

PSB Tracker 2018
Ofcom
Project number

I. SAMPLE VARIABLES

Example:

- Respondent number (unique) (label RESPID) [Q]
- Age (label Age) [Q]
- Gender (label Gender) [S]
- Country(label Country) [Q]

II. QUOTA CHECK BASED ON SAMPLE VARIABLES

<Description of the quota based on sample information>

Example1:

Total net n=500

Male (Gender=1) = 250

Female (Gender=2) = 250

Example2:

Total net n=500

Male (Gender=1) and 18-24 years (Age>=18 & Age <=24) = 100

Male (Gender=1) and 25-34 years (Age>=25 & Age <=34) = 150

Female (Gender=2) and 18-24 years (Age>=18 & Age <=24) = 125

Female (Gender=2) and 25-34 years (Age>=25 & Age <=34) = 125

OR

Total net n=500	18-24 years (Age>=18 & Age <=24)	25-34 years (Age>=25 & Age <=34)
Male (Gender=1)	100	150
Female (Gender=2)	125	125

III. INTRODUCTION

We are conducting a study looking at the quality of television in the UK, and people's attitudes to TV channels (amongst other things).

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. The information from the study will help Ofcom to understand people's attitudes towards television channels.

IV. SCREENER

To start with, we'd just like to ask a few questions about you. These are only to help analyse the results at a broad level and will not be used to identify you in any way.

Base: all respondents respondents

Q11 [M]

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

PLEASE SELECT ALL THAT APPLY

MULTICODE OK FOR CODES 1-8
SINGLE CODE FOR CODES 9-10

Cable TV (through Virgin Media)	3
Satellite TV from Sky	4
Satellite TV from Freesat	4a
Satellite TV from anyone else	5
Freeview (through a set-top box or digital television set)	6
TV via your broadband provider (e.g. BT TV or TalkTalk TV). If your TV service is provided by Sky satellite or Virgin cable, please select the relevant code ABOVE	8
YouView	8a
TV content via the internet – through a paid for subscription e.g. Netflix, Amazon, Now TV etc.	8ai
Other SPECIFY	8c
No TV in household and do not access TV content via the internet (SINGLE CODE)	9 CLOSE
Don't know	10 CLOSE

Q44 [S]

Which of the following best describes the main income earner in your household? If they're retired and receive a private pension, please think back to their last job before retirement.

Please note:

1. If you live in a household with others, but have separate finances, do not include them in this question. Only consider those who have shared incomes/ outgoings.
2. If the main income earner has been unemployed for less than 6 months, don't answer 'unemployed', but think back to the last job before that.
3. If they're retired and receiving a **private** pension (e.g. from employment or investments) as well as a state pension, please think back to the last job before retirement.

Please select one.

SCRIPTER: DO NOT DISPLAY GRADE IN SURVEY

		Social Grade
High managerial, administrative or professional - e.g. doctor, lawyer, company director (50+ people), judge, surgeon, school headmaster etc.	1	A
Intermediate managerial, administrative or professional - e.g. school teacher, office manager, junior doctor, bank manager, police inspector, accountant etc.	2	B
Supervisor, clerical, junior managerial, administrative or professional - e.g. policeman, nurse, secretary, clerk, self-employed (5+ people) etc.	3	C1

Skilled manual worker - e.g. carer, lab assistant, air steward(ess), hairdresser, beautician, cook, fitness instructor, electrician, plumber, train driver etc.	4	C2
Semi-skilled or unskilled manual worker - e.g. baggage handler, waiter, factory worker, receptionist, labourer, gardener etc.	5	D
Housewife/househusband	6	E
Unemployed	7	E
Student	8	C1
Retired <u>and</u> on state pension (If retired but not on state pension, please indicate the occupation just before retirement)	9	E
Don't know	10	X

Base: all respondents

Q45 [s]

What is **your** current working status?

1. Working full time (30+ hours per week)
2. Working part time (8-29 hours per week)
3. Working part time (under 8 hours per week)
4. Unemployed
5. Student
6. Housewife / house husband
7. Retired

Base: all respondents

Q3 [s]

Please indicate which of the following age bands you fall into?

1. 16-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75+

Base: all respondents

Q4 [s]

Are you..?

1. Male
2. Female
3. Other

Base: all respondents

INTU [S]

In the past week, how many hours have you spent using the internet?

This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes, films and videos, or listening to music and radio programmes online.

Please include both work and personal use, and use on any device.

SELECT ONE OPTION

1. 30+ hours
2. 20-29 hours
3. 15-19 hours
4. 11 – 14 hours
5. 8-10 hours
6. 6-7 hours
7. 3-5 hours
8. 1-2 hours
9. Less than 1 hour
10. None
99. Don't know

Base: all respondents

Q5b [o]

Could you please provide the first two characters of your postcode? Please note: this question will only be used to assign you to a region of the UK and not to identify where you live.

SCRIPTER PLEASE ALLOCATE TO THE FOLLOWING REGIONS USING THE 'REGION DEFINITION' FILE:

SCRIPTER - IF POSTCODE NOT PROVIDED, ASK THE FOLLOWING QUESTION TO RECORD IT: Which region do you live in?

1. Scotland
2. North East
3. Yorkshire/Humberside
4. North West
5. West Midlands
6. East Midlands
7. East of England
8. Wales
9. South West
10. London
11. South East
12. Northern Ireland

Base: all in Wales (code 8 at Q5b)

Q6 [s]

Do you ever watch S4C?

1. Yes
2. No
3. Don't Know

Base: all in Scotland (code 1 at Q5b)

Q6b [s]

Do you ever watch BBC Alba?

INTERVIEWER NOTE: Pronounced 'BBC Alaba'

1. Yes
2. No
3. Don't know

V. MAIN QUESTIONNAIRE

Base: all respondents

Q7 [s]

Are there any children under 16 in your household?

1. Yes
2. No

Base: if yes at Q7

Q8 [s]

Thinking about the children under 16 in your household, how many fall into each of the following age bands?

1. 0-4 ___
2. 5-11 ___
3. 12-15 ___

Base: if yes at Q7

Q9 [s]

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

1. Yes
- ~~2.~~ No

Base: if yes at Q9

Q10 [m]

On which of these channels does/do your child/children regularly watch programmes aimed specifically at children?

SCRIPTING: ROTATE ORDER

1. Channel 4
2. Channel 5
3. CBBC
4. CBeebies
5. Other (e.g. Nickelodeon, Nick Jr., Cartoon Network, Pop)

6. My children do not watch TV
7. I am not sure what channels my children watch

Base: all who have satellite other than Freesat (codes 4 or 5 at Q11)

Q11a [s]

You mentioned earlier that you receive satellite TV in your household. Does your household pay a subscription for your satellite TV service?

1. Yes
2. No
3. Don't know

Base: all respondents

Q13 [s]

Now thinking about when you watch particular TV channels.

How often do you watch each channel?

Please think about the main channel, as well as any 'plus 1' and HD versions.

Would you say you watch it...

*SCRIPTING: SHOW LOGO FOR EACH CHANNEL
REVERSE ORDER BETWEEN RESPONDENTS
SHOW QUESTION AS A GRID*

SCRIPTER: DISPLAY ITV AS BELOW IN EACH DEVOLVED NATION

*Scotland: "STV"
NI "UTV"
Wales "ITV Wales"*

	Regularly	Occasionally	Never	Don't know
BBC One				
BBC Two				
BBC III (BBC Three) (now available only online)				
BBC Four				
ITV				
Channel 4				
Channel 5				

Base: all who code 1 or 2 at Q13

Q14. [s]

How frequently would you say you watch each channel?

Please select one answer for each channel

SCRIPTING: SHOW LOGO FOR EACH CHANNEL

SINGLE CODE FOR EACH. ORDER OF CHANNELS SHOULD MATCH THAT AT Q13.
 SHOW QUESTION AS A GRID

	Every day	Most days	2-3 times a week	About once a week	At least once a month	At least once every three months	Less often	Don't know
BBC One								
BBC Two								
BBC III (BBC Three) (now available only online)								
BBC Four								
ITV								
Channel 4								
Channel 5								

Section : Ratings and Importance

FOR Q15-17 – SHOW ALL PURPOSE STATEMENTS FIRST (RANDOM ORDER), THEN GO THROUGH CHARACTERISTIC STATEMENTS (AGAIN IN RANDOM ORDER).

FOR FIRST PURPOSE STATEMENT SELECTED:

1. ASK Q15 FOR EACH CHANNEL EITHER WATCHED REGULARLY AT Q13, OR OCCASSIONALLY AT Q13 AND ON EVERY DAY OR MOST DAYS AT Q14.
 - ASK BBC THREE OF ALL WHO WATCH REGULARLY AT Q13, OR OCCASIONALLY AT Q13 AND AT LEAST ONCE A WEEK AT Q14
2. THEN Q16 OF ALL RESPONDENTS THAT WATCH ANY CHANNEL REGULARLY AT Q13, OR OCCASSIONALLY AT Q13 AND EVERY DAY OR MOST DAYS AT Q14. ASK ABOUT ALL CHANNELS THAT MEET THIS CRITERIA COMBINED.
3. AND THEN ASK Q17 OF ALL RESPONDENTS ABOUT ALL CHANNELS AT Q13 COMBINED,
4. THEN REPEAT Q15-17 FOR SECOND RELEVANT STATEMENT, AND SO ON.

SUMMARY OF STATEMENTS

Statements	Questions asked at	Channels rated at Q15	Channels to rate at Q16	Channels covered at Q17	Channels to rate at Q22i-iii	Channels to rate at Q22x-xx	Notes
PURPOSE STATEMENT Its programmes help me understand what's going on in the world today	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III! (BBC Three) BBC Four Channel 5	All channels combined	All channels combined	N/A	N/A	
PURPOSE STATEMENT Its news programmes are trustworthy	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III! (BBC Three) BBC Four Channel 5	All channels combined	All channels combined	N/A	N/A	
PURPOSE STATEMENT It shows interesting programmes about history, science or the arts	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III! (BBC Three)	All channels combined	All channels combined	N/A	N/A	

		BBC Four Channel 5					
PURPOSE STATEMENT It shows high quality soaps or dramas made in the UK	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5	All channels combined	All channels combined	N/A	N/A	
PURPOSE STATEMENT It shows high-quality comedy made in the UK	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5	All channels combined	All channels combined	N/A	N/A	
PURPOSE STATEMENT It portrays "my region" (IN ENGLAND)/"Scotland"/"Wales"/ "Northern Ireland") fairly to the rest of the UK	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5	All channels combined	All channels combined	N/A	N/A	
PURPOSE STATEMENT It shows different parts of the UK, including England, Northern Ireland, Scotland and Wales	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5	All channels combined	All channels combined	N/A	N/A	
PURPOSE STATEMENT Its programmes show different kinds of cultures within the UK	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5	All channels combined	All channels combined	N/A	N/A	
CHARACTERISTIC STATEMENT It shows well-made, high quality programmes	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4	All channels combined	All channels combined	N/A	N/A	

		BBC III (BBC Three) BBC Four Channel 5					
CHARACTERISTIC STATEMENT It shows programmes with new ideas and different approaches	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5	All channels combined	All channels combined	N/A	N/A	
CHARACTERISTIC STATEMENT The style of the programmes is different to what I'd expect to see on other channels	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5	All channels combined	All channels combined	N/A	N/A	
CHARACTERISTIC STATEMENT It shows new programmes, made in the UK	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5	All channels combined	All channels combined	N/A	N/A	
PURPOSE STATEMENT Its regional news programmes provide a wide range of good quality news about my area	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5	BBC One and ITV combined	BBC One and ITV combined	N/A	N/A	When asked at Q16, change question wording to – 'How would you rate BBC One and ITV combined on this statement?' When asked at Q17, change question wording to – 'How important do you think it is in general, that BBC One and ITV combined do this?'
CHARACTERISTIC STATEMENT It shows programmes	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4	All channels combined	All channels combined	N/A	N/A	

that make me stop and think		BBC III (BBC Three) BBC Four Channel 5					
PURPOSE STATEMENT Provides a wide range of high quality and UK made programmes for children	Q22i-iii	N/A	N/A	N/A	Each channel individually: Channel 5 Cbeebies CBBC	N/A	
PURPOSE STATEMENT Provides a wide range of high quality and UK made programmes for older children	Q22x-xx	N/A	N/A	N/A	N/A	Ch4	Only asked if respondent has a child aged 12-15

VISIBLE TO ALL:

The main part of this survey is about your views on particular TV channels. We're going to ask you to rate certain channels on different aspects of broadcasting.

Base: all regular and all occasional viewers who watch every day or most days (for each channel other than BBC3 - code 1 at Q13, or code 2 at Q13 and 1 or 2 at Q14. For BBC3 – code 1 at Q13, or code 2 at Q13 and 1,2,3 or 4 at Q14)

Q15 [s]

To begin with, we are going to ask you questions about some of the TV channels you watch regularly.

SCRIPTING: SHOW ALL CHANNELS IN GRID BELOW CODED 1 AT Q13, OR 2 at Q13 AND 1 OR 2 at Q14

SHOW LOGO FOR EACH CHANNEL

ROTATE ORDER OF STATEMENTS FOR EACH RESPONDENT

SHOW INDIVIDUAL STATEMENT ACROSS THE TOP OF THE SCREEN, RELEVANT CHANNELS DOWN THE SIDE, AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION FOR EACH CHANNEL. REVERSE ORDER OF CHANNELS

SCRIPTER: DISPLAY ITV AS BELOW IN EACH DEVOLVED NATION

Scotland: "STV"

NI "UTV"

Wales "ITV Wales"

The first statement is <insert 1st statement >. **HIGHLIGHT AND KEEP AT TOP OF SCREEN**

How would you rate each channel *individually* on this statement, on a scale of 1 to 10, where 10 is the highest score and 1 is the lowest?

And how would you rate.... <insert regular channel 2 >

Q15 Statements

- *Its programmes help me understand what's going on in the world today*
- *Its news programmes are trustworthy*
- *It shows interesting programmes about history, science or the arts*
- *It shows high quality soaps or dramas made in the UK*
- *It shows high-quality comedy made in the UK*
- *It portrays "my region" (IN ENGLAND)/"Scotland"/"Wales"/ "Northern Ireland") fairly to the rest of the UK*
- *It shows different parts of the UK, including England, Northern Ireland, Scotland and Wales*
- *Its programmes show different kinds of cultures within the UK*
- *It shows well-made, high quality programmes*
- *It shows programmes with new ideas and different approaches*
- *The style of the programmes is different to what I'd expect to see on other channels*
- *It shows new programmes, made in the UK*
- *Its regional news programmes provide a wide range of good quality news about my area*
- *It shows programmes that make me stop and think*

	1	2	3	4	5	6	7	8	9	10	DK
BBC One											
BBC Two											
ITV											
Channel 4											
BBC III (BBC Three)											
BBC Four											
Channel 5											

REPEAT FOR EACH CHANNEL WATCHED REGULARLY AT Q13, OR OCCASSIONALLY AT Q13 AND ON EVERY DAY OR MOST DAYS AT Q14.

ASK BBC THREE OF ALL WHO WATCH REGULARLY AT Q13, OR OCCASSIONALLY AT Q13 AND AT LEAST ONCE A WEEK AT Q14. ORDER OF CHANNELS SHOULD MATCH THE ORDER AT Q13.

ASK Q16 FOR THIS STATEMENT, AND THEN Q17. HOWEVER ONLY ASK Q16 IF THEY WATCH ANY CHANNEL REGULARLY AT Q13, OR OCCASIONALLY AT Q13 AND EVERY DAY OR MOST DAYS AT Q14

ASK Q17 OF ALL RESPONDENTS

INSTRUCTIONS FOR Q16-18

- ONLY ASK ABOUT S4C IN WALES – **NB THIS APPLIES TO ALL QUESTIONS**
- ONLY ASK ABOUT BBC Alba IN SCOTLAND– **NB THIS APPLIES TO ALL QUESTIONS**

Base: all watching at least one channel regularly or occasionally (for each channel other than BBC3 - code 1 at Q13, or code 2 at Q13 and 1 or 2 at Q14. For BBC3 – code 1 at Q13, or code 2 at Q13 and 1,2,3 or 4 at Q14)

Q16 [s]

How would you rate ALL the following channels combined:

1. All the BBC channels (that is BBC One, BBC Two, BBC III (BBC Three), BBC Four, BBC News, BBC Alba (SCOTLAND ONLY))
2. ITV
3. S4C (WALES ONLY)
4. Channel 4
5. Channel 5

...on this statement (on a scale of 1 to 10 where 10 is the highest score and 1 the lowest)?

Even if you don't personally watch all of them, please think about your general view across these channels.

SCRIPTING: SHOW INDIVIDUAL STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

SCRIPTER: DISPLAY ITV AS BELOW IN EACH DEVOLVED NATION

Scotland: "STV"

NI "UTV"

Wales "ITV Wales"

Q16 Statements

- *Its programmes help me understand what's going on in the world today*
- *Its news programmes are trustworthy*
- *It shows interesting programmes about history, science or the arts*
- *It shows high quality soaps or dramas made in the UK*
- *It shows high-quality comedy made in the UK*
- *It portrays "my region" (IN ENGLAND)/"Scotland"/"Wales"/ "Northern Ireland") fairly to the rest of the UK*
- *It shows different parts of the UK, including England, Northern Ireland, Scotland and Wales*
- *Its programmes show different kinds of cultures within the UK*
- *It shows well-made, high quality programmes*
- *It shows programmes with new ideas and different approaches*
- *The style of the programmes is different to what I'd expect to see on other channels*
- *It shows new programmes, made in the UK*
- *Its regional news programmes provide a wide range of good quality news about my area*
- *It shows programmes that make me stop and think*
- *(Asked about BBC One and ITV only) Its regional news programmes provide a wide range of good quality news about my area*

1 2 3 4 5 6 7 8 9 10 DK

All channels combined
(NOT DISPLAYED FOR FINAL STATEMENT)

BBC One and ITV combined
(DISPLAYED FOR FINAL STATEMENT ONLY)

Base: all respondents

Q17 [S]

(ONLY SHOW IF Q15 OR 16 ASKED: "And now thinking about IMPORTANCE")

ONLY SHOW IF Q15 OR 16 NOT ALREADY ASKED: Thinking about BBC One, BBC Two, BBC III (BBC Three), BBC Four, BBC News, BBC Alba (SCOTLAND ONLY) etc., ITV, S4C (WALES ONLY) Channel 4 and Channel 5 **combined**

SHOW TO ALL: How important do you think it is, in general that all those TV channels combined do this on a scale of 1 to 10, where 10 means "extremely important" and 1 is "not at all important"?

The next statement is...<show 2nd statement>

SHOW INDIVIDUAL STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

SCRIPTER: DISPLAY ITV AS BELOW IN EACH DEVOLVED NATION

Scotland: "STV"

NI "UTV"

Wales "ITV Wales"

- *Its programmes help me understand what's going on in the world today*
- *Its news programmes are trustworthy*
- *It shows interesting programmes about history, science or the arts*
- *It shows high quality soaps or dramas made in the UK*
- *It shows high-quality comedy made in the UK*
- *It portrays "my region" (IN ENGLAND)/"Scotland"/"Wales"/ "Northern Ireland") fairly to the rest of the UK*
- *It shows different parts of the UK, including England, Northern Ireland, Scotland and Wales*
- *Its programmes show different kinds of cultures within the UK*
- *It shows well-made, high quality programmes*
- *It shows programmes with new ideas and different approaches*
- *The style of the programmes is different to what I'd expect to see on other channels*
- *It shows new programmes, made in the UK*
- *It shows programmes that make me stop and think*

- (ASKED ABOUT BBC ONE AND ITV ONLY) Its regional news programmes provide a wide range of good quality news about my area

	1	2	3	4	5	6	7	8	9	10	DK
All channels combined (NOT DISPLAYED FOR FINAL STATEMENT)											
BBC One and ITV combined (DISPLAYED FOR FINAL STATEMENT ONLY)											

REMINDER: REPEAT FOR EACH STATEMENT AS FOLLOWS:

1. **Q15 - INDIVIDUAL CHANNELS RATING GRID (CHANNELS DOWN THE SIDE, SLIDER FOR EACH) FOR EACH CHANNEL THAT'S WATCHED REGULARLY AT Q13, OR OCCASSIONALLY AT Q13 AND ON EVERY DAY OR MOST DAYS AT Q14.**
2. **Q16 - ALL CHANNELS COMBINED RATING (ALL WATCHING AT LEAST ONE CHANNEL REGULARLY AT Q13, OR OCCASSIONALLY AT Q13 AND ON EVERY DAY OR MOST DAYS AT Q14.)**
3. **Q17 - ALL CHANNELS COMBINED IMPORTANCE (ASK OF ALL)**

Base: all who code any channel 1 or 2 at Q13 (watch regularly or occasionally)

Q18. [S]

And now, if you think about ALL THE channels combined - in other words the BBC channels, ITV, S4C (WALES ONLY) and Channels 4 and 5 - how satisfied are you that combined they provide these elements that we have talked about?

SCRIPTER: DISPLAY ITV AS BELOW IN EACH DEVOLVED NATION

Scotland: "STV"

NI "UTV"

Wales "ITV Wales"

1. Very satisfied
2. Quite satisfied
3. Neither satisfied nor dissatisfied
4. Quite dissatisfied
5. Very dissatisfied
6. Don't know

Base: all who code any channel 1 or 2 at Q13 (watch regularly or occasionally)

Q19 [s]

Thinking again about these channels combined do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?

1. A lot more satisfied
2. A little more satisfied
3. Same satisfaction
4. A little less satisfied
5. A lot less satisfied
6. Don't know

Base: all with children who watch any channel at Q10

Q22i [s]

Now thinking about the channels that your child/children watch(es), specifically *INSERT CHANNELS VIEWED AT Q10 APART FROM CHANNEL 4*

How would you rate each one on the statement *It provides a wide range of high quality and UK-made programmes for children* on a scale of 1 to 10 where 10 is the highest score and 1 the lowest?

So firstly *INSERT 1ST CHANNEL FROM Q10. ROTATE ORDER.*

And how would you rate... *REPEAT FOR EACH CHANNEL (APART FROM CHANNEL 4) CODED AT Q10*
REPEAT STATEMENT IF NECESSARY

SHOW STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

	1	2	3	4	5	6	7	8	9	10	DK
Channel 5											
CBeebies											
CBBC											

Base: all with children who watch any channel at Q10

Q22ii [s]

And how would you rate the following channels **combined** on that statement, that is, Channel 5, CBBC and Cbeebies.

Even if your child/children doesn't/don't personally watch both of them, what is your general view across these channels for the statement *It provides a wide range of high quality and UK-made programmes for children* on a scale of 1 to 10 where 10 is the highest score and 1 the lowest?

SHOW STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

	1	2	3	4	5	6	7	8	9	10	DK
Channel 5											
CBeebies											
CBBC											

Base: all with children who watch any channel at Q10

Q22iii [s]

And how important do you think it is that those TV channels combined do this? (IF NECESSARY that is, Channel 5, CBBC and Cbeebies) On a scale of 1 to 10, where 10 means “extremely important” and 1 is “not at all important.”

SHOW STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

	1	2	3	4	5	6	7	8	9	10	DK
Channel 5											
CBeebies											
CBBC											

Base: all with children aged 12-15 who watch C4 at Q10

Q22x [s]

Now thinking about Channel 4 only... How would you rate it on the statement *It provides a wide range of high quality and UK-made programmes for **older** children* on a scale of 1 to 10 where 10 is the highest score and 1 the lowest?

SHOW STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

	1	2	3	4	5	6	7	8	9	10	DK
Channel 4											

Base: all with children aged 12-15 who watch C4 at Q10

Q22xx [s]

And how important do you think it is that Channel 4 does this? On a scale of 1 to 10, where 10 means “extremely important” and 1 is “not at all important”

SHOW STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

	1	2	3	4	5	6	7	8	9	10	DK
Channel 4											

Base: all respondents

Q22a [m]

Thinking about **ALL** the TV you personally have watched in the past three months, what proportion of your **total viewing** is spent watching each of the categories shown below?

Please include all watching, including on-demand or catch up services, or watching through their apps.

Please enter numbers in each box below. The total should add to 100%

SCRIPTER: DISPLAY ITV AS BELOW IN EACH DEVOLVED NATION

Scotland: “STV”

NI “UTV”

Wales “ITV Wales”

BBC One, BBC Two, BBC Three, BBC Four, ITV, Channel 4 and Channel 5 combined		%
Any other broadcast TV (e.g. Sky channels, channels on Freeview		%
TV content via the internet through a paid for subscription (e.g. Netflix, Amazon, Now TV, etc.)		%
Total		%

Base: all giving at least 1% to "any other broadcast TV" at Q22a

Q22b [m]

And which of the following **other** types of broadcast TV have you personally watched in the past three months? (i.e. not BBC One, BBC Two, BBC Three, BBC Four, ITV, Channel 4 or Channel 5 or paid for subscription channels like Netflix, Amazon or Now TV.

SELECT ALL THAT APPLY

1. 'Free to air' channels that are available on Freeview, like Dave, Pick TV, Yesterday and CBS Drama etc.
2. TV that is **only** available from packages that you pay an **annual** subscription for, i.e. Sky, Virgin and BT TV.
3. Other PLEASE SPECIFY.

SECTION : Internet

That's the end of asking about the statements. We are now going to ask you a few questions about the internet.

Base: all respondents

Q23 [s]

Do you have access to the internet at home?

1. Yes
2. No
3. Don't know

SCRIPTING: KEEP BBC CHANNELS TOGETHOR BUT ROTATE ORDER SHOWN, ANCHORING 19 AT THE BOTTOM. KEEP 17 AND 18 ROTATING TOGETHOR, WITH 17 ALWAYS SHOWING FIRST

Base: all with internet access

A3. [M]

Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.

SCRIPTING: ROTATE ORDER

ROWS:

1. BBC iPlayer
2. BBC Three (now available only online)
3. BBC iPlayer Kids

4. ITV Hub or ITV Hub+ [formerly ITV player]
5. STV Player (SHOW THIS CODE ONLY FOR SCOTTISH RESPONDENTS)
6. S4C Clic
7. All 4 (formerly 4OD)
8. My5 (formerly Demand 5)
9. Netflix
10. Amazon Prime/Amazon Video
11. Now TV
12. Sky On Demand (Sky Go)
13. UKTV Play
14. Disney Life
15. Virgin TV Catch-up/Virgin Media Anywhere
16. Hayu
17. A BBC YouTube Channel
18. Other YouTube Channel
19. Other streaming service (please specify) ANCHOR AT LAST POSITION
(above none of these)
20. None of these

Base: All those coded at A3. IF SELECT NONE OF THESE AT A3 DON'T SHOW THIS QUESTION PLEASE SHOW AS A ROLLING GRID

A3a [M]

How often in the past 3 months have you watched programmes using these services?

ROTATE, Answer all, single code for each row

Rows

1. BBC iPlayer
2. BBC Three (now available only online)
3. BBC iPlayer Kids
4. ITV Hub or ITV Hub+ [formerly ITV player]
5. STV Player (SHOW THIS CODE ONLY FOR SCOTTISH RESPONDENTS)
6. S4C Clic
7. All 4 (formerly 4OD)
8. My5 (formerly Demand 5)
9. Netflix
10. Amazon Prime/Amazon Video
11. Now TV
12. Sky On Demand (Sky Go)
13. UKTV Play
14. Disney Life
15. Virgin TV Catch-up/Virgin Media Anywhere
16. Hayu
17. A BBC YouTube Channel
18. Other YouTube Channel

Columns

1. A few times a day
2. At least once every day
3. About two or three times a week
4. At least once a week
5. At least once a month
6. At least once every three months

99. Don't know/can't remember

Base: all using any of the following services at least monthly at A3a

Q34 [M]

And how would you rate your overall satisfaction with <1st online player used at A3a> where 10 is the highest score and 1 is the lowest? **SINGLE CODE**

HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

1. BBC iPlayer
2. ITV Hub
3. All 4
4. S4C Clic
5. My5 / Demand 5

Base: all respondents

Q34a [S]

How important do you think it is that ALL the channels combined, that is all the BBC channels, ITV, S4C (*WALES ONLY*) and Channels 4 and 5, provide these catch-up television services that allow viewers to watch previously broadcast programmes on a scale of 1 to 10, where 10 means "extremely important" and 1 is "not at all important"?

HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

SECTION : Technology access

Base: all respondents

E2 [M]

Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?

	Watch/access TV channels	Watch catch up, on demand or video streaming services	Access online and apps
TV	x	x	x
Laptop/computer/netbook	x	x	x
Tablet	x	x	x
Smartphone	x	x	x
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)			x
Smart or wireless speaker (e.g. Amazon Echo, Google Home)			x
E-reader (e.g. Kindle)			x
Games console	x	x	x
None of these	x	x	x

Base: all respondents

A4. [M]

Which, if any, of these websites or apps have you used in the past 3 months?

SCRIPTING: ROTATE

Rows

1. BBC.co.uk
2. ITV.com
3. stv.tv
4. S4C
5. Channel4.com
6. 5 (channel5.com)
7. BBC Sport
8. BBC News
9. BBC Weather
10. BBC CBeebies
11. BBC Music
12. BBC Food
13. None of these

Base: Show all those coded at A4. IF SELECT NONE OF THESE at A4 DON'T SHOW THIS QUESTION

A4a [M]

How often in the past 3 months have you used these websites and/or apps?

SCRIPTING: ROTATE, ANSWER ALL, SINGLE CODE FOR EACH ROW

Rows

1. BBC.co.uk
2. ITV.com
3. Stv.tv
4. S4C
5. Channel4.com
6. 5 (channel5.com)
7. BBC Sport
8. BBC News
9. BBC Weather
10. BBC CBeebies
11. BBC Music
12. BBC Food

Columns

1. A few times a day
2. At least once every day
3. About two or three times a week
4. At least once a week
5. At least once a month
6. At least once every three months
99. Don't know/can't remember

Base: all respondents

Q27 [S]

The BBC has a website - www.bbc.co.uk. Thinking about this specifically, how important is it that the BBC provides a website with high quality content that you can trust? On a scale of 1 to 10, where 10 means "extremely important" and 1 is "not at all important."

HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

Base: all respondents

Q28 [s]

Channel 4 has a website - www.channel4.com. Thinking about this specifically, how important is it that Channel 4 provides websites with high quality content that you can trust? Again where 10 means "extremely important" and 1 is "not at all important."

HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

Base: all respondents

USING BBC OR CHANNEL 4 WEBSITES IN PAST MONTH AT A4A

Q30 [s]

And how would you rate your overall satisfaction with <1st website> where 10 is the highest score and 1 is the lowest?

REPEAT FOR EACH CODED AT A4A

HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

SECTION: Demographics

We're now at the very final section of the interview. We'd just like to ask a few final questions about you. Again, 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.

Base: all respondents

Q38. [s]

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

1. One
2. Two
3. Three
4. Four
5. Five
6. Six or more

Base: all respondents

Q39 [s]

How would you describe your national identity?

1. English
2. Welsh
3. Scottish
4. Northern Irish
5. British
6. Other (Please write in)

Base: all respondents

Q40 [s]

What is your ethnic group?

White

1. English / Welsh / Scottish / Northern Irish / British
2. Irish
3. Gypsy or Irish Traveller
4. Other White background_____ (Please write in)

Mixed / multiple ethnic group

1. White and Black Caribbean
2. White and Black African
3. White and Asian
4. Other Mixed heritage background_____ (Please write in)

Asian / Asian British

1. Indian
2. Pakistani
3. Bangladeshi
4. Chinese
5. Other Asian background_____ (Please write in)

Black / African / Caribbean / Black British

1. African
2. Caribbean
3. Any other Black / African / Caribbean background _____ (Please write in)

Other ethnic group

1. Arab
2. Other ethnic background_____ (Please write in)

Base: all respondents

lang [S]

What is your main language?

1. English
2. Welsh
3. Something else
99. Don't know
98. Prefer not to answer

Base: all respondents

DC06 [S]

Which, if any, is the highest educational or professional qualification you have obtained. If you're still studying, please select the highest level achieved so far.

1. GCSE/O-Level/CSE/standard grades or equivalent
2. Vocational qualifications or equivalent (=NVQ1+2)
3. A-Level/Highers or equivalent (=NVQ3)
4. Bachelor Degree or equivalent (=NVQ4)
5. Masters/PhD or equivalent
6. Other
7. No formal qualifications
99. Don't know

Base: all respondents

Q41 [m]

Which of these, if any, limit your daily activities or the work you can do?
Please select all that apply.

A	Breathlessness or chest pains	1
B	Poor vision, partial sight or blindness	2
C	Difficulty in speaking or in communicating	3
D	Poor hearing, partial hearing or deafness	4
E	Cannot walk at all / use a wheelchair	5
F	Cannot walk far or manage stairs or can only do so with difficulty	6
G	Limited ability to reach	7
H	Mental health problems or difficulties	8
I	Dyslexia	9
J	Other illnesses or health problems which limit your daily activities or the work that you can do (WRITE IN AND CODE 10) _____	10
	None	11
	Don't know / refused	12

Base: all respondents

DC13 [s]

Ofcom wants to ensure that it talks to as representative a sample of people as possible. Please indicate which of the following you consider yourself to be:

1. Heterosexual or straight
2. Gay or lesbian
3. Bisexual
98. Prefer not to say
99. Other

Base: all respondents

DC07 [S]

In which of the following income bands does your gross household income fall? You may answer in either annual, monthly or weekly amounts
(Note: before tax, national insurance or any other deductions)

	Per week	Per Month	Per Year
1	Up to £199	Up to £859	Up to £10,399
2	From £200 to £299	From £860 to £1,299	From £10,400 to £15,599
3	From £300 to £499	From 1,300 to £2,159	From £15,600 to £25,999
4	From £500 to £699	From £2,160 to £3,029	From £26,000 to £36,399
5	From £700 to £999	From £3,030 to £4,329	From £36,400 to £51,999
6	£1,000 and above	£4,330 and above	£52,000 and above
7	Don't know		
8	Refused		

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

SECTION : Recontact and Validation

Base: all f2f

R2. [s]

For quality control purposes we validate 10% of all our surveys. Would you be willing to give your contact details please?

Name:

Phone number:

Email address:

Base: all respondents

R3. [s]

Thank you for your help with this survey so far. We may wish to get back in touch with some people in the future. Are you happy to give us permission to do either of the following in the next 2 years?

If you give your permission now, you can change your mind later. After 2 years, your contact details will be deleted and you will not be contacted again as a result of this survey.

1. Contact you again in relation to this specific research project should any questions arise
2. To be contacted again about taking part in follow-up research for Ofcom about these issues, either by GfK or another research agency appointed by Ofcom
3. Neither of these

IF YES AT CODE 1 OR 2 – Please provide your contact details below:

Name

Phone number

Email address

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