

QS0884 iPlayer

Wed 13

Sample: All UK adults

KANTAR MEDIA PLEASE NOTE:

- ALL PROMPTED QUESTIONS ARE INVERTED UNLESS SPECIFIED (1\2 SEE LIST 1-10 & OTHER 1\2 SEE LIST 10-1)
- DK\None\Prefer not to say – THESE ARE BUTTONS SO WILL APPEAR AT THE TOP OF THE SCREEN OUT OF THE VIEW OF THE RESPONDENT
- OTHER\DK\None\Prefer not to say – THESE WON'T HAVE CODE NUMBERS JUST YET, THE SCRIPTERS ASSIGN THESE AS HIGH CODES 96,97,98,99 WHICH ARE STANDARD FOR US
- EACH QUESTION IS SCRIPTED WITH ITS FILTER ABOVE
- [] MEANS BOLD OR UNDERLINED IN THE SCRIPT
- IF A QUESTION DOESN'T HAVE A MULTI CHOICE TEXT ABOVE IT, IT WILL BE SINGLE CHOICE. INTERVIEWERS DO NOT NEED TO HAVE THIS INSTRUCTION ADDED
- ALL STATEMENT QUESTIONS WILL HAVE ONE STATEMENT PER SCREEN
- ALL STATEMENT QUESTIONS UNLESS SPECIFIED WILL BE RANDOMISED
- ALL QUESTIONS ARE READ OUT AND IF PROMPTED THE ANSWERS ARE SHOWN ON SCREEN (THEY ARE NOT READ OUT)
- THROUGHOUT \ HAVE BEEN REPLACED WITH \ AS NIPO DOESN'T LIKE FORWARD SLASHES

SCRIPTERS: LEFT HAND SIDE JUSTIFY THE WHOLE LINK

F1 = All UK adults 16+

F2 = All UK adults 16+ who use BBC iPlayer (Q2\1)

F1 = All UK adults 16+

SHOW SCREEN

Q.1 How often do you personally use the internet nowadays (e.g. social media, purchasing, communications, finances, watching video online etc.) either at home or elsewhere?

- 1: Every day
 - 2: Several times a week
 - 3: At least once a week
 - 4: At least once a month
 - 5: A few times a year
 - 6: Less than once a year
 - 7: Never
- Don't know - BUTTON

F1 = All UK adults 16+

SHOW SCREEN

Q.2 Do you ever use the BBC iPlayer?

1: Yes

2: No

DK – BUTTON

F2 = All UK adults 16+ who use BBC iPlayer (Q2\1)

SHOW SCREEN

Q.3 How often do you use the BBC iPlayer?

1: Every day

2: Several times a week

3: At least once a week

4: At least once a month

5: A few times a year

6: Less than once a year

7: Never

Don't know - BUTTON

F1 = All UK adults 16+

SHOW SCREEN AND READ OUT

The BBC is planning to make a number of changes to the BBC iPlayer which would expand the content available through the service. These changes include:

- Extending the availability of all programmes on the service to at least 12 months, up from current 30 days
- Providing more complete series box sets for selected titles made up of new returning series and their previous series (e.g. Luther, Line of Duty, Fleabag)
- Increasing the amount of older 'classic' programmes, including classic dramas and comedies, drawn from the BBC archive of programmes. These are programmes which are no longer being made (e.g. Two Pints of Lager and a Packet of Crisps, War & Peace, Life, Africa, Bleak House)

F1 = All UK adults 16+

SHOW SCREEN

Q.4 If this happened, which of the following is most likely for you?

INTERVIEWER: REVERT BACK TO THE PREVIOUS SCREEN IF NECESSARY FOR THE RESPONDENT TO LOOK AT THE CHANGES

- 1: This change would not change my viewing behaviour
 - 2: I would watch the BBC iPlayer more, and other catch up services or TV channels the same amount
 - 3: I would watch the BBC iPlayer more, and watch other catch up services or TV channels less, than I did before
- I don't know what I would do - BUTTON

F1 = All UK adults 16+

SHOW SCREEN – MULTI CODE

Q.5a Which of the following TV and video services, if any, do you use most often?

- 1: BBC iPlayer
 - 2: ITV Hub [formerly ITV player]
 - 3: ITV Hub+
 - 4: STV Player
 - 5: S4C Clic
 - 6: All 4 (formerly 4OD)
 - 7: My5 (formerly Demand 5)
 - 8: Netflix
 - 9: Amazon Prime Video
 - 10: Now TV
 - 11: Sky On Demand (Sky Go)
 - 12: UKTV Play
 - 13: Disney Life
 - 14: Virgin TV Catch-up/Virgin Media Anywhere
 - 15: Hayu
- Other streaming service (PEN WRITE IN)
None - BUTTON

F1 = All UK adults 16+

SHOW SCREEN – MULTI CODE

Q.5b And which others might you consider?

SCRIPTING: INSERT ANSWERS NOT GIVEN AT Q5A. INCLUDE 'OTHER SCTREAMING SERVICE (PEN WRITE IN) & NONE (BUTTON)