

2025 Complaints and Cases by Media

Media	2025				2024	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Online	20,728	1%	18,077	9%	20,423	16,530
Television	15,137	22%	3,840	-4%	12,383	4,008
Email	1,216	3%	1,109	7%	1,186	1,033
Outdoor	883	-8%	536	-6%	960	568
Other	834	-8%	625	42%	905	441
Radio	722	-26%	452	-13%	980	522
Packaging and point of sale	515	-2%	510	3%	528	495
Leaflet, brochure, catalogue or directory	335	1%	289	0%	331	289
Direct mail or circular	302	17%	260	22%	258	213
Cinema	216	272%	54	26%	58	43
Transport	188	2%	109	-1%	184	110
National press	172	-31%	153	-27%	249	209
Magazine	134	11%	123	10%	121	112
Ambient	52	-7%	47	4%	56	45
Local or regional press	51	-41%	50	-29%	86	70
Press other	12	-54%	12	-48%	26	23
Phone call	12	-14%	12	-8%	14	13
Over-the-top	1	-100%	0	-100%	1	12
Total	41,510	7%	26,258	6%	38,749	24,736

2025 Online Complaints and Cases Broken Down

Online media	2025				2024	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Website, social media or app (own site)	8,909	-3%	8,475	11%	9,201	7,614
Website, social media or app (paid ad)	5,444	34%	4,808	23%	4,769	3,919
Website, social media or app (influencer)	3,335	128%	3,047	-13%	4,057	3,517
Video on demand	1,952	316%	730	13%	1,461	646
Search	542	172%	517	15%	469	448
Game	273	64%	244	62%	199	151
Messaging app	162	113%	160	5%	166	152
Audio podcast or on demand	83	1283%	72	13%	76	64
Augmented or virtual reality	13	0%	10	100%	6	5
Website, social media or app (other)	12	1100%	12	-8%	13	13
Voice assistant	3	200%	2	100%	1	1
Viral	0	NA	0	NA	0	0
Online total	20,728	2%	18,077	9%	20,418	16,530

2025 Complaints and Cases Resolved by Sector

Sector	2025				2024	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Health and beauty	9,323	64%	4,380	2%	5,674	4,277
Leisure	6,252	-16%	5,577	4%	7,418	5,384
Retail	5,188	5%	4,054	7%	4,920	3,791
Food and drink	4,964	8%	1,620	3%	4,582	1,567
Business	2,908	2%	2,499	26%	2,842	1,985
Holidays and travel	2,604	41%	1,289	4%	1,851	1,235
Non-commercial	2,073	-26%	1,145	5%	2,803	1,093
Financial	1,746	-5%	1,149	6%	1,832	1,081
Computers and telecommunications	1,099	-3%	918	5%	1,131	878
Household	1,087	-39%	525	-25%	1,790	700
Unknown	594	91%	378	23%	311	307
Property	383	-11%	343	2%	430	335
Alcohol	335	68%	279	67%	200	167
Motoring	327	-9%	271	-3%	359	278
Publishing	294	32%	176	-17%	223	212
Utilities	283	-35%	210	-34%	436	318
Education	261	93%	240	82%	135	132
Clothing	226	-1%	197	12%	228	176
Industrial and engineering	84	121%	61	65%	38	37
Employment	61	20%	59	23%	51	48
Tobacco	19	-27%	19	90%	26	10
Agricultural	8	100%	8	100%	4	4
Electrical appliances	0	NA	0	NA	0	0
Total	40,119	8%	25,397	6%	37,284	24,015

* includes complaints about advertising in general.

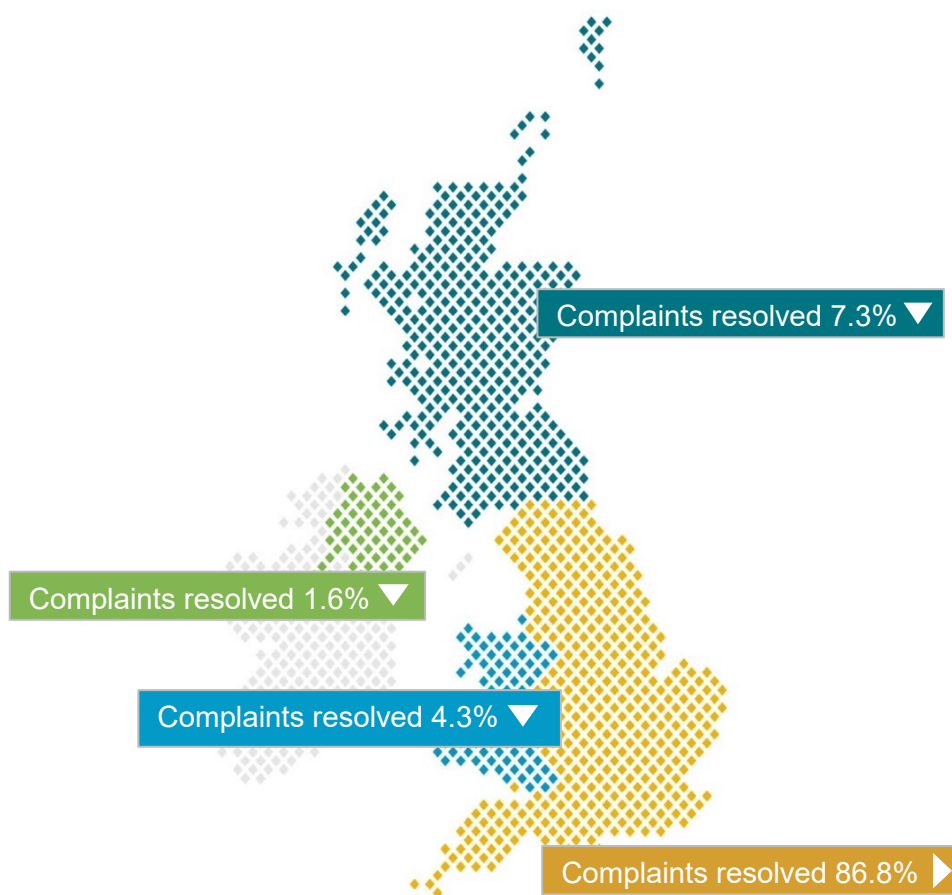
2025 Complaints and Cases Resolved by Issue

	2025				2024			
	Non-broadcast		Broadcast		Non-broadcast		Broadcast	
	Complaints	Cases	Complaints	Cases	Complaints	Cases	Complaints	Cases
Misleading	17,950	16,725	2,406	1,670	17,026	15,486	2,835	1,915
%	65%	70%	15%	37%				
Offensive	2,003	1208	4,227	1,225	1,528	912	2,687	1,072
%	7%	5%	26%	27%				
Harm	5,613	4,727	2,740	1,154	5,226	4,479	2,380	1,174
%	20%	20%	17%	25%				
No issue	2,019	1,065	6,964	489	3,401	1,229	5,859	644
%	7%	4%	43%	11%				

2025 Complaints and Cases Resolved by Outcome

	Non-broadcast		Broadcast		Overall totals	
	Complaints	Cases	Complaints	Cases	Complaints	Cases
Total not investigated	21,265	18,129	15,655	4,205	36,378	22,220
Total investigated	3,628	3,124	133	71	3,741	3,177
Informal investigation	3,106	2,766	39	33	3,141	2,794
Of which:						
Upheld / Action taken	3,030	2,703	36	30	3,062	2,728
Not upheld / No action taken	76	63	3	3	79	66
Formal investigation	522	358	94	38	600	383
Of which:						
Upheld / Upheld in part	363	263	52	28	404	279
Not upheld	87	27	33	4	115	30
Withdrawn cases	72	68	9	6	81	74
Totals complaints & cases resolved	24,893	21,253	15,788	4,276	40,119	25,397

How Complaints and Cases Break Down Across the UK in 2025



England (84.5% population)

Cases resolved	85.0%	▶
Cases resolved misleading:	85.3%	▶
Cases resolved harm:	85.3%	▶
Cases resolved offence:	82.0%	▶
Cases resolved no issue:	86.8%	▶

Scotland (8.0% population)

Cases resolved	8.4%	▲
Cases resolved misleading:	8.3%	▶
Cases resolved harm:	8.5%	▲
Cases resolved offence:	9.2%	▲
Cases resolved no issue:	7.5%	▼

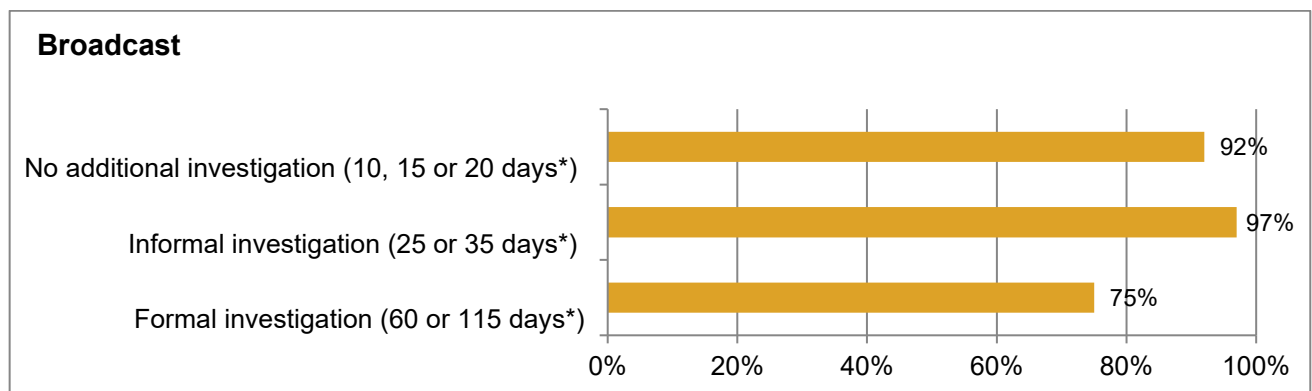
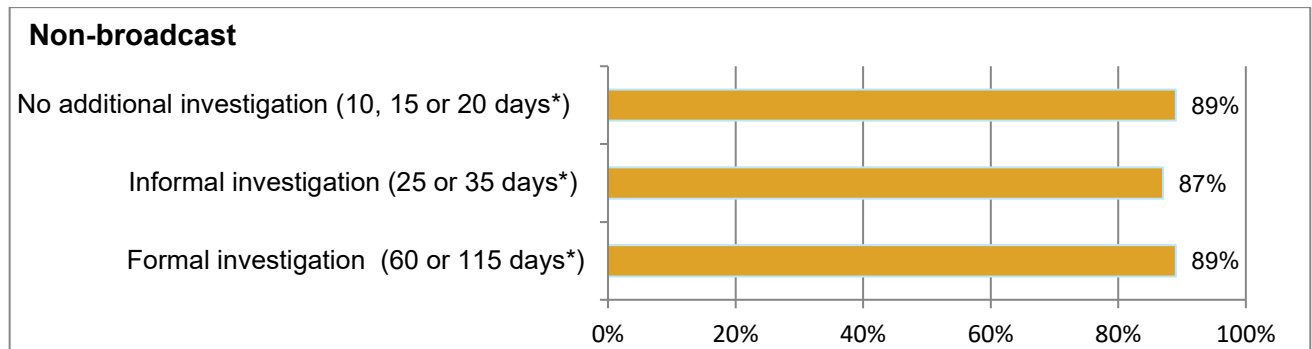
Wales (4.6% population)

Cases resolved	4.7%	▶
Cases resolved misleading:	4.5%	▶
Cases resolved harm:	4.4%	▶
Cases resolved offence:	6.6%	▲
Cases resolved no issue:	4.2%	▼

Northern Ireland (2.8% population)

Cases resolved	1.8%	▼
Cases resolved misleading:	1.9%	▼
Cases resolved harm:	1.8%	▼
Cases resolved offence:	2.2%	▼
Cases resolved no issue:	1.4%	▼

2025 Turnaround Performance



* Dependent on case type