

PSB Tracker datasets

This document contains information about the official statistics that will be reported in the PSB Annual Report 2009.

The PSB Tracker datasets are:

*PSB Tracker - Main data set 2008
(including data on the rotating questionnaire modules)*

PSB Tracker - Welsh-language viewer data set 2008

PSB Tracker - Online PSC data set Q1 2009

Please note that data are shown on these tables, regardless of base size. Extremely low effective base sizes (those 0 - 30) are marked with two asterisks, while low effective base sizes (between 31 - 100) are marked with one asterisk. Data shown in columns marked in this way may not be statistically robust and should be treated with caution.

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Data collection

The Ofcom PSB Tracker is conducted via telephone interviews (CATI) with adults aged 16 and over. The first full year of fieldwork was 2006. Fieldwork is conducted each year during four months: January, April, July, and October, chosen to represent the range of the broadcast year. In 2006, a total of around 1,874 interviews were conducted per quarter (approximately 1070 in England; 268 in Scotland; 268 in Wales; 268 in Northern Ireland). In 2007 and 2008, a total of around 1,750 interviews were conducted per quarter (approximately 990 in England; 250 in Scotland; 250 in Wales; 250 in Northern Ireland).

The average interview length in 2008 was 22.25 minutes. Fieldwork was conducted by GfK NOP.

The Welsh sample was boosted each quarter with an additional 50 interviews among viewers of Welsh language programming on S4C to enable reporting on S4C. Respondents were offered the option of a Welsh language interview if preferred.

Weighting

Quotas were applied and survey data were weighted to be nationally representative of adults 16+. Weights were applied to: gender, age, region, social grade and ethnicity, using data from mid-2004 population estimates (ONS). The Welsh boost survey data were also weighted, but to a profile of adults 16+ who watched any Welsh language programmes.

Main questionnaire: main body of questions

The focus of the questionnaire is questions asking respondents to rate specific TV channels on different aspects of broadcasting relating to the PSB purposes and characteristics.

Respondents were asked to individually rate each channel that they watched regularly. The channels list comprised BBC One, BBC Two, ITV1, Channel 4, Five, BBC Three, BBC Four, BBC News and BBC Parliament. Those who viewed any of these channels regularly or occasionally were also asked to consider all of the channels together for each of the research statements. Statements on BBC Three, BBC Four, BBC News and BBC Parliament were only asked of multi-channel households. BBC News 24 was added to the questionnaire in April 2007 and was changed to 'BBC News (formerly called BBC News 24)' in the survey in July 2008. BBC Parliament was also added in July 2008.

They were asked to rate the channel in relation to a statement on a 10-point scale where 10 is the highest score and 1 the lowest. Previously to July 2008 viewers were asked the extent to which they felt the statement applied (10 = applies completely; and 1 = does not apply at all) to each channel. Both statements were tested against each other in July 2008.

The order of channels was rotated to minimise order bias. Fifty per cent of the sample was asked about channels in order A below, and the remaining asked in order B ¹:

- A: BBC One, BBC Two, BBC Three, BBC Four, BBC News, BBC Parliament, ITV1, Channel 4, Five, all channels combined
- B: ITV1, Channel 4, Five, BBC One, BBC Two, BBC Three, BBC Four, BBC News, BBC Parliament, all channels combined

Respondents were also asked to rate how important it is that the PSB channels together fulfil the PBS purposes and characteristics. This provides useful context for the data on how the PSB channels are rated on these elements. From Q4 2007, half of the sample group were asked about 'personal and societal importance' whilst half were asked about 'general importance'.

Main questionnaire: rotating modules

During each quarterly period of fieldwork, a 'module' was inserted into the main questionnaire. These modules were inserted as follows in 2008:

Quarter One (3rd - 31st January) = Digital channels module (respondents were also asked to rate a selection of non-PSB channels and PSB digital portfolio channels if they were regular or occasional viewers of these)

Quarter Two (1st - 30th April) = Digital channels module

Quarter Three (1st - 31st July) = Teletext module

Quarter Four (1st - 31st October) = Digital channels module

¹ Randomising the order of all channels was piloted. However, this introduced interview fatigue. In the pilot, statements were both randomised and grouped together by area (e.g. News statements together). It was found that the number of incomplete interviews was lower where statements were grouped together.

In the digital channels module respondents were also asked to rate a selection of non-PSB channels and PSB digital portfolio channels if they were regular viewers of these. The digital channels module was of a similar structure to the main questionnaire, asking respondents to state the frequency with which they watch a variety of digital channels: ITV2, E4, Sky1, More4, UKTV History/Yesterday, Sky News, Discovery Channel, MTV, and Living. (MTV was removed in quarter 4 2008). Those who watched each channel regularly or occasionally were then asked to rate these channels on a number of statements relating to four main areas (news, current affairs and other factual programmes, programmes in general and what you get from them, reflecting real people in today's society and programme quality). Only relevant statements were asked of each channel so that, for example, statements concerning News were not asked for those channels where News is not shown.

The digital channels module differed from the main survey in that satisfaction with 'all channels combined' and 'importance rating' questions were not asked.

The Teletext module (Quarter 3 2008) firstly explored the frequency with which Teletext, Ceefax, BBCi and Skytext were used and then asked respondents to name (from a precoded list) the types of information they accessed on digital and analogue Teletext. The final section asked respondents to rate digital or analogue Teletext for seven statements on a scale of 1 to 10, where 10 was the highest rating and 1 was the lowest. These statements referred to topics such as the frequency with which Teletext is updated, its relevance to its audience and the quality of its news and general content.

From 20th to 22nd June 2008, an additional omnibus was carried out by GfK to investigate online use of public service content (PSC). In January 2009, this became a new standard interchangeable module within the PSB Tracker telephone survey. This questionnaire was designed to explore the types of PSC viewed on the internet, how this content is found and respondents' opinions of the content.

Those who claimed to use the internet for public service content were asked the extent to which they agreed with five statements such as 'The internet is a good source of new public service content'. All respondents (regardless of their use of the internet) were asked to rate the importance of 15 statements, where 1 means not at all important, and 10 means extremely important. These statements were designed to address similar topics to the main survey and included statements such as 'Helps me to learn and find out about subjects.'

The questions asked within the survey are included as Appendix 1.

Welsh Boost

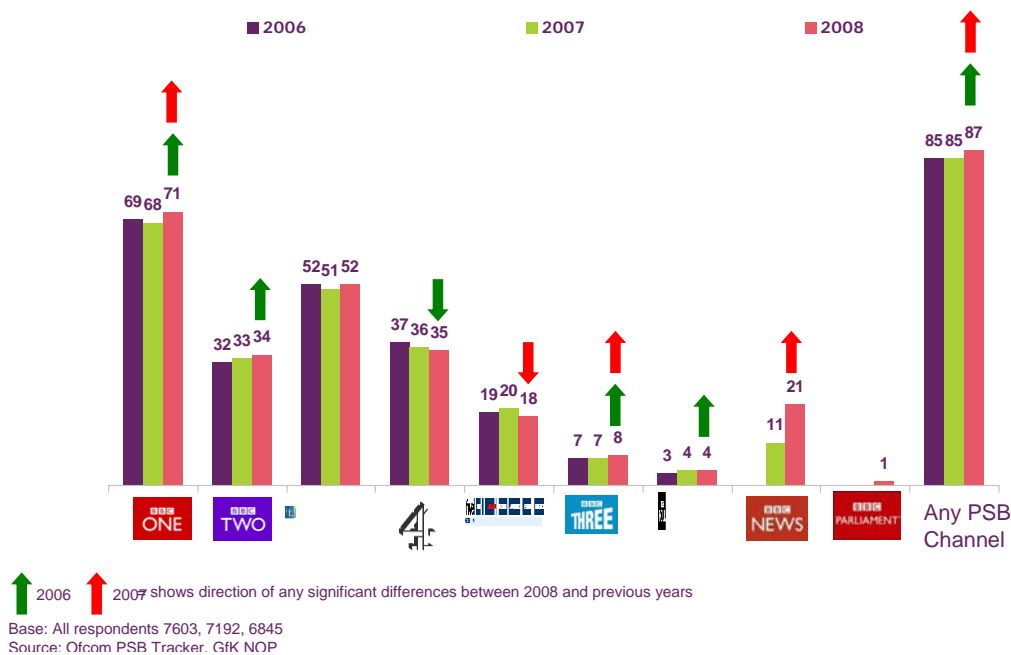
During each quarter of fieldwork, a Welsh boost questionnaire was run alongside the main survey. This questionnaire mirrored the content of the main questionnaire, (with the same statements being rated) but asked only about S4C, all channels combined and importance ratings. The interchangeable modules used in the main questionnaire were not inserted into the Welsh Boost. Those who did not watch any of the S4C programmes in Welsh, and those who did not watch S4C *regularly* were screened out.

PSB Annual Report analysis and reporting conventions

The majority of analysis reported in the PSB Annual Reports was carried out on 'regular' viewers and therefore is reflected within the datasets. Regular viewers provide a more informed opinion as they are more involved with the channels, and rely less on potentially out-of-date or unfounded perceptions of the channel. Moreover, including occasional viewers increases the level of "don't know" responses, thereby reducing the granularity of the insight provided.

Outlined below in figure A1.1 are the proportions of people who define themselves as regular viewers of each of the PSB channels. This shows that in 2008 a higher proportion of the adult population say they are regular viewers of BBC One, BBC Two, BBC Three, BBC Four and BBC News in comparison to either 2006 or 2007. However, significantly fewer people say they are regular viewers of Channel Five compared to 2007 and significantly fewer people say they are regular viewers of Channel 4 compared to 2006. The proportion of the UK population claiming to be regular viewers of ITV1 remains the same as 2006 (after a dip of 1% in 2007) with regular viewers of Channel Four also remaining largely stable (1% lower than 2006 and 2007). Overall, a significantly higher proportion of the UK population claim to be regular viewers of any of the PSB channels outlined below.

Figure A1.1: Proportion of UK sample who are self-claimed regular viewers



Viewers were asked to rate each channel (and the channels taken together) out of 10, and the top four scores (7-10) were used to calculate responses, correlating to a very/quite response. Throughout the annual report this is expressed as the channel is “rated highly on...” and these summary figures are therefore found through the set of tables.

Appendix 1 – PSB Tracker questions

Main PSB Tracker questionnaire

BLUE = SCRIPTWRITER INSTRUCTIONS

RED = INTERVIEWER INSTRUCTIONS TO APPEAR ON SCREEN

Introduction:

Good afternoon/evening, my name is ... from GfK NOP and we are conducting an important survey about television.

This study is being carried out for Ofcom (the Office of Communications) which is the body responsible for overseeing the *quality* of television in the UK amongst other things. The information from the study will be used to *help shape the future of television* in the UK.

Would you be willing to take part? (The interview will take around 20 minutes.)

Yes – CONTINUE

No – Arrange call-back if possible

Thank you.

Quota questions:

a) Before we start, please can you tell me which of the following age bands you fall into?

16-34

35-54

55+

b) INTERVIEWER: CODE GENDER:

Male

Female

ASK ALL IN WELSH SAMPLE:

Q1a. Which of the following TV channels can you receive on your TV?

READ OUT. MULTICODE IF NECESSARY.

S4C

Channel 4

(Allow DK – treat as if 'Channel 4' coded)

ASK ALL IN WELSH SAMPLE WHO RECEIVE S4C (CODE 1 AT Q1A):

Q1ax. Do you ever watch any of the S4C programmes that are in Welsh?

Yes

No

DK

ASK ALL IN WELSH SAMPLE WHO CODE BOTH S4C AND CHANNEL 4 AT Q1a:

Q1b. And which of these channels do you watch the most?

READ OUT AND SINGLE CODE.

S4C

Channel 4

(Allow DK – treat as if 'Channel 4' coded)

NOTE: IF ONLY S4C IS CODED AT Q1a - PLEASE ASK ABOUT 'S4C' INSTEAD OF 'CHANNEL 4' AT Q1c, Q4 AND Q6b. IF BOTH S4C AND CHANNEL 4 ARE CODED, ASK ABOUT THE CHANNEL CODED AT Q1b AT Q1c, Q4 AND Q6b.

Q10a. Are there any CHILDREN under 16 in the household?

Yes

No

ASK IF YES AT Q10a:

Q10b. How many children under 16 are there in the household?

One

Two

Three

Four

Five

Six or more

ASK IF YES AT Q10a:

Q10c. Thinking about the children under 16 in your household, please can you tell me which of the following age bands they fall into?

RECORD NUMBER OF CHILDREN IN EACH AGE BAND:

0-4

—

5-11

—

12-15

—

ASK IF YES AT Q10a:

Q10d. And are you responsible for the children under 16 in your household? In other words – are you their parent or carer?

Yes

No

ASK IF 'YES' AT Q10D

Q10e. Which of these channels does/do your child/children watch regularly?

READ OUT. MULTICODE EXCEPT "My children do not watch TV" 'I am not sure which channels my children watch' and DK

CBBC

CBeebies

CITV

Nickelodeon channels (Nickelodeon, Nick Junior, etc.)

Disney channels (Disney Channel, Disney Playhouse, etc.)

BBC1

BBC2

ITV1

Channel 4

S4C (**ASK ONLY OF RESPONDENTS IN WELSH SAMPLE RECEIVING S4C – C1 AT Q1A**)

Five

My children do not watch TV

I am not sure what channels my children watch

Don't Know

ASK ALL

Q1c. Can any of your TV sets receive additional channels other than BBC, ITV, Channel 4 (and Channel 5)?

IF 'NO' – CODE 1 BELOW AND ASK Q1d

IF 'YES' ASK: How do you receive your additional channels? PROBE TO PRE-CODE IF NECESSARY. CODE ALL THAT APPLY.

IF 'CABLE' ASK: Can you receive the additional BBC channels such as BBC3 and CBeebies?
IF 'YES', CODE 3 – IF 'NO', CODE 4

MULTICODE ALLOWED FOR CODES 2-7 – IF RESPONDENT IS UNSURE WHETHER THEY RECEIVE ADDITIONAL CHANNELS, PLEASE CODE 1

1. Terrestrial TV only (SINGLE CODE)
2. Digital satellite TV (such as through SKY)
3. Digital cable (through Virgin Media, NTL or Telewest) WITH BBC3 and CBeebies
4. Non-digital cable (through Virgin Media NTL or Telewest) DO NOT HAVE BBC3 and CBeebies
5. Freeview (through a set-top box or digital TV set)
6. Free to view satellite (that is, satellite television without a monthly subscription)
7. Digital TV via broadband DSL line (through HomeChoice, Tiscali or Kingston Communications)
8. No TV in household (SINGLE CODE)

ADDITIONAL ROUTING INSTRUCTIONS FROM Q1c:

IF CODES 2-8 ARE CODED AT Q1c PLEASE INCLUDE CHANNEL 5 IN Q4 AND Q6b.

ASK ALL WITH TERRESTRIAL TV ONLY (ALL WHO CODE 1 AT Q1c):

Q1d. Are you able to receive Channel Five on your TV? **SINGLE CODE.**

Yes

No

(Allow DK – treat as if 'No' coded)

NOTE: IF 'YES' IS CODED - AT Q4 AND Q6b PLEASE INCLUDE 'CHANNEL 5'. IF 'NO' IS CODED, PLEASE EXCLUDE CHANNEL 5 FROM THESE QUESTIONS.

NOTE: IF CODES 1, 4 OR 8 ARE CODED AT Q1c, ASK Q4 ABOUT THE 4-5 MAIN TERRESTRIAL CHANNELS ONLY. IF CODES 2, 3, 5, 6 OR 7 ARE CODED AT Q1c, ASK Q4 ABOUT THE 4-5 MAIN TERRESTRIAL CHANNELS AND BBC3 AND BBC4

Read out: Now thinking about when you watch TV...

Q4. How often do you watch <insert channel>? **READ OUT AND SINGLE CODE.**

Regularly

Occasionally

Never

Don't know

Channels to appear as: BBC1, BBC2, ITV1, Channel 4, Channel 5, BBC3, BBC4, BBC News (formerly called BBC News 24), BBC Parliament. Order channels appear to be randomised.

NB: PLEASE INCLUDE FULL TEXT ["BBC News (formerly called BBC News 24)" IN CHANNEL NAME ONSCREEN.

ASK ALL WHO CODE 1 OR 2 AT Q4 (REGULARLY OR OCCASIONALLY). NB ORDER OF CHANNELS SHOULD MATCH THE ORDER AT Q4.

Q4i. So is that...? **READ OUT AND SINGLE CODE.**

Every day
Most days
2-3 times a week
About once a week
Less than once a week
Don't know

NOTE: REPEAT Q4 and Q4i FOR OTHER CHANNELS, AS APPROPRIATE. ONLY NEED TO READ OUT PRECODES FOR FIRST QUESTION – AFTER THAT DO NOT READ OUT, BUT PROBE TO PRECODE IF NECESSARY.

Channel specific ratings:

The next part of this survey is about your views on particular TV channels.

NOTE: ASK Q6b ABOUT ALL CHANNELS CODED 1 AT Q4 (WATCH REGULARLY)

NOTE: FOR JANUARY 2008 WAVE, PLEASE SPLIT THE SAMPLE SO THAT HALF ARE ASKED TO RATE IMPORTANCE AS USUAL, AND HALF ARE ASKED TO RATE PERSONAL AND SOCIETAL IMPORTANCE

Q6b. I'm going to ask you to rate specific channels on four different aspects of broadcasting.

To begin with, I am going to ask you questions about the TV channels you watch regularly - **[READ OUT AS APPLICABLE DEPENDING ON EARLIER CODING]** _ BBC1, BBC2, ITV1, Channel 4, Five, BBC3, BBC4, BBC News (formerly called BBC News 24) and BBC Parliament.

NB: PLEASE INCLUDE FULL TEXT ["BBC News (formerly called BBC News 24)" IN CHANNEL NAME ONSCREEN.

If you're not sure about a particular statement or channel, for example if you don't watch those programmes either on that channel or in general, then please say you 'Don't know'.

INTERVIEWER NOTE: IF RESPONDENTS ARE PROVIDING A RATING OF 5 CONSISTENTLY PLEASE CHECK THAT THE RESPONDENT MEANS TO GIVE A RATING OF 5 AND NOT THAT THE RESPONSE SHOULD BE DON'T KNOW. IF THE RESPONDENT IS NOT SURE ABOUT A PARTICULAR STATEMENT OR CHANNEL THEY SHOULD PROVIDE A RATING OF DON'T KNOW RATHER THAN A RATING OF 5.

The first area is <insert group heading>/ The first statement is <insert statement from relevant group>. How would you rate <insert channel> on this statement? where 10 is the highest score and 1 the lowest.

NOTE: PLEASE KEEP ALL CHANNELS COMBINED IN THE CHANNEL LIST AND SHOW THE FOLLOWING DESCRIPTION:

All channels combined, that is BBC1, BBC2, ITV1, Channel 4, five, BBC3, BBC4, BBC News (formerly called BBC News 24) and BBC Parliament – even if you don't personally watch all of them, what is your general view across these main channels for

And how would you rate <insert channel 2> on this statement?

Channels to appear as: SHOWN BELOW

ORDER OF STATEMENTS TO BE ROTATED AS AT Q6b

- A. BBC1, BBC2, BBC3, BBC4, BBC News (formerly called BBC News 24), BBC PARLIAMENT, ITV1, CHANNEL 4 (OR S4C), CHANNEL 5, ALL CHANNELS COMBINED
- B. ITV1, CHANNEL 4 (OR S4C), CHANNEL 5, BBC1, BBC2, BBC3, BBC4, BBC News (formerly called BBC News 24), BBC PARLIAMENT, ALL CHANNELS COMBINED

NB: PLEASE INCLUDE FULL TEXT ["BBC News (formerly called BBC News 24)"] IN CHANNEL NAME ONSCREEN.

The next area is about...

Group heading: News, current affairs and other factual programmes

- Its programmes help me understand what's going on in the world today
- Its news programmes are trustworthy
- **ASK RESPONDENTS IN ENGLAND:** Its regional news programmes provide a wide range of good quality news about my area [ONLY ASK FOR BBC 1 AND ITV 1]
- **ASK RESPONDENTS IN WALES/SCOTLAND/NI:** Its news programmes for people in <nation> provide a wide range of good quality news about <TEXTFILL: Wales/ Scotland/ Northern Ireland>.

Group heading: Programmes in general and what you get from them

- It shows interesting programmes about history, science, or the arts
- It shows high quality soaps or dramas made in the UK
- As a result of watching its programmes I've become more interested in particular subjects

Group heading: Reflecting real people in today's society

- It portrays my region well to the rest of the UK [**SCRIPTWRITER: PLEASE NOTE THAT FOR THOSE LIVING IN NORTHERN IRELAND, SCOTLAND OR WALES, WE WILL NEED 'MY REGION' TO BE REPLACED WITH THE NAME OF THE NATION AND HAVE THIS STATEMENT ROUTED ON SAMPLE, E.G. 'IT PORTRAYS SCOTLAND WELL TO THE REST OF THE UK'**]
- It covers big national events well, like sports, music events or major news stories
- Its entertainment and factual programmes show people from different parts of the UK
- Its programmes reflect the interests and concerns of people like me
- Its programmes show different kinds of cultures within the UK
- Its programmes offer a range of opinions of subjects and issues
- **Regional statement, to be asked of BBC1, BBC2, ITV1, Importance only.** Should appear for 3 Nations as: *"Aside from news, it provides a range of good quality programmes about Scotland/Wales/NI, made for people in my Nation"*. For England, this should appear as: *"Aside from news, it provides a range of good quality programmes about my region, made for people in my region"*

Group heading: Programme quality

- It shows well-made, high quality programmes
- It shows programmes with new ideas and different approaches
- It shows programmes that make me stop and think
- It shows programmes I want to watch
- It shows enough new programmes, made in the UK
- I trust this channel

Group heading: Channels your children watch

ASK THOSE CODING 'YES' AT Q10d.

FOR THIS STATEMENT, ASK ON INDIVIDUAL CHANNELS CODED 'YES' AT Q10e. ROTATE CHANNEL ORDER.

- It provides a wide range of high quality and UK-made programmes for children

NOTE: FOR 'ALL CHANNELS COMBINED' AND 'IMPORTANCE RATING' FOR STATEMENT 'IT PROVIDES A WIDE RANGE...', (ABOVE) THE CHANNELS LIST SHOULD BE 'BBC1, BBC2, ITV1, CHANNEL 4, five, CBeebies and CBBC.' PLEASE MAKE THIS CLEAR ON QUESTIONNAIRE – AS THIS LIST IS DIFFERENT TO THE CHANNELS THE RESPONDENT WILL HAVE JUST ANSWERED ON

- FOR THIS STATEMENT ONLY ASK 'ALL CHANNELS COMBINED' IF AT LEAST ONE OF THESE 7 CHANNELS HAS BEEN SELECTED AT 10E.

SPLIT THE SAMPLE SO THAT HALF ARE ASKED TO RATE IMPORTANCE AS USUAL, AND HALF ARE ASKED TO RATE PERSONAL AND SOCIETAL IMPORTANCE

SAMPLE A: WILL BE ASKED IMPORTANCE AS IN PREVIOUS WAVES

SAMPLE B: WILL BE ASKED TO RATE PERSONAL AND SOCIAL IMPORTANCE (AND NOT THE PREVIOUS IMPORTANCE MEASURE)

IMPORTANCE STATEMENT(S) TO APPEAR AFTER ALL CHANNELS COMBINED, FOR EACH STATEMENT:

SAMPLE A: And now, thinking about importance, how important do you think it is, in general, that these TV channels do this? Where 10 means "extremely important" and 1 is "not at all important."

SAMPLE B (1): And now, thinking about importance, how important is it to you personally that these TV channels do this? Where 10 means "extremely important" and 1 is "not at all important."

SAMPLE B (2): I just asked you about the personal importance of these channels. Now, could you tell me how important do you think it is to society as a whole that these TV channels do this? Where 10 means "extremely important" and 1 is "not at all important."

ASK Q6d OF ALL RESPONDENTS WHO CODE ANY CHANNEL 1-2 AT Q4 (WATCH AT LEAST OCCASIONALLY) – I.E. EVERYONE WHO HAS ANSWERED Q6B:

Q6d. And now, if you think about ALL THE main channels put together - in other words BBC1, BBC2, ITV1, Channel 4, (S4C), Channel 5, BBC3, BBC4, BBC News (formerly BBC News 24) and BBC Parliament - how satisfied are you that TOGETHER they provide these elements?

- Very satisfied
- Quite satisfied
- Neither satisfied nor dissatisfied
- Quite dissatisfied
- Very dissatisfied
- Don't know

NOTE: ONLY SHOW 'S4C' TEXT IN ABOVE QUESTION FOR WELSH SAMPLE WHO RECEIVE S4C – CODE 1 AT Q1A

Demographics:

READ OUT:

We're now at the very final section of the interview. I'd just like to ask you a few questions about you. These will only be used to help analyse the results at a broad level – this data will not be used to identify you in any way.

Q7b. Firstly, please can you tell me which of the following age bands you fall into? **READ OUT – SINGLE CODE.**

16-24
25-34
35-44
45-54
55-64
65+
Refused

ASK ALL:

Q8. And what is your current marital status? **READ OUT – SINGLE CODE**

Married/Living with partner
Have partner, but not living together
Single
Separated/Divorced
Widowed

ASK ALL:

Q9. How many ADULTS aged 16+ including yourself, live in your household?

One
Two
Three
Four
Five
Six or more

ASK ALL:

Q11. Please can you tell me which of the following best describes you? **READ OUT ALL CODES UNTIL RESPONDENT PROVIDES ANSWER. CODE ONE ONLY.**

White British
White Irish
Other White background
Black Caribbean
Black African
Other Black background
Indian
Pakistani
Bangladeshi
Other Asian background
Mixed Race
Chinese
Other ethnic group
Refused (DO NOT READ OUT)

ASK ALL IN WELSH SAMPLE:

Q11a. Can you speak or understand Welsh?

Yes
No
Don't know

ASK ALL:

Q12. Which member of your household, either yourself or related to you, would you say is the CHIEF INCOME EARNER, that is the person with the largest income, whether from employment, pensions,

state benefits, investments or any other source: IF TWO OR MORE RELATED PEOPLE IN HOUSEHOLD HAVE EQUAL INCOME, CODE THE PERSON WHO IS OLDEST. TREAT COUPLES LIVING TOGETHER AS MARRIED AS RELATED. TAKE RESPONDENT'S OCCUPATION IF NOT RELATED TO OTHERS IN HOUSEHOLD.

Self
Spouse/Partner
Other adult (specify)

Are you... / Is the CHIEF INCOME EARNER...

Working full time – ASK NEXT QUESTION
Working part time (8-29 hours per week) – ASK NEXT QUESTION
Working part time (under 8 hours per week) – ASK NEXT QUESTION
Retired/not working with PRIVATE PENSION/MEANS – ASK NEXT QUESTION
Unemployed less than 6 months – ASK NEXT QUESTION

Unemployed more than 6 months – CODE SOCIAL GRADE AS E
Retired with STATE BENEFIT/PENSION ONLY – CODE SOCIAL GRADE AS E
Not working with STATE BENEFIT ONLY – CODE SOCIAL GRADE AS E

Student – CODE SOCIAL GRADE AS C1

What is your occupation? / What is the occupation of the CHIEF INCOME EARNER?

Job title
Job description
Industry
Size of company
Qualifications
If manager/supervisor/self-employed – number of people responsible for

ASK ALL WHO ARE NOT THE C.I.E.:

Q13. What is your current working status? **READ OUT – SINGLE CODE**

Working full time (30+ hours per week)
Working part time (8-29 hours per week)
Working part time (under 8 hours per week)
Unemployed
Student
Housewife / Househusband
Retired

CLOSE – READ OUT:

Thank you very much for taking the time to complete this interview – we really appreciate your input.

Would you be happy for us to re-contact you for future research for Ofcom?

Yes
No

IF YES – record name only (we will already have telephone number from the sample)

STANDARD CLOSING SCREEN - OFFERS RESPONDENTS MRS TELEPHONE NUMBER IF THEY WISH TO CHECK COMPANY CREDENTIALS

INTERVIEWER: CODE SOCIAL GRADE

- A
- B
- C1
- C2
- D
- E

Other channels module

I'm now going to ask you some questions about some other TV channels.

Q6f. How often do you watch <insert channel>?

READ OUT AND SINGLE CODE.

- Regularly
- Occasionally
- Never
- Don't know

1. Channels to appear as: ITV2, E4 , Sky One , More4 , UKTVHistory , Sky News, the Discovery channel, Living. Order channels appear to be randomised.

ROUTING FOR Q6F:

IF CODE 1 OR CODE 8 AT Q1C DO NOT ASK Q6F OR Q6G

IF CODE 2 AT Q1C ASK ABOUT: ITV2 , E4 , Sky One , More4 , UKTVHistory , Sky News, the Discovery channel, ~~MTV~~ Living.

IF CODE 3 AT Q1C ASK ABOUT: ITV2 , E4 , More4 , UKTVHistory, the Discovery channel, ~~MTV~~ Living.

IF CODE 4 AT Q1C ASK ABOUT: ITV2, E4 , Sky One , UKTVHistory , Sky News, the Discovery channel, ~~MTV~~ Living.

IF CODE 5 AT Q1C ASK ABOUT: ITV2, E4 , More4 , UKTVHistory , Sky News

IF CODE 6 AT Q1C ASK ABOUT: ITV2, Sky News

IF CODE 7 AT Q1C ASK ABOUT: ITV2, E4 , More4 , UKTVHistory

ASK ALL WHO CODE 1 OR 2 AT Q6f (REGULARLY OR OCCASIONALLY):

Q6fi. So is that...? **READ OUT AND SINGLE CODE.**

- Every day
- Most days
- 2-3 times a week
- About once a week
- Less than once a week
- Don't know

NOTE: REPEAT Q6f and Q6fi FOR OTHER CHANNELS, AS APPROPRIATE. ONLY NEED TO READ OUT PRECODES FOR FIRST QUESTION – AFTER THAT DO NOT READ OUT, BUT PROBE TO PRECODE IF NECESSARY.

NOTE: ASK Q6G ABOUT ALL CHANNELS CODED 1 OR 2 AT Q6F (WATCH REGULARLY/OCCASIONALLY PLEASE SEE ACCOMPANYING SPREADSHEET FOR DETAILED BREAKDOWN OF WHICH STATEMENTS SHOULD BE ASKED OF WHICH CHANNELS.

Q6g. As with the main channels, I'm now going to ask you to rate these TV channels that you watch on the same four different aspects of broadcasting.

If you're not sure about a particular statement or channel, for example if you don't watch those programmes either on that channel or in general, then please say you 'Don't know'.

INTERVIEWER NOTE: IF RESPONDENTS ARE PROVIDING A RATING OF 5 CONSISTENTLY PLEASE CHECK THAT THE RESPONDENT MEANS TO GIVE A RATING OF 5 AND NOT THAT THE RESPONSE SHOULD BE DON'T KNOW. IF THE RESPONDENT IS NOT SURE ABOUT A PARTICULAR STATEMENT OR CHANNEL THEY SHOULD PROVIDE A RATING OF DON'T KNOW RATHER THAN A RATING OF 5.

The first area is <insert group heading>. The first statement is <insert statement from relevant group>. How would you rate <insert channel 1> on this statement? where 10 ~~means~~ is the highest score and 1 is the lowest.

And how would you rate <insert channel 2> on this statement?

CHANNELS TO APPEAR AS: RANDOMISED PER RESPONDENT ALTHOUGH WE WANT EACH RESPONDENT TO BE ASKED THE SAME ORDER OF CHANNELS FOR EACH STATEMENT (I.E. IF ASKED FOR STATEMENT 1 E4, MORE 4, ITV2 FOR STATEMENT 2 THEY SHOULD ALSO BE ASKED E4, MORE 4, ITV2 ETC.

The next area is about...

Group heading: News, current affairs and other factual programmes

1. Its programmes help me understand what's going on in the world today
2. Its news programmes are trustworthy

Group heading: Programmes in general and what you get from them

3. It shows interesting programmes about history, science, or the arts
4. It shows high quality soaps or dramas made in the UK
5. As a result of watching its programmes I've become more interested in particular subjects

Group heading: Reflecting real people in today's society

6. It portrays my region well to the rest of the UK [FOR THOSE LIVING IN NORTHERN IRELAND, SCOTLAND OR WALES, 'MY REGION' TO BE REPLACED WITH THE NAME OF THE NATION AND HAVE THIS STATEMENT ROUTED ON SAMPLE, E.G. 'IT PORTRAYS SCOTLAND WELL TO THE REST OF THE UK']
7. It covers big national events well, like sports, music events or major news stories
8. Its entertainment and factual programmes show people from different parts of the UK
9. Its programmes reflect the interests and concerns of people like me
11. a Its programmes show different kinds of cultures within the UK
11. b Its programmes offer a range of opinions of subjects and issues

Group heading: Programme quality

10. It shows well-made, high quality programmes
11. It shows programmes with new ideas and different approaches
12. It shows programmes that make me stop and think
13. It shows programmes I want to watch
14. It shows enough new programmes, made in the UK
15. I trust this channel

Teletext module

The following questions are about text services that you might access on your television using your remote control.

QT1. Which of the following services do you ever access through your TV?

READ OUT AND MULTI CODE

- Teletext, the text services provided by ITV, Channel 4 or Channel 100 on digital TV
- Ceefax, the text services provided by BBC through BBC One and BBC Two
- BBCi, the text services provided through BBC on digital TV
- Sky Text, the text service provided through Sky channels
- None of the above (GO TO Q7b)
- Don't know (GO TO Q7b)

READ OUT IF USE TELETEXT SERVICES at QT1, BUT ASK ONLY OF THOSE WHO CODE 2-7 AT Q1c

You may be using ANALOGUE or DIGITAL Teletext.

Analogue Teletext is the original text service behind only itv1 and Channel 4 and contains text information only. This is controlled by entering page numbers or the coloured buttons on your TV remote control.

Digital Teletext is the newer style service that is available through digital TV on ITV's and Channel 4's channels or channel 100. This also contain pictures and sometimes video content in addition to the text on each page. It can be controlled through onscreen menus as well as buttons on the remote control.

ASK IF USE TELETEXT SERVICES AT QT1 (CODE 1)

DO NOT INSERT THE WORD 'ANALOGUE' FOR ANALOGUE ONLY RESPONDENTS (THOSE WHO CODE 1 AT Q1C)

QT2a. How often do you use (analogue) Teletext (that is, the original analogue text services on ITV1 or Channel 4)?

READ OUT AND SINGLE CODE

- Regularly
- Occasionally
- Never
- Don't know

IF RESPONDING 1 OR 2 AT PREVIOUS QUESTION (REGULARLY OR OCCASIONALLY), ASK:

QT3a. So is that?

READ OUT

- Every day
- Most days
- 2-3 times a week
- About once a week
- Less than once a week
- A few times a month
- About once a month
- Less often
- Don't know

Ask QT2b and QT3b only for those with multi-channel TV (codes 2-7 at Q1c) AND IF USE TELETEXT SERVICES (code 1) at QT1

QT2b. How often do you use digital Teletext (that is, text services through digital TV channel 100)?

READ OUT AND SINGLE CODE

Regularly
Occasionally
Never
Don't know?

IF RESPONDING 1 OR 2 AT PREVIOUS QUESTION (REGULARLY OR OCCASIONALLY), ASK:

QT3b. So is that?

READ OUT AND SINGLE CODE

Every day
Most days
2-3 times a week
About once a week
Less than once a week
A few times a month
About once a month
Less often
Don't know

IF BOTH SERVICES USED EQUALLY (SAME CODE AT QT3a AND QT3b) ASK:

QT3d. And which of these services do you use most often?

READ OUT

Analogue teletext
Digital teletext
Don't Know

ASK THOSE WHO USE DIGITAL TELETEXT CHANNELS (CODE 1, 2, OR 3 AT QT2B)

QT3c. Through which channels do you use Teletext?

READ OUT AND MULTICODE

Channel 100
ITV channels, e.g. ITV1, ITV2, ITV3 etc
Channel 4 channels, e.g. E4, More 4
Don't know

ROUTING:

THOSE WHO USE ANALOGUE TELETEXT MOST OFTEN (AT QT3a, QT3b, QT3d) – ASK QT4a, QT5a, QT6a, QT7a.

THOSE WHO USE DIGITAL TELETEXT MOST OFTEN (AT QT3a, QT3b, QT3d) – ASK QT4b, QT5b, QT6b, QT7b.

ASK IF USE CEEFAX SERVICES (CODE 2) AT QT1

QT2c. How often do you use Ceefax (that is, the BBC's text services on BBC One or BBC Two)?

READ OUT AND SINGLE CODE

Regularly
Occasionally
Never
Don't know?

IF RESPONDING 1 OR 2 AT PREVIOUS QUESTION (REGULARLY OR OCCASIONALLY), ASK:

QT3e. So is that?

READ OUT AND SINGLE CODE

Every day
Most days

2-3 times a week
About once a week
Less than once a week
A few times a month
About once a month
Less often
Don't know

ASK THOSE USING BBCi SERVICES AT QT1 (CODE 3)

QT3f. How often do you use BBCi (that is, the BBC's text service through digital TV)?

READ OUT AND SINGLE CODE

Regularly
Occasionally
Never
Don't know?

IF RESPONDING 1 OR 2 AT PREVIOUS QUESTION (REGULARLY OR OCCASIONALLY), ASK:

QT3g. So is that?

READ OUT

Every day
Most days
2-3 times a week
About once a week
Less than once a week
A few times a month
About once a month
Less often
Don't know

ASK THOSE USING SKY TEXT SERVICES at QT1 (CODE 4)

QT3h. How often do you use Sky Text (that is, the Sky's text service through digital TV)?

READ OUT AND SINGLE CODE

Regularly
Occasionally
Never
Don't know?

IF RESPONDING 1 OR 2 AT PREVIOUS QUESTION (REGULARLY OR OCCASIONALLY), ASK:

QT3i. So is that?

READ OUT AND SINGLE CODE

Every day
Most days
2-3 times a week
About once a week
Less than once a week
A few times a month
About once a month
Less often
Don't know

DO NOT INSERT THE WORD 'ANALOGUE' FOR RESPONDENTS WHO CODE 1 AT Q1C.

QT4a: Which, if any, of the following types of information do you read on (analogue) Teletext?

ROTATE PRE-CODES 01-11, KEEPING PRE-CODES 02-04 TOGETHER AND IN ORDER EACH TIME.

01. National news
02. Regional news
03. Other types of information about your region
04. Other types of information about your local area (ie local neighbourhood)
05. Finance
06. Weather
07. Travel information
08. Sports
09. TV guide, including 'Now and Next'
10. Holiday information
11. Entertainment, including lottery and cinema information
12. Other types of information
13. Don't know

QT4b: Which, if any, of the following types of information do you read on digital Teletext?

ROTATE PRE-CODES 01-13, KEEPING PRE-CODES 02-04 TOGETHER AND IN ORDER EACH TIME.

01. National news
02. Regional news
03. Other types of information about your region
04. Other types of information about your local area (ie local neighbourhood)
05. Finance
06. Weather
07. Travel information
08. Sports
09. TV guide, including 'Now and Next'
10. Holiday information
11. Entertainment, including lottery, games and cinema information
12. NHS Direct
13. Your Say
14. Other types of information
15. Don't know

DO NOT INSERT THE WORD 'ANALOGUE' FOR RESPONDENTS WHO CODE 1 AT Q1C.

QT5a: How much do you agree or disagree that... analogue Teletext contains a wide range of information

READ OUT

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly
- Don't know

QT5b: How much do you agree or disagree that... digital Teletext contains a wide range of information

READ OUT

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly

Don't know

DO NOT INSERT THE WORD 'ANALOGUE' FOR RESPONDENTS WHO CODE 1 AT Q1C.

QT6a: How much do you agree or disagree that... I would trust the information on analogue Teletext to be accurate and impartial.

READ OUT

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly
- Don't know

QT6b: How much do you agree or disagree that... I would trust the information on digital Teletext to be accurate and impartial.

READ OUT

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly
- Don't know

ASK QT7 OF ALL WHO USE TELETEXT AT LEAST ONCE A MONTH (CODE 1-7 AT QT3a)

DO NOT INSERT THE WORD 'ANALOGUE' FOR RESPONDENTS WHO CODE 1 AT Q1C.

QT7a : I'd now like to ask you to rate (analogue) Teletext on some of the aspects of broadcasting that we've been talking about.

Please note that we still want you to think about Teletext on ITV1 or Channel 4, and not the text services offered on the BBC channels or on other services such as Sky.

If you're not sure about a particular statement, then please say you 'Don't know'.

The first statement is <insert statement>. How would you rate analogue Teletext on this statement? Where 10 is the highest rating and 1 the lowest.

STATEMENTS FOR ANALOGUE TELETEXT (RANDOMISE ORDER IN WHICH STATEMENTS APPEAR):

- Its news content is trustworthy
 - Its content helps me understand what's going on in the world today
- IN ENGLAND ASK:**
- Its regional news content provides a wide range of good quality news about my area
- IN NATIONS ASK:**
- Its news content for people in <nation> provides a wide range of good quality news about my area
 - **SCRIPTWRITER, ENGLAND VERSION** Aside from news, it provides a range of good quality content about my region, made for people in my region
 - **SCRIPTWRITER, NATION VERSION FOR SCOTLAND, WALES OR NOTHERN IRELAND:** Aside from news, it provides a range of good quality content about (Scotland, Wales or Northern Ireland), made for people in my nation.
 - Its content reflects the interests and concerns of people like me
 - It is a high quality service
 - Its pages are regularly updated

QT7b : I'd now like to ask you to rate digital Teletext on some of the aspects of broadcasting that we've been talking about.

Please note that we still want you to think about Teletext via ITV, Channel 4 or channel 100 through digital TV, and not the text services offered on the BBC channels or on other services such as Sky.

If you're not sure about a particular statement, then please say you 'Don't know'.

The first statement is <insert statement>. How would you rate digital Teletext on this statement? where 10 is the highest rating and 1 is the lowest.

STATEMENTS FOR DIGITAL TELETEXT (RANDOMISE ORDER IN WHICH STATEMENTS APPEAR):

- Its news content is trustworthy
 - Its content helps me understand what's going on in the world today
- IN ENGLAND ASK:
- Its regional news content provides a wide range of good quality news about my area
- IN NATIONS ASK:
- Its news content for people in <nation> provides a wide range of good quality news about <TEXTFILL: Wales/ Scotland/ Northern Ireland>
 - SCRIPTWRITER, ENGLAND VERSION Aside from news, it provides a range of good quality content about my region, made for people in my region
 - SCRIPTWRITER, NATION VERSION FOR SCOTLAND, WALES OR NORTHERN IRELAND: Aside from news, it provides a range of good quality content about (Scotland, Wales or Northern Ireland), made for people in my nation.
 - Its content reflects the interests and concerns of people like me
 - It is a high quality service
 - Its pages are regularly updated

Online Public service content (PSC) module

Qi1. Do you have access to the internet at home?

- Yes
- No
- Don't know

ASK IF HAS INTERNET AT HOME

Qi2. **What type** of internet connection do you have at home?

READ OUT.

- Broadband
- Dial-up (over a standard telephone line)
- Don't know

Qi3. Do you have access to the internet at work?

- Yes
- No
- Don't know

ALL FOLLOWING QUESTIONS TO BE ASKED OF ALL WHO USE INTERNET

Qi4 Regarding your own particular use of the Internet would you say you are...

READ OUT. DO NOT ROTATE. CODE ONE ANSWER ONLY.

- A beginner
- Quite knowledgeable

Advanced, but still need occasional help
An expert
DK

INTERVIEWER READ OUT:

Qi5

I'd now like to ask you about your use of particular types of web content that can be called "Public Service content". This is content and websites that does one or more of the following:

- informs our understanding of the UK or the world
- encourages our interests in and knowledge about subjects
- brings us together and strengthens our UK culture
- makes us aware of different opinions or different cultures

This can cover a wide range of areas like news, current affairs, arts, sports, religion, local information, hobbies and interests amongst other things.

Qi6 Do you use websites for anything that could be described as public service content?

Yes
No
Maybe
Don't know

ASK IF RESPONDENT SELECTS YES, MAYBE, OR DON'T KNOW AT QI6

Qi7

Still thinking about this type of public service content, which of the following do you currently use websites for? Please select all that apply.

Hobbies/interests
Finding information about my area
Looking at News or current affairs content
Children's content e.g. Cbeebies/CITV website/Club Penguin
Finding out about events such as festivals, conferences, gardening shows, sports events
Looking at Arts and music content, e.g. galleries
Looking at Factual or educational content, e.g. science, history, nature etc
Looking at Sports content
To watch streamed online video/TV
To use video-on-demand services such as BBC iPlayer or 4 On Demand
To download music or podcasts
To listen to live radio or music
None of these

ASK TO RESPONDENTS WHO HAVE SELECTED 'YES' OR 'MAYBE' AT QI6 OR THOSE WHO HAVE SELECTED AN ANSWER AT QI7 (OTHER THAN 'NONE OF THESE')

Qi8 Do you use the internet for any other types of public service content, not mentioned already?

READ OUT IF NECESSARY: By Public Service content, we mean content or websites that:

- inform our understanding of the UK or the world
- encourage our interests in and knowledge about subjects
- bring us together and strengthens our UK culture
- or make us aware of different opinions or different cultures

ADD A NOTE TO INTERVIEWER TO SAY THAT THE FOLLOWING PRE-CODES SHOULD NOT BE READ OUT

PRE CODES (Multi-code)

- Finding information about health, illnesses health services
 - Government/Local councils/local authorities
 - Look up programme information or schedules for TV/ radio listings
 - Finding general information about broadcasters
 - Other (write in)
- Nothing Else
Don't Know

QUESTIONS QI9 TO QI12 SHOULD BE ASKED OF THOSE WHO HAVE SELECTED 'YES' AT QI6, OR SELECTED ONE OR MORE PRECODES AT QI7 (NOT INCLUDING 'NONE OF THESE') OR THOSE WHO HAVE SELECTED ANY PRECODE AT QI8 (EXCLUDING 'NOTHING ELSE' AND 'DON'T KNOW' BUT INCLUDING 'OTHER')

Qi9 How do you tend to find new, interesting or high-quality Public Service content (content of this type?) on the web?

READ OUT IF NECESSARY: By Public Service content, we mean content or websites that:

- inform our understanding of the UK or the world
- encourage our interests in and knowledge about subjects
- bring us together and strengthens our UK culture
- or make us aware of different opinions or different cultures

READ OUT. MULTI CODE.

- Search engines, like Google, Ask Jeeves, MSN
- Recommendations from friends / other people
- Tend to use the same websites that I already know
- Links or click through from other websites
- TV and radio broadcaster information
- Advertising
- Published information in magazines, books, newspapers, leaflets etc
- Other (Write in.....)
- Don't know

ASK IF USE WEB FOR PSC

Qi10 And which of the following methods do you use *most often* to find new, interesting or high-quality Public Service content on the web?

READ OUT. SINGLE CODE.

- Search engines, like Google, Ask Jeeves, MSN
- Recommendations from friends / other people
- Tend to use the same websites that I already know
- Links or click through from other websites
- TV and radio broadcaster information
- Advertising
- Published information in magazines, books, newspapers, leaflets etc
- Other (Write in.....)
- Don't know

ASK IF USE WEB FOR PSC

Qi11 In your experience, how easy is it to find new, interesting or high-quality public service content on the web?

- Very easy
- Quite easy
- Neither easy nor difficult
- Quite difficult

Very difficult
Don't know

ASK IF USE WEB FOR PSC

Thinking again about this Public Service content.

Qi12 To what extent do you agree or disagree with the following statements?

READ OUT IF NECESSARY: By Public Service content, we mean content or websites that:

- inform our understanding of the UK or the world
- encourage our interests in and knowledge about subjects
- bring us together and strengthens our UK culture
- or make us aware of different opinions or different cultures

ROTATE ORDER IN WHICH STATEMENTS ARE ASKED

- The internet is a good source of new Public Service content
- The internet is a good source of Public Service content that interests me
- The internet is a good source of high-quality Public Service content
- Public Service content on the internet is as good quality as that on TV and Radio
- There is enough Public Service Content available on the internet

Agree strongly
Agree slightly
Neither agree nor disagree
Disagree slightly
Disagree strongly
Don't know

ASK ALL

Qi13 How important do you think it is that the internet does each of the following?

Where 10 means "extremely important" and 1 is "not at all important."

STATEMENTS TO BE ROTATED

- a. helps me understand what is going on in the world today
- b. provides trustworthy news
- c. provides good-quality news about my area
- d. provides interesting content about history, science, the arts and other topics
- e. makes me more interested in particular subjects
- f. helps me to learn and find out about subjects
- g. reflects different opinions and perspectives on issues, e.g. through the range of sites available on a subject
- h. reflects different kinds of cultures
- i. provides a wide range of good-quality information about my area for people in my area, other than news
- j. has enough UK-generated content and sites, targeted at a UK audience
- k. provides a wide range of high-quality UK-made content for children that help them to develop and learn
- l. provides a wide range of high-quality UK-made content for *teenagers* that help them to develop and learn
- m. has public service content that is easy to find
- n. has public service content that is reliable and that you can trust
- o. has content that is clearly identifiable as Public Service content

Welsh language viewer questionnaire

BLUE = SCRIPTWRITER INSTRUCTIONS

RED = INTERVIEWER INSTRUCTIONS TO APPEAR ON SCREEN

INTRODUCTION:

Good afternoon/evening, my name is ... from GfK NOP and we are conducting an important survey about television.

This study is being carried out for Ofcom (the Office of Communications) which is the body responsible for overseeing the **quality** of television in the UK amongst other things. The information from the study will be used to **help shape the future of television** in the UK.

Would you be willing to take part? (The interview will take around 15 minutes.)

Yes – CONTINUE

No – Arrange call-back if possible

Thank you.

Q1AW: This interview will be conducted in English. If you would prefer the interview to be conducted in Welsh instead, please let me know now.

English

Welsh

Says Welsh, but doesn't want to make an appointment so will do now

Note:

For codes 1 and 3 above: Continue with interview.

For code 2: Check whether the respondent ever watches the Welsh language programmes on S4C. If 'No', thank them but explain they do not fit our quota for this survey. If 'Yes', take their name and telephone number and explain that someone will call them back within the next couple of weeks to make an appointment for their Welsh interview (NOTE: THE CATI SCRIPT WILL PROMPT FOR THE ABOVE, AS APPROPRIATE)

Quota questions:

c) Before we start, please can you tell me which of the following age bands you fall into?

16-34

35-54

55+

d) INTERVIEWER: CODE GENDER:

Male

Female

ASK ALL:

Q1a. Which of the following TV channels can you receive on your TV? READ OUT. MULTICODE IF NECESSARY.

S4C – RESPONDENTS MUST RECEIVE S4C. OTHERS SCREEN OUT.

Channel 4

(Allow DK)

ASK ALL:

Q1ax. Do you ever watch any of the S4C programmes that are in Welsh?

Yes – RESPONDENTS MUST WATCH. OTHERS SCREEN OUT.

No

DK

ASK ALL WHO CODE BOTH S4C AND CHANNEL 4 AT Q1a:

Q1b. And which of these channels do you watch the most? READ OUT AND SINGLE CODE.

S4C

Channel 4

(Allow DK)

NOTE: ALL RESPONDENTS MUST BE ASKED ABOUT 'S4C' AT Q1c, Q4 and Q6b

Q1bx. How often do you watch S4C? READ OUT AND SINGLE CODE.

Regularly – RESPONDENTS MUST WATCH REGULARLY. OTHERS SCREEN OUT

Occasionally

Never

Don't Know

ASK ALL WHO CODE 1 AT Q1bx (REGULARLY):

Q1bxi. So is that...? READ OUT AND SINGLE CODE.

Every day

Most days

2-3 times a week

About once a week

Less than once a week

Don't know

Q10a. Are there any CHILDREN under 16 in the household?

Yes

No

ASK IF YES AT Q10a:

Q10b. How many children under 16 are there in the household?

One

Two

Three

Four

Five

Six or more

ASK IF YES AT Q10a:

Q10c. Thinking about the children under 16 in your household, please can you tell me which of the following age bands they fall into? RECORD NUMBER OF CHILDREN IN EACH AGE BAND:

0-4

—

5-11

—

12-15

—

ASK IF YES AT Q10a:

Q10d. And are you responsible for the children under 16 in your household? In other words – are you their parent or carer?

Yes
No

ASK IF 'YES' AT Q10D

Q10e. Which of these channels does/do your child/children watch regularly?

READ OUT. MULTICODE EXCEPT "My children do not watch TV" 'I am not sure which channels my children watch' and DK

CBBC
CBeebies
CITV
Nickelodeon channels (Nickelodeon, Nick Junior, etc.)
Disney channels (Disney Channel, Disney Playhouse, etc.)
BBC1
BBC2
ITV1
Channel 4
S4C
Five
My children do not watch TV
I am not sure what channels my children watch
Don't Know

ASK ALL:

Q1c. Can any of your TV sets receive additional channels other than BBC, ITV, S4C (and Channel 5)?

IF 'NO' – CODE 1 BELOW AND ASK Q1d

IF 'YES' ASK: How do you receive your additional channels? PROBE TO PRE-CODE IF NECESSARY. CODE ALL THAT APPLY.

IF 'CABLE' ASK: Can you receive the additional BBC channels such as BBC3 and CBeebies?

IF 'YES', CODE 3 – IF 'NO', CODE 4

MULTICODE ALLOWED FOR CODES 2-7 – IF RESPONDENT IS UNSURE WHETHER THEY RECEIVE ADDITIONAL CHANNELS, PLEASE CODE 1

9. Terrestrial TV only (SINGLE CODE)
10. Digital satellite TV (such as through SKY)
11. Digital cable (through NTL or Telewest or Virgin Media **WITH** BBC3 and CBeebies)
12. Non-digital cable (through NTL or Telewest) **DO NOT HAVE** BBC3 and CBeebies
13. Freeview (through a set-top box or digital TV set)
14. Free to view satellite (that is, satellite television without a monthly subscription)
15. Digital TV via broadband DSL line (through HomeChoice, Tiscali or Kingston Communications)
16. No TV in household (SINGLE CODE)

CHANNEL-SPECIFIC RATINGS: NOTE: ASK Q6b ABOUT S4C, THEN ALL CHANNELS COMBINED, THEN IMPORTANCE ONLY

The next part of this survey is about your views on S4C.

Q6b. I'm going to ask you to rate S4C on four different aspects of broadcasting.

We want a full picture of your views on what the channel does well and doesn't do well in four areas. If you're not sure about a particular statement, for example if you don't watch those programmes either on that channel or in general, then please say 'Don't know'.

INTERVIEWER NOTE: IF RESPONDENTS ARE PROVIDING A RATING OF 5 CONSISTENTLY PLEASE CHECK THAT THE RESPONDENT MEANS TO GIVE A RATING OF 5 AND NOT THAT THE RESPONSE SHOULD BE DON'T KNOW. IF THE RESPONDENT IS NOT SURE ABOUT A PARTICULAR STATEMENT THEY SHOULD PROVIDE A RATING OF DON'T KNOW RATHER THAN A RATING OF 5.

The first area is <insert group heading>. The first statement is <insert statement from relevant group>. How would you rate S4C on this statement where 10 is the highest score and 1 the lowest.

NOTE: PLEASE KEEP ALL CHANNELS COMBINED AND SHOW THE FOLLOWING DESCRIPTION:

Thinking about all of the main channels combined, that is BBC1, BBC2, ITV1, S4C, five, BBC3, BBC4, BBC News (formerly called BBC News 24) and BBC Parliament – even if you don't personally watch all of them, what is your general view across these main channels for

NOTE TO SCRIPTWRITER: NO NEED FOR ROTATIONS. ALL RESPONDENTS WILL NOW BE ASKED ABOUT S4C, THEN ALL CHANNELS COMBINED, THEN IMPORTANCE

NOTE TO SCRIPTWRITER: ALL RESPONDENTS WILL BE ASKED TO RATE IMPORTANCE OF STATEMENTS AS PART OF Q6B (Q6E HAS BEEN REMOVED)

The next area is about...

Group heading: News, current affairs and other factual programmes

- Its programmes help me understand what's going on in the world today
- Its news programmes are trustworthy
- Its news programmes for people in Wales provide a wide range of good quality news about Wales.

Group heading: Programmes in general and what you get from them

- It shows interesting programmes about history, science, or the arts
- It shows high quality soaps or dramas made in the UK
- As a result of watching its programmes I've become more interested in particular subjects

Group heading: Reflecting real people in today's society

- It portrays Wales well to the rest of the UK
- It covers big national events well, like sports, music events or major news stories
- Its entertainment and factual programmes show people from different parts of the UK
- Its programmes reflect the interests and concerns of people like me
- Its programmes show different kinds of cultures within the UK
- Its programmes offer a range of opinions of subjects and issues
- Aside from news, S4C provides a range of good quality programmes about Wales, made for people in my Nation

Group heading: Programme quality

- It shows well-made, high quality programmes
- It shows programmes with new ideas and different approaches
- It shows programmes that make me stop and think
- It shows programmes I want to watch
- It shows enough new programmes, made in the UK
- I trust this channel

Group heading: Channels your children watch

ASK THOSE CODING 'YES' AT Q10d.

IMPORTANT! ASK ABOUT S4C IF 'S4C' IS SELECTED AT Q10E,

It provides a wide range of high quality and UK-made programmes for children

NOTE: FOR 'ALL CHANNELS COMBINED' AND 'IMPORTANCE RATING' FOR STATEMENT 'IT PROVIDES A WIDE RANGE...', (ABOVE) THE CHANNELS LIST SHOULD BE 'BBC1, BBC2, ITV1, S4C, five, CBeebies and CBBC.' PLEASE MAKE THIS CLEAR ON QUESTIONNAIRE – AS THIS LIST IS DIFFERENT TO THE CHANNELS THE RESPONDENT WILL HAVE JUST ANSWERED ON - FOR THIS STATEMENT ONLY ASK 'ALL CHANNELS COMBINED' IF AT LEAST ONE OF THESE 7 CHANNELS HAS BEEN SELECTED AT 10E.

NOTE TO SCRIPTWRITER: ALL RESPONDENTS WILL NOW BE ASKED ABOUT IMPORTANCE AT Q6b. WE HAVE REMOVED Q6e.

IMPORTANCE STATEMENT TO APPEAR AFTER S4C, FOR EACH STATEMENT:

And now, thinking about importance, **how important do you think it is, in general, that the main TV channels – that is BBC1, BBC2, ITV1, S4C, five, BBC3 and BBC4 - do this? Where 10 means “extremely important” and 1 is “not at all important.”**

ASK ALL

Q6d. If you think about ALL THE main channels put together - in other words BBC1, BBC2, ITV1, S4C, Channel 5, BBC3 and BBC4 - how satisfied are you that TOGETHER they provide all of these elements we have talked about?

- Very satisfied
- Quite satisfied
- Neither satisfied nor dissatisfied
- Quite dissatisfied
- Very dissatisfied
- Don't know

DEMOGRAPHICS:

READ OUT:

We're now at the very final section of the interview. I'd just like to ask you a few questions about you. These will only be used to help analyse the results at a broad level – this data will not be used to identify you in any way.

Q7b. Firstly, please can you tell me which of the following age bands you fall into? READ OUT – SINGLE CODE.

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Refused

ASK ALL:

Q8. And what is your current marital status? READ OUT – SINGLE CODE

- Married/Living with partner

Have partner, but not living together
Single
Separated/Divorced
Widowed

ASK ALL:

Q9. How many ADULTS aged 16+ including yourself, live in your household?

One
Two
Three
Four
Five
Six or more

ASK ALL:

Q11. Please can you tell me which of the following best describes you? READ OUT ALL CODES UNTIL RESPONDENT PROVIDES ANSWER. CODE ONE ONLY.

White British
White Irish
Other White background
Black Caribbean
Black African
Other Black background
Indian
Pakistani
Bangladeshi
Other Asian background
Mixed Race
Chinese
Other ethnic group
Refused (DO NOT READ OUT)

ASK ALL:

Q11a. Can you speak or understand Welsh?

Yes
No
Don't know

ASK ALL:

Q12. Which member of your household, either yourself or related to you, would you say is the CHIEF INCOME EARNER, that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source: IF TWO OR MORE RELATED PEOPLE IN HOUSEHOLD HAVE EQUAL INCOME, CODE THE PERSON WHO IS OLDEST. TREAT COUPLES LIVING TOGETHER AS MARRIED AS RELATED. TAKE RESPONDENT'S OCCUPATION IF NOT RELATED TO OTHERS IN HOUSEHOLD.

Self
Spouse/Partner
Other adult (specify)

Are you... / Is the CHIEF INCOME EARNER...

Working full time – ASK NEXT QUESTION

Working part time (8-29 hours per week) – ASK NEXT QUESTION
Working part time (under 8 hours per week) – ASK NEXT QUESTION
Retired/not working with PRIVATE PENSION/MEANS – ASK NEXT QUESTION
Unemployed less than 6 months – ASK NEXT QUESTION

Unemployed more than 6 months – CODE SOCIAL GRADE AS E
Retired with STATE BENEFIT/PENSION ONLY – CODE SOCIAL GRADE AS E
Not working with STATE BENEFIT ONLY – CODE SOCIAL GRADE AS E

Student – CODE SOCIAL GRADE AS C1

What is your occupation? / What is the occupation of the CHIEF INCOME EARNER?

Job title
Job description
Industry
Size of company
Qualifications
If manager/supervisor/self-employed – number of people responsible for

ASK ALL WHO ARE NOT THE C.I.E.:

Q13. What is your current working status? READ OUT – SINGLE CODE

Working full time (30+ hours per week)
Working part time (8-29 hours per week)
Working part time (under 8 hours per week)
Unemployed
Student
Housewife / Househusband
Retired

CLOSE – READ OUT:

Thank you very much for taking the time to complete this interview – we really appreciate your input.

Would you be happy for us to re-contact you for future research for Ofcom?

Yes
No

IF YES – record name only (we will already have telephone number from the sample)

STANDARD CLOSING SCREEN - OFFERS RESPONDENTS MRS TELEPHONE NUMBER IF THEY WISH TO CHECK COMPANY CREDENTIALS

INTERVIEWER: CODE SOCIAL GRADE

A
B
C1
C2
D
E