

# Ofcom Broadcast and On Demand Bulletin

## Note to Broadcasters

### Research update – Public attitudes towards offensive language on TV and Radio

Ofcom has today (22 September 2021) published new research into public attitudes towards offensive language on TV and Radio. This research, which was conducted by Ipsos MORI, provides an update on our previous research on this subject that was published in 2016<sup>1</sup>. An accompanying Quick Reference Guide has also been produced to assist broadcasters and programme makers.

We do not consider that the findings of the new research will fundamentally change Ofcom’s approach to applying the offensive language rules. However, we are aware that our existing [guidance](#) on offensive language has remained largely unchanged since the Broadcasting Code was first introduced. We will therefore be using this opportunity to review our guidance in this area to make sure it more closely reflects the findings of our new research. Licensees should continue to use our existing guidance in this area ahead of any new guidance being published. In the interim, if any licensees have any queries arising from the research, they should contact [OfcomStandardsTeam@ofcom.org.uk](mailto:OfcomStandardsTeam@ofcom.org.uk).

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<sup>1</sup> [Attitudes to potentially offensive language and gestures on TV and radio](#).