-	-
Google play	3 *	2 *	1 *
Blinkbox	-	-	-
	-	-	-
Playstation Video	1 *	1 *	1 *
Xbox Video	-	-	-
	-	-	-
DisneyLife	-	-	-
	-	-	-

Access services research

Q.15 ... is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Audio description for those with any difficulty seeing	Signing for those with any difficulty hearing	Subtitles for those with any difficulty hearing
Unweighted Base	819	819	819
BBC Store	-	-	-
Other paid-for service	1	-	2
	*	-	*
BBC iPlayer	30	37	37
	4%	5%	5%
My5 (formerly Demand 5)	-	-	1
	-	-	*
ITV Hub (formerly ITV Player)	1	-	3
	*	-	*
STV Player	-	-	-
	-	-	-
UTV Player	-	-	-
	-	-	-
All 4	3	2	2
	*	*	*
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	1	2	2
	*	*	*
Other free-to-access service	2	2	3
	*	*	*
Sky - Digital Satellite TV for a monthly subscription	64	65	88
	8%	8%	11%
Satellite TV from someone other than Sky	1	1	1
	*	*	*
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	11	11	13
	1%	1%	2%
Virgin Media through cable	34	34	38
	4%	4%	5%
Freeview (excluding Freeview Play)	133	132	154
	16%	16%	19%

Access services research

Q.15 ... is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Audio description for those with any difficulty seeing	Signing for those with any difficulty hearing	Subtitles for those with any difficulty hearing
Unweighted Base	819	819	819
Freeview Play	9 1%	11 1%	8 1%
YouView set top box 68. BT TV (formerly BT Vision)	1 *	1 *	1 *
Talk Talk TV	5 1%	5 1%	8 1%
Your TV service	2 *	3 *	2 *
SUMMARY CODES			
ANY FREE NON-LINEAR SERVICE	37 5%	43 5%	48 6%
ANY PSB NON-LINEAR SERVICE	34 4%	39 5%	43 5%
ANY PAID NON-LINEAR SERVICE	27 3%	23 3%	36 4%
ANY TV PLATFORM	258 32%	260 32%	311 38%
ANY PAID TV PLATFORM	105 13%	106 13%	136 17%
ANY FREE-TO-AIR TV PLATFORM	153 19%	154 19%	175 21%
Don't know	96 12%	88 11%	79 10%
None	382 47%	385 47%	326 40%
Not Stated	17 2%	17 2%	17 2%

Access services research

Q.15 Audio description for those with any difficulty seeing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	819	422	397	74*	233	512	346	473	640	179	684	75*	56*	4**
Netflix	11	5	6	8	2	1	6	5	8	3	8	3	-	-
	1%	1%	2%	11%	1%	*	2%	1%	1%	2%	1%	4%	-	-
		45%	55%	73%de	18%	9%	55%	45%	73%	27%	73%	27%	-	-
Amazon Prime Instant Video	2	2	-	-	2	-	1	1	2	-	1	-	1	-
	*	*	-	-	1%	-	*	*	*	-	*	-	2%	-
		100%	-	-	100%e	-	50%	50%	100%	-	50%	-	50%j	-
NowTV	3	1	2	2	1	-	2	1	3	-	2	-	1	-
	*	*	1%	3%	*	-	1%	*	*	-	*	-	2%	-
		33%	67%	67%e	33%	-	67%	33%	100%	-	67%	-	33%	-
Wuaki.tv	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Go (not Sky Store)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky on Demand (not Sky Store)	2	-	2	-	1	1	-	2	1	1	1	1	-	-
	*	-	1%	-	*	*	-	*	*	1%	*	1%	-	-
		-	100%	-	50%	50%	-	100%	50%	50%	50%	50%	-	-
BT player	2	1	1	-	-	2	2	-	2	-	2	-	-	-
	*	*	*	-	-	*	1%	-	*	-	*	-	-	-
		50%	50%	-	-	100%	100%	-	100%	-	100%	-	-	-
Talk Talk TV Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin on Demand pay-per-view	2	2	-	-	1	1	1	1	2	-	2	-	-	-
	*	*	-	-	*	*	*	*	*	-	*	-	-	-
		100%	-	-	50%	50%	50%	50%	100%	-	100%	-	-	-
iTunes	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.15 Audio description for those with any difficulty seeing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	819	422	397	74*	233	512	346	473	640	179	684	75*	56*	4**
Google play	3	3	-	2	1	-	1	2	3	-	3	-	-	-
	*	1%	-	3%	*	-	*	*	*	-	*	-	-	-
		100%	-	67%e	33%	-	33%	67%	100%	-	100%	-	-	-
Blinkbox	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Playstation Video	1	1	-	1	-	-	-	1	1	-	1	-	-	-
	*	*	-	1%	-	-	-	*	*	-	*	-	-	-
		100%	-	100%e	-	-	-	100%	100%	-	100%	-	-	-
Xbox Video	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DisneyLife	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other paid-for service	1	1	-	-	1	-	-	1	1	-	1	-	-	-
	*	*	-	-	*	-	-	*	*	-	*	-	-	-
		100%	-	-	100%	-	-	100%	100%	-	100%	-	-	-
BBC iPlayer	30	14	16	4	13	13	16	14	23	7	27	3	-	-
	4%	3%	4%	5%	6%	3%	5%	3%	4%	4%	4%	4%	-	-
		47%	53%	13%	43%e	43%	53%	47%	77%	23%	90%	10%	-	-
My5 (formerly Demand 5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV Hub (formerly ITV Player)	1	-	1	-	1	-	1	-	1	-	1	-	-	-
	*	-	*	-	*	-	*	-	*	-	*	-	-	-
		-	100%	-	100%	-	100%	-	100%	-	100%	-	-	-
STV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

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Access services research

Q.15 Audio description for those with any difficulty seeing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	819	422	397	74*	233	512	346	473	640	179	684	75*	56*	4**
UTV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All 4	3	1	2	-	1	2	2	1	3	-	3	-	-	-
	*	*	1%	-	*	*	1%	*	*	-	*	-	-	-
		33%	67%	-	33%	67%	67%	33%	100%	-	100%	-	-	-
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	1	-	1	-	-	1	-	1	1	-	1	-	-	-
	*	-	*	-	-	*	-	*	*	-	*	-	-	-
		-	100%	-	-	100%	-	100%	100%	-	100%	-	-	-
Other free-to-access service	2	1	1	1	-	1	1	1	2	-	2	-	-	-
	*	*	*	1%	-	*	*	*	*	-	*	-	-	-
		50%	50%	50%	-	50%	50%	50%	100%	-	100%	-	-	-
Sky - Digital Satellite TV for a monthly subscription	64	46	18	6	22	36	28	36	57	7	55	4	5	-
	8%	11%	5%	8%	9%	7%	8%	8%	9%	4%	8%	5%	9%	-
		72%b	28%	9%	34%	56%	44%	56%	89%i	11%	86%	6%	8%	-
Satellite TV from someone other than Sky	1	1	-	-	-	1	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	-	*	*	-	*	-	-	-
		100%	-	-	-	100%	-	100%	100%	-	100%	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	11	5	6	-	2	9	3	8	6	5	6	4	1	-
	1%	1%	2%	-	1%	2%	1%	2%	1%	3%	1%	5%	2%	-
		45%	55%	-	18%	82%	27%	73%	55%	45%	55%	36%j	9%	-
Virgin Media through cable	34	11	23	2	11	21	10	24	28	6	30	4	-	-
	4%	3%	6%	3%	5%	4%	3%	5%	4%	3%	4%	5%	-	-
		32%	68%a	6%	32%	62%	29%	71%	82%	18%	88%	12%	-	-
Freeview (excluding Freeview Play)	133	61	72	4	33	96	44	89	103	30	107	11	14	1
	16%	14%	18%	5%	14%	19%	13%	19%	16%	17%	16%	15%	25%	25%
		46%	54%	3%	25%c	72%c	33%	67%l	77%	23%	80%	8%	11%	1%
Freeview Play	9	4	5	1	2	6	6	3	7	2	8	1	-	-
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	-
		44%	56%	11%	22%	67%	67%	33%	78%	22%	89%	11%	-	-
YouView set top box 68. BT TV (formerly BT Vision)	1	-	1	-	-	1	1	-	1	-	1	-	-	-
	*	-	*	-	-	*	*	-	*	-	*	-	-	-
		-	100%	-	-	100%	100%	-	100%	-	100%	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.15 Audio description for those with any difficulty seeing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	819	422	397	74*	233	512	346	473	640	179	684	75*	56*	4**
Talk Talk TV	5	1	4	-	1	4	4	1	5	-	5	-	-	-
	1%	*	1%	-	*	1%	1%	*	1%	-	1%	-	-	-
		20%	80%	-	20%	80%	80%	20%	100%	-	100%	-	-	-
Your TV service	2	-	2	1	-	1	-	2	1	1	1	1	-	-
	*	-	1%	1%	-	*	-	*	*	1%	*	1%	-	-
		-	100%	50%	-	50%	-	100%	50%	50%	50%	50%	-	-
SUMMARY CODES														
ANY FREE NON-LINEAR SERVICE	37	16	21	5	15	17	20	17	30	7	34	3	-	-
	5%	4%	5%	7%	6%	3%	6%	4%	5%	4%	5%	4%	-	-
		43%	57%	14%	41%	46%	54%	46%	81%	19%	92%	8%	-	-
ANY PSB NON-LINEAR SERVICE	34	15	19	4	15	15	19	15	27	7	31	3	-	-
	4%	4%	5%	5%	6%	3%	5%	3%	4%	4%	5%	4%	-	-
		44%	56%	12%	44%e	44%	56%	44%	79%	21%	91%	9%	-	-
ANY PAID NON-LINEAR SERVICE	27	16	11	13	9	5	13	14	23	4	21	4	2	-
	3%	4%	3%	18%	4%	1%	4%	3%	4%	2%	3%	5%	4%	-
		59%	41%	48%de	33%e	19%	48%	52%	85%	15%	78%	15%	7%	-
ANY TV PLATFORM	258	129	129	13	71	174	96	162	208	50	213	24	20	1
	32%	31%	32%	18%	30%	34%	28%	34%	33%	28%	31%	32%	36%	25%
		50%	50%	5%	28%c	67%c	37%	63%f	81%	19%	83%	9%	8%	*
ANY PAID TV PLATFORM	105	59	46	8	34	63	43	62	92	13	92	8	5	-
	13%	14%	12%	11%	15%	12%	12%	13%	14%	7%	13%	11%	9%	-
		56%	44%	8%	32%	60%	41%	59%	88%i	12%	88%	8%	5%	-
ANY FREE-TO-AIR TV PLATFORM	153	70	83	5	37	111	53	100	116	37	121	16	15	1
	19%	17%	21%	7%	16%	22%	15%	21%	18%	21%	18%	21%	27%	25%
		46%	54%	3%	24%c	73%c	35%	65%f	76%	24%	79%	10%	10%	1%
Don't know	96	49	47	4	34	58	40	56	75	21	73	11	10	2
	12%	12%	12%	5%	15%	11%	12%	12%	12%	12%	11%	15%	18%	50%
		51%	49%	4%	35%c	60%	42%	58%	78%	22%	76%	11%	10%	2%
None	382	202	180	38	102	242	167	215	291	91	329	31	21	1
	47%	48%	45%	51%	44%	47%	48%	45%	45%	51%	48%	41%	38%	25%
		53%	47%	10%	27%	63%	44%	56%	76%	24%	86%	8%	5%	*
Not Stated	17	10	7	-	2	15	10	7	12	5	13	1	3	-
	2%	2%	2%	-	1%	3%	3%	1%	2%	3%	2%	1%	5%	-
		59%	41%	-	12%	88%	59%	41%	71%	29%	76%	6%	18%	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

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Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
Netflix	11	11	7	5	11	1	1	-	1	4	1	-	2	2
	1%	1%	1%	1%	1%	1%	13%	-	1%	2%	13%	-	3%	1%
		100%	64%	45%	100%	9%	9%	-	9%	36%	9%	-	18%	18%
Amazon Prime Instant Video	2	2	1	1	2	-	-	-	-	1	-	-	-	-
	*	*	*	*	*	-	-	-	-	*	-	-	-	-
		100%	50%	50%	100%	-	-	-	-	50%	-	-	-	-
NowTV	3	3	2	1	3	-	-	-	-	1	-	-	-	-
	*	*	*	*	*	-	-	-	-	*	-	-	-	-
		100%	67%	33%	100%	-	-	-	-	33%	-	-	-	-
Wuaki.tv	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Go (not Sky Store)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky on Demand (not Sky Store)	2	2	2	-	2	-	-	-	2	-	-	-	-	-
	*	*	*	-	*	-	-	-	2%	-	-	-	-	-
		100%	100%	-	100%	-	-	-	100% ^{ad}	-	-	-	-	-
BT player	2	2	2	2	2	2	-	-	2	-	-	-	-	2
	*	*	*	*	*	2%	-	-	2%	-	-	-	-	1%
		100%	100%	100%	100%	100% ^{ad}	-	-	100% ^{ad}	-	-	-	-	100%
Talk Talk TV Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin on Demand pay-per-view	2	2	1	1	2	-	-	1	-	-	-	-	-	-
	*	*	*	*	*	-	-	1%	-	-	-	-	-	-
		100%	50%	50%	100%	-	-	50%	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

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		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
iTunes	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Google play	3	3	-	3	3	-	-	-	-	-	-	-	1	2
*	*	*	-	1%	*	-	-	-	-	-	-	-	1%	1%
	100%	-	100%	100%	-	-	-	-	-	-	-	-	33%	67%
Blinkbox	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Playstation Video	1	1	1	1	1	1	-	-	-	-	1	-	-	-
*	*	*	*	*	*	1%	-	-	-	-	13%	-	-	-
	100%	100%	100%	100%	100%	100%	-	-	-	-	100%	-	-	-
Xbox Video	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DisneyLife	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other paid-for service	1	1	1	1	1	1	-	-	1	-	-	-	-	1
*	*	*	*	*	*	1%	-	-	1%	-	-	-	-	1%
	100%	100%	100%	100%	100%	100%	-	-	100%	-	-	-	-	100%
BBC iPlayer	30	30	17	16	30	3	-	2	2	12	-	3	2	6
4%	4%	3%	4%	4%	3%	-	-	3%	2%	5%	-	10%	3%	4%
	100%	57%	53%	100%	10%	-	-	7%	7%	40%	-	10%	7%	20%
My5 (formerly Demand 5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV Hub (formerly ITV Player)	1	1	-	1	1	-	-	-	-	-	-	-	-	-
*	*	*	*	*	*	-	-	-	-	-	-	-	-	-
	100%	-	100%	100%	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.15 Audio description for those with any difficulty seeing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
STV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UTV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All 4	3	3	2	1	3	-	-	-	-	1	-	-	-	-
	*	*	*	*	*	-	-	-	-	*	-	-	-	-
		100%	67%	33%	100%	-	-	-	-	33%	-	-	-	-
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	1	1	1	1	1	1	-	1	-	-	-	1	-	-
	*	*	*	*	*	1%	-	1%	-	-	-	3%	-	-
		100%	100%	100%	100%	100%	-	100%	-	-	-	100%	-	-
Other free-to-access service	2	2	2	-	2	-	-	-	-	1	-	-	-	-
	*	*	*	-	*	-	-	-	-	*	-	-	-	-
		100%	100%	-	100%	-	-	-	-	50%	-	-	-	-
Sky - Digital Satellite TV for a monthly subscription	64	64	34	39	64	9	-	8	4	16	-	1	9	13
	8%	8%	7%	9%	8%	8%	-	11%	5%	6%	-	3%	13%	8%
		100%	53%	61%	100%	14%	-	13%	6%	25%	-	2%	14%	20%
Satellite TV from someone other than Sky	1	1	1	1	1	1	-	-	-	-	-	-	-	-
	*	*	*	*	*	1%	-	-	-	-	-	-	-	-
		100%	100%	100%	100%	100%	-	-	-	-	-	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	11	11	7	6	11	2	-	2	1	4	-	2	-	2
	1%	1%	1%	1%	1%	2%	-	3%	1%	2%	-	7%	-	1%
		100%	64%	55%	100%	18%	-	18%	9%	36%	-	18%	-	18%
Virgin Media through cable	34	34	22	18	34	6	-	4	7	8	1	4	2	6
	4%	4%	4%	4%	4%	5%	-	6%	8%	3%	13%	14%	3%	4%
		100%	65%	53%	100%	18%	-	12%	21% ⁱ	24%	3%	12%	6%	18%
Freeview (excluding Freeview Play)	133	133	75	84	133	26	4	12	10	40	2	7	15	31
	16%	16%	15%	19%	16%	22%	50%	17%	12%	16%	25%	24%	22%	20%
		100%	56%	63%	100%	20%	3%	9%	8%	30%	2%	5%	11%	23%
Freeview Play	9	9	5	7	9	3	-	-	2	1	1	-	2	1
	1%	1%	1%	2%	1%	3%	-	-	2%	*	13%	-	3%	1%
		100%	56%	78%	100%	33%	-	-	22%	11%	11%	-	22%	11%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

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Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
YouView set top box 68.	1	1	1	1	1	1	-	-	-	1	-	-	-	1
BT TV (formerly BT Vision)	*	*	*	*	*	1%	-	-	-	*	-	-	-	1%
		100%	100%	100%	100%	100%	-	-	-	100%	-	-	-	100%
Talk Talk TV	5	5	4	2	5	1	-	-	1	3	-	-	-	-
	1%	1%	1%	*	1%	1%	-	-	1%	1%	-	-	-	-
		100%	80%	40%	100%	20%	-	-	20%	60%	-	-	-	-
Your TV service	2	2	-	2	2	-	-	-	-	-	-	-	-	1
	*	*	-	*	*	-	-	-	-	-	-	-	-	1%
		100%	-	100%	100%	-	-	-	-	-	-	-	-	50%
SUMMARY CODES														
ANY FREE NON-LINEAR SERVICE	37	37	22	19	37	4	-	3	2	14	-	4	2	6
	5%	5%	4%	4%	5%	3%	-	4%	2%	6%	-	14%	3%	4%
		100%	59%	51%	100%	11%	-	8%	5%	38%	-	11%	5%	16%
ANY PSB NON-LINEAR SERVICE	34	34	19	18	34	3	-	2	2	13	-	3	2	6
	4%	4%	4%	4%	4%	3%	-	3%	2%	5%	-	10%	3%	4%
		100%	56%	53%	100%	9%	-	6%	6%	38%	-	9%	6%	18%
ANY PAID NON-LINEAR SERVICE	27	27	17	15	27	5	1	1	6	6	2	-	3	7
	3%	3%	3%	3%	3%	4%	13%	1%	7%	2%	25%	-	4%	4%
		100%	63%	56%	100%	19%	4%	4%	22% ⁱ	22%	7%	-	11%	26%
ANY TV PLATFORM	258	258	149	158	258	49	4	26	25	73	4	14	28	54
	32%	32%	30%	36%	32%	42%	50%	37%	30%	29%	50%	48%	42%	34%
		100%	58%	61%	100%	19% ^{abd}	2%	10%	10%	28%	2%	5%	11%	21%
ANY PAID TV PLATFORM	105	105	62	61	105	18	-	12	12	28	1	5	11	20
	13%	13%	13%	14%	13%	16%	-	17%	14%	11%	13%	17%	16%	13%
		100%	59%	58%	100%	17%	-	11%	11%	27%	1%	5%	10%	19%
ANY FREE-TO-AIR TV PLATFORM	153	153	87	97	153	31	4	14	13	45	3	9	17	34
	19%	19%	18%	22%	19%	27%	50%	20%	16%	18%	38%	31%	25%	22%
		100%	57%	63%	100%	20% ^{abd}	3%	9%	8%	29%	2%	6%	11%	22%
Don't know	96	96	56	50	96	10	1	5	13	28	2	1	6	22
	12%	12%	11%	11%	12%	9%	13%	7%	16%	11%	25%	3%	9%	14%
		100%	58%	52%	100%	10%	1%	5%	14%	29%	2%	1%	6%	23%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

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	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
None	382	382	236	191	382	45	2	33	35	125	-	10	27	64
	47%	47%	48%	43%	47%	39%	25%	47%	42%	49%	-	34%	40%	41%
		100%	62%	50%	100%	12%	1%	9%	9%	33%	-	3%	7%	17%
Not Stated	17	17	14	6	17	3	-	2	2	8	-	-	1	3
	2%	2%	3%	1%	2%	3%	-	3%	2%	3%	-	-	1%	2%
		100%	82%	35%	100%	18%	-	12%	12%	47%	-	-	6%	18%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

Q.15 Audio description for those with any difficulty seeing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	819	193	246	408	459	25**	26**	190	209
Netflix	11	3	5	8	8	1	2	8	8
	1%	2%	2%	2%	2%	4%	8%	4%	4%
		27%	45%	73%	73%	9%	18%	73%	73%
Amazon Prime Instant Video	2	2	1	2	2	1	-	-	1
	*	1%	*	*	*	4%	-	-	*
		100%	50%	100%	100%	50%	-	-	50%
NowTV	3	1	-	3	3	-	-	2	2
	*	1%	-	1%	1%	-	-	1%	1%
		33%	-	100%	100%	-	-	67%	67%
Wuaki.tv	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Sky Store	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Sky Go (not Sky Store)	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Sky on Demand (not Sky Store)	2	-	1	2	2	-	-	1	1
	*	-	*	*	*	-	-	1%	*
		-	50%	100%	100%	-	-	50%	50%
BT player	2	1	1	1	1	-	-	1	1
	*	1%	*	*	*	-	-	1%	*
		50%	50%	50%	50%	-	-	50%	50%
Talk Talk TV Store	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Virgin on Demand pay-per-view	2	-	2	-	2	-	-	-	-
	*	-	1%	-	*	-	-	-	-
		-	100%	-	100%	-	-	-	-
iTunes	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

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	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	819	193	246	408	459	25**	26**	190	209
Google play	3	1	-	-	1	1	-	-	1
	*	1%	-	-	*	4%	-	-	*
		33%	-	-	33%	33%	-	-	33%
Blinkbox	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Playstation Video	1	-	-	1	1	-	-	1	1
	*	-	-	*	*	-	-	1%	*
		-	-	100%	100%	-	-	100%	100%
Xbox Video	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
DisneyLife	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
BBC Store	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Other paid-for service	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
BBC iPlayer	30	7	8	16	18	2	1	12	14
	4%	4%	3%	4%	4%	8%	4%	6%	7%
		23%	27%	53%	60%	7%	3%	40%	47%
My5 (formerly Demand 5)	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
ITV Hub (formerly ITV Player)	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
STV Player	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

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	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	819	193	246	408	459	25**	26**	190	209
UTV Player	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
All 4	3	3	2	2	3	-	-	1	1
	*	2%	1%	*	1%	-	-	1%	*
		100%	67%	67%	100%	-	-	33%	33%
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	1	1	1	1	1	1	-	1	1
	*	1%	*	*	*	4%	-	1%	*
		100%	100%	100%	100%	100%	-	100%	100%
Other free-to-access service	2	1	2	1	2	-	1	2	2
	*	1%	1%	*	*	-	4%	1%	1%
		50%	100%	50%	100%	-	50%	100%	100%
Sky - Digital Satellite TV for a monthly subscription	64	15	23	30	36	3	4	10	13
	8%	8%	9%	7%	8%	12%	15%	5%	6%
		23%	36%	47%	56%	5%	6%	16%	20%
Satellite TV from someone other than Sky	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	11	5	2	5	7	1	1	3	4
	1%	3%	1%	1%	2%	4%	4%	2%	2%
		45%	18%	45%	64%	9%	9%	27%	36%
Virgin Media through cable	34	10	13	18	21	2	-	8	9
	4%	5%	5%	4%	5%	8%	-	4%	4%
		29%	38%	53%	62%	6%	-	24%	26%
Freeview (excluding Freeview Play)	133	24	31	53	60	5	9	31	36
	16%	12%	13%	13%	13%	20%	35%	16%	17%
		18%	23%	40%	45%	4%	7%	23%	27%
Freeview Play	9	3	1	2	4	1	-	-	1
	1%	2%	*	*	1%	4%	-	-	*
		33%	11%	22%	44%	11%	-	-	11%
YouView set top box 68. BT TV (formerly BT Vision)	1	1	-	1	1	1	-	1	1
	*	1%	-	*	*	4%	-	1%	*
		100%	-	100%	100%	100%	-	100%	100%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

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	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	819	193	246	408	459	25**	26**	190	209
Talk Talk TV	5	2	4	4	4	-	-	1	1
	1%	1%	2%	1%	1%	-	-	1%	*
		40%	80%	80%	80%	-	-	20%	20%
Your TV service	2	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
SUMMARY CODES									
ANY FREE NON-LINEAR SERVICE	37	12	13	20	24	3	2	16	18
	5%	6%	5%	5%	5%	12%	8%	8%	9%
		32%	35%	54%	65%	8%	5%	43%	49%
ANY PSB NON-LINEAR SERVICE	34	10	10	18	21	2	1	13	15
	4%	5%	4%	4%	5%	8%	4%	7%	7%
		29%	29%	53%	62%	6%	3%	38%	44%
ANY PAID NON-LINEAR SERVICE	27	8	10	17	20	3	2	13	15
	3%	4%	4%	4%	4%	12%	8%	7%	7%
		30%	37%	63%	74%	11%	7%	48%	56%
ANY TV PLATFORM	258	60	74	113	133	13	14	54	65
	32%	31%	30%	28%	29%	52%	54%	28%	31%
		23%	29%	44%	52%	5%	5%	21%	25%
ANY PAID TV PLATFORM	105	28	40	53	62	6	4	20	24
	13%	15%	16%	13%	14%	24%	15%	11%	11%
		27%	38%	50%	59%	6%	4%	19%	23%
ANY FREE-TO-AIR TV PLATFORM	153	32	34	60	71	7	10	34	41
	19%	17%	14%	15%	15%	28%	38%	18%	20%
		21%	22%	39%	46%	5%	7%	22%	27%
Don't know	96	18	21	47	55	3	4	24	26
	12%	9%	9%	12%	12%	12%	15%	13%	12%
		19%	22%	49%	57%	3%	4%	25%	27%
None	382	92	124	205	221	3	4	81	83
	47%	48%	50%	50%	48%	12%	15%	43%	40%
		24%	32%	54%	58%	1%	1%	21%	22%
Not Stated	17	3	4	6	6	-	-	2	2
	2%	2%	2%	1%	1%	-	-	1%	1%
		18%	24%	35%	35%	-	-	12%	12%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.15 Audio description for those with any difficulty seeing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
Netflix	11	6	2	5	3	7	3	4	4	5	4	6	4
	1%	3%	2%	2%	3%	2%	3%	2%	3%	3%	3%	2%	4%
		55%	18%	45%	27%	64%	27%	36%	36%	45%	36%	55%	36%
Amazon Prime Instant Video	2	1	-	-	-	2	-	1	-	1	-	2	-
	*	*	-	-	-	1%	-	1%	-	1%	-	1%	-
		50%	-	-	-	100%	-	50%	-	50%	-	100%	-
NowTV	3	-	-	1	-	2	-	-	-	1	-	1	-
	*	-	-	*	-	1%	-	-	-	1%	-	*	-
		-	-	33%	-	67%	-	-	-	33%	-	33%	-
Wuaki.tv	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Store	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Go (not Sky Store)	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky on Demand (not Sky Store)	2	-	-	1	-	1	-	-	-	-	-	1	-
	*	-	-	*	-	*	-	-	-	-	-	*	-
		-	-	50%	-	50%	-	-	-	-	-	50%	-
BT player	2	1	-	-	1	1	-	1	-	1	-	1	-
	*	*	-	-	1%	*	-	1%	-	1%	-	*	-
		50%	-	-	50%	50%	-	50%	-	50%	-	50%	-
Talk Talk TV Store	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin on Demand pay-per-view	2	-	1	-	-	-	-	-	-	-	-	-	-
	*	-	1%	-	-	-	-	-	-	-	-	-	-
		-	50%	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

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	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
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Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
iTunes	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Google play	3	-	1	-	-	-	1	1	1	-	1	-	1
	*	-	1%	-	-	-	1%	1%	1%	-	1%	-	1%
		-	33%	-	-	-	33%	33%	33%	-	33%	-	33%
Blinkbox	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Playstation Video	1	-	1	-	1	-	1	1	-	1	-	1	-
	*	-	1%	-	1%	-	1%	1%	-	1%	-	*	-
		-	100%	-	100%	-	100%	100%	-	100%	-	100%	-
Xbox Video	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
DisneyLife	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Store	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other paid-for service	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
BBC iPlayer	30	11	4	9	5	11	1	11	3	10	4	14	1
	4%	5%	4%	4%	4%	3%	1%	6%	3%	5%	3%	6%	1%
		37%	13%	30%	17%	37%	3%	37%	10%	33%	13%	47%	3%
My5 (formerly Demand 5)	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.15 Audio description for those with any difficulty seeing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
ITV Hub (formerly ITV Player)	1	-	-	-	-	-	-	-	-	-	-	-	-
STV Player	-	-	-	-	-	-	-	-	-	-	-	-	-
UTV Player	-	-	-	-	-	-	-	-	-	-	-	-	-
All 4	3	1	-	1	1	1	1	-	1	1	-	1	-
	*	*	-	*	1%	*	1%	-	1%	1%	-	*	-
		33%	-	33%	33%	33%	33%	-	33%	33%	-	33%	-
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	1	1	-	1	-	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	1%	-	1%	-	*	-
		100%	-	100%	-	100%	-	100%	-	100%	-	100%	-
Other free-to-access service	2	-	1	-	1	1	-	-	1	-	2	-	1
	*	-	1%	-	1%	*	-	-	1%	-	2%	-	1%
		-	50%	-	50%	50%	-	-	50%	-	100%	-	50%
Sky - Digital Satellite TV for a monthly subscription	64	24	8	24	7	26	7	20	11	20	12	23	9
	8%	11%	7%	11%	6%	8%	7%	11%	9%	11%	10%	9%	8%
		38%	13%	38%	11%	41%	11%	31%	17%	31%	19%	36%	14%
Satellite TV from someone other than Sky	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	11	4	1	5	-	6	1	4	-	3	-	4	1
	1%	2%	1%	2%	-	2%	1%	2%	-	2%	-	2%	1%
		36%	9%	45%	-	55%	9%	36%	-	27%	-	36%	9%
Virgin Media through cable	34	14	7	11	8	12	10	10	5	8	6	11	8
	4%	6%	7%	5%	7%	4%	10%	5%	4%	4%	5%	4%	7%
		41%	21%	32%	24%	35%	29%	29%	15%	24%	18%	32%	24%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

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Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
Freeview (excluding Freeview Play)	133	38	21	34	20	54	15	34	24	36	19	39	20
	16%	18%	20%	16%	18%	17%	15%	18%	21%	19%	16%	16%	18%
		29%	16%	26%	15%	41%	11%	26%	18%	27%	14%	29%	15%
Freeview Play	9	3	2	2	4	3	3	4	1	3	2	2	2
	1%	1%	2%	1%	4%	1%	3%	2%	1%	2%	2%	1%	2%
		33%	22%	22%	44%	33%	33%	44%	11%	33%	22%	22%	22%
YouView set top box 68. BT TV (formerly BT Vision)	1	1	-	1	-	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	1%	-	1%	-	*	-
		100%	-	100%	-	100%	-	100%	-	100%	-	100%	-
Talk Talk TV	5	1	-	1	1	2	-	1	-	1	-	1	-
	1%	*	-	*	1%	1%	-	1%	-	1%	-	*	-
		20%	-	20%	20%	40%	-	20%	-	20%	-	20%	-
Your TV service	2	-	-	-	2	2	-	1	1	1	1	1	1
	*	-	-	-	2%	1%	-	1%	1%	1%	1%	*	1%
		-	-	-	100%	100%	-	50%	50%	50%	50%	50%	50%
SUMMARY CODES													
ANY FREE NON-LINEAR SERVICE	37	13	5	11	7	14	2	12	5	12	6	16	2
	5%	6%	5%	5%	6%	4%	2%	7%	4%	6%	5%	7%	2%
		35%	14%	30%	19%	38%	5%	32%	14%	32%	16%	43%	5%
ANY PSB NON-LINEAR SERVICE	34	12	4	10	6	12	2	11	4	11	4	15	1
	4%	6%	4%	5%	5%	4%	2%	6%	3%	6%	3%	6%	1%
		35%	12%	29%	18%	35%	6%	32%	12%	32%	12%	44%	3%
ANY PAID NON-LINEAR SERVICE	27	8	5	7	5	13	5	8	5	9	5	12	5
	3%	4%	5%	3%	4%	4%	5%	4%	4%	5%	4%	5%	5%
		30%	19%	26%	19%	48%	19%	30%	19%	33%	19%	44%	19%
ANY TV PLATFORM	258	85	39	78	40	104	36	74	41	72	39	81	40
	32%	39%	36%	36%	35%	32%	36%	40%	35%	39%	33%	33%	36%
		33%	15%	30%	16%	40%	14%	29%	16%	28%	15%	31%	16%
ANY PAID TV PLATFORM	105	40	15	37	16	41	17	32	16	30	18	36	17
	13%	18%	14%	17%	14%	13%	17%	17%	14%	16%	15%	15%	15%
		38%	14%	35%	15%	39%	16%	30%	15%	29%	17%	34%	16%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.15 Audio description for those with any difficulty seeing is not always available. On which of the following is it a priority for you to have this made available?

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	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
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Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
ANY FREE-TO-AIR TV PLATFORM	153	45	24	41	24	63	19	42	25	42	21	45	23
	19%	21%	22%	19%	21%	20%	19%	23%	22%	23%	18%	18%	21%
Don't know	96	24	12	28	9	39	10	18	14	18	15	32	14
	12%	11%	11%	13%	8%	12%	10%	10%	12%	10%	13%	13%	13%
None	382	80	43	84	47	144	43	68	47	70	49	99	45
	47%	37%	40%	39%	42%	45%	43%	37%	41%	38%	42%	40%	41%
Not Stated	17	7	3	6	3	6	4	3	3	3	3	5	3
	2%	3%	3%	3%	3%	2%	4%	2%	3%	2%	3%	2%	3%
		41%	18%	35%	18%	35%	24%	18%	18%	18%	18%	29%	18%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	819	422	397	74*	233	512	346	473	640	179	684	75*	56*	4**
Netflix	11 1%	6 1%	5 1%	8 11%	2 1%	1 *	6 2%	5 1%	8 1%	3 2%	8 1%	2 3%	1 2%	-
		55%	45%	73%de	18%	9%	55%	45%	73%	27%	73%	18%	9%	-
Amazon Prime Instant Video	1 *	1 *	-	-	1 *	-	-	1 *	1 *	-	-	-	1 2%	-
		100%	-	-	100%	-	-	100%	100%	-	-	-	100%j	-
NowTV	2 *	1 *	1 *	1 1%	1 *	-	2 1%	-	2 *	-	2 *	-	-	-
		50%	50%	50%e	50%	-	100%	-	100%	-	100%	-	-	-
Wuaki.tv	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Go (not Sky Store)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky on Demand (not Sky Store)	2 *	-	2 1%	-	1 *	1 *	-	2 *	1 *	1 1%	1 *	1 1%	-	-
		-	100%	-	50%	50%	-	100%	50%	50%	50%	50%	-	-
BT player	2 *	1 *	1 *	-	-	2 *	2 1%	-	2 *	-	2 *	-	-	-
		50%	50%	-	-	100%	100%	-	100%	-	100%	-	-	-
Talk Talk TV Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin on Demand pay-per-view	2 *	2 *	-	-	1 *	1 *	1 *	1 *	2 *	-	2 *	-	-	-
		100%	-	-	50%	50%	50%	50%	100%	-	100%	-	-	-
iTunes	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	819	422	397	74*	233	512	346	473	640	179	684	75*	56*	4**
Google play	2	2	-	1	1	-	-	2	2	-	2	-	-	-
	*	*	-	1%	*	-	-	*	*	-	*	-	-	-
		100%	-	50%e	50%	-	-	100%	100%	-	100%	-	-	-
Blinkbox	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Playstation Video	1	1	-	1	-	-	-	1	1	-	1	-	-	-
	*	*	-	1%	-	-	-	*	*	-	*	-	-	-
		100%	-	100%e	-	-	-	100%	100%	-	100%	-	-	-
Xbox Video	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DisneyLife	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other paid-for service	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC iPlayer	37	19	18	6	17	14	21	16	27	10	32	4	1	-
	5%	5%	5%	8%	7%	3%	6%	3%	4%	6%	5%	5%	2%	-
		51%	49%	16%e	46%e	38%	57%	43%	73%	27%	86%	11%	3%	-
My5 (formerly Demand 5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV Hub (formerly ITV Player)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
STV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	819	422	397	74*	233	512	346	473	640	179	684	75*	56*	4**
UTV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All 4	2	1	1	-	-	2	1	1	2	-	2	-	-	-
	*	*	*	-	-	*	*	*	*	-	*	-	-	-
		50%	50%	-	-	100%	50%	50%	100%	-	100%	-	-	-
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	2	1	1	-	-	2	1	1	2	-	2	-	-	-
	*	*	*	-	-	*	*	*	*	-	*	-	-	-
		50%	50%	-	-	100%	50%	50%	100%	-	100%	-	-	-
Other free-to-access service	2	1	1	1	-	1	1	1	2	-	2	-	-	-
	*	*	*	1%	-	*	*	*	*	-	*	-	-	-
		50%	50%	50%	-	50%	50%	50%	100%	-	100%	-	-	-
Sky - Digital Satellite TV for a monthly subscription	65	45	20	7	26	32	27	38	56	9	52	6	7	-
	8%	11%	5%	9%	11%	6%	8%	8%	9%	5%	8%	8%	13%	-
		69%b	31%	11%	40%e	49%	42%	58%	86%	14%	80%	9%	11%	-
Satellite TV from someone other than Sky	1	1	-	-	-	1	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	-	*	*	-	*	-	-	-
		100%	-	-	-	100%	-	100%	100%	-	100%	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	11	5	6	-	3	8	3	8	7	4	6	4	1	-
	1%	1%	2%	-	1%	2%	1%	2%	1%	2%	1%	5%	2%	-
		45%	55%	-	27%	73%	27%	73%	64%	36%	55%	36%j	9%	-
Virgin Media through cable	34	11	23	2	12	20	10	24	28	6	30	4	-	-
	4%	3%	6%	3%	5%	4%	3%	5%	4%	3%	4%	5%	-	-
		32%	68%a	6%	35%	59%	29%	71%	82%	18%	88%	12%	-	-
Freeview (excluding Freeview Play)	132	60	72	7	31	94	44	88	100	32	108	12	11	1
	16%	14%	18%	9%	13%	18%	13%	19%	16%	18%	16%	16%	20%	25%
		45%	55%	5%	23%	71%	33%	67%l	76%	24%	82%	9%	8%	1%
Freeview Play	11	5	6	1	2	8	7	4	9	2	10	1	-	-
	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	-	-
		45%	55%	9%	18%	73%	64%	36%	82%	18%	91%	9%	-	-
YouView set top box 68. BT TV (formerly BT Vision)	1	-	1	-	-	1	1	-	1	-	1	-	-	-
	*	-	*	-	-	*	*	-	*	-	*	-	-	-
		-	100%	-	-	100%	100%	-	100%	-	100%	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	819	422	397	74*	233	512	346	473	640	179	684	75*	56*	4**
Talk Talk TV	5	1	4	-	1	4	4	1	5	-	5	-	-	-
	1%	*	1%	-	*	1%	1%	*	1%	-	1%	-	-	-
		20%	80%	-	20%	80%	80%	20%	100%	-	100%	-	-	-
Your TV service	3	-	3	1	-	2	-	3	2	1	2	1	-	-
	*	-	1%	1%	-	*	-	1%	*	1%	*	1%	-	-
		-	100%	33%	-	67%	-	100%	67%	33%	67%	33%	-	-
SUMMARY CODES														
ANY FREE NON-LINEAR SERVICE	43	22	21	7	17	19	24	19	33	10	38	4	1	-
	5%	5%	5%	9%	7%	4%	7%	4%	5%	6%	6%	5%	2%	-
		51%	49%	16%e	40%e	44%	56%	44%	77%	23%	88%	9%	2%	-
ANY PSB NON-LINEAR SERVICE	39	20	19	6	17	16	22	17	29	10	34	4	1	-
	5%	5%	5%	8%	7%	3%	6%	4%	5%	6%	5%	5%	2%	-
		51%	49%	15%e	44%e	41%	56%	44%	74%	26%	87%	10%	3%	-
ANY PAID NON-LINEAR SERVICE	23	14	9	11	7	5	11	12	19	4	18	3	2	-
	3%	3%	2%	15%	3%	1%	3%	3%	3%	2%	3%	4%	4%	-
		61%	39%	48%de	30%e	22%	48%	52%	83%	17%	78%	13%	9%	-
ANY TV PLATFORM	260	128	132	17	75	168	96	164	207	53	213	27	19	1
	32%	30%	33%	23%	32%	33%	28%	35%	32%	30%	31%	36%	34%	25%
		49%	51%	7%	29%	65%	37%	63% ^f	80%	20%	82%	10%	7%	*
ANY PAID TV PLATFORM	106	58	48	9	39	58	42	64	91	15	89	10	7	-
	13%	14%	12%	12%	17%	11%	12%	14%	14%	8%	13%	13%	13%	-
		55%	45%	8%	37%e	55%	40%	60%	86% ⁱ	14%	84%	9%	7%	-
ANY FREE-TO-AIR TV PLATFORM	154	70	84	8	36	110	54	100	116	38	124	17	12	1
	19%	17%	21%	11%	15%	21%	16%	21%	18%	21%	18%	23%	21%	25%
		45%	55%	5%	23%	71% ^c	35%	65% ^f	75%	25%	81%	11%	8%	1%
Don't know	88	46	42	2	25	61	39	49	70	18	68	10	8	2
	11%	11%	11%	3%	11%	12%	11%	10%	11%	10%	10%	13%	14%	50%
		52%	48%	2%	28% ^c	69% ^c	44%	56%	80%	20%	77%	11%	9%	2%
None	385	202	183	36	107	242	166	219	297	88	332	29	23	1
	47%	48%	46%	49%	46%	47%	48%	46%	46%	49%	49%	39%	41%	25%
		52%	48%	9%	28%	63%	43%	57%	77%	23%	86%	8%	6%	*
Not Stated	17	10	7	-	2	15	10	7	12	5	13	1	3	-
	2%	2%	2%	-	1%	3%	3%	1%	2%	3%	2%	1%	5%	-
		59%	41%	-	12%	88%	59%	41%	71%	29%	76%	6%	18%	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
Netflix	11	11	9	3	11	1	2	-	1	5	1	-	-	2
	1%	1%	2%	1%	1%	1%	25%	-	1%	2%	13%	-	-	1%
		100%	82%	27%	100%	9%	18%	-	9%	45%	9%	-	-	18%
Amazon Prime Instant Video	1	1	1	-	1	-	-	-	-	1	-	-	-	-
	*	*	*	-	*	-	-	-	-	*	-	-	-	-
		100%	100%	-	100%	-	-	-	-	100%	-	-	-	-
NowTV	2	2	1	1	2	-	-	-	-	-	-	-	-	-
	*	*	*	*	*	-	-	-	-	-	-	-	-	-
		100%	50%	50%	100%	-	-	-	-	-	-	-	-	-
Wuaki.tv	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Go (not Sky Store)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky on Demand (not Sky Store)	2	2	2	-	2	-	-	-	2	-	-	-	-	-
	*	*	*	-	*	-	-	-	2%	-	-	-	-	-
		100%	100%	-	100%	-	-	-	100% ⁱ	-	-	-	-	-
BT player	2	2	2	2	2	2	-	-	2	-	-	-	-	2
	*	*	*	*	*	2%	-	-	2%	-	-	-	-	1%
		100%	100%	100%	100%	100% ^{ad}	-	-	100% ⁱ	-	-	-	-	100%
Talk Talk TV Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin on Demand pay-per-view	2	2	1	1	2	-	-	1	-	-	-	-	-	-
	*	*	*	*	*	-	-	1%	-	-	-	-	-	-
		100%	50%	50%	100%	-	-	50%	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
iTunes	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Google play	2	2	-	2	2	-	-	-	-	-	-	-	-	2
	*	100%	-	100%	100%	-	-	-	-	-	-	-	-	1%
Blinkbox	-	-	-	-	-	-	-	-	-	-	-	-	-	100%
Playstation Video	1	1	1	1	1	1	-	-	-	-	1	-	-	-
	*	100%	100%	100%	100%	100%	-	-	-	-	13%	-	-	-
Xbox Video	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DisneyLife	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other paid-for service	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC iPlayer	37	37	21	19	37	3	-	2	2	13	-	3	3	5
	5%	5%	4%	4%	5%	3%	-	3%	2%	5%	-	10%	4%	3%
My5 (formerly Demand 5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV Hub (formerly ITV Player)	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
STV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UTV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All 4	2	2	2	-	2	-	-	-	-	1	-	-	-	-
	*	*	*	-	*	-	-	-	-	*	-	-	-	-
		100%	100%	-	100%	-	-	-	-	50%	-	-	-	-
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	2	2	2	1	2	1	-	1	-	1	-	1	-	-
	*	*	*	*	*	1%	-	1%	-	*	-	3%	-	-
		100%	100%	50%	100%	50%	-	50%	-	50%	-	50%	-	-
Other free-to-access service	2	2	2	-	2	-	-	-	-	1	-	-	-	-
	*	*	*	-	*	-	-	-	-	*	-	-	-	-
		100%	100%	-	100%	-	-	-	-	50%	-	-	-	-
Sky - Digital Satellite TV for a monthly subscription	65	65	35	38	65	8	-	7	6	17	-	-	8	15
	8%	8%	7%	9%	8%	7%	-	10%	7%	7%	-	-	12%	10%
		100%	54%	58%	100%	12%	-	11%	9%	26%	-	-	12%	23%
Satellite TV from someone other than Sky	1	1	1	1	1	1	-	-	-	-	-	-	-	-
	*	*	*	*	*	1%	-	-	-	-	-	-	-	-
		100%	100%	100%	100%	100%	-	-	-	-	-	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	11	11	7	6	11	2	-	2	1	4	-	2	-	2
	1%	1%	1%	1%	1%	2%	-	3%	1%	2%	-	7%	-	1%
		100%	64%	55%	100%	18%	-	18%	9%	36%	-	18%	-	18%
Virgin Media through cable	34	34	22	17	34	5	-	5	7	7	1	4	2	6
	4%	4%	4%	4%	4%	4%	-	7%	8%	3%	13%	14%	3%	4%
		100%	65%	50%	100%	15%	-	15%	21% ⁱ	21%	3%	12%	6%	18%
Freeview (excluding Freeview Play)	132	132	81	76	132	25	3	12	10	42	2	5	12	26
	16%	16%	16%	17%	16%	22%	38%	17%	12%	17%	25%	17%	18%	17%
		100%	61%	58%	100%	19%	2%	9%	8%	32%	2%	4%	9%	20%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
Freeview Play	11	11	5	9	11	3	-	-	2	1	1	-	3	1
	1%	1%	1%	2%	1%	3%	-	-	2%	*	13%	-	4%	1%
		100%	45%	82%	100%	27%	-	-	18%	9%	9%	-	27% _m	9%
YouView set top box 68.	1	1	1	1	1	1	-	-	-	1	-	-	-	1
BT TV (formerly BT Vision)	*	*	*	*	*	1%	-	-	-	*	-	-	-	1%
		100%	100%	100%	100%	100%	-	-	-	100%	-	-	-	100%
Talk Talk TV	5	5	4	2	5	1	-	-	1	3	-	-	-	-
	1%	1%	1%	*	1%	1%	-	-	1%	1%	-	-	-	-
		100%	80%	40%	100%	20%	-	-	20%	60%	-	-	-	-
Your TV service	3	3	-	3	3	-	-	-	-	-	-	-	-	1
	*	*	-	1%	*	-	-	-	-	-	-	-	-	1%
		100%	-	100%	100%	-	-	-	-	-	-	-	-	33%
SUMMARY CODES														
ANY FREE NON-LINEAR SERVICE	43	43	27	20	43	4	-	3	2	16	-	4	3	5
	5%	5%	5%	5%	5%	3%	-	4%	2%	6%	-	14%	4%	3%
		100%	63%	47%	100%	9%	-	7%	5%	37%	-	9%	7%	12%
ANY PSB NON-LINEAR SERVICE	39	39	23	19	39	3	-	2	2	14	-	3	3	5
	5%	5%	5%	4%	5%	3%	-	3%	2%	6%	-	10%	4%	3%
		100%	59%	49%	100%	8%	-	5%	5%	36%	-	8%	8%	13%
ANY PAID NON-LINEAR SERVICE	23	23	17	10	23	4	2	1	5	6	2	-	-	6
	3%	3%	3%	2%	3%	3%	25%	1%	6%	2%	25%	-	-	4%
		100%	74%	43%	100%	17%	9%	4%	22%	26%	9%	-	-	26%
ANY TV PLATFORM	260	260	156	150	260	46	3	26	27	75	4	11	25	51
	32%	32%	32%	34%	32%	40%	38%	37%	33%	30%	50%	38%	37%	32%
		100%	60%	58%	100%	18%	1%	10%	10%	29%	2%	4%	10%	20%
ANY PAID TV PLATFORM	106	106	63	59	106	16	-	12	14	28	1	4	10	22
	13%	13%	13%	13%	13%	14%	-	17%	17%	11%	13%	14%	15%	14%
		100%	59%	56%	100%	15%	-	11%	13%	26%	1%	4%	9%	21%
ANY FREE-TO-AIR TV PLATFORM	154	154	93	91	154	30	3	14	13	47	3	7	15	29
	19%	19%	19%	21%	19%	26%	38%	20%	16%	19%	38%	24%	22%	18%
		100%	60%	59%	100%	19%	2%	9%	8%	31%	2%	5%	10%	19%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
Don't know	88	88	51	44	88	7	1	6	9	27	1	2	7	20
	11%	11%	10%	10%	11%	6%	13%	9%	11%	11%	13%	7%	10%	13%
		100%	58%	50%	100%	8%	1%	7%	10%	31%	1%	2%	8%	23%
None	385	385	229	208	385	52	2	32	38	122	1	12	31	71
	47%	47%	46%	47%	47%	45%	25%	46%	46%	48%	13%	41%	46%	45%
		100%	59%	54%	100%	14%	1%	8%	10%	32%	*	3%	8%	18%
Not Stated	17	17	14	6	17	3	-	2	2	8	-	-	1	3
	2%	2%	3%	1%	2%	3%	-	3%	2%	3%	-	-	1%	2%
		100%	82%	35%	100%	18%	-	12%	12%	47%	-	-	6%	18%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	819	193	246	408	459	25**	26**	190	209
Netflix	11	3	5	8	8	1	2	9	9
	1%	2%	2%	2%	2%	4%	8%	5%	4%
		27%	45%	73%	73%	9%	18%	82%	82%
Amazon Prime Instant Video	1	1	1	1	1	-	-	-	-
	*	1%	*	*	*	-	-	-	-
		100%	100%	100%	100%	-	-	-	-
NowTV	2	1	-	2	2	-	-	1	1
	*	1%	-	*	*	-	-	1%	*
		50%	-	100%	100%	-	-	50%	50%
Wuaki.tv	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Sky Store	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Sky Go (not Sky Store)	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Sky on Demand (not Sky Store)	2	-	1	2	2	-	-	1	1
	*	-	*	*	*	-	-	1%	*
		-	50%	100%	100%	-	-	50%	50%
BT player	2	1	1	1	1	-	-	1	1
	*	1%	*	*	*	-	-	1%	*
		50%	50%	50%	50%	-	-	50%	50%
Talk Talk TV Store	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Virgin on Demand pay-per-view	2	-	2	-	2	-	-	-	-
	*	-	1%	-	*	-	-	-	-
		-	100%	-	100%	-	-	-	-
iTunes	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	819	193	246	408	459	25**	26**	190	209
Google play	2	1	-	-	1	-	-	-	-
	*	1%	-	-	*	-	-	-	-
		50%	-	-	50%	-	-	-	-
Blinkbox	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Playstation Video	1	-	-	1	1	-	-	1	1
	*	-	-	*	*	-	-	1%	*
		-	-	100%	100%	-	-	100%	100%
Xbox Video	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
DisneyLife	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
BBC Store	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Other paid-for service	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
BBC iPlayer	37	8	7	21	23	4	1	14	18
	5%	4%	3%	5%	5%	16%	4%	7%	9%
		22%	19%	57%	62%	11%	3%	38%	49%
My5 (formerly Demand 5)	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
ITV Hub (formerly ITV Player)	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
STV Player	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

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Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	819	193	246	408	459	25**	26**	190	209
UTV Player	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
All 4	2	2	1	1	2	-	-	1	1
	*	1%	*	*	*	-	-	1%	*
		100%	50%	50%	100%	-	-	50%	50%
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	2	1	1	1	1	1	-	1	1
	*	1%	*	*	*	4%	-	1%	*
		50%	50%	50%	50%	50%	-	50%	50%
Other free-to-access service	2	1	2	1	2	-	1	2	2
	*	1%	1%	*	*	-	4%	1%	1%
		50%	100%	50%	100%	-	50%	100%	100%
Sky - Digital Satellite TV for a monthly subscription	65	13	23	30	37	3	5	14	17
	8%	7%	9%	7%	8%	12%	19%	7%	8%
		20%	35%	46%	57%	5%	8%	22%	26%
Satellite TV from someone other than Sky	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	11	5	3	6	7	-	1	3	3
	1%	3%	1%	1%	2%	-	4%	2%	1%
		45%	27%	55%	64%	-	9%	27%	27%
Virgin Media through cable	34	10	13	19	22	2	-	9	10
	4%	5%	5%	5%	5%	8%	-	5%	5%
		29%	38%	56%	65%	6%	-	26%	29%
Freeview (excluding Freeview Play)	132	27	32	54	62	4	9	31	35
	16%	14%	13%	13%	14%	16%	35%	16%	17%
		20%	24%	41%	47%	3%	7%	23%	27%
Freeview Play	11	3	1	2	4	1	-	-	1
	1%	2%	*	*	1%	4%	-	-	*
		27%	9%	18%	36%	9%	-	-	9%
YouView set top box 68. BT TV (formerly BT Vision)	1	1	-	1	1	1	-	1	1
	*	1%	-	*	*	4%	-	1%	*
		100%	-	100%	100%	100%	-	100%	100%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

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Access services research

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Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	819	193	246	408	459	25**	26**	190	209
Talk Talk TV	5	2	4	4	4	-	-	1	1
	1%	1%	2%	1%	1%	-	-	1%	*
		40%	80%	80%	80%	-	-	20%	20%
Your TV service	3	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
SUMMARY CODES									
ANY FREE NON-LINEAR SERVICE	43	12	11	24	28	5	2	18	22
	5%	6%	4%	6%	6%	20%	8%	9%	11%
		28%	26%	56%	65%	12%	5%	42%	51%
ANY PSB NON-LINEAR SERVICE	39	10	8	22	25	4	1	15	19
	5%	5%	3%	5%	5%	16%	4%	8%	9%
		26%	21%	56%	64%	10%	3%	38%	49%
ANY PAID NON-LINEAR SERVICE	23	7	10	15	18	1	2	13	13
	3%	4%	4%	4%	4%	4%	8%	7%	6%
		30%	43%	65%	78%	4%	9%	57%	57%
ANY TV PLATFORM	260	61	76	116	137	11	15	59	68
	32%	32%	31%	28%	30%	44%	58%	31%	33%
		23%	29%	45%	53%	4%	6%	23%	26%
ANY PAID TV PLATFORM	106	26	40	54	64	6	5	25	29
	13%	13%	16%	13%	14%	24%	19%	13%	14%
		25%	38%	51%	60%	6%	5%	24%	27%
ANY FREE-TO-AIR TV PLATFORM	154	35	36	62	73	5	10	34	39
	19%	18%	15%	15%	16%	20%	38%	18%	19%
		23%	23%	40%	47%	3%	6%	22%	25%
Don't know	88	15	20	39	46	2	3	19	21
	11%	8%	8%	10%	10%	8%	12%	10%	10%
		17%	23%	44%	52%	2%	3%	22%	24%
None	385	95	125	208	224	6	4	79	83
	47%	49%	51%	51%	49%	24%	15%	42%	40%
		25%	32%	54%	58%	2%	1%	21%	22%
Not Stated	17	3	4	6	6	-	-	2	2
	2%	2%	2%	1%	1%	-	-	1%	1%
		18%	24%	35%	35%	-	-	12%	12%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

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Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
Netflix	11	6	3	3	4	6	4	5	4	7	4	7	4
	1%	3%	3%	1%	4%	2%	4%	3%	3%	4%	3%	3%	4%
		55%	27%	27%	36%	55%	36%	45%	36%	64%	36%	64%	36%
Amazon Prime Instant Video	1	-	-	-	-	1	-	-	-	-	-	1	-
	*	-	-	-	-	*	-	-	-	-	-	*	-
		-	-	-	-	100%	-	-	-	-	-	100%	-
NowTV	2	-	-	1	-	1	-	-	-	1	-	-	-
	*	-	-	*	-	*	-	-	-	1%	-	-	-
		-	-	50%	-	50%	-	-	-	50%	-	-	-
Wuaki.tv	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Store	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Go (not Sky Store)	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky on Demand (not Sky Store)	2	-	-	1	-	1	-	-	-	-	-	1	-
	*	-	-	*	-	*	-	-	-	-	-	*	-
		-	-	50%	-	50%	-	-	-	-	-	50%	-
BT player	2	1	-	-	1	1	-	1	-	1	-	1	-
	*	*	-	-	1%	*	-	1%	-	1%	-	*	-
		50%	-	-	50%	50%	-	50%	-	50%	-	50%	-
Talk Talk TV Store	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin on Demand pay-per-view	2	-	1	-	-	-	-	-	-	-	-	-	-
	*	-	1%	-	-	-	-	-	-	-	-	-	-
		-	50%	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

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Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
iTunes	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Google play	2	-	1	-	-	-	1	-	1	-	1	-	1
	*	-	1%	-	-	-	1%	-	1%	-	1%	-	1%
		-	50%	-	-	-	50%	-	50%	-	50%	-	50%
Blinkbox	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Playstation Video	1	-	1	-	1	-	1	1	-	1	-	1	-
	*	-	1%	-	1%	-	1%	1%	-	1%	-	*	-
		-	100%	-	100%	-	100%	100%	-	100%	-	100%	-
Xbox Video	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
DisneyLife	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Store	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other paid-for service	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC iPlayer	37	16	4	13	5	16	1	18	2	15	4	19	1
	5%	7%	4%	6%	4%	5%	1%	10%	2%	8%	3%	8%	1%
		43% ^f	11%	35% ^f	14%	43%	3%	49% ^{hjl}	5%	41% ^{hl}	11%	51% ^{hl}	3%
My5 (formerly Demand 5)	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
ITV Hub (formerly ITV Player)	-	-	-	-	-	-	-	-	-	-	-	-	-
STV Player	-	-	-	-	-	-	-	-	-	-	-	-	-
UTV Player	-	-	-	-	-	-	-	-	-	-	-	-	-
All 4	2	1	-	1	1	1	1	-	1	1	-	1	-
	*	*	-	*	1%	*	1%	-	1%	1%	-	*	-
		50%	-	50%	50%	50%	50%	-	50%	50%	-	50%	-
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	2	2	-	2	-	2	-	2	-	2	-	2	-
	*	1%	-	1%	-	1%	-	1%	-	1%	-	1%	-
		100%	-	100%	-	100%	-	100%	-	100%	-	100%	-
Other free-to-access service	2	-	1	-	1	1	-	-	1	-	2	-	1
	*	-	1%	-	1%	*	-	-	1%	-	2%	-	1%
		-	50%	-	50%	50%	-	-	50%	-	100%	-	50%
Sky - Digital Satellite TV for a monthly subscription	65	22	7	25	5	31	4	21	8	20	10	26	6
	8%	10%	7%	12%	4%	10%	4%	11%	7%	11%	8%	11%	5%
		34%	11%	38%	8%	48%	6%	32%	12%	31%	15%	40%	9%
Satellite TV from someone other than Sky	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	11	3	1	4	-	7	-	4	-	4	-	5	-
	1%	1%	1%	2%	-	2%	-	2%	-	2%	-	2%	-
		27%	9%	36%	-	64%	-	36%	-	36%	-	45%	-
Virgin Media through cable	34	13	7	11	8	14	8	9	5	7	6	13	7
	4%	6%	7%	5%	7%	4%	8%	5%	4%	4%	5%	5%	6%
		38%	21%	32%	24%	41%	24%	26%	15%	21%	18%	38%	21%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
Freeview (excluding Freeview Play)	132	40	18	40	14	58	12	33	21	36	19	41	20
	16%	18%	17%	19%	12%	18%	12%	18%	18%	19%	16%	17%	18%
		30%	14%	30%	11%	44%	9%	25%	16%	27%	14%	31%	15%
Freeview Play	11	4	2	2	4	4	3	4	2	4	2	2	3
	1%	2%	2%	1%	4%	1%	3%	2%	2%	2%	2%	1%	3%
		36%	18%	18%	36%	36%	27%	36%	18%	36%	18%	18%	27%
YouView set top box 68. BT TV (formerly BT Vision)	1	1	-	1	-	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	1%	-	1%	-	*	-
		100%	-	100%	-	100%	-	100%	-	100%	-	100%	-
Talk Talk TV	5	1	-	1	1	2	-	1	-	1	-	1	-
	1%	*	-	*	1%	1%	-	1%	-	1%	-	*	-
		20%	-	20%	20%	40%	-	20%	-	20%	-	20%	-
Your TV service	3	-	-	-	2	2	-	1	1	1	1	1	1
	*	-	-	-	2%	1%	-	1%	1%	1%	1%	*	1%
		-	-	-	67%	67%	-	33%	33%	33%	33%	33%	33%
SUMMARY CODES													
ANY FREE NON-LINEAR SERVICE	43	19	5	16	7	20	2	20	4	18	6	22	2
	5%	9%	5%	7%	6%	6%	2%	11%	3%	10%	5%	9%	2%
		44% ^f	12%	37%	16%	47%	5%	47% ^{hl}	9%	42% ^{hl}	14%	51% ^l	5%
ANY PSB NON-LINEAR SERVICE	39	17	4	14	6	17	2	18	3	16	4	20	1
	5%	8%	4%	7%	5%	5%	2%	10%	3%	9%	3%	8%	1%
		44% ^f	10%	36%	15%	44%	5%	46% ^{hjl}	8%	41% ^{hl}	10%	51% ^{hl}	3%
ANY PAID NON-LINEAR SERVICE	23	7	6	5	6	10	6	7	5	10	5	11	5
	3%	3%	6%	2%	5%	3%	6%	4%	4%	5%	4%	4%	5%
		30%	26%	22%	26%	43%	26%	30%	22%	43%	22%	48%	22%
ANY TV PLATFORM	260	84	35	84	32	117	27	73	36	73	37	89	36
	32%	39%	33%	39%	28%	36%	27%	40%	31%	39%	31%	36%	33%
		32% ^f	13%	32% ^f	12%	45%	10%	28%	14%	28%	14%	34%	14%
ANY PAID TV PLATFORM	106	37	14	38	14	48	12	32	13	29	16	41	13
	13%	17%	13%	18%	12%	15%	12%	17%	11%	16%	14%	17%	12%
		35%	13%	36%	13%	45%	11%	30%	12%	27%	15%	39%	12%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.15 Signing for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
ANY FREE-TO-AIR TV PLATFORM	154	47	21	46	18	69	15	41	23	44	21	48	23
	19%	22%	20%	21%	16%	21%	15%	22%	20%	24%	18%	20%	21%
		31%	14%	30%	12%	45%	10%	27%	15%	29%	14%	31%	15%
Don't know	88	16	10	17	9	29	11	16	10	17	9	26	9
	11%	7%	9%	8%	8%	9%	11%	9%	9%	9%	8%	11%	8%
		18%	11%	19%	10%	33%	13%	18%	11%	19%	10%	30%	10%
None	385	84	48	86	54	138	50	64	57	63	57	92	54
	47%	39%	45%	40%	48%	43%	50%	35%	49%	34%	48%	37%	49%
		22%	12%	22%	14%	36%	13%	17%	15%gik	16%	15%gik	24%	14%gik
Not Stated	17	7	3	6	3	6	4	3	3	3	3	5	3
	2%	3%	3%	3%	3%	2%	4%	2%	3%	2%	3%	2%	3%
		41%	18%	35%	18%	35%	24%	18%	18%	18%	18%	29%	18%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.15 Subtitles for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	819	422	397	74*	233	512	346	473	640	179	684	75*	56*	4**
Netflix	20	12	8	16	3	1	10	10	12	8	15	4	1	-
	2%	3%	2%	22%	1%	*	3%	2%	2%	4%	2%	5%	2%	-
		60%	40%	80%de	15%	5%	50%	50%	60%	40%h	75%	20%	5%	-
Amazon Prime Instant Video	3	2	1	2	1	-	2	1	3	-	2	-	1	-
	*	*	*	3%	*	-	1%	*	*	-	*	-	2%	-
		67%	33%	67%e	33%	-	67%	33%	100%	-	67%	-	33%	-
NowTV	3	1	2	1	1	1	1	2	3	-	1	1	1	-
	*	*	1%	1%	*	*	*	*	*	-	*	1%	2%	-
		33%	67%	33%	33%	33%	33%	67%	100%	-	33%	33%	33%j	-
Wuaki.tv	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Go (not Sky Store)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky on Demand (not Sky Store)	1	-	1	-	1	-	-	1	1	-	1	-	-	-
	*	-	*	-	*	-	-	*	*	-	*	-	-	-
		-	100%	-	100%	-	-	100%	100%	-	100%	-	-	-
BT player	2	1	1	-	-	2	2	-	2	-	2	-	-	-
	*	*	*	-	-	*	1%	-	*	-	*	-	-	-
		50%	50%	-	-	100%	100%	-	100%	-	100%	-	-	-
Talk Talk TV Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin on Demand pay-per-view	2	2	-	-	1	1	1	1	2	-	2	-	-	-
	*	*	-	-	*	*	*	*	*	-	*	-	-	-
		100%	-	-	50%	50%	50%	50%	100%	-	100%	-	-	-
iTunes	1	1	-	1	-	-	1	-	1	-	1	-	-	-
	*	*	-	1%	-	-	*	-	*	-	*	-	-	-
		100%	-	100%e	-	-	100%	-	100%	-	100%	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Table 32

Access services research

Q.15 Subtitles for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	819	422	397	74*	233	512	346	473	640	179	684	75*	56*	4**
Google play	1	1	-	-	1	-	-	1	1	-	1	-	-	-
	*	*	-	-	*	-	-	*	*	-	*	-	-	-
		100%	-	-	100%	-	-	100%	100%	-	100%	-	-	-
Blinkbox	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Playstation Video	1	1	-	1	-	-	-	1	1	-	1	-	-	-
	*	*	-	1%	-	-	-	*	*	-	*	-	-	-
		100%	-	100%e	-	-	-	100%	100%	-	100%	-	-	-
Xbox Video	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DisneyLife	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other paid-for service	2	2	-	-	1	1	1	1	2	-	2	-	-	-
	*	*	-	-	*	*	*	*	*	-	*	-	-	-
		100%	-	-	50%	50%	50%	50%	100%	-	100%	-	-	-
BBC iPlayer	37	18	19	3	15	19	22	15	29	8	32	4	1	-
	5%	4%	5%	4%	6%	4%	6%	3%	5%	4%	5%	5%	2%	-
		49%	51%	8%	41%	51%	59%g	41%	78%	22%	86%	11%	3%	-
My5 (formerly Demand 5)	1	1	-	1	-	-	1	-	1	-	1	-	-	-
	*	*	-	1%	-	-	*	-	*	-	*	-	-	-
		100%	-	100%e	-	-	100%	-	100%	-	100%	-	-	-
ITV Hub (formerly ITV Player)	3	-	3	1	1	1	2	1	3	-	3	-	-	-
	*	-	1%	1%	*	*	1%	*	*	-	*	-	-	-
		-	100%	33%	33%	33%	67%	33%	100%	-	100%	-	-	-
STV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

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Access services research

Q.15 Subtitles for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	819	422	397	74*	233	512	346	473	640	179	684	75*	56*	4**
UTV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All 4	2	1	1	-	-	2	1	1	2	-	2	-	-	-
	*	*	*	-	-	*	*	*	*	-	*	-	-	-
		50%	50%	-	-	100%	50%	50%	100%	-	100%	-	-	-
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	2	1	1	-	-	2	1	1	2	-	2	-	-	-
	*	*	*	-	-	*	*	*	*	-	*	-	-	-
		50%	50%	-	-	100%	50%	50%	100%	-	100%	-	-	-
Other free-to-access service	3	2	1	1	1	1	2	1	3	-	3	-	-	-
	*	*	*	1%	*	*	1%	*	*	-	*	-	-	-
		67%	33%	33%	33%	33%	67%	33%	100%	-	100%	-	-	-
Sky - Digital Satellite TV for a monthly subscription	88	61	27	7	28	53	40	48	73	15	73	8	7	-
	11%	14%	7%	9%	12%	10%	12%	10%	11%	8%	11%	11%	13%	-
		69%b	31%	8%	32%	60%	45%	55%	83%	17%	83%	9%	8%	-
Satellite TV from someone other than Sky	1	1	-	-	-	1	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	-	*	*	-	*	-	-	-
		100%	-	-	-	100%	-	100%	100%	-	100%	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	13	5	8	-	4	9	4	9	7	6	7	5	1	-
	2%	1%	2%	-	2%	2%	1%	2%	1%	3%	1%	7%	2%	-
		38%	62%	-	31%	69%	31%	69%	54%	46%h	54%	38%j	8%	-
Virgin Media through cable	38	14	24	2	12	24	12	26	31	7	34	4	-	-
	5%	3%	6%	3%	5%	5%	3%	5%	5%	4%	5%	5%	-	-
		37%	63%	5%	32%	63%	32%	68%	82%	18%	89%	11%	-	-
Freeview (excluding Freeview Play)	154	72	82	4	41	109	53	101	119	35	127	12	14	1
	19%	17%	21%	5%	18%	21%	15%	21%	19%	20%	19%	16%	25%	25%
		47%	53%	3%	27%c	71%c	34%	66%l	77%	23%	82%	8%	9%	1%
Freeview Play	8	4	4	1	1	6	5	3	7	1	7	1	-	-
	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	-	-
		50%	50%	13%	13%	75%	63%	38%	88%	13%	88%	13%	-	-
YouView set top box 68. BT TV (formerly BT Vision)	1	-	1	-	-	1	1	-	1	-	1	-	-	-
	*	-	*	-	-	*	*	-	*	-	*	-	-	-
		-	100%	-	-	100%	100%	-	100%	-	100%	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

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Access services research

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Base: All who use any TV platform or paid for or free service to stream or download

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	819	422	397	74*	233	512	346	473	640	179	684	75*	56*	4**
Talk Talk TV	8	3	5	-	2	6	4	4	8	-	8	-	-	-
	1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	-	-	-
		38%	63%	-	25%	75%	50%	50%	100%	-	100%	-	-	-
Your TV service	2	-	2	1	-	1	-	2	1	1	1	1	-	-
	*	-	1%	1%	-	*	-	*	*	1%	*	1%	-	-
		-	100%	50%	-	50%	-	100%	50%	50%	50%	50%	-	-
SUMMARY CODES														
ANY FREE NON-LINEAR SERVICE	48	23	25	6	17	25	29	19	40	8	43	4	1	-
	6%	5%	6%	8%	7%	5%	8%	4%	6%	4%	6%	5%	2%	-
		48%	52%	13%	35%	52%	60%g	40%	83%	17%	90%	8%	2%	-
ANY PSB NON-LINEAR SERVICE	43	20	23	5	16	22	26	17	35	8	38	4	1	-
	5%	5%	6%	7%	7%	4%	8%	4%	5%	4%	6%	5%	2%	-
		47%	53%	12%	37%	51%	60%g	40%	81%	19%	88%	9%	2%	-
ANY PAID NON-LINEAR SERVICE	36	23	13	21	9	6	18	18	28	8	28	5	3	-
	4%	5%	3%	28%	4%	1%	5%	4%	4%	4%	4%	7%	5%	-
		64%	36%	58%de	25%e	17%	50%	50%	78%	22%	78%	14%	8%	-
ANY TV PLATFORM	311	160	151	14	88	209	119	192	247	64	258	30	22	1
	38%	38%	38%	19%	38%	41%	34%	41%	39%	36%	38%	40%	39%	25%
		51%	49%	5%	28%c	67%c	38%	62%	79%	21%	83%	10%	7%	*
ANY PAID TV PLATFORM	136	79	57	9	42	85	57	79	114	22	117	12	7	-
	17%	19%	14%	12%	18%	17%	16%	17%	18%	12%	17%	16%	13%	-
		58%	42%	7%	31%	63%	42%	58%	84%	16%	86%	9%	5%	-
ANY FREE-TO-AIR TV PLATFORM	175	81	94	5	46	124	62	113	133	42	141	18	15	1
	21%	19%	24%	7%	20%	24%	18%	24%	21%	23%	21%	24%	27%	25%
		46%	54%	3%	26%c	71%c	35%	65%f	76%	24%	81%	10%	9%	1%
Don't know	79	38	41	5	24	50	30	49	61	18	57	11	10	1
	10%	9%	10%	7%	10%	10%	9%	10%	10%	10%	8%	15%	18%	25%
		48%	52%	6%	30%	63%	38%	62%	77%	23%	72%	14%	13%j	1%
None	326	168	158	27	93	206	140	186	251	75	284	23	17	2
	40%	40%	40%	36%	40%	40%	40%	39%	39%	42%	42%	31%	30%	50%
		52%	48%	8%	29%	63%	43%	57%	77%	23%	87%	7%	5%	1%
Not Stated	17	10	7	-	2	15	10	7	12	5	13	1	3	-
	2%	2%	2%	-	1%	3%	3%	1%	2%	3%	2%	1%	5%	-
		59%	41%	-	12%	88%	59%	41%	71%	29%	76%	6%	18%	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

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Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
Netflix	20	20	12	9	20	1	2	-	2	7	1	1	1	4
	2%	2%	2%	2%	2%	1%	25%	-	2%	3%	13%	3%	1%	3%
		100%	60%	45%	100%	5%	10%	-	10%	35%	5%	5%	5%	20%
Amazon Prime Instant Video	3	3	2	1	3	-	-	-	-	1	-	-	-	-
	*	*	*	*	*	-	-	-	-	*	-	-	-	-
		100%	67%	33%	100%	-	-	-	-	33%	-	-	-	-
NowTV	3	3	2	1	3	-	-	-	1	1	-	-	-	-
	*	*	*	*	*	-	-	-	1%	*	-	-	-	-
		100%	67%	33%	100%	-	-	-	33%	33%	-	-	-	-
Wuaki.tv	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Go (not Sky Store)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky on Demand (not Sky Store)	1	1	1	-	1	-	-	-	1	-	-	-	-	-
	*	*	*	-	*	-	-	-	1%	-	-	-	-	-
		100%	100%	-	100%	-	-	-	100%	-	-	-	-	-
BT player	2	2	2	2	2	2	-	-	2	-	-	-	-	2
	*	*	*	*	*	2%	-	-	2%	-	-	-	-	1%
		100%	100%	100%	100%	100%	-	-	100%	-	-	-	-	100%
Talk Talk TV Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin on Demand pay-per-view	2	2	1	1	2	-	-	1	-	-	-	-	-	-
	*	*	*	*	*	-	-	1%	-	-	-	-	-	-
		100%	50%	50%	100%	-	-	50%	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

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		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
iTunes	1	1	-	1	1	-	-	-	-	-	-	-	1	-
	*	*	-	*	*	-	-	-	-	-	-	-	1%	-
		100%	-	100%	100%	-	-	-	-	-	-	-	100%	-
Google play	1	1	-	1	1	-	-	-	-	-	-	-	-	1
	*	*	-	*	*	-	-	-	-	-	-	-	-	1%
		100%	-	100%	100%	-	-	-	-	-	-	-	-	100%
Blinkbox	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Playstation Video	1	1	1	1	1	1	-	-	-	-	1	-	-	-
	*	*	*	*	*	1%	-	-	-	-	13%	-	-	-
		100%	100%	100%	100%	100%	-	-	-	-	100%	-	-	-
Xbox Video	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DisneyLife	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Store	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other paid-for service	2	2	2	1	2	1	-	-	2	-	-	-	-	1
	*	*	*	*	*	1%	-	-	2%	-	-	-	-	1%
		100%	100%	50%	100%	50%	-	-	100%	-	-	-	-	50%
BBC iPlayer	37	37	25	17	37	5	-	2	4	15	-	3	2	5
	5%	5%	5%	4%	5%	4%	-	3%	5%	6%	-	10%	3%	3%
		100%	68%	46%	100%	14%	-	5%	11%	41%	-	8%	5%	14%
My5 (formerly Demand 5)	1	1	-	1	1	-	-	-	-	-	-	-	-	1
	*	*	-	*	*	-	-	-	-	-	-	-	-	1%
		100%	-	100%	100%	-	-	-	-	-	-	-	-	100%
ITV Hub (formerly ITV Player)	3	3	2	1	3	-	-	-	-	1	-	-	-	-
	*	*	*	*	*	-	-	-	-	*	-	-	-	-
		100%	67%	33%	100%	-	-	-	-	33%	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

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Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
STV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UTV Player	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All 4	2	2	2	-	2	-	-	-	-	1	-	-	-	-
	*	*	*	-	*	-	-	-	-	*	-	-	-	-
		100%	100%	-	100%	-	-	-	-	50%	-	-	-	-
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	2	2	2	2	2	2	-	1	1	-	-	1	-	-
	*	*	*	*	*	2%	-	1%	1%	-	-	3%	-	-
		100%	100%	100%	100%	100%	-	50%	50%	-	-	50%	-	-
Other free-to-access service	3	3	2	1	3	-	-	-	-	1	-	-	-	1
	*	*	*	*	*	-	-	-	-	*	-	-	-	1%
		100%	67%	33%	100%	-	-	-	-	33%	-	-	-	33%
Sky - Digital Satellite TV for a monthly subscription	88	88	54	47	88	13	-	12	10	28	-	1	8	19
	11%	11%	11%	11%	11%	11%	-	17%	12%	11%	-	3%	12%	12%
		100%	61%	53%	100%	15%	-	14%	11%	32%	-	1%	9%	22%
Satellite TV from someone other than Sky	1	1	1	1	1	1	-	-	-	-	-	-	-	-
	*	*	*	*	*	1%	-	-	-	-	-	-	-	-
		100%	100%	100%	100%	100%	-	-	-	-	-	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	13	13	8	7	13	2	-	3	1	4	-	2	-	3
	2%	2%	2%	2%	2%	2%	-	4%	1%	2%	-	7%	-	2%
		100%	62%	54%	100%	15%	-	23%	8%	31%	-	15%	-	23%
Virgin Media through cable	38	38	25	20	38	7	-	4	8	10	1	4	3	7
	5%	5%	5%	5%	5%	6%	-	6%	10%	4%	13%	14%	4%	4%
		100%	66%	53%	100%	18%	-	11%	21%	26%	3%	11%	8%	18%
Freeview (excluding Freeview Play)	154	154	101	83	154	30	2	18	16	51	2	5	14	30
	19%	19%	20%	19%	19%	26%	25%	26%	19%	20%	25%	17%	21%	19%
		100%	66%	54%	100%	19%	1%	12%	10%	33%	1%	3%	9%	19%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

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Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
Freeview Play	8	8	5	6	8	3	-	-	1	2	1	-	2	-
	1%	1%	1%	1%	1%	3%	-	-	1%	1%	13%	-	3%	-
		100%	63%	75%	100%	38%	-	-	13%	25%	13%	-	25% _m	-
YouView set top box 68.	1	1	1	1	1	1	-	-	-	1	-	-	-	1
BT TV (formerly BT Vision)	*	*	*	*	*	1%	-	-	-	*	-	-	-	1%
		100%	100%	100%	100%	100%	-	-	-	100%	-	-	-	100%
Talk Talk TV	8	8	7	2	8	1	-	1	1	5	-	-	-	-
	1%	1%	1%	*	1%	1%	-	1%	1%	2%	-	-	-	-
		100%	88%	25%	100%	13%	-	13%	13%	63%	-	-	-	-
Your TV service	2	2	-	2	2	-	-	-	-	-	-	-	-	1
	*	*	-	*	*	-	-	-	-	-	-	-	-	1%
		100%	-	100%	100%	-	-	-	-	-	-	-	-	50%
SUMMARY CODES														
ANY FREE NON-LINEAR SERVICE	48	48	33	22	48	7	-	3	5	18	-	4	2	7
	6%	6%	7%	5%	6%	6%	-	4%	6%	7%	-	14%	3%	4%
		100%	69%	46%	100%	15%	-	6%	10%	38%	-	8%	4%	15%
ANY PSB NON-LINEAR SERVICE	43	43	29	19	43	5	-	2	4	17	-	3	2	6
	5%	5%	6%	4%	5%	4%	-	3%	5%	7%	-	10%	3%	4%
		100%	67%	44%	100%	12%	-	5%	9%	40%	-	7%	5%	14%
ANY PAID NON-LINEAR SERVICE	36	36	23	18	36	5	2	1	8	9	2	1	2	8
	4%	4%	5%	4%	4%	4%	25%	1%	10%	4%	25%	3%	3%	5%
		100%	64%	50%	100%	14%	6%	3%	22% _{gi}	25%	6%	3%	6%	22%
ANY TV PLATFORM	311	311	202	167	311	58	2	38	37	101	4	12	27	60
	38%	38%	41%	38%	38%	50%	25%	54%	45%	40%	50%	41%	40%	38%
		100%	65%	54%	100%	19% _{acd}	1%	12% _i	12%	32%	1%	4%	9%	19%
ANY PAID TV PLATFORM	136	136	88	71	136	23	-	17	19	44	1	5	11	27
	17%	17%	18%	16%	17%	20%	-	24%	23%	17%	13%	17%	16%	17%
		100%	65%	52%	100%	17%	-	13%	14%	32%	1%	4%	8%	20%
ANY FREE-TO-AIR TV PLATFORM	175	175	114	96	175	35	2	21	18	57	3	7	16	33
	21%	21%	23%	22%	21%	30%	25%	30%	22%	22%	38%	24%	24%	21%
		100%	65%	55%	100%	20% _{ad}	1%	12%	10%	33%	2%	4%	9%	19%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

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Unweighted Base	819	819	494	441	819	116	8**	70*	83*	254	8**	29**	67*	157
Don't know	79	79	45	40	79	6	1	6	8	23	1	1	7	18
	10%	10%	9%	9%	10%	5%	13%	9%	10%	9%	13%	3%	10%	11%
		100%	57%	51%	100%	8%	1%	8%	10%	29%	1%	1%	9%	23%
None	326	326	177	186	326	37	3	20	23	95	1	11	28	60
	40%	40%	36%	42%	40%	32%	38%	29%	28%	37%	13%	38%	42%	38%
		100%	54%	57%	100%	11%	1%	6%	7%	29%	*	3%	9%	18%
Not Stated	17	17	14	6	17	3	-	2	2	8	-	-	1	3
	2%	2%	3%	1%	2%	3%	-	3%	2%	3%	-	-	1%	2%
		100%	82%	35%	100%	18%	-	12%	12%	47%	-	-	6%	18%

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	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	819	193	246	408	459	25**	26**	190	209
Netflix	20	7	8	14	14	1	2	14	14
	2%	4%	3%	3%	3%	4%	8%	7%	7%
		35%	40%	70%	70%	5%	10%	70%	70%
Amazon Prime Instant Video	3	2	2	3	3	-	-	2	2
	*	1%	1%	1%	1%	-	-	1%	1%
		67%	67%	100%	100%	-	-	67%	67%
NowTV	3	2	-	2	3	-	-	2	2
	*	1%	-	*	1%	-	-	1%	1%
		67%	-	67%	100%	-	-	67%	67%
Wuaki.tv	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Sky Store	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Sky Go (not Sky Store)	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Sky on Demand (not Sky Store)	1	-	1	1	1	-	-	1	1
	*	-	*	*	*	-	-	1%	*
		-	100%	100%	100%	-	-	100%	100%
BT player	2	1	1	1	1	-	-	1	1
	*	1%	*	*	*	-	-	1%	*
		50%	50%	50%	50%	-	-	50%	50%
Talk Talk TV Store	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Virgin on Demand pay-per-view	2	-	2	-	2	-	-	-	-
	*	-	1%	-	*	-	-	-	-
		-	100%	-	100%	-	-	-	-
iTunes	1	-	-	-	-	1	-	-	1
	*	-	-	-	-	4%	-	-	*
		-	-	-	-	100%	-	-	100%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.15 Subtitles for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	819	193	246	408	459	25**	26**	190	209
Google play	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Blinkbox	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Playstation Video	1	-	-	1	1	-	-	1	1
	*	-	-	*	*	-	-	1%	*
		-	-	100%	100%	-	-	100%	100%
Xbox Video	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
DisneyLife	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
BBC Store	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Other paid-for service	2	-	1	1	1	-	-	1	1
	*	-	*	*	*	-	-	1%	*
		-	50%	50%	50%	-	-	50%	50%
BBC iPlayer	37	10	9	26	28	3	1	19	22
	5%	5%	4%	6%	6%	12%	4%	10%	11%
		27%	24%	70%	76%	8%	3%	51%	59%
My5 (formerly Demand 5)	1	1	1	1	1	-	-	1	1
	*	1%	*	*	*	-	-	1%	*
		100%	100%	100%	100%	-	-	100%	100%
ITV Hub (formerly ITV Player)	3	1	-	2	2	-	-	1	1
	*	1%	-	*	*	-	-	1%	*
		33%	-	67%	67%	-	-	33%	33%
STV Player	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

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Access services research

Q.15 Subtitles for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	819	193	246	408	459	25**	26**	190	209
UTV Player	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
All 4	2	2	1	1	2	-	-	1	1
	*	1%	*	*	*	-	-	1%	*
		100%	50%	50%	100%	-	-	50%	50%
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	2	1	2	2	2	1	-	2	2
	*	1%	1%	*	*	4%	-	1%	1%
		50%	100%	100%	100%	50%	-	100%	100%
Other free-to-access service	3	1	2	1	2	-	1	2	2
	*	1%	1%	*	*	-	4%	1%	1%
		33%	67%	33%	67%	-	33%	67%	67%
Sky - Digital Satellite TV for a monthly subscription	88	17	34	51	58	4	6	29	32
	11%	9%	14%	13%	13%	16%	23%	15%	15%
		19%	39%	58%	66%	5%	7%	33%	36%
Satellite TV from someone other than Sky	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	13	5	3	8	9	-	1	5	5
	2%	3%	1%	2%	2%	-	4%	3%	2%
		38%	23%	62%	69%	-	8%	38%	38%
Virgin Media through cable	38	10	16	21	24	2	-	10	11
	5%	5%	7%	5%	5%	8%	-	5%	5%
		26%	42%	55%	63%	5%	-	26%	29%
Freeview (excluding Freeview Play)	154	31	38	77	85	5	9	50	55
	19%	16%	15%	19%	19%	20%	35%	26%	26%
		20%	25%	50%	55%	3%	6%	32%	36%
Freeview Play	8	4	2	3	5	1	-	1	2
	1%	2%	1%	1%	1%	4%	-	1%	1%
		50%	25%	38%	63%	13%	-	13%	25%
YouView set top box 68. BT TV (formerly BT Vision)	1	1	-	1	1	1	-	1	1
	*	1%	-	*	*	4%	-	1%	*
		100%	-	100%	100%	100%	-	100%	100%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

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Access services research

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	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	819	193	246	408	459	25**	26**	190	209
Talk Talk TV	8	3	6	7	7	-	1	4	4
	1%	2%	2%	2%	2%	-	4%	2%	2%
		38%	75%	88%	88%	-	13%	50%	50%
Your TV service	2	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
SUMMARY CODES									
ANY FREE NON-LINEAR SERVICE	48	16	15	33	37	4	2	26	29
	6%	8%	6%	8%	8%	16%	8%	14%	14%
		33%	31%	69%	77%	8%	4%	54%	60%
ANY PSB NON-LINEAR SERVICE	43	14	11	30	33	3	1	22	25
	5%	7%	4%	7%	7%	12%	4%	12%	12%
		33%	26%	70%	77%	7%	2%	51%	58%
ANY PAID NON-LINEAR SERVICE	36	12	15	23	26	2	2	22	23
	4%	6%	6%	6%	6%	8%	8%	12%	11%
		33%	42%	64%	72%	6%	6%	61%	64%
ANY TV PLATFORM	311	71	99	168	189	13	17	100	110
	38%	37%	40%	41%	41%	52%	65%	53%	53%
		23%	32%	54%	61%	4%	5%	32%	35%
ANY PAID TV PLATFORM	136	31	56	80	90	7	7	44	48
	17%	16%	23%	20%	20%	28%	27%	23%	23%
		23%	41%	59%	66%	5%	5%	32%	35%
ANY FREE-TO-AIR TV PLATFORM	175	40	43	88	99	6	10	56	62
	21%	21%	17%	22%	22%	24%	38%	29%	30%
		23%	25%	50%	57%	3%	6%	32%	35%
Don't know	79	15	14	32	39	2	3	13	16
	10%	8%	6%	8%	8%	8%	12%	7%	8%
		19%	18%	41%	49%	3%	4%	16%	20%
None	326	76	99	146	162	4	2	27	29
	40%	39%	40%	36%	35%	16%	8%	14%	14%
		23%	30%	45%	50%	1%	1%	8%	9%
Not Stated	17	3	4	6	6	-	-	2	2
	2%	2%	2%	1%	1%	-	-	1%	1%
		18%	24%	35%	35%	-	-	12%	12%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

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Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
Netflix	20	8	6	5	7	12	6	6	7	9	7	12	6
	2%	4%	6%	2%	6%	4%	6%	3%	6%	5%	6%	5%	5%
		40%	30%	25%	35%	60%	30%	30%	35%	45%	35%	60%	30%
Amazon Prime Instant Video	3	-	-	1	-	3	-	-	-	1	-	1	-
	*	-	-	*	-	1%	-	-	-	1%	-	*	-
		-	-	33%	-	100%	-	-	-	33%	-	33%	-
NowTV	3	-	-	-	-	2	-	-	-	-	-	1	-
	*	-	-	-	-	1%	-	-	-	-	-	*	-
		-	-	-	-	67%	-	-	-	-	-	33%	-
Wuaki.tv	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Store	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Go (not Sky Store)	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky on Demand (not Sky Store)	1	-	-	1	-	1	-	-	-	-	-	1	-
	*	-	-	*	-	*	-	-	-	-	-	*	-
		-	-	100%	-	100%	-	-	-	-	-	100%	-
BT player	2	1	-	-	1	1	-	1	-	1	-	1	-
	*	*	-	-	1%	*	-	1%	-	1%	-	*	-
		50%	-	-	50%	50%	-	50%	-	50%	-	50%	-
Talk Talk TV Store	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Virgin on Demand pay-per-view	2	-	1	-	-	-	-	-	-	-	-	-	-
	*	-	1%	-	-	-	-	-	-	-	-	-	-
		-	50%	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

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Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
iTunes	1	-	-	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	-	-	-	1%	-	-	-	-	-
		-	-	-	-	-	-	100%	-	-	-	-	-
Google play	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Blinkbox	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Playstation Video	1	-	1	-	1	-	1	1	-	1	-	1	-
	*	-	1%	-	1%	-	1%	1%	-	1%	-	*	-
		-	100%	-	100%	-	100%	100%	-	100%	-	100%	-
Xbox Video	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
DisneyLife	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Store	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other paid-for service	2	-	-	1	-	1	-	-	-	-	-	1	-
	*	-	-	*	-	*	-	-	-	-	-	*	-
		-	-	50%	-	50%	-	-	-	-	-	50%	-
BBC iPlayer	37	14	4	11	4	15	2	13	3	11	4	18	3
	5%	6%	4%	5%	4%	5%	2%	7%	3%	6%	3%	7%	3%
		38%	11%	30%	11%	41%	5%	35%	8%	30%	11%	49%	8%
My5 (formerly Demand 5)	1	-	-	-	-	1	-	-	-	-	-	-	-
	*	-	-	-	-	*	-	-	-	-	-	-	-
		-	-	-	-	100%	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

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Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
ITV Hub (formerly ITV Player)	3	1	1	1	1	2	-	1	1	1	1	2	-
	*	*	1%	*	1%	1%	-	1%	1%	1%	1%	1%	-
		33%	33%	33%	33%	67%	-	33%	33%	33%	33%	67%	-
STV Player	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
UTV Player	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
All 4	2	1	-	1	1	1	1	-	1	1	-	1	-
	*	*	-	*	1%	*	1%	-	1%	1%	-	*	-
		50%	-	50%	50%	50%	50%	-	50%	50%	-	50%	-
UKTV Play (catch-up TV from Dave, Really, Yesterday, Drama)	2	1	1	1	1	1	-	1	1	1	1	1	1
	*	*	1%	*	1%	*	-	1%	1%	1%	1%	*	1%
		50%	50%	50%	50%	50%	-	50%	50%	50%	50%	50%	50%
Other free-to-access service	3	1	1	1	1	2	-	1	1	1	2	-	1
	*	*	1%	*	1%	1%	-	1%	1%	1%	2%	-	1%
		33%	33%	33%	33%	67%	-	33%	33%	33%	67%	-	33%
Sky - Digital Satellite TV for a monthly subscription	88	23	13	28	11	42	9	22	16	19	17	31	10
	11%	11%	12%	13%	10%	13%	9%	12%	14%	10%	14%	13%	9%
		26%	15%	32%	13%	48%	10%	25%	18%	22%	19%	35%	11%
Satellite TV from someone other than Sky	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	13	3	1	4	-	8	1	4	-	4	-	5	-
	2%	1%	1%	2%	-	2%	1%	2%	-	2%	-	2%	-
		23%	8%	31%	-	62%	8%	31%	-	31%	-	38%	-
Virgin Media through cable	38	12	7	12	8	15	10	9	5	7	6	11	9
	5%	6%	7%	6%	7%	5%	10%	5%	4%	4%	5%	4%	8%
		32%	18%	32%	21%	39%	26%	24%	13%	18%	16%	29%	24%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

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	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
Freeview (excluding Freeview Play)	154	43	25	42	23	72	19	33	26	40	25	48	25
	19%	20%	23%	20%	20%	22%	19%	18%	22%	22%	21%	20%	23%
		28%	16%	27%	15%	47%	12%	21%	17%	26%	16%	31%	16%
Freeview Play	8	3	1	2	3	3	3	4	1	4	2	3	2
	1%	1%	1%	1%	3%	1%	3%	2%	1%	2%	2%	1%	2%
		38%	13%	25%	38%	38%	38%	50%	13%	50%	25%	38%	25%
YouView set top box 68. BT TV (formerly BT Vision)	1	1	-	1	-	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	1%	-	1%	-	*	-
		100%	-	100%	-	100%	-	100%	-	100%	-	100%	-
Talk Talk TV	8	1	1	1	3	4	-	1	1	1	1	3	-
	1%	*	1%	*	3%	1%	-	1%	1%	1%	1%	1%	-
		13%	13%	13%	38%	50%	-	13%	13%	13%	13%	38%	-
Your TV service	2	-	-	-	2	2	-	1	1	1	1	1	1
	*	-	-	-	2%	1%	-	1%	1%	1%	1%	*	1%
		-	-	-	100%	100%	-	50%	50%	50%	50%	50%	50%
SUMMARY CODES													
ANY FREE NON-LINEAR SERVICE	48	18	7	15	8	22	3	16	7	15	8	22	5
	6%	8%	7%	7%	7%	7%	3%	9%	6%	8%	7%	9%	5%
		38%	15%	31%	17%	46%	6%	33%	15%	31%	17%	46%	10%
ANY PSB NON-LINEAR SERVICE	43	16	5	13	6	19	3	14	5	13	5	21	3
	5%	7%	5%	6%	5%	6%	3%	8%	4%	7%	4%	9%	3%
		37%	12%	30%	14%	44%	7%	33%	12%	30%	12%	49%	7%
ANY PAID NON-LINEAR SERVICE	36	9	8	8	9	20	7	9	7	12	7	18	6
	4%	4%	7%	4%	8%	6%	7%	5%	6%	6%	6%	7%	5%
		25%	22%	22%	25%	56%	19%	25%	19%	33%	19%	50%	17%
ANY TV PLATFORM	311	86	48	90	48	145	42	74	49	76	51	102	46
	38%	40%	45%	42%	42%	45%	42%	40%	42%	41%	43%	41%	42%
		28%	15%	29%	15%	47%	14%	24%	16%	24%	16%	33%	15%
ANY PAID TV PLATFORM	136	37	21	42	22	62	19	33	22	28	24	46	19
	17%	17%	20%	20%	19%	19%	19%	18%	19%	15%	20%	19%	17%
		27%	15%	31%	16%	46%	14%	24%	16%	21%	18%	34%	14%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.15 Subtitles for those with any difficulty hearing is not always available. On which of the following is it a priority for you to have this made available?

Base: All who use any TV platform or paid for or free service to stream or download

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	819	217	107	214	113	322	100	184	116	185	118	246	110
ANY FREE-TO-AIR TV PLATFORM	175	49	27	48	26	83	23	41	27	48	27	56	27
	21%	23%	25%	22%	23%	26%	23%	22%	23%	26%	23%	23%	25%
		28%	15%	27%	15%	47%	13%	23%	15%	27%	15%	32%	15%
Don't know	79	20	9	18	9	26	5	17	7	17	9	24	8
	10%	9%	8%	8%	8%	8%	5%	9%	6%	9%	8%	10%	7%
		25%	11%	23%	11%	33%	6%	22%	9%	22%	11%	30%	10%
None	326	77	32	77	34	101	39	64	42	61	39	74	41
	40%	35%	30%	36%	30%	31%	39%	35%	36%	33%	33%	30%	37%
		24%	10%	24%	10%	31%	12%	20%	13%	19%	12%	23%	13%
Not Stated	17	7	3	6	3	6	4	3	3	3	3	5	3
	2%	3%	3%	3%	3%	2%	4%	2%	3%	2%	3%	2%	3%
		41%	18%	35%	18%	35%	24%	18%	18%	18%	18%	29%	18%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.16 ... is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Audio description for those with any difficulty seeing	Signing for those with any difficulty hearing	Subtitles for those with any difficulty hearing
Unweighted Base	893	893	893
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	52 6%	50 6%	73 8%
Apple TV	2 *	- -	1 *
Amazon Fire Stick	2 *	1 *	4 *
Chromecast	1 *	1 *	- -
Roku	- -	1 *	- -
Smartphone	9 1%	8 1%	9 1%
Laptop or netbook computer	23 3%	24 3%	28 3%
Tablet computer e.g. iPad or Samsung Galaxy	11 1%	15 2%	12 1%
Set-top box (e.g. Sky Q, Virgin TiVo)	14 2%	11 1%	17 2%
Games console (e.g. PlayStation, Xbox)	10 1%	7 1%	10 1%
Other	14 2%	15 2%	17 2%
None of these	586 66%	599 67%	565 63%
Don't know	169 19%	161 18%	157 18%

Access services research

Q.16 Audio description for those with any difficulty seeing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	52 6%	26 6%	26 6%	9 11%	17 7%	26 5%	28 8%	24 5%	45 6%	7 4%	42 6%	6 7%	4 6%	-
		50%	50%	17%e	33%	50%	54%g	46%	87%	13%	81%	12%	8%	-
Laptop or netbook computer	23 3%	9 2%	14 3%	5 6%	10 4%	8 1%	12 3%	11 2%	18 3%	5 3%	18 2%	3 3%	2 3%	-
		39%	61%	22%e	43%e	35%	52%	48%	78%	22%	78%	13%	9%	-
Set-top box (e.g. Sky Q, Virgin TiVo)	14 2%	8 2%	6 1%	3 4%	5 2%	6 1%	6 2%	8 2%	11 2%	3 2%	12 2%	2 2%	-	-
		57%	43%	21%	36%	43%	43%	57%	79%	21%	86%	14%	-	-
Tablet computer e.g. iPad or Samsung Galaxy	11 1%	10 2%	1 *	1 1%	5 2%	5 1%	6 2%	5 1%	10 1%	1 1%	9 1%	-	2 3%	-
		91%b	9%	9%	45%	45%	55%	45%	91%	9%	82%	-	18%	-
Games console (e.g. PlayStation, Xbox)	10 1%	6 1%	4 1%	5 6%	4 2%	1 *	3 1%	7 1%	8 1%	2 1%	9 1%	1 1%	-	-
		60%	40%	50%de	40%e	10%	30%	70%	80%	20%	90%	10%	-	-
Smartphone	9 1%	6 1%	3 1%	5 6%	2 1%	2 *	5 1%	4 1%	7 1%	2 1%	8 1%	1 1%	-	-
		67%	33%	56%de	22%	22%	56%	44%	78%	22%	89%	11%	-	-
Amazon Fire Stick	2 *	2 *	-	-	2 1%	-	1 *	1 *	1 *	1 1%	2 *	-	-	-
		100%	-	-	100%e	-	50%	50%	50%	50%	100%	-	-	-
Apple TV	2 *	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	1 1%	1 *	-	1 2%	-
		50%	50%	-	50%	50%	50%	50%	50%	50%	50%	-	50%j	-
Chromecast	1 *	1 *	-	-	-	1 *	1 *	-	1 *	-	1 *	-	-	-
		100%	-	-	-	100%	100%	-	100%	-	100%	-	-	-
Roku	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.16 Audio description for those with any difficulty seeing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
Other	14	6	8	-	6	8	3	11	13	1	7	1	6	-
	2%	1%	2%	-	2%	1%	1%	2%	2%	1%	1%	1%	10%	-
		43%	57%	-	43%	57%	21%	79%	93%	7%	50%	7%	43%jk	-
None of these	586	293	293	37	153	396	233	353	448	138	499	50	33	4
	66%	65%	66%	47%	62%	70%	64%	67%	64%	73%	67%	58%	52%	100%
		50%	50%	6%	26% _c	68% _{cd}	40%	60%	76%	24% _h	85% _l	9%	6%	1%
Don't know	169	82	87	14	43	112	64	105	140	29	132	22	15	-
	19%	18%	20%	18%	17%	20%	18%	20%	20%	15%	18%	26%	24%	-
		49%	51%	8%	25%	66%	38%	62%	83%	17%	78%	13%	9%	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.16 Audio description for those with any difficulty seeing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	52 6%	52 6% 100%	31 6% 60%	26 5% 50%	52 6% 100%	5 4% 10%	1 13% 2%	2 3% 4%	3 4% 6%	21 8% 40%	- - -	2 6% 4%	3 4% 6%	10 6% 19%
Laptop or netbook computer	23 3%	23 3% 100%	8 2% 35%	17 3% 74%b	23 3% 100%	2 2% 9%	1 13% 4%	2 3% 9%	2 2% 9%	3 1% 13%	- - -	- - -	2 3% 9%	11 6% 48%
Set-top box (e.g. Sky Q, Virgin TiVo)	14 2%	14 2% 100%	5 1% 36%	11 2% 79%	14 2% 100%	2 2% 14%	- - -	1 1% 7%	1 1% 7%	2 1% 14%	- - -	- - -	3 4% 21%	5 3% 36%
Tablet computer e.g. iPad or Samsung Galaxy	11 1%	11 1% 100%	6 1% 55%	5 1% 45%	11 1% 100%	- - -	- - -	1 1% 9%	- - -	5 2% 45%	- - -	- - -	- - -	4 2% 36%
Games console (e.g. PlayStation, Xbox)	10 1%	10 1% 100%	4 1% 40%	7 1% 70%	10 1% 100%	1 1% 10%	- - -	- - -	1 1% 10%	1 * 10%	1 10% 10%	2 6% 20%	2 3% 20%	2 1% 20%
Smartphone	9 1%	9 1% 100%	3 1% 33%	6 1% 67%	9 1% 100%	- - -	- - -	1 1% 11%	1 1% 11%	1 * 11%	- - -	- - -	2 3% 22%	3 2% 33%
Amazon Fire Stick	2 *	2 * 100%	1 * 50%	1 * 50%	2 * 100%	- - -	- - -	- - -	- - -	1 * 50%	- - -	- - -	- - -	1 1% 50%
Apple TV	2 *	2 * 100%	1 * 50%	1 * 50%	2 * 100%	- - -	- - -	- - -	1 1% 50%	- - -	- - -	1 3% 50%am	- - -	- - -
Chromecast	1 *	1 * 100%	1 * 100%	- - -	1 * 100%	- - -	- - -	- - -	- - -	1 * 100%	- - -	- - -	- - -	- - -
Roku	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.16 Audio description for those with any difficulty seeing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
Other	14	14	7	9	14	2	-	2	2	2	-	1	2	3
	2%	2%	1%	2%	2%	2%	-	3%	2%	1%	-	3%	3%	2%
		100%	50%	64%	100%	14%	-	14%	14%	14%	-	7%	14%	21%
None of these	586	586	364	315	586	93	4	51	57	185	8	20	48	105
	66%	66%	69%	64%	66%	72%	50%	69%	67%	68%	80%	63%	63%	59%
		100%	62%	54%	100%	16%	1%	9%	10%	32%	1%	3%	8%	18%
Don't know	169	169	99	95	169	25	2	14	17	49	1	6	14	33
	19%	19%	19%	19%	19%	19%	25%	19%	20%	18%	10%	19%	18%	19%
		100%	59%	56%	100%	15%	1%	8%	10%	29%	1%	4%	8%	20%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.16 Audio description for those with any difficulty seeing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	52 6%	22 11% 42%	23 9% 44%	31 7% 60%	37 8% 71%	6 24% 12%	3 12% 6%	20 10% 38%	22 10% 42%
Laptop or netbook computer	23 3%	7 4% 30%	8 3% 35%	13 3% 57%	14 3% 61%	2 8% 9%	2 8% 9%	8 4% 35%	10 5% 43%
Set-top box (e.g. Sky Q, Virgin TiVo)	14 2%	5 3% 36%	6 2% 43%	5 1% 36%	9 2% 64%	1 4% 7%	- - -	4 2% 29%	4 2% 29%
Tablet computer e.g. iPad or Samsung Galaxy	11 1%	4 2% 36%	7 3% 64%	8 2% 73%	9 2% 82%	- - -	2 8% 18%	5 3% 45%	5 2% 45%
Games console (e.g. PlayStation, Xbox)	10 1%	1 1% 10%	1 * 10%	5 1% 50%	6 1% 60%	- - -	- - -	6 3% 60%	6 3% 60%
Smartphone	9 1%	2 1% 22%	2 1% 22%	4 1% 44%	5 1% 56%	1 4% 11%	1 4% 11%	3 2% 33%	4 2% 44%
Amazon Fire Stick	2 *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Apple TV	2 *	- - -	1 * 50%	1 * 50%	1 * 50%	- - -	- - -	1 1% 50%	1 * 50%
Chromecast	1 *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Roku	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.16 Audio description for those with any difficulty seeing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
Other	14	9	11	12	13	1	-	3	4
	2%	5%	4%	3%	3%	4%	-	2%	2%
		64%	79%	86%	93%	7%	-	21%	29%
None of these	586	115	159	279	306	9	14	120	130
	66%	58%	63%	66%	64%	36%	54%	61%	60%
		20%	27%	48%a	52%	2%	2%	20%	22%
Don't know	169	35	36	65	75	5	4	27	30
	19%	18%	14%	15%	16%	20%	15%	14%	14%
		21%	21%	38%	44%	3%	2%	16%	18%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.16 Audio description for those with any difficulty seeing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	52 6%	23 10% 44%bdf	3 2% 6%	22 9% 42%bdf	4 3% 8%	30 9% 58%bd	4 3% 8%	24 12% 46%hjl	4 3% 8%	23 12% 44%hjl	5 4% 10%	25 9% 48%hjl	3 2% 6%
Laptop or netbook computer	23 3%	11 5% 48%	5 4% 22%	7 3% 30%	5 4% 22%	16 5% 70%	2 2% 9%	9 4% 39%	6 5% 26%	13 7% 57%	5 4% 22%	15 6% 65%	3 2% 13%
Set-top box (e.g. Sky Q, Virgin TiVo)	14 2%	6 3% 43%	2 2% 14%	4 2% 29%	3 2% 21%	7 2% 50%	3 3% 21%	1 * 7%	5 4% 36%gi	- - -	6 4% 43%gi	4 2% 29%	4 3% 29%gi
Tablet computer e.g. iPad or Samsung Galaxy	11 1%	4 2% 36%	5 4% 45%e	3 1% 27%	4 3% 36%	4 1% 36%	2 2% 18%	3 1% 27%	5 4% 45%	3 2% 27%	5 4% 45%	3 1% 27%	4 3% 36%
Games console (e.g. PlayStation, Xbox)	10 1%	5 2% 50%	3 2% 30%	5 2% 50%	2 2% 20%	7 2% 70%	2 2% 20%	5 2% 50%	2 2% 20%	6 3% 60%	1 1% 10%	6 2% 60%	1 1% 10%
Smartphone	9 1%	4 2% 44%	1 1% 11%	3 1% 33%	2 2% 22%	2 1% 22%	3 3% 33%	5 2% 56%	3 2% 33%	4 2% 44%	2 1% 22%	4 2% 44%	2 2% 22%
Amazon Fire Stick	2 *	- - -	- - -	- - -	1 1% 50%	- - -	- - -	- - -	- - -	1 1% 50%	- - -	1 * 50%	- - -
Apple TV	2 *	- - -	- - -	1 * 50%	- - -	1 * 50%	- - -	- - -	- - -	- - -	- - -	1 * 50%	- - -
Chromecast	1 *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Roku	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.16 Audio description for those with any difficulty seeing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
Other	14	3	1	2	-	5	1	3	1	2	1	4	1
	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%	1%
		21%	7%	14%	-	36%	7%	21%	7%	14%	7%	29%	7%
None of these	586	136	83	143	86	213	77	119	81	113	85	159	84
	66%	58%	68%	62%	68%	62%	67%	59%	62%	57%	63%	60%	67%
		23%	14%	24%	15%	36%	13%	20%	14%	19%	15%	27%	14%
Don't know	169	43	19	42	20	57	21	34	24	35	24	44	24
	19%	18%	16%	18%	16%	17%	18%	17%	18%	18%	18%	17%	19%
		25%	11%	25%	12%	34%	12%	20%	14%	21%	14%	26%	14%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.16 Signing for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	50 6%	29 6%	21 5%	9 11%	13 5%	28 5%	23 6%	27 5%	43 6%	7 4%	39 5%	5 6%	6 10%	-
		58%	42%	18%e	26%	56%	46%	54%	86%	14%	78%	10%	12%	-
Laptop or netbook computer	24 3%	8 2%	16 4%	6 8%	9 4%	9 2%	11 3%	13 2%	19 3%	5 3%	18 2%	4 5%	2 3%	-
		33%	67%	25%e	38%	38%	46%	54%	79%	21%	75%	17%	8%	-
Tablet computer e.g. iPad or Samsung Galaxy	15 2%	13 3%	2 *	3 4%	6 2%	6 1%	9 2%	6 1%	12 2%	3 2%	13 2%	-	2 3%	-
		87%b	13%	20%	40%	40%	60%	40%	80%	20%	87%	-	13%	-
Set-top box (e.g. Sky Q, Virgin TiVo)	11 1%	6 1%	5 1%	3 4%	3 1%	5 1%	4 1%	7 1%	11 2%	-	10 1%	1 1%	-	-
		55%	45%	27%e	27%	45%	36%	64%	100%	-	91%	9%	-	-
Smartphone	8 1%	4 1%	4 1%	4 5%	2 1%	2 *	4 1%	4 1%	7 1%	1 1%	6 1%	2 2%	-	-
		50%	50%	50%de	25%	25%	50%	50%	88%	13%	75%	25%	-	-
Games console (e.g. PlayStation, Xbox)	7 1%	5 1%	2 *	4 5%	2 1%	1 *	3 1%	4 1%	5 1%	2 1%	6 1%	1 1%	-	-
		71%	29%	57%de	29%	14%	43%	57%	71%	29%	86%	14%	-	-
Roku	1 *	-	1 *	-	-	1 *	1 *	-	1 *	-	1 *	-	-	-
		-	100%	-	-	100%	100%	-	100%	-	100%	-	-	-
Amazon Fire Stick	1 *	1 *	-	-	1 *	-	1 *	-	-	1 1%	1 *	-	-	-
		100%	-	-	100%	-	100%	-	-	100%	100%	-	-	-
Chromecast	1 *	1 *	-	-	1 *	-	1 *	-	-	1 1%	1 *	-	-	-
		100%	-	-	100%	-	100%	-	-	100%	100%	-	-	-
Apple TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.16 Signing for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
Other	15	4	11	-	6	9	4	11	14	1	7	-	8	-
	2%	1%	2%	-	2%	2%	1%	2%	2%	1%	1%	-	13%	-
		27%	73%	-	40%	60%	27%	73%	93%	7%	47%	-	53%jk	-
None of these	599	306	293	40	158	401	241	358	460	139	511	52	33	3
	67%	68%	66%	51%	64%	71%	66%	68%	65%	73%	69%	60%	52%	75%
		51%	49%	7%	26% _c	67% _{cd}	40%	60%	77%	23% _h	85% _l	9%	6%	1%
Don't know	161	73	88	10	47	104	61	100	131	30	127	21	12	1
	18%	16%	20%	13%	19%	18%	17%	19%	19%	16%	17%	24%	19%	25%
		45%	55%	6%	29%	65%	38%	62%	81%	19%	79%	13%	7%	1%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.16 Signing for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	50 6%	50 6% 100%	31 6% 62%	25 5% 50%	50 6% 100%	6 5% 12%	1 13% 2%	1 1% 2%	2 2% 4%	22 8% 44%	- - -	2 6% 4%	5 7% 10%	9 5% 18%
Laptop or netbook computer	24 3%	24 3% 100%	9 2% 38%	17 3% 71%	24 3% 100%	2 2% 8%	1 13% 4%	2 3% 8%	1 1% 4%	5 2% 21%	- - -	1 3% 4%	3 4% 13%	8 5% 33%
Tablet computer e.g. iPad or Samsung Galaxy	15 2%	15 2% 100%	6 1% 40%	10 2% 67%	15 2% 100%	1 1% 7%	- - -	1 1% 7%	- - -	4 1% 27%	- - -	1 3% 7%	- - -	5 3% 33%
Set-top box (e.g. Sky Q, Virgin TiVo)	11 1%	11 1% 100%	4 1% 36%	9 2% 82%	11 1% 100%	2 2% 18%	- - -	- - -	1 1% 9%	2 1% 18%	- - -	- - -	3 4% 27%	4 2% 36%
Smartphone	8 1%	8 1% 100%	4 1% 50%	4 1% 50%	8 1% 100%	- - -	- - -	1 1% 13%	1 1% 13%	2 1% 25%	- - -	- - -	2 3% 25%	2 1% 25%
Games console (e.g. PlayStation, Xbox)	7 1%	7 1% 100%	4 1% 57%	4 1% 57%	7 1% 100%	1 1% 14%	- - -	- - -	1 1% 14%	1 * 14%	1 10% 14%	- - -	- - -	2 1% 29%
Roku	1 *	1 * 100%	1 * 100%	- - -	1 * 100%	- - -	- - -	- - -	1 1% 100%	- - -	- - -	- - -	- - -	- - -
Amazon Fire Stick	1 *	1 * 100%	- - -	1 * 100%	1 * 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 1% 100%
Chromecast	1 *	1 * 100%	- - -	1 * 100%	1 * 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 1% 100%
Apple TV	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

Q.16 Signing for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
Other	15	15	10	7	15	2	-	3	3	3	-	1	1	3
	2%	2%	2%	1%	2%	2%	-	4%	4%	1%	-	3%	1%	2%
		100%	67%	47%	100%	13%	-	20%	20%	20%	-	7%	7%	20%
None of these	599	599	373	319	599	93	4	53	59	187	7	20	50	108
	67%	67%	70%	65%	67%	72%	50%	72%	69%	69%	70%	63%	66%	61%
		100%	62%	53%	100%	16%	1%	9%	10%	31%	1%	3%	8%	18%
Don't know	161	161	88	96	161	23	2	13	16	45	2	7	12	34
	18%	18%	17%	19%	18%	18%	25%	18%	19%	17%	20%	22%	16%	19%
		100%	55%	60%	100%	14%	1%	8%	10%	28%	1%	4%	7%	21%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

Q.16 Signing for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	50 6%	18 9% 36%	20 8% 40%	27 6% 54%	34 7% 68%	4 16% 8%	3 12% 6%	19 10% 38%	20 9% 40%
Laptop or netbook computer	24 3%	10 5% 42%	10 4% 42%	15 4% 63%	15 3% 63%	2 8% 8%	2 8% 8%	7 4% 29%	8 4% 33%
Tablet computer e.g. iPad or Samsung Galaxy	15 2%	4 2% 27%	6 2% 40%	9 2% 60%	9 2% 60%	1 4% 7%	2 8% 13%	5 3% 33%	6 3% 40%
Set-top box (e.g. Sky Q, Virgin TiVo)	11 1%	5 3% 45%	7 3% 64%	5 1% 45%	9 2% 82%	1 4% 9%	- - -	4 2% 36%	4 2% 36%
Smartphone	8 1%	2 1% 25%	2 1% 25%	5 1% 63%	6 1% 75%	1 4% 13%	1 4% 13%	5 3% 63%	6 3% 75%
Games console (e.g. PlayStation, Xbox)	7 1%	1 1% 14%	1 * 14%	6 1% 86%	6 1% 86%	- - -	- - -	5 3% 71%	5 2% 71%
Roku	1 *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Amazon Fire Stick	1 *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Chromecast	1 *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Apple TV	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.16 Signing for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
Other	15	7	11	13	13	-	-	6	6
	2%	4%	4%	3%	3%	-	-	3%	3%
		47%	73%	87%	87%	-	-	40%	40%
None of these	599	120	162	286	315	11	14	126	137
	67%	60%	64%	68%	66%	44%	54%	64%	63%
		20%	27%	48%	53%	2%	2%	21%	23%
Don't know	161	33	35	57	68	5	4	20	24
	18%	17%	14%	13%	14%	20%	15%	10%	11%
		20%	22%	35%	42%	3%	2%	12%	15%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.16 Signing for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	50 6%	18 8% 36% ^d	5 4% 10%	19 8% 38% ^d	3 2% 6%	28 8% 56% ^d	4 3% 8%	20 10% 40% ^j	6 5% 12%	21 11% 42% ^j	4 3% 8%	23 9% 46% ^j	3 2% 6%
Laptop or netbook computer	24 3%	13 6% 54%	6 5% 25%	10 4% 42%	5 4% 21%	13 4% 54%	4 3% 17%	11 5% 46%	6 5% 25%	13 7% 54%	6 4% 25%	15 6% 63%	5 4% 21%
Tablet computer e.g. iPad or Samsung Galaxy	15 2%	5 2% 33%	4 3% 27%	3 1% 20%	5 4% 33%	8 2% 53%	1 1% 7%	5 2% 33%	4 3% 27%	3 2% 20%	5 4% 33%	7 3% 47%	2 2% 13%
Set-top box (e.g. Sky Q, Virgin TiVo)	11 1%	5 2% 45%	2 2% 18%	4 2% 36%	2 2% 18%	6 2% 55%	2 2% 18%	2 1% 18%	4 3% 36%	1 1% 9%	4 3% 36%	4 2% 36%	3 2% 27%
Smartphone	8 1%	3 1% 38%	1 1% 13%	2 1% 25%	1 1% 13%	3 1% 38%	3 3% 38%	3 1% 38%	4 3% 50%	3 2% 38%	2 1% 25%	3 1% 38%	2 2% 25%
Games console (e.g. PlayStation, Xbox)	7 1%	4 2% 57%	1 1% 14%	3 1% 43%	2 2% 29%	6 2% 86%	1 1% 14%	4 2% 57%	- - -	6 3% 86% ^{h j}	- - -	6 2% 86%	- - -
Roku	1 *	1 * 100%	- - -	1 * 100%	- - -	1 * 100%	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Amazon Fire Stick	1 *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Chromecast	1 *	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Apple TV	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.16 Signing for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
Other	15	2	1	2	-	6	-	2	2	2	-	5	-
	2%	1%	1%	1%	-	2%	-	1%	2%	1%	-	2%	-
		13%	7%	13%	-	40%	-	13%	13%	13%	-	33%	-
None of these	599	145	83	147	89	225	81	124	83	119	93	166	89
	67%	62%	68%	63%	70%	66%	70%	61%	63%	60%	69%	62%	71%
		24%	14%	25%	15%	38%	14%	21%	14%	20%	16%	28%	15%
Don't know	161	39	19	41	20	46	19	32	22	32	20	37	22
	18%	17%	16%	18%	16%	13%	17%	16%	17%	16%	15%	14%	17%
		24%	12%	25%	12%	29%	12%	20%	14%	20%	12%	23%	14%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.16 Subtitles for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	73 8%	43 10% 59%	30 7% 41%	13 16% 18%de	20 8% 27%	40 7% 55%	39 11% 53%g	34 6% 47%	60 9% 82%	13 7% 18%	60 8% 82%	7 8% 10%	6 10% 8%	- - -
Laptop or netbook computer	28 3%	11 2% 39%	17 4% 61%	8 10% 29%de	9 4% 32%	11 2% 39%	15 4% 54%	13 2% 46%	22 3% 79%	6 3% 21%	22 3% 79%	4 5% 14%	2 3% 7%	- - -
Set-top box (e.g. Sky Q, Virgin TiVo)	17 2%	8 2% 47%	9 2% 53%	4 5% 24%e	6 2% 35%	7 1% 41%	7 2% 41%	10 2% 59%	14 2% 82%	3 2% 18%	15 2% 88%	2 2% 12%	- - -	- - -
Tablet computer e.g. iPad or Samsung Galaxy	12 1%	8 2% 67%	4 1% 33%	- - -	5 2% 42%	7 1% 58%	7 2% 58%	5 1% 42%	11 2% 92%	1 1% 8%	9 1% 75%	1 1% 8%	2 3% 17%	- - -
Games console (e.g. PlayStation, Xbox)	10 1%	7 2% 70%	3 1% 30%	6 8% 60%de	3 1% 30%	1 * 10%	4 1% 40%	6 1% 60%	9 1% 90%	1 1% 10%	10 1% 100%	- - -	- - -	- - -
Smartphone	9 1%	7 2% 78%	2 * 22%	6 8% 67%de	2 1% 22%	1 * 11%	6 2% 67%	3 1% 33%	7 1% 78%	2 1% 22%	8 1% 89%	1 1% 11%	- - -	- - -
Amazon Fire Stick	4 *	3 1% 75%	1 * 25%	- - -	3 1% 75%	1 * 25%	1 * 25%	3 1% 75%	2 * 50%	2 1% 50%	3 * 75%	1 1% 25%	- - -	- - -
Apple TV	1 *	- - -	1 * 100%	1 1% 100%e	- - -	- - -	- - -	1 * 100%	1 * 100%	- - -	1 * 100%	- - -	- - -	- - -
Roku	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chromecast	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Access services research

Q.16 Subtitles for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	GENDER		AGE			SOCIAL GRADE		AREA		COUNTRY			
		Male (a)	Female (b)	16-34 (c)	35-64 (d)	65+ (e)	ABC1 (f)	C2DE (g)	Urban (h)	Rural (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)
Unweighted Base	893	450	443	79*	248	566	363	530	703	190	740	86*	63*	4**
Other	17	7	10	-	6	11	7	10	15	2	10	-	7	-
	2%	2%	2%	-	2%	2%	2%	2%	2%	1%	1%	-	11%	-
		41%	59%	-	35%	65%	41%	59%	88%	12%	59%	-	41%jk	-
None of these	565	285	280	33	149	383	219	346	436	129	483	49	30	3
	63%	63%	63%	42%	60%	68%	60%	65%	62%	68%	65%	57%	48%	75%
		50%	50%	6%	26% _c	68% _{cd}	39%	61%	77%	23%	85% _l	9%	5%	1%
Don't know	157	71	86	8	45	104	58	99	126	31	119	21	16	1
	18%	16%	19%	10%	18%	18%	16%	19%	18%	16%	16%	24%	25%	25%
		45%	55%	5%	29%	66%	37%	63%	80%	20%	76%	13%	10%	1%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i - j/k/l/m

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Access services research

Q.16 Subtitles for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	73 8%	73 8% 100%	51 10% 70% ^c	29 6% 40%	73 8% 100%	7 5% 10%	1 13% 1%	7 9% 10%	7 8% 10%	29 11% 40%	- - -	2 6% 3%	4 5% 5%	11 6% 15%
Laptop or netbook computer	28 3%	28 3% 100%	13 2% 46%	17 3% 61%	28 3% 100%	2 2% 7%	1 13% 4%	2 3% 7%	3 4% 11%	7 3% 25%	- - -	1 3% 4%	2 3% 7%	8 5% 29%
Set-top box (e.g. Sky Q, Virgin TiVo)	17 2%	17 2% 100%	9 2% 53%	11 2% 65%	17 2% 100%	3 2% 18%	- - -	1 1% 6%	1 1% 6%	5 2% 29%	- - -	1 3% 6%	2 3% 12%	5 3% 29%
Tablet computer e.g. iPad or Samsung Galaxy	12 1%	12 1% 100%	8 2% 67%	5 1% 42%	12 1% 100%	1 1% 8%	- - -	1 1% 8%	1 1% 8%	6 2% 50%	- - -	- - -	- - -	3 2% 25%
Games console (e.g. PlayStation, Xbox)	10 1%	10 1% 100%	4 1% 40%	7 1% 70%	10 1% 100%	1 1% 10%	- - -	- - -	- - -	2 1% 20%	1 10% 10%	- - -	2 3% 20%	2 1% 20%
Smartphone	9 1%	9 1% 100%	3 1% 33%	6 1% 67%	9 1% 100%	- - -	- - -	1 1% 11%	1 1% 11%	1 * 11%	- - -	- - -	2 3% 22%	4 2% 44%
Amazon Fire Stick	4 *	4 * 100%	3 1% 75%	2 * 50%	4 * 100%	1 1% 25%	- - -	- - -	2 2% 50% ^l	- - -	- - -	- - -	- - -	1 1% 25%
Apple TV	1 *	1 * 100%	1 * 100%	- - -	1 * 100%	- - -	- - -	- - -	- - -	1 * 100%	- - -	- - -	- - -	- - -
Roku	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chromecast	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

Q.16 Subtitles for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q1. DISABILITY					Q2. SEVERITY OF HEARING IMPAIRMENT				Q3. SEVERITY OF VISUAL IMPAIRMENT			
		Any disability (a)	Hearing impairment (s) (b)	Visual impairment (s) (c)	Any hearing or visual impairment (s) (d)	Hearing and visual impairment (s) (e)	Profound hearing impairment (f)	Severe hearing impairment (g)	Moderate hearing impairment (h)	Mild hearing impairment (i)	Profound visual impairment (j)	Severe visual impairment (k)	Moderate visual impairment (l)	Mild visual impairment (m)
Unweighted Base	893	893	530	493	893	130	8**	74*	85*	271	10**	32*	76*	177
Other	17	17	11	9	17	3	-	2	4	3	-	-	2	3
	2%	2%	2%	2%	2%	2%	-	3%	5%	1%	-	-	3%	2%
		100%	65%	53%	100%	18%	-	12%	24%	18%	-	-	12%	18%
None of these	565	565	339	316	565	90	5	47	51	170	7	22	49	108
	63%	63%	64%	64%	63%	69%	63%	64%	60%	63%	70%	69%	64%	61%
		100%	60%	56%	100%	16%	1%	8%	9%	30%	1%	4%	9%	19%
Don't know	157	157	88	91	157	22	1	13	15	47	2	6	13	32
	18%	18%	17%	18%	18%	17%	13%	18%	18%	17%	20%	19%	17%	18%
		100%	56%	58%	100%	14%	1%	8%	10%	30%	1%	4%	8%	20%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k/l/m

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Access services research

Q.16 Subtitles for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	73 8%	26 13% 36%	30 12% 41%	46 11% 63%	53 11% 73%	5 20% 7%	3 12% 4%	36 18% 49%	37 17% 51%
Laptop or netbook computer	28 3%	11 6% 39%	13 5% 46%	19 4% 68%	21 4% 75%	2 8% 7%	3 12% 11%	14 7% 50%	15 7% 54%
Set-top box (e.g. Sky Q, Virgin TiVo)	17 2%	5 3% 29%	6 2% 35%	8 2% 47%	11 2% 65%	1 4% 6%	- - -	8 4% 47%	8 4% 47%
Tablet computer e.g. iPad or Samsung Galaxy	12 1%	5 3% 42%	8 3% 67%	11 3% 92%	11 2% 92%	- - -	2 8% 17%	8 4% 67%	8 4% 67%
Games console (e.g. PlayStation, Xbox)	10 1%	4 2% 40%	2 1% 20%	7 2% 70%	8 2% 80%	- - -	- - -	5 3% 50%	5 2% 50%
Smartphone	9 1%	3 2% 33%	3 1% 33%	4 1% 44%	5 1% 56%	1 4% 11%	1 4% 11%	4 2% 44%	5 2% 56%
Amazon Fire Stick	4 *	- - -	- - -	1 * 25%	1 * 25%	- - -	- - -	1 1% 25%	1 * 25%
Apple TV	1 *	- - -	- - -	1 * 100%	1 * 100%	- - -	- - -	- - -	- - -
Roku	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Chromecast	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

** very small base (under 30) ineligible for sig testing

Access services research

Q.16 Subtitles for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q7. CLAIMED AWARENESS OF ACCESS SERVICES				Q8 Q9. ACCESS SERVICES USAGE			
		Aware of service: Audio description (a)	Aware of service: Signing (b)	Aware of service: Subtitles (c)	Aware of service: Any audio/signing subtitles (d)	Use service: Audio description (e)	Use service: Signing (f)	Use service: Subtitles (g)	Use service: Any audio/signing subtitles (h)
Unweighted Base	893	200	254	423	475	25**	26**	197	216
Other	17	9	13	16	16	-	-	7	7
	2%	5%	5%	4%	3%	-	-	4%	3%
		53%	76%	94%	94%	-	-	41%	41%
None of these	565	107	144	255	283	12	13	98	111
	63%	54%	57%	60%	60%	48%	50%	50%	51%
		19%	25%	45%	50%	2%	2%	17%	20%
Don't know	157	30	35	55	65	4	4	16	19
	18%	15%	14%	13%	14%	16%	15%	8%	9%
		19%	22%	35%	41%	3%	3%	10%	12%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h

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Access services research

Q.16 Subtitles for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
Smart TV set (this is a TV set which you can connect to the internet without any external boxes)	73	25	6	25	8	45	9	25	8	24	9	35	4
	8%	11%	5%	11%	6%	13%	8%	12%	6%	12%	7%	13%	3%
		34%	8%	34%	11%	62%bd	12%	34%l	11%	33%l	12%	48%hl	5%
Laptop or netbook computer	28	12	5	10	4	19	2	13	5	15	6	20	3
	3%	5%	4%	4%	3%	6%	2%	6%	4%	8%	4%	8%	2%
		43%	18%	36%	14%	68%	7%	46%	18%	54%l	21%	71%l	11%
Set-top box (e.g. Sky Q, Virgin TiVo)	17	7	2	7	3	10	2	2	5	-	6	7	4
	2%	3%	2%	3%	2%	3%	2%	1%	4%	-	4%	3%	3%
		41%	12%	41%	18%	59%	12%	12%	29%l	-	35%gi	41%l	24%l
Tablet computer e.g. iPad or Samsung Galaxy	12	4	5	2	4	4	2	2	6	2	5	2	4
	1%	2%	4%	1%	3%	1%	2%	1%	5%	1%	4%	1%	3%
		33%	42%ce	17%	33%	33%	17%	17%	50%gik	17%	42%k	17%	33%
Games console (e.g. PlayStation, Xbox)	10	5	3	4	4	8	2	6	2	7	2	7	2
	1%	2%	2%	2%	3%	2%	2%	3%	2%	4%	1%	3%	2%
		50%	30%	40%	40%	80%	20%	60%	20%	70%	20%	70%	20%
Smartphone	9	3	2	3	2	3	2	4	4	3	3	5	1
	1%	1%	2%	1%	2%	1%	2%	2%	3%	2%	2%	2%	1%
		33%	22%	33%	22%	33%	22%	44%	44%	33%	33%	56%	11%
Amazon Fire Stick	4	1	1	-	1	1	2	-	1	-	1	1	1
	*	*	1%	-	1%	*	2%	-	1%	-	1%	*	1%
		25%	25%	-	25%	25%	50%c	-	25%	-	25%	25%	25%
Apple TV	1	-	-	-	-	1	-	-	-	-	-	1	-
	*	-	-	-	-	*	-	-	-	-	-	*	-
		-	-	-	-	100%	-	-	-	-	-	100%	-
Roku	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Chromecast	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l

Access services research

Q.16 Subtitles for those with any difficulty hearing is not always available on all devices. On which of the following is it a priority for you to have this made available?

Base: All with any hearing\visual impairment

	Total	Q11. SATISFACTION WITH ACCESS SERVICES ON LINEAR TV SERVICES						Q13. SATISFACTION WITH ACCESS SERVICES ON NON-LINEAR TV SERVICES					
		Any satisfied with availability of audio description (a)	Any not satisfied with availability of audio description (b)	Any satisfied with availability of Signing (c)	Any not satisfied with availability of Signing (d)	Any satisfied with availability of Subtitles (e)	Any not satisfied with availability of Subtitles (f)	Any satisfied with availability of audio description (g)	Any not satisfied with availability of audio description (h)	Any satisfied with availability of Signing (i)	Any not satisfied with availability of Signing (j)	Any satisfied with availability of Subtitles (k)	Any not satisfied with availability of Subtitles (l)
Unweighted Base	893	235	122	232	127	342	115	203	131	200	134	266	126
Other	17	3	1	2	-	7	1	2	1	4	-	5	-
	2%	1%	1%	1%	-	2%	1%	1%	1%	2%	-	2%	-
		18%	6%	12%	-	41%	6%	12%	6%	24%	-	29%	-
None of these	565	139	84	138	87	200	78	119	81	113	87	146	89
	63%	59%	69%	59%	69%	58%	68%	59%	62%	57%	65%	55%	71%
		25%	15%	24%	15%	35%	14%	21%	14%	20%	15%	26%	16%
Don't know	157	36	13	41	14	44	15	30	18	32	15	37	18
	18%	15%	11%	18%	11%	13%	13%	15%	14%	16%	11%	14%	14%
		23%	8%	26%	9%	28%	10%	19%	11%	20%	10%	24%	11%

Fieldwork : (Weeks 01/02/03/04/05/06/07/08)

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j/k/l