

Omnibus research 2013 - Technical Appendix

This document contains information relating to research used within Ofcom's review of the pay TV wholesale must-offer obligation.

1) Overview

Following an intensive questionnaire development period, 4585 interviews were conducted in total using Kantar's face-to-face Omnibus, with the addition of online boost for low penetration customer groups required for robust reporting.

Fieldwork was conducted between 20th November and 6th December 2013. The average interview length was 15-20 minutes depending on the sports packages received.

1) Questionnaire Development

Cognitive testing

Once the original draft questionnaire had been developed, a series of cognitive interviews were undertaken in order to ensure that the questions were unambiguous and clearly understood.

In total six cognitive interviews were conducted; within these 6 respondents a range of demographics and pay TV package subscribers were covered. Below are the specific breakdowns of respondents interviewed.

- 1 x subscriber to Sky Sports on Sky
- 1 x subscriber to Sky Sports on Virgin Media
- 1 x subscriber to BT Sports on any platform
- 1 x BT TV subscriber (regardless of whether they have BT Sport)
- 1 x Non subscriber to any Sports channels on Sky or Virgin
- 1 x Non subscriber to any Sport channels on any other service

These interviews took place at the Kantar Media offices, and consist of two parts:

- **Mock interview:** Questions were administered as they would be in the live face-to-face quantitative interview. The interviewer observed and noted any hesitation or doubt (hesitation, confusion, or clarification sought).
- **Review:** Interviewer and respondent discussed the meaning of questions, ease of answering, causes of any hesitation or doubt (questionnaire flow, question syntax, misunderstood words).

After these interviews the questionnaire was reviewed and refined based on respondent feedback.

2) Stage 1 – Face to Face Omnibus

Sampling

For each omnibus wave, interviewing is carried out in approximately 125-150 sample points Great Britain (south of the Caledonian Canal) and Northern Ireland. Addresses are randomly selected from the Post Office Address file (PAF) and interviewers are required to interview residents according to interlocking quotas on sex, working status and presence of children. Up to four calls are made on each selected contact.

Fieldwork

The survey was run over two waves of the Omnibus across the period of 20th November – 26th November.

Fieldwork is conducted face-to-face in respondents' homes, with all interviews conducted in accordance to strict quality control procedures; 10% of interviews are also back-checked.

Two standard waves of the UK omnibus (total sample 4164) provided samples of 122 BT TV customers, 87 Talk-Talk TV customers and 34 customers that claimed to pay for BT Sport in addition to their current TV package. In order to boost these low penetration groups and ensure reasonable base size for analysis (200 minimum), online CAWI boosts were conducted.

3) Online boosts

Sampling

The online sample was sourced from Lightspeed (our online panel partners), and respondents were pre-targeted in order to maximise response rates. Respondents were pre-targeted in two ways:

- 1) Using the Lightspeed media screener - information already held about panellists (including their TV service), collected when respondents sign up to the panel.
- 2) Using a 'mini-poll' - a single tailored question which was added to the panellist homepage, asking about TV service and Sports TV packages.

Using these methods, the sample which received the invitation to take part in the survey already contained a large proportion of the key groups we needed for the online boost.

Fieldwork

The online boost survey was run over the period of 28th November – 6th December.

The questionnaire used was the same for both the face-to-face and online respondents, with the exception of unprompted questions which were asked as an open ended question to online respondents. A full questionnaire (incorporating differences between the face-to-face and online questionnaires) can be found in Section 6.

4) Total Sample

Below are the total achieved sample sizes for key groups for analysis:

	Face to face	Online	Total
TOTAL	4164	421	4585
TV Platform on main set			
Sky	1478	421	2780
Free-Sat	113	-	113
Virgin Media	672	26	698
Freeview	1344	-	1344
BT TV (formerly BT Vision)	122	130	252
TalkTalk TV	87	153	240
Sports channels received on TV			
Sky Sports	644	156	800
BT Sport	297	141	438

5) Weighting

In order to counteract the imbalances caused by boosting certain user groups, a two stage weighting approach was taken. Firstly the data from the two waves of Omnibus was weighted to be nationally representative. A 72 cell matrix based on NRS data was used with sex, age 16-24, 25-34, 35-54, 55+), socio economic grade (ABC1, C2, DE), and grouped using Registrar General Regions (North, Midlands, South) controls.

This was followed by a second stage weighting to balance out the boost groups. Weighting targets for these groups were taken from the weighted data from the 2 waves of Omnibus; this was for TV services on main set, and whether BT sport subscription was free or paid for. These RIM weights were as follows:

TV Platform on main set	RIM
Sky	36.24%
Free-Sat	2.59%
Virgin Media	16.47%
Freeview	30.67%
BT TV (formerly BT Vision)	3.10%
TalkTalk TV	1.97%
Other/No TV/DK	8.96%

Sports channels received	RIM
BT Sport - free or DK	6.00%
BT Sport - paid	0.86%
BT Sport - DK	0.79%
Neither	92.34%
Sky Sports	16.21%
No Sky Sports	83.79%

6) Full questionnaire

Key:

Red text: Online instructions only
Green text: Face to Face instructions only

SECTION A: SERVICES AND SWITCHING

ASK ALL

SHOW SCREEN – MULTI CHOICE

A1. Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household

1: Sky - Digital Satellite TV for a monthly subscription

- 2: Satellite TV from someone other than Sky – SCREEN OUT IF ONLY THIS CODE
- 3: Free-Sat – Digital Satellite TV WITHOUT a monthly subscription
- 4: Virgin Media through cable
- 5: Freeview through a TV aerial and set-top box
- 6: TV which has Freeview channels built in (without a separate set-top box)
- 7: YouView set top box – SUPPRESS AS ASKED AT A3
- 8. BT TV (Formerly BT Vision)
- 9: TalkTalk TV
- 10: Other – WRITE IN – SCREEN OUT IF ONLY THIS CODE
- 11: No TV – FIX AND MUTUALLY EXCLUSIVE – SCREEN OUT IF ONLY THIS CODE
- DK-BUTTON – SCREEN OUT IF ONLY THIS CODE

ASK ALL WITH TV SERVICE INTERESTED IN (A1\ NOT 2, 10, 11 OR DK)

SHOW SCREEN – SINGLE CHOICE

A2. Through which of the following services does your household receive TV on the main set?

SHOW RESPONSES BASED ON A1

- 1: Sky – IF A1/1
- 2: Free-Sat – IF A1/3
- 3: Virgin Media – IF A1/4
- 4: Freeview– IF A1/5 or 6
- 5. BT TV (formerly BT Vision) – IF A1/8
- 6: TalkTalk TV – IF A1/9
- DK-BUTTON – SCREEN OUT IF ONLY THIS CODE

ASK ALL WITH FREEVIEW, BT TV OR TALKTALK TV ON MAIN SET (A2=4,5,6)

SINGLE CHOICE

A3. Does that particular TV set have a YouView box attached?

- 1: Yes
- 2: No
- DK- BUTTON

ASK ALL WITH TV ON MAIN SET (A2/1-6)

READ OUT – SINGLE CHOICE

A4. Which of the following best describes your role in making the decision about which television service you get, or the channels you receive, in your household?

- 1: Personally responsible for the decision
- 2: Jointly responsible for the decision
- 3: Not at all responsible for the decision
- DK-BUTTON

ASK ALL WITH PAY TV ON MAIN SET (A2=1,3,5,6)

ASCREENER. Does your household receive BT Sports channels? If so, do you pay extra to get BT Sport, or is it already included as part of your TV or broadband package?

If you were paying for BT sport you would be paying either £12 per month or £15 per month to receive the BT Sport channels

- 1: Do not receive BT Sports channels
- 2: Paid for BT Sport in addition
- 3: BT Sport Included in package (for free)
- 4: Don't know

GROUPS NEEDED

120 BT TV (responsible for bill) – A2/5 AND A4/1,2

150 Talk Talk (responsible for bill) – A2/6 AND A4/1,2

160 BT Sport for an additional monthly charge – ASCEENER/2 AND A4/1,2

IF NONE OF THESE SCREEN OUT

ASK ALL WITH TV ON MAIN SET (A2/1-6)

SHOW SCREEN – SINGLE CHOICE

A5. When did your household get <A2 SERVICE>?

1: 3 months ago or less

2: 4-6 months ago

3: 7-12 months ago

4: More than 1 year – less than 3 years ago

5: 3-5 years ago

6: 6-10 years ago

7: More than 10 years ago

DK-BUTTON (Don't know ONLINE)

ASK ALL WITH TV ON MAIN SET (A2/1-6)

SHOW SCREEN – SINGLE CHOICE

A6. When your household got <A2 SERVICE>, which TV service did you have before it on your main TV set?

INTERVIEWER: If respondent got the service when they moved into their current home, ask them to think about the service they had in their previous home.

CAWI INSTUCTIONS:

If you only got this service when you moved into your current home please think about the service you had in your previous home

1: Sky – IF A2/NOT 1

2: Free-sat – IF A2/NOT 2

3: Virgin media / NTL / Telewest - IF A2/NOT 3

4: Freeview– IF A2/NOT 4

5: BT TV / BT Vision - IF A2/NOT 5

6: TalkTalk / Tiscali TV / Homechoice - IF A2/NOT 6

7: Analogue Terrestrial (i.e. Just the five main channels – BBC1, BBC2, ITV, Ch4, Five)

8: Other (TYPE IN)

9: None of these/Didn't have a TV service – SINGLE CODE

DK-BUTTON (Don't know ONLINE)

ASK ALL WITH TV ON MAIN SET WHO HAVE ANY INFLUENCE ON DECISION (A2/1-6 AND A4/1-2)

SHOW SCREEN – MULTI CHOICE

A7. At the time your household started subscribing to <SERVICE A2>, which, if any, other TV providers were also considered?

1: Sky – IF A2/NOT 1

2: Free-sat – IF A2/NOT 2

3: Virgin media / NTL / Telewest - IF A2/NOT 3

4: Freeview – IF A2/NOT 4

5: BT TV / BT Vision - IF A2/NOT 5

6: TalkTalk / Tiscali TV / Homechoice - IF A2/NOT 6

7: Analogue Terrestrial (i.e. Just the five main channels – BBC1, BBC2, ITV, Ch4, Five) – A6/NOT 7

8: Other (TYPE IN)

9: None of these – SINGLE CODE

DK-BUTTON (Don't know ONLINE)

ASK ALL WITH PAY TV ON MAIN SET (A2=1,3,5,6)

READ OUT – MULTI CHOICE

A8A. Which, if any, of the following services does your household get from <A2 SERVICE> in addition to your TV service?

1: Fixed Broadband - through either a phone line or cable service that you pay a monthly subscription fee for. If you have it, the devices in your home can either connect to the internet wirelessly (WiFi) or through a direct connection to a modem or router.

2: Mobile broadband - connecting via a USB stick or dongle, or built in connectivity in a laptop, netbook, or tablet computer with a data card

3: Landline telephone

4: Mobile Phone

5: None of the these – SINGLE CODE

DK-BUTTON (Don't know ONLINE)

EXTRA ROUTING INSTRUCTION: IF A4/3 OR DK GO TO B1

ASK ALL WHO HAVE A BUNDLE WITH TV (A8A\1-4)

SHOW SCREEN - MULTICODE

A8B. Did you already subscribe to any service(s) from <A2 service> before you started to take the package of services you do now? If so which ones did you have?

1: TV

2: Fixed Broadband – IF A8A/1

3: Mobile broadband – IF A8A/2

4: Landline telephone – IF A8A/3

5: Mobile Phone – IF A8A/4

6: No – subscribed to them all at the same time– SINGLE CODE

DK-BUTTON (Don't know ONLINE)

ASK ALL WHO HAVE A BUNDLE WITH TV (A8A\1-4)

READ OUT – MULTI CODE

A9. Which parts of your package were most important to your household when you chose to get your current package of services from <A2 SERVICE> rather than another provider?

1: TV

2: Fixed Broadband – IF A8A/1

3: Mobile broadband – IF A8A/2

4: Landline telephone – IF A8A/3

5: Mobile Phone – IF A8A/4

6: All of them were equally as important – IF A8A/1,2,3,4

NONE – BUTTON (none (lower case) ONLINE)

DK-BUTTON (Don't know ONLINE)

ASK ALL WHO HAVE A BUNDLE WITH TV SERVICE (A8A/1-4)

READ OUT – MULTI CHOICE

A10A. What were the reasons your household chose to have more than one service i.e. < TV, <Fixed Broadband – IF A8A/1>, <Mobile broadband – IF A8A/2, Landline telephone – IF A8A/3>, <'Mobile Phone – IF A8A/4'> with <A2 SERVICE> rather than using different providers? PROBE: Anything else?

INTERVIEWER: DO NOT PROMPT – CODE CLOSEST ANSWER

**NOTE: ONLINE SURVEYS WILL NEED TO BE OPEN-ENDED HERE WITHOUT PROBE.
PLEASE DO NOT INCLUDE DON'T KNOW OPTION**

- 1: It's cheaper than paying for them separately with different suppliers
 - 2: It's more convenient to deal with one supplier
 - 3: It's more convenient to have everything on one bill
 - 4: It's easier to budget for the monthly cost of a package
 - 5: Good previous experience with this supplier
 - 6: Offered one of the services for free / at a discount if took the package
 - 7: Needed to sign up for package to get free / reduced price equipment
 - 8: It was the only provider I can use for one or more service
 - 9: Had to take more than one service to use this provider
 - 10: Didn't know I could buy them separately
 - 11: Other (WRITE IN)
- DK- BUTTON

ASK ALL WHO HAVE A BUNDLE WITH TV SERVICE (A8A/1-4)
SHOW SCREEN - MULTI CHOICE

A10B. Looking at the following list, did any of these reasons apply when your household chose to get more than one service with <A2 SERVICE>? Please include any you already mentioned previously, as well as any others that may apply. PROBE: Anything else?

SHOW SAME LIST AS A10A RANDOMISE CODES 1-10

ASK ALL WITH PAY TV ON MAIN SET (A2=1,3,5,6)
READ OUT – MULTI CHOICE

A11. Has your household ever had any of the following services with <A2 SERVICE>, and removed them from your package so you could get them from another provider?

- 1: Fixed Broadband – IF A8A/NOT 1
 - 2: Mobile broadband – IF A8A/NOT 2
 - 3: Landline telephone – IF A8A/NOT 3
 - 4: Mobile Phone – IF A8A/NOT 4
 - 5: None of the these – SINGLE CODE
- DK-BUTTON (Don't know ONLINE)

ASK ALL WITH DIFFERENT BROADBAND PROVIDER TO PAY TV OR HAS FTA (A8A/NOT 1 OR A2/2,4)
SHOW SCREEN – SINGLE CODE

A12. Who is the fixed broadband provider (ISP) for your household?

- 1: Sky
- 2: Virgin Media
- 3: BT
- 4: TalkTalk (inc. Tiscali, Pipex, AOL)

- 5: Vodafone
- 6: O2 (inc. BE broadband)
- 7: Orange\EE\T-Mobile
- 8: Tesco
- 9: Plusnet
- 10: Other (WRITE IN)
- DK – BUTTON (Don't know ONLINE)
- N-BUTTON (None/don't have broadband ONLINE)

ASK ALL WITH PAY TV ON MAIN SET (A2=1,3,5,6)

UNPROMPTED - MULTI CHOICE

A12A. What were the reasons your household got a TV service that you pay for on your main set rather than having free TV channels only? PROBE: Anything else?

INTERVIEWER: DO NOT PROMPT – CODE CLOSEST ANSWERS FROM LIST BELOW

**NOTE: ONLINE SURVEYS WILL NEED TO BE OPEN-ENDED HERE WITHOUT PROBE.
PLEASE DO NOT INCLUDE DON'T KNOW OPTION**

- 1: To get more channels in general
- 2: To get more channels of a specific genre/type of programming (WRITE IT)
- 3: To get specific kids channels (WRITE IN)
- 4: To get specific sports channels (WRITE IN)
- 5: To get specific film channels (WRITE IN)
- 6: To get other channels (WRITE IN) – FIXED
- 7: Access to online TV services (e.g. Netflix, LOVEFILM Instant)
- 8: Ability to pause, rewind and record live programming
- 9: Ability to use a search engine to search for programmes
- 10: Access to the internet on the TV set
- 11: Ability to get the service on other televisions in the house (e.g. multi-room service)
- 12: On-Demand or catch-up services
- 13: High definition (HD) channels
- 14: It comes with my broadband \ telephone
- 15: Special offer
- 16: Poor reception of Freeview
- 17: Someone else in my household wanted to
- 18: It was offered alongside other services
- 19: OTHER – TYPE IN
- DK-BUTTON (Don't know ONLINE)

ASK ALL WITH PAY TV ON MAIN SET (A2=1,3,5,6)

SHOW SCREEN - MULTI CHOICE

A12B. Looking at the following list, did any of these reasons apply when your household chose to get a TV service that you pay for rather than having free TV channels only? Please include any you already mentioned previously, as well as any others that may apply. PROBE: Anything else?

SHOW SAME LIST AS A12A RANDOMISE CODES 1-18

ASK ALL WHO CHOSE 4 OR MORE REASONS AT A12B
SHOW SCREEN - MULTI CHOICE (3 CODES ALLOWED ONLY)

A12C. What were the three most important reasons you chose to get a TV service that you pay for rather than having free TV channels only?

INTERVIEWER: PROBE FOR THREE REASONS ONLY

SHOW REASONS GIVEN AT A12B

ASK ALL WITH PAY TV ON MAIN SET (A2=1,3,5,6)
UNPROMPTED - MULTI CHOICE

A12D. What are the reasons your household specifically chose to subscribe to <A2 SERVICE> rather than another Pay TV provider? PROBE: Anything else?

INTERVIEWER: DO NOT PROMPT – CODE CLOSEST ANSWERS FROM LIST

**NOTE: ONLINE SURVEYS WILL NEED TO BE OPEN-ENDED HERE WITHOUT PROBE.
PLEASE DO NOT INCLUDE DON'T KNOW OPTION**

- 1: They have more channels than other Pay TV services
 - 2: To get specific kids channels (WRITE IN)
 - 3: To get specific sports channels (WRITE IN)
 - 4: To get specific film channels (WRITE IN)
 - 5: To get specific channels or genres (WRITE IN) – FIXED
 - 6: More/better access to online TV services (e.g. Netflix, LOVEFiLM Instant)
 - 7: Better equipment for pausing, rewinding and recording live programming
 - 8: Better ability to use a search engine to search for programmes
 - 9: You can get access to the internet on the TV set
 - 10: They allow you to get the service on other televisions in the house (e.g. multi-room service)
 - 11: More/better on-Demand or catch-up services
 - 12: More/better High Definition (HD) channels
 - 13: It comes with my broadband \ telephone
 - 14: They had a special offer
 - 16: Someone else in my household wanted to
 - 17: It was offered alongside other services
 - 18: Can't get any other service where I live
 - 19: Recommendation from others
 - 20: Like the provider/brand
 - 21: Provider has a good reputation
 - 22: Cheapest price
 - 23: Best value for money
 - 24: Best customer service
 - 25: Wasn't happy with previous provider
 - 26: OTHER – TYPE IN
- DK-BUTTON (Don't know ONLINE)

ASK ALL WITH PAY TV ON MAIN SET (A2=1,3,5,6)
SHOW SCREEN - MULTI CHOICE

A12E. Looking at the following list, did any of these reasons apply when your household specifically chose to subscribe to <A2 SERVICE> rather than another Pay TV provider? Please include any you already mentioned previously, as well as any others that may apply. PROBE: Anything else?

SHOW SAME LIST AS A12A RANDOMISE CODES 1-18

ASK ALL WHO CHOSE 4 OR MORE REASONS AT A12E
SHOW SCREEN - MULTI CHOICE (3 CODES ALLOWED ONLY)

A12F. What were the three most important reasons your household specifically chose to subscribe to <A2 SERVICE> rather than another Pay TV provider?

INTERVIEWER: PROBE FOR THREE REASONS ONLY

SHOW RESPONSES FROM A12E

ASK ALL WITH FTA SERVICE ON MAIN SET (A2/2,4)
UNPROMPTED - MULTI CHOICE

A13A. What were the reasons your household chose <A2 SERVICE> on your main TV rather than a TV service that you pay for?

INTERVIEWER: DO NOT PROMPT – CODE CLOSEST ANSWERS FROM LIST BELOW

**NOTE: ONLINE SURVEYS WILL NEED TO BE OPEN-ENDED HERE WITHOUT PROBE.
PLEASE DO NOT INCLUDE DON'T KNOW OPTION**

- 1: There are enough of the channels I want to watch on free TV services
- 2: I don't watch much TV
- 3: Can't get any other service where I live
- 4: I didn't want to pay for my TV service at all
- 5: Pay TV services are too expensive
- 6: I can get addition content via online TV services (e.g. Netflix, LOVEFiLM)
- 7: Recommendation from others
- 8: Someone else in my household wanted to
- 9: OTHER– TYPE IN
- DK – BUTTON (Don't know ONLINE)

ASK ALL WITH FTA SERVICE ON MAIN SET (A2/2,4)
SHOW SCREEN - MULTI CHOICE

A13B. Looking at the following list, did any of these reasons apply when your household specifically chose <A2 SERVICE> on your main TV rather than a TV service that you pay for? Please include any you already mentioned previously, as well as any others that may apply. PROBE: Anything else?

SHOW SAME LIST AS A13A RANDOMISE CODES 1-8

ASK ALL WHO CHOSE 4 OR MORE REASONS AT A13B
SHOW SCREEN - MULTI CHOICE

A13C. What were the three most important reasons your household chose <A2 SERVICE > on your main TV rather than a TV service that you pay for?

INTERVIEWER: PROBE FOR THREE REASONS ONLY

SHOW RESPONSES FROM A13B

ASK ALL WITH FTA SERVICE ON MAIN SET (A2/2,4)
SINGLE CODE

A14A. Have you considered getting a TV service that you pay for in the last year?

- 1: Yes
- 2: No
- 3: Previously had Pay TV within the last year
- DK – BUTTON (Don't know ONLINE)

ASK ALL WHO CONSIDERED A PAY TV SERVICE (A14A/1)
UNPROMPTED - MULTICHOICE

A14B. Why did you consider getting a TV service that you pay for?

INTERVIEWER: DO NOT PROMPT – CODE CLOSEST ANSWERS FROM LIST BELOW

**NOTE: ONLINE SURVEYS WILL NEED TO BE OPEN-ENDED HERE WITHOUT PROBE.
PLEASE DO NOT INCLUDE DON'T KNOW OPTION**

- 1: To get more channels in general
- 2: To get more channels of a specific genre/type of programming (WRITE IT)
- 3: To get specific kids channels (WRITE IN)
- 4: To get specific sports channels (WRITE IN)
- 5: To get specific film channels (WRITE IN)
- 6: To get other specific channels or genres (WRITE IN) – FIXED
- 7: Access to online TV services (e.g. Netflix, LOVEFiLM Instant)
- 8: Ability to pause, rewind and record live programming
- 9: Ability to use a search engine to search for programmes
- 10: Access to the internet on the TV set
- 11: Ability to get the service on other televisions in the house (e.g. multi-room service)
- 12: On-Demand or catch-up services
- 13: High definition (HD) channels
- 14: It comes with my broadband \ telephone
- 15: Special offer
- 16: Poor reception of Freeview
- 17: Someone else in my household wanted to
- 18: To get other services from the same provider
- 19: OTHER – TYPE IN
- DK-BUTTON (Don't know ONLINE)

SECTION B: ONLINE SERVICES AND GENRES

ASK ALL WITH TV ON MAIN SET (A2/1-6)
SHOW SCREEN – MULTI CHOICE

B1A. Have you, or anyone in your household paid to use any of the following online services in the past 6 months?

ROTATE CODES 1-6

- 1: Sky Sports on NOW TV
- 2: Sky Movies on NOW TV
- 3: Entertainment on NOW TV
- 4: Lovefilm Instant (not the DVD/Blu-ray postal service only, which is called LOVEFiLM By Post)
- 5: Netflix
- 6: Blinkbox

- 7: Wuaki TV
- 8: Other service – TYPE IN
- 9: None of these
- DK-BUTTON (Don't know ONLINE)

EXTRA ROUTING INSTRUCTION TO APPLY AT THIS POINT: IF A4/3 OR DK THEN CLOSE

ASK ALL WHO PAY TO WATCH ANY ONLINE SERVICES (B1A/1-8)
SHOW SCREEN – MULTI CHOICE

B1B. And when you watch these services do you, or anyone in your household, do so on your main TV set?

INCLUDE CODES MENTIONED AT B1A

ASK ALL WITH TV ON MAIN SET (A2/1-6)
SHOW SCREEN - MULTICODE

B2. Which of the following types, or genres, of TV programming are important to your household?

RANDOMISE

- 1: UK drama
- 2: US drama
- 3: Soaps
- 4: Kids programming
- 5: Sport
- 6: Movies
- 7: Comedy
- 8: Entertainment
- 9: Science Fiction
- 10: Documentaries
- 11: Music
- 12: News
- 13: None of these
- DK – BUTTON (Don't know ONLINE)

SECTION C: SPORTS GENERAL

ASK ALL WITH TV ON MAIN SET (A2/1-6)
SHOW SCREEN – SINGLE CHOICE

C1. How often does your household generally watch sport on TV?

- 1: More than two hours a day
- 2: Every day, but less than two hours per day
- 3: At least three times a week
- 4: At least once a week
- 5: At least once a month
- 6: Less than once a month
- 7: Never
- DK-BUTTON (Don't know ONLINE)

ASK ALL WHO EVER WATCH SPORT (C1\1-6)
SHOW SCREEN – MULTI CHOICE

C2. Which of the following sports do you or other members of your household watch on TV?

- 1: Football
 - 2: Cricket
 - 3: Tennis
 - 4: Golf
 - 5: Rugby Union
 - 6: Rugby League
 - 7: Formula 1
 - 8: Other motorsports
 - 9: Athletics
 - 10: Snooker/Pool/Billiards
 - 11: Horse Racing
 - 12: Darts
 - 13: Boxing
 - 14: WWE Wrestling
 - 15: American Football
 - 16: Baseball
 - 17: Cycling
 - 18 Other (WRITE IN)
 - 17: None of these
- DK- BUTTON (Don't know ONLINE)

ASK ALL WITH TV ON MAIN SET (A2/1-6)

SHOW SCREEN – MULTI CHOICE

C3. From which retailers do you think you can receive BT Sport channels?

- 1: Sky
 - 2: Free-Sat
 - 3: Virgin Media
 - 4: Freeview
 5. BT (BT TV, BT Vision, BT)
 - 6: TalkTalk TV
 - 8: Now TV powered by Sky
 - 9: Mobile operators [EE, O2, Vodafone etc]
 - 10: Other (WRITE IN)
- DK-BUTTON (Don't know ONLINE)

ASK ALL WITH TV ON MAIN SET (A2/1-6)

SHOW SCREEN – MULTI CHOICE

C4. And from which retailers do you think you can receive Sky Sports channels?

- 1: Sky
 - 2: Free-Sat
 - 3: Virgin Media
 - 4: Freeview
 5. BT (BT TV, BT Vision, BT)
 - 6: TalkTalk TV
 - 8: Now TV powered by Sky
 - 9: Mobile operators [EE, Orange, Vodafone etc]
 - 10: Other (WRITE IN)
- DK-BUTTON (Don't know ONLINE)

ASK ALL WITH PAY TV ON MAIN SET (A2=1,3,5,6)

SHOW SCREEN – MULTI CHOICE

C5. Does your household receive any of the following channels through <A2 SERVICE>?

SCRIPTER: ALIGN HD CHANNELS ALONGSIDE STANDARD CHANNELS ON THE SCREEN

INTERVIEWER: CLARIFY IT IS POSSIBLE TO RECEIVE THE HD CHANNELS REGARDLESS OF WHETHER THEY HAVE A COMPATIBLE TV SET

STANDARD DEFINITION (SD) CHANNELS

- 1: Sky Sports 1
- 3: Sky Sports 2
- 5: Sky Sports 3
- 7: Sky Sports 4
- 9: Sky Sports F1
- 19: Sky Sports News
- 11: BT Sport
- 13: ESPN
- 15: Eurosport
- 17: Sky Movies (any Sky Movie channel)

HIGH DEFINITION (HD) CHANNELS

- 2: Sky Sports 1 HD
- 4: Sky Sports 2 HD
- 6: Sky Sports 3 HD
- 8: Sky Sports 4 HD
- 10: Sky Sports F1 HD
- 20: Sky Sports News HD
- 12: BT Sport HD
- 14: ESPN HD
- 16: Eurosport HD
- 18: Sky Movies HD

21: None of these

DK-BUTTON (Don't know ONLINE)

ASK ALL WITH TV ON MAIN SET (A2/1-6)

SHOW SCREEN – MULTI CHOICE

C6. Does your household ever watch BT Sport through the BT Sport app or online player?

1: Yes

2: No

DK-BUTTON (Don't know ONLINE)

ASK ALL WITH LISTED SPORTS CHANNELS AND WATCH SPECIFIC SPORTS (C5\1-16 AND C2\1-17)

CAPI INTRO: I am now going to ask you about specific sports and competitions, based on the ones you said you watch on TV. Firstly I will ask about those you believe are essential to have access to as part of your TV service in order for it to be worth having; then I will ask about ones you believe are nice to have but not essential. Please note that you do not have to include all those mentioned within either of the two categories, if you are not interested in them.

ONLINE INTRO: We are now going to ask you to think about specific sports and competitions, based on the ones you said you watch on TV. Firstly we would like you to indicate those you believe are essential to have access to as part of your TV service in order for it to be worth having; then we would like you to indicate the ones you think are nice to have but not essential. Please note that you do not have to include all those mentioned within either of the two categories, if you are not interested in them.

ASK ALL WITH LISTED SPORTS CHANNELS AND WATCH SPECIFIC SPORTS (C5\1-16 AND C2\1-17)

SHOW SCREEN – MULTI CHOICE

C7A. Thinking about the sports TV channels you receive, which of the following does your household consider essential to have access to as part of your TV service with <A2 SERVICE>?

- 1: Football – Premier League – IF C2/1
 - 2: Football – FA Cup – IF C2/1
 - 3: Football – UEFA Champions League – IF C2/1
 - 4: Football – International matches (including European Championships or World Cup) – IF C2/1
 - 5: Football – Football league including the Npower/Sky Bet Championship – IF C2/1
 - 6: Football – Scottish League/cups – IF C2/1
 - 7: Football – Other non-English leagues/cups e.g. Spanish, Italian, German – IF C2/1
 - 8: Football – Other competition (WRITE IN) – IF C2/1
 - 9: Cricket – English Test Match Cricket – IF C2/2
 - 10: Cricket – One Day International or Cricket World Cup – IF C2/2
 - 11: Cricket – Indian Premier League (IPL) – IF C2/2
 - 12: Cricket – Twenty20 – IF C2/2
 - 13: Cricket – Other competition (WRITE IN) – IF C2/2
 - 14: Tennis – US Open, Australian Open, French Open – IF C2/3
 - 15: Tennis – Wimbledon – IF C2/3
 - 16: Tennis – Other competition (WRITE IN) – IF C2/3
 - 17: Golf – The Open – IF C2/4
 - 18: Golf – Ryder Cup – IF C2/4
 - 19: Golf – US Open – IF C2/4
 - 20: Golf – Other competition (WRITE IN) – IF C2/4
 - 21: Rugby Union – Aviva Premiership – IF C2/5
 - 22: Rugby Union– European Cup (Heineken) – IF C2/5
 - 23: Rugby Union– Six Nations – IF C2/5
 - 24: Rugby Union – World Cup – IF C2/5
 - 25: Rugby Union – other competition (WRITE IN) – IF C2/5
 - 26: Rugby League – any competition – IF C2/6
 - 27: Formula 1 – IF C2/7
 - 28: Any motorsports except Formula 1 – IF C2/8
 - 29: Athletics – IF C2\9
 - 30: Snooker/Pool/Billiards – IF C2\10
 - 31: Horse Racing - - IF C2\11
 - 32: Darts – IF C2\12
 - 33: Boxing – IF C2\13
 - 34: WWE Wrestling – IF C2\14
 - 35: American Football – IF C2\15
 - 36: Baseball – IF C2/16
 - 37: Cycling – IF C2\17
 - 38: Other (WRITE IN)
 - 39: None of these
- DK – BUTTON (Don't know ONLINE)

ASK ALL WITH LISTED SPORTS CHANNELS (C5/1-16)

SHOW SCREEN – MULTI CHOICE

C7B. ...and which do your household feel are nice to have, but not essential to have access to as part of your TV service with <A2 SERVICE>?

ANSWERS NOT SELECTED AT C7A

ROTATE SECTIONS D AND E TO AVOID ORDER EFFECTS

SECTION D: SKY SPORTS

ASK ALL WITH SKY SPORTS (C5\1-10)

SINGLE CODE

D1. How often does your household watch Sky Sports?

- 1: More than two hours a day
- 2: Every day, but less than two hours per day
- 3: At least three times a week
- 4: At least once a week
- 5: At least once a month
- 6: Less than once a month
- 7: Never

DK-BUTTON (Don't know ONLINE)

ASK ALL WITH SKY SPORTS AND LIVE WITH OTHERS (C5\1-10 AND HH SIZE\NOT 1)

READ OUT – SINGLE CODE

D2. Which of the following statements best describes your role in the decision to subscribe to Sky Sports?

- 1: We subscribed because I wanted it personally
- 2: We subscribed because I, and other members of the household, wanted it
- 3: We subscribed because other members of the household wanted it

DK-BUTTON (Don't know ONLINE)

SHOW TO ALL WITH SKY SPORTS (C5\1-10)

CAPI INTRO: I am now going to ask you about specific TV channels, based on the ones you said you receive. Firstly I will ask about those you believe are essential to have access to as part of your TV service in order for it to be worth having; then I will ask about ones you believe are nice to have but not essential. Please note that you do not have to include all those mentioned within either of the two categories, if you are not interested in them.

ONLINE INTRO: We are now going to ask you to think specific TV channels, based on the ones you said you receive. Firstly we would like you to indicate those you believe are essential to have access to as part of your TV service in order for it to be worth having; then we would like you to indicate the ones you think are nice to have but not essential. Please note that you do not have to include all those mentioned within either of the two categories, if you are not interested in them.

ASK ALL WITH SKY SPORTS (C5\1-10)

D3A. Which of the following channels does your household consider essential to have as part of your Sky Sports subscription?

SCRIPTER: ALIGN HD CHANNELS ALONGSIDE STANDARD CHANNELS ON THE SCREEN

STANDARD DEFINITION (SD) CHANNELS

- 1: Sky Sports 1 – IF C5/1
- 3: Sky Sports 2 – IF C5/3
- 5: Sky Sports 3 – IF C5/5
- 7: Sky Sports 4 – IF C5/7
- 9: Sky Sports F1 – IF C5/9
- 19: Sky Sports News – IF C5/19

HIGH DEFINITION (HD) CHANNELS

- 2: Sky Sports 1 HD – IF C5/2
- 4: Sky Sports 2 HD – IF C5/4
- 6: Sky Sports 3 HD – IF C5/6
- 8: Sky Sports 4 HD – IF C5/8
- 10: Sky Sports F1 HD – IF C5/10
- 20: Sky Sports News HD – IF C5/20

21: None of these

DK-BUTTON (Don't know ONLINE)

D3B. ...and which of the following channels are nice to have, but not essential as part of your Sky Sports subscription?

ANSWERS NOT SELECTED AT D3A

ASK ALL WITH SKY SPORTS (C5\1-10)

UNPROMPTED – MULTI CHOICE

D4A. Why does your household subscribe to Sky Sports? PROBE: Any other reasons?

INTERVIEWER: DO NOT PROMPT – CODE CLOSEST ANSWER

**NOTE: ONLINE SURVEYS WILL NEED TO BE OPEN-ENDED HERE WITHOUT PROBE.
PLEASE DO NOT INCLUDE DON'T KNOW OPTION**

- 1: To access live sport in general
 - 2: To access football
 - 3: To access Premier League football
 - 4: To access a wider range of sports/competitions than you receive on other channels
 - 5: To access Champions League football
 - 6: To take the complete Sky package – IF A2/1
 - 7: To access Capital One Cup (previously Carling Cup) football
 - 8: To access Test Cricket
 - 9: To access Rugby Union
 - 10: To access golf
 - 11: To access Formula1
 - 12: To access other specific sports or events (WRITE IN)
 - 13: Sky Sports shows better quality sports than other channels
 - 14: Sky Sports shows more sports than other channels
 - 15: To have a wider range of TV than available on my basic package
 - 16: It is cheaper than going to see live sport
 - 17: I got a good deal/it comes with my package
 - 18: I wanted to be able to watch live sport regularly
 - 19: To access sport on the move
 - 20: OTHER – TYPE IN
- NONE OF THESE
- DK-BUTTON (Don't know ONLINE)

ASK ALL WITH SKY SPORTS (C5\1-10)

SHOW SCREEN - MULTI CHOICE

**D4B. Looking at the following list, are any of the following reasons why your household subscribes to Sky Sports?
Please include any you already mentioned previously, as well as any others that may apply. PROBE: Anything else?**

SHOW SAME LIST AS D4A. RANDOMISE CODES 1-19

ASK ALL WHO CHOSE 4 OR MORE REASONS AT D4B

SHOW SCREEN – MULTI CHOICE (3 CODES ONLY)

D4C. What are the three main reasons your household subscribes to Sky Sports?

INTERVIEWER: PROBE FOR THREE REASONS ONLY

SHOW RESPONSES FROM D4B

ASK ALL WITH SKY SPORTS AND SKY MOVIES (C5/1-10 AND C5/17-18)

SHOW SCREEN – SINGLE CHOICE

D5. Which of the following best describes your household's reason for subscribing to Sky Movies and Sky Sports?

- 1: Because we wanted Sky Sports and Sky Movies did not cost much extra
- 2: Having Sky Movies is as important as having SkySports
- 3: Because we wanted Sky Movies and Sky Sports did not cost much extra
- 4: None of these

DK- BUTTON (Don't know ONLINE)

ASK ALL WITH ANY SKY HD CHANNELS (C5/2,4,6,8,10)

READ OUT – SINGLE CHOICE

D6. How important is High Definition (HD) TV to your household when watching Sky Sports?

- 1: Very important
- 2: Fairly important
- 3: Neither important nor unimportant
- 4: Fairly unimportant
- 5: Not at all unimportant

DK – BUTTON (Don't know ONLINE)

ASK ALL WITH SKY SPORTS (C5\1-10)

READ OUT – SINGLE CHOICE

D7. If <A2 SERVICE> stopped offering Sky Sports channels would your household continue to get your TV service with them?

- 1: Yes – would continue
- 2: No – would stop

DK-BUTTON (Don't know ONLINE)

ASK ALL THAT WOULD STOP GETTING CURRENT SERVICE (D7\2)

READ OUT – SINGLE CHOICE

D8. If you cancelled your TV service with <A2 SERVICE> do you think your household would....?

- 1: Switch to a provider with Sky Sports
- 2: Switch to a provider without Sky Sports
- 3: Stop subscribing to any Pay TV services

DK – BUTTON (Don't know ONLINE)

ASK ALL THAT WOULD STOP CURRENT SERVICE AND WOULDN'T GET SKY SPORTS (D8/2,3)
SHOW SCREEN – MULTI CHOICE

D9. In which of the following ways would your household watch sports instead if you did not have Sky Sports channels?

- 1: On Free to air TV channels (e.g. BBC, ITV, Channel 4, Five)
- 2: On BT Sport or ESPN
- 3: On Eurosport
- 4: On other channels
- 5: Using paid for online services (WRITE IN)
- 6: Using free online services (WRITE IN)
- 7: In public places e.g. a pub, gym, club, etc
- 8: At somebody else's house
- 9: Other (WRITE IN)

DK – BUTTON (Don't know ONLINE)

ASK ALL WITH SKY SPORTS (C5\1-10)
READ OUT – SINGLE CHOICE

D10. How likely are you to cancel your subscription to Sky Sports in the next 12 months?

- 1: Very likely
- 2: Quite likely
- 3: Neither likely nor unlikely
- 4: Quite unlikely
- 5: Very unlikely

DK – BUTTON (Don't know ONLINE)

ASK ALL LIKELY TO CANCEL SUBSCRIPTION (D10\1 OR 2)
SHOW SCREEN – OPEN QUESTION

D11. Why is it likely that you will cancel your subscription to Sky Sports in the next 12 months? PROBE: Any other reasons?

OPEN QUESTION

ASK ALL WITH PAY TV THAT DON'T SUBSCRIBE TO SKY SPORTS OR THOSE WITH FTA ON MAIN SET (C5\NOT 1-10 OR A2/2,4)
UNPROMPTED – MULTI CHOICE

D12. What are the reasons your household doesn't subscribe to Sky Sports?

INTERVIEWER: DO NOT PROMPT – CODE CLOSEST ANSWER

**NOTE: ONLINE SURVEYS WILL NEED TO BE OPEN-ENDED HERE WITHOUT PROBE.
PLEASE DO NOT INCLUDE DON'T KNOW OPTION**

- 1: Not available on my current TV service
- 2: Not very interested in sports
- 3: Not very interested in the sports covered on Sky Sports
- 4: Too expensive
- 5: BT Sport / ESPN is enough for my needs
- 6: There is enough sport available on FTA television
- 7: There is enough sport available via my pay TV package already

- 8: Wouldn't watch it enough
- 9: I watch sports in the pub/club
- 10: Can't get it in HD
- 11: Don't want two subscriptions
- 12: Don't want to pay for TV service in general
- 13: Have a contract with my existing provider
- 14: OTHER – TYPE
- DK-BUTTON (Don't know ONLINE)

ASK ALL WITH PAY TV THAT DON'T SUBSCRIBE TO SKY SPORTS (C5\NOT 1-10 OR A2/2,4)

SHOW SCREEN – SINGLE CODE

D13. Has your household previously subscribed to Sky sports as part of your TV package? If so when did you end your subscription?

- 1: 3 months ago or less
- 2: 4-6 months ago
- 3: 7-12 months ago
- 4: More than 1 year – less than 3 years ago
- 5: 3-5 years ago
- 6: 6-10 years ago
- 7: More than 10 years ago
- 8: Have never subscribed to sky sports
- 9: Don't know/can't remember

ASK ALL THAT PREVIOUSLY SUBSCRIBED TO SKY SPORTS (D13\1-7)

SHOW SCREEN – MULTI CHOICE

D14. After you stopped subscribing to Sky Sports, did you or other members of your family watch more sport on any of the following channels or services?

- 1: On Free to air TV channels (e.g. BBC, ITV, Channel 4, Five)
- 2: On BT Sport or ESPN
- 3: On Setanta
- 4: On Eurosport
- 5: On other channels
- 6: Using paid for online services (WRITE IN)
- 7: Using free online services (WRITE IN)
- 8: In public places e.g. a pub, gym, club, etc
- 9: At somebody else's house
- 10: Other (WRITE IN)
- DK – BUTTON (Don't know ONLINE)

ASK ALL AWARE THAT NOW TV SHOWS SKY SPORTS BUT HAVENT USED IT (B1A/NOT 1 AND C4/8)

SHOW SCREEN – MULTI CHOICE

D15A. Have you, or anyone in your household, ever considered paying to watch Sky Sports on Now TV?

- 1: Yes
- 2: No
- DK-BUTTON (Don't know ONLINE)

ASK ALL WHO HAVENT CONSIDERED NOW TV (D15A/2)

SHOW SCREEN – MULTI CHOICE

D15B. Why has your household never considered watching Sky Sports on Now TV?

- 1: Not interested in Sky Sports
 - 2: Already have a subscription to Sky Sports via my TV service
 - 3: Too expensive
 - 4: Don't want to have two subscriptions
 - 5: Don't have access to it
 - 6: Wasn't aware you could access Sky Sports on Now TV
 - 7: Other (WRITE IN)
- DK-BUTTON (Don't know ONLINE)

SECTION E: BT SPORT

ASK ALL WITH BT SPORT ON TV SET OR WATCH ONLINE/APP (C5\11-12 OR C6/1)
SINGLE CODE

E1. How often does your household watch BT Sport?

- 1: More than two hours a day
- 2: Every day, but less than two hours per day
- 3: At least three times a week
- 4: At least once a week
- 5: At least once a month
- 6: Less than once a month
- 7: Never

ASK ALL WITH BT SPORT ON TV SET (C5\11-12)
SHOW SCREEN – SINGLE CHOICE

E2. Does your household pay extra to get BT Sport, or is it already included as part of your TV or broadband package?

INTERVIEWER IF RESPONDENT CLAIMS THEY DON'T KNOW READ OUT:

IF YOU WERE PAYING FOR BT SPORT YOU WOULD BE PAYING EITHER £12 PER MONTH OR £15 PER MONTH TO RECEIVE THE BT SPORT CHANNELS (lower case ONLINE)

- 1: Paid for in addition
- 2: Included in package (for free)
- DK – BUTTON (Don't know ONLINE)

ASK ALL WITH BT SPORT ON TV OR WATCH ONLINE/APP (C5\11-12 OR C6/1)
UNPROMPTED – MULTI CHOICE

E3A. Why does your household subscribe to BT Sport channels? PROBE: Any other reasons?

INTERVIEWER: DO NOT PROMPT – CODE CLOSEST ANSWER

NOTE: ONLINE SURVEYS WILL NEED TO BE OPEN-ENDED HERE WITHOUT PROBE.
PLEASE DO NOT INCLUDE DON'T KNOW OPTION

- 1: To access live football
- 2: To access Premier League football
- 3: To access a wider range of sports/competitions than you receive on other TV channels
- 4: To access FA Cup football
- 5: To access European League football (La Liga – Spain, Bundesliga – Germany, Serie A (Italy) etc.
- 6: To access Scottish Premier League football
- 7: To access Aviva Premiership rugby (Rugby Union)
- 8: To access other specific sports or events (WRITE IN)
- 9: Is a better deal than Sky sports
- 10: It doesn't require a subscription to additional channels
- 11: It provides enough live sport for my needs
- 12: Partner/family members wanted it
- 13: BT Sport shows better quality sports than other channels
- 14: BT Sport shows more sports than other channels
- 15: To have a wider range of TV than available on my basic package

- 16: It is cheaper than going to see live sport
- 17: I got a good deal
- 18: It comes with my broadband or TV package
- 19: I used to take ESPN
- 20: OTHER – TYPE IN
- DK – BUTTON (Don't know ONLINE)

ASK ALL WITH BT SPORT ON TV OR WATCH ONLINE/APP (C5\11-12 OR C6/1)

SHOW SCREEN - MULTI CHOICE

E3B. Looking at the following list, are any of the following reasons why your household subscribes to BT Sport? Please include any you already mentioned previously, as well as any others that may apply. PROBE: Anything else?

SHOW SAME LIST AS E3A

ASK ALL WHO CHOSE 4 OR MORE REASONS AT E3B

SHOW SCREEN – MULTI CHOICE (3 CODES ONLY)

E3C. What are the three main reasons your household subscribe to BT Sport?

INTERVIEWER: PROBE FOR THREE REASONS ONLY

SHOW RESPONSES FROM E3B

ASK ALL WITH BT SPORT ON TV OR WATCH ONLINE/APP (C5\11-12 OR C6/1)

SHOW SCREEN – MULTI CHOICE

E4. Did your household do any of the following in order to get BT Sport channels?

- 1: Switch your broadband provider
- 2: Re-new your BT broadband contract
- 3: Switch your pay TV provider
- 4: Upgrade your TV package
- 5: Start a subscription to pay TV
- 6: Upgrade your broadband package
- 7: Didn't do anything / came as part of TV or broadband package
- 7: None of the above

ASK ALL WITH PAY TV ON MAIN SET (A2=1,3,5,6)

SHOW SCREEN – SINGLE CHOICE

E5. Did your household previously ever have ESPN before BT Sport was launched (August 2013)?

- 1: Yes
- 2: No
- DK – BUTTON (Don't know ONLINE)

ASK ALL WITHOUT BT SPORTS ON EITHER TV SET OF ONLINE/APP ((A2/NOT 2,4 AND (C5/NOT 11-12 OR C6/2)) OR (A2/2,4 AND C6/2))

READ OUT – SINGLE CHOICE

E6A. How likely are you to get BT Sport channels in the future?

- 1: Very likely

- 2: Quite likely
- 3: Neither likely nor unlikely
- 4: Quite unlikely
- 5: Very unlikely

DK – BUTTON (Don't know ONLINE)

ASK ALL LIKELY TO GET BT SPORT (E6A\1 OR 2)
SHOW SCREEN – SINGLE CHOICE

E6B. When do you think you are likely to get BT Sport

- 1: Within the next week
- 2: Within the next month
- 3: Within the next 3 months
- 4: Within the next 6 months
- 5: Within the next 12 months
- 6: Within the next 2 years
- 7: After 2 years

DK-BUTTON (Don't know ONLINE)

ASK ALL LIKELY TO GET BT SPORT (E6A\1 OR 2)
OPEN ENDED – SINGLE CHOICE

E6C. Why are you likely to get BT Sport in the future?

OPEN ENDED

ASK ALL LIKELY TO GET BT SPORT (E6A\1 OR 2)
SHOW SCREEN – SINGLE CHOICE

E7A. What service do you think you will get BT Sport from?

- 1: Sky
- 2: Free-Sat
- 3: Virgin Media
- 4: Freeview
- 5: BT TV
- 6: TalkTalk TV
- 7: BT Sport App / Online Player (with BT Broadband)
- 8: Other (WRITE IN)

DK-BUTTON (Don't know ONLINE)

ASK ALL WHO SPECIFIED A SERVICE (E7A/1-7)

E7B. Why would you choose that service?

OPEN ENDED

ASK ALL UNLIKELY TO GET BT SPORT (E6\4 OR 5)
UNPROMPTED – MULTICODE

E8. Why is your household unlikely to get BT Sport in the next 12 months? PROBE: Any other reasons?

INTERVIEWER: DO NOT PROMPT – CODE CLOSEST ANSWER

NOTE: ONLINE SURVEYS WILL NEED TO BE OPEN-ENDED HERE WITHOUT PROBE.
PLEASE DO NOT INCLUDE DON'T KNOW OPTION

- 1: Too expensive
 - 2: Not very interested in the sports available on BT Sport
 - 3: Sky Sports is enough for my needs
 - 4: There is enough sport available on free channels
 - 5: There is enough sport available via my pay TV package already - IF A2=1,3,5,6
 - 6: Wouldn't watch it enough
 - 7: I watch sports in the pub/club
 - 8: Can't get it in HD
 - 9: Don't want two subscriptions
 - 10: Quality of the service
 - 11: Didn't want to switch broadband provider
 - 12: Not aware of BT Sport
 - 13: Don't want to pay for TV service in general
 - 14: Not available via my current TV service
 - 15: Not interested in Sport
 - 16: Other (WRITE)
- DK – BUTTON (Don't know ONLINE)

ASK ALL WITH TV ON MAIN SET (A2=ANY 1-6)
READ OUT – SINGLE CHOICE

E9. Before today, did you know that BT Sport will have exclusive rights for showing Live UEFA Champions League football from 2015?

- 1: Yes – was aware and knew it was from 2015
 - 2: Yes – was aware but didn't know it was from 2015
 - 3: No – wasn't aware
- DK-BUTTON (Don't know ONLINE)

To finish off we would like to ask you some general questions about you and your household.....

ASK ALL

SHOW SCREEN – SINGLE CHOICE

QPOST. What is the post code for your main home address?

Please be assured that this information will only be used to ensure that we are speaking to a variety of households across the country and will not be used to contact you in any way.

Please enter your postcode in a standard format using capital letters and a space in between:

For example:

SW2 EQ OR CM23 5TP

SCRIPTERS PLEASE ENSURE THIS IS AN ACCURATE UK POSTCODE

PLEASE ADD ERROR SCREEN IF NOT.

TYPE IN

ASK ALL

SHOW SCREEN – SINGLE CHOICE

QCHIEF. Are you the Chief Income Earner, in your household? That is the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources.

- 1: Yes
- 2: No
- 3: Don't know

ASK ALL

SHOW SCREEN – SINGLE CHOICE

QSOC. Please select the occupation that best describes what the Chief Income Earner in your household does, or the group that fits best.

Please answer based on the Chief Income Earner's most recent occupation if:

- **The Chief Income Earner is retired and/or widowed and receives a private/company pension**
- **The Chief Income Earner is not in a paid employment but has been out of work for less than 6 months**

1: Higher managerial, administrative or professional

(e.g. Bishops, Established doctors, Lawyers, Solicitor, Self employed farmers with 10+ employees, Board Director in large organisation (200+ employees), Bank Branch Manager or higher, Police Superintendent, Chief Constable, top level civil servant/public service employee etc...)

2: Intermediate managerial, administrative or professional

(e.g. Vicar, Parson, Newly qualified (under 3 years) Doctors, Solicitor, Self employed farmers 2-9 employees, Board Director small organisation, Senior Managers, Bank Clerks with special responsibilities (e.g Chief Clerk), middle management executives in large organisation (200+ employees), Principle officers in local government and civil service, etc...)

3: Supervisory or clerical, junior managerial, administrative or professional

(e.g. Curate, Monk, Nun, Student Doctor and student on grants, Articled Clerk, Self employed farmers with only 1 employee, Foreman with 25+ employees, Bank Clerk, Salesperson, etc...)

4: Skilled manual workers

(e.g. Foreman with up to 24 employees, Police Constable, Agricultural Workers with special skills (Head Cowman, Chief Shepherd), Self employed unskilled manual workers with 1-4 employees, Bus Driver, Ambulance Driver, AA Patrolman, Skilled Bricklayer, Carpenter, Plumber, Painter, Electricians, Pub/bar worker, Nurses etc...)

5: Semi and unskilled manual workers

(e.g. Non-HGV drivers, All apprentices and trainees to skilled workers, Caretaker, Park keeper, Postman, Fisherman, Forestry Worker, Bus Conductor, Traffic Warden, Shop Assistant, Supermarket Shelf-Filler, Check-out Operator, etc...)

6: Student (other than student on grants)

7: Casual workers (not in permanent employment)

8: Housewife/husband

9: Retired (living on state pension)

10: Unemployed or not working due to long-term sickness (for more than 6 months)

11: Not working due to disability

12: Full time carer of other household member

13: Other (please specify)

14: Don't know

DUMMY VARIABLE

A=QSOC\1

B=QSOC\2

C1=QSOC\3,6

C2=QSOC\4

D=QSOC\5,7
E=QSOC\8-12
DON'T KNOW = QSOC\14

ASK ALL

SHOW SCREEN – SINGLE CHOICE

Qwork. And what is your personal working status?

- 1: Full-time paid work (30+ Hours per week)
- 2: Part-time paid work (8-29 hours per week)
- 3: Part-time paid work (under 8 hours per week)
- 4: Retired
- 5: Still at school
- 6: In full time higher education
- 7: unemployed (seeking work)
- 8: Not in paid employment

ASK ALL

SHOW SCREEN – MULTI CHOICE

QX. Which of the following do you ever use, if at all? Please select all that apply

- 1: In home internet access using a Wi-Fi (wireless) connection to broadband
- 2: In home internet access using a wired (Ethernet) connection to broadband
- 3: In home internet access using a mobile network e.g. using 3G\4G on a smartphone\ tablet \dongle
- 4: In home internet access using a dial-up connection to the internet i.e. you cannot make phone calls at the same time

- 5: Internet access while travelling using a Wi-Fi (wireless) network
- 6: Internet access while travelling using a mobile network using broadband e.g. 3G\4G on a smartphone\tablet\dongle
- 7: Internet access at work or place of study
- 8: Internet access in a public place (e.g. a café or library) using a Wi-Fi (wireless) network
- 9: Internet access in a public place (e.g. a café or library) using a wired (Ethernet) connection to broadband
- 10: Internet access in a public place (e.g. a café or library) using a mobile network e.g. using 3G\4G on a smartphone\ tablet \dongle

- 11: Home/personal email address
- 12: Work email address

- 13: None of these/don't access the Internet
- 14: Don't know

ASK ALL

SHOW SCREEN – SINGLE CHOICE

Qchild. Do you have any children under 16 ?

- 1:Yes
- 2:No

ASK ALL

SHOW SCREEN – (MINIMUM 1 MAXIMUM 95)

QHH.How many people are there in your household altogether, including any children and yourself ?

TYPE IN

ASK ALL WITH HOUSEHOLD LARGER THAN 1 (QHH\NOT 1)

SHOW SCREEN – (MAXIMUM=QHH-1)

QchildHH.And how many children under the age of 16 are there in the household?

TYPE IN

ASK ALL

SHOW SCREEN – SINGLE CHOICE

Q.STATUS. Which of these describes you?

- 1: Single
- 2: Married
- 3: Living as a couple
- 4: Widowed
- 5: Divorced
- 7: Separated

ASK ALL

SHOW SCREEN – SINGLE CHOICE

Q.ETH. Which of these best describes your ethnic group?

- 1: White British
- 2: White Irish
- 3: Any other white background
- 4: White & Black Caribbean
- 5: White & Black African
- 6: White & Asian
- 7: Any other mixed background
- 8: Indian
- 9: Pakistani
- 10: Bangladeshi
- 11: Any other Asian background
- 12: Caribbean
- 13: African
- 14: Any other Black background
- 15: Chinese
- 16: Any other