

Omnibus research 2014 - Technical Appendix

1.1.1 Background

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

Included here are details on:

- Methodology and analysis
- Questionnaire
- Data tables specifications

1.1.2 Methodology and analysis

Methodology

The research was carried by the independent research agency Saville Rossiter-Base. They managed the research process and commissioned a series of questions via two waves of the TNS face-to-face omnibus.

Fieldwork was carried out between 1st and 7th October 2014.

A total of 4,100 UK adults (16+) were interviewed as part of this research.

The TNS Omnibus sampling was designed to provide a high quality sample of interviews and robust data. Additionally the data was weighted to ensure that the data is representative of adults in the UK.

Data and analysis

The full data tables are published alongside this explanatory document.

4,100 respondents took part in the research, however the majority of the questions asked/data analysis was among the 3,158 respondents who had some responsibility in the choice of television service they get in their household.

The questionnaire included a range of questions, e.g. the TV services and broadband services within the respondent's household, reasons for getting particular TV services (Sky Sports and BT Sport) and hypothetical questions to ascertain which TV service/package/channels consumers would take, given prescribed changes in the offerings of TV service providers (see full questionnaire for more details).

Hypothetical questions are useful as they provide consumers' own predictions on the actions they believe they would take given a particular scenario, however it is also accepted that the data is not straightforward to interpret. For example, the scenarios provided may involve a number of uncertainties or assumptions, in the research situation the respondent has not had time to consider or research their possible options as they may in real life, and intention to take action do not always result in actions being taken in reality.

Every attempt was made to optimise responses to the hypothetical questions within this research, e.g. using an introduction to explain the hypothetical questions to respondents, explaining there were no right or wrong answers, piloting the questions and adding interviewer notes in case of queries.

However, estimates from hypothetical questions should be treated with due caution given the nature of the questions.

1.1.3 Questionnaire

ASKED TO ALL ADULTS AGED 16+ IN UK

QUESTION ROUTING KEY:

F1 = All adults aged 16+ in UK

F2 = All are personally or jointly responsible for deciding their TV service Q.1\1 or 2

F3= All aware of a BT Sport channel. Q.4\1

F4= All aware of Sky Sports channels Q.6\1

F5= All with Pay TV Q.2\1,3,5,6

F6= All with BT broadband Q.3\3

F7= All Sky Sports Subscribers. Q.8\1-7

F8 = All BT Sport subscribers and or people with BT App\Online Q.8\9 and or Q.9\1

F9 =All with Sky Sports and BT Sport or those with Sky Sports and BT App\Online [Q.8\1-7 and 9] OR [Q.8\1-7 and Q.9\1]

F10 = All who would continue with their current provider if Sky Sports was cancelled. Q.17\1

F11 = All who would stop their current provider if Sky Sports was Cancelled. Q.17\2

F12 = All BT Sport subscribers Q.8\9

F13 = All who would continue with their current TV service if BT Sport was no longer available Q.20\1

F14= All BT broadband customers that would continue with the service. Q.3\3 and Q.20\1

F15 = All who would stop getting their current service if BT Sport was no longer available. Q.20\2

F16 = All who would change DUMMY QA\1,2,3,4

F17 = All who would change DUMMY QB\1,2,3,4

F18 = All who would change DUMMY QC\1,2,3,4

NB - PROMPTED QUESTIONS WILL HAVE THE ANSWER FRAMES ROTATED TO ALLEVIATE ORDER EFFECTS (E.G. 1\2 GET CODES IN ORDER A-Z WHILE 1\2 GET CODES IN ORDER Z-A)

F1 = All adults aged 16+ in UK

SHOW SCREEN

Q.1 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

F2 = All are personally or jointly responsible for deciding their TV service Q.1\1 or 2

SHOW SCREEN

Q.2 Through which of the following services does your household receive TV on the main set?

- 1: Sky
- 2: Freesat
- 3: Virgin Media
- 4: Freeview
- 5: BT TV (formerly BT Vision)
- 6: TalkTalk TV
- Other – PEN WRITE IN
- None – Don't have a TV set - BUTTON

F2 = All are personally or jointly responsible for deciding their TV service Q.1\1 or 2

SHOW SCREEN

Q.3 Who is the fixed broadband provider (ISP) for your household?

- 1: Sky (inc O2, BE broadband)
- 2: Virgin Media
- 3: BT
- 4: TalkTalk (inc Tiscali, Pipex, AOL)
- 5: Vodafone
- 6: Orange\EE\T-Mobile
- 7: Tesco
- 8: Plusnet
- Other – PEN WRITE IN
- DK - Button
- None – Don't have fixed broadband- BUTTON

F2 = All are personally or jointly responsible for deciding their TV service Q.1\1 or 2

Q.4 Before today, were you aware of the BT Sport channels?

INTERVIEWER NOTE IF NEEDED: The channels are called BT Sport 1, BT Sport 2

- 1: Yes
- 2: No
- DK – Button

F3= All aware of a BT Sport channel. Q.4\1

SHOW SCREEN-MULTI CHOICE

Q.5 With which providers do you think households can get BT Sport?

- 1: Sky
- 2: Freesat
- 3: Virgin Media
- 4: Freeview
- 5: BT (BT TV, BT Vision, BT)
- 6: TalkTalk TV
- 7: NOW TV
- 8: Mobile operators (EE, Vodafone etc)
- Other – PEN WRITE IN
- DK - Button

F2 = All are personally or jointly responsible for deciding their TV service Q.1\1 or 2

Q.6 Before today, were you aware of the Sky Sports TV channels?

INTERVIEWER NOTE IF NEEDED: The channels are called Sky Sports 1, Sky Sports 2, Sky Sports 3, Sky Sports 4, Sky Sports 5, Sky Sports F1, Sky Sports News HQ.

- 1: Yes
- 2: No
- DK - Button

F4= All aware of Sky Sports channels Q.6\1

SHOW SCREEN- MULTI CHOICE

Q.7 With which providers do you think households can get Sky Sports?

- 1: Sky
- 2: Freesat
- 3: Virgin Media
- 4: Freeview
- 5: BT (BT TV, BT Vision, BT)
- 6: TalkTalk TV
- 7: NOW TV
- 8: Mobile operators (EE, Vodafone etc)
- Other – PEN WRITE IN
- DK - Button

TEXT FOR INSERT :

IF QUOTA 9220\1 – THE INSERT IS Sky
IF QUOTA 9220\4 – THE INSERT IS Virgin Media
IF QUOTA 9220\8 – THE INSERT IS BT TV
IF QUOTA 9220\9 – THE INSERT IS TalkTalk TV

TEXT FOR INSERT 2:

IF QUOTA 9220\1 – THE INSERT IS Sky
IF QUOTA 9220\4 – THE INSERT IS Virgin Media
IF QUOTA 9220\8 – THE INSERT IS BT
IF QUOTA 9220\9 – THE INSERT IS TalkTalk

F5= All with Pay TV. Q.2\1,3,5,6

SHOW SCREEN-MULTI CHOICE

Q.8 Does your household receive any of the following channels through [INSERT]?

INTERVIEWER NOTE: IF RESPONDENT GETS 'Sky Sports news HQ' ONLY AND DOESN'T PAY EXTRA FOR OTHER SKY SPORTS CHANNELS SHOWING LIVE SPORT, CODE AS 'Sky Sports news\Sky Sports New HQ' .

- 1: Sky Sports 1
- 2: Sky Sports 2
- 3: Sky Sports 3
- 4: Sky Sports 4
- 5: Sky Sports 5
- 6: Sky Sports F1
- 7: Sky sports channels that we pay extra for - but not sure which channels
- 8: Sky Sports News\Sky Sports News HQ
- 9: BT Sport (BT Sport 1 or BT Sport 2)
- 10: ESPN
- 11: Eurosport
- None - Button
- DK – Button

F6= All with BT broadband Q.3\3

Q.9 Does your household have access to BT Sport through the BT Sport app or online player?

- 1: Yes
- 2: No
- DK – Button

F7= All Sky Sports Subscribers. Q.8\1-7

DO NOT SHOW SCREEN UNTIL TOLD TO DO SO

MULTI CHOICE

Q.10 Why does your household get Sky Sports?

PROBE: Any other reasons?

PROBE IF INITIAL ANSWER GIVEN IS 'to watch sports' probe whether there are specific sports or it is just sport in general.

PROBE IF INITIAL ANSWER GIVEN IS 'to watch football' probe whether there are particular football competitions they want to watch, or just football in general.

INTERVIEWER: DO NOT PROMPT WITH LIST, CODE CLOSEST ANSWERS

- 1: To watch live Premier League football
 - 2: To watch live Champions League football
 - 3: To watch other live football competitions
 - 4: To watch football generally
 - 5: To watch live cricket
 - 6: To watch live rugby union
 - 7: To watch live golf
 - 8: To watch live Formula 1
 - 9: To watch live coverage of other sports (INTERVIEWER WRITE IN)
 - 10: To watch a wide range of live sports coverage
 - 11: To watch live sports coverage regularly
 - 12: To watch high quality live sports coverage
 - 13: Comes with my package
 - 14: It doesn't cost that much
 - 15: Got money off \ got a good deal
 - 16: Other people in my household wanted it
- Other – PEN WRITE IN
DK - Button

F7= All Sky Sports Subscribers. Q.8\1-7

Q.11 And which is your **main** reason for getting Sky Sports?

INSERT ANSWERS GIVEN AT Q.10 INCLUDING DK
IF Q.10 SINGLE SKIP Q.11

F8 = All BT Sport subscribers and or people with BT App\Online Q.8\9 and or Q.9\1

DO NOT SHOW SCREEN UNTIL TOLD TO DO SO

F8 = All BT Sport subscribers and or people with BT App\Online Q.8\9 and or Q.9\1

MULTI CHOICE

Q.12 Why does your household get BT Sport?

PROBE: Any other reasons?

PROBE IF INITIAL ANSWER GIVEN IS 'to watch sports' probe whether there are specific sports or it is just sport in general.

PROBE IF INITIAL ANSWER GIVEN IS 'to watch football' probe whether there are particular football competitions they want to watch, or just football in general.

INTERVIEWER: DO NOT PROMPT WITH LIST, CODE CLOSEST ANSWERS

- 1: To watch live Premier League football
 - 2: To watch live FA Cup football
 - 3: To watch other live football competitions
 - 4: To watch football generally
 - 5: To watch live rugby union
 - 6: To watch live coverage of other sports (INTERVIEWER WRITE IN)
 - 7: To watch a wide range of live sports coverage
 - 8: To watch live sports coverage regularly
 - 9: To watch high quality live sports coverage
 - 10: Comes with my broadband/TV package / Free
 - 11: It doesn't cost that much
 - 12: Got money off \ got a good deal
 - 13: Doesn't require a subscription to other channels
 - 14: Other people in my household wanted it
- Other - PEN WRITE IN
DK - BUTTON

F8 = All BT Sport subscribers and or people with BT App\Online Q.8\9 and or Q.9\1

Q.13 And which is your **main** reason for getting BT Sport?

INSERT ANSWERS GIVEN AT Q.12 INCLUDING DK
IF Q.12 SINGLE SKIP Q.13

F8 = All BT Sport subscribers and or people with BT App\Online Q.8\9 and or Q.9\1

SHOW SCREEN

Q.14 Which of the following did you do to get BT Sport initially?

DID NOTHING/RENEWED CONTRACT

1: Didn't do anything\BT Sport came as part of your existing TV or broadband package

2: Renewed your BT Broadband contract and got BT Sport

SWITCHED BROADBAND OR TV SERVICE

3: Switched\upgraded your broadband and got BT Sport

4: Switched your pay TV and got BT Sport

ADDED TO MY TV SERVICE

5: Started a *new* subscription to pay TV including BT Sport

6: Upgraded your existing TV package to include BT Sport

7: Added BT Sport to my TV service for an extra charge per month

DK - Button

F9=All with Sky Sports and BT Sport or those with Sky Sports and BT App\Online [Q.8\1-7 and 9] OR [Q.8\1-7 and Q.9\1]

SHOW SCREEN

Q.15 Which one of the following best describes your household's reason for getting both BT Sport and Sky Sports?

1: Because we wanted to be able to watch all of the live Premier Leaguematches

2: Because we wanted to watch a wide range of sports

3: Because we wanted Sky Sports and BT Sport did not cost much extra\was free.

Other reason –PEN WRITE IN

DK – Button

F9 =All with Sky Sports and BT Sport or those with Sky Sports and BT App\Online [Q.8\1-7 and 9] OR [Q.8\1-7 and Q.9\1]

SHOW SCREEN

Q.16 How important is it for your household to get **both** BT Sport and Sky Sports?

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

ROTATE THE ORDER OF ASKING THE NEXT 5 SECTIONS:

SECTION 1 Q.17, Q.18 & Q.19

SECTION 2 Q.20, Q.21 & Q.22 & Q.23

SECTION 3 Q.24 & Q.25

SECTION 4 Q.26 & Q.27

SECTION 5 Q.28, Q.29 & Q.30

F2 = All are personally or jointly responsible for deciding their TV service Q.1\1 or 2

The next questions are about what you think you would do if something changed about your TV service. Please try to be as realistic as possible when you give your answers and remember there are no right or wrong answers.

F7= All Sky Sports Subscribers. Q.8\1-7

SHOW SCREEN

Q.17 If for some reason Sky Sports was no longer available on [INSERT]but you could still get it on other pay TV services, would you continue to get your TV service from [INSERT 2]?

INTERVIEWER NOTE IF NEEDED: We are not saying that these things ARE going to happen in the future, but would just like to know what you would do IF this were the case.

INTERVIEWER NOTE IF NEEDED: Assume that all other aspects of the service from [INSERT 2] remain the same.

INTERVIEWER NOTE IF NEEDED: Assume the price of the rest of your [INSERT 2] package, and the prices of other packages from other providers would remain the same as they are now.

1: Yes – would continue

2: No – I would NOT continue with my current service

DK - Button

F10 = All who would continue with their current provider if Sky Sports was cancelled. Q.17\1

SHOW SCREEN

Q.18 What is your main reason for staying with your current provider?

1: I like the rest of my TV service from [INSERT 2]

2: It is too much hassle, too difficult or too expensive to switch

3: I don't want to move my broadband or telephone service from [INSERT 2]

4: Sports coverage is available through other TV channels on [INSERT]

5: Sky Sports isn't that important

Other – PEN WRITE IN

DK – Button

F11 = All who would stop their current provider if Sky Sports was Cancelled. Q.17\2

SHOW SCREEN

Q.19 If you cancelled your TV service with [INSERT 2]do you think your household would...

1: Switch to a TV service provider with Sky Sports

2: Switch to a TV service provider without Sky Sports

3: Stop subscribing to any pay TV services

DK - Button

F12 = All BT Sport subscribers Q.8\9

SHOW SCREEN

Q.20 If for some reason BT Sport was no longer available on [INSERT]but you could still get it on other pay TV services, would you continue to get your TV service from [INSERT 2]?

INTERVIEWER NOTE IF NEEDED: We are not saying that these things ARE going to happen in the future, but would just like to know what you would do IF this were the case.

INTERVIEWER NOTE IF NEEDED: Assume that all other aspects of the service from [INSERT 2] remain the same.

INTERVIEWER NOTE IF NEEDED: Assume the price of the rest of your [INSERT 2] package, and the prices of other packages from other providers would remain the same as they are now.

1: Yes – would continue

2: No – I would NOT continue with my current service

DK - Button

F13 = All who would continue with their current TV service if BT Sport was no longer available Q.20\1

SHOW SCREEN

Q.21 What is your main reason for staying with your current provider?

1: I like the rest of my TV service from [INSERT2]

2: It is too much hassle, too difficult or too expensive to switch

3: I don't want to move my broadband or telephone service from [INSERT 2]

4: Sports coverage is available through other TV channels on [INSERT]

5: BT Sport isn't that important

6: I have the BT online app, would use this instead – IF Q.3\3

Other – PEN WRITE IN

DK – Button

F14= All BT broadband customers that would continue with the service. Q.3\3 and Q.20\1

Q.22 Would your household continue to get your broadband service from BT?

1: Yes – would continue

2: No – I would NOT continue with my current service

DK - Button

F15 = All who would stop getting their current service if BT Sport was no longer available. Q.20\2

SHOW SCREEN

Q.23 If you cancelled your TV service with [INSERT 2] do you think your household would...

- 1: Switch to a TV service provider with BT Sport
 - 2: Switch to a TV service provider without BT Sport
 - 3: Stop subscribing to any pay TV services
- DK - Button

F2 = All are personally or jointly responsible for deciding their TV service Q.1\1 or 2

SHOW SCREEN

Q.24 Currently Sky Sports shows about 3 live Premier League games per week, and BT Sport shows about 1 live Premier League game per week. If this changed to a scenario where both Sky Sports and BT Sport each showed 2 live Premier League games per week, but everything else stayed the same, what sports **channels** would you get?

INTERVIEWER NOTE IF NEEDED: We are not saying that these things ARE going to happen in the future, but would just like to know what you would do IF this were the case.

INTERVIEWER NOTE IF NEEDED: Assume the price of your [INSERT 2] package, and the prices of other packages from other providers would remain the same as they are now.

INTERVIEWER NOTE IF NEEDED: Assume the type of matches offered by both Sky and BT are similar, e.g. have a similar number of the top matches.

- 1: Sky Sports and BT Sport
 - 2: Sky Sports only
 - 3: BT Sport only
 - 4: Neither Sky Sports nor BT Sport
- DK - Button

DUMMY QUESTION A

1 = IF [Q.8\1-7 AND 9] AND [Q.24\2,3,4]

2 = IF [Q.8\1-7 AND NOT 9] AND [Q.24\1,3,4]

3 = IF [Q.8\9 AND NOT 1-7] AND [Q.24\1,2,4]

4 = IF [Q.8\ NOT 1-7 AND NOT 9] AND [Q.24\1,2,3]

5 = NOT ANY 1,2,3,4 ABOVE

F16 = All who would change DUMMY QA\1,2,3,4

SHOW SCREEN

Q.25 As you would change the channels that you get, which one of the following best describes what you would do?

1: I would continue to get TV from [INSERT 2] but would change the channels I get

2: I would continue to get TV from [INSERT 2] but would change the channels I get AND would change my broadband provider

3: I would cancel my TV from [INSERT 2] and switch to a different TV provider

DK - Button

F2 = All are personally or jointly responsible for deciding their TV service Q.1\1 or 2

SHOW SCREEN

Q.26 Currently Sky Sports shows about 3 Premier League games per week, and BT Sport shows about 1 Premier League game per week. If this changed to a scenario where Sky Sports showed **1** Premier League game per week and BT Sport showed **3** Premier League games per week, but everything else stayed the same, what sports **channels** would you get?

INTERVIEWER NOTE IF NEEDED: We are not saying that these things ARE going to happen in the future, but would just like to know what you would do IF this were the case.

INTERVIEWER NOTE IF NEEDED: Assume the price of your [INSERT 2] package, and the prices of other packages from other providers would remain the same as they are now.

INTERVIEWER NOTE IF NEEDED: Assume the type of matches offered by both Sky and BT are similar, e.g. have a similar number of the top matches.

1: Sky Sports and BT Sport

2: Sky Sports only

3: BT Sport only

4: Neither Sky Sports nor BT Sport

DK - Button

DUMMY QUESTION B

1 = IF [Q.8\1-7 AND 9] AND [Q.26\2,3,4]

2 = IF [Q.8\1-7 AND NOT 9] AND [Q.26\1,3,4]

3 = IF [Q.8\9 AND NOT 1-7] AND [Q.26\1,2,4]

4 = IF [Q.8\ NOT 1-7 AND NOT 9] AND [Q.26\1,2,3]

5 = NOT ANY 1,2,3,4 ABOVE

F17 = All who would change DUMMY QB\1,2,3,4

SHOW SCREEN

Q.27 As you would change the channels that you get, which one of the following best describes what you would do?

1: I would continue to get TV from [INSERT 2] but would change the channels I get

2: I would continue to get TV from [INSERT 2] but would change the channels I get AND would change my broadband provider

3: I would cancel my TV from [INSERT 2] and switch to a different TV provider

DK - Button

F2 = All are personally or jointly responsible for deciding their TV service Q.1\1 or 2

SHOW SCREEN

Q.28 Currently ITV and Sky Sports both show Champions League football matches. This will change in 2015. From August next year Champions League matches will only be available on BT Sport. When that happens, if everything else stayed the same, what sports **channels** would you get?

INTERVIEWER NOTE IF NEEDED: Assume the prices of TV packages would remain the same as they are now.

INTERVIEWER NOTE: READ OUT ANSWER OPTIONS BELOW

1: Sky Sports and BT Sport

2: Sky Sports only

3: BT Sport only

4: Neither Sky Sports nor BT Sport

DK - Button

F19 = All who know what sports channels they would get Q.28\1 or 2 or 3 or 4

SHOW SCREEN

Q.29 You said that your household would get [INSERT ANSWER FROM Q.28], how certain are you that your household would make this choice in practice?

- 1: Very certain
- 2: Quite certain
- 3: Neither certain nor uncertain
- 4: Quite uncertain
- 5: Very uncertain
- DK - Button

DUMMY QUESTION C

- 1 = IF [Q.8\1-7 AND 9] AND [Q.28\2,3,4]
- 2 = IF [Q.8\1-7 AND NOT 9] AND [Q.28\1,3,4]
- 3 = IF [Q.8\9 AND NOT 1-7] AND [Q.28\1,2,4]
- 4 = IF [Q.8\ NOT 1-7 AND NOT 9] AND [Q.28\1,2,3]
- 5 = NOT ANY 1,2,3,4 ABOVE

F18 = All who would change DUMMY QC\1,2,3,4

SHOW SCREEN

Q.30 As you would change the channels that you get, which one of the following best describes what you would do?

- 1: I would continue to get TV from [INSERT 2]but would change the channels I get
- 2: I would continue to get TV from [INSERT 2]but would change the channels I get AND would change my broadband provider
- 3: I cancel my TV from [INSERT2] and switch to a different TV provider
- DK – Button

1.1.4 Data table specification

General

- The tables are set up to show the base descriptions and question wording on each table – however please refer to the questionnaire for full questionnaire routing, wording etc.
- Significant differences are shown between columns at 95% confidence
- The tables show row and column percentages

Standard break definitions

	Description Question numbers/codes refer to the questionnaire
All	
Pay TV provider on main TV set	<ul style="list-style-type: none"> • Sky • Virgin Media • BT TV (formerly BT Vision) • TalkTalk TV • Any Pay TV (Sky, Virgin Media, BT TV, Talk Talk) • Free to Air (Freeview/Freesat)
Broadband (BB) provider	<ul style="list-style-type: none"> • Sky • Virgin Media • BT • TalkTalk • Other
Bundling (TV on main set and BB)	<ul style="list-style-type: none"> • Sky TV and Sky BB • BT TV and BT BB • Virgin Media TV and Virgin Media BB • Talk Talk TV and TalkTalk BB
Solus TV	<ul style="list-style-type: none"> • Sky TV and ANY BB EXCEPT Sky BB • Sky TV and BT BB • Sky TV and TalkTalk BB • Sky TV and Virgin Media BB • Sky TV and other BB (i.e. NOT Sky, BT, TalkTalk or Virgin Media BB) • Sky TV and no BB • Virgin Media TV and NOT Virgin Media BB
BB only	<ul style="list-style-type: none"> • Free to Air (Q2=b/d) and BT BB • Free to Air (Q2=b/d) and TalkTalk BB • Free to Air (Q2=b/d) and Virgin Media BB • Free to Air (Q2=b/d) and Sky BB • Free to Air (Q2=b/d) and other BB (i.e. NOT Sky, BT, TalkTalk or Virgin Media BB) • Free to Air (Q2=b/d) and no BB
BT Sport app	<ul style="list-style-type: none"> • Only has BT Sport app at Q9, no BT TV at Q2 • Only has BT Sport app at Q9, no BT TV at Q2, has Sky Sports • Only has BT Sport app at Q9, no BT TV at Q2, no Sky Sports
Sports channel subscribers	<ul style="list-style-type: none"> • Sky Sports (Q8a-g) • BT Sport (Q8i) • Sky Sports and BT Sport (Q8 = ANY OF a-g AND Q8 = i)

	<ul style="list-style-type: none"> • Sky Sports but not BT Sport (Q8 = ANY OF a-g AND Q8 NOT i) • BT Sport but not Sky Sports (Q8=i AND Q8 NOT ANY OF a-g) • Neither Sky Sports nor BT Sport (Q8 NOT ANY OF a-i) • Sky Sports 1/2 (Q8a-b) • Sky Sports 1/2 and BT Sport (Q8 = ANY OF a-b AND Q8 = i) • Sky Sports 1/2 but not BT Sport (Q8 = ANY OF a-b AND Q8 NOT i) • Either Sky Sports or BT Sport (Q8 a-g or i)
Reason for getting Sky Sport	<ul style="list-style-type: none"> • Mention of any football (Q10 = ANY OF a/b/c/d) • Mention of PL (Q10 = a) • Mention of CL (Q10 = b) • Mention of PL and CL (Q10 = a AND b) • No mention of football (Q10 = NOT a/b/c/d) • Any mention of sport (Q10 = ANY OF a/b/c/d/e/f/g/h/i/j/k/l plus 'I enjoy/like all sports') • Any mention of particular sports (Q10 = ANY OF a/b/c/d/e/f/g/h/i) • Any mention of sport in general, but not particular sports (Q10 = ANY OF j,k,l and 'I enjoy/like all sports' BUT NOT a/b/c/d/e/f/g/h/i) • Only non-sport reasons (Q10 = ANY OF m/n/o BUT NOT a/b/c/d/e/f/g/h/i/j/k/l or 'I enjoy/like all sports') • PL as main reason (Q11=To watch live Premier League football) • CL as main reason (Q11=To watch live Champions League football)
Reason for getting BT Sport	<ul style="list-style-type: none"> • Mention of any football (Q12 = ANY OF a/b/c/d) • Mention of PL (Q12 = a) • No mention of football (Q12 = NOT a/b/c/d) • Any mention of sport (Q12 = ANY OF a/b/c/d/e/f/g/h/i) • Any mention of particular sports (Q12 = ANY OF a/b/c/d/e/f or 'MotoGP / Motorcycle racing') • Any mention of sport in general, but not particular sports (Q12 = ANY OF g/h/i BUT NOT a/b/c/d/e/f or 'MotoGP / Motorcycle racing') • Only non-sport reasons (Q12 = ANY OF j/k/l/m BUT NOT a/b/c/d/e/f/g/h/i or 'MotoGP / Motorcycle racing') • PL as main reason (Q13=To watch live Premier League football)
Awareness Summary	<ul style="list-style-type: none"> • Aware of SS (Q6 = Yes) • Aware of BTS (Q4 = Yes) • Aware of both SS and BTS (Q6 = Yes AND Q4 = Yes) • Aware of SS but not BTS (Q6 = Yes AND Q4 = No/don't know) • Aware of BTS but not SS (Q6 = No/don't know AND Q4 = Yes) • Not aware of SS (Q6=no/don't know) • Not aware of BTS (Q4=no/don't know)
General demographics	
SEC	<ul style="list-style-type: none"> • AB • C1C2 • DE
Ethnicity	<ul style="list-style-type: none"> • White British • Minority Ethnic Group
Nation	<ul style="list-style-type: none"> • England

	<ul style="list-style-type: none"> • Scotland • Wales • Northern Ireland • NOT Scotland
Age – A	<ul style="list-style-type: none"> • 16-34 • 35-54 • 55-74 • 75+
Sex	<ul style="list-style-type: none"> • Male • Female

Tables

Additional notes	
Background	
Q1 (responsibility for decisions)	Additional net codes <ul style="list-style-type: none"> • Any responsibility
Q2 (TV on main set)	Additional net codes <ul style="list-style-type: none"> • Any pay TV (a,c,e,f) • Freesat/Freeview
Awareness of Sports channels	
Q5 (awareness of availability of BT Sport)	Additional net codes <ul style="list-style-type: none"> • any correct answer given [BT, Sky, Virgin Media] • 1, 2, 3+ correct codes given
Q7 (awareness of availability of Sky Sport)	Additional net codes <ul style="list-style-type: none"> • any correct answer given [BT, Sky, Virgin Media, Talk Talk, NOW TV] • 1, 2, 3+ correct codes given
Q5 (awareness of availability of BT Sport)	Additional net codes <ul style="list-style-type: none"> - any correct answer given to Q5 [BT, Sky, Virgin Media] - any correct answer given to Q7 [BT, Sky, Virgin Media, Talk Talk, NOW TV]
Take-up of sports channels/app	
Q8 (Take –up of channels)	Additional net codes <ul style="list-style-type: none"> • Sky Sports (Q8a-g) • BT Sport (Q8i) • Sky Sports and BT Sport (Q8 = ANY OF a-g AND Q8 = i) • Sky Sports but not BT Sport (Q8 = ANY OF a-g AND Q8 NOT i) • BT Sport but not Sky Sports (Q8=i AND Q8 NOT ANY OF a-g) • Neither Sky Sports nor BT Sport (Q8 NOT ANY OF a-i) • Sky Sports 1/2 (Q8a-b) • Sky Sports 1/2 and BT Sport (Q8 = ANY OF a-b AND Q8 = i) • Sky Sports 1/2 but not BT Sport (Q8 = ANY OF a-b AND Q8 NOT i) • BT Sport AND ESPN (Q8 = i AND j) • ESPN but not BT Sport (Q8 = j AND Q8 NOT i) • Any sports channels (codes a-k, NB not SS News (h))
Reasons for getting sports	
Q10/Q11 (reasons for getting	Additional net codes:

Sky Sport)	<ul style="list-style-type: none"> • Mention of any football (Q10 = ANY OF a/b/c/d) • Mention of PL and CL (Q10 = a AND b) • No mention of football (Q10 = NOT a/b/c/d) • Any mention of sport (Q10 = ANY OF a/b/c/d/e/f/g/h/i/j/k/l or 'I enjoy/like all sports') • Any mention of particular sports (Q10 = ANY OF a/b/c/d/e/f/g/h/i) • Any mention of sport in general, but not particular sports (Q10 = ANY OF j,k,l or 'I enjoy/like all sports' BUT NOT a/b/c/d/e/f/g/h/i) • Only non-sport reasons (Q10 = ANY OF m/n/o BUT NOT a/b/c/d/e/f/g/h/i/j/k/l or 'I enjoy/like all sports') • Any mention of sport in general (Q10 = ANY OF j/k/l or 'I enjoy/like all sports') • Any mention of non-sport reasons (Q10 = ANY OF m/n/o) • 1, 2, 3, 4, 5+ reasons
Q12/13 (reasons for getting BT Sport)	<p>Additional net codes:</p> <ul style="list-style-type: none"> • Mention of any football (Q12 = ANY OF a/b/c/d) • No mention of football (Q12 = NOT a/b/c/d) • Any mention of sport (Q12 = ANY OF a/b/c/d/e/f/g/h/i) • Any mention of particular sports (Q12 = ANY OF a/b/c/d/e/f or 'MotoGP / Motorcycle racing') • Any mention of sport in general, but not particular sports (Q12 = ANY OF g/h/i BUT NOT a/b/c/d/e/f or 'MotoGP / Motorcycle racing') • Only non-sport reasons (Q12 = ANY OF j/k/l/m BUT NOT a/b/c/d/e/f/g/h/i or 'MotoGP / Motorcycle racing') • Any mention of sport in general (Q12 = ANY OF g/h/i) • Any mention of non-sport reasons (Q12 = ANY OF j/k/l/m) • 1, 2, 3, 4, 5+ reasons <p>(NB diff to Sky codes)</p>
How got BT and questions about getting both Sky/BT	
Q16 (importance of both BT Sport and Sky Sports)	<p>Additional nets:</p> <ul style="list-style-type: none"> • Very/fairly important • Not at all imp/fairly unimportant
Scenarios 1 Sky	
Summary table for Q17/18/19	<p>New summary codes as follows</p> <ul style="list-style-type: none"> • Don't know what would do Q17 (c) • Would continue with provider Q17 (a) • Would leave current provider Q17(b) and would move <i>with</i> Sky Sports Q19 (a) • Would leave current provider Q17(b) and would move <i>without</i> Sky Sports Q19(b) • Would leave current provider Q17(b) and would stop subscribing to any Pay TV Q19(c) • Would leave current provider Q17 (b) but are not sure what they'd change to Q19(d)
Scenarios 2 BT	
Summary table for Q20/21/23	<p>New summary codes as follows</p> <ul style="list-style-type: none"> • Don't know what would do Q20 (c)

	<ul style="list-style-type: none"> • Would continue with provider Q20 (a) • Would leave current provider Q20(b) and would move <i>with</i> BT Sport Q23 (a) • Would leave current provider Q17(b) and would move <i>without</i> BT Sport Q23(b) • Would leave current provider Q17(b) and would stop subscribing to any Pay TV Q23(c) • Would leave current provider Q17 (b) but are not sure what they'd change to Q23(d)
Scenario 3a (2 games each)	
Q24 (which channels would take)	<p>Additional net codes</p> <ul style="list-style-type: none"> • Any mention of Sky (a/b) • Any mention of BT (a/c)
Summary table for Q24	<p>Codeframe as:</p> <p>No change:</p> <ul style="list-style-type: none"> • Has BTS and SS now (at Q8) and will keep in future (at Q24) • Has SS only (at Q8) and will keep in future (at Q24) • Has BTS only (at Q8) and will keep in future (at Q24) • Has neither BTS nor SS (at Q8) and will keep in the future (at Q24) <p>Change:</p> <ul style="list-style-type: none"> • Will change to BTS and SS (based on Q8 and 24) • Will change to SS only (based on Q8 and 24) • Will change to BTS only (based on Q8 and 24) • Will change to neither (based on Q8 and 24) <p>Don't know</p> <ul style="list-style-type: none"> • Anyone who said DK at Q8 or Q24
Scenario 3b (1/3 games)	
Q26 (which channels would take)	<p>Additional net codes</p> <ul style="list-style-type: none"> • Any mention of Sky (a/b) • Any mention of BT (a/c)
Summary table for Q26 – see notes	<p>Codeframe as:</p> <p>No change:</p> <ul style="list-style-type: none"> • Has BTS and SS now (at Q8) and will keep in future (at Q26) • Has SS only (at Q8) and will keep in future (at Q26) • Has BTS only (at Q8) and will keep in future (at Q26) • Has neither BTS nor SS (at Q8) and will keep in the future (at Q26) <p>Change:</p> <ul style="list-style-type: none"> • Will change to BTS and SS (based on Q8 and 26) • Will change to SS only (based on Q8 and 26) • Will change to BTS only (based on Q8 and 26) • Will change to neither (based on Q8 and 26) <p>Don't know</p> <p>Anyone who said DK at Q8 or Q26</p>

Scenario 4 – Champions league	
Q28 (which channels would take)	<p>Additional net codes</p> <ul style="list-style-type: none"> • Any mention of Sky (a/b) • Any mention of BT (a/c)
Q29 (how certain)	<p>Additional net codes:</p> <ul style="list-style-type: none"> • Very/quite certain • Very quite uncertain
Summary table for Q28 – see notes	<p>Codeframe as:</p> <p>No change:</p> <ul style="list-style-type: none"> • Has BTS and SS now (at Q8) and will keep in future (at Q28) • Has SS only (at Q8) and will keep in future (at Q28) • Has BTS only (at Q8) and will keep in future (at Q28) • Has neither BTS nor SS (at Q8) and will keep in the future (at Q28) <p>Change:</p> <ul style="list-style-type: none"> • Will change to BTS and SS (based on Q8 and 28) • Will change to SS only (based on Q8 and 28) • Will change to BTS only (based on Q8 and 28) • Will change to neither (based on Q8 and 28) <p>Don't know Anyone who said DK at Q8 or Q28</p>