I. SAMPLE VARIABLES
RESEARCHER: If there are questions or variables that are not quotas and you want to track them, list the variable name and type here, so programming knows that you want to monitor.

II. QUOTA CHECK BASED ON SAMPLE VARIABLES
RESEARCHER: Insert description of the quota based on sample information.

Sample plan to be provided separately.

III. INTRODUCTION
We are conducting a study looking at people’s attitudes to television, radio and online services in the UK, and we are keen to know your views.

This study is being carried out for Ofcom (the Office of Communications), which is responsible for overseeing broadcast services in the UK.

Your answers to the survey will remain completely confidential. They will never be reported on at an individual level or be used to identify you in any way. The information collected by GfK is on behalf of, and will remain, the property of Ofcom and will not be passed on to any third parties.

First, we will ask you a few questions about yourself and the media you use. This will only take a few minutes. This will allow us to see whether you qualify to complete the full survey. The full survey will take 20-25 minutes depending on the media you use.

IV. SCREENER

BASE: ALL RESPONDENTS
INTERNET USE

INTU [S]

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

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

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

SELECT ONE OPTION

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

SCRIPTER – IF ONLINE SAMPLE CLOSE IF CODE 6-10, IF F2F SAMPLE CLOSE IF CODE 1-3

| Base: All respondents
| GENDER – RESPONDENT TO SELF COMPLETE
| SEX [S]
| And now, a few questions about you. Are you:

1. Male
2. Female
3. Other
4. Prefer not to say

| QUOTA CHECK
| Total net n=###

SOFT QUOTAS based on S01 (Sex)

S01=1 (male): ##
S01=2 (female): ##

| Base: All respondents
| AGE
| RESEARCHER: Update programming logic in Scripter Note below.

| AGE [Q]
| How old are you?

Please can you re-enter your age? SHOW IF THEY TYPE AN AGE OUTSIDE OF THE RANGE. IF OUTSIDE OF THE AGE RANGE AFTER THIS PROMPT, THEN CLOSE

| SCRIPTER: INSERT TEXT BOX. RANGE: 16-100. [INSERT LOGIC FOR QUALIFYING AGES.] IF TYPE OUTSIDE THE AGE RANGE, RE ASK AGE, IF OUTSIDE OF AGE RANGE THEN CLOSE

| QUOTA CHECK
| Total net n=###

SOFT QUOTAS based on S02 (age)

S02 >= ###: ##
S02 >= ###: ##

| Base: All respondents
| POSTCODE

| POSTCODE [TYPE IN BOX]
| What is your postcode? Please note: this question will only be used to assign you to a region of the UK and not to identify where you live.

98. Don’t know
99. Prefer not to say
SCRIPTER, AUTOCODE FROM POSTCODE INTO THE FOLLOWING REGIONS AND SHOW RELEVANT REGION IN LATER QUESTION NOTE THAT POSTCODE NEEDS TO BE VALIDATED AS FULL POSTCODE (7/8 CHARACTER NOTATION) IF POSTCODE CANNOT BE MATCHED, CODE AS ‘NO POSTCODE’ (97) AND FOLLOW INSTRUCTIONS

Base: All who answer don’t know/prefer not to say at POSTCODE

TV REGION

Which region do you live in?

TV REGIONS
1. North East and Cumbria (including County Durham, Northumberland, Teeside, Tyne and Wear, Northern Cumbria and the majority of North Yorkshire)
2. North-West (including Cheshire, Greater Manchester, Lancashire, Merseyside, North Yorkshire (western Craven), West Yorkshire (Walsden), Derbyshire (western High Peak), Cumbria (Barrow-in-Furness and South Lakeland) and the Isle of Man)
3. Yorkshire & Lincolnshire (including Leeds, Sheffield and York)
4. West Midlands (including Herefordshire, Shropshire, Staffordshire, Warwickshire, and Worcestershire)
5. East Midlands (including Derbyshire (except High Peak, North East Derbyshire and the northern areas of the Derbyshire Dales), Leicestershire, Nottinghamshire (except Bassetlaw), Rutland and South Kesteven in Lincolnshire)
6. East (including Norfolk, Suffolk, Essex, Cambridgeshire, Northamptonshire, Bedfordshire, Hertfordshire and northern Buckinghamshire)
7. West (including Bristol, the majority of Wiltshire, northern and eastern Somerset, the majority of Gloucestershire and northern Dorset)
8. South (including Hampshire, Isle of Wight, the majority of West Sussex, eastern and central Dorset, eastern Gloucestershire, southern and eastern Oxfordshire, southern Northamptonshire, western Berkshire and parts of Buckinghamshire, Surrey and Wiltshire)
9. South West (including Cornwall, Devon, Isles of Scilly, southern and western Somerset, western Dorset and Channel Islands)
10. South East (including Kent, East Sussex, part of West Sussex and a small part of Surrey)
11. London
12. Wales
13. Scotland
14. Northern Ireland

SINGLE CODE

RADIO LOCAL LIST
1. BBC Radio Berkshire
2. BBC Radio Bristol
3. BBC Radio Cambridgeshire
4. BBC Radio Cornwall
5. BBC Coventry & Warwickshire
6. BBC Cumbria
7. BBC Radio Derby
8. BBC Radio Devon
9. BBC Essex
10. BBC Radio Gloucestershire
11. BBC Radio Guernsey
12. BBC Hereford & Worcester
13. BBC Radio Humberside
14. BBC Radio Jersey
15. BBC Radio Kent
16. BBC Radio Lancashire
17. BBC Radio Leeds
18. BBC Radio Leicester
19. BBC Radio Lincolnshire
20. BBC Radio London
21. BBC Radio Manchester
22. BBC Radio Merseyside
23. BBC Newcastle
24. BBC Radio Norfolk
25. BBC Radio Northampton
26. BBC Radio Nottingham
27. BBC Radio Oxford
28. BBC Radio Sheffield
29. BBC Radio Shropshire
30. BBC Radio Solent
31. BBC Somerset
32. BBC Radio Stoke
33. BBC Radio Suffolk
34. BBC Surrey
35. BBC Sussex
36. BBC Tees
37. BBC Three Counties Radio
38. BBC Wiltshire
39. BBC WM 95.6
40. BBC Radio York
41. BBC Radio Foyle

NATIONAL RADIO LIST
1. BBC Radio Scotland
2. BBC Radio nan Gàidheal
3. BBC Radio Ulster
4. BBC Radio Foyle
5. BBC Radio Wales
6. BBC Radio Cymru

Base: ALL RESPONDENTS

NAT IDENTITY

How would you describe your national identity?

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

Base: ALL RESPONDENTS

ETHNICITY

ETHNICITY [S]
What is your ethnic group?

a) White
What is your religion?

1. No religion
2. Catholic
3. Church of England/Scotland/Ireland
4. Other Christian
5. Buddhist
6. Hindu
7. Jewish
8. Muslim
9. Sikh
97. Any other religion, please describe
98. Prefer not to say

Base: ALL RESPONDENTS

RELIGION FOLLOWED

RELIGION [M, EXCEPT FOR NO RELIGION]

V. MAIN QUESTIONNAIRE

Thank you, we’d now like you to take part in the rest of the survey. The next section is about TV, radio, online services and apps that you may have used in the past 3 months.

A MEDIA CONSUMPTION

Base: All respondents – IF QUOTA FULL AT ETHNICITY OR RELIGION PLEASE SCREEN OUT AT THIS QUESTION INSTEAD.
A0 [M]

How do you receive TV channels, such as the BBC, ITV or Channel 4, on the main TV set in your household? Please select all that apply.

1. Freeview – free TV via an aerial and set-top box or built into the TV set
2. Cable - Virgin Media
3. Satellite – from Sky for a monthly subscription
4. Freesat satellite TV - via a satellite dish but with no subscription
5. Satellite – from someone other than Sky
6. BT TV (formerly BT Vision)
7. TalkTalk TV
8. EE TV
9. NOW TV
10. YouView
11. No TV in household (SINGLE CODE)
12. Don't know (SINGLE CODE)

Base: All respondents

A0a [S]

Do you have access to the internet at home?

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

Base: ASK OF THOSE WHO SELECT YES AT A0a and DON'T SELECT CODE 11 AT A0

A0b [M]

Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set? Please select all that apply.

1. Smart TV (i.e. a TV with built-in video streaming apps)
2. Apple TV
3. Amazon Fire
4. Google Chromecast
5. Games console
6. [PIPE THROUGH EACH CODE SELECTED AT A0 AS A SEPARATE ANSWER]
   6.1 Freeview – free TV via an aerial and set-top box or built into the TV set
   6.2 Cable - Virgin Media
   6.3 Satellite – from Sky for a monthly subscription
   6.4 Freesat satellite TV - via a satellite dish but with no subscription
   6.5 Satellite – from someone other than Sky
   6.6 BT TV (formerly BT Vision)
   6.7 TalkTalk TV
   6.8 EE TV
   6.9 NOW TV
   6.10 YouView
   6.11 Freeview – free TV via an aerial and set-top box or built into the TV set
   6.12 Cable - Virgin Media
   6.13 Satellite – from Sky for a monthly subscription
   6.14 Freesat satellite TV - via a satellite dish but with no subscription
   6.15 Satellite – from someone other than Sky
   6.16 BT TV (formerly BT Vision)
   6.17 TalkTalk TV
   6.18 EE TV
   6.19 NOW TV
   6.20 YouView

7. Laptop, netbook, tablet or smartphone
8. Other device connected to the TV (write in)
9. None of these (SINGLE CODE)
10. Don't know (SINGLE CODE)

Base: ASK ALL

A1.1. [M]
Which, if any, of these TV channels have you personally watched in the past 3 months? Please do not include programmes watched on catch-up or on-demand.

Please select all that apply.

Rotate
Rows
1. BBC One
2. BBC Two
3. BBC Four
4. ITV / STV (SCOTLAND ONLY) / UTV (NORTHERN IRELAND ONLY)
5. Any other ITV channel (e.g. ITV2, ITV3, ITV Be)
6. Channel 4
7. Any other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)
8. Channel 5
9. Any other Channel 5 channel (e.g. 5USA, 5Star)
10. Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)
11. Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
12. S4C
13. BBC News Channel
14. BBC Parliament
15. BBC Alba
16. CBBC
17. CBeebies
18. Other (please specify)
19. None of these

Base: ASK ALL

A1.2. [M]
And which, if any, of these TV channels have you personally watched in the past 3 months? Please do not include programmes watched on catch-up or on-demand.

Please select all that apply.

Rotate
Rows
1. BBC One
2. BBC Two
3. BBC Four
4. ITV / STV (SCOTLAND ONLY) / UTV (NORTHERN IRELAND ONLY)
5. Any other ITV channel (e.g. ITV2, ITV3, ITV Be)
6. Channel 4
7. Any other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)
8. Channel 5
9. Any other Channel 5 channel (e.g. 5USA, 5Star)
10. Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)
11. Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
12. S4C
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>13.</td>
<td>BBC News Channel</td>
</tr>
<tr>
<td>14.</td>
<td>BBC Parliament</td>
</tr>
<tr>
<td>15.</td>
<td>BBC Alba</td>
</tr>
<tr>
<td>16.</td>
<td>CBBC</td>
</tr>
<tr>
<td>17.</td>
<td>CBeebies</td>
</tr>
<tr>
<td>20.</td>
<td>BBC Scotland</td>
</tr>
<tr>
<td>18.</td>
<td>Other (please specify)</td>
</tr>
<tr>
<td>19.</td>
<td>None of these</td>
</tr>
</tbody>
</table>

**Base: Show all those coded at A1.1 AND A1.2. IF SELECT NONE OF THESE at A1.1 AND A1.2 DON'T SHOW THIS QUESTION**

**A1a. [M]**
How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

Please click on how often you have watched the TV channel shown below.

**ROTATE** Answer all, single code for each column

**ROLLING GRID**
ROWS
1. BBC One
2. BBC Two
3. BBC Four
4. ITV / STV (SCOTLAND ONLY) / UTV (NORTHERN IRELAND ONLY)
5. Any other ITV channel (e.g. ITV2, ITV3, ITV Be)
6. Channel 4
7. Any other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)
8. Channel 5
9. Any other Channel 5 channel (e.g. 5USA, 5Star)
10. Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)
11. Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
12. S4C
13. BBC News Channel
14. BBC Parliament
15. BBC Alba
16. CBBC
17. CBeebies
20. BBC Scotland

**SCALE ON TOP (DO NOT SHOW CODE NUMBERS)**
1. A few times a day
2. At least once every day
3. About two or three times a week
4. At least once a week
5. At least once a month
6. At least once in the last three months
99. Don’t know/can’t remember

**Base: All respondents**
A2.1. [M]
Which, if any, of these radio stations have you personally listened to in the past 3 months?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio).

Please select all that apply.

KEEP BBC STATIONS IN THE SAME ORDER

1. BBC Radio 1
2. 1Xtra from the BBC
3. BBC Radio 2
4. BBC Radio 3
5. BBC Radio 4
6. BBC Radio 4 Extra
7. BBC Radio 5 live
8. BBC Radio 5 live sports extra
9. BBC 6 Music
10. BBC Asian Network
11. BBC local radio stations (e.g. INSERT RELEVANT LOCAL RADIO STATION FROM POSTCODE IDENTIFIER, IF NO POSTCODE INFORMATION AVAILABLE, PLEASE SHOW NO EXAMPLE, i.e. just show BBC local radio stations)
12. BBC national radio stations (e.g. IF IN SCOTLAND SHOW BBC RADIO SCOTLAND and BBC Radio nan Gàidheal, WALES SHOW BBC RADIO WALES AND BBC RADIO CYMRU, BBC RADIO ULSTER FOR NORTHERN IRELAND, IF IN ENGLAND SHOW BBC RADIO SCOTLAND, BBC RADIO WALES AND BBC RADIO ULSTER) Any other BBC station (including digital BBC stations)
13. BBC World Service
14. TalkSPORT
15. TalkRADIO
16. Classic FM
17. Absolute Radio
18. Any Capital Radio station
19. Any Heart Radio station
20. Any Smooth Radio station
21. Kiss
22. Magic
23. Other local Radio station (e.g. a local station that has advertising)
24. Internet-only radio station
25. None of these

Base: All respondents

A2.2 [M]
And which, if any, of these radio stations have you personally listened to in the past 3 months?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio).

Please select all that apply.

ROTATE CODE 14 – 23
Rows
1. BBC Radio 1
2. 1Xtra from the BBC
3. BBC Radio 2
4. BBC Radio 3
5. BBC Radio 4
6. BBC Radio 4 Extra
7. BBC Radio 5 live
8. BBC Radio 5 live sports extra
9. BBC 6 Music
10. BBC Asian Network
11. BBC local radio stations (e.g. INSERT RELEVANT LOCAL RADIO STATION FROM POSTCODE IDENTIFIER, IF NO POSTCODE INFORMATION AVAILABLE, PLEASE SHOW NO EXAMPLE, i.e. just show BBC local radio stations)
12. BBC national radio stations (e.g. IF IN SCOTLAND SHOW BBC RADIO SCOTLAND and BBC Radio nan Gàidheal, WALES SHOW BBC RADIO WALES AND BBC RADIO CYMRU, BBC RADIO ULSTER FOR NORTHERN IRELAND. IF IN ENGLAND SHOW BBC RADIO SCOTLAND, BBC RADIO WALES AND BBC RADIO ULSTER)
13. BBC World Service
14. TalkSPORT
15. TalkRADIO
16. Classic FM
17. Absolute Radio
18. Any Capital Radio station
19. Any Heart Radio station
20. Any Smooth Radio station
21. Kiss
22. Magic
23. Other local or national commercial radio station (e.g. a local station that has advertising)
24. Internet-only radio station
25. None of these

Base: Show all those coded at A2.1 and A2.2. IF SELECT NONE OF THESE AT A.2.1 and A2.2 DON’T SHOW THIS QUESTION

A2a. [M] How often in the past 3 months have you listened to these radio stations?

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio).

Rotate, Answer all, single code for each column
ROLLING GRID
ROWS
1. BBC Radio 1
2. 1Xtra from the BBC
3. BBC Radio 2
4. BBC Radio 3
5. BBC Radio 4
6. BBC Radio 4 Extra
7. BBC Radio 5 live
8. BBC Radio 5 live sports extra
9. BBC 6 Music
10. BBC Asian Network
11. BBC local radio stations (e.g. INSERT RELEVANT LOCAL RADIO STATION FROM POSTCODE IDENTIFIER, IF NO POSTCODE INFORMATION AVAILABLE, PLEASE SHOW NO EXAMPLE, i.e. just show BBC local radio stations)
12. BBC national radio stations (e.g. IF IN SCOTLAND SHOW BBC RADIO SCOTLAND and BBC Radio nan Gàidheal, WALES SHOW BBC RADIO WALES AND BBC RADIO CYMRU, BBC RADIO ULSTER FOR NORTHERN IRELAND. IF IN ENGLAND SHOW BBC RADIO SCOTLAND, BBC RADIO WALES AND BBC RADIO ULSTER)
SCOTLAND, BBC RADIO WALES AND BBC RADIO ULSTER) Any other BBC station (including digital BBC stations)

13. BBC World Service
14. TalkSPORT
15. TalkRADIO
16. Classic FM
17. Absolute Radio
18. Any Capital Radio station
19. Any Heart Radio station
20. Any Smooth Radio station
21. Kiss
22. Magic
23. Other local or national commercial radio station (e.g. a local station that has advertising)

24. Internet-only radio station

SCALE ON TOP (DO NOT SHOW CODE NUMBERS)

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

Base: All respondents- KEEP BBC CHANNELS TOGETHER BUT ROTATE ORDER SHOWN, ANCHORING 19. AT THE BOTTOM. KEEP 17 AND 18 ROTATING TOGETHER, WITH 17 ALWAYS SHOWING FIRST

A3. [M] Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.

Rotate Rows

1. BBC iPlayer
2. BBC Three (now available only online)
3. BBC iPlayer Kids
4. ITV Hub or ITV Hub+ [formerly ITV player]
5. STV Player (SHOW THIS CODE ONLY FOR SCOTTISH RESPONDENTS)
6. S4C Clic
7. All 4 (formerly 4OD)
8. My5 (formerly Demand 5)
9. Netflix
10. Amazon Prime/Amazon Video
11. Now TV
12. Sky On Demand (Sky Go)
13. UKTV Play
14. Disney Life
15. Virgin TV Catch-up/Virgin Media Anywhere
16. Hayu
17. A BBC YouTube Channel
18. Other YouTube Channel
19. Other streaming service (please specify) ANCHOR AT LAST POSITION (above none of these)
20. None of these
A3a [M]
How often in the past 3 months have you watched programmes using these services?

**ROTATE, Answer all, single code for each row**

**ROLLING GRID**

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

**SCALE ON TOP (DO NOT SHOW CODE NUMBERS)**
1. A few times a day
2. At least once every day
3. About two or three times a week
4. At least once a week
5. At least once a month
6. At least once every three months
99. Don’t know/can’t remember

---

A4. [M]
Which, if any, of these websites or apps have you used in the past 3 months? Please select all that apply.

Rotated

**Rows**
1. BBC.co.uk
2. ITV.com
3. stv.tv
4. S4C
5. SkySports.com
6. News.sky.com (Sky News)
7. Channel4.com
### A4a [M]

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

Rotate, answer all, single code for each row

**ROLLING GRID**

<table>
<thead>
<tr>
<th>ROWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. BBC.co.uk</td>
</tr>
<tr>
<td>2. ITV.com</td>
</tr>
<tr>
<td>3. stv.tv</td>
</tr>
<tr>
<td>4. S4C</td>
</tr>
<tr>
<td>5. SkySports.com</td>
</tr>
<tr>
<td>6. News.sky.com (Sky News)</td>
</tr>
<tr>
<td>7. Channel4.com</td>
</tr>
<tr>
<td>8. 5 (channel5.com)</td>
</tr>
<tr>
<td>9. BBC Sport</td>
</tr>
<tr>
<td>10. BBC News</td>
</tr>
<tr>
<td>11. BBC Weather</td>
</tr>
<tr>
<td>12. BBC CBeebies Playtime</td>
</tr>
<tr>
<td>13. BBC Music</td>
</tr>
<tr>
<td>14. BBC Food</td>
</tr>
<tr>
<td>15. BBC iWonder</td>
</tr>
<tr>
<td>16. BBC+</td>
</tr>
<tr>
<td>17. BBC Bitesize</td>
</tr>
<tr>
<td>18. BBC CBeebies Storytime</td>
</tr>
<tr>
<td>20. BBC Sounds</td>
</tr>
</tbody>
</table>

**SCALE ON TOP (DO NOT SHOW CODE NUMBERS)**

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

---

B General views of TV, radio & online services
Now we are going to ask you about your general impressions of various TV, radio and online service providers. When responding for each service provider, please think of everything that you watch, listen to or access, on any device.

**Base: All respondents who have used each brand/service in the past 3 months at A1.1 OR A1.2**

**Overall impression of service - TV**

**B1TV.** On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television and video service providers?

Please click on the number that you think applies to the statement shown below.

**ROLLING GRIG**

**Rows: Show all selected at A1.1 and A1.2**

| TV | 
|---|---|
| 1 | BBC television channels (including BBC One, BBC Two, BBC Four, BBC News, CBBC/CBeebies and BBC Scotland channels as well as the BBC iPlayer and BBC Three, which is online) (CODE ANY OF 1, 2, 3 FROM A1.1 OR ANY OF 3,13,14,15,16 OR 17 OR 20 AT A1.2) |
| 2 | ITV (including ITV1, ITV2, ITV3, ITV4, ITV Be, ITV Encore, CITV and the ITV Hub) OR STV (including STV2 and STV Player) OR UTV (including UTV, ITV2,3,4, ITV Be, ITV Encore and ITV Hub) (CODE 4 AT A1.1 OR 5 AT A1.2) |
| 3 | Channel 4 (including Channel 4, E4, More 4, 4 Seven, Film 4, 4 Music and All4) (CODE 6 AT A1.1 OR 7 AT A1.2) |
| 4 | Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5) (CODE 8 AT A1.1 OR 9 AT A1.2) |
| 5 | S4C (CODE 12 AT A1.2) |
| 6 | Netflix (CODE 9 AT A3) |
| 7 | Amazon Prime Video (CODE 10 AT A3) |
| 8 | Now TV (DO NOT SHOW FOR THOSE WITH SKY AS COVERED IN SKY LIST) (CODE 11 AT A3) |

**ROTATE ORDER SHOWN, SHOW ALL USED IN LAST 3 MONTHS AT A1 AND A3. IF NOT AN SVOD USER, I.E. DOESN'T GET SHOWN CODES 6-9 IN THIS QUESTION, ONLY SHOW SKY OF THOSE WITH SKY SUBSCRIPTION**

**SCALE ON TOP**

Extremely Dissatisfied 1
2
3
4
5
6
7
8
9
Extremely Satisfied 10

**Base: All respondents who have used in the last 3 months at A2.1 OR A2.2**
Overall impression of RADIO

B2Radio. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers?

Use providers coded in Section A, in the ‘used in the past 3 months’ questions (A2.1 OR A2.2 for radio). SHOW ALL THAT THEY’VE LISTENED TO IN THE PAST 3 MONTHS

ROLLING GRID
ROWS

<table>
<thead>
<tr>
<th>BBC Radio (CODES 1,2,3,4,5,7,9,10,11 OR 12 AT A2.1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Absolute Radio (CODE 17 AT A2.2)</td>
</tr>
<tr>
<td>Classic FM (CODE 16 AT A2.2)</td>
</tr>
<tr>
<td>Heart (CODE 19 AT A2.2)</td>
</tr>
<tr>
<td>Capital (CODE 18 AT A2.2)</td>
</tr>
<tr>
<td>Smooth (CODE 20 AT A2.2)</td>
</tr>
<tr>
<td>TalkRadio/Sport (CODE 14 OR 15 AT A2.2)</td>
</tr>
<tr>
<td>Kiss (CODE 21 AT A2.2)</td>
</tr>
<tr>
<td>Magic (CODE 22 AT A2.2)</td>
</tr>
</tbody>
</table>

ROTATE ORDER SHOWN IN

SCALE ON TOP
Extremely Dissatisfied 1
2
3
4
5
6
7
8
9
Extremely Satisfied 10

Base: All respondents who have used in the past 3 months at A4
Overall impression of online websites/apps

B3MEAPP. On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with the following websites and apps?

Use providers coded in Section A, in the used in the past 3 months questions (A4). IF USING BBC, SHOW THIS PLUS THREE COMPETITORS SELECTED AT RANDOM. IF NOT USING BBC, SELECT THREE COMPETITORS AT RANDOM

ROLLING GRID
ROWS

<table>
<thead>
<tr>
<th>BBC website and apps (CODES 1, 9, 10, 11, 12,13, 14, 15, 16, 17 OR 18 OR 20 AT A4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITV website and apps (CODE 2 AT A4)</td>
</tr>
</tbody>
</table>
C General views of BBC TV, radio and online services

Base: All respondents
Overall impressions

This part of the survey is specifically about the BBC.

SHOW 1-10 SCALE
C1. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

SCALE
Extremely Unfavourable 1
2
3
4
5
6
7
8
9
Extremely Favourable 10

As a public service organisation, the BBC has a number of public duties to inform, educate and entertain everyone living in the UK. We are now going to ask your opinion on how well the BBC delivers these duties, as well as how important they are.

When responding to these questions, please think about everything the BBC does, on TV, radio and online, and include everything you watch, listen to or access on any device.
C2.
On a scale of 1 to 10 where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC as a whole provides:

ROLLING GRID
ROTATE STATEMENTS 1-4

1. Impartial news and information to help people understand and engage with the world around them.
2. Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.
3. A range of high quality, distinctive and creative content that is different to that of other providers.
4. Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.

SHOW ALL STATEMENTS ON THE SAME SCREEN, ADD DON’T KNOW OPTIONS AT EACH STATEMENT

SCALE ON TOP
Not At All Well 1
2
3
4
5
6
7
8
9
Extremely Well 10
Don’t know

C3
On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that the BBC provides:

ROLLING GRID
ROTATE STATEMENTS 1-4

1. Impartial news and information to help people understand and engage with the world around them.
2. Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.
3. A range of high quality, distinctive and creative content that is different to that of other providers.
4. Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.
SHOW ALL STATEMENTS ON THE SAME SCREEN, ADD DON’T KNOW OPTIONS AT EACH STATEMENT

SCALE ON TOP
Not At All Important 1
2
3
4
5
6
7
8
9
Extremely Important 10
Don’t know

Base: All respondents
Overall personal importance for each purpose - SHOW ON THE SAME SCREEN AS C3 SHOW ON SEPARATE SCREEN TO C4, MAKE A ROLLING GRID

C4
On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:

ROLLING GRID
ROTATE STATEMENTS 1-4

1. Impartial news and information to help people understand and engage with the world around them.
2. Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.
3. A range of high quality, distinctive and creative content that is different to that of other providers.
4. Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.

SHOW ALL STATEMENTS ON THE SAME SCREEN, ADD DON’T KNOW OPTIONS AT EACH STATEMENT

SCALE ON TOP
Not At All Important 1
2
3
4
5
6
7
8
9
Extremely Important 10
Don’t know

PURPOSES IN MORE DEPTH
This section looks at each of the BBC’s public duties in more detail.

For each one we will ask you to consider a number of statements on how well you personally think the BBC is currently performing in these areas.

**C6**

This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

ROLLING GRID

1. News coverage that helps me understand what’s going on in the world today.
2. News that represents a range of viewpoints.
3. News that is impartial.

**C7**

This next set of statements are about the BBC supporting learning for people of all ages.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

ROLLING GRID

1. Programmes and content that are educational.
2. Programmes and content that are inspirational.
3. Programmes and content that support children and young people with their education.
4. Programmes and content that helps me to learn new things.
5. Programmes and content that are informative.

SCALE ON TOP
Not At All Well 1
2
3
4
5
6
7
8
9
Extremely Well 10
Don’t know

Base: All respondents

C8

The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole:

ROLLING GRID

1. Provides a broad mix of different types of TV, radio and online programmes and content
2. Provides high quality television, radio and online content.
3. Provides programmes and content made specifically for UK audiences, using UK actors, writers and locations.
4. Takes risks and provides content that is new and innovative across all of its services, including television, radio and online.
5. Provides television, radio and online content which appeals to a wide range of different audiences across the UK.
6. Provides distinctive programmes and content.

SCALE ON TOP
Not At All Well 1
2
3
4
5
6
7
8
9
Extremely Well 10
Don’t know

Base: All respondents

C9
This next set of statements are about the BBC’s responsibility to reflect, represent and serve diverse communities within all the UK’s nations and regions.

On a scale of 1-10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC as a whole provides:

ROLLING GRID
ROTATE

1. A good range of programmes and content that includes people like me.
2. A good range of programmes and content that represents where I live.
3. An authentic portrayal of people like me.
4. An authentic portrayal of the region where I live.
5. Programmes and content that are relevant to me.

SCALE ON TOP
Not At All Well 1
2
3
4
5
6
7
8
9
Extremely Well 10
Don’t know

D COMPARABLE PROVIDERS ANALYSIS

Base: All respondents

We would now like to know how you think the BBC compares to other providers.

Base: All respondents
Competitive delivery for television services

D1.

When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.

Comparing BBC television services to other television and video providers, how well, if at all, do you think BBC television ...

Please give a score of 1-10, where 1 means not at all well and 10 means extremely well

ROLLING GRID
ROTATE
1. Provides a broad mix of different types of TV programmes and content.
2. Provides high quality television content.
3. Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
4. Takes risks and provides TV programmes and content that is new and innovative.
5. Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
6. Provides distinctive TV programmes and content.

D1a
On a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC television…

ROLLING GRID

1. Provides a broad mix of different types of TV programmes and content.
2. Provides high quality television content.
3. Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
4. Takes risks and provides TV programmes and content that is new and innovative.
5. Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
6. Provides distinctive TV programmes and content.

Not At All Important
2 3 4 5 6 7 8 9
D1b.

How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?

ROLLING GRID
[PIPE IN TV CHANNEL/SERVICE FROM CODES 1 OR 2 AT A1.1 OR CODES 3,13,14,15,16 OR 17 OR 20 AT A1.2 OR CODES 1,2 OR 3 AT A3] offers me something that other television and video providers do not

(FROM A1)
1. BBC One offers me something that other television and video providers do not
2. BBC Two offers me something that other television and video providers do not
3. BBC Four offers me something that other television and video providers do not
13. BBC News Channel offers me something that other television and video providers do not
14. BBC Parliament offers me something that other television and video providers do not
15. BBC Alba offers me something that other television and video providers do not
16. CBBC offers me something that other television and video providers do not
17. CBeebies offers me something that other television and video providers do not
20. BBC Scotland offers me something that other television and video providers do not

(FROM A3)
1. BBC iPlayer offers me something that other television and video providers do not
2. BBC Three (now available only online) offers me something that other television and video providers do not
3. BBC iPlayer Kids offers me something that other television and video providers do not

SCALE ON TOP
Not at all agree 1
2
3
4
5
6
7
8
9
Agree completely 10
Don’t know

Base: All respondents
Competitive delivery for radio services

D2.
Comparing BBC radio stations to other radio stations, how well, if at all, do you think BBC radio...

Please give a score of 1-10, where 1 means not at all well and 10 means extremely well
ROLLING GRID

1. Provides a mix of different types of radio station.
2. Provides high quality radio output.
3. Supports UK music and presenters.
4. Takes risks and provides radio content or music that is new and innovative or less well known.
5. Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.
6. Provides distinctive radio programmes and output.

SCALE ON TOP

Not At All Well 1
2
3
4
5
6
7
8
9
Extremely Well 10

Don’t know

Base: All respondents

D2a

Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC radio…

ROTATE

1. Provides a mix of different types of radio stations.
2. Provides high quality radio output.
3. Supports UK music and presenters.
4. Takes risks and provides radio content or music that is new and innovative or less well known.
5. Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.
6. Provides distinctive radio programmes and output.

Not At All Important 1
2
3
4
5
6
7
8
9
Extremely important 10

Don’t know

Base: ALL THOSE WHO’VE LISTENED TO BBC RADIO STATIONS, SHOW FOR EACH BBC STATION THAT THEY’VE LISTENED TO IN THE PAST 3 MONTHS AT A2.1
D2b.

How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?

ROLLING GRID

[PIPE IN RADIO STATION FROM CODES 1,3,4,5,7,9,10,11 OR 12 AT A2.1] offers me something that other radio stations do not

1. BBC Radio 1 offers me something that other radio stations do not
2. BBC Radio 2 offers me something that other radio stations do not
3. BBC Radio 3 offers me something that other radio stations do not
4. BBC Radio 4 offers me something that other radio stations do not
5. BBC Radio 5 live offers me something that other radio stations do not
6. BBC Radio 6 Music offers me something that other radio stations do not
7. BBC Asian Network
8. BBC local radio stations (e.g. INSERT RELEVANT LOCAL RADIO STATION FROM POSTCODE IDENTIFIER, IF NO POSTCODE INFORMATION AVAILABLE, PLEASE SHOW NO EXAMPLE, i.e. just show BBC local radio stations) offers me something that other radio stations do not
9. BBC national radio stations (e.g. IF IN SCOTLAND SHOW BBC RADIO SCOTLAND and BBC Radio nan Gàidheal. WALES SHOW BBC RADIO WALES AND BBC RADIO CYMRU, BBC RADIO ULSTER FOR NORTHERN IRELAND. IF IN ENGLAND SHOW BBC RADIO SCOTLAND, BBC RADIO WALES AND BBC RADIO ULSTER) Any other BBC station (including digital BBC stations) offers me something that other radio stations do not

SCALE ON TOP

Not At All Agree 1
2
3
4
5
6
7
8
9
Agree Completely 10

Don't know

Base: All respondents

Competitive delivery for online services

D3.

Comparing BBC website apps to other providers, how well, if at all, do you think BBC website and apps...

Please give a score of 1-10, where 1 means not at all well and 10 means extremely well

ROTATE

1. Have a mix of different types of content.
2. Have high quality content.
3. Provide content that other websites or apps don’t provide.
4. Present content in a unique/innovative way.
5. Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.
6. Provide distinctive online programmes and content.

Not At All Well 1
2
3
4
5
6
7
8
9
Extremely Well 10
Don't know

Base: All respondents

D3a.
Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, how important, if at all, do you think it is that BBC website and apps...

ROTATE

1. Have a mix of different types of content.
2. Have high quality content.
3. Provide content that other websites or apps don’t provide.
4. Present content in a unique/innovative way.
5. Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.
6. Provide distinctive online programmes and content.

Not at All Important 1
2
3
4
5
6
7
8
9
Extremely Important 10
Don't know

Base: ALL THOSE WHO’VE USED BBC APPS/WEBSITES, SHOW FOR EACH BBC SERVICE THAT THEY’VE USED IN THE LAST 3 MONTHS AT A4

D3b.

How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?

ROLLING GRID
[PIPE IN BBC app/website FROM CODES 1,9,10,11,12,13,14,15,16,17 OR 18 OR 20 at A4] offers me something that other websites/apps do not

1. BBC.co.uk offers me something that other websites/apps do not
9. BBC Sport offers me something that other websites/apps do not
10. BBC News offers me something that other websites/apps do not
11. BBC Weather offers me something that other websites/apps do not
12. BBC CBeebies Playtime offers me something that other websites/apps do not
13. BBC Music offers me something that other websites/apps do not
14. BBC Food offers me something that other websites/apps do not
15. BBC iWonder offers me something that other websites/apps do not
16. BBC+ offers me something that other websites/apps do not
17. BBC Bitesize offers me something that other websites/apps do not
18. BBC CBeebies Storytime offers me something that other websites/apps do not
19. BBC Sounds offers me something that other websites/apps do not

Not at all agree 1
2
3
4
5
6
7
8
9
Agree Completely 10
Don't know

**MEDIA CONSUMPTION/TECHNOLOGY OWNERSHIP/USE**

Base: All respondents
Technology access

**E2 [M]**

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

<table>
<thead>
<tr>
<th></th>
<th>Watch/access TV channels</th>
<th>Watch catch up, on demand or video streaming services</th>
<th>Listen to radio</th>
<th>Access online and apps</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Laptop/computer/netbook</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tablet</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Smartphone</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Digital radio</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Analogue radio</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smart or wireless speaker (e.g. Amazon Echo, Google Home)</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-reader (e.g. Kindle)</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Games console</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>None of these</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ATTITUDINAL

Now we are going to ask you some questions about your general attitudes towards the BBC.

Base: All respondents
Miss the BBC
F1

To what extent do you agree or disagree with the statement ‘I would miss the BBC if it wasn’t there’?

1. Definitely agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Definitely disagree
6. Don’t Know

Base: All respondents
Relevance of the BBC
F2

To what extent do you agree or disagree with the statement ‘The BBC is less relevant to me than it was in the past’?

1. Definitely agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Definitely disagree
6. Don’t Know

VI. DEMOGRAPHICS/CLASSIFICATION

Base: All respondents
NEWS USE

NU1.
Typically, how frequently do you access news? By news, we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).

1. More than 10 times a day
2. Between 6 and 10 times a day
3. Between 2 and 5 times a day
4. Once a day
5. 4-6 days a week
6. 2-3 days a week
7. Once a week
8. Less often than once a week
9. Less often than once a month
10. Never
11. Don’t know

Base: All respondents [M]
INTERNET ACCESS

IA1. Which of the following do you ever use, if at all?

Please select all that apply

1: In-home internet access using a WiFi (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 (on the move) using a WiFi (wireless) network
6: Internet access while travelling (on the move) using a mobile network e.g. using 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 WiFi (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: None of these/don’t access the internet

QIA1. In which of the following locations have you accessed the internet in the past 3 months?

Please select yes for all that apply.

ROLLING GRID

1. At home
2. At someone else’s home
3. At work
4. Whilst commuting/travelling/on the move
5. In a public place e.g. café, library
6. Elsewhere

ON TOP

Yes

No

Base: All respondents

HOUSEHOLD SIZE

DC01 [S]

How many people live in your house, including yourself?

1. One
2. Two
3. Three
4. Four
5. Five
6. Six
7. More than six
8. Prefer not to say

Base: All WHO DON'T CODE 1 AT DC01

CHILDREN

DC02 [S]
Do you have any children living in your household? By children, we mean children under 16 living at home.

1. Yes
2. No
98. Prefer not to say

Base: All respondents who coded D02=1
CHILDREN AGE
DC03 [S]

Thinking about the children under 16 in your household, what ages are they? Please type in the age of each child in a separate box.

PUT IN 10 SEPARATE BOXES FOR THEM TO TYPE IN EACH CHILD’S AGE, PLEASE LIMIT IMPUT TO NUMBER OF PEOPLE CODED AT DC01
98. Prefer not to say

SCRIPTER, PLEASE ADD A BOX TO TYPE IN THE NUMBER OF CHILDREN,

Base: CODE YES AT DC02
PARENT
DC04 [S]

Are you responsible for the children under 16 in your household? Are you their parent or guardian?

1. Yes
2. No
98. Prefer not to say

Base: CODE YES AT DC02 ASK ALL RESPONDENTS
CARER
DC05 [S]

Are you a carer for someone over the age of 16?

1. Yes
2. No
98. Prefer not to say

Base: All respondents
EDUCATION
DC06 [S]

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

1. GCSE/O-Level/CSE/standard grades or equivalent
2. Vocational qualifications or equivalent (=NVQ1+2)
3. A-Level/Highers or equivalent (=NVQ3)
4. Bachelor Degree or equivalent (=NVQ4)
5. Masters/PhD or equivalent
6. Other
7. No formal qualifications
99. Don’t know
In which of the following income bands does your gross annual household income fall?
(Note: before tax, national insurance or any other deductions)

1. Up to £10,000
2. £10,000 - £14,999
3. £15,000 - £19,999
4. £20,000 - £29,999
5. £30,000 - £39,999
6. £40,000 - £49,999
7. £50,000 - £74,999
8. £75,000 and above
98. Prefer not to say

What is your current working status?

1. Paid employment (30+ hours a week)
2. Paid employment (8-29 hours a week)
3. Paid employment (less than 8 hours a week)
4. Self employed (30+ hours a week)
5. Self employed (8-29 hours a week)
6. Self employed (less than 8 hours a week)
7. Retired
8. Studying full time
9. Not in paid employment/Looking after the house or home
10. Unemployed
97. Other
98. Prefer not to say

Are you the CHIEF INCOME EARNER, that is the person with the highest income, whether from employment, pensions, state benefits, investments or any other source?
1. Yes
2. No

If Seg1 = "Yes": Are you ...
If Seg1 = "No": Is the CHIEF INCOME EARNER

1. Working 30 hours or more a week (Full-time)
2. Working 8 - 29 hours a week (Part-time)
3. Retired/not working with PRIVATE PENSION/MEANS
4. Unemployed less than 6 months and seeking work
5. Unemployed more than 6 months, not able to work
6. Retired with STATE BENEFIT/ PENSION ONLY
7. Not working with STATE BENEFIT/PENSION ONLY FOR OTHER REASON
8. Student

If seg1=2 then ask work2
work2
And are you, yourself...

1. Working 30 hours or more a week (Full-time)
2. Working 8 - 29 hours a week (Part-time)
3. Retired/not working with PRIVATE PENSION/MEANS
4. Unemployed less than 6 months and seeking work
5. Unemployed more than 6 months, not able to work
6. Retired with STATE BENEFIT/PENSION ONLY
7. Not working with STATE BENEFIT/PENSION ONLY FOR OTHER REASON
8. Student

If Seg1 = “Yes” AND Work1 = Working 30 hours or more OR working 8-29 hours a week then ask:
work3
Are you ...

1. Employed
2. Self-employed

D3Seg (Ask All)
If Seg1 = “Yes”: Are you regularly employed, including self-employment? If you are employed both full-time and part-time please select “full-time”.
If Seg1 = “No”: Is the chief income earner regularly employed, including self-employment? If he/she is employed both full-time and part-time please select “full-time”.

1. Employed full-time (30+ hours per week)
2. Employed part-time (8-30 hours per week)
3. Not employed (less than 8 hours per week)

If D3Seg = Not employed then ask:
D4Seg
If Seg1 = “Yes”: Are you …
If Seg1 = “No”: Is the chief income earner …

1. A housewife/househusband
2. A student
3. Retired
4. Currently unemployed

If D3Seg is NOT = Not employed then ask:
D5SEG
If Seg1 = “Yes”: In your work, how many staff are you responsible for, if any?
If Seg1 = “No”: In their work, how many staff is the chief income earner responsible for, if any?

Numeric
None

If D3Seg is NOT = Not employed then ask:
D6
If Seg1 = “Yes”: Please type in your job title into the box below. As you type, a list will appear on the right with various options. Please select the option that most closely matches your job role, or if you cannot find your job role, please select “Other”.

If Seg1 = “No”: Please type in your job title into the box below. As you type, a list will appear on the right with various options. Please select the option that most closely matches your job role, or if you cannot find your job role, please select “Other”.

If D6 is NOT “other” SocialGrade is calculated

If D6 = “Other” then ask: FurtherDetails
If Seg1 = “Yes”: To help us classify you accurately, please enter as much information as you can regarding your role... level of experience / success etc
If Seg1 = “No”: To help us classify the chief income earner accurately, please enter as much information as you can regarding the chief income earner’s role... level of experience / success etc

If D6 = “Other” then ask: Segun
If Seg1 = “Yes”: Please choose from the list below which ONE best describes your occupation.
If Seg1 = “No”: Please choose from the list below which ONE best describes the chief income earner’s occupation.

1. Senior manager(e.g. managing director, chairman, etc.) in business OR a top-level civil servant OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations
2. Middle management executive (in charge of 25 staff or more) in a large organisation with appropriate qualifications OR principle officer in local government and civil service OR top management or owner of a small business, educational or service establishments OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations
3. Junior manager (e.g. head of section within the department, in charge of less than 24 staff) OR owner of small establishment OR any other non-manual positions OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations
4. Skilled manual worker OR manual worker with responsibility for other people OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations (if receiving spouse’s pension)
5. Semi skilled manual worker OR manual worker with no relevant qualifications including, apprentices and trainees to skilled workers OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations (if receiving spouse’s pension)
6. Dependant on the state long-term through sickness, unemployment, old age or for any other reason OR casual worker without a regular income

Note to scripters: Only social grade is coded in the SPSS file

Note to Ofcom: Social grade questions amended to match the script. Questions do not include students living at home, qualifications of self employed, classification of type of director.

SGD2 Are you the main income earner in the household?
1. Yes
2. No
3. Don’t know

SGD3 A. Are you regularly employed, including self employment? If you are employed both full-time and part-time please select ‘full-time’.
B. Is the chief income earner regularly employed, including self employment? If he/she is employed both full-time and part-time please select ‘full-time’.
1. Employed full-time (30+ hours per week)
2. Employed part-time (8-30 hours per week)
3. Not employed (less than 8 hours per week)

If SGD3 = Unemployed (code 3) then ASK SGD4

SGD4
A. Are you...
B. Is the chief income earner...

1. A housewife/ househusband
2. A student
3. Retired
4. Currently unemployed

If not main income earner (SGD2 code 2) and unemployed (SGD3 code 3) and student (SGD4 code 2) then SEG = C1

If CIE is retired (SGD4 = 3) then ask SGD4P

SGD4P
A. Do you...
B. Does the chief income earner...

____ receive any occupational pension from a previous employment, or is the state pension the only pension they receive?

1. Receives an occupational pension
2. Receives only a state pension

If retired (SGD4 code 3) and receiving only state pension (SGD4P = 2) then SEG = E

If not main income earner (SGD2 code 2) and unemployed (SGD3 code 3) and student (SGD4 code 2) then ask D4STU

SGD4STU
A. Are you living at home (with parents) or away from home / on your own?
B. Is the chief income earner living at home (with parents) or away from home / on their own?

1. At home
2. At home with parents
3. Away from home

SGD4STUDENTREDIRECTFIX
Flag in data to highlight students at home who are head of household – re-directed back to SGD2

If not main income earner (SGD2 code 2) and ho Heterosexual or straight usewife (SGD4 code 1) then ask D4House

SGD4HOUSE
And you are the chief income earner for this household?

1. Yes
2. No

If not main income earner (SGD2 code 2) and housewife (SGD4 code 1) and chief income earner (SGD4House code 1) then SEG = E
If employed full/part time (SGD3 codes 1 or 2) or Retired with Occupational Pension (SGD4P code 1) Ask SGD5

SGD5

1. In your work, how many staff are you responsible for, if any?
2. In their work, how many staff is the chief income earner responsible for, if any?
3. In your work, how many staff were you responsible for, if any?
4. In their work, how many staff was the chief income earner responsible for, if any?

Open numeric box
None

If employed full/part time (SGD3 codes 1 or 2) or Retired (SGD4 code 3) Ask SGD6

SGD6

1. Please type in your job title into the box below. As you type, a list will appear on the right with various options. Please select the option that most closely matches your job role, or if you cannot find your job role, please select ‘other’.
2. Please type in the chief income earner’s job title into the box below. As you type, a list will appear on the right with various options. Please select the option that most closely matches their job role, or if you cannot find their job role, please select ‘other’.
3. Please type in your job title (from before you retired) into the box below. As you type, a list will appear on the right with various options. Please select the option that most closely matches your job role, or if you cannot find your job role, please select ‘other’.
4. Please type in the chief income earner’s job title (from before they retired) into the box below. As you type, a list will appear on the right with various options. Please select the option that most closely matches their job role, or if you cannot find their job role, please select ‘other’.

Social grade auto-coder – Job title options will appear based on text entered by respondent and the job title selected will be used to code socio-economic group.

If “SelfManual” or “SelfNonManual” (taken from Social Grade auto-coder) ASK SK

SGSK

As you are/the chief income earner is self-employed, can you tell us if you are/the chief income earner is professionally skilled / qualified (i.e. electrician, plumber, London taxi driver, photographer etc) or not skilled / qualified (e.g. window cleaner, shopkeeper, hotelier etc).

1. I have/the chief income earner has professional qualifications relevant to my business
2. No such qualification

If Self manual (SGD6) and non-skilled (SGSK code 2)

If number of staff responsible for at SGD5 >= 25 Then SEG = B
If number of staff responsible for at SGD5 >= 5 Then SEG = C1
If number of staff responsible for at SGD5 >= 1 Then SEG = C2
Otherwise SEG = D

If SelfManual (SGD6) and skilled (SK code 1)

If number of staff responsible for at SGD5 >= 25 Then SEG = A
If number of staff responsible for at SGD5 >= 5 Then SEG = B
If number of staff responsible for at SGD5 >= 1 Then SEG = C1
Otherwise SEG = C2

If SelfNonManual (SGD6) and non-skilled (SK2)

If number of staff responsible for at SGD5 >= 25 Then SEG = A
If number of staff responsible for at SGD5 >= 5 Then SEG = B
If number of staff responsible for at SGD5 >= 1 Then SEG = C1
Otherwise SEG = C2

If SelfNonManual (SGD6) and skilled (SK code 1)
If number of staff responsible for at SGD5 >= 25 Then SEG = A
If number of staff responsible for at SGD5 >= 5 Then SEG = A
If number of staff responsible for at SGD5 >= 1 Then SEG = B
Otherwise SEG = C1

If “Director” (taken from Social Grade auto-coder) ASK SGEType, SGESize and SGMLevel

SGETYPE
Do you / does the chief income earner work in....

1. ... an industrial/commercial organisation
2. ... a bank/financial/service organisation

SGESIZE
How many employees does your/the chief income earner’s organisation have in total?

Open numeric box

SGMLEVEL
And even though you may have told us before, please select your/the chief income earner’s management level from the list below. If it is not listed, please select the nearest equivalent.

1. Chairman
2. Managing Director
3. Director, Board Member
4. Senior Manager
5. Department Manager (professionally qualified)
6. Department Manager (not professionally qualified)
7. Junior manager (ie. head of sections within a department, executives)

For those working in industrial/commercial organisation at SGETYPE

SGESize >= 200 And SGMLevel codes 1-5 Then SEG = A
SGESize >= 200 And SGMLevel codes 6-7 Then SEG = B
SGESize >= 25 And SGMLevel code 1-2 Then SEG = A
SGESize >= 25 And SGMLevel codes 3-5 Then SEG = B
SGESize >= 25 And SGMLevel codes 6-7 Then SEG = C1
SGESize >= 1 And SGMLevel codes 1-2 Then SEG = B
SGESize >= 1 And SGMLevel codes 3-7 Then SEG = C1
All other SGEType = Industrial Then SEG = C1

For those working in bank/financial/service organisation at SGETYPE
If “Other” (taken from Social Grade text from autocoder) Then SEG code 7

If SGD4 = Unemployed Then SEG = E

FURTHER DETAILS
To help us classify you/the chief income earner accurately, please enter as much information as you can regarding you/the chief income earner role... level of experience / success etc

OE question
Surrogate social grade question – to be asked of those not classified above.

If social grade = 7 (unable to autocode), then ask SGQ_SUR

SGQ_SUR

"Please choose from the list below which ONE best describes the main income earner’s occupation. If the main income earner is retired or unemployed, please select the occupation just before the main income earner retired or was unemployed."

"Senior manager (e.g., managing director, chairman, etc.) in business OR a top-level civil servant OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations"______________________________ (Social grade = A)

"Middle management executive (in charge of 25 staff or more) in a large organisation with appropriate qualifications OR principal officer in local government and civil service OR top management or owner of small/a small business, educational or service establishments OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations"______________________________ (Social grade = B)

"Junior manager (e.g., head of section within the department, in charge of fewer than 24 staff) OR owner of small establishment OR any other non-manual positions OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations"______________________________ (Social grade = C1)

"Skilled manual worker OR manual worker with responsibility for other people OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations (if receiving spouse’s pension)"______________________________ (Social grade = C2)

"Semi-skilled manual worker OR manual worker with no relevant qualifications, including apprentices and trainees to skilled workers OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations (if receiving spouse’s pension)"______________________________ (Social grade = D)

"Dependent on the state: long-term through sickness, unemployment, old age or for any other reason OR casual worker without a regular income"______________________________ (Social grade = E)
Ofcom wants to ensure that it talks to as representative a sample of people as possible. Please indicate which of the following you consider yourself to be:

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

Have you gone through any part of a process (including thoughts or actions) to change from the sex you were described as at birth to the gender you identify with, or do you intend to? (This could include changing your name, wearing different clothes, taking hormones or having gender reassignment surgery).

1. Yes
2. No
3. I prefer not to say

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

1. Breathlessness or chest pains
2. Poor vision, partial sight or blindness
3. Difficulty in speaking or in communicating
4. Poor hearing, partial hearing or deafness
5. Cannot walk at all / use a wheelchair
6. Cannot walk far or manage stairs or can only do so with difficulty
7. Limited ability to reach
8. Mental health problems or difficulties
9. Dyslexia
10. Other illnesses or health problems which limit your daily activities or the work that you can do (PLEASE TYPE IN) ________________________________
97. Prefer not to say
98. None
99. Don't know

What is your religion?
1. No religion  
2. Catholic  
3. Church of England/Scotland/Ireland  
4. Other Christian  
5. Buddhist  
6. Hindu  
7. Jewish  
8. Muslim  
9. Sikh  
97. Any other religion, please describe  
98. Prefer not to say  

Base: All respondents  

POSITIVITY  
DC17 [S per column]  

Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.  

ROLLING GRID  
ROWS  
1. I am satisfied with my life  
2. I feel very positive about my future  
3. I don’t like people to think badly of me  
4. White lies are acceptable to avoid hurting people’s feelings  

SCALE ON TOP  
1. Strongly agree  
2. Agree  
3. Slightly agree  
4. Neither agree nor disagree  
5. Slightly disagree  
6. Disagree  
7. Strongly disagree  

VIII. END TEXT  

SCRIPTER: INSERT STANDARD CLOSING/THANK YOU TEXT.  

SCRIPTER: INSERT STANDARD SCREENOUT TEXT(S).  

END OF QUESTIONNAIRE