

NOP/281.00148/281.00151 : TV
Fieldwork dates: 9th - 14th April/8th - 13th May 2015

PAGE	TABLE	TITLE	TOTAL
1	1	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. A. Using a TV set to watch any programmes/films/clips i.e. watching any programmes/films/clips using any service (e.g. Freeview, Sky, Netflix, BBC iplayer, via a games console etc) SINGLE CODE Base : All adults 16+	110
1	2	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. B. Using other screens to watch any programmes/films/clips e.g. home computers, tablets smartphones (rather than the TV set) SINGLE CODE Base : All adults 16+	110
1	3	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. C. Watching any TV, clip, programme when in your own home (watching could be on any screen e.g. TV, home computers, tablets, smartphones) SINGLE CODE Base : All adults 16+	110
1	4	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. D. Watching any TV, clip, programme when out and about (watching could be on any screen e.g. TVs, computers, tablets, smartphones) SINGLE CODE Base : All adults 16+	110
1	5	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. E. Watching TV programmes as they are broadcast on TV (e.g. watching EastEnders when it is shown on BBC1 at 7.30pm or watching Game of Thrones at 9pm on Sky Atlantic when it is broadcast) SINGLE CODE Base : All adults 16+	110
1	6	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. F. Watching TV that you have personally recorded, i.e. after recording it onto a set-top box, or PVR SINGLE CODE Base : All adults 16+	110
1	7	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. G. Watching any 'catch-up' or on-demand TV where you watch programmes/films that have been shown on TV recently (via services like BBC iplayer, itv player, 4OD, SkyGo, Virgin Catch-up etc). SINGLE CODE Base : All adults 16+	110
1	8	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. H. Watching programmes/films through on-demand services that you pay a monthly subscription for like Netflix, Amazon Prime, Now TV etc SINGLE CODE Base : All adults 16+	110



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1	9	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. I. Paying to watch individual programmes/films e.g. films through Sky's Box Office service or 'Pay per movie' with Virgin Movies. SINGLE CODE Base : All adults 16+	110
1	10	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. J. Watching BBC, Channel 4 or Five programmes in particular (through any channel, any screen and at any time) SINGLE CODE Base : All adults 16+	110
1	11	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. K. Watching short clips e.g. like those found on Youtube, or linked on social media like Facebook. SINGLE CODE Base : All adults 16+	110
1	12	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. L. Watching series or boxsets in any way, e.g. on TV, tablets, DVDs, Netflix etc SINGLE CODE Base : All adults 16+	110
1	13	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. M. Watching films (through any service, e.g. Netflix, Now TV, DVDs on either your TV set, computers or smartphones) SINGLE CODE Base : All adults 16+	110
1	14	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. N. Watching international channels via satellite services from other countries e.g. Hotbird, Turksat, Hellas Sat), Hispasat, Canal+, Cyfra. SINGLE CODE Base : All adults 16+	110
1	15	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. O. Watching programmes/films through international online video services from other countries, e.g. RTE Player, Hulu, My TF1, nc+. SINGLE CODE Base : All adults 16+	110
1	16	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. P. Watching DVDs SINGLE CODE Base : All adults 16+	110



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1	17	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. Q. Going to the cinema to watch films SINGLE CODE Base : All adults 16+	110
1	18	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. R. Playing games on a console, computer, tablet or smartphone etc SINGLE CODE Base : All adults 16+	110
1	19	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. S. Using social media e.g. Facebook, etc SINGLE CODE Base : All adults 16+	110
1	20	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. T. Going out and socialising SINGLE CODE Base : All adults 16+	110
1	21	QA For each of the following activities I read out can you say whether you are doing this more, the same amount or less now compared to a year ago? If you have never done the activity at all, please just tell me. SINGLE CODE Base : All adults 16+	0
1	22	QA NET MULTI CODE Base : All adults 16+	110
1	23	QB You said you are watching less TV programmes when they are broadcast on TV (e.g. Watching EastEnders when it is shown on BBC1 at 7.30pm).Why are you watching less of these? What are you doing instead? MULTI CODE Base : All who watch less TV when broadcast	33
1	24	QC You said you are watching less BBC, (TEXTFILL DEPENDING ON NATION LOCATION: ITV/STV/UTV), Channel 4 or Five programmes in particular? Why are you watching less of these? What are you doing instead? MULTI CODE Base : All who watch less TV when broadcast	27
1	25	QD Which, if any, of these activities are your children doing more now compared to a year ago? MULTI CODE Base : All parents of children aged under 15	44
1	26	QE. In the next 12 months, do you expect to be doing more, the same amount or less now compared to a year ago of the following? A. Watching BBC, Channel 4 or Five programmes in particular (through any channel, any screen and at any time) SINGLE CODE Base : All adults 16+	110



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PAGE	TABLE	TITLE	TOTAL
1	27	QE. In the next 12 months, do you expect to be doing more, the same amount or less now compared to a year ago of the following? B. Using a TV set to watch any programmes/films/clips i.e. watching any programmes/films/clips using any service (e.g. Freeview, Sky, Netflix, BBC iplayer, via a games console etc) SINGLE CODE Base : All adults 16+	110
1	28	QE. In the next 12 months, do you expect to be doing more, the same amount or less now compared to a year ago of the following? C. Using other screens to watch any programmes/films/clips, e.g. home computers, tablets, smartphones (rather than the TV set) SINGLE CODE Base : All adults 16+	110
1	29	QE. In the next 12 months, do you expect to be doing more, the same amount or less now compared to a year ago of the following? D. Watching TV programmes as they are broadcast on TV (e.g. watching EastEnders when it is shown on BBC1 at 7.30pm or watching Game of Thrones at 9pm on Sky Atlantic when it is broadcast) SINGLE CODE Base : All adults 16+	110
1	30	QE. In the next 12 months, do you expect to be doing more, the same amount or less now compared to a year ago of the following? E. Watching TV that you have personally recorded, i.e. after recording it onto the set-top box, or PVR SINGLE CODE Base : All adults 16+	110
1	31	QE. In the next 12 months, do you expect to be doing more, the same amount or less now compared to a year ago of the following? F. Watching any 'catch-up' or on-demand TV where you watch programmes/films that have been shown on TV recently (via services like BBC iplayer, itv player, 4OD, SkyGo, Virgin Catch-up etc) SINGLE CODE Base : All adults 16+	110
1	32	QE. In the next 12 months, do you expect to be doing more, the same amount or less now compared to a year ago of the following? G. Watching programmes/films through on-demand services that you pay a monthly subscription for like Netflix, Amazon Prime, Now TV etc. SINGLE CODE Base : All adults 16+	110
1	33	QE. In the next 12 months, do you expect to be doing more, the same amount or less now compared to a year ago of the following? SINGLE CODE Base : All adults 16+	0
1	34	QE NET MULTI CODE Base : All adults 16+	110
1	35	QF Through which of the following services does your household receive TV on the main set, if any? If you use more than one company, please just tell me about the one which you use most often. SINGLE CODE Base : All adults 16+	110
1	36	QG Have you, or anyone in your household paid to use any of the following online subscription services in the past 12 months? MULTI CODE Base : All adults 16+	110



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PAGE	TABLE	TITLE	TOTAL
1	37	QH Netflix-Which of these do you or your household watch through ... Netflix MULTI CODE Base : All who have subscription to services	25
1	38	QH Amazon Prime-Which of these do you or your household watch through ... Amazon Prime MULTI CODE Base : All who have subscription to services	3
1	39	QH NOW TV-Which of these do you or your household watch through ... NOW TV MULTI CODE Base : All who have subscription to services	6
1	42	QH. Which, if any, of these types of programmes do you or your household watch through ... MULTI CODE Base : All who have subscription to services	0
1	43	QH. COMBINED Which, if any, of these types of programmes do you or your household watch through ... Any MULTI CODE Base : All who have subscription to services	29
1	44	QL. Is there a landline phone in your home that can be used to make and receive calls? Not a mobile phone or internet voice service. IF YES, ASK: Can this phone be used to make and receive calls? SINGLE CODE Base : All adults 16+	110
1	45	QJ. How many mobile phones in total do you and members of your household use? SINGLE CODE Base : All adults 16+	110
1	46	QK. Do you or does anyone in your household have access to the Internet/ Worldwide Web at HOME (via any device, e.g. PC, mobile phone etc)? IF YES, ASK: And do you personally use the Internet at home? SINGLE CODE Base : All adults 16+	110
1	47	QL. Which of these methods does your household use to connect to the internet at home? Just read out the letter or letters that apply. MULTI CODE Base : All who BB at home	82
1	48	QM. Is your broadband standard speed or 'superfast'? By 'superfast' we mean download speeds of more than 24 Mbps? SINGLE CODE Base : All who have fixed BB at home	76
1	49	QN. Which, if any, of these do you have? MULTI CODE Base : All who have fixed BB at home	110



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1	50	QO. Do you have any long standing physical or mental impairments, illnesses, or disabilities? By 'long standing' I mean anything that has troubled you over a period of at least 12 months or that it is likely to affect you over a period of at least 12 months. SINGLE CODE Base : All adults 16+	110



UK surveys of adults and children - for more information visit our website www.gfknop.com



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QA FOR EACH OF THE FOLLOWING ACTIVITIES I READ OUT CAN YOU SAY WHETHER YOU ARE DOING THIS MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO? IF YOU HAVE NEVER DONE THE ACTIVITY AT ALL, PLEASE JUST TELL ME.

A. USING A TV SET TO WATCH ANY PROGRAMMES/FILMS/CLIPS I.E. WATCHING ANY PROGRAMMES/FILMS/CLIPS USING ANY SERVICE (E.G. FREEVIEW, SKY, NETFLIX, BBC IPLAYER, VIA A GAMES CONSOLE ETC)

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	6 10% 100%	6	10%
SAME	20 37% 100%	20	37%
LESS	11 20% 100%	11	20%
NEVER DONE THIS	18 33% 100%	18	33%
MORE/SAME/LESS	37 67% 100%	37	67%



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B. USING OTHER SCREENS TO WATCH ANY PROGRAMMES/FILMS/CLIPS E.G. HOME COMPUTERS, TABLETS
SMARTPHONES (RATHER THAN THE TV SET)

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	16 29% 100%	16	29%
SAME	11 19% 100%	11	19%
LESS	3 6% 100%	3	6%
NEVER DONE THIS	25 45% 100%	25	45%
MORE/SAME/LESS	30 55% 100%	30	55%



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C. WATCHING ANY TV, CLIP, PROGRAMME WHEN IN YOUR OWN HOME (WATCHING COULD BE ON ANY SCREEN E.G. TV, HOME COMPUTERS, TABLETS, SMARTPHONES)

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	8 15% 100%	8	15%
SAME	38 70% 100%	38	70%
LESS	7 13% 100%	7	13%
NEVER DONE THIS	1 2% 100%	1	2%
MORE/SAME/LESS	53 98% 100%	53	98%



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D. WATCHING ANY TV, CLIP, PROGRAMME WHEN OUT AND ABOUT (WATCHING COULD BE ON ANY SCREEN E.G. TVS, COMPUTERS, TABLETS, SMARTPHONES)

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	5 9% 100%	5	9%
SAME	8 15% 100%	8	15%
LESS	1 2% 100%	1	2%
NEVER DONE THIS	40 74% 100%	40	74%
MORE/SAME/LESS	14 26% 100%	14	26%



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E. WATCHING TV PROGRAMMES AS THEY ARE BROADCAST ON TV (E.G. WATCHING EASTENDERS WHEN IT IS SHOWN ON BBC1 AT 7.30PM OR WATCHING GAME OF THRONES AT 9PM ON SKY ATLANTIC WHEN IT IS BROADCAST)

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	4 8% 100%	4	8%
SAME	28 52% 100%	28	52%
LESS	18 33% 100%	18	33%
NEVER DONE THIS	4 7% 100%	4	7%
MORE/SAME/LESS	50 93% 100%	50	93%



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F. WATCHING TV THAT YOU HAVE PERSONALLY RECORDED , I.E. AFTER RECORDING IT ONTO A SET-TOP BOX, OR PVR

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	20 37% 100%	20	37%
SAME	14 26% 100%	14	26%
LESS	3 5% 100%	3	5%
NEVER DONE THIS	17 32% 100%	17	32%
MORE/SAME/LESS	37 68% 100%	37	68%



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G. WATCHING ANY 'CATCH-UP' OR ON-DEMAND TV WHERE YOU WATCH PROGRAMMES/FILMS THAT HAVE BEEN SHOWN ON TV RECENTLY (VIA SERVICES LIKE BBC IPLAYER, ITV PLAYER, 4OD, SKYGO, VIRGIN CATCH-UP ETC).

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	23 42% 100%	23	42%
SAME	5 9% 100%	5	9%
LESS	2 3% 100%	2	3%
NEVER DONE THIS	25 46% 100%	25	46%
MORE/SAME/LESS	30 54% 100%	30	54%



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H. WATCHING PROGRAMMES/FILMS THROUGH ON-DEMAND SERVICES THAT YOU PAY A MONTHLY SUBSCRIPTION FOR LIKE NETFLIX, AMAZON PRIME, NOW TV ETC

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	13 24% 100%	13	24%
SAME	3 5% 100%	3	5%
LESS	1 2% 100%	1	2%
NEVER DONE THIS	37 69% 100%	37	69%
MORE/SAME/LESS	17 31% 100%	17	31%



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I. PAYING TO WATCH INDIVIDUAL PROGRAMMES/FILMS E.G. FILMS THROUGH SKY'S BOX OFFICE SERVICE OR 'PAY PER MOVIE' WITH VIRGIN MOVIES.

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	5 10% 100%	5	10%
SAME	2 4% 100%	2	4%
LESS	3 6% 100%	3	6%
NEVER DONE THIS	44 81% 100%	44	81%
MORE/SAME/LESS	10 19% 100%	10	19%



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J. WATCHING BBC, CHANNEL 4 OR FIVE PROGRAMMES IN PARTICULAR (THROUGH ANY CHANNEL, ANY SCREEN AND AT ANY TIME)

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	3 6% 100%	3	6%
SAME	29 54% 100%	29	54%
LESS	19 34% 100%	19	34%
NEVER DONE THIS	3 6% 100%	3	6%
MORE/SAME/LESS	51 94% 100%	51	94%



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 K. WATCHING SHORT CLIPS E.G. LIKE THOSE FOUND ON YOUTUBE, OR LINKED ON SOCIAL MEDIA LIKE FACEBOOK.

SINGLE CODE

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	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	21 39% 100%	21	39%
SAME	13 23% 100%	13	23%
LESS	1 1% 100%	1	1%
NEVER DONE THIS	20 37% 100%	20	37%
MORE/SAME/LESS	34 63% 100%	34	63%



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 L. WATCHING SERIES OR BOXSETS IN ANY WAY, E.G. ON TV, TABLETS, DVDS, NETFLIX ETC

SINGLE CODE

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	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	12 23% 100%	12	23%
SAME	8 15% 100%	8	15%
LESS	2 3% 100%	2	3%
NEVER DONE THIS	32 59% 100%	32	59%
MORE/SAME/LESS	22 41% 100%	22	41%



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 M. WATCHING FILMS (THOUGH ANY SERVICE, E.G. NETFLIX, NOW TV, DVDS ON EITHER YOUR TV SET, COMPUTERS OR SMARTPHONES)

SINGLE CODE

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		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	12 22% 100%	12	22%
SAME	19 35% 100%	19	35%
LESS	6 10% 100%	6	10%
NEVER DONE THIS	18 33% 100%	18	33%
MORE/SAME/LESS	37 67% 100%	37	67%



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N. WATCHING INTERNATIONAL CHANNELS VIA SATELLITE SERVICES FROM OTHER COUNTRIES E.G. HOTBIRD, TURKSAT, HELLAS SAT), HISPASAT, CANAL+, CYFRA.

SINGLE CODE

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	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	2 4% 100%	2	4%
SAME	3 5% 100%	3	5%
LESS	· 100%	·	·
NEVER DONE THIS	49 90% 100%	49	90%
MORE/SAME/LESS	5 10% 100%	5	10%



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 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QA FOR EACH OF THE FOLLOWING ACTIVITIES I READ OUT CAN YOU SAY WHETHER YOU ARE DOING THIS MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO? IF YOU HAVE NEVER DONE THE ACTIVITY AT ALL, PLEASE JUST TELL ME.
 O. WATCHING PROGRAMMES/FILMS THROUGH INTERNATIONAL ONLINE VIDEO SERVICES FROM OTHER COUNTRIES, E.G. RTE PLAYER, HULU, MY TF1, NC+.

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
SAME	2 4% 100%	2	4%
NEVER DONE THIS	52 96% 100%	52	96%
MORE/SAME/LESS	2 4% 100%	2	4%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QA FOR EACH OF THE FOLLOWING ACTIVITIES I READ OUT CAN YOU SAY WHETHER YOU ARE DOING THIS MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO? IF YOU HAVE NEVER DONE THE ACTIVITY AT ALL, PLEASE JUST TELL ME.
 P. WATCHING DVDS

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	2 4% 100%	2	4%
SAME	18 34% 100%	18	34%
LESS	19 35% 100%	19	35%
NEVER DONE THIS	15 27% 100%	15	27%
MORE/SAME/LESS	40 73% 100%	40	73%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QA FOR EACH OF THE FOLLOWING ACTIVITIES I READ OUT CAN YOU SAY WHETHER YOU ARE DOING THIS MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO? IF YOU HAVE NEVER DONE THE ACTIVITY AT ALL, PLEASE JUST TELL ME.
 Q. GOING TO THE CINEMA TO WATCH FILMS

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	11 20% 100%	11	20%
SAME	13 23% 100%	13	23%
LESS	19 36% 100%	19	36%
NEVER DONE THIS	12 21% 100%	12	21%
MORE/SAME/LESS	43 79% 100%	43	79%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QA FOR EACH OF THE FOLLOWING ACTIVITIES I READ OUT CAN YOU SAY WHETHER YOU ARE DOING THIS MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO? IF YOU HAVE NEVER DONE THE ACTIVITY AT ALL, PLEASE JUST TELL ME.
 R. PLAYING GAMES ON A CONSOLE, COMPUTER, TABLET OR SMARTPHONE ETC

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	7 13% 100%	7	13%
SAME	9 17% 100%	9	17%
LESS	4 7% 100%	4	7%
NEVER DONE THIS	34 62% 100%	34	62%
MORE/SAME/LESS	21 38% 100%	21	38%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QA FOR EACH OF THE FOLLOWING ACTIVITIES I READ OUT CAN YOU SAY WHETHER YOU ARE DOING THIS MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO? IF YOU HAVE NEVER DONE THE ACTIVITY AT ALL, PLEASE JUST TELL ME.
 S. USING SOCIAL MEDIA E.G. FACEBOOK, ETC

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	19 36% 100%	19	36%
SAME	19 35% 100%	19	35%
LESS	1 3% 100%	1	3%
NEVER DONE THIS	14 27% 100%	14	27%
MORE/SAME/LESS	40 73% 100%	40	73%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QA FOR EACH OF THE FOLLOWING ACTIVITIES I READ OUT CAN YOU SAY WHETHER YOU ARE DOING THIS MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO? IF YOU HAVE NEVER DONE THE ACTIVITY AT ALL, PLEASE JUST TELL ME.
 T. GOING OUT AND SOCIALISING

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	9 17% 100%	9	17%
SAME	31 57% 100%	31	57%
LESS	12 23% 100%	12	23%
NEVER DONE THIS	2 4% 100%	2	4%
MORE/SAME/LESS	52 96% 100%	52	96%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QA FOR EACH OF THE FOLLOWING ACTIVITIES I READ OUT CAN YOU SAY WHETHER YOU ARE DOING THIS MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO? IF YOU HAVE NEVER DONE THE ACTIVITY AT ALL, PLEASE JUST TELL ME.

SINGLE CODE

BASE : ALL ADULTS 16+

	STATEMENTS									
	A. USING A TV SET TO WATCH ANY PROGRAMMES /FILMS / CLIPS I.E. WATCHING ANY PROGRAMMES /FILMS / CLIPS USING ANY SERVICE	B. USING OTHER SCREENS TO WATCH ANY PROGRAMMES /FILMS / CLIPS E.G. HOME COMPUTERS, TABLETS, SMARTPHONES	C. WATCHING ANY TV, CLIP, PROGRAMME WHEN IN YOUR OWN HOME	D. WATCHING ANY TV, CLIP, PROGRAMME WHEN OUT AND ABOUT	E. WATCHING TV PROGRAMMES AS THEY ARE BROADCAST ON TV	F. WATCHING TV THAT YOU HAVE PERSONALLY RECORDED , I.E. AFTER RECORDING IT ONTO A SET-TOP BOX, OR PVR	G. WATCHING ANY 'CATCH-UP' OR ON-DEMAND TV WHERE YOU WATCH PROGRAMMES /FILMS THAT HAVE BEEN SHOWN ON TV RECENTLY	H. WATCHING PROGRAMMES /FILMS THROUGH ON-DEMAND SERVICES THAT YOU PAY A MONTHLY SUBSCRIPTION FOR LIKE NETFLIX, AMAZON PRIME, NOW TV ETC	I. PAYING TO WATCH INDIVIDUAL PROGRAMMES /FILMS E.G. FILMS THROUGH SKY'S BOX OFFICE SERVICE OR 'PAY PER MOVIE' WITH VIRGIN MOVIES	J. WATCHING BBC, CHANNEL 4 OR FIVE PROGRAMMES IN PARTICULAR
UNWEIGHTED TOTAL	110	110	110	110	110	110	110	110	110	110
WEIGHTED TOTAL	54	54	54	54	54	54	54	54	54	54
MORE	6 10%	16 29%	8 15%	5 9%	4 8%	20 37%	23 42%	13 24%	5 10%	3 6%
SAME	20 37%	11 19%	38 70%	8 15%	28 52%	14 26%	5 9%	3 5%	2 4%	29 54%
LESS	11 20%	3 6%	7 13%	1 2%	18 33%	3 5%	2 3%	1 2%	3 6%	19 34%
NEVER DONE THIS	18 33%	25 45%	1 2%	40 74%	4 7%	17 32%	25 46%	37 69%	44 81%	3 6%
MORE/SAME/LESS	37 67%	30 55%	53 98%	14 26%	50 93%	37 68%	30 54%	17 31%	10 19%	51 94%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QA FOR EACH OF THE FOLLOWING ACTIVITIES I READ OUT CAN YOU SAY WHETHER YOU ARE DOING THIS MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO? IF YOU HAVE NEVER DONE THE ACTIVITY AT ALL, PLEASE JUST TELL ME.

SINGLE CODE

BASE : ALL ADULTS 16+

	STATEMENTS									
	K. WATCHING SHORT CLIPS E.G. LIKE THOSE FOUND ON YOUTUBE, OR LINKED ON SOCIAL MEDIA LIKE FACEBOOK.	L. WATCHING SERIES OR BOXSETS IN ANY WAY, E.G. ON TV, TABLETS, DVDS, NETFLIX ETC	M. WATCHING FILMS (THOUGH ANY SERVICE, E.G. NETFLIX, NOW TV, DVDS ON EITHER YOUR TV SET, COMPUTERS OR SMARTPHONES)	N. WATCHING INTERNATIONAL CHANNELS VIA SATELLITE SERVICES FROM OTHER COUNTRIES E.G. HOTBIRD, TURKSAT, HELLAS SAT, HISPASAT, CANAL+, CYFRA	O. WATCHING PROGRAMMES /FILMS THROUGH INTERNATIONAL ONLINE VIDEO SERVICES FROM OTHER COUNTRIES, E.G. RTE PLAYER, HULU, MY TF1, NC+	P. WATCHING DVDS	Q. GOING TO THE CINEMA TO WATCH FILMS	R. PLAYING GAMES ON A CONSOLE, COMPUTER, TABLET OR SMARTPHONE ETC	S. USING SOCIAL MEDIA E.G. FACEBOOK, ETC ETC	T. GOING OUT AND SOCIALISING
UNWEIGHTED TOTAL	110	110	110	110	110	110	110	110	110	110
WEIGHTED TOTAL	54	54	54	54	54	54	54	54	54	54
MORE	21 39%	12 23%	12 22%	2 4%	-	2 4%	11 20%	7 13%	19 36%	9 17%
SAME	13 23%	8 15%	19 35%	3 5%	2 4%	18 34%	13 23%	9 17%	19 35%	31 57%
LESS	1 1%	2 3%	6 10%	*	-	19 35%	19 36%	4 7%	1 3%	12 23%
NEVER DONE THIS	20 37%	32 59%	18 33%	49 90%	52 96%	15 27%	12 21%	34 62%	14 27%	2 4%
MORE/SAME/LESS	34 63%	22 41%	37 67%	5 10%	2 4%	40 73%	43 79%	21 38%	40 73%	52 96%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QA NET

MULTI CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
ANY MENTION OF 'MORE' FOR STATEMENTS B (OTHER SCREENS), D (OUT AND ABOUT)	19 34% 100%	19	34%
ANY MENTION OF 'MORE' FOR STATEMENTS F (RECORDED), G (CATCH- UP), H (SUBSCRIPTION OTT), I (PAY-PER- VIEW)	29 53% 100%	29	53%
ANY MENTION OF 'MORE' FOR STATEMENTS N (INTERNATIONAL SATELITE), O (INTERNATIONAL ONLINE)	2 4% 100%	2	4%
ANY MENTION OF 'LESS' FOR STATEMENTS A (TV SET), E (AS BROADCAST), G (IN HOME)	21 38% 100%	21	38%
NOT MENTIONING ANY OF THE ABOVE	16 29% 100%	16	29%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QE. IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BE DOING MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO OF THE FOLLOWING?
 A. WATCHING BBC, CHANNEL 4 OR FIVE PROGRAMMES IN PARTICULAR (THROUGH ANY CHANNEL, ANY SCREEN AND AT ANY TIME)

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	3 6% 100%	3	6%
SAME	36 67% 100%	36	67%
LESS	10 18% 100%	10	18%
NEVER DONE THIS	4 8% 100%	4	8%
DON'T KNOW	* 100%	*	*
MORE/SAME/LESS	50 91% 100%	50	91%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QE. IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BE DOING MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO OF THE FOLLOWING?
B. USING A TV SET TO WATCH ANY PROGRAMMES/FILMS/CLIPS I.E. WATCHING ANY PROGRAMMES/FILMS/CLIPS USING ANY SERVICE
(E.G. FREEVIEW, SKY, NETFLIX, BBC IPLAYER, VIA A GAMES CONSOLE ETC)

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	4 8% 100%	4	8%
SAME	27 50% 100%	27	50%
LESS	4 7% 100%	4	7%
NEVER DONE THIS	19 35% 100%	19	35%
MORE/SAME/LESS	35 65% 100%	35	65%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QE. IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BE DOING MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO OF THE FOLLOWING?
 C. USING OTHER SCREENS TO WATCH ANY PROGRAMMES/FILMS/CLIPS, E.G. HOME COMPUTERS, TABLETS, SMARTPHONES
 (RATHER THAN THE TV SET)

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	9 16% 100%	9	16%
SAME	19 34% 100%	19	34%
LESS	3 6% 100%	3	6%
NEVER DONE THIS	24 44% 100%	24	44%
MORE/SAME/LESS	31 56% 100%	31	56%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QE. IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BE DOING MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO OF THE FOLLOWING?
 D. WATCHING TV PROGRAMMES AS THEY ARE BROADCAST ON TV (E.G. WATCHING EASTENDERS WHEN IT IS SHOWN
 ON BBC1 AT 7.30PM OR WATCHING GAME OF THRONES AT 9PM ON SKY ATLANTIC WHEN IT IS BROADCAST)

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	3 5% 100%	3	5%
SAME	31 58% 100%	31	58%
LESS	16 30% 100%	16	30%
NEVER DONE THIS	3 6% 100%	3	6%
DON'T KNOW	1 1% 100%	1	1%
MORE/SAME/LESS	51 93% 100%	51	93%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

**QE. IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BE DOING MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO OF THE FOLLOWING?
 E. WATCHING TV THAT YOU HAVE PERSONALLY RECORDED , I.E. AFTER RECORDING IT ONTO THE SET-TOP BOX, OR PVR**

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	11 21% 100%	11	21%
SAME	22 41% 100%	22	41%
LESS	2 4% 100%	2	4%
NEVER DONE THIS	18 33% 100%	18	33%
DON'T KNOW	1 1% 100%	1	1%
MORE/SAME/LESS	36 66% 100%	36	66%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QE. IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BE DOING MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO OF THE FOLLOWING?
 F. WATCHING ANY 'CATCH-UP' OR ON-DEMAND TV WHERE YOU WATCH PROGRAMMES/FILMS THAT HAVE BEEN SHOWN ON TV RECENTLY
 (VIA SERVICES LIKE BBC IPLAYER, ITV PLAYER, 4OD, SKYGO, VIRGIN CATCH-UP ETC)

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	13 25% 100%	13	25%
SAME	13 23% 100%	13	23%
LESS	1 2% 100%	1	2%
NEVER DONE THIS	26 49% 100%	26	49%
DON'T KNOW	1 1% 100%	1	1%
MORE/SAME/LESS	27 50% 100%	27	50%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

**QE. IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BE DOING MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO OF THE FOLLOWING?
 G. WATCHING PROGRAMMES/FILMS THROUGH ON-DEMAND SERVICES THAT YOU PAY A MONTHLY SUBSCRIPTION FOR
 LIKE NETFLIX, AMAZON PRIME, NOW TV ETC.**

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
MORE	6 11% 100%	6	11%
SAME	10 19% 100%	10	19%
LESS	1 2% 100%	1	2%
NEVER DONE THIS	37 68% 100%	37	68%
DON'T KNOW	· · 100%	·	·
MORE/SAME/LESS	17 32% 100%	17	32%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

**QE. IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BE DOING MORE, THE SAME AMOUNT OR LESS NOW COMPARED TO A YEAR AGO OF THE FOLLOWING?
 SINGLE CODE**

BASE : ALL ADULTS 16+

	STATEMENTS						
	A. WATCHING BBC, CHANNEL 4 OR FIVE PROGRAMMES IN PARTICULAR	B. USING A TV SET TO WATCH ANY PROGRAMMES/ FILMS/CLIPS I.E. WATCHING ANY PROGRAMMES/ FILMS/CLIPS USING ANY SERVICE	C. USING OTHER SCREENS TO WATCH ANY PROGRAMMES/ FILMS/ CLIPS, E.G. HOME COMPUTERS, TABLETS, SMARTPHONES	D. WATCHING TV PROGRAMMES AS THEY ARE BROADCAST ON TV	E. WATCHING TV THAT YOU HAVE PERSONALLY RECORDED , I.E. AFTER RECORDING IT ONTO THE SET-TOP BOX, OR PVR	F. WATCHING ANY 'CATCH- UP' OR ON- DEMAND TV WHERE YOU WATCH PROGRAMMES/ FILMS THAT HAVE BEEN SHOWN ON TV RECENTLY	G. WATCHING PROGRAMMES/ FILMS THROUGH ON- DEMAND SERVICES THAT YOU PAY A MONTHLY SUBSCRIPTIO N FOR LIKE NETFLIX, AMAZON PRIME, NOW TV ETC.
UNWEIGHTED TOTAL	110	110	110	110	110	110	110
WEIGHTED TOTAL	54	54	54	54	54	54	54
MORE	3 6%	4 8%	9 16%	3 5%	11 21%	13 25%	6 11%
SAME	36 67%	27 50%	19 34%	31 58%	22 41%	13 23%	10 19%
LESS	10 18%	4 7%	3 6%	16 30%	2 4%	1 2%	1 2%
NEVER DONE THIS	4 8%	19 35%	24 44%	3 6%	18 33%	26 49%	37 68%
DON'T KNOW	*	-	-	1 1%	1 1%	1 1%	*
MORE/SAME/LESS	50 91%	35 65%	31 56%	51 93%	36 66%	27 50%	17 32%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QE NET

MULTI CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 <i>100%</i>	110	110
WEIGHTED TOTAL	54 <i>100%</i>	54	54
ANY MENTION OF 'MORE' FOR STATEMENTS E (RECORDED), F (CATCH- UP), G (SUBSCRIPTION OTT)	17 <i>31%</i> <i>100%</i>	17	31%
NOT MENTIONING THE ABOVE	38 <i>69%</i> <i>100%</i>	38	69%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QF THROUGH WHICH OF THE FOLLOWING SERVICES DOES YOUR HOUSEHOLD RECEIVE TV ON THE MAIN SET, IF ANY?
IF YOU USE MORE THAN ONE COMPANY, PLEASE JUST TELL ME ABOUT THE ONE WHICH YOU USE MOST OFTEN.

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
SKY	32 58% 100%	32	58%
VIRGIN MEDIA	1 1% 100%	1	1%
BT TV/BT VISION	1 2% 100%	1	2%
TALKTALK TV	1 1% 100%	1	1%
FREEVIEW	14 25% 100%	14	25%
FREE-SAT	6 10% 100%	6	10%
OTHER	1 1% 100%	1	1%
DON'T HAVE A TV SET	1 1% 100%	1	1%
ANY PAY TV	34 62% 100%	34	62%
FREE TV ONLY	19 36% 100%	19	36%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QG HAVE YOU, OR ANYONE IN YOUR HOUSEHOLD PAID TO USE ANY OF THE FOLLOWING
 ONLINE SUBSCRIPTION SERVICES IN THE PAST 12 MONTHS?

MULTI CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
NETFLIX	15 28% 100%	15	28%
AMAZON PRIME	3 5% 100%	3	5%
NOW TV	3 5% 100%	3	5%
NONE OF THESE	37 69% 100%	37	69%
ANY MENTIONS	17 31% 100%	17	31%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

Q1. IS THERE A LANDLINE PHONE IN YOUR HOME THAT CAN BE USED TO MAKE AND RECEIVE CALLS?
 NOT A MOBILE PHONE OR INTERNET VOICE SERVICE. IF YES, ASK: CAN THIS PHONE BE USED TO
 MAKE AND RECEIVE CALLS?

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
CAN USE TO MAKE AND RECEIVE CALLS	47 87% 100%	47	87%
NO, DO NOT HAVE LANDLINE PHONE	7 13% 100%	7	13%
HAVE WORKING LANDLINE	47 87% 100%	47	87%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QJ. HOW MANY MOBILE PHONES IN TOTAL DO YOU AND MEMBERS OF YOUR HOUSEHOLD USE?

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
ONE	10 18% 100%	10	18%
TWO	23 43% 100%	23	43%
THREE	14 26% 100%	14	26%
FOUR OR MORE	5 10% 100%	5	10%
NONE	2 3% 100%	2	3%
HAVE ANY MOBILE PHONES	53 97% 100%	53	97%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QK. DO YOU OR DOES ANYONE IN YOUR HOUSEHOLD HAVE ACCESS TO THE INTERNET/ WORLDWIDE WEB AT HOME
 (VIA ANY DEVICE, E.G. PC, MOBILE PHONE ETC)? IF YES, ASK: AND DO YOU PERSONALLY USE THE INTERNET AT HOME?

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
YES - HAVE ACCESS AND USE AT HOME	46 84% 100%	46	84%
NO DO NOT HAVE ACCESS AT HOME	9 16% 100%	9	16%
HAVE ANY BB	46 84% 100%	46	84%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QL. WHICH OF THESE METHODS DOES YOUR HOUSEHOLD USE TO CONNECT TO THE INTERNET AT HOME?
JUST READ OUT THE LETTER OR LETTERS THAT APPLY.

MULTI CODE

BASE : ALL WHO BB AT HOME

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	82 100%	82	82
WEIGHTED TOTAL	46 100%	46	46
B - FIXED BROADBAND ADSL THROUGH A PHONE LINE OR CABLE SERVICE - PERHAPS USING A WI-FI ROUTER. THIS WOULD INCLUDE SUPERFAST BROADBAND SERVICES	42 93% 100%	42	93%
C - MOBILE BROADBAND FROM A MOBILE NETWORK - CONNECTING VIA A USB STICK OR DONGLE, OR BUILT IN CONNECTIVITY IN A LAPTOP OR NETBOOK OR TABLET COMPUTER WITH A SIM CARD	2 5% 100%	2	5%
D - ACCESS TO THE INTERNET USING A MOBILE PHONE OR SMARTPHONE - THROUGH A WI-FI NETWORK OR YOUR PHONE'S MOBILE NETWORK	16 35% 100%	16	35%
E - ACCESSING THE INTERNET ON A DEVICE SUCH AS A LAPTOP OR TABLET USING YOUR MOBILE PHONE'S INTERNET CONNECTION - KNOWN AS TETHERING	12 25% 100%	12	25%
F - ACCESSING THE INTERNET THROUGH A MIFI MOBILE BROADBAND WIRELESS ROUTER - WHICH TAPS INTO A 3G OR 4G MOBILE NETWORK AND CAN BE SHARED BETWEEN DEVICES WITHIN RANGE OF THE SIGNAL	10 23% 100%	10	23%



**NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015**

**QL. WHICH OF THESE METHODS DOES YOUR HOUSEHOLD USE TO CONNECT TO THE INTERNET AT HOME?
JUST READ OUT THE LETTER OR LETTERS THAT APPLY.**

MULTI CODE

BASE : ALL WHO BB AT HOME

	TOTAL	TITLE	
		COUNT	%
WEIGHTED TOTAL	46 100%	46	46
DON'T KNOW	* 1% 100%	*	1%
HAVE ANY FIXED BB	42 93% 100%	42	93%
HAVE ANY MOBILE BB	17 38% 100%	17	38%
HAVE FIXED AND MOBILE BB	15 32% 100%	15	32%
HAVE ONLY FIXED BB	28 61% 100%	28	61%
HAVE ONLY MOBILE BB	3 6% 100%	3	6%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QM. IS YOUR BROADBAND STANDARD SPEED OR 'SUPERFAST'? BY 'SUPERFAST' WE MEAN DOWNLOAD SPEEDS OF MORE THAN 24 MBPS?

SINGLE CODE

BASE : ALL WHO HAVE FIXED BB AT HOME

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	76 100%	76	76
WEIGHTED TOTAL	42 100%	42	42
STANDARD	22 52% 100%	22	52%
SUPERFAST	18 43% 100%	18	43%
DON'T KNOW	2 5% 100%	2	5%



NOP/281.00148/281.00151 : TV
FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

QN. WHICH, IF ANY, OF THESE DO YOU HAVE?

MULTI CODE

BASE : ALL WHO HAVE FIXED BB AT HOME

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
DESKTOP COMPUTER/LAPTOP	37 68% 100%	37	68%
TABLET	37 69% 100%	37	69%
SMARTPHONE	38 70% 100%	38	70%
GAMES CONSOLE	26 47% 100%	26	47%
SMART TV	17 31% 100%	17	31%
NONE OF THESE	8 15% 100%	8	15%



NOP/281.00148/281.00151 : TV
 FIELDWORK DATES: 9TH - 14TH APRIL/8TH - 13TH MAY 2015

Q0. DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENTS, ILLNESSES, OR DISABILITIES?
 BY 'LONG STANDING' I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS
 OR THAT IT IS LIKELY TO AFFECT YOU OVER A PERIOD OF AT LEAST 12 MONTHS.

SINGLE CODE

BASE : ALL ADULTS 16+

	TOTAL	TITLE	
		COUNT	%
UNWEIGHTED TOTAL	110 100%	110	110
WEIGHTED TOTAL	54 100%	54	54
YES	8 15% 100%	8	15%
NO	45 83% 100%	45	83%
PREFER NOT TO SAY	1 2% 100%	1	2%

