

## Technical Report – Ofcom VoD Survey 2024

### Background and objectives

Ofcom wishes to understand consumption and attitudes towards different types of online ‘video-on-demand (VoD) or ‘streaming services’. These services can be used via many different types of devices, for example a TV set or through apps and sites on a smartphone or other internet-connected devices. Ofcom have a particular interest in the following platforms, Netflix, Amazon Prime and Disney + and in understanding reasons behind subscribing to VOD services and reasons for cancelling subscriptions.

Topics in the survey include:

- Consumption of video-on-demand or streaming services
- How services are used
- Attitudes to video-on-demand or streaming services
- Perception of the services subscribed to
- Subscription and types of payment for Netflix, Amazon Prime Video and Disney+
- Reasons for subscribing/ unsubscribing
- Watching online content on TVs
- Audiovisual translation

### Sample Design

#### Quotas

Nationally representative quotas were used to closely represent the UK population. Targets for quotas were taken from the PAMCO survey, a random probability F2F survey conducted annually with 35,000 adults and were set on the following:

- Age (13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65+)
- Gender
- Region
- Social grade

Boosts to reach a minimum of 150 respondents were in place in Scotland, Wales and Northern Ireland. No quotas were placed on this boost.

Consumption questions (Q1a, Q1b, Q2a & Q2b) were also placed on Yonder’s Telephone Omnibus with 1,000 telephone respondents aged 18+. Quotas are set on age, gender and region which are also taken from the PAMCO survey.

#### Fieldwork

Fieldwork was conducted using Yonder’s online panel via the Online Omnibus, reaching a nationally representative online sample of 2,203 UK respondents. The number of online interviews achieved in each region was 1,732 in England, 155 in Scotland, 162 in Wales and 154 in Northern Ireland.

Consumption questions (Q1a, Q1b, Q2a & Q2b) were then placed on Yonder’s Telephone Omnibus. This reached a 1,032 nationally representative sample in the UK with a 50% landline and 50% mobile approach.

Overall, we achieved 2,573 in England, 282 in Scotland, 195 in Wales and 185 in Northern Ireland (combined CATI & online figures).

Invitations to complete the survey were sent out on a nationally representative basis, aligned to age, gender, region and social grade, to ensure that we achieved a good demographic spread.

## **Weighting**

Yonder set quotas by age interlocked with gender, region and social grade. Any discrepancy between the final achieved sample and the known offline profile of the UK was adjusted by RIM1 weighting, using the known demographic profile of the population. Data was weighted using age, gender, government office region, ethnicity, social grade, working status and housing tenure.

As we combined the data from the Telephone Omnibus (for the consumption questions) with the online data, we produced two sets of data tables:

1. Online and Telephone weighted using our nationally representative weights.
2. Online tables weighting using our nationally representative weights excluding the Telephone data.

We found this to be the best option rather than having two sets of weights in the same set of tables which could lead to confusion.

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<sup>1</sup> Random Iterative Weighting