

# Beyond Broadcast Consumer Research Technical Specification

## 1. Background

This document contains information relating to Ofcom's consumer research called 'Beyond Broadcast'.

The research asked the UK population whether they were carrying out a range of AV related activities more, the same or less than they were a year ago (they could also say they had never carried out an activity).

The research identified respondents' own views on changes in their own viewing and related behaviours, but it should be noted that the data is self-reported and a retrospective view. It doesn't indicate the magnitude of change.

## 2. Methodology

The research was carried out in April 2015 by Gfk NOP

- Questions were asked as part of a face-to-face (Random Location) omnibus survey
- The Random Location Omnibus employs a sample of individuals controlled by quotas within randomly selected sample points.
- Quotas were set for age and sex within working status. Interviews conducted at 170 sampling points by fully trained and supervised market research interviewers

The survey sampled 1878 respondents aged 16+ across the UK as part of the main study with a boost amongst respondents in Northern Ireland to allow for analysis amongst respondents in this region.

Two sets of tables have been published:

- Overall UK data, including data for sub groups (other than Northern Ireland)
- Northern Ireland data

### 3. Questionnaire

TV (V2 – 1.4.15)

All adults aged 16+ (2000 sample)

**INTRODUCTION** I'm now going to ask you some questions about watching TV and other related activities.

**ASK ALL**

Q.A **SHOWCARD TV1** 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. **INTERVIEWER: READ OUT EACH STATEMENT INDIVIDUALLY. SINGLE CODE FOR EACH STATEMENT**

	More	Same	Less	Never done this	Don't know
A. <b>Using a TV set</b> 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).....	.01	..... 02	..... 03	..... 04	..... 05
B. Using <b>other screens</b> to watch any programmes/films/clips e.g. home computers, tablets, smartphones (rather than the TV set).....	.01	..... 02	..... 03	..... 04	..... 05
C. Watching any TV, clip, programme when <b>in your own home</b> (watching could be on any screen e.g. TV, home computers, tablets, smartphones).....	.01	..... 02	..... 03	..... 04	..... 05
D. Watching any TV, clip, programme when <b>out and about</b> (watching could be on any screen e.g. TVs, computers, tablets, smartphones).....	.01	..... 02	..... 03	..... 04	..... 05
E. Watching TV programmes <b>as they are broadcast</b> 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).....	.01	..... 02	..... 03	..... 04	..... 05
F. Watching TV that you have <b>personally recorded</b> , i.e. after recording it onto a set-top box, or PVR.....	.01	..... 02	..... 03	..... 04	..... 05
G. Watching any <b>'catch-up' or on-demand TV</b> where you watch programmes/films that have <b>been shown on TV recently</b> (via services like BBC iplayer, itv player, 4OD, SkyGo, Virgin Catch-up etc).....	.01	..... 02	..... 03	..... 04	..... 05
H. Watching programmes/films through <b>on-demand services that you pay a monthly subscription for</b> like Netflix, Amazon Prime, Now TV etc.....	.01	..... 02	..... 03	..... 04	..... 05
I. <b>Paying to watch individual programmes/films</b> e.g. films through Sky's Box Office service or 'Pay per movie' with Virgin Movies.....	.01	..... 02	..... 03	..... 04	..... 05
J. Watching <b>BBC</b> , ( <i>TEXTFILL DEPENDING ON NATION LOCATION</i> : ITV/STV/UTV, <b>Channel 4 or Five programmes</b> in particular (through any channel, any screen and at any time).....	.01	..... 02	..... 03	..... 04	..... 05
K. Watching <b>short clips</b> e.g. like those found on Youtube, or linked on social media like Facebook.....	.01	..... 02	..... 03	..... 04	..... 05
L. Watching <b>series or boxsets</b> in any way, e.g. on TV, tablets, DVDs, Netflix etc.....	.01	..... 02	..... 03	..... 04	..... 05
M. Watching <b>films</b> (through any service, e.g. Netflix, Now TV, DVDs on either your TV set, computers or smartphones).....	.01	..... 02	..... 03	..... 04	..... 05
N. Watching <b>international channels</b> via satellite services from other countries e.g. Hotbird, Turksat, Hellas Sat), Hispasat, Canal+, Cyfra.....	.01	..... 02	..... 03	..... 04	..... 05
O. Watching programmes/films through <b>international online video services</b> from other countries, e.g. RTÉ Player, Hulu, My TF1, nc+.....	.01	..... 02	..... 03	..... 04	..... 05
P. Watching <b>DVDs</b> .....	.01	..... 02	..... 03	..... 04	..... 05
Q. Going to the <b>cinema</b> to watch films.....	.01	..... 02	..... 03	..... 04	..... 05
R. <b>Playing games</b> on a console, computer, tablet or smartphone etc.....	.01	..... 02	..... 03	..... 04	..... 05
S. Using <b>social media</b> e.g. Facebook, etc etc.....	.01	..... 02	..... 03	..... 04	..... 05

**ASK QB TO THOSE WHO SAID THEY WATCH LESS LINEAR TV AT TIME OF BROADCAST (QA, STATEMENT E, CODE 03). OTHERS GO TO QC FILTER**

Q.B 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? **INTERVIEWER RECORD VERBATIM ANSWERS AT THIS QUESTION. PROBE FULLY**

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**ASK QC TO THOSE WHO SAID THEY WATCH LESS PSB CHANNELS (QA, STATEMENT J, CODE 03). OTHERS GO TO QD FILTER**

Q.C 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? **INTERVIEWER RECORD VERBATIM ANSWERS AT THIS QUESTION. PROBE FULLY**

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**ASK QD TO PARENTS (TAKEN FROM PDUNDER16 – code yes). OTHERS GO TO QE**

Q.D **SHOWCARD TV2** Which, if any, of these activities are your children doing **more** now compared to a year ago? **CODE ALL THAT APPLY**

1. Using screens *other than* the TV set to watch any programmes/films/clips, e.g. home computers, tablets, smartphones (rather than the TV set)
2. Watching TV that you have recorded, i.e. after recording it onto the set-top box, or PVR
3. Watching TV any 'on-demand' or 'catch-up' TV where you watch TV that has been shown on TV recently (via services like BBC iplayer, itv player, 4OD, SkyGo, Virgin Catch-up etc). This can be via your TV service or using the internet and/or a computer/tablet.
4. Watching programmes/films through on-demand services that you pay a monthly subscription for like Netflix, Amazon Prime, Now TV etc
5. Watching short clips e.g. like those found on Youtube, or linked on social media like Facebook.
6. None of the these
7. Don't know

**ASK ALL**

Q.E **SHOWCARD TV3 AGAIN** 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?

**INTERVIEWER: READ OUT EACH STATEMENT INDIVIDUALLY. SINGLE CODE FOR EACH STATEMENT**

	More	Same	Less	Not currently doing this, do not expect to do this in next 12 Months	Don't know
A. Watching <b>BBC</b> , ( <i>TEXTFILL DEPENDING ON NATION LOCATION: ITV/STV/UTV, Channel 4 or Five programmes</i> in particular (through any channel, any screen and at any time) .....01..... 02..... 03..... 04..... 05					
B. <b>Using a TV set</b> 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) .....01..... 02..... 03..... 04..... 05					
C. Using <b>other screens</b> to watching any programmes/films/clips , e.g. home computers, tablets, smartphones (rather than the TV set) ....01..... 02..... 03..... 04..... 05					
D. Watching TV programmes <b>as they are broadcast</b> 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) .....01..... 02..... 03..... 04..... 05					
E. Watching TV that you have <b>personally recorded</b> , i.e. after recording it onto the set-top box, or PVR .....01..... 02..... 03..... 04..... 05					
F. Watching any ' <b>catch-up</b> ' or <b>on-demand TV</b> where you watch programmes/films that have <b>been shown on TV recently</b> (via services like BBC iplayer, itv player, 4OD, SkyGo, Virgin Catch-up etc) ....01..... 02..... 03..... 04..... 05					
G. Watching programmes/films through <b>on-demand services that you</b>					

**ASK ALL**

Q.F **SHOWCARD TV4** Through which of the following services does your household receive TV on the main set, if any? IF NECESSARY - If you use more than one company, please just tell me about the one which you use most often. SINGLE CODE

1. Sky
2. Virgin Media
3. BT TV/BT Vision
4. TalkTalk TV
5. Freeview
6. Free-Sat
7. Other
8. Don't have a TV set
9. Don't know

**ASK ALL**

Q.G **SHOWCARD TV5** Have you, or anyone in your household paid to use any of the following online subscription services in the past 12 months? **CODE ALL THAT APPLY**

1. Netflix
2. Amazon Prime
3. NOW TV
4. Wuaki TV
5. Other similar service (please specify)
6. None of these

**ASK SUBSCRIBERS TO OTT SERVICES (Q.G CODES 01-05). OTHERS GO TO QI**

Q.H **SHOWCARD TV6** Which, if any, of these types of programmes do you or your household watch through (TEXTFILL: names of subscription services)? **CODE ALL THAT APPLY**

1. Original programming from the subscription service e.g. Netflix originals like 'House of Cards' or 'Turbo'
2. Films
3. US/American programmes/series
4. UK/British programmes/series
5. Children's programmes
6. Other
7. Don't know

**ASK ALL**

Q.I Is there a landline phone in your home that can be used to make and receive calls?

IF NECESSARY: Not a mobile phone or internet voice service.

IF YES, ASK: Can this phone be used to make and receive calls?

SINGLE CODE – IF HAVE LINE/ PHONE BUT CAN'T USE PROBE TO PRECODE REASON(S)

1. Can use to make and receive calls
2. Can receive but not make calls/ incoming only
3. Line not working properly/ needs to be repaired
4. No, do not have landline phone
5. Don't know

**ASK ALL**

Q.J How many mobile phones in total do you and members of your household use?

SINGLE CODE

1. One
2. Two
3. Three
4. Four or more
5. None
6. Don't know

**ASK ALL**

Q.K 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

1. Yes – have access and use at home
2. Yes – have access but don't use at home
3. No do not have access at home
4. Don't know

**ASK IF HAVE ACCESS TO THE INTERNET AT HOME AT QK (CODE 1 OR 2) – THOSE WITHOUT ACCESS AT HOME SKIP TO Q.N**

Q.L **SHOWCARD TV7** Which of these methods does your household use to connect to the internet at home? Just read out the letter or letters that apply. MULTICODE OK FOR CODES 1-7

1. A – Ordinary phone line – dial-up access
2. B – **Fixed Broadband** ADSL through a phone line or cable service – perhaps using a Wi-Fi router. This would include superfast broadband services
3. 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
4. D – Access to the internet using a **mobile phone or smartphone** – through a Wi-Fi network or your phone's mobile network
5. E – Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as tethering
6. 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
7. Other (please specify)
8. Don't know (SINGLE CODE)

**ASK IF HAVE FIXED BROADBAND AT HOME**

Q.M Is your broadband standard speed or 'superfast'? By 'superfast' we mean download speeds of more than 24 Mbps? **SINGLE CODE**

1. Standard
2. Superfast
3. Don't know

**ASK ALL**

Q.N **SHOWCARD TV8** Which, if any, of these do you have? **CODE ALL THAT APPLY**

1. Desktop computer/laptop
2. Tablet
3. Smartphone
4. Games Console
5. Smart TV
6. None of these

**ASK ALL**

Q.O 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.

1. Yes
2. No
3. Prefer not to say
4. Don't know

## 4. Data table specifications

Significant differences between columns at 95% confidence levels are indicated.

### Standard break

Key analysis groups	Description
UK overall/total sample	<ul style="list-style-type: none"> <li>Total sample</li> </ul>
Nation	<ul style="list-style-type: none"> <li>England</li> <li>Scotland</li> <li>Wales</li> </ul>
Urbanity	<ul style="list-style-type: none"> <li>Urban</li> <li>Rural</li> </ul>
Location	<ul style="list-style-type: none"> <li>London</li> <li>South East,</li> <li>South West,</li> <li>East Midlands</li> <li>West Midlands</li> <li>East of England</li> <li>Yorkshire &amp; Humber</li> <li>North East</li> <li>North West</li> </ul>
Socio-economic Group	<ul style="list-style-type: none"> <li>ABC1</li> <li>C2DE</li> </ul>
Socio-economic Group	<ul style="list-style-type: none"> <li>AB</li> <li>C1C2</li> <li>DE</li> </ul>
Ethnicity	<ul style="list-style-type: none"> <li>White British</li> <li>Minority Ethnic Group</li> </ul>
Children at home - A	<ul style="list-style-type: none"> <li>Children 15</li> <li>No children</li> </ul>
Children at home - B	<ul style="list-style-type: none"> <li>Children under 0-3</li> <li>Children 4-9</li> <li>Children 10-15</li> <li>No children at home</li> </ul>
Age – A	<ul style="list-style-type: none"> <li>16-34</li> <li>35-54</li> <li>55-74</li> <li>75+</li> </ul>
Age – B	<ul style="list-style-type: none"> <li>16-24</li> <li>25-34</li> <li>35-44</li> <li>45-54</li> <li>55-64</li> <li>65+</li> </ul>
Sex	<ul style="list-style-type: none"> <li>Male</li> <li>Female</li> </ul>
Pay TV provider (at QF)	<ul style="list-style-type: none"> <li>Pay TV</li> <li>Free TV only</li> </ul>
Web at home (at QK)	<ul style="list-style-type: none"> <li>Yes – any (use/don't use)</li> </ul>

	<ul style="list-style-type: none"> <li>• Yes – use</li> <li>• Yes – don't use</li> <li>• No access at home</li> </ul>
Fixed vs. mobile households	<ul style="list-style-type: none"> <li>• Mobile only hhs, including anyone who: <ul style="list-style-type: none"> <li>○ <u>No</u> landline at QI (NOT codes 1 and 2) and <u>no</u> fixed BB at QL (NOT codes 1 and 2)</li> <li>○ BUT who has mobiles at QJ (any number) or who has mobile internet at QL (any of codes 3, 4, 5, 6)</li> </ul> </li> <li>• Fixed only hhs, including anyone who has: <ul style="list-style-type: none"> <li>○ <u>No</u> mobiles at QJ and <u>no</u> mobile internet at QL (NOT codes 3, 4, 5 and 6)</li> <li>○ BUT who has a landline at QI (codes 1 or 2) or who has fixed BB at QL (codes 1 or 2)</li> </ul> </li> </ul>
Speed of fixed BB (QM)	<ul style="list-style-type: none"> <li>• Standard</li> <li>• Superfast</li> </ul>
Technology ownership (QN)	<ul style="list-style-type: none"> <li>• Desktop/laptop</li> <li>• Tablet</li> <li>• Smartphone</li> <li>• Games console</li> <li>• Smart TV</li> <li>• Any</li> <li>• Tablet or smartphone</li> <li>• Tablet or smartphone or Desktop</li> </ul>