

III. INTRODUCTION

We are conducting a study looking at the quality of television in the UK, and people's attitudes to TV channels (amongst other things).

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. The information from the study will help Ofcom to understand people's attitudes towards television channels.

IV. SCREENER

To start with, we'd just like to ask a few questions about you. These are only to help analyse the results at a broad level and will not be used to identify you in any way.

Base: all respondents

Q11 [MA]

Which, if any, of these types of television does your household receive at the moment? Please select all that apply.

MULTICODE OK FOR CODES 3-8c
SINGLE CODE FOR CODES 9+10

3. Cable TV (through Virgin Media)
4. Satellite TV from Sky
- 4a. Satellite TV from Freesat
5. Satellite TV from anyone else
6. Freeview (through a set-top box or digital television set)
8. TV via your broadband provider (e.g. BT TV or TalkTalk TV) If your TV service is provided by Sky satellite or Virgin cable, please select the relevant code ABOVE
- 8a. YouView
- 8ai. TV content via the internet – through a paid for subscription e.g. Netflix, Amazon, Now TV etc.
- 8c. Other (please specify)
9. No TV in household and do not access TV content via the internet (SINGLE CODE) SCREEN OUT
10. Don't know (SINGLE CODE) SCREEN OUT

Base: all respondents

Q44 [SA]

Which of the following best describes the main income earner in your household? If they're retired and receive a private pension, please think back to their last job before retirement.

Please note:

1. If you live in a household with others, but have separate finances, do not include them in this question. Only consider those who have shared incomes/ outgoings.

2. If the main income earner has been unemployed for less than 6 months, don't answer 'unemployed', but think back to the last job before that.
3. If they're retired and receiving a **private** pension (e.g. from employment or investments) as well as a state pension, please think back to the last job before retirement.

Please select one only.

SCRIPTER: DO NOT DISPLAY GRADE IN SURVEY

		Social Grade
High managerial, administrative or professional - e.g. doctor, lawyer, company director (50+ people), judge, surgeon, school headmaster etc.	1	A
Intermediate managerial, administrative or professional - e.g. school teacher, office manager, junior doctor, bank manager, police inspector, accountant etc.	2	B
Supervisor, clerical, junior managerial, administrative or professional - e.g. policeman, nurse, secretary, clerk, self-employed (5+ people) etc.	3	C1
Skilled manual worker - e.g. carer, lab assistant, air steward(ess), hairdresser, beautician, cook, fitness instructor, electrician, plumber, train driver etc.	4	C2
Semi-skilled or unskilled manual worker - e.g. baggage handler, waiter, factory worker, receptionist, labourer, gardener etc.	5	D
Housewife/househusband	6	E
Unemployed	7	E
Student	8	C1
Retired and on state pension (If retired but not on state pension, please indicate the occupation just before retirement)	9	E
Don't know	10	X

Base: if retired (Q44 = 9)

Q44check [SA]

INTERVIEWER: You have recorded that the participant is retired and on state pension. Please double check that they are **ONLY** on state pension.

If they receive a private pension as well, please go back to the previous question and ask them to answer based on their last job before retirement.

Base: all respondents

Q45 [SA]

What is **your** current working status?

1. Working full time (30+ hours per week)
2. Working part time (8-29 hours per week)
3. Working part time (under 8 hours per week)

4. Unemployed
5. Student
6. Housewife / house husband
7. Retired

Base: all respondents

Q3 [SA]

Please indicate which of the following age bands you fall into?

1. 16-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75+

Base: all respondents

Q4 [SA]

Which of the following describes how you think of yourself?

1. Male
2. Female
3. In another way (please specify)
4. Prefer not to say

Base: all respondents

INTU [SA]

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.

Please select one option only.

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

Base: all respondents

Q5b [o]

Where do you live?

ENTER POSTCODE

Prefer not to say

Please note: This question may be considered personal. We would like to remind you that your participation is strictly voluntary and that your responses are used for research purposes only. The answers that you provide will be presented in aggregate form and none of them will be linked back to you in any way. All data will be collected and processed in adherence to the Market Research Society's Code of Conduct and the General Data Protection Regulation (GDPR).

SCRIPTER PLEASE ALLOCATE TO THE FOLLOWING REGIONS

SCRIPTER - IF POSTCODE NOT PROVIDED, ASK THE FOLLOWING QUESTION TO RECORD IT: Which region do you live in?

1. Scotland
2. North East
3. Yorkshire/Humberside
4. North West
5. West Midlands
6. East Midlands
7. East of England
8. Wales
9. South West
10. London
11. South East
12. Northern Ireland

*Please use UK mkt size with UKregion1 recode
Recode Q5b regions from UKregion1*

Base: all in Wales (if Q5b=8)

Q6 [SA]

Do you ever watch S4C?

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

Base: all in Scotland (if Q5b=1)

Q6b [SA]

Do you ever watch BBC Alba?

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

Base: all f2f respondents

PassScreen

The next part of the survey is for you to answer yourself. If you have any problems I can help you at any time.

INTERVIEWER – PLEASE NOW HAND OVER THE LAPTOP TO THE RESPONDENT AND ASK THEM TO COMPLETE THE REMAINDER OF THE QUESTIONNAIRE THEMSELVES.

Base: all respondents

Q7 [SA]

Are there any children under 16 in your household?

1. Yes
2. No

Base: if Q7=1

Q8_1-3 [SA]

Thinking about the children under 16 in your household, how many fall into each of the following age bands?

- **Number of children aged 0-4**
- **Number of children aged 5-11**
- **Number of children aged 12-15**

SHOW ANSWER OPTIONS FOR EACH STATEMENT

ENTER NUMBER (ALLOW RANGE FROM 1-99)

98. Don't Know

noanswer. Prefer not to say

Base: if Q7=1

Q9 [SA]

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

1. Yes
2. No

Q9_recode

Parent (if Q9=1)

Non parent (if Q7=2 or Q9=2)

V. MAIN QUESTIONNAIRE

Base: if Q9=1

Q10 [MA]

On which of these channels do your children regularly watch programmes aimed specifically at children?

SCRIPTING: ROTATE ORDER OF CODES 1-4

1. Channel 4
2. Channel 5
3. CBBC
4. CBeebies
5. Other (e.g. Nickelodeon, Nick Jr., Cartoon Network, Pop)
8. My children do not watch any programmes aimed specifically at children
SINGLE CODE
6. My children do not watch TV *SINGLE CODE*
7. I am not sure what channels my children watch *SINGLE CODE*

Base: if Q11=4 or 5

Q11a [SA]

You mentioned earlier that you receive satellite TV in your household. Does your household pay a subscription for your satellite TV service?

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

Base: all respondents

Q13 [SA]

Now thinking about when you watch particular TV channels.

How often do you personally watch each channel?

Please think about the main channel, as well as any 'plus 1' and HD versions.

Would you say you watch it...

SCRIPTING: SHOW LOGO FOR EACH CHANNEL

REVERSE ORDER BETWEEN RESPONDENTS

SHOW QUESTION AS A STANDARD GRID WITH SINGLE ANSWER PER ROW

SCRIPTER: DISPLAY CODE ITV AS BELOW IN EACH DEVOLVED NATION

(If Q5b=1) Scotland: "STV"

(If Q5b=12) NI "UTV"

(If Q5b=8) Wales "ITV Wales"

SCRIPTER: ONLY DISPLAY BBC SCOTLAND FOR THOSE LIVING IN SCOTLAND

(IF Q5B=1)

	1. Regularly	2. Occasionally	3. Never	4. Don't know
1. BBC One				
2. BBC Two				
3. BBC III (BBC Three) (now				

available only online)				
4. BBC Four				
5. ITV				
6. Channel 4				
7. Channel 5				
8. BBC Scotland				

Base: all who code 1 or 2 at Q13

Q14. [SA]

How frequently would you say you watch each channel?

Please select one answer for each channel.

SCRIPTING: ONLY DISPLAYS CHANNELS WHERE CODE 1 OR 2 SELECTED AT Q13

SHOW LOGO FOR EACH CHANNEL

ORDER OF CHANNELS SHOULD MATCH THAT AT Q13

SHOW QUESTION AS A STANDARD GRID WITH SINGLE ANSWER PER ROW

SCRIPTER: ONLY DISPLAY BBC SCOTLAND FOR THOSE LIVING IN SCOTLAND AT Q5

	1. Every day	2. Most days	3. 2-3 times a week	4. About once a week	5. At least once a month	6. At least once every three months	7. Less often	8. Don't know
1. BBC One								
2. BBC Two								
3. BBC III! (BBC Three) (now available only online)								
4. BBC Four								
5. ITV								
6. Channel 4								
7. Channel 5								
8. BBC Scotland								

Section : Ratings and Importance

FOR Q15-17 – SHOW ALL PURPOSE STATEMENTS FIRST (RANDOM ORDER), THEN GO THROUGH CHARACTERISTIC STATEMENTS (AGAIN IN RANDOM ORDER).

FOR FIRST PURPOSE STATEMENT SELECTED:

1. ASK Q15 FOR EACH CHANNEL EITHER WATCHED REGULARLY AT Q13 (CODE 1), OR OCCASSIONALLY AT Q13 (CODE 2) AND ON EVERY DAY OR MOST DAYS AT Q14 (CODE 1 OR 2).
 - EXCEPT FOR BBC THREE + BBC SCOTLAND – THESE SHOULD BE ASKED TO THOSE WHO WATCH REGULARLY AT Q13 (CODE 1), OR OCCASIONALLY AT Q13 (CODE 2) AND AT LEAST ONCE A WEEK AT Q14 (CODES 1-4)
 - ALL CHANNELS TO BE SHOWN ON SAME SCREEN AT Q15
2. THEN Q16 OF ALL RESPONDENTS THAT WATCH ANY CHANNEL REGULARLY OR OCCASIONALLY AT Q13, ASK ABOUT ALL CHANNELS THAT MEET THIS CRITERIA COMBINED.
3. AND THEN ASK Q17 OF ALL RESPONDENTS ABOUT ALL CHANNELS AT Q13 COMBINED.
4. THEN REPEAT Q15-17 FOR SECOND RELEVANT STATEMENT, AND SO ON.

ALL QUESTIONS TO USE SLIDING SCALE GRID

SUMMARY OF STATEMENTS

Statements	Questions asked at	Channels rated at Q15	Channels to rate at Q16	Channels covered at Q17	Channels to rate at Q22i-iii	Channels to rate at Q22x-xx	Notes
PURPOSE STATEMENT Its programmes help me understand what's going on in the world today	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III! (BBC Three) BBC Four Channel 5 BBC Scotland	All channels combined	All channels combined	N/A	N/A	
PURPOSE STATEMENT Its news programmes are trustworthy	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III! (BBC Three) BBC Four Channel 5 BBC Scotland	All channels combined	All channels combined	N/A	N/A	

<p>PURPOSE STATEMENT</p> <p>It shows interesting programmes about history, science or the arts</p>	<p>Q15, Q16, Q17</p>	<p>Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5 BBC Scotland</p>	<p>All channels combined</p>	<p>All channels combined</p>	<p>N/A</p>	<p>N/A</p>	
<p>PURPOSE STATEMENT</p> <p>It shows high-quality soaps or dramas made in the UK</p>	<p>Q15, Q16, Q17</p>	<p>Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5 BBC Scotland</p>	<p>All channels combined</p>	<p>All channels combined</p>	<p>N/A</p>	<p>N/A</p>	
<p>PURPOSE STATEMENT</p> <p>It shows high-quality comedy made in the UK</p>	<p>Q15, Q16, Q17</p>	<p>Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5 BBC Scotland</p>	<p>All channels combined</p>	<p>All channels combined</p>	<p>N/A</p>	<p>N/A</p>	
<p>PURPOSE STATEMENT</p> <p>It portrays "my region" (IN ENGLAND)/"Scotland"/"Wales"/ "Northern Ireland") fairly to the rest of the UK</p>	<p>Q15, Q16, Q17</p>	<p>Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5 BBC Scotland</p>	<p>All channels combined</p>	<p>All channels combined</p>	<p>N/A</p>	<p>N/A</p>	
<p>PURPOSE STATEMENT</p> <p>It shows different parts of the UK, including England, Northern Ireland, Scotland and Wales</p>	<p>Q15, Q16, Q17</p>	<p>Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5 BBC Scotland</p>	<p>All channels combined</p>	<p>All channels combined</p>	<p>N/A</p>	<p>N/A</p>	
<p>PURPOSE STATEMENT</p> <p>Its programmes show different kinds of</p>	<p>Q15, Q16, Q17</p>	<p>Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4</p>	<p>All channels combined</p>	<p>All channels combined</p>	<p>N/A</p>	<p>N/A</p>	

cultures within the UK		BBC III (BBC Three) BBC Four Channel 5 BBC Scotland					
CHARACTERISTIC STATEMENT It shows well-made, high-quality programmes	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5 BBC Scotland	All channels combined	All channels combined	N/A	N/A	
CHARACTERISTIC STATEMENT It shows programmes with new ideas and different approaches	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5 BBC Scotland	All channels combined	All channels combined	N/A	N/A	
CHARACTERISTIC STATEMENT The style of the programmes is different to what I'd expect to see on other channels	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5 BBC Scotland	All channels combined	All channels combined	N/A	N/A	
CHARACTERISTIC STATEMENT It shows new programmes, made in the UK	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5 BBC Scotland	All channels combined	All channels combined	N/A	N/A	
PURPOSE STATEMENT Its regional news programmes provide a wide range of good quality news about my area	Q15, Q16, Q17	Each channel individually: BBC One ITV/STV/UTV/ ITV Wales	BBC One and ITV combined	BBC One and ITV combined	N/A	N/A	When asked at Q16, change question wording to – 'How would you rate BBC One and ITV combined on this statement?' When asked at Q17, change question

							wording to – 'How important do you think it is in general, that BBC One and ITV combined do this?'
CHARACTERISTIC STATEMENT It shows programmes that make me stop and think	Q15, Q16, Q17	Each channel individually: BBC One BBC Two ITV/STV/UTV/ ITV Wales Channel 4 BBC III (BBC Three) BBC Four Channel 5 BBC Scotland	All channels combined	All channels combined	N/A	N/A	
PURPOSE STATEMENT Provides a wide range of high-quality and UK made programmes for children	Q22i-iii	N/A	N/A	N/A	Each channel individually: Channel 5 Cbeebies CBBC	N/A	
PURPOSE STATEMENT Provides a wide range of high-quality and UK made programmes for older children	Q22x-xx	N/A	N/A	N/A	N/A	Ch4	Only asked if respondent has a child aged 12-15

Base: all respondents

The main part of this survey is about your views on particular TV channels. We're going to ask you to rate certain channels on different aspects of broadcasting.

Base: all regular and all occasional viewers who watch every day or most days (for each channel other than BBC3 + BBC Scotland - code 1 at Q13, or code 2 at Q13 and 1 or 2 at Q14. For BBC3 + BBC Scotland – code 1 at Q13, or code 2 at Q13 and 1,2,3 or 4 at Q14)

Q15 [SA]

To begin with, we are going to ask you questions about some of the TV channels you watch regularly. You will be asked to rate the channels you watch regularly on a number statements, which will be displayed in bold and underlined text.

SCRIPTING: SHOW ALL CHANNELS IN GRID BELOW CODED 1 AT Q13, OR 2 at Q13 AND 1 OR 2 at Q14 (DIFFERENT RULES APPLY FOR BBC3 + BBC SCOTLAND)

SHOW LOGO FOR EACH CHANNEL

SHOW INDIVIDUAL STATEMENT ACROSS THE TOP OF THE SCREEN, RELEVANT CHANNELS DOWN THE SIDE, AND HAVE A SLIDER OF 1-10 AND A

DON'T KNOW OPTION FOR EACH CHANNEL. REVERSE ORDER OF CHANNELS IN EACH INTERVIEW.

SCRIPTER: DISPLAY CODE ITV AS BELOW IN EACH DEVOLVED NATION

(If Q5b=1) Scotland: "STV"
 (If Q5b=12) NI "UTV"
 (If Q5b=8) Wales "ITV Wales"

SCRIPTER: ONLY DISPLAY BBC SCOTLAND FOR THOSE LIVING IN SCOTLAND AT QB5

The first statement is <insert 1st statement >. **STATEMENT SHOULD BE BOLD AND UNDERLINED**

How would you rate each channel *individually* on this statement, on a scale of 1 to 10, where 10 is the highest score and 1 is the lowest?

Please click on the scale and drag the slider into the correct position.

ONCE BEEN THROUGH Q15-Q17 FOR FIRST STATEMENT, GO BACK TO Q15 FOR 2ND STATEMENT

Q15 Statements

- *Its programmes help me understand what's going on in the world today*
- *Its news programmes are trustworthy*
- *It shows interesting programmes about history, science or the arts*
- *It shows high-quality soaps or dramas made in the UK*
- *It shows high-quality comedy made in the UK*
- *It portrays "my region" (IN ENGLAND)/"Scotland"/"Wales"/ "Northern Ireland") fairly to the rest of the UK* **SCRIPTER: REPLACE 'MY REGION' WITH THE COUNTRY THE PERSON LIVES IN, TAKEN FROM Q5B**
- *It shows different parts of the UK, including England, Northern Ireland, Scotland and Wales*
- *Its programmes show different kinds of cultures within the UK*
- *It shows well-made, high-quality programmes*
- *It shows programmes with new ideas and different approaches*
- *The style of the programmes is different to what I'd expect to see on other channels*
- *It shows new programmes, made in the UK*
- *Its regional news programmes provide a wide range of good quality news about my area* **SCRIPTER: ONLY DISPLAY BBC ONE AND ITV FOR THIS STATEMENT**
- *It shows programmes that make me stop and think*

	Lowest rating	2	3	4	5	6	7	8	9	Highest rating	11. Don't Know
	1									10	
1. BBC One											
2. BBC Two											
3. ITV											
4. Channel 4											
5. BBC III (BBC Three)											

6. BBC Four									
7. Channel 5									
8. BBC Scotland									

REPEAT FOR EACH CHANNEL WATCHED REGULARLY AT Q13 (CODE 1), OR OCCASSIONALLY AT Q13 (CODE 2) AND ON EVERY DAY OR MOST DAYS AT Q14 (CODE 1 OR 2).

**FOR BBC THREE + BBC SCOTLAND, REPEAT FOR ALL WHO WATCH REGULARLY AT Q13 (CODE 1), OR OCCASSIONALLY AT Q13 (CODE 2) AND AT LEAST ONCE A WEEK AT Q14 (CODE 1 OR 2).
ORDER OF CHANNELS SHOULD MATCH THE ORDER AT Q13.**

**ASK Q16 FOR THIS STATEMENT, AND THEN Q17.
Q16 ASKED IF THEY WATCH ANY CHANNEL REGULARLY OR OCCASIONALLY AT Q13**

ASK Q17 OF ALL RESPONDENTS

SPECIFIC INSTRUCTIONS FOR Q16-18

- ONLY SHOW S4C IN WALES (IF Q5B=8)
- ONLY ASK ABOUT BBC Alba AND BBC SCOTLAND IN SCOTLAND (IF Q5B=1)

Base: all watching at least one channel regularly or occasionally (for each channel - code 1 at Q13, or code 2 at Q14)

Q16 [SA]

SHOW STATEMENT AT THE TOP IN BOLD AND UNDERLINED TEXT

How would you rate ALL the following channels combined:

1. All the BBC channels (that is BBC One, BBC Two, BBC III (BBC Three), BBC Four, BBC News, BBC Alba (SCOTLAND ONLY), BBC SCOTLAND (SCOTLAND ONLY))
2. ITV
3. S4C (WALES ONLY)
4. Channel 4
5. Channel 5

...on this statement (on a scale of 1 to 10 where 10 is the highest score and 1 the lowest)?

Even if you don't personally watch all of them, please think about your general view across these channels.

Please click on the scale and drag the slider into the correct position.

SCRIPTER: DISPLAY CODE ITV AS BELOW IN EACH DEVOLVED NATION

(If Q5b=1) Scotland: "STV"
 (If Q5b=12) NI "UTV"
 (If Q5b=8) Wales "ITV Wales"

Q16 Statements

- Its programmes help me understand what's going on in the world today
- Its news programmes are trustworthy
- It shows interesting programmes about history, science or the arts
- It shows high-quality soaps or dramas made in the UK
- It shows high-quality comedy made in the UK
- It portrays "my region" (IN ENGLAND)/"Scotland"/"Wales"/ "Northern Ireland") fairly to the rest of the UK **SCRIPTER: REPLACE 'MY REGION' WITH THE COUNTRY THE PERSON LIVES IN, TAKEN FROM Q5B**
- It shows different parts of the UK, including England, Northern
- It shows different parts of the UK, including England, Northern Ireland, Scotland and Wales
- Its programmes show different kinds of cultures within the UK
- It shows well-made, high-quality programmes
- It shows programmes with new ideas and different approaches
- The style of the programmes is different to what I'd expect to see on other channels
- It shows new programmes, made in the UK
- Its regional news programmes provide a wide range of good quality news about my area
- It shows programmes that make me stop and think
- Its regional news programmes provide a wide range of good quality news about my area **SCRIPTER: NOTE THIS STATEMENT IS ONLY ASKED OF RESPONDENTS THAT WATCH BBC ONE OR ITV – THE GRID SHOULD HAVE A DIFFERENT ANSWER OPTION AS SHOWN BELOW. ALSO NOTE THAT DIFFERENT QUESTION TEXT SHOULD BE USED FOR THIS STATEMENT AT Q16 AS PER THE SUMMARY TABLE BEFORE Q15**

	Lowest rating	2	3	4	5	6	7	8	9	Highest rating	11. Don't know
	1									10	
All channels combined (NOT DISPLAYED FOR FINAL STATEMENT)											
BBC One and ITV combined (DISPLAYED FOR FINAL STATEMENT ONLY)											

Base: all respondents

Q17 [S]

SHOW STATEMENT AT THE TOP IN BOLD AND UNDERLINED TEXT

(IF Q15 OR 16 HAVE BEEN ASKED SHOW THIS TEXT: And now thinking about IMPORTANCE.

ONLY SHOW IF Q15 OR 16 NOT ALREADY ASKED: Thinking about BBC One, BBC Two, BBC III! (BBC Three), BBC Four, BBC News, BBC Alba (SCOTLAND ONLY), BBC SCOTLAND (SCOTLAND ONLY), ITV, S4C (WALES ONLY) Channel 4 and Channel 5 **combined**

SHOW TO ALL: How important do you think it is, in general that all those TV channels combined do this on a scale of 1 to 10, where 10 means “extremely important” and 1 is “not at all important”?

Please click on the scale and drag the slider into the correct position.

SCRIPTER: DISPLAY CODE ITV AS BELOW IN EACH DEVOLVED NATION

(If Q5b=1) Scotland: “STV”
 (If Q5b=12) NI “UTV”
 (If Q5b=8) Wales “ITV Wales”

- Its programmes help me understand what’s going on in the world today
- Its news programmes are trustworthy
- It shows interesting programmes about history, science or the arts
- It shows high-quality soaps or dramas made in the UK
- It shows high-quality comedy made in the UK
- It portrays "my region" (IN ENGLAND)/"Scotland"/"Wales"/ "Northern Ireland") fairly to the rest of the UK **SCRIPTER: REPLACE ‘MY REGION’ WITH THE COUNTRY THE PERSON LIVES IN, TAKEN FROM Q5B**
- It shows different parts of the UK, including England, Northern Ireland, Scotland and Wales
- Its programmes show different kinds of cultures within the UK
- It shows well-made, high-quality programmes
- It shows programmes with new ideas and different approaches
- The style of the programmes is different to what I’d expect to see on other channels
- It shows new programmes, made in the UK
- It shows programmes that make me stop and think
- Its regional news programmes provide a wide range of good quality news about my area **SCRIPTER: NOTE THIS STATEMENT IS ONLY ASKED OF RESPONDENTS THAT WATCH BBC ONE OR ITV – THE GRID SHOULD HAVE A DIFFERENT ANSWER OPTION AS SHOWN BELOW. ALSO NOTE THAT DIFFERENT QUESTION TEXT SHOULD BE USED FOR THIS STATEMENT AT Q17 AS PER THE SUMMARY TABLE BEFORE Q15**

	Lowest rating	2	3	4	5	6	7	8	9	Highest rating	11. Don't Know
	1									10	
All channels combined (NOT DISPLAYED FOR FINAL STATEMENT)											

BBC One and
ITV combined
(DISPLAYED
FOR FINAL
STATEMENT
ONLY)

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Base: if any channel at Q13 =1 or 2 (watch regularly or occasionally)

Q18. [SA]

And now, if you think about ALL THE channels combined - in other words the BBC channels, ITV, S4C (ONLY SHOW S4C IF Q5b=8 - WALES) and Channels 4 and 5 - how satisfied are you that combined they provide these elements that we have talked about?

SCRIPTER: DISPLAY CODE ITV AS BELOW IN EACH DEVOLVED NATION

(If Q5b=1) Scotland: "STV"

(If Q5b=12) NI "UTV"

(If Q5b=8) Wales "ITV Wales"

1. Very satisfied
2. Quite satisfied
3. Neither satisfied nor dissatisfied
4. Quite dissatisfied
5. Very dissatisfied
6. Don't know

Base: if any channel at Q13 =1 or 2 (watch regularly or occasionally)

Q19 [SA]

Thinking again about these channels combined do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?

1. A lot more satisfied
2. A little more satisfied
3. Same satisfaction
4. A little less satisfied
5. A lot less satisfied
6. Don't know

Base: if Q10=2 or 3 or 4

Q22i [SA]

Now thinking about the channels that your child/children watches, specifically:

SCRIPTER: INSERT CHANNELS VIEWED AT Q10 APART FROM CHANNEL 4

How would you rate each one on the statement **It provides a wide range of high quality and UK-made programmes for children** on a scale of 1 to 10 where 10 is the highest score and 1 the lowest?

Please click on the scale and drag the slider into the correct position.

INSERT CHANNELS FROM Q10. ROTATE ORDER.

SHOW SLIDER GRID OF 1-10 AND A DON'T KNOW OPTION.

	Lowest rating	2	3	4	5	6	7	8	9	Highest rating	11. Don't Know
	1									10	
1. Channel 5											
2. CBeebies											
3. CBBC											

Base: if Q10=2 or 3 or 4

Q22ii [SA]

And how would you rate the following channels **combined** on that statement, that is, Channel 5, CBBC and CBeebies.

Even if your child/children doesn't/don't personally watch any of them, what is your general view across these channels for the statement **It provides a wide range of high quality and UK-made programmes for children** on a scale of 1 to 10 where 10 is the highest score and 1 the lowest?

Please click on the scale and drag the slider into the correct position.

SHOW SLIDER GRID OF 1-10 AND A DON'T KNOW OPTION.

	Lowest rating	2	3	4	5	6	7	8	9	Highest rating	11. Don't Know
	1									10	
Channel 5, CBBC and CBeebies combined											

Base: if Q10=2 or 3 or 4

Q22iii [SA]

And how **important** do you think it is that those TV channels combined do this? (that is, Channel 5, CBBC and CBeebies). On a scale of 1 to 10, where 10 means "extremely important" and 1 is "not at all important".

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

Please click on the scale and drag the slider into the correct position.

SHOW SLIDER GRID OF 1-10 AND A DON'T KNOW OPTION.

	Lowest rating	2	3	4	5	6	7	8	9	Highest rating	11. Don't Know
	1									10	
Channel 5, CBBC, and CBeebies combined											

Base: if Q8_3 =1-99 (have children aged 12-15) and Q10=1

Q22x [SA]

Now thinking about Channel 4 only...

How would you rate it on the statement **It provides a wide range of high quality and UK-made programmes for older children** on a scale of 1 to 10 where 10 is the highest score and 1 the lowest?

Please click on the scale and drag the slider into the correct position.

SHOW SLIDER GRID OF 1-10 AND A DON'T KNOW OPTION.

	Lowest rating	2	3	4	5	6	7	8	9	Highest rating	11. Don't Know
	1									10	
Channel 4											

Base: if Q8_3 =1-99 (have children aged 12-15) and Q10=1

Q22xx [SA]

And how important do you think it is that Channel 4 does this? On a scale of 1 to 10, where 10 means "extremely important" and 1 is "not at all important"

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

Please click on the scale and drag the slider into the correct position.

SHOW SLIDER GRID OF 1-10 AND A DON'T KNOW OPTION.

	Lowest rating	2	3	4	5	6	7	8	9	Highest rating	11. Don't Know
	1									10	
Channel 4											

Base: all respondents

Q22a [MA]

Thinking about **ALL** the TV you personally have watched in the past three months, what proportion of your **total viewing** is spent watching each of the categories shown below?

Please include all watching, including on-demand or catch up services, or watching through their apps.

Please enter numbers in each box below. The total should add to 100%.

SCRIPTER: DISPLAY CODE ITV AS BELOW IN EACH DEVOLVED NATION

(If Q5b=1) Scotland: "STV"

(If Q5b=12) NI "UTV"

(If Q5b=8) Wales "ITV Wales"

BBC One, BBC Two, BBC Three, BBC Four, BBC Scotland (SCOTLAND ONLY - IF Q5B=1), ITV, Channel 4 and Channel 5 combined		%
Any other broadcast TV (e.g. Sky channels, channels on Freeview		%
TV content via the internet through a paid for subscription (e.g. Netflix, Amazon, Now TV, etc.)		%
Total		%

Base: all giving at least 1% to "any other broadcast TV" at Q22a

Q22b [MA]

And which of the following **other** types of broadcast TV have you personally watched in the past three months? (i.e. not BBC One, BBC Two, BBC Three, BBC Four, BBC Scotland (Scotland only - If Q5b=1), ITV, Channel 4 or Channel 5 or paid for subscription services like Netflix, Amazon or Now TV.

Please select all that apply.

1. 'Free to air' channels that are available on Freeview, like Dave, Pick TV, Yesterday and CBS Drama etc.
2. TV that is **only** available from packages that you pay a subscription for, i.e. Sky, Virgin and BT TV
3. Other (please specify)

SECTION : Internet

That's the end of this section asking about the statements. We are now going to ask you a few questions about the internet.

Base: all respondents

Q23 [SA]

Do you have access to the internet at home?

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

Base: if q23=1

A3. [MA]

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.

**SCRIPTING: ROTATE CODES 1-18
KEEP CODES 1-3 TOGETHER WHEN ROTATING
KEEP CODES 17-18 TOGETHER WHEN ROTATING
CODES 19-21 STAY FIXED AT THE BOTTOM**

1. BBC iPlayer
2. BBC Three (now available only online)
3. BBC iPlayer Kids
4. ITV Hub [formerly ITV player]

5. ITV Hub+
6. STV Player (SHOW THIS CODE ONLY FOR SCOTTISH RESPONDENTS)
7. S4C Clic
8. All 4 (formerly 4OD)
9. My5 (formerly Demand 5)
10. Netflix
11. Amazon Prime/Amazon Video
12. Now TV
13. Sky On Demand (Sky Go)
14. UKTV Play
15. Disney Life
16. Virgin TV Catch-up/Virgin Media Anywhere
17. Hayu
18. A BBC YouTube Channel
19. Other YouTube Channel
20. Other streaming service (please specify) ANCHOR AT LAST POSITION
(above none of these)
21. None of these [SINGLE CODE](#)
22. Don't know [SINGLE CODE](#)

Base: if any of codes 1-18 selected at A3

A3a [MA]

How often in the past 3 months have you watched programmes using these services?

*SCRIPTING: KEEP SAME ORDER AS IN A3
ONLY DISPLAY ANSWERS SELECTED AT A3
SHOW QUESTION AS A STANDARD GRID WITH SINGLE ANSWER PER ROW*

Down side of grid

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

Across top of grid

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: if codes 1-5 selected at any of the following answer options A3a (1, 4, 6, 7, 8)

Q34 [MA]

And how would you rate your overall satisfaction with each service where 10 is the highest score and 1 is the lowest?

Please click on the scale and drag the slider into the correct position.

SHOW SLIDER GRID OF 1-10 AND A DON'T KNOW OPTION.
ONLY DISPLAY ANSWERS WHERE CODES 1-5 SELECTED AT Q34

	Lowest rating	2	3	4	5	6	7	8	9	Highest rating	11. Don't Know
	1									10	
1. BBC iPlayer											
2. ITV Hub											
3. All 4											
4. S4c Clic											
5. My5 / Demand 5											

Base: all respondents

Q34a [SA]

How important do you think it is that ALL the channels combined, that is all the BBC channels, ITV, S4C (ONLY SHOW S4C IF Q5b=8 – WALES) and Channels 4 and 5, provide these catch-up television services that allow viewers to watch previously broadcast programmes on a scale of 1 to 10, where 10 means “extremely important” and 1 is “not at all important”?

Please click on the scale and drag the slider into the correct position.

SCRIPTER: DISPLAY CODE ITV AS BELOW IN EACH DEVOLVED NATION

- (If Q5b=1) Scotland: “STV”
- (If Q5b=12) NI “UTV”
- (If Q5b=8) Wales “ITV Wales”

SHOW SLIDER GRID OF 1-10 AND A DON'T KNOW OPTION.

	Lowest rating	2	3	4	5	6	7	8	9	Highest rating	11. Don't Know
	1									10	
ALL channels combined											

SECTION : Technology access

Base: all respondents

E2 [MA]

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 work through the devices on the left side of the grid and select which services you use each one for.

SCRIPTER: SHOW AS STANDARD GRID WITH MULTIPLE ANSWERS PER ROW
ROWS 5 + 6 SHOULD NOT BE ABLE TO BE CHOSEN IN COMBINATION WITH
COLUMNS 1 + 2

	1. Watch/access TV channels	2. Watch catch up, on demand or video streaming services	3. Access online and apps
1. TV	x	x	x
2. Laptop/computer/netbook	x	x	x
3. Tablet	x	x	x
4. Smartphone	x	x	x
5. Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)			x
6. Smart or wireless speaker (e.g. Amazon Echo, Google Home)			x
7. E-reader (e.g. Kindle)			x
8. Games console	x	x	X
9. None of these SINGLE CODE	x	x	x

Base: all respondents

A4. [MA]

Which, if any, of these websites or apps have you used in the past 3 months?

SCRIPTING: ROTATE CODES 1-12

1. bbc.co.uk
2. itv.com
3. stv.tv
4. S4C
5. channel4.com
6. 5 (channel5.com)
7. BBC Sport
8. BBC News
9. BBC Weather
10. BBC CBeebies
11. BBC Sounds
12. BBC Good Food

13. None of these **SINGLE CODE**

Base: if any of codes 1-12 selected at A4

A4a [MA]

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

SCRIPTING: KEEP SAME ORDER AS IN A4

ONLY DISPLAY ANSWERS SELECTED AT A4

SHOW QUESTION AS A STANDARD GRID WITH SINGLE ANSWER PER ROW

Down side of grid

1. bbc.co.uk
2. itv.com
3. stv.tv
4. S4C
5. channel4.com
6. 5 (channel5.com)
7. BBC Sport
8. BBC News
9. BBC Weather
10. BBC CBeebies
11. BBC Sounds
12. BBC Good Food

Across top of grid

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

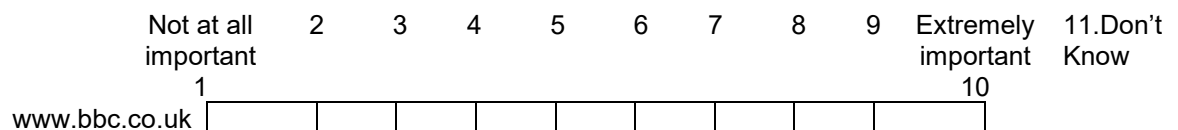
Base: all respondents

Q27 [SA]

The BBC has a website - www.bbc.co.uk. Thinking about this specifically, how important is it that the BBC provides a website with high quality content that you can trust? On a scale of 1 to 10, where 10 means "extremely important" and 1 is "not at all important."

Please click on the scale and drag the slider into the correct position.

SHOW SLIDER GRID OF 1-10 AND A DON'T KNOW OPTION.



Base: all respondents

Q28 [SA]

Channel 4 has a website - www.channel4.com. Thinking about this specifically, how important is it that Channel 4 provides websites with high quality content that you can trust? Again where 10 means "extremely important" and 1 is "not at all important."

Please click on the scale and drag the slider into the correct position.

SHOW SLIDER GRID OF 1-10 AND A DON'T KNOW OPTION.

	Not at all important	1	2	3	4	5	6	7	8	9	Extremely important	10	11. Don't Know
www.channel4.com													

Base: if codes 1-5 selected at any of the following answer options A4a (1, 5)

Q30 [SA]

And how would you rate your overall satisfaction with [IF 2 CODES: THESE WEBSITES/IF 1 CODE: THIS WEBSITE] where 10 is the highest score and 1 is the lowest?

Please click on the scale and drag the slider into the correct position.

SHOW SLIDER GRID OF 1-10 AND A DON'T KNOW OPTION.

ONLY DISPLAY ANSWERS WHERE CODES 1-5 SELECTED AT Q4A

	Not at all important	1	2	3	4	5	6	7	8	9	Extremely important	10	11. Don't Know
www.bbc.co.uk													
www.channel4.com													

SECTION: Demographics

We're now at the very final section of the interview. We'd just like to ask a few final questions about you. Again, 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.

Base: all respondents

Q38. [SA]

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

1. One
2. Two
3. Three
4. Four
5. Five
6. Six or more

Base: all respondents

Q39 [SA]

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

Q40 [SA]

What is your ethnic group?

White

1. English / Welsh / Scottish / Northern Irish / British
2. Irish
3. Gypsy or Irish Traveller
4. Other White background (Please write in)

Mixed / multiple ethnic group

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Other Mixed heritage background (Please write in)

Asian / Asian British

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Other Asian background (Please write in)

Black / African / Caribbean / Black British

14. African
15. Caribbean
16. Any other Black / African / Caribbean background (Please write in)

Other ethnic group

17. Arab
 18. Other ethnic background (Please write in)
- Prefer not to say

Q40_recode

1 White British (if Q40=1 or 2 or 3 or 4)

2 Ethnic minority (if Q40 <> 1 or 2 or 3 or 4)

Base: all respondents

lang [SA]

What is your main language?

1. English
2. Welsh
3. Something else
99. Don't know
98. Prefer not to answer

Base: all respondents

DC06 [SA]

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

Base: all respondents

Q41a [SA]

Some questions can be sensitive in nature. We would like to remind you that your participation is strictly voluntary and that your responses are used for research purposes only. A 'Prefer not to say' option is available for you if you wish not to answer.

Do you have a long-term medical condition, disability or impairment which significantly affects your life?

By long-standing this means anything that has troubled you over a period of time or that is likely to affect you over a period of time.

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

Base: if Q41a=1

Q41b [MA]

Do you have any difficulty with any of the following?

Please select all that apply.

1. Your hearing - Poor hearing, partial hearing, or deafness
2. Your eyesight - Poor vision, colour blindness, partial sight, or being blind
3. Your mobility - Cannot walk at all/ use a wheelchair or mobility scooter/ Cannot walk very far or manage stairs or can only do so with difficulty
4. Your dexterity - Limited ability to reach/ difficulty opening things with your hands
5. Your learning - Learning difficulties
6. Your breathing - Breathlessness or chest pains
7. Communicating or understanding - Difficulty in speaking or in communicating
8. Your mental health
9. Other (please specify)
10. Don't know [SINGLE CODE](#)
11. Prefer not to say [SINGLE CODE](#)

Base: all respondents

DC13 [SA]

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

DC07 [SA]

In which of the following income bands does your gross household income fall? You may answer in either annual, monthly or weekly amounts.

(Note: before tax, national insurance or any other deductions).

Please select the band which applies to you.

SCRIPTER: SHOW GRID BELOW AS AN IMAGE, WITH LETTERS AS ANSWER OPTIONS BELOW

	Per week	Per Month	Per Year
A	Up to £199	Up to £859	Up to £10,399
B	From £200 to £299	From £860 to £1,299	From £10,400 to £15,599
C	From £300 to £499	From 1,300 to £2,159	From £15,600 to £25,999
D	From £500 to £699	From £2,160 to £3,029	From £26,000 to £36,399
E	From £700 to £999	From £3,030 to £4,329	From £36,400 to £51,999
F	£1,000 and above	£4,330 and above	£52,000 and above
G	Don't know		
H	Refused		

1. A
2. B
3. C
4. D
5. E
6. F
7. G
8. H

Base: all f2f respondents

PassScreen2 (S)

Thank you for your time in completing this questionnaire.

Please now pass the laptop back to the interviewer who will ask a couple of final questions to complete the interview.

Base: all respondents

SELFCOMP (S)

INTERVIEWER: PLEASE CONFIRM WHETHER THE RESPONDENT COMPLETED THE SELF-COMPLETION SECTION BY THEMSELVES.

1. Yes - the respondent completed the self-completion questions by themselves
2. No – the self-completion questions were asked by the interviewer

SECTION : Recontact and Validation

Base: all f2f respondents

R2. [s]

For quality control purposes we validate 10% of all our surveys. Would you be willing to give your contact details please?

1. Yes
2. No

IF YES – Please provide your contact details below:

Name:

Phone number:

Email address:

Base: all respondents

R3. [SA]

Thank you for your help with this survey so far. We may wish to get back in touch with some people in the future. Are you happy to give us permission to do either of the following in the next 2 years?

If you give your permission now, you can change your mind later. After 2 years, your contact details will be deleted and you will not be contacted again as a result of this survey.

1. Contact you again in relation to this specific research project should any questions arise
2. To be contacted again about taking part in follow-up research for Ofcom about these issues, either by Ipsos or another research agency appointed by Ofcom
3. Neither of these

IF YES AT CODE 1 OR 2 – Please provide your contact details below:

Name:

Phone number:

Email address: