

2024 complaints and cases by media

Media	2024				2023	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Online	20,423	-2%	16,530	-4%	20,944	17,174
Television	12,383	-7%	4,008	-9%	13,357	4,399
Email	1,186	-2%	1,033	-2%	1,210	1,058
Outdoor	960	-3%	568	-1%	989	573
Radio	980	1%	522	-8%	966	566
Other	905	20%	441	4%	757	426
Packaging and point of sale	528	-4%	495	-2%	552	506
Leaflet, brochure, catalogue or directory	331	-19%	289	-15%	409	339
Transport	184	-47%	110	10%	350	100
National press	249	-27%	209	-8%	339	226
Direct mail or circular	258	-17%	213	-12%	312	242
Magazine	121	12%	112	19%	108	94
Local or regional press	86	-19%	70	-27%	106	96
Cinema	58	2%	43	10%	57	39
Ambient	56	19%	45	22%	47	37
Press other	26	18%	23	15%	22	20
Phone call	14	100%	13	86%	7	7
Over-the-top	1	1100%	12	1100%	1	1
Total	38,749	-4%	24,736	-5%	40,533	25,903

2024 online complaints and cases broken down

Online media	2024				2023	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Website, social media or app (own site)	9,204	-6%	7,614	-9%	9,770	8,345
Website, social media or app (paid ad)	4,771	14%	3,919	10%	4,185	3,567
Website, social media or app (influencer)	4,057	-16%	3,517	-10%	4,809	3,894
Video on demand	1,461	9%	646	11%	1,340	583
Search	469	10%	448	10%	425	407
Game	199	20%	151	3%	166	146
Messaging app	166	-4%	152	-6%	173	162
Audio podcast or on demand	76	46%	64	39%	52	46
Website, social media or app (other)	13	-38%	13	-38%	21	21
Augmented or virtual reality	6	200%	5	150%	2	2
Voice Assistant	1	0%	1	0%	1	1
Viral	0	NA	0	NA	0	0
Online total	20,423	-2%	16,530	-4%	20,944	17,174

2024 Complaints and cases resolved by sector

Sector	2024				2023	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Leisure	7,418	-19%	5,384	-9%	9,185	5,885
Health and beauty	5,674	-23%	4,277	2%	7,415	4,174
Retail	4,920	-20%	3,791	2%	6,143	3,711
Food and drink	4,582	106%	1,567	2%	2,220	1,529
Business	2,842	12%	1,985	-8%	2,538	2,147
Non-commercial	2,803	2%	1,093	-14%	2,757	1,273
Holidays and travel	1,851	15%	1,235	7%	1,610	1,153
Financial	1,832	14%	1,081	1%	1,612	1,072
Household	1,790	32%	700	-14%	1,359	816
Computers and telecommunications	1,131	-15%	878	-11%	1,334	986
Utilities	436	-3%	318	20%	450	264
Property	430	5%	335	2%	408	329
Motoring	359	6%	278	-1%	339	282
Unknown	311	-32%	307	-31%	459	448
Clothing	228	-29%	176	-15%	320	208
Publishing	223	-30%	212	-23%	317	277
Alcohol	200	-34%	167	-30%	303	240
Education	135	-12%	132	-11%	153	148
Employment	51	-22%	48	-17%	65	58
Industrial and engineering	38	36%	37	37%	28	27
Tobacco	26	100%	10	0%	13	10
Agricultural	4	-33%	4	0%	6	4
Electrical appliances	0	NA	0	NA	0	0
Total	37,284	-4%	24,015	-4%	39,034	25,041

* includes complaints about advertising in general.

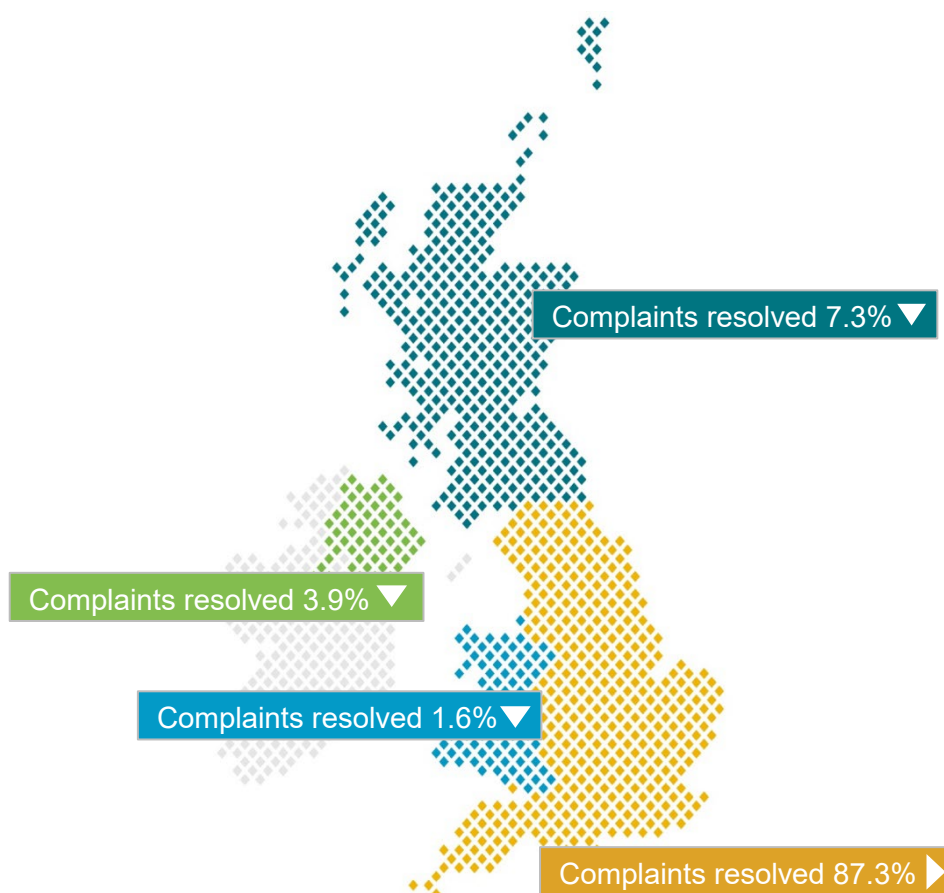
2024 complaints and cases resolved by issue

	2024				2023			
	Non Broadcast		Broadcast		Non Broadcast		Broadcast	
	Complaints	Cases	Complaints	Cases	Complaints	Cases	Complaints	Cases
Misleading %	17,026 63%	15,486 70%	2,835 21%	1,915 40%	17,301	15,737	2,863	1,990
Offensive %	1,528 6%	912 4%	2,687 20%	1,072 22%	1,484	903	2,444	1,029
Harm %	5,226 19%	4,479 20%	2,380 17%	1,174 24%	5,199	4,625	2,131	1,156
No Issue %	3,401 13%	1,229 6%	5,859 43%	644 13%	3,950	1,515	7,240	1,040

2024 complaints and cases resolved by outcome

	Non-broadcast		Broadcast		Overall totals	
	Complaints	Cases	Complaints	Cases	Complaints	Cases
Total not investigated	20,515	16,635	11,984	4,388	32,156	20,913
Total investigated	3,961	3,003	1,233	117	5,128	3,102
Informal Investigation	3,203	2,683	115	77	3,310	2,748
Of which:						
Upheld / Action taken	3,129	2,625	107	72	3,228	2,685
Not upheld / No action taken	74	58	8	5	82	63
Formal investigation	758	320	1118	40	1,818	354
Of which:						
Upheld / Upheld in part	610	247	838	16	1408	259
Not upheld	64	10	258	12	306	22
Withdrawn cases	84	63	22	12	104	73
Totals complaints & cases resolved	24,476	19,638	13,217	4,505	37,284	24,015

How 2024 complaints and cases break down across the UK



England (84.2% population)

Cases resolved	84.7%	►
Cases resolved misleading:	85.0%	►
Cases resolved harm:	83.6%	►
Cases resolved offence:	82.5%	►
Cases resolved no issue:	87.7%	►

Scotland (8.1% population)

Cases resolved	8.8%	▲
Cases resolved misleading:	8.5%	►
Cases resolved harm:	9.9%	▲
Cases resolved offence:	9.5%	▲
Cases resolved no issue:	8.3%	►

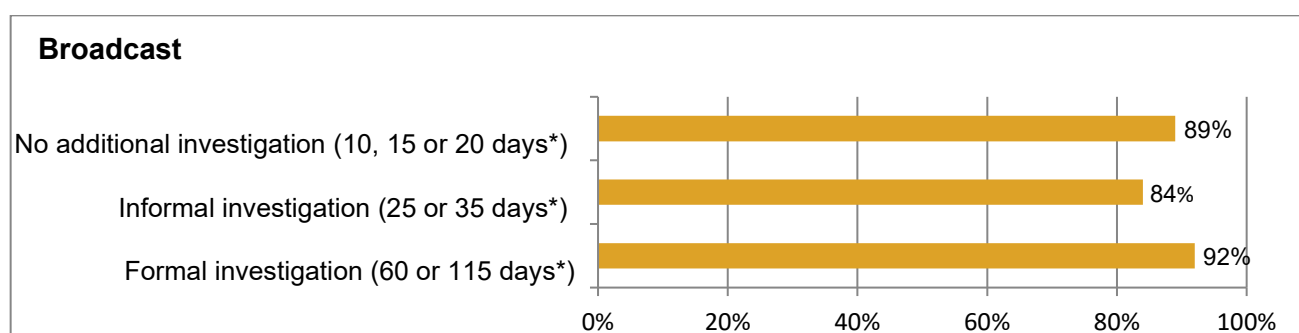
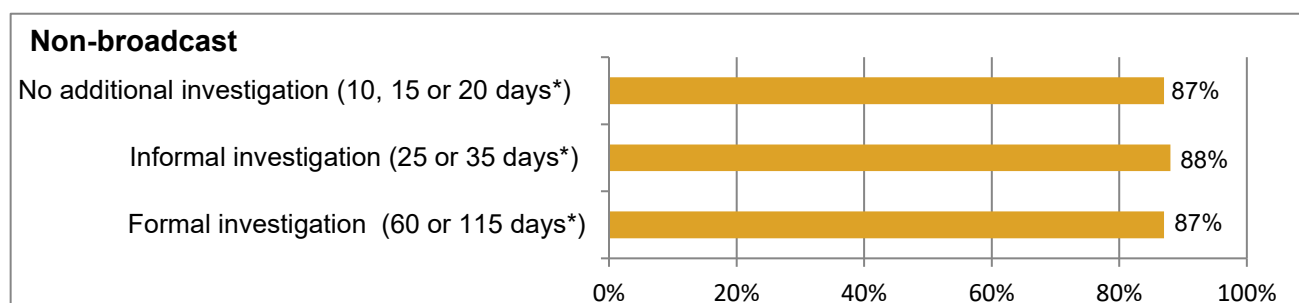
Wales (4.6% population)

Cases resolved	4.4%	►
Cases resolved misleading:	4.2%	▼
Cases resolved harm:	4.9%	►
Cases resolved offence:	5.5%	▲
Cases resolved no issue:	3.1%	▼

Northern Ireland (2.8% population)

Cases resolved	2.1%	▼
Cases resolved misleading:	2.3%	▼
Cases resolved harm:	1.6%	▼
Cases resolved offence:	2.5%	▼
Cases resolved no issue:	0.9%	▼

2024 turnaround performance



* Dependent on case type