



- 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
- 20. 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

E 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?

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

F 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

Base: All respondents

DC01B. [S]

Which of the following statements best describes your current stage in life?

If more than one applies, please select the one that best describes your living situation.

RANDOMISE

- 1. I am living in my parents' home
- 2. I rent or own a home without a partner
- 3. I rent or own a home with a partner
- 4. I am sharing a home with flatmates
- 5. I am sharing a home with tenants/lodgers
- 6. Other

Base: All

DC02 [M]

Do you have any children aged under 16 living in your household?

- 1. Yes, aged 0-2
- 2. Yes, aged 3-4
- 3. Yes, aged 5-10
- 4. Yes, aged 11-15
- 5. No children under 16
- 99. Don't know
- 98. Prefer not to say



Base: CODE 1 4 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]

Please tell me wWhich, 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

Base: All respondents

INCOME

DC07 [S]

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

Base: All respondents

WORKING STATUS

DC08 [S]



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

Base: All respondents
SOCIAL GRADE

We now have a few questions about you and your household.

Base: All respondents

SEG_UK

What is the occupation of the person with the highest income in your household? If retired or unemployed, please indicate the category closest to his/her previous occupation.

Select only one

Legislators, senior officials and managers

Legislators and senior officials

Corporate managers

Directors and chief executives

Production and operations department managers

Production and operations department managers in agriculture, hunting, forestry and fishing

Production and operations department managers in manufacturing

Production and operations department managers in construction

Production and operations department managers in wholesale and retail trade

Production and operations department managers in restaurants and hotels

Production and operations department managers in transport, storage and communications

Production and operations department managers in business services

Production and operations department managers in personal care, cleaning and related services

Production and operations department managers not elsewhere classified

Other department managers

Finance and administration department managers

Personnel and industrial relations department managers

Sales and marketing department managers

Advertising and public relations department managers

Supply and distribution department managers

Computing services department managers

Research and development department managers

Other department managers not elsewhere classified

General managers

General managers in agriculture, hunting, forestry/ and fishing

General managers in manufacturing

General managers in construction

General managers in wholesale and retail trade



General managers of restaurants and hotels
General managers in transport, storage and communications
General managers of business services
General managers in personal care, cleaning and related services
General managers not elsewhere classified

Physical, mathematical and engineering science professionals

Physicists, chemists and related professionals
Mathematicians, statisticians and related professionals
Computing professionals

Architects, engineers and related professionals

Architects, town and traffic planners
Civil engineers
Electrical engineers
Electronics and telecommunications engineers
Mechanical engineers
Chemical engineers
Mining engineers, metallurgists and related professionals
Cartographers and surveyors
Architects, engineers and related professionals not elsewhere classified

Life science and health professionals

Life science professionals
Health professionals (except nursing)
Nursing and midwifery professionals
Teaching professionals

Other professionals

Business professionals
Legal professionals
Archivists, librarians and related information professionals
Social science and related professionals
Writers and creative or performing artists
Religious professionals

Physical and engineering science associate professionals

Physical and engineering science technicians
Computer associate professionals
Optical and electronic equipment operators
Ship and aircraft controllers and technicians
Safety and quality inspectors
Life science and health associate professionals
Teaching associate professionals

Other associate professionals

Finance and sales associate professionals
Business services agents and trade brokers
Administrative associate professionals
Customs, tax and related government associate professionals
Police inspectors and detectives
Social work associate professionals
Artistic, entertainment and sports associate professionals
Religious associate professionals

Clerks

Office clerks
Customer services clerks

Personal and protective services workers

Travel attendants and related workers
Housekeeping and restaurant services workers
Personal care and related workers
Other personal services workers
Protective services workers
Models, salespersons and demonstrators

Skilled agricultural and fishery workers



Skilled agricultural and fishery workers

Craft and related trades workers

Extraction and building trades workers

Metal, machinery and related trades workers

Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers

Blacksmiths, tool-makers and related trades workers

Machinery mechanics and fitters

Electrical and electronic equipment mechanics and fitters

Precision, handicraft, printing and related trades workers

Precision workers in metal and related materials

Potters, glass-makers and related trades workers

Handicraft workers in wood, textile, leather and related materials

Printing and related trades workers

Other craft and related trades workers

Food processing and related trades workers

Wood treaters, cabinet-makers and related trades workers

Textile, garment and related trades workers

Pelt, leather and shoemaking trades workers

Plant and machine operators and assemblers

Plant and machine operators and assemblers

Elementary occupations

Sales and services elementary occupations

Agricultural, fishery and related labourers

Labourers in mining, construction, manufacturing and transport

Armed forces

Armed forces

Did not work before

CODE SOCIAL GRADE

Base: All respondents

SEXUAL ORIENTATION

DC13

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

Base: All respondents

GENDER REASSIGNMENT

DC14

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

Base: All respondents

DISABILITY

DC15 [M]



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 or mobility scooter
 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
 11. Learning difficulties
 10. Other illnesses or conditions which limit your daily activities or the work that you can do (PLEASE TYPE IN)
-
12. None of these
 97. Prefer not to say
 - 98.
 99. Don't know

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

Base: All respondents

RECONTACT

This survey has been conducted by Ipsos MORI on behalf of Ofcom.
We may wish to re-contact you sometime in the next year to ask you to take part in follow-up research as part of this specific research project. Would you be willing to be recontacted?

If you give your permission now, you can change your mind later. After a year, your contact details will be deleted and you will not be contacted again as part of this project. Would you be willing to be recontacted in the next year? .

1. Yes, willing to be re-contacted by Ipsos MORI as part of this specific research project?
2. No, NOT willing to be re-contacted by Ipsos MORI as part of this specific research project?



VIII. END TEXT

SCRIPTER: INSERT STANDARD CLOSING/THANK YOU TEXT.

SCRIPTER: INSERT STANDARD SCREENOUT TEXT(S).

END OF QUESTIONNAIRE

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Bridget Williams

Research Director

Bridget.Williams@ipsos.com

Alex Bogdan

Research Manager

Alex.Bogdan@ipsos.com

Gemma Waring

Research Manager

Gemma.Waring@ipsos.com

For more information

3 Thomas More Square

London

E1W 1YW

t: +44 (0)20 3059 5000

www.ipsos_mori.com

<http://twitter.com/IpsosMORI>

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The Social Research Institute works closely with national governments, local public services and the not for profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methods and communications expertise, helps ensure that our research makes a difference for decision makers and communities.