

## 2023 complaints and cases by media

Media	2023				2022	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Online	20,944	14%	17,174	17%	18,422	14685
Television	13,604	19%	4,399	12%	11,385	3916
Email	1,210	14%	1,058	48%	1,059	717
Outdoor	989	-30%	573	8%	1,419	530
Radio	966	41%	566	30%	684	434
Other	510	114%	426	124%	238	190
Packaging and point of sale	552	40%	506	33%	395	380
Leaflet, brochure, catalogue or directory	409	-10%	339	3%	454	330
Transport	350	129%	100	18%	153	85
National press	339	19%	226	4%	284	217
Direct mail or circular	312	-40%	242	12%	518	217
Magazine	108	-31%	94	-30%	156	134
Local or regional press	106	-4%	96	14%	110	84
Cinema	57	138%	39	105%	24	19
Ambient	47	213%	37	236%	15	11
Press other	22	38%	20	67%	16	12
Phone call	7	-13%	7	-13%	8	8
Over-the-top	1	-	1	-	0	0
<b>Total</b>	<b>40,533</b>	<b>15%</b>	<b>25,903</b>	<b>18%</b>	<b>35,340</b>	<b>21,969</b>

## 2023 online complaints and cases broken down

Online media	2023				2022	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Website, social media or app (own site)	9,770	34%	8,345	28%	7,282	6,520
Website, social media or app (influencer)	4,809	-10%	3,894	-4%	5,318	4,044
Website, social media or app (paid ad)	4,185	13%	3,567	23%	3,719	2,893
Video on demand	1,340	3%	583	14%	1,297	510
Search	425	-2%	407	-3%	432	418
Game	166	-2%	146	11%	170	132
Messaging app	173	17%	162	41%	148	115
Audio podcast or on demand	52	18%	46	31%	44	35
Website, social media or app (other)	21	163%	21	163%	8	8
Augmented or virtual reality	2	-60%	2	-50%	5	4
Voice Assistant	1	0%	1	0%	1	1
Viral	0	-	0	-	0	0
<b>Online total</b>	<b>20,944</b>	<b>14%</b>	<b>17,174</b>	<b>17%</b>	<b>18,424</b>	<b>14,680</b>

## 2023 Complaints and cases resolved by sector

Sector	2023				2022	
	Complaints		Cases		Complaints	Cases
	Number	% +/-	Number	% +/-	Number	Number
Leisure	9,185	37%	5,885	12%	6727	5234
Health and beauty	7,415	55%	4,174	56%	4,771	2,680
Retail	6,143	42%	3,711	23%	4,313	3,013
Non-commercial	2,757	4%	1,273	27%	2,654	999
Business	2,538	14%	2,147	19%	2,224	1,798
Food and drink	2,220	-17%	1,529	11%	2,668	1,376
Financial	1,612	-15%	1,072	-6%	1,904	1,146
Holidays and travel	1,610	10%	1,153	33%	1,458	867
Household	1,359	-10%	816	19%	1,502	684
Computers and telecommunications	1,334	-35%	986	11%	2,050	888
Unknown	459	-9%	448	-8%	502	486
Utilities	450	10%	264	6%	409	249
Property	408	10%	329	0%	372	328
Motoring	339	0%	282	22%	340	231
Clothing	320	-34%	208	-45%	484	381
Publishing	317	-5%	277	-9%	335	306
Alcohol	303	-50%	240	-5%	600	252
Education	153	28%	148	32%	120	112
Employment	65	27%	58	29%	51	45
Industrial and engineering	28	-10%	27	17%	31	23
Tobacco	13	-7%	10	-23%	14	13
Agricultural	6	-54%	4	-43%	13	7
Electrical appliances	0	-	0	-	0	0
<b>Total</b>	<b>39,034</b>	<b>16%</b>	<b>25,041</b>	<b>19%</b>	<b>33,542</b>	<b>21,118</b>

\* includes complaints about advertising in general.

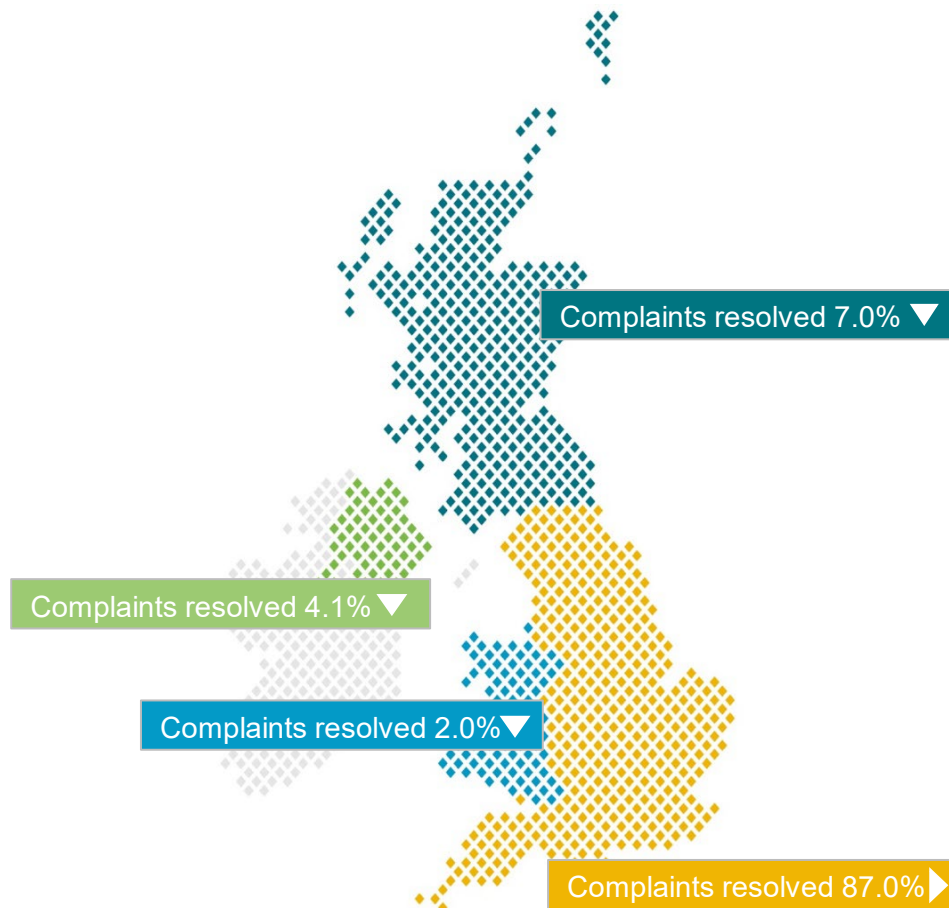
## 2023 complaints and cases resolved by issue

	2023				2022			
	Non Broadcast		Broadcast		Non Broadcast		Broadcast	
	Complaints	Cases	Complaints	Cases	Complaints	Cases	Complaints	Cases
<b>Misleading</b>	<b>17,301</b>	<b>15,737</b>	<b>2,863</b>	<b>1,990</b>	<b>16,105</b>	<b>14,084</b>	<b>2,669</b>	<b>1,712</b>
%	-62%	69%	20%	38%				
<b>Offensive</b>	<b>1,484</b>	<b>903</b>	<b>2,444</b>	<b>1,029</b>	<b>1,283</b>	<b>848</b>	<b>2,289</b>	<b>1,046</b>
%	5%	4%	17%	20%				
<b>Harm</b>	<b>5,199</b>	<b>4,625</b>	<b>2,131</b>	<b>1,156</b>	<b>3,078</b>	<b>2,595</b>	<b>2,036</b>	<b>1,114</b>
%	19%	20%	15%	22%				
<b>No Issue</b>	<b>3,950</b>	<b>1,515</b>	<b>7,240</b>	<b>1,040</b>	<b>3,737</b>	<b>1,225</b>	<b>5,611</b>	<b>818</b>
%	14%	7%	49%	20%				

## 2023 complaints and cases resolved by outcome

	Non-broadcast		Broadcast		Overall totals	
	Complaints	Cases	Complaints	Cases	Complaints	Cases
<b>Total not investigated</b>	<b>21,006</b>	<b>17,073</b>	<b>13,479</b>	<b>4,798</b>	<b>34,107</b>	<b>21,741</b>
<b>Total investigated</b>	<b>4,223</b>	<b>3,190</b>	<b>752</b>	<b>136</b>	<b>4,927</b>	<b>3,300</b>
Informal Investigation	3,258	2,812	151	87	3,396	2,884
Of which:						
Upheld / Action taken	3,181	2,752	141	79	3,311	2,818
Not upheld / No action taken	77	60	10	8	85	66
Formal investigation	965	378	601	49	1,531	416
Of which:						
Upheld / Upheld in part	763	290	71	24	829	308
Not upheld	95	12	461	13	529	22
Withdrawn cases	107	76	69	12	173	86
<b>Totals complaints &amp; cases resolved</b>	<b>25,229</b>	<b>20,263</b>	<b>14,231</b>	<b>4,934</b>	<b>39,034</b>	<b>25,041</b>

## How 2023 complaints and cases break down across the UK



### England (84.2% population)

Cases resolved	85.0%	▶
Cases resolved misleading:	84.9%	▶
Cases resolved harm:	86.2%	▶
Cases resolved offence:	80.7%	▶
Cases resolved no issue:	87.1%	▶

### Scotland (8.2% population)

Cases resolved	8.1%	▶
Cases resolved misleading:	8.3%	▶
Cases resolved harm:	7.5%	▶
Cases resolved offence:	10.1%	▲
Cases resolved no issue:	7.2%	▼

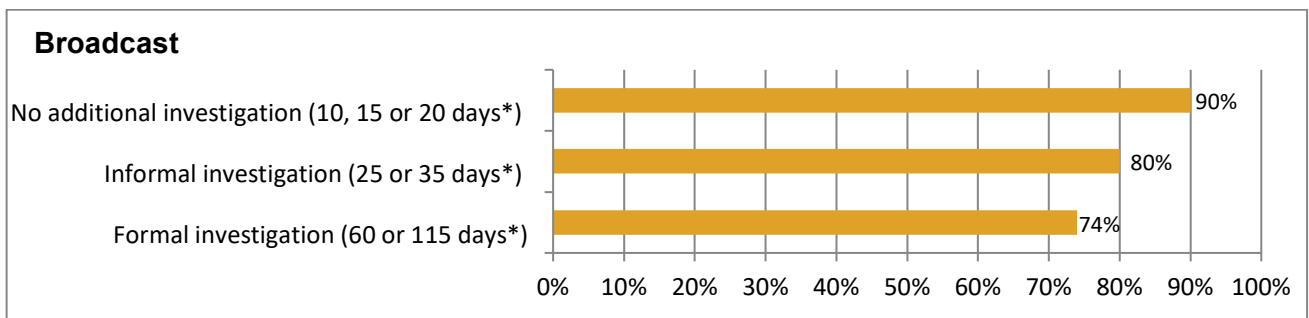
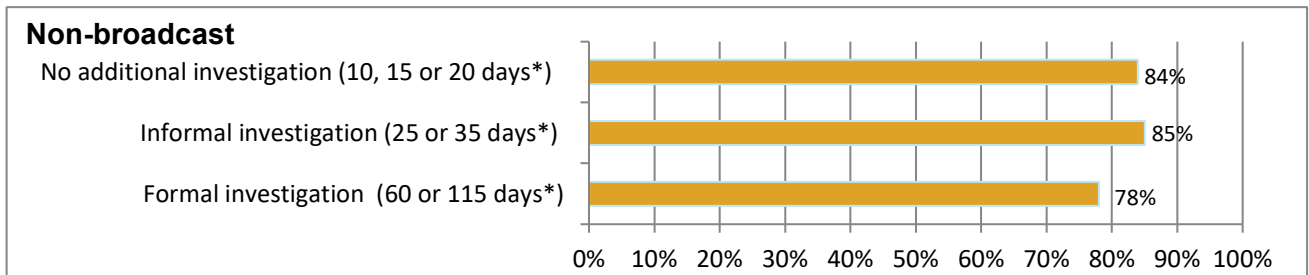
### Wales (4.7% population)

Cases resolved	4.6%	▶
Cases resolved misleading:	4.4%	▶
Cases resolved harm:	4.5%	▶
Cases resolved offence:	5.8%	▲
Cases resolved no issue:	3.6%	▼

### Northern Ireland (2.8% population)

Cases resolved	2.3%	▼
Cases resolved misleading:	2.4%	▼
Cases resolved harm:	1.7%	▼
Cases resolved offence:	3.4%	▲
Cases resolved no issue:	2.1%	▼

## 2023 turnaround performance



\* Dependent on case type