

Reference: 01833678

Information Requests
information.requests@ofcom.org.uk

26 June 2024

Freedom of Information request: Right to know request

Thank you for your request for information about complaints about the discussion of XL bully dogs on Good Morning Britain on 30 May 2024.

We received this request on 5 June 2024 and we have considered your request under the Freedom of Information Act 2000.

Your request

"I wish to request the total number of complaints made concerning this program, in particular about the so called debate from Mike Perry for defra and the police should cull or kill all exempted American XL bully type dogs.

For all media types that people viewed this program or the debate to cull all exempted XL bully's.

So to all said ways people reported to you how they viewed this disgusting debate to cull all exempted dogs.

So methods of viewing this show category live TV, itx, YouTube, tictoc, reddit, Facebook, and weather the variations of saying gmb or good morning britian were registered as the same program by you or into a different set of counting of number of complaints.

Also I wish to know the number of complaints in total for all media types of viewing this program , and the total complaints received for all media live, on demand, and radio for this week ending 4th of June 2024."

Background

By way of background, Ofcom assesses every complaint it receives. Based on an initial assessment of the complaint and a consideration of the related content, Ofcom will consider whether there may have been a breach of the Broadcasting Code (or other Ofcom codes or licence conditions). In cases where Ofcom considers there may have been a breach, it will launch an investigation. The possible outcomes of an investigation are that we judge an issue is in breach, resolved or not in breach of our rules.

The volume of complaints received may be a consideration in assessing general audience reactions, but it is not determinative as to whether Ofcom will proceed to investigate any given case. Rather, it is the particular issues which have been raised by the complainant(s) which are of primary concern in Ofcom's assessment of a programme.

[Ofcom's Broadcast and On Demand Bulletin](#) (the 'Bulletin'), published every fortnight on our website, includes decisions about the complaints we have considered. The Bulletin covers a range of cases, including those which Ofcom has escalated for full investigation, and those which, after careful assessment, Ofcom has decided not to pursue because they did not raise issues warranting investigation. The Bulletin can be accessed on our website.

Our response

The [Weekly Audience Complaints](#) reports for 28 May 2024 – 3 June 2024 and 4 June 2024 – 10 June 2024 show that Ofcom received a total of 1,765 complaints related to the XL bully discussion on Good Morning Britain which aired on 30 May 2024. We received 1,634 complaints for this programme for the week beginning 28 May 2024, with an additional 131 complaints during the week beginning 4 June 2024.

These complaints were received via the Standards complaint form on our website, or registered by phone with our Consumer Contact Team, with complainants citing the programme as being broadcast on ITV1. Of the complaints we receive via our webforms, any variations in programme names provided, such as 'GMB', are data cleansed to the correct programme title, which is in line with our usual processes and for consistent reporting.

As we log complaints by reference to the television service on which it was broadcast, we do not have a breakdown of complaint numbers referring to specific viewing platforms.

We hope this information is helpful. If you have any further queries, then please send them to information.requests@ofcom.org.uk – quoting the reference number above in any future communications.

Yours sincerely,

Information Requests

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).