

ACCESS SERVICES RESEARCH

- Ofcom - the body responsible for regulating TV programmes - has asked MORI to conduct an important study on access services.
- Access services include subtitling, signing and audio description, and are intended to help people with hearing and /or visual impairments to better enjoy and understand TV programmes.
- We are keen to find out your views and would very much appreciate it if you could spare 15 minutes or so to complete this questionnaire. Your opinions will make a difference - by contributing to the survey you will have an opportunity to influence future policy in this area.
- The information that you provide will be treated in the strictest confidence by MORI, the market research company. The survey is entirely anonymous, and your answers will never be linked to you as an individual.

Thank you in advance for your help, and we very much look forward to receiving your views.

WHEN YOU HAVE FINISHED THIS QUESTIONNAIRE PLEASE RETURN IT TO THE MORI INTERVIEWER. THEY WILL ALSO BE ABLE TO HELP YOU COMPLETE THE SURVEY, SHOULD YOU NEED ASSISTANCE.

About You

a In which part of Great Britain do you live?

PLEASE TICK ONE BOX ONLY

- North East
- Wales.....
- North West
- Scotland
- South West.....
- London
- West Midlands.....
- South East.....
- East Midlands.....
- Yorkshire and the Humber.....

b

Are you?

PLEASE TICK ONE BOX ONLY

Male.....

Female

c

How old are you?

PLEASE TICK ONE BOX ONLY

18-24

25-34

35-44

45-54

55-64

65-74

75 and over

TELEVISION USE

1

Which, if any, of these types of television does your household receive at the moment?

PLEASE TICK ALL BOXES THAT APPLY

Only terrestrial TV (Channels BBC1, BBC2, ITV, CH4 and or Channel 5).....

Cable TV (through NTL or Telewest).....

Satellite TV such as Sky

Other Satellite TV, such as Freesat

Freeview (through a set-top box or digital television set) with ONLY free channels

Freeview (through a set-top box or digital television set) with free channels PLUS top-up channel such as Cartoon Network or the Discovery channel...

Digital TV via a broadband DSL line (from HomeChoice or Kingston Communications)

No TV in household.....

No TV access anywhere

Other (PLEASE GIVE DETAILS)

.....
Don't know

**IF YOU HAVE NO ACCESS TO A TV ANYWHERE PLEASE GO TO Q62.
ALL OTHERS GO TO Q2.**

2

Can you receive additional BBC channels BBC3 or BBC4 either at home or elsewhere?

PLEASE TICK ONE BOX FOR A AND ONE BOX FOR B

	A) Home	B) Elsewhere
Yes.....	<input type="checkbox"/>	<input type="checkbox"/>
No.....	<input type="checkbox"/>	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>	<input type="checkbox"/>

3

In the next six months how likely are you to get access to digital TV either at home or elsewhere?

(DIGITAL TV SETS ARE THOSE THAT RECEIVE CHANNELS SUCH AS ITV2, BBC3, BBC4. THOSE THAT RECEIVE ONLY BBC1, BBC2, ITV, CHANNEL 4 AND CHANNEL 5 ARE TERRESTRIAL)

PLEASE TICK ONE BOX ONLY

Certain to	<input type="checkbox"/>
Very likely	<input type="checkbox"/>
Fairly likely	<input type="checkbox"/>
Fairly unlikely	<input type="checkbox"/>
Very unlikely	<input type="checkbox"/>
Certain not to	<input type="checkbox"/>
I have it already.....	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

4

Which, if any, of the following items do you have in your home in working order, and use personally?

PLEASE TICK ALL BOXES THAT APPLY

Digital radio channels through a DAB radio receiver, or through a digital television or over the Internet.....	<input type="checkbox"/>
A video recorder	<input type="checkbox"/>
A recordable DVD player	<input type="checkbox"/>
A PVR such as Sky Plus - that allows you to record programmes without the need for a video cassette or DVD. It also allows you to pause live programming	<input type="checkbox"/>
An MP3 player or other portable music device.....	<input type="checkbox"/>
A DVD player, including those viewed through personal computers or games consoles	<input type="checkbox"/>
A computer that allows you to watch TV.....	<input type="checkbox"/>
A computer (not one that allows you to watch TV or videos)	<input type="checkbox"/>
None of these.....	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

5

Do you personally use the Internet...?

a. at home?

b. elsewhere?

PLEASE TICK ONE BOX FOR A AND ONE BOX FOR B

A) Home

B) Elsewhere

Yes.....	<input type="checkbox"/>	<input type="checkbox"/>
No.....	<input type="checkbox"/>	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>	<input type="checkbox"/>

ONLY ANSWER Q6 IF YOU HAVE INTERNET ACCESS AT HOME. IF NOT PLEASE GO TO Q7

6

Which of these methods do you or anyone in your home use to connect to the Internet at home?

PLEASE TICK ALL THE BOXES THAT APPLY

Ordinary phone line - dialup access	<input type="checkbox"/>
ISDN line - mid speed access, allows you to make voice calls at the same time as using the Internet	<input type="checkbox"/>
Broadband - always on, high-speed access, allows you to make voice calls at the same time as using the Internet	<input type="checkbox"/>
High speed access via another method e.g. satellite, fibre optic, fixed, wireless or leased line	<input type="checkbox"/>
Other	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>

7

During an average week on how many days do you personally watch television?

PLEASE TICK ONE BOX ONLY

7 days.....	<input type="checkbox"/>
6 days.....	<input type="checkbox"/>
5 days.....	<input type="checkbox"/>
4 days.....	<input type="checkbox"/>
3 days.....	<input type="checkbox"/>
2 days.....	<input type="checkbox"/>
1 day.....	<input type="checkbox"/>
Less often.....	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

8

On a day when you personally watch television, for about how many hours do you view?

PLEASE TICK ONE BOX ONLY

- Less than one hour
- 1 hour but less than 2
- 2 hours but less than 3.....
- 3 hours but less than 4.....
- 4 hours but less than 5.....
- 5 hours but less than 6.....
- 6 hours but less than 7.....
- 7 hours but less than 8.....
- 8 hours but less than 9.....
- 9 hours or more.....
- Don't know

9

To what extent do you agree or disagree with each of the following statements?

PLEASE TICK ONE BOX FOR EACH STATEMENT

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Television is important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find it easy to understand TV programmes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find it easy to access TV programmes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I could happily live without television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I keep myself up-to-date with developments in new TV services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can always decide what to watch on TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10

Which of these best describes your hearing with a hearing aid if you normally use one?

PLEASE TICK ONE BOX ONLY

- Cannot hear sounds at all
- Cannot follow a TV programme with the volume turned up
- Have difficulty hearing someone talking in a loud voice in a quiet room.....
- Cannot hear a doorbell, alarm clock or telephone bell
- Cannot follow a TV programme at a volume others find acceptable.....
- Difficulty hearing someone talking in a normal voice in a quiet room.....
- Difficulty following a conversation against background noise.....
- Difficulty hearing the television at a volume other people find acceptable
- Difficulty hearing quiet parts of programmes
- Hearing quiet voices on TV
- Other - (PLEASE GIVE DETAILS)

None of these

IF YOU TICKED NONE OF THESE GO TO Q45. ALL OTHERS ANSWER Q11.

11

How well would you say you know and use sign language?

PLEASE TICK ONE BOX ONLY

- I use sign language as my first language rather than English
- I use both sign language and English a lot
- I understand sign language and sometimes use it to communicate
- I have some knowledge of sign language and use it occasionally
- I have some knowledge of sign language but do not use it to communicate
- I have a small knowledge of sign language but do not use it to communicate
- I have a very limited knowledge of sign language and do not use it to communicate
- I have no understanding of sign language at all do not use it to communicate
- Don't know

12

Do you use any of the following to help you understand TV programmes?
PLEASE TICK ALL BOXES THAT APPLY

- Turn up the volume
 - Use headphones
 - Use a neck loop
 - Use an earloop
 - Use a domestic loop system
 - Use a infra red loop.....
 - Lip-read
 - Watch programmes that are signed
 - Use subtitles
 - Ask a hearing member of the household to translate
 - Other (PLEASE GIVE DETAILS)
-
- Don't know

SIGNING SERVICES ON TV

13

'Signing' on the TV programmes itself is used to help people who are deaf and who use sign language to understand television programmes. Before today were you aware that this feature was available on some TV programmes?

PLEASE TICK ONE BOX ONLY

Yes
 No
 Don't know

IF NO GO TO Q27

14

How often, if at all, do you watch TV programmes that have signing on them to help you understand the TV programmes?

PLEASE TICK ONE BOX FOR A AND ONE BOX FOR B

	A. Signing by presenter (e.g. See Hear)	B. Signer visible on one side of the screen (e.g. Antiques Roadshow)
On <u>all</u> TV programmes I watch if it's available	<input type="checkbox"/>	<input type="checkbox"/>
On <u>most</u> TV programmes I watch if it's available	<input type="checkbox"/>	<input type="checkbox"/>
On <u>some</u> TV programmes if it's available.....	<input type="checkbox"/>	<input type="checkbox"/>
Very <u>occasionally</u> it's available	<input type="checkbox"/>	<input type="checkbox"/>
Just <u>once</u>	<input type="checkbox"/>	<input type="checkbox"/>
Never	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

IF YOU ANSWERED NEVER PLEASE GO TO Q27. ALL OTHERS ANSWER Q15.

15

For how long have you been watching TV programmes that have signing on them?

PLEASE TICK ONE BOX FOR A AND ONE BOX FOR B

	A. Signing by presenter (e.g. See Hear)	B. Signer visible on one side of the screen (e.g. Antiques Roadshow)
Less than 1 year.....	<input type="checkbox"/>	<input type="checkbox"/>
1-2 years	<input type="checkbox"/>	<input type="checkbox"/>
3-4 years	<input type="checkbox"/>	<input type="checkbox"/>
5-6 years	<input type="checkbox"/>	<input type="checkbox"/>
7-8 years	<input type="checkbox"/>	<input type="checkbox"/>
9-10 years	<input type="checkbox"/>	<input type="checkbox"/>
11 years or more	<input type="checkbox"/>	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>	<input type="checkbox"/>

16

Generally, do you feel that the overall standard of signing on TV is getting better, getting worse or remains unchanged?

PLEASE TICK ONE BOX FOR A AND ONE BOX FOR B

A. Signing by presenter (e.g. See Hear)	B. Signer visible on one side of the screen (e.g. Antiques Roadshow)
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Getting better	<input type="checkbox"/>	<input type="checkbox"/>
Is unchanged	<input type="checkbox"/>	<input type="checkbox"/>
Getting worse	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

17

If signing by presenter (e.g. See Hear) was available on more TV programmes, would your use of this service...?

PLEASE TICK ONE BOX ONLY

Increase a great deal	<input type="checkbox"/>
Increase a fair amount	<input type="checkbox"/>
Increase just a little	<input type="checkbox"/>
Make no difference at all	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

18

If signing with the signer visible on one side of the screen (e.g. Antiques Roadshow) was available on more TV programmes, would your use of this service...?

PLEASE TICK ONE BOX ONLY

Increase a great deal	<input type="checkbox"/>
Increase a fair amount	<input type="checkbox"/>
Increase just a little	<input type="checkbox"/>
Make no difference at all	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

19

Overall to what extent are you satisfied or dissatisfied with the current signing services available?

PLEASE TICK ONE BOX FOR A AND ONE BOX FOR B

A. Signing by presenter (e.g. See Hear)	B. Signer visible on one side of the screen (e.g. Antiques Roadshow)
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Very satisfied.....	<input type="checkbox"/>	<input type="checkbox"/>
Fairly satisfied.....	<input type="checkbox"/>	<input type="checkbox"/>
Neither satisfied nor dissatisfied.....	<input type="checkbox"/>	<input type="checkbox"/>
Fairly dissatisfied	<input type="checkbox"/>	<input type="checkbox"/>
Very dissatisfied.....	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

20

Why do you feel that way about the current signing service available?
PLEASE WRITE IN

21

Which, if any, of the following types of TV programme do you watch most often on TV? Please choose up to FIVE types of programme.
PLEASE TICK UP TO FIVE BOXES

22

How satisfied or dissatisfied are you with the provision of signing services on the types of TV programmes you watch most often?
PLEASE TICK ONE BOX FOR EACH OF THE TYPES OF PROGRAMMES YOU WATCH MOST OFTEN

Q21 Types you watch	Q22				
	Very satisfied	Fairly satisfied	Neither/ nor	Fairly dis- satisfied	Very dis- satisfied
News & current affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts and music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Factual such as consumer affairs, hobbies and leisure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drama such as soaps and serials . . .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Films	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Light entertainment such as quiz shows, chat shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional programme such as local news & current affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programmes presented in sign language such as See Hear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (PLEASE GIVE DETAILS)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23

From which, if any, of the following sources do you obtain information about television programmes which contain signing?

PLEASE TICK ALL THAT APPLY

- TV guides such as Radio Times, TV Quick etc
- Websites
- Clubs and associations
- Family/friends
- Advertising or trailers on TV
- Electronic Programme Guide (EPG)
- Teletext
- Nowhere
- Other (PLEASE GIVE DETAILS)

24

To what extent would you say signing on TV programmes improves your understanding of them?

PLEASE TICK ONE BOX FOR A AND ONE BOX FOR B

	A. Signing by presenter (e.g. See Hear)	B. Signer visible on one side of the screen (e.g. Antiques Roadshow)
A great deal	<input type="checkbox"/>	<input type="checkbox"/>
A fair amount	<input type="checkbox"/>	<input type="checkbox"/>
Just a little	<input type="checkbox"/>	<input type="checkbox"/>
Not at all	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

25

Please could you tell me the extent to which you agree or disagree with each of the following statements?

PLEASE TICK ONE BOX FOR EACH STATEMENT

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Signed TV programmes are usually on at a convenient time for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The size of the signer on TV programmes is usually good and therefore the signing is clear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Generally signing on TV programmes covers everything going on in the programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26

Which organisation or organisations, if any, do you think you would contact if you were unable to access signing services on TV programmes or wanted to complain about them?

PLEASE WRITE IN

SUBTITLING

27

'Subtitling' primary purpose is to help those who are deaf or hearing impaired to understand what is being said in a television programme. It involves the display of dialogue and commentary written as text at the bottom of the screen. Before today, were you aware that this feature was available on some TV programmes?

PLEASE TICK ONE BOX ONLY

Yes.....
No.....
Don't know.....

IF NO GO TO Q45

28

How often, if at all, do you watch TV programmes that have subtitling on the TV programmes themselves to enable you to follow programmes more easily? This could be either at home or elsewhere.

PLEASE TICK ONE BOX ONLY

On all TV programmes I watch if it's available.....
On most TV programmes I watch if it's available.....
On some TV programmes if it's available.....
Very occasionally if it's available.....
Just once.....
Never.....
Don't know.....

IF NEVER GO TO Q45 OTHERWISE GO TO Q29

29

For how long have you been watching TV programmes that have subtitles on them

PLEASE TICK ONE BOX ONLY

Less than 1 year.....
1-5 years.....
6-10 years.....
11-15 years.....
16-20 years.....
21-30 years.....
31 years or more.....
Don't know.....

30

Generally, do you feel that the overall standard of subtitles on TV is getting better, getting worse or remains unchanged?

PLEASE TICK ONE BOX FOR A AND ONE BOX FOR B

A)
Live
Subtitles

B)
Pre-Recorded
Subtitles

Getting better.....

Is unchanged.....

Getting worse.....

Don't know.....

31

If subtitling was available on more TV programmes, would your use of this service increase a great deal, increase a fair amount, increase a little or would it make no difference at all?

PLEASE TICK ONE BOX FOR A AND ONE BOX FOR B

A)
Live
Subtitles

B)
Pre-Recorded
Subtitles

Increase a great deal

Increase a fair amount

Increase just a little

Make no difference at all

Don't know

32

Overall to what extent are you satisfied or dissatisfied with the current subtitling services available?

PLEASE TICK ONE BOX FOR A AND ONE BOX FOR B

A)
Live
Subtitles

B)
Pre-Recorded
Subtitles

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

Don't know

33

Why do you say that about the current subtitling services available?

PLEASE WRITE IN

34

Which, if any, of the following types of TV programme do you watch most often on TV? Please choose up to FIVE types of programme.

PLEASE TICK UP TO FIVE BOXES

35

How satisfied or dissatisfied are you with the provision of subtitling services on the types of programmes you watch most often?

PLEASE TICK ONE BOX FOR EACH OF THE TYPES OF PROGRAMMES YOU WATCH MOST OFTEN

Q34 Types you watch	Q35				
	Very satisfied	Fairly satisfied	Neither/ nor	Fairly dis- satisfied	Very dis- satisfied
News & current affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts and music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Factual such as consumer affairs, hobbies and leisure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drama such as soaps and serials . . .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Films	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Light entertainment such as quiz shows, chat shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional programme such as local news & current affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programmes presented in sign language such as See Hear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (PLEASE GIVE DETAILS)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

36

From which, if any, of the following sources do you obtain information about television programmes which contain subtitles

PLEASE TICK ALL THAT APPLY

- TV guides such as Radio Times, TV Quick etc.....
- Websites.....
- Clubs and associations
- Family/friends
- Advertising or trailers on TV.....
- Electronic Programme Guide (EPG).....
- Teletext
- Nowhere
- Other (PLEASE GIVE DETAILS)

37

To what extent would you say subtitles on TV programmes improve your understanding of them?

PLEASE TICK ONE BOX FOR A AND ONE BOX FOR B

	A) Live Subtitles	B) Pre-Recorded Subtitles
A great deal	<input type="checkbox"/>	<input type="checkbox"/>
A fair amount	<input type="checkbox"/>	<input type="checkbox"/>
Just a little	<input type="checkbox"/>	<input type="checkbox"/>
Not at all	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

38

To what extent do you agree or disagree with each of the following statements?

PLEASE TICK ONE BOX FOR EACH STATEMENT

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Subtitling on LIVE TV programmes is too fast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subtitling on PRE-RECORDED TV programmes is too fast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subtitling on TV programmes is clear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Generally subtitles on TV programmes covers everything going on in the programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

39

Which organisation or organisations, if any, do you think you would contact if you were unable to access signing services on TV programmes or wanted to complain about them?

PLEASE WRITE IN

COMPARING SUBTITLING AND SIGNING

PLEASE ONLY ANSWER THESE QUESTIONS IF YOU HAVE USED SUBTITLING AND SIGNING SERVICES ON TV. IF YOU HAVE NOT USED BOTH SUBTITLING AND SIGNING SERVICES PLEASE GO TO Q45.

40

You mention that you have a hearing loss and you have used both subtitling and signing to follow programmes on TV. Overall, which one of those methods do you prefer to use?

PLEASE TICK ONE BOX ONLY

- Subtitling.....
- Signing
- Both equally.....
- Don't know

41

Why do you say that?
PLEASE WRITE IN

42

For each programme type below please indicate if you would generally prefer to use subtitling or signing to follow it, or if you would prefer to use them both together.

PLEASE TICK ONE BOX ONLY FOR EACH PROGRAMME TYPE

	Subtitles	Signing	Both together	Neither
News & current affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts and music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Factual such as consumer affairs, hobbies and leisure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drama such as soaps and serials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Films	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Light entertainment such as quiz shows, chat shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional programme such as local news & current affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OTHER (PLEASE GIVE DETAILS)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

43

What would encourage you to use subtitling on TV programmes more often?

PLEASE TICK ALL THAT APPLY

- Having it available on more programmes
- Knowing how to access subtitles
- If my hearing got worse.....
- Having more information about how to get subtitles.....
- If subtitles were clearer on screen
- Other (PLEASE GIVE DETAILS)

-
- Nothing
 - Don't know

44

What would encourage you to use this signing on TV programmes more often?

PLEASE TICK ALL THAT APPLY

- Having it available on more programmes
- Having a greater knowledge of BSL
- Knowing which programmes include signing
- If my hearing got worse.....
- Having more information about the service
- Other (PLEASE GIVE DETAILS)

-
- Nothing
 - Don't know.....

EVERYONE TO ANSWER

AUDIO DESCRIPTION

45

Which of these best describes your sight with glasses or contact lenses if you normally use them? Please imagine you are in a room with good lighting.
PLEASE TICK ONE BOX ONLY

- Cannot tell by the light where the windows are
- Cannot see the shapes of furniture in the room
- Cannot see well enough to recognise a friend if close to his or her face
- Cannot see well enough to recognise a friend if he or she is at arms length
- Cannot see well enough to read a newspaper headline
- Cannot see well enough to read a large print book
- Cannot see well enough to recognise a friend across a room
- Cannot see well enough to recognise a friend across a road
- Have difficulty seeing ordinary newspaper print
- Seeing the buttons on the remote control
- Seeing the picture on the TV screen
- Seeing small details on screen
- Other (PLEASE GIVE DETAILS)

None of these

IF YOU TICKED NONE OF THESE GO TO Q62. ALL OTHERS ANSWER Q46.

46

Bearing in mind, that you have sight problems do you do anything or use any services to help you enjoy TV programmes?
PLEASE TICK ALL THAT APPLY

- Get closer to the TV
- Use a magnifier
- Adjust the lighting in the room
- Adjust TV settings (e.g. contrast, colour)
- Ask a member of the family to explain what's happening on screen
- Use audio description
- Other (PLEASE GIVE DETAILS).....

Don't know

47

'Audio description' is the verbal description and commentary of what is happening on the TV screen. It is meant to help visually impaired people who may not be able to see what is happening in a television programme. Before today, were you aware that this feature was available on some TV programmes?
PLEASE TICK ONE BOX ONLY

Yes.....

No.....

Don't know.....

IF NO GO TO Q62

**ONLY ANSWER Q48 IF YOU ANSWERED NO OR DON'T KNOW AT Q47.
ALL OTHERS GO TO Q49.**

48

If audio description was available on the TV programmes that you watch, how interested do you think you would be in using it?
PLEASE TICK ONE BOX ONLY

Very interested

Fairly interested.....

Not very interested

Not at all interested

Don't know.....

GO TO Q62

ANSWER IF YOU WERE AWARE OF AUDIO DESCRIPTION BEFORE TODAY.

49

How often, if at all, do you watch TV programmes that have audio description on the TV programmes themselves to enable you to follow programmes more easily? This could be either at home or elsewhere.
PLEASE TICK ONE BOX ONLY

On all TV programmes I watch if it's available.....

On most TV programmes I watch if it's available.....

On some TV programmes if it's available

Very occasionally it's available.....

Just once.....

Never.....

Don't know.....

**PLEASE ANSWER IF YOU HAVE USED AUDIO DESCRIPTION AT LEAST ONCE
IF NOT PLEASE GO TO Q62.**

50

For how long have you been watching TV programmes that have audio description on them?
PLEASE TICK ONE BOX ONLY

Less than 1 year.....

1-2 years

3-4 years

5-6 years

7-8 years

9-10 years

11 years or more

Don't know.....

51

What, if anything, would encourage you to use this audio description on TV programmes more often?

PLEASE TICK ONE BOX ONLY

- Having it available on more programmes
- Knowing how to access audio description
- If my sight got worse
- Having more information about audio description.....
- Other (PLEASE GIVE DETAILS)

-
- Nothing
 - Don't know

52

Generally, do you feel that the overall standard of audio description on TV is getting better, getting worse or remains unchanged?

PLEASE TICK ONE BOX ONLY

- Getting better.....
- Is unchanged.....
- Getting worse
- Don't know.....

53

If audio description was available on more TV programmes, would your use of this service increase a great deal, increase a fair amount, increase a little or would it make no difference at all?

PLEASE TICK ONE BOX ONLY

- Increase a great deal
- Increase a fair amount
- Increase just a little
- Make no difference at all
- Don't know.....

54

Overall to what extent are you satisfied or dissatisfied with the current audio description services available?

PLEASE TICK ONE BOX ONLY

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied.....
- Very dissatisfied
- Don't know.....

55

Why do you say that about current audio description services available?

PLEASE WRITE IN

56

Which, if any, of the following types of TV programme do you watch most often on TV? Please choose up to FIVE types of programme

PLEASE TICK UP TO FIVE TYPES

57

Of those types of programmes you watch, how satisfied or dissatisfied are you with the provision of audio description services on those types of programmes?

PLEASE TICK ONE BOX FOR EACH OF THE TYPES OF PROGRAMMES YOU WATCH MOST OFTEN

Q56 Types you watch	Q57				
	Very satisfied	Fairly satisfied	Neither/ nor	Fairly dis- satisfied	Very dis- satisfied
News & current affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts and music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Factual such as consumer affairs, hobbies and leisure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drama such as soaps and serials . . .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Films	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Light entertainment such as quiz shows, chat shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional programme such as local news & current affairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programmes presented in sign language such as See Hear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (PLEASE WRITE IN)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

58

From which, if any, of these sources do you obtain information about television programmes which contain audio description?

PLEASE TICK ALL THAT APPLY

- TV guides such as Radio Times, TV Quick etc.....
- Websites.....
- Clubs and associations
- Family/friends
- Advertising or trailers on TV.....
- Electronic programme Guide (EPG)
- Teletext
- Talking newspapers.....
- Nowhere
- Don't know.....

59

To what extent would you say audio description on TV programmes improves your understanding of them?

PLEASE TICK ONE BOX ONLY

- A great deal
- A fair amount
- Just a little
- Not at all
- Don't know.....

60

To what extent do you agree or disagree with each of the following statements? PLEASE TICK ONE BOX FOR EACH STATEMENT

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Audio description on TV programmes is delivered at the right speed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audio description on TV programmes is clear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Generally audio description on TV programmes reflects everything going on in the programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I sometimes find audio description on TV to be patronising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

61

Which organisation or organisations, if any, do you think you would contact if you were unable to access audio description services on TV programmes or wanted to complain about them?

PLEASE WRITE IN

ABOUT YOU

EVERYONE TO COMPLETE

62

Are you?

PLEASE TICK ONLY ONE BOX

- Married/ living as married
- Single
- Widowed, divorced or separated
- Other

63

Which of the following describes you?

PLEASE TICK ONLY ONE BOX

- White
 - Black (African, Caribbean or other) .
 - Any mixed background
 - Indian, Pakistani or Bangladeshi
 - Other Asian
 - Chinese
 - Other (PLEASE GIVE DETAILS)
-

64

Which of the following applies to you

PLEASE TICK ONLY ONE BOX

- Working full time (30hrs/wk+) . . .
- Working part time (8-29 hrs/wk) . .
- Not working - housewife/husband
- Not working - retired
- Not working - registered unemployed
- Not working - student
- Not working- disabled
- Don't know

65

Are you registered as partially sighted or blind?

PLEASE TICK ONE BOX ONLY

- Sight impaired/partially sighted
- Severely sight impaired/blind
- Not registered
- Don't know

66

Are you registered as deaf or hard of hearing?

PLEASE TICK ONE BOX ONLY

- Deaf
- Hard of hearing
- Not registered
- Don't know

67

Are you a member of any organisations for people who are blind or sight impaired?

PLEASE TICK ONE BOX ONLY

- Yes
- No

68

Are you a member of any organisations for people who are deaf or hard of hearing?

PLEASE TICK ONE BOX ONLY

- Yes
- No

69

What is the highest qualification you have?

PLEASE TICK ONLY ONE BOX

- No qualifications
- NVQs
- GCSEs
- "A" Levels or Scottish equivalent.....
- Degree
- Higher university degree/
MBA/Doctorate or equivalent.....
- Other (PLEASE GIVE DETAILS):

70

Which of these newspaper do you read or look at regularly? By regularly we mean on average at least three out of four issues.

PLEASE TICK ONLY ONE BOX

- Daily Express
- Daily Mail
- The Mirror
- Daily Record
- Daily Telegraph
- Financial Times
- The Guardian
- The Herald (Glasgow).....
- The Independent.....
- Metro
- The Scotsman.....
- Daily Star.....
- The Sun
- The Times
- Evening Standard.....
- Other
- None of these

71

What is your total household income from all sources, before tax and other deductions?

PLEASE TICK ONLY ONE BOX

- Under £4,500
- £4,500 - £6,499.....
- £6,500 - £7,499.....
- £7,500 - £9,499.....
- £9,500 - £11,499
- £11,500 - £13,499.....
- £13,500 - £15,499.....
- £15,500 - £17,499.....
- £17,500 - £24,999.....
- £25,000 - £29,999.....
- £30,000 - £39,999.....
- £40,000 - £49,999.....
- £50,000 - £74,999.....
- £75,000 - £99,999.....
- £100,000+
- Rather not say
- Don't know

TO BE COMPLETED BY MORI INTERVIEWER

Sample point name:
.....

I confirm that I have carried out this Interview in conformance with the survey specification and the Data Protection Act 1988.

Signature:.....

Interviewer Name (CAPS):
.....

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE

IF YOU HAVE ANY QUERIES PLEASE CONTACT LIZ DIKE AT MORI ON 020 7347 3000 OR BY EMAIL (elizabeth.dike@mori.com)