

# PSB Tracker datasets

This document contains information about the official statistics that will be reported in the PSB Annual Report 2010.

## The PSB Tracker datasets are:

*PSB Tracker - Main data set 2009  
(including data on the rotating questionnaire modules)*

*PSB Tracker - Welsh boost data set 2009*

*PSB Tracker - PSB Tracker - Online module Q1 2010*

**Please note that data are shown on these tables, regardless of base size. Extremely low effective base sizes (those 0 - 30) are marked with two asterisks, while low effective base sizes (between 31 - 100) are marked with one asterisk. Data shown in columns marked in this way may not be statistically robust and should be treated with caution.**

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## Data collection

The Ofcom PSB Tracker is conducted via telephone interviews (CATI) with adults aged 16 and over. The first full year of fieldwork was 2006. Fieldwork is conducted each year during four months: January, April, July, and October, chosen to represent the range of the broadcast year. In 2006, a total of around 1,874 interviews were conducted per quarter (approximately 1070 in England; 268 in Scotland; 268 in Wales; 268 in Northern Ireland). In 2007, 2008 and 2009, a total of around 1,750 interviews were conducted per quarter (approximately 990 in England; 250 in Scotland; 250 in Wales; 250 in Northern Ireland).

The average interview length in 2009 was 23.25 minutes. Fieldwork was conducted by GfK NOP.

The Welsh sample was boosted each quarter with an additional 50 interviews among viewers of Welsh language programming on S4C to enable reporting on S4C. Respondents were offered the option of a Welsh language interview if preferred.

## Weighting

Quotas were applied and survey data were weighted to be nationally representative of adults 16+. Weights were applied to: gender, age, region, social grade and ethnicity, using data from mid-2004 population estimates (ONS). The Welsh boost survey data were also weighted, but to a profile of adults 16+ who watched any Welsh language programmes.

## Main questionnaire

The focus of the questionnaire is questions asking respondents to rate specific TV channels on different aspects of broadcasting relating to the PSB purposes and characteristics. The research statements that they were asked about correspond to the purposes and characteristics as set out in Figure 1.

**Figure 1 PSB purposes and characteristics and their alignment with PSB Tracker statements**

PSB purposes and characteristics	PSB Tracker statements
Purpose 1: To inform ourselves and others and to increase our understanding of the world through news, information and analysis of current events and ideas	Its news programmes are trustworthy Its programmes help me understand what's going on in the world today Its news programmes for people in (nation) provide a wide range of good quality news about (nation) (asked in the devolved nations) <sup>1</sup> Its Regional News programmes provide a wide range of good quality news about my area (asked in England)
Purpose 2: To stimulate our interest and knowledge of the arts, science, history and other topics through programmes that are accessible and can encourage informal learning	It shows interesting programmes about history, sciences or the arts As a result of watching its programmes I've become more interested in particular subjects
Purpose 3: To reflect and strengthen our cultural identity through original programming at UK, national and regional level, and by occasionally bringing audiences together for shared experiences	<i>UK cultural</i> It covers big national events well, like sports, music events or major news stories It shows high quality Soaps or Drama made in the UK Provides a wide range of high quality and UK-made programmes for children* <i>Nations and regions</i> Its entertainment and factual programmes show people from different parts of the UK It portrays my region well to the rest of the UK Aside from news, it provides a range of good-quality programmes about my nation, made for people in my nation
Purpose 4: To make us aware of different cultures and alternative viewpoints, through programmes that reflect the lives of other people and other communities, both within the UK and elsewhere	Its programmes show different kinds of cultures in the UK** Its programmes offer a range of opinions on subjects and issues**
High quality – well funded and well produced	It shows well-made, high quality programmes
Original – new UK content rather than repeats or acquisitions	It shows enough new programmes, made in the UK
Innovative – breaking new ideas or re-inventing exciting approaches, rather than copying old ones	It shows programmes with new ideas and different approaches
Challenging – making viewers think	It shows programmes that make me stop and think
Engaging – remaining accessible and attractive to viewers	It shows programmes I want to watch Its programmes reflect the interests and concerns of people like me
Trust <sup>2</sup>	I trust this channel*

<sup>1</sup> In previous PSB Annual Reports findings relating to nations and regions news were reported in sections relating to Purpose 3.

\* Statements added to the PSB Tracker for 2007  
\*\*Statements changed within the PSB Tracker in 2008

Respondents were asked to individually rate each channel that they watched regularly. The channels list comprised BBC One, BBC Two, ITV1, Channel 4/S4C, Five, BBC Three, BBC Four, BBC News and BBC Parliament. Those who viewed any of these channels regularly or occasionally were also asked to consider all of the channels together for each of the research statements. Statements on BBC Three, BBC Four, BBC News and BBC Parliament were only asked of multi-channel households. BBC News 24 was added to the questionnaire in April 2007 and was changed to 'BBC News (formerly called BBC News 24)' in the survey in July 2008. BBC Parliament was also added in July 2008.

Respondents were asked to rate the channel in relation to a statement on a 10-point scale where 10 is the highest score and 1 the lowest. Previously to July 2008 viewers were asked the extent to which they felt the statement applied (10 = applies completely; and 1 = does not apply at all) to each channel. Both statements were tested against each other in July 2008, with no major differences found in terms of the ratings provided using the slightly different wording.

The order of asking about individual channels was rotated to minimise order bias. Fifty per cent of the sample was asked about channels in order A below, and the remaining asked in order B :

- A: BBC One, BBC Two, BBC Three, BBC Four, BBC News, BBC Parliament, ITV1, Channel 4, Five, all channels combined
- B: ITV1, Channel 4, Five, BBC One, BBC Two, BBC Three, BBC Four, BBC News, BBC Parliament, all channels combined

Respondents were also asked to rate how important it is that the PSB channels together fulfil the PBS purposes and characteristics. This provides useful context for the data on how the PSB channels are rated on these elements. From Q4 2007, half of the sample group were asked about 'personal' and then 'societal importance' whilst half were asked about 'general importance'.

The 2009 questionnaire incorporated two main changes compared to the previous year. In quarter two 2009, a new question was added which asked respondents to compare their satisfaction with one year ago. This was followed by an open-ended question, which enabled respondents to explain the reasons for their increased or decreased satisfaction in their own words. In addition, from quarter three 2009, three further questions were added, designed to ascertain respondents' use of PVRs (personal video recorders) TV on demand and online viewing.

## Questionnaire modules

During each quarterly period of fieldwork, one of three 'modules' was inserted into the main questionnaire. These modules were inserted as follows in 2009:

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<sup>2</sup> This was included as a statement in the PSB Tracker in order to monitor the extent to which trust is assigned to the main PSB channels as the digital TV environment expands. The statement was also included partly as a result of the issues surrounding phone votes within programmes on the PSB channels and in order to understand opinions on the channels after the resolution of this.

*Quarter One* (5th January - 4th February) = Internet Module (designed to explore the types of PSC viewed on the internet, how this content is found and respondents' opinions of the content)

*Quarter Two* (1st - 30th April) = Digital channels module (respondents were also asked to rate a selection of non-PSB channels and PSB digital portfolio channels if they were regular viewers of these)

*Quarter Three* (1st July - 3rd August) = Teletext module

*Quarter Four* (1st - 31st October) = Digital channels module

In the digital channels module respondents were also asked to rate a selection of non-PSB channels and PSB digital portfolio channels if they were regular viewers of these. The digital channels module was of a similar structure to the main questionnaire, asking respondents to state the frequency with which they watch a variety of digital channels: ITV2, E4, Sky1, More4, UKTV History/Yesterday, Sky News, Discovery Channel, and Living. Those who watched each channel regularly were then asked to rate these channels on a number of statements relating to four main areas (news, current affairs and other factual programmes, programmes in general and what you get from them, reflecting real people in today's society and programme quality). Only relevant statements were asked of each channel so that, for example, statements concerning News were not asked for those channels where News is not shown.

The digital channels module differed from the main survey in that satisfaction with 'all channels combined' and 'importance rating' questions were not asked.

The Teletext module (Quarter 3 20089) firstly explored the frequency with which Teletext, Ceefax, BBCi and Skytext were used and then asked respondents to name (from a precoded list) the types of information they accessed on digital and analogue Teletext. The final section asked respondents to rate digital or analogue Teletext for seven statements on a scale of 1 to 10, where 10 was the highest rating and 1 was the lowest. These statements referred to topics such as the frequency with which Teletext is updated, its relevance to its audience and the quality of its news and general content.

In January 2009, this became a new standard interchangeable module concerning online public service content was created within the PSB Tracker telephone survey. This questionnaire was designed to explore the types of PSC viewed on the internet, how this content is found and respondents' opinions of the content and was based on an omnibus survey carried out by GfK in June 2008.

Those who claimed to use the internet for public service content were asked the extent to which they agreed with five statements such as 'The internet is a good source of new public service content'. In the January 2010 version of this module the number of statements was reduced from five to three. In both 2009 and 2010, all respondents (regardless of their use of the internet) were asked to rate the importance of 15 statements, where 1 means not at all important, and 10 means extremely important. These statements were designed to address similar topics to the main survey and included statements such as 'Helps me to learn and find out about subjects.' The January 2010 internet module also featured two new questions relating to the BBC and Channel Four websites. These asked respondents to rate the importance of online video services and trustworthy content.

## Welsh Boost

During each quarter of fieldwork, a Welsh boost questionnaire was run alongside the main survey. This questionnaire mirrored the content of the main questionnaire, (with the same statements being rated) but asked only about S4C, all channels combined and importance ratings. The interchangeable modules used in the main questionnaire were not inserted into the Welsh Boost. Those who did not watch any of the S4C programmes in Welsh, and those who did not watch S4C regularly were screened out.

## Analysis and reporting conventions

The majority of analysis reported in the PSB Annual Reports is carried out on 'regular' viewers. Regular viewers provide a more informed opinion as they are more involved with the channels, and rely less on potentially out-of-date or unfounded perceptions of the channel. Moreover, including occasional viewers increases the level of "don't know" responses, thereby reducing the granularity of the insight provided.

Viewers were asked to rate each channel (and the channels taken together) out of 10, and the top four scores (7-10) were used to calculate responses, correlating to a very/quite response. Throughout the report this is expressed as the channel is "rated highly on..."

Throughout the PSB Annual Reports, only statistically significant differences is reported within the text and also highlighted on the charts. Reported differences between survey figures are significant at the 99% level to accommodate the impact of sample design and weighting. This means that there is high level of confidence that any reported differences reflect a true attitudinal or behavioural change rather than being caused by a change in sample methodology or profile. In previous reports, significance testing was performed at the 95% level so this represents a more robust approach to reporting.

# Appendix 1 – PSB Tracker questions

## Main PSB Tracker questionnaire

BLUE = SCRIPTWRITER INSTRUCTIONS

RED = INTERVIEWER INSTRUCTIONS TO APPEAR ON SCREEN

### INTRODUCTION:

Good afternoon/evening, my name is ... from GfK NOP and we are conducting an important survey about television.

This study is being carried out for Ofcom (the Office of Communications) which is the body responsible for overseeing the *quality* of television in the UK amongst other things. The information from the study will be used to *help shape the future of television* in the UK.

Would you be willing to take part? (The interview will take around 20 minutes.)

Yes – CONTINUE

No – Arrange call-back if possible

Thank you.

Quota questions:

a) Before we start, please can you tell me which of the following age bands you fall into?

16-34

35-54

55+

b) INTERVIEWER: CODE GENDER:

Male

Female

ASK ALL IN WELSH SAMPLE:

Q1a. Which of the following TV channels can you receive on your TV?

READ OUT. MULTICODE IF NECESSARY.

S4C

Channel 4

(Allow DK – treat as if 'Channel 4' coded)

ASK ALL IN WELSH SAMPLE WHO RECEIVE S4C (CODE 1 AT Q1A):

Q1ax. Do you ever watch any of the S4C programmes that are in Welsh?

Yes  
No  
DK

ASK ALL IN WELSH SAMPLE WHO CODE BOTH S4C AND CHANNEL 4 AT Q1a:

**Q1b. And which of these channels do you watch the most?**

READ OUT AND SINGLE CODE.

S4C

Channel 4

(Allow DK – treat as if 'Channel 4' coded)

NOTE: IF ONLY S4C IS CODED AT Q1a - PLEASE ASK ABOUT 'S4C' INSTEAD OF 'CHANNEL 4' AT Q1c, Q4 AND Q6b. IF BOTH S4C AND CHANNEL 4 ARE CODED, ASK ABOUT THE **CHANNEL CODED AT Q1b** AT Q1c, Q4 AND Q6b.

**Q10a. Are there any CHILDREN under 16 in the household?**

Yes  
No

ASK IF YES AT Q10a:

**Q10b. How many children under 16 are there in the household?**

One

Two

Three

Four

Five

Six or more

ASK IF YES AT Q10a:

**Q10c. Thinking about the children under 16 in your household, please can you tell me which of the following age bands they fall into?**

RECORD NUMBER OF CHILDREN IN EACH AGE BAND:

0-4	—
5-11	—
12-15	—

ASK IF YES AT Q10a:

**Q10d. And are you responsible for the children under 16 in your household? In other words – are you their parent or carer?**

Yes  
No

ASK IF 'YES' AT Q10D

**Q10e. Which of these channels does/do your child/children watch regularly?**

READ OUT. MULTICODE EXCEPT "My children do not watch TV" 'I am not sure which channels my children watch' and DK.

CBBC

CBeebies  
CITV  
Nickelodeon channels (Nickelodeon, Nick Junior, etc.)  
Disney channels (Disney Channel, Disney Playhouse, etc.)  
BBC1  
BBC2  
ITV1  
Channel 4  
S4C (ASK ONLY OF RESPONDENTS IN WELSH SAMPLE RECEIVING S4C – CODE 1 AT Q1A)  
Five  
My children do not watch TV  
I am not sure what channels my children watch  
Don't Know

#### ASK ALL

**Q1c. Can any of your TV sets receive additional channels other than BBC, ITV, Channel 4 (and Channel 5)?**

IF 'NO' – CODE 1 BELOW AND ASK Q1d

IF 'YES' ASK: How do you receive your additional channels? **PROBE TO PRE-CODE IF NECESSARY. CODE ALL THAT APPLY.**

IF 'CABLE' ASK: Can you receive the additional BBC channels such as BBC3 and CBeebies?  
IF 'YES', CODE 3 – IF 'NO', CODE 4

**MULTICODE ALLOWED FOR CODES 2-7 – IF RESPONDENT IS UNSURE WHETHER THEY RECEIVE ADDITIONAL CHANNELS, PLEASE CODE 1**

1. Terrestrial TV only (SINGLE CODE)
2. Digital satellite TV (such as through SKY)
3. Digital cable (through Virgin Media, NTL or Telewest ) **WITH** BBC3 and CBeebies
4. Non-digital cable (through Virgin Media NTL or Telewest ) **DO NOT HAVE** BBC3 and CBeebies
5. Freeview (through a set-top box or digital TV set)
6. Free to view satellite (that is, satellite television without a monthly subscription)
7. Digital TV via broadband DSL line (through HomeChoice, Tiscali or Kingston Communications)
8. No TV in household (SINGLE CODE)

ADDITIONAL ROUTING INSTRUCTIONS FROM Q1c:

IF CODES 2-8 ARE CODED AT Q1c PLEASE INCLUDE CHANNEL 5 IN Q4 AND Q6b.

ASK ALL WITH TERRESTRIAL TV ONLY (ALL WHO CODE 1 AT Q1c):

**Q1d. Are you able to receive Channel Five on your TV? SINGLE CODE.**

Yes

No

(Allow DK – treat as if 'No' coded)



NOTE: IF 'YES' IS CODED - AT Q4 AND Q6b PLEASE INCLUDE 'CHANNEL 5'. IF 'NO' IS CODED, PLEASE EXCLUDE CHANNEL 5 FROM THESE QUESTIONS.

NOTE: IF CODES 1, 4 OR 8 ARE CODED AT Q1c, ASK Q4 ABOUT THE 4-5 MAIN TERRESTRIAL CHANNELS ONLY. IF CODES 2, 3, 5, 6 OR 7 ARE CODED AT Q1c, ASK Q4 ABOUT THE 4-5 MAIN TERRESTRIAL CHANNELS AND BBC3 AND BBC4

**Read out: Now thinking about when you watch TV...**

**Q4. How often do you watch <insert channel>? READ OUT AND SINGLE CODE.**

Regularly  
Occasionally  
Never  
Don't know

Channels to appear as: BBC1, BBC2, ITV1, Channel 4, Channel 5, BBC3, BBC4, BBC News (formerly called BBC News 24), BBC Parliament. Order channels appear to be randomised.  
NB: PLEASE INCLUDE FULL TEXT ["BBC News (formerly called BBC News 24)" IN CHANNEL NAME ONSCREEN.

ASK ALL WHO CODE 1 OR 2 AT Q4 (REGULARLY OR OCCASIONALLY). NB ORDER OF CHANNELS SHOULD MATCH THE ORDER AT Q4.

**Q4i. So is that...? READ OUT AND SINGLE CODE.**

Every day  
Most days  
2-3 times a week  
About once a week  
Less than once a week  
Don't know

NOTE: REPEAT Q4 and Q4i FOR OTHER CHANNELS, AS APPROPRIATE. ONLY NEED TO READ OUT PRECODES FOR FIRST QUESTION – AFTER THAT DO NOT READ OUT, BUT PROBE TO PRECODE IF NECESSARY.

CHANNEL-SPECIFIC RATINGS:

**The next part of this survey is about your views on particular TV channels.**

NOTE: ASK Q6b ABOUT ALL CHANNELS CODED 1 AT Q4 (WATCH REGULARLY)

NOTE: FOR July 2009 WAVE, PLEASE SPLIT THE SAMPLE SO THAT HALF ARE ASKED TO RATE IMPORTANCE AS USUAL, AND HALF ARE ASKED TO RATE PERSONAL AND SOCIETAL IMPORTANCE

**Q6b. I'm going to ask you to rate specific channels on four different aspects of broadcasting.**

**To begin with, I am going to ask you questions about the TV channels you watch regularly - [READ OUT AS APPLICABLE DEPENDING ON EARLIER CODING] \_ BBC1, BBC2, ITV1, Channel 4, Five, BBC3, BBC4, BBC News (formerly called BBC News 24) and BBC Parliament.**

NB: PLEASE INCLUDE FULL TEXT ["BBC News (formerly called BBC News 24)" IN CHANNEL NAME ONSCREEN.

If you're not sure about a particular statement or channel, for example if you don't watch those programmes either on that channel or in general, then please say you 'Don't know'.

**INTERVIEWER NOTE: IF RESPONDENTS ARE PROVIDING A RATING OF 5 CONSISTENTLY PLEASE CHECK THAT THE RESPONDENT MEANS TO GIVE A RATING OF 5 AND NOT THAT THE RESPONSE SHOULD BE DON'T KNOW. IF THE RESPONDENT IS NOT SURE ABOUT A PARTICULAR STATEMENT OR CHANNEL THEY SHOULD PROVIDE A RATING OF DON'T KNOW RATHER THAN A RATING OF 5.**

**For July 2009 wave, all respondents to be asked "where 10 is the highest rating..." AS BELOW**

**The first area is <insert group heading>/ The first statement is <insert statement from relevant group>. How would you rate <insert channel> on this statement? where 10 is the highest score and 1 the lowest.**

**NOTE: PLEASE KEEP ALL CHANNELS COMBINED IN THE CHANNEL LIST AND SHOW THE FOLLOWING DESCRIPTION:**

**All channels combined, that is BBC1, BBC2, ITV1, Channel 4, five, BBC3, BBC4, BBC News (formerly called BBC News 24) and BBC Parliament – even if you don't personally watch all of them, what is your general view across these main channels for .....**

**And how would you rate <insert channel 2> on this statement?**

Channels to appear as: SHOWN BELOW

ORDER OF STATEMENTS TO BE ROTATED AS AT Q6b

- A. BBC1, BBC2, BBC3, BBC4, BBC News (formerly called BBC News 24), BBC PARLIAMENT, ITV1, CHANNEL 4 (OR S4C), CHANNEL 5, ALL CHANNELS COMBINED
- B. ITV1, CHANNEL 4 (OR S4C), CHANNEL 5, BBC1, BBC2, BBC3, BBC4, BBC News (formerly called BBC News 24), BBC PARLIAMENT, ALL CHANNELS COMBINED

NB: PLEASE INCLUDE FULL TEXT ["BBC News (formerly called BBC News 24)"] IN CHANNEL NAME ONSCREEN.

**The next area is about...**

**NB PLEASE SEE ATTACHED EXCEL FILE FOR STATEMENTS TO BE ASKED OF EACH CHANNEL**

Group heading: News, current affairs and other factual programmes

- Its programmes help me understand what's going on in the world today
- Its news programmes are trustworthy
- **ASK RESPONDENTS IN ENGLAND:** Its regional news programmes provide a wide range of good quality news about my area [ONLY ASK FOR BBC 1 AND ITV 1]
- **ASK RESPONDENTS IN WALES/SCOTLAND/NI:** Its news programmes for people in <nation> provide a wide range of good quality news about <TEXTFILL: Wales/ Scotland/ Northern Ireland>.

Group heading: Programmes in general and what you get from them

- It shows interesting programmes about history, science, or the arts
- It shows high quality soaps or dramas made in the UK
- As a result of watching its programmes I've become more interested in particular subjects

Group heading: Reflecting real people in today's society

- It portrays my region well to the rest of the UK [SCRIPTWRITER: PLEASE NOTE THAT FOR THOSE LIVING IN NORTHERN IRELAND, SCOTLAND OR WALES, WE WILL NEED 'MY REGION' TO BE REPLACED WITH THE NAME OF THE NATION AND HAVE THIS STATEMENT ROUTED ON SAMPLE, E.G. 'IT PORTRAYS SCOTLAND WELL TO THE REST OF THE UK']
- It covers big national events well, like sports, music events or major news stories
- Its entertainment and factual programmes show people from different parts of the UK
- Its programmes reflect the interests and concerns of people like me
- Its programmes show different kinds of cultures within the UK
- Its programmes offer a range of opinions of subjects and issues
- **Regional statement, to be asked of BBC1, BBC2, ITV1, Importance only.** Should appear for 3 Nations as: *"Aside from news, it provides a range of good quality programmes about Scotland/Wales/Ni, made for people in my Nation"*. For England, this should appear as: *"Aside from news, it provides a range of good quality programmes about my region, made for people in my region"*

Group heading: Programme quality

- It shows well-made, high quality programmes
- It shows programmes with new ideas and different approaches
- It shows programmes that make me stop and think
- It shows programmes I want to watch
- It shows enough new programmes, made in the UK
- I trust this channel

Group heading: Channels your children watch

ASK THOSE CODING 'YES' AT Q10d.

**IMPORTANT! DO NOT USE STANDARD CHANNELS LIST – INSTEAD, FOR THIS STATEMENT, ASK ON INDIVIDUAL CHANNELS CODED 'YES' AT Q10e. ROTATE CHANNEL ORDER.**

- It provides a wide range of high quality and UK-made programmes for children

NOTE: FOR 'ALL CHANNELS COMBINED' AND 'IMPORTANCE RATING' FOR STATEMENT 'IT PROVIDES A WIDE RANGE...', (ABOVE) THE CHANNELS LIST SHOULD BE 'BBC1, BBC2, ITV1, CHANNEL 4, five, CBeebies and CBBC.' PLEASE MAKE THIS CLEAR ON QUESTIONNAIRE – AS THIS LIST IS DIFFERENT TO THE CHANNELS THE RESPONDENT WILL HAVE JUST ANSWERED ON

- FOR THIS STATEMENT ONLY ASK 'ALL CHANNELS COMBINED' IF AT LEAST ONE OF THESE 7 CHANNELS HAS BEEN SELECTED AT 10E.

NOTE: FOR July 2009 WAVE, PLEASE SPLIT THE SAMPLE SO THAT HALF ARE ASKED TO RATE IMPORTANCE AS USUAL, AND HALF ARE ASKED TO RATE PERSONAL AND SOCIETAL IMPORTANCE

SAMPLE A: WILL BE ASKED IMPORTANCE AS IN PREVIOUS WAVES

SAMPLE B: WILL BE ASKED TO RATE PERSONAL AND SOCIAL IMPORTANCE (AND NOT THE PREVIOUS IMPORTANCE MEASURE)

IMPORTANCE STATEMENT(S) TO APPEAR AFTER ALL CHANNELS COMBINED, FOR EACH STATEMENT:

**SAMPLE A: And now, thinking about importance, how important do you think it is, in general, that these TV channels do this? Where 10 means "extremely important" and 1 is "not at all important."**

**SAMPLE B (1):** And now, thinking about importance, how important is it to you personally that these TV channels do this? Where 10 means “extremely important” and 1 is “not at all important.”

**SAMPLE B (2):** I just asked you about the personal importance of these channels. Now, could you tell me how **important do you think it is to society as a whole** that these TV channels do this? Where 10 means “extremely important” and 1 is “not at all important.”

**ASK Q6d OF ALL RESPONDENTS WHO CODE ANY CHANNEL 1-2 AT Q4 (WATCH AT LEAST OCCASIONALLY) – I.E. EVERYONE WHO HAS ANSWERED Q6B:**

**Q6d. And now, if you think about ALL THE main channels put together - in other words BBC1, BBC2, ITV1, Channel 4, (S4C), Channel 5, BBC3, BBC4, BBC News (formerly BBC News 24) and BBC Parliament - how satisfied are you that TOGETHER they provide these elements?**

Very satisfied  
Quite satisfied  
Neither satisfied nor dissatisfied  
Quite dissatisfied  
Very dissatisfied  
Don't know

**NOTE: ONLY SHOW 'S4C' TEXT IN ABOVE QUESTION FOR WELSH SAMPLE WHO RECEIVE S4C – CODE 1 AT Q1A**

**ASK QS1 OF ALL RESPONDENTS WHO CODE ANY CHANNEL 1 AT Q4 (WATCH REGULARLY) – I.E. EVERYONE WHO HAS ANSWERED Q6B:**

**QS1) Thinking again about these channels (BBC1, BBC2, ITV1, Channel 4, (S4C), Channel 5, BBC3, BBC4, BBC News (formerly BBC News 24) and BBC Parliament), do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?**

More Satisfied  
Same Satisfaction  
Less satisfied  
Don't know (Do not read out)

*(If says more satisfied)*

**QS2a) What makes you say this? (open question)**

*(If says less satisfied)*

**QS2b) What makes you say this? (open question)**

**(Additional module inserted here)**

**Ask all**

**QEx1. Do you use a recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV. Sky Plus, V Plus, BT Vision V-Box all have this as part of the service? Alternatively a digital recorder can be a separate set-top-box (dvr)?**

Yes  
No  
Don't know (do not read out)

Ask Qex2 of all who are not 'terrestrial only' (Not code 1 at Q1c)

**QEx2. Do you watch any programmes 'on demand' through your TV service? By this I mean pay-per-view programmes or using the TV catch-up services that allow you to watch some of the programmes shown in the last week. I do not mean watching programmes that you have personally recorded onto your hard-drive e.g though Sky+ or a PVR/DVR**

- Yes – use on-demand
- No
- Don't know (do not read out)

Ask all

**QEx3. Do you ever use the internet to watch or download programmes or films?**

- Yes
- No
- Don't know (do not read out)

DEMOGRAPHICS:

**READ OUT:**

**We're now at the very final section of the interview. I'd just like to ask you a few questions about you. These will only be used to help analyse the results at a broad level – this data will not be used to identify you in any way.**

**Q7b. Firstly, please can you tell me which of the following age bands you fall into? READ OUT – SINGLE CODE.**

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Refused

**ASK ALL:**

**Q8. And what is your current marital status? READ OUT – SINGLE CODE**

- Married/Living with partner
- Have partner, but not living together
- Single
- Separated/Divorced
- Widowed

**ASK ALL:**

**Q9. How many ADULTS aged 16+ including yourself, live in your household?**

- One
- Two
- Three
- Four

Five  
Six or more

**ASK ALL:**

**Q11. Please can you tell me which of the following best describes you? READ OUT ALL CODES UNTIL RESPONDENT PROVIDES ANSWER. CODE ONE ONLY.**

White British  
White Irish  
Other White background  
Black Caribbean  
Black African  
Other Black background  
Indian  
Pakistani  
Bangladeshi  
Other Asian background  
Mixed Race  
Chinese  
Other ethnic group  
Refused (**DO NOT READ OUT**)

**ASK ALL IN WELSH SAMPLE:**

**Q11a. Can you speak or understand Welsh?**

Yes  
No  
Don't know

**ASK ALL:**

**Q12. Which member of your household, either yourself or related to you, would you say is the CHIEF INCOME EARNER, that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source: IF TWO OR MORE RELATED PEOPLE IN HOUSEHOLD HAVE EQUAL INCOME, CODE THE PERSON WHO IS OLDEST. TREAT COUPLES LIVING TOGETHER AS MARRIED AS RELATED. TAKE RESPONDENT'S OCCUPATION IF NOT RELATED TO OTHERS IN HOUSEHOLD.**

Self  
Spouse/Partner  
Other adult (specify)

**Are you... / Is the CHIEF INCOME EARNER...**

Working full time – **ASK NEXT QUESTION**  
Working part time (8-29 hours per week) – **ASK NEXT QUESTION**  
Working part time (under 8 hours per week) – **ASK NEXT QUESTION**  
Retired/not working with PRIVATE PENSION/MEANS – **ASK NEXT QUESTION**  
Unemployed less than 6 months – **ASK NEXT QUESTION**  
Unemployed more than 6 months – **CODE SOCIAL GRADE AS E**  
Retired with STATE BENEFIT/PENSION ONLY – **CODE SOCIAL GRADE AS E**  
Not working with STATE BENEFIT ONLY – **CODE SOCIAL GRADE AS E**  
Student – **CODE SOCIAL GRADE AS C1**

**What is your occupation? / What is the occupation of the CHIEF INCOME EARNER?**

Job title

Job description

Industry

Size of company

Qualifications

If manager/supervisor/self-employed – number of people responsible for

**ASK ALL WHO ARE NOT THE C.I.E.:**

**Q13. What is your current working status? READ OUT – SINGLE CODE**

Working full time (30+ hours per week)

Working part time (8-29 hours per week)

Working part time (under 8 hours per week)

Unemployed

Student

Housewife / Househusband

Retired

**CLOSE – READ OUT:**

**Thank you very much for taking the time to complete this interview - we really appreciate your input.**

**Based on some of the answers you have given today, we may want to talk to you further to gain a more in-depth understanding of certain issues raised today. Would you be happy for us to contact you again?**

Yes

No

**IF YES – record name only (we will already have telephone number from the sample)**

STANDARD CLOSING SCREEN - OFFERS RESPONDENTS MRS TELEPHONE NUMBER IF THEY WISH TO CHECK COMPANY CREDENTIALS

**INTERVIEWER: CODE SOCIAL GRADE**

A

B

C1

C2

D

E

**Digital Channels Module**

**I'm now going to ask you some questions about some other TV channels.**

**Q6f. How often do you watch <insert channel>?**

**READ OUT AND SINGLE CODE.**

Regularly  
Occasionally  
Never  
Don't know

1. **Channels to appear as:** ITV2, E4 , Sky One , More4 , UKTVHistory, now called 'Yesterday' , Sky News, the Discovery channel, Living. Order channels appear to be randomised.

**ROUTING FOR Q6F:**

IF CODE 1 OR CODE 8 AT Q1C DO NOT ASK Q6F OR Q6G

IF CODE 2 AT Q1C ASK ABOUT: ITV2 , E4 , Sky One , More4 , UKTVHistory, now called 'Yesterday' , Sky News, the Discovery channel, Living.

IF CODE 3 AT Q1C ASK ABOUT: ITV2 , E4 , More4 , UKTVHistory, now called 'Yesterday', the Discovery channel, Living.

IF CODE 4 AT Q1C ASK ABOUT: ITV2, E4 , Sky One , UKTVHistory, now called 'Yesterday' , Sky News, the Discovery channel, Living.

IF CODE 5 AT Q1C ASK ABOUT: ITV2, E4 , More4 , UKTVHistory, now called 'Yesterday' , Sky News

IF CODE 6 AT Q1C ASK ABOUT: ITV2, Sky News

IF CODE 7 AT Q1C ASK ABOUT: ITV2, E4 , More4 , UKTVHistory, now called 'Yesterday'

**ASK ALL WHO CODE 1 OR 2 AT Q6f (REGULARLY OR OCCASIONALLY):**

**Q6fi. So is that...? READ OUT AND SINGLE CODE.**

Every day  
Most days  
2-3 times a week  
About once a week  
Less than once a week  
Don't know

NOTE: REPEAT Q6f and Q6fi FOR OTHER CHANNELS, AS APPROPRIATE. ONLY NEED TO READ OUT PRECODES FOR FIRST QUESTION – AFTER THAT DO NOT READ OUT, BUT PROBE TO PRECODE IF NECESSARY.

NOTE: ASK Q6G ABOUT ALL CHANNELS **CODED 1 OR 2** AT Q6F (WATCH **REGULARLY**. PLEASE SEE ACCOMPANYING SPREADSHEET FOR DETAILED BREAKDOWN OF WHICH STATEMENTS SHOULD BE ASKED OF WHICH CHANNELS.

**Q6g. As with the main channels, I'm now going to ask you to rate these TV channels that you watch on the same four different aspects of broadcasting.**

**If you're not sure about a particular statement or channel, for example if you don't watch those programmes either on that channel or in general, then please say you 'Don't know'.**

**INTERVIEWER NOTE: IF RESPONDENTS ARE PROVIDING A RATING OF 5 CONSISTENTLY PLEASE CHECK THAT THE RESPONDENT MEANS TO GIVE A RATING OF 5 AND NOT THAT THE RESPONSE SHOULD BE DON'T KNOW. IF THE RESPONDENT IS NOT SURE ABOUT A PARTICULAR STATEMENT OR CHANNEL THEY SHOULD PROVIDE A RATING OF DON'T KNOW RATHER THAN A RATING OF 5.**



**The first area is <insert group heading>. The first statement is <insert statement from relevant group>. How would you rate <insert channel 1> on this statement? where 10 means is the highest score and 1 is the lowest.**

PLEASE NOTE WE ARE NOT ASKING ALL CHANNELS COMBINED OR IMPORTANCE FOR THE NON PSB CHANNELS

**And how would you rate <insert channel 2> on this statement?**

CHANNELS TO APPEAR AS: RANDOMISED PER RESPONDENT ALTHOUGH WE WANT EACH RESPONDENT TO BE ASKED THE SAME ORDER OF CHANNELS FOR EACH STATEMENT (I.E. IF ASKED FOR STATEMENT 1 E4, MORE 4, ITV2 FOR STATEMENT 2 THEY SHOULD ALSO BE ASKED E4, MORE 4, ITV2 ETC.

**The next area is about...**

Group heading: News, current affairs and other factual programmes

1. Its programmes help me understand what's going on in the world today
2. Its news programmes are trustworthy

Group heading: Programmes in general and what you get from them

3. It shows interesting programmes about history, science, or the arts
4. It shows high quality soaps or dramas made in the UK
5. As a result of watching its programmes I've become more interested in particular subjects

Group heading: Reflecting real people in today's society

6. It portrays my region well to the rest of the UK [SCRIPTWRITER: PLEASE NOTE THAT FOR THOSE LIVING IN NORTHERN IRELAND, SCOTLAND OR WALES, WE WILL NEED 'MY REGION' TO BE REPLACED WITH THE NAME OF THE NATION AND HAVE THIS STATEMENT ROUTED ON SAMPLE, E.G. 'IT PORTRAYS SCOTLAND WELL TO THE REST OF THE UK']
7. It covers big national events well, like sports, music events or major news stories
8. Its entertainment and factual programmes show people from different parts of the UK
9. Its programmes reflect the interests and concerns of people like me
11. a Its programmes show different kinds of cultures within the UK
11. b Its programmes offer a range of opinions of subjects and issues

Group heading: Programme quality

10. It shows well-made, high quality programmes
11. It shows programmes with new ideas and different approaches
12. It shows programmes that make me stop and think
13. It shows programmes I want to watch
14. It shows enough new programmes, made in the UK
15. I trust this channel

## Teletext Module

**The following questions are about text services that you might access on your television using your remote control.**

**QT1. Which of the following services do you ever access through your TV?**

### READ OUT AND MULTI CODE

Teletext, the text services provided by ITV, Channel 4 or Channel 100 on digital TV

Ceefax, the text services provided by BBC through BBC One and BBC Two  
BBCi, the text services provided through BBC on digital TV  
Sky Text, the text service provided through Sky channels  
None of the above (GO TO Q7b)  
Don't know (GO TO Q7b)

**READ OUT IF USE TELETEXT SERVICES at QT1, BUT ASK ONLY OF THOSE WHO CODE 2-7 AT Q1c**

**You may be using ANALOGUE or DIGITAL Teletext.**

**Analogue Teletext is the original text service behind only itv1 and Channel 4 and contains text information only. This is controlled by entering page numbers or the coloured buttons on your TV remote control.**

**Digital Teletext is the newer style service that is available through digital TV on ITV's and Channel 4's channels or channel 100. This also contain pictures and sometimes video content in addition to the text on each page. It can be controlled through onscreen menus as well as buttons on the remote control.**

**ASK IF USE TELETEXT SERVICES AT QT1 (CODE 1)**

**DO NOT INSERT THE WORD 'ANALOGUE' FOR ANALOGUE ONLY RESPONDENTS (THOSE WHO CODE 1 AT Q1C)**

**QT2a. How often do you use (analogue) Teletext (that is, the original analogue text services on ITV1 or Channel 4)?**

**READ OUT AND SINGLE CODE**

Regularly  
Occasionally  
Rarely  
Never  
Don't know

**IF RESPONDING 1, 2 OR 3 AT PREVIOUS QUESTION (REGULARLY, OCCASIONALLY OR RARELY), ASK:**

**QT3a. So is that ....?**

**READ OUT**

Every day  
Most days  
2-3 times a week  
About once a week  
Less than once a week  
A few times a month  
About once a month  
Less often  
Don't know

**Ask QT2b and QT3b only for those with multi-channel TV (codes 2-7 at Q1c) AND IF USE TELETEXT SERVICES (code 1) at QT1**

**QT2b. How often do you use digital Teletext (that is, text services through digital TV channel 100)?**

**READ OUT AND SINGLE CODE**

Regularly  
Occasionally

Rarely  
Never  
Don't know?

IF RESPONDING 1, 2 OR 3 AT PREVIOUS QUESTION (REGULARLY, OCCASIONALLY OR RARELY), ASK:

**QT3b. So is that ....?**

**READ OUT AND SINGLE CODE**

Every day  
Most days  
2-3 times a week  
About once a week  
Less than once a week  
A few times a month  
About once a month  
Less often  
Don't know

IF BOTH SERVICES USED EQUALLY (SAME CODE AT QT3a AND QT3b) ASK:

**QT3d. And which of these services do you use most often?**

**READ OUT**

Analogue teletext  
Digital teletext  
Don't Know

ASK THOSE WHO USE DIGITAL TELETEXT CHANNELS (CODE 1, 2, OR 3 AT QT2B)

**QT3c. Through which channels do you use Teletext?**

**READ OUT AND MULTICODE**

Channel 100  
ITV channels, e.g. ITV1, ITV2, ITV3 etc  
Channel 4 channels, e.g. E4, More 4  
Don't know

ROUTING:

THOSE WHO USE ANALOGUE TELETEXT MOST OFTEN (AT QT3a, QT3b, QT3d) – ASK QT4a, QT5a, QT6a, QT7a.

THOSE WHO USE DIGITAL TELETEXT MOST OFTEN (AT QT3a, QT3b, QT3d) – ASK QT4b, QT5b, QT6b, QT7b.

ASK IF USE CEEFAX SERVICES (CODE 2) AT QT1

**QT2c. How often do you use Ceefax (that is, the BBC's text services on BBC One or BBC Two)?**

**READ OUT AND SINGLE CODE**

Regularly  
Occasionally  
Rarely  
Never  
Don't know?

IF RESPONDING 1, 2 OR 3 AT PREVIOUS QUESTION (REGULARLY, OCCASIONALLY OR RARELY), ASK:

**QT3e. So is that ....?**

**READ OUT AND SINGLE CODE**

- Every day
- Most days
- 2-3 times a week
- About once a week
- Less than once a week
- A few times a month
- About once a month
- Less often
- Don't know

ASK THOSE USING BBCi SERVICES AT QT1 (CODE 3)

**QT3f. How often do you use BBCi (that is, the BBC's text service through digital TV)?**

**READ OUT AND SINGLE CODE**

- Regularly
- Occasionally
- Rarely
- Never
- Don't know?

IF RESPONDING 1, 2 OR 3 AT PREVIOUS QUESTION (REGULARLY, OCCASIONALLY OR RARELY), ASK:

**QT3g. So is that ....?**

**READ OUT**

- Every day
- Most days
- 2-3 times a week
- About once a week
- Less than once a week
- A few times a month
- About once a month
- Less often
- Don't know

ASK THOSE USING SKY TEXT SERVICES at QT1 (CODE 4)

**QT3h. How often do you use Sky Text (that is, the Sky's text service through digital TV)?**

**READ OUT AND SINGLE CODE**

- Regularly
- Occasionally
- Rarely
- Never
- Don't know?

IF RESPONDING 1, 2 OR 3 AT PREVIOUS QUESTION (REGULARLY, OCCASIONALLY OR RARELY), ASK:

**QT3i. So is that ....?**

**READ OUT AND SINGLE CODE**

- Every day
- Most days
- 2-3 times a week
- About once a week
- Less than once a week
- A few times a month
- About once a month
- Less often
- Don't know

**DO NOT INSERT THE WORD 'ANALOGUE' FOR RESPONDENTS WHO CODE 1 AT Q1C.**

**QT4a: Which, if any, of the following types of information do you read on (analogue) Teletext?**

**ROTATE PRE-CODES 01-11, KEEPING PRE-CODES 02-04 TOGETHER AND IN ORDER EACH TIME.**

01. National news
02. Regional news
03. Other types of information about your region
04. Other types of information about your local area (ie local neighbourhood)
05. Finance
06. Weather
07. Travel information
08. Sports
09. TV guide, including 'Now and Next'
10. Holiday information
11. Entertainment, including lottery and cinema information
12. Other types of information
13. Don't know

**QT4b: Which, if any, of the following types of information do you read on digital Teletext?**

**ROTATE PRE-CODES 01-13, KEEPING PRE-CODES 02-04 TOGETHER AND IN ORDER EACH TIME.**

01. National news
02. Regional news
03. Other types of information about your region
04. Other types of information about your local area (ie local neighbourhood)
05. Finance
06. Weather
07. Travel information
08. Sports
09. TV guide, including 'Now and Next'
10. Holiday information
11. Entertainment, including lottery, games and cinema information

12. NHS Direct
13. Your Say
14. Other types of information
15. Don't know

DO NOT INSERT THE WORD 'ANALOGUE' FOR RESPONDENTS WHO CODE 1 AT Q1C.

**QT5a: How much do you agree or disagree that... analogue Teletext contains a wide range of information**

READ OUT

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly
- Don't know

**QT5b: How much do you agree or disagree that... digital Teletext contains a wide range of information**

READ OUT

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly
- Don't know

DO NOT INSERT THE WORD 'ANALOGUE' FOR RESPONDENTS WHO CODE 1 AT Q1C.

**QT6a: How much do you agree or disagree that... I would trust the information on analogue Teletext to be accurate and impartial.**

READ OUT

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly
- Don't know

**QT6b: How much do you agree or disagree that... I would trust the information on digital Teletext to be accurate and impartial.**

READ OUT

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly
- Don't know

ASK QT7 OF ALL WHO USE TELETEXT AT LEAST ONCE A MONTH (CODE 1-7 AT QT3a)  
DO NOT INSERT THE WORD 'ANALOGUE' FOR RESPONDENTS WHO CODE 1 AT Q1C.

**QT7a : I'd now like to ask you to rate (analogue) Teletext on some of the aspects of broadcasting that we've been talking about.**

**Please note that we still want you to think about Teletext on ITV1 or Channel 4, and not the text services offered on the BBC channels or on other services such as Sky.**

**If you're not sure about a particular statement, then please say you 'Don't know'.**

**The first statement is <insert statement>. How would you rate analogue Teletext on this statement? Where 10 is the highest rating and 1 the lowest.**

**STATEMENTS FOR ANALOGUE TELETEXT (RANDOMISE ORDER IN WHICH STATEMENTS APPEAR):**

- Its news content is trustworthy
  - Its content helps me understand what's going on in the world today
- IN ENGLAND ASK:**
- Its regional news content provides a wide range of good quality news about my area
- IN NATIONS ASK:**
- Its news content for people in <nation> provides a wide range of good quality news about my area
  - **SCRIPTWRITER, ENGLAND VERSION** Aside from news, it provides a range of good quality content about my region, made for people in my region
  - **SCRIPTWRITER, NATION VERSION FOR SCOTLAND, WALES OR NORTHERN IRELAND:** Aside from news, it provides a range of good quality content about (Scotland, Wales or Northern Ireland), made for people in my nation.
  - Its content reflects the interests and concerns of people like me
  - It is a high quality service
  - Its pages are regularly updated

**QT7b : I'd now like to ask you to rate digital Teletext on some of the aspects of broadcasting that we've been talking about.**

**Please note that we still want you to think about Teletext via ITV, Channel 4 or channel 100 through digital TV, and not the text services offered on the BBC channels or on other services such as Sky.**

**If you're not sure about a particular statement, then please say you 'Don't know'.**

**The first statement is <INSERT STATEMENT>. How would you rate digital Teletext on this statement? where 10 is the highest rating and 1 is the lowest.**

**STATEMENTS FOR DIGITAL TELETEXT (RANDOMISE ORDER IN WHICH STATEMENTS APPEAR):**

- Its news content is trustworthy
  - Its content helps me understand what's going on in the world today
- IN ENGLAND ASK:**
- Its regional news content provides a wide range of good quality news about my area
- IN NATIONS ASK:**

- Its news content for people in <nation> provides a wide range of good quality news about <TEXTFILL: WALES/ SCOTLAND/ NORTHERN IRELAND>
- **SCRIPTWRITER, ENGLAND VERSION** Aside from news, it provides a range of good quality content about my region, made for people in my region
- **SCRIPTWRITER, NATION VERSION FOR SCOTLAND, WALES OR NORTHERN IRELAND:** Aside from news, it provides a range of good quality content about (Scotland, Wales or Northern Ireland), made for people in my nation.
- Its content reflects the interests and concerns of people like me
- It is a high quality service
- Its pages are regularly updated

### Online module (Q1 2010)

**Qi1. Do you have access to the internet at home?**

- Yes
- No
- Don't know

**ASK IF HAS INTERNET AT HOME**

**Qi2. What type of internet connection do you have at home?**

**READ OUT.**

- Broadband
- Dial-up (over a standard telephone line)
- Don't know

**Qi3. Do you have access to the internet outside home, e.g. work or elsewhere?**

- Yes
- No
- Don't know

**ALL FOLLOWING QUESTIONS TO BE ASKED OF ALL WHO USE INTERNET**

**Qi4 Regarding your own particular use of the Internet would you say you are...**

**READ OUT. DO NOT ROTATE. CODE ONE ANSWER ONLY.**

- A beginner
- Quite knowledgeable
- Advanced, but still need occasional help
- An expert
- DK

**INTERVIEWER READ OUT:**

**Qi5**

**I'd now like to ask you about your use of particular types of web content that can be called "Public Service content". This is content and websites that does one or more of the following:**

- informs our understanding of the UK or the world
- encourages our interests in and knowledge about subjects
- brings us together and strengthens our UK culture



- makes us aware of different opinions or different cultures

This can cover a wide range of areas like news, current affairs, arts, sports, religion, local information, hobbies and interests amongst other things. This could be on a range of websites, not only the television or radio broadcasters' websites.

**Qi6 Do you use websites for anything that could be described as public service content?**

- Yes
- No
- Maybe
- Don't know

**-ASK IF RESPONDENT SELECTS YES, MAYBE, OR DON'T KNOW AT QI6**

**Qi7**

**Still thinking about this type of public service content, which of the following do you currently use websites for? Please select all that apply.**

- Hobbies/interests
- Finding information about my area
- Looking at News or current affairs content
- Children's content e.g. Cbeebies/CITV website/Club Penguin
- Finding out about events such as festivals, conferences, gardening shows, sports events
- Looking at Arts and music content, e.g. galleries
- Looking at Factual or educational content, e.g. science, history, nature etc
- Looking at Sports content
- To use video-on-demand services such as BBC iPlayer or 4 On Demand or watch streamed online video/TV
- To download music or podcasts
- To listen to live radio or music
- None of these

**ASK TO RESPONDENTS WHO HAVE SELECTED 'YES' OR 'MAYBE' AT QI6 OR THOSE WHO HAVE SELECTED AN ANSWER AT QI7 (OTHER THAN 'NONE OF THESE')**

**Qi8 Do you use the internet for any other types of public service content, not mentioned already?**

READ OUT IF NECESSARY: By Public Service content, we mean content or websites that:

- inform our understanding of the UK or the world
- encourage our interests in and knowledge about subjects
- bring us together and strengthens our UK culture
- or make us aware of different opinions or different cultures

**ADD A NOTE TO INTERVIEWER TO SAY THAT THE FOLLOWING PRE-CODES SHOULD NOT BE READ OUT**

PRE CODES (Multi-code)

- Finding information about health, illnesses health services
- Government/Local councils/local authorities
- Look up programme information or schedules for TV/ radio listings

- Finding general information about broadcasters
- Other (write in)
- Travel and transport
- Weather
- Social Networking
- Local Businesses
- Shopping
- Nothing Else
- Don't Know

QUESTIONS Q19 TO Q112 SHOULD BE ASKED OF THOSE WHO HAVE SELECTED 'YES' AT Q16, OR SELECTED ONE OR MORE PRECODES AT Q17 (NOT INCLUDING 'NONE OF THESE') OR THOSE WHO HAVE SELECTED ANY PRECODE AT Q18 (EXCLUDING 'NOTHING ELSE' AND 'DON'T KNOW' BUT INCLUDING 'OTHER')

**Qi9 How do you tend to find new, interesting or high-quality Public Service content (content of this type?) on the web?**

**READ OUT IF NECESSARY:** By Public Service content, we mean content or websites that:

- inform our understanding of the UK or the world
- encourage our interests in and knowledge about subjects
- bring us together and strengthens our UK culture
- or make us aware of different opinions or different cultures

**READ OUT. MULTI CODE.**

- Search engines, like Google, Ask Jeeves, MSN
- Recommendations from friends / other people
- Tend to use the same websites that I already know
- Links or click through from other websites
- TV and radio broadcaster information
- Advertising
- Published information in magazines, books, newspapers, leaflets etc
- Other (Write in.....)
- Don't know

**ASK IF USE WEB FOR PSC**

**Qi10 And which of the following methods do you use *most often* to find new, interesting or high-quality Public Service content on the web?**

**READ OUT. SINGLE CODE.**

- Search engines, like Google, Ask Jeeves, MSN
- Recommendations from friends / other people
- Tend to use the same websites that I already know
- Links or click through from other websites
- TV and radio broadcaster information
- Advertising
- Published information in magazines, books, newspapers, leaflets etc
- Other (Write in.....)
- Don't know

#### ASK IF USE WEB FOR PSC

**Qi11 In your experience, how easy is it to find new, interesting or high-quality public service content on the web?**

- Very easy
- Quite easy
- Neither easy nor difficult
- Quite difficult
- Very difficult
- Don't know

#### ASK IF USE WEB FOR PSC

Thinking again about this Public Service content.

**Qi12 To what extent do you agree or disagree with the following statements?**

**READ OUT IF NECESSARY:** By Public Service content, we mean content or websites that:

- inform our understanding of the UK or the world
- encourage our interests in and knowledge about subjects
- bring us together and strengthens our UK culture
- or make us aware of different opinions or different cultures

#### ROTATE ORDER IN WHICH STATEMENTS ARE ASKED

- **The internet is a good source of new Public Service content**
- **The internet is a good source of high-quality Public Service content**
- **There is enough Public Service Content available on the internet**

- Agree strongly
- Agree slightly
- Neither agree nor disagree
- Disagree slightly
- Disagree strongly
- Don't know

#### ASK ALL

**Qi13 How important do you think it is that the internet does each of the following?**

**Where 10 means "extremely important" and 1 is "not at all important."**

#### Statements to be rotated

- a. helps me understand what is going on in the world today
- b. provides trustworthy news
- c. provides good-quality news about my area
- d. provides interesting content about history, science, the arts and other topics
- e. makes me more interested in particular subjects
- f. helps me to learn and find out about subjects
- g. reflects different opinions and perspectives on issues, e.g. through the range of sites available on a subject
- h. reflects different kinds of cultures

- i. provides a wide range of good-quality information about my area for people in my area, other than news
- j. has enough UK-generated content and sites, targeted at a UK audience
- k. provides a wide range of high-quality UK-made content for children that help them to develop and learn
- l. provides a wide range of high-quality UK-made content for *teenagers* that help them to develop and learn
- m. has public service content that is easy to find
- n. has public service content that is reliable and that you can trust
- o. has content that is clearly identifiable as Public Service content

**Ask all**

The BBC and Channel 4 have websites - [www.bbc.co.uk](http://www.bbc.co.uk) and channel4.com. Thinking about these specifically, how important is it that the BBC and Channel 4 provide websites with high quality content that you can trust? Again where 10 means “extremely important” and 1 is “not at all important.”

**Ask all**

The BBC and Channel 4 also allow you to view programmes online through their website (BBC iPlayer, 4 on demand, 4oD), how important is it that they provide these services?

If needed: Where 10 means “extremely important” and 1 is “not at all important.”

## Welsh boost questionnaire

### INTRODUCTION:

Good afternoon/evening, my name is ... from GfK NOP and we are conducting an important survey about television.

This study is being carried out for Ofcom (the Office of Communications) which is the body responsible for overseeing the **quality** of television in the UK amongst other things. The information from the study will be used to **help shape the future of television** in the UK.

Would you be willing to take part? (The interview will take around 15 minutes.)

Yes – **CONTINUE**

No – Arrange call-back if possible

Thank you.

**Q1AW: This interview will be conducted in English. If you would prefer the interview to be conducted in Welsh instead, please let me know now.**

English

Welsh

Says Welsh, but doesn't want to make an appointment so will do now

**Note:**

For codes 1 and 3 above: Continue with interview.

For code 2: Check whether the respondent ever watches the Welsh language programmes on S4C. If 'No', thank them but explain they do not fit our quota for this survey. If 'Yes', take their name and telephone number and explain that someone will call them back within the next couple of weeks to make an appointment for their Welsh interview (NOTE: THE CATI SCRIPT WILL PROMPT FOR THE ABOVE, AS APPROPRIATE)

Quota questions:

**c) Before we start, please can you tell me which of the following age bands you fall into?**

- 16-34
- 35-54
- 55+

**d) INTERVIEWER: CODE GENDER:**

- Male
- Female

ASK ALL:

**Q1a. Which of the following TV channels can you receive on your TV? READ OUT. MULTICODE IF NECESSARY.**

- S4C – RESPONDENTS MUST RECEIVE S4C. OTHERS SCREEN OUT.
- Channel 4
- (Allow DK)

ASK ALL:

**Q1ax. Do you ever watch any of the S4C programmes that are in Welsh?**

- Yes – RESPONDENTS MUST WATCH. OTHERS SCREEN OUT.
- No
- DK

ASK ALL WHO CODE BOTH S4C AND CHANNEL 4 AT Q1a:

**Q1b. And which of these channels do you watch the most? READ OUT AND SINGLE CODE.**

- S4C
- Channel 4
- (Allow DK)

NOTE: **ALL** RESPONDENTS MUST BE ASKED ABOUT 'S4C' AT Q1c, Q4 and Q6b

**Q1bx. How often do you watch S4C? READ OUT AND SINGLE CODE.**

- Regularly – RESPONDENTS MUST WATCH REGULARLY. OTHERS SCREEN OUT
- Occasionally
- Never
- Don't Know

ASK ALL WHO CODE 1 AT Q1bx (REGULARLY):

**Q1bxi. So is that...? READ OUT AND SINGLE CODE.**

- Every day
- Most days
- 2-3 times a week
- About once a week
- Less than once a week
- Don't know

**Q10a. Are there any CHILDREN under 16 in the household?**

- Yes
- No

ASK IF YES AT Q10a:

**Q10b. How many children under 16 are there in the household?**

- One
- Two
- Three
- Four
- Five
- Six or more

ASK IF YES AT Q10a:

**Q10c. Thinking about the children under 16 in your household, please can you tell me which of the following age bands they fall into? RECORD NUMBER OF CHILDREN IN EACH AGE BAND:**

- |       |   |
|-------|---|
| 0-4   | — |
| 5-11  | — |
| 12-15 | — |

ASK IF YES AT Q10a:

**Q10d. And are you responsible for the children under 16 in your household? In other words – are you their parent or carer?**

- Yes
- No

ASK IF 'YES' AT Q10D

**Q10e. Which of these channels does/do your child/children watch regularly?**

READ OUT. MULTICODE EXCEPT "My children do not watch TV" 'I am not sure which channels my children watch' and DK.

- CBBC
- CBeebies
- CITV
- Nickelodeon channels (Nickelodeon, Nick Junior, etc.)
- Disney channels (Disney Channel, Disney Playhouse, etc.)
- BBC1
- BBC2
- ITV1

Channel 4  
S4C  
Five  
My children do not watch TV  
I am not sure what channels my children watch  
Don't Know

**ASK ALL:**

**Q1c. Can any of your TV sets receive additional channels other than BBC, ITV, S4C (and Channel 5)?**

IF 'NO' – CODE 1 BELOW AND ASK Q1d

IF 'YES' ASK: How do you receive your additional channels? PROBE TO PRE-CODE IF NECESSARY. CODE ALL THAT APPLY.

IF 'CABLE' ASK: Can you receive the additional BBC channels such as BBC3 and CBeebies?  
IF 'YES', CODE 3 – IF 'NO', CODE 4

MULTICODE ALLOWED FOR CODES 2-7 – IF RESPONDENT IS UNSURE WHETHER THEY RECEIVE ADDITIONAL CHANNELS, PLEASE CODE 1

9. Terrestrial TV only (SINGLE CODE)
10. Digital satellite TV (such as through SKY)
11. Digital cable (through NTL or Telewest or Virgin Media **WITH** BBC3 and CBeebies)
12. Non-digital cable (through NTL or Telewest) **DO NOT HAVE** BBC3 and CBeebies
13. Freeview (through a set-top box or digital TV set)
14. Free to view satellite (that is, satellite television without a monthly subscription)
15. Digital TV via broadband DSL line (through HomeChoice, Tiscali or Kingston Communications)
16. No TV in household (SINGLE CODE)

**CHANNEL-SPECIFIC RATINGS: NOTE: ASK Q6b ABOUT S4C, THEN ALL CHANNELS COMBINED, THEN IMPORTANCE ONLY**

**The next part of this survey is about your views on S4C.**

**Q6b. I'm going to ask you to rate S4C on four different aspects of broadcasting.**

**We want a full picture of your views on what the channel does well and doesn't do well in four areas. If you're not sure about a particular statement, for example if you don't watch those programmes either on that channel or in general, then please say 'Don't know'.**

**INTERVIEWER NOTE: IF RESPONDENTS ARE PROVIDING A RATING OF 5 CONSISTENTLY PLEASE CHECK THAT THE RESPONDENT MEANS TO GIVE A RATING OF 5 AND NOT THAT THE RESPONSE SHOULD BE DON'T KNOW. IF THE RESPONDENT IS NOT SURE ABOUT A PARTICULAR STATEMENT THEY SHOULD PROVIDE A RATING OF DON'T KNOW RATHER THAN A RATING OF 5.**

**The first area is <insert group heading>. The first statement is <insert statement from relevant group>. How would you rate S4C on this statement? where 10 is the highest score and 1 the lowest.**

**NOTE: PLEASE KEEP ALL CHANNELS COMBINED AND SHOW THE FOLLOWING DESCRIPTION:**

**Thinking about all of the main channels combined, that is BBC1, BBC2, ITV1, S4C, five, BBC3, BBC4, BBC News (formerly called BBC News 24) and BBC Parliament – even if you don't personally watch all of them, what is your general view across these main channels for .....**

NOTE TO SCRIPTWRITER: NO NEED FOR ROTATIONS. ALL RESPONDENTS WILL NOW BE ASKED ABOUT S4C, THEN ALL CHANNELS COMBINED, THEN IMPORTANCE

NOTE TO SCRIPTWRITER: ALL RESPONDENTS WILL BE ASKED TO RATE IMPORTANCE OF STATEMENTS AS PART OF Q6B (Q6E HAS BEEN REMOVED)

**The next area is about...**

Group heading: News, current affairs and other factual programmes

- Its programmes help me understand what's going on in the world today
- Its news programmes are trustworthy
- Its news programmes for people in Wales provide a wide range of good quality news about Wales.

Group heading: Programmes in general and what you get from them

- It shows interesting programmes about history, science, or the arts
- It shows high quality soaps or dramas made in the UK
- As a result of watching its programmes I've become more interested in particular subjects

Group heading: Reflecting real people in today's society

- It portrays Wales well to the rest of the UK
- It covers big national events well, like sports, music events or major news stories
- Its entertainment and factual programmes show people from different parts of the UK
- Its programmes reflect the interests and concerns of people like me
- Its programmes show different kinds of cultures within the UK
- Its programmes offer a range of opinions of subjects and issues
- Aside from news, S4C provides a range of good quality programmes about Wales, made for people in my Nation

Group heading: Programme quality

- It shows well-made, high quality programmes
- It shows programmes with new ideas and different approaches
- It shows programmes that make me stop and think
- It shows programmes I want to watch
- It shows enough new programmes, made in the UK
- I trust this channel

Group heading: Channels your children watch

**ASK THOSE CODING 'YES' AT Q10d.**

**IMPORTANT! ASK ABOUT S4C IF 'S4C' IS SELECTED AT Q10E,**



It provides a wide range of high quality and UK-made programmes for children

NOTE: FOR 'ALL CHANNELS COMBINED' AND 'IMPORTANCE RATING' FOR STATEMENT 'IT PROVIDES A WIDE RANGE...', (ABOVE) THE CHANNELS LIST SHOULD BE 'BBC1, BBC2, ITV1, S4C, five, CBeebies and CBBC.' PLEASE MAKE THIS CLEAR ON QUESTIONNAIRE – AS THIS LIST IS DIFFERENT TO THE CHANNELS THE RESPONDENT WILL HAVE JUST ANSWERED ON - FOR THIS STATEMENT ONLY ASK 'ALL CHANNELS COMBINED' IF AT LEAST ONE OF THESE 7 CHANNELS HAS BEEN SELECTED AT 10E.

NOTE TO SCRIPTWRITER: ALL RESPONDENTS WILL NOW BE ASKED ABOUT IMPORTANCE AT Q6b. WE HAVE REMOVED Q6e.

IMPORTANCE STATEMENT TO APPEAR AFTER S4C, FOR EACH STATEMENT:

And now, thinking about importance, **how important do you think it is, in general, that the main TV channels – that is BBC1, BBC2, ITV1, S4C, five, BBC3 and BBC4 - do this? Where 10 means “extremely important” and 1 is “not at all important.”**

ASK ALL

**Q6d. If you think about ALL THE main channels put together - in other words BBC1, BBC2, ITV1, S4C, Channel 5, BBC3 and BBC4 - how satisfied are you that TOGETHER they provide all of these elements we have talked about?**

- Very satisfied
- Quite satisfied
- Neither satisfied nor dissatisfied
- Quite dissatisfied
- Very dissatisfied
- Don't know

ASK ALL

**QS1) Thinking again about these channels (BBC1, BBC2, ITV1, S4C, Channel 5, BBC3, BBC4, BBC News (formerly BBC News 24) and BBC Parliament), do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?**

- More Satisfied
- Same Satisfaction
- Less satisfied
- Don't know (Do not read out)

(If says more satisfied)

**QS2a) What makes you say this? (open question)**

(If says less satisfied)

**QS2b) What makes you say this? (open question)**

Ask all

**QEx1. Do you use a recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV. Sky Plus, V Plus, BT Vision V-Box all have this as part of the service? Alternatively a digital recorder can be a separate set-top-box (dvr)?**

- Yes
- No
- Don't know (do not read out)

Ask Qex2 of all who are not 'terrestrial only' (NOT code 1 at Q1c)

**QEx2. Do you watch any programmes 'on demand' through your TV service? By this I mean pay-per-view programmes or using the TV catch-up services that allow you to watch some of the programmes shown in the last week. I do not mean watching programmes that you have personally recorded onto your hard-drive e.g through Sky+ or a PVR/DVR**

- Yes – use on-demand
- No
- Don't know (do not read out)

Ask all

**QEx3. Do you ever use the internet to watch or download programmes or films?**

- Yes
- No
- Don't know (do not read out)

DEMOGRAPHICS:

**READ OUT:**

**We're now at the very final section of the interview. I'd just like to ask you a few questions about you. These will only be used to help analyse the results at a broad level – this data will not be used to identify you in any way.**

**Q7b. Firstly, please can you tell me which of the following age bands you fall into? READ OUT – SINGLE CODE.**

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Refused

**ASK ALL:**

**Q8. And what is your current marital status? READ OUT – SINGLE CODE**

- Married/Living with partner

Have partner, but not living together  
Single  
Separated/Divorced  
Widowed

ASK ALL:

**Q9. How many ADULTS aged 16+ including yourself, live in your household?**

One  
Two  
Three  
Four  
Five  
Six or more

ASK ALL:

**Q11. Please can you tell me which of the following best describes you? READ OUT ALL CODES UNTIL RESPONDENT PROVIDES ANSWER. CODE ONE ONLY.**

White British  
White Irish  
Other White background  
Black Caribbean  
Black African  
Other Black background  
Indian  
Pakistani  
Bangladeshi  
Other Asian background  
Mixed Race  
Chinese  
Other ethnic group  
Refused (DO NOT READ OUT)

ASK ALL:

**Q11a. Can you speak or understand Welsh?**

Yes  
No  
Don't know

ASK ALL:

**Q12. Which member of your household, either yourself or related to you, would you say is the CHIEF INCOME EARNER, that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source: IF TWO OR MORE RELATED PEOPLE IN HOUSEHOLD HAVE EQUAL INCOME, CODE THE PERSON WHO IS OLDEST. TREAT COUPLES LIVING TOGETHER AS MARRIED AS RELATED. TAKE RESPONDENT'S OCCUPATION IF NOT RELATED TO OTHERS IN HOUSEHOLD.**

Self  
Spouse/Partner  
Other adult (specify)

**Are you... / Is the CHIEF INCOME EARNER...**

Working full time – **ASK NEXT QUESTION**  
Working part time (8-29 hours per week) – **ASK NEXT QUESTION**  
Working part time (under 8 hours per week) – **ASK NEXT QUESTION**  
Retired/not working with PRIVATE PENSION/MEANS – **ASK NEXT QUESTION**  
Unemployed less than 6 months – **ASK NEXT QUESTION**  
Unemployed more than 6 months – **CODE SOCIAL GRADE AS E**  
Retired with STATE BENEFIT/PENSION ONLY – **CODE SOCIAL GRADE AS E**  
Not working with STATE BENEFIT ONLY – **CODE SOCIAL GRADE AS E**  
Student – **CODE SOCIAL GRADE AS C1**

**What is your occupation? / What is the occupation of the CHIEF INCOME EARNER?**

Job title  
Job description  
Industry  
Size of company  
Qualifications  
If manager/supervisor/self-employed – number of people responsible for

**ASK ALL WHO ARE NOT THE C.I.E.:**

**Q13. What is your current working status? READ OUT – SINGLE CODE**

Working full time (30+ hours per week)  
Working part time (8-29 hours per week)  
Working part time (under 8 hours per week)  
Unemployed  
Student  
Housewife / Househusband  
Retired

**CLOSE – READ OUT:**

**Thank you very much for taking the time to complete this interview - we really appreciate your input.**

**Based on some of the answers you have given today, we may want to talk to you further to gain a more in-depth understanding of certain issues raised today. Would you be happy for us to contact you again?**

Yes  
No

**IF YES** – record name only (we will already have telephone number from the sample)

STANDARD CLOSING SCREEN - OFFERS RESPONDENTS MRS TELEPHONE NUMBER IF THEY WISH TO CHECK COMPANY CREDENTIALS

**INTERVIEWER: CODE SOCIAL GRADE**

- A
- B
- C1
- C2
- D
- E