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BBC Performance Tracker

Technical Report

Prepared for Ofcom

by Ipsos MORI

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1. Preface

This document details the methodology, sampling and weighting for the second year of the Ofcom BBC Performance Tracker.

One of Ofcom's central responsibilities is to hold the BBC to account for its performance in fulfilling its Mission and promoting its Public Purposes. The BBC (across its radio, television, and online outputs) has five key purposes, to provide:

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

Ofcom is responsible for regulating the first four of these. The BBC Performance Tracker was set up with the aim of measuring the public's views on how important each of these four Purposes are, and how well the BBC delivers them. The tracker aims to assess the BBC's performance to serve audiences in all of the UK's nations, evaluating overall satisfaction, and the perceived distinctiveness and quality of the BBC's output versus that of its competitors.

The Tracker also measures usage of BBC and competitor channels across radio, television and online, and take up of on-demand services.

2. Methodology

This section outlines the methods used in the second year of the study (April 2018- March 2019).

The tracker was conducted using a hybrid method, with a 50-50 split of online and face-to-face interviews. The online and face-to-face samples were designed to represent two distinctive populations:

- Online – medium-high internet users (8 hours or more per week)
- Face-to-face – non / light internet users (0-14 hours per week)

Separate quotas were applied to each sample to ensure they represented these populations, based on ONS population estimates and the GfK Internet User Profile Survey. Following fieldwork the samples were combined and then weighted in combination to correct any imbalances in the final sample.

Fieldwork for Year Two took place from 16 April 2018 to 10 April 2019 and was conducted by fully trained and supervised interviewers from GfK UK. Fieldwork was spread throughout the year to help reduce any seasonality in response. A total of 3,907 interviews were conducted, including boosts in Scotland, Wales and Northern Ireland, as well as several minority groups, to ensure a minimum sample size in these populations for robust analysis. The total sample consisted of 2,892 interviews in England; 349 in Scotland; 327 in Wales; and 339 in Northern Ireland.

2.1 Sample Design and quotas

Online: A quota sampling approach was used for the online interviews, with targets in place on age within gender, region and internet usage to ensure a sample representative of medium-high internet users.

Face-to-face: A random location sampling approach was used in the face-to-face CASI (Computer assisted self completion-interviewing). Random sampling points were selected in each region with five interviews undertaken per point. There was a total of 417 points in Year Two. Quotas were applied on age, gender, working status and region to reflect the population of non-low internet users.

In the online sample, those who reported using the internet for less than 8 hours a week were screened out, and in the face-to-face sample, those who reported using it for more than 14 hours were screened out.

As well as the nations, some minority groups were over-sampled to ensure minimum sample sizes for these groups for analysis purposes. These groups were people who self-identified as being from the following communities:

- Indian, Pakistani or Bangladeshi
- Other Asian / Chinese;



- Black

Additionally, there were boosts among people who self-identified as being from the following religious groups:

- Christian
- Hindu
- Jewish
- Muslim
- Sikh

Sample breakdown:

	Total interviews (unweighted)	Total interviews (weighted)
Total sample	3,907	3,907
Face-to-face	1,906	2,302
Online	2,001	1,605

Boosts breakdown:

	Total interviews (unweighted)	Total interviews (weighted)
England	2,892	3,258
Scotland	349	332
Wales	327	194
Northern Ireland	339	123



Indian, Pakistani or Bangladeshi	259	135
Other Asian / Chinese	347	229
Black	99	135
Christian	1,699	1,609
Hindu	114	50
Jewish	100	39
Muslim	214	89
Sikh	77	37

3. Questionnaire

The focus of the study is to assess the BBC's performance of four of its five public purposes (which Ofcom are responsible for regulating) across TV, radio and online, as well as the importance of each purpose both to themselves personally and to society. The questionnaire also asks about general views towards the BBC, satisfaction with the BBC in comparison to other providers, and media consumption. The questionnaire was structured as follows:

- Recruitment screeners
- Media consumption by platform
- General satisfaction with TV, radio and online services – for BBC and competition
- General views towards the BBC – favourability scale
- Overall delivery and performance for each purpose
- Performance ratings by more detailed statements by purpose
- Comparable delivery vs other providers
- Classification section including media consumption, technology ownership and usage, and further demographic questions

3.1 Questionnaire changes

No major changes were made to the questionnaire between years one and two, although there were some minor wording / code amendments made during Year One to improve the structure and respondent understanding of questions and to reflect changes in the media industry. These were as follows:

- INTU - Codes on hours spent on the internet in past week clarified
- TV REGIONS – BBC Radio Foyle removed
- A1.1 TV – TV channel list split into A1.1 & A1.2
- A2.1 - Radio channel list split into A2.1 & A2.2
- A2.2 - Code 24 'Internet only radio station' removed



- CBBC/ CBeebies added (B1TV)
- D2b - Code 12 amended from 'BBC national radio stations' to 'Any other BBC station (including digital BBC stations)'
- IA1 - Amended to now just ask about locations in which the internet is used, rather than asking about locations and the method used to connect to internet

When comparing results between 2017-2018 and 2018-2019, these changes should be kept in mind.

Additionally, in February 2019, two new codes were added to reflect the launch of new BBC channels:

- BBC Scotland added (A1.1, A1a, B1TV, D1b, D3b)
- BBC Sounds added (A4, A4a, B3MEAPP, D3b)

The full questionnaire for Year Two can be found in the appendix.

4. Analysis

All analysis for Year Two was conducted by Ipsos MORI¹.

4.1 Weighting targets

Survey data was weighted to be nationally representative of adults aged 16+ by age within gender, region, social grade, working status, internet usage, ethnicity and religion at an overall UK level. Weights were based on various population estimates as listed below.

AGE/SEX (Source ONS Mid-year estimates) %	
16-34 MALE	15.3
35-54 MALE	16.2
55+ MALES	17.4
16-34 FEMALE	14.9
35-54 FEMALE	16.6
55+ FEMALES	19.6
REGION (Source ONS Mid-year estimates) %	
England	84.03
Scotland	8.42
Ulster (FACE-TO-FACE)	1.38
Ulster (Online)	1.38
Wales	4.79
SOCIAL GRADE (Source NRS) %	
AB	27.1
C1C2	48
DE	24.9
WORKING STATUS (source ONS LFS) %	
Working full or part time	65.14
Not working full or part time	34.86
INTERNET USAGE (source IUPS GfK) %	
Less than 8 hours	45.89
8-10 hours	12.02
11-19 hours	16.9
20 hours or more	25.19

¹ The project transitioned from GfK to Ipsos MORI as part of Ipsos MORI's acquisition of GfK's social and strategic research division.

ETHNICITY (source FRS Bluebook) %	
White	87.15
Non-White	12.85
RELIGION (source BSA 2016) %	
Christian	41
No Religion	53
Hindus/Jews/Muslims/Sikhs + Other	6

These were combined weighting targets to cover both face-to-face and online samples. The samples were combined and then weighted in total to the above targets. The resulting effective sample size was 2717. The weighting process had two purposes; (a) to adjust for any minor short-falls in fieldwork quotas being met and (b) to down-weight the nations and minority ethnic groups (both of which were oversampled to ensure a robust sample size for these countries and minority groups), so that the final sample was nationally representative.

4.2 Precision of Estimates

The results of any sample survey are subject to a margin of error, meaning not all differences between estimates are statistically significant. The following table shows the 95% confidence intervals for each nation, and total sample. Statistical theory is based on the assumption that the samples are drawn using purely random methods and each individual in the adult population has a known and non-zero chance of being selected. This is not the case in the BBC Performance Tracker, as the survey was based on quota samples and the online survey sampled through an opt-in panel. Nevertheless, it is standard practice to conduct significance testing on non-probability samples, as this can still provide a useful guide for interpreting results.

Findings were reported at an overall UK level and also among sub-groups of interest.

Differences between years were initially tested at 95% confidence intervals, but small differences (2-3 percentage points) occurring at the all-UK level, or among very large sub-groups were initially flagged as statistically significant. With a large number of 'small' changes highlighted, there was a risk that more substantial/important patterns or trends would be drowned out. Thus, significance testing for year-on-year changes was applied as follows:

- Changes among all respondents and among sub-groups where the base size in 2018-19 is at least 2,000 are tested at 99% confidence interval
- Changes among smaller sub-groups, where the base size in 2018-19 is below 2,000 are tested at 95% confidence interval

Examples of the size of difference needed for it to be considered significant at the various subgroup sample sizes are below:

Tested at 99%

	Total
Effective sample size:	2,717
10% / 90%	2
20% / 80%	3
30% / 70%	3
40% / 60%	3
50%	3

Tested at 95%

	England	Scotland	Wales	Northern Ireland	Male	Female
Effective sample size:	2,128	253	260	307	1,314	1,400
10% / 90%	2	5	5	5	2	2
20% / 80%	2	7	7	6	3	3
30% / 70%	3	8	8	7	4	3
40% / 60%	3	9	8	8	4	4
50%	3	9	9	8	4	4



5. Appendix

5.1 Publication of data

This research has been conducted in accordance with the ISO 20252 market research standard that Ipsos MORI is accredited to. As Ofcom has engaged Ipsos MORI to undertake an objective programme of research, it is important to protect the organisation's interests by ensuring that it is accurately reflected in any press release or publication of the findings. As part of our standard terms and conditions, the publication of the findings of this report is, therefore, subject to the advance approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.



5.2 Full questionnaire

BBC Performance Tracker

III. INTRODUCTION

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

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

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

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

IV. SCREENER

BASE: ALL RESPONDENTS
INTERNET USE

INTU [S]

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

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

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

SELECT ONE OPTION

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

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

Base: All respondents
GENDER – RESPONDENT TO SELF COMPLETE

SEX [S]

And now, a few questions about you. Are you:

1. Male



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

QUOTA CHECK

Total net n=###

SOFT QUOTAS based on S01 (Sex)

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

Base: All respondents
AGE

RESEARCHER: Update programming logic in Scripter Note below.

AGE [Q]
How old are you?

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

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

QUOTA CHECK

Total net n=###

SOFT QUOTAS based on S02 (age)

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

Base: All respondents
POSTCODE

POSTCODE [TYPE IN BOX]

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

98. Don't know
99. Prefer not to say

SCRIPTER, AUTOCODE FROM POSTCODE INTO THE FOLLOWING REGIONS AND SHOW RELEVANT REGION IN LATER QUESTION NOTE THAT POSTCODE NEEDS TO BE VALIDATED AS FULL POSTCODE (7/8 CHARACTER NOTATION) IF POSTCODE CANNOT BE MATCHED, CODE AS 'NO POSTCODE' (97) AND FOLLOW INSTRUCTIONS

Base: All who answer don't know/prefer not to say at POSTCODE
TV REGION

Which region do you live in?

TV REGIONS

1. **North East and Cumbria** (including County Durham, Northumberland, Teeside, Tyne and Wear, Northern Cumbria and the majority of North Yorkshire)

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

SINGLE CODE

RADIO LOCAL LIST

1. BBC Radio Berkshire
2. BBC Radio Bristol
3. BBC Radio Cambridgeshire
4. BBC Radio Cornwall
5. BBC Coventry & Warwickshire
6. BBC Radio Cumbria
7. BBC Radio Derby
8. BBC Radio Devon
9. BBC Essex
10. BBC Radio Gloucestershire
11. BBC Radio Guernsey
12. BBC Hereford & Worcester
13. BBC Radio Humberside
14. BBC Radio Jersey
15. BBC Radio Kent
16. BBC Radio Lancashire
17. BBC Radio Leeds
18. BBC Radio Leicester
19. BBC Radio Lincolnshire
20. BBC Radio London
21. BBC Radio Manchester
22. BBC Radio Merseyside
23. BBC Newcastle
24. BBC Radio Norfolk
25. BBC Radio Northampton
26. BBC Radio Nottingham
27. BBC Radio Oxford

28. BBC Radio Sheffield
29. BBC Radio Shropshire
30. BBC Radio Solent
31. BBC Somerset
32. BBC Radio Stoke
33. BBC Radio Suffolk
34. BBC Surrey
35. BBC Sussex
36. BBC Tees
37. BBC Three Counties Radio
38. BBC Wiltshire
39. BBC WM 95.6
40. BBC Radio York
41. BBC Radio Foyle

NATIONAL RADIO LIST

1. BBC Radio Scotland
2. BBC Radio nan Gàidheal
3. BBC Radio Ulster
5. BBC Radio Wales
6. BBC Radio Cymru

Base: ALL RESPONDENTS NAT IDENTITY

NATID [M]

How would you describe your national identity?

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

Base: ALL RESPONDENTS ETHNICITY

ETHNICITY [S]

What is your ethnic group?

- a) White
 - o English / Welsh / Scottish / Northern Irish / British
 - o Irish
 - o Gypsy or Irish traveller
 - o Other White background_____ (Please write in)
- b) Mixed / multiple ethnic group
 - o White and Black Caribbean
 - o White and Black African
 - o White and Asian
 - o Other mixed heritage background_____ (Please write in)
- c) Asian / Asian British
 - o Indian
 - o Pakistani
 - o Bangladeshi
 - o Chinese
 - o Other Asian background_____ (Please write in)

- d) Black / African / Caribbean / Black British
 - o African
 - o Caribbean
 - o Any other Black / African / Caribbean background _____ (Please write in)
 - e) Other ethnic group
 - o Arab
 - o Other ethnic background _____ (Please write in)
98. Prefer not to say (DON'T SCREEN OUT HERE)

**Base: ALL RESPONDENTS
RELIGION FOLLOWED**

RELIGION [M, EXCEPT FOR NO RELIGION]

What is your religion?

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

Base: ALL FACE-TO-FACE SAMPLE ONLY – PLEASE SHOW THE FOLLOWING ON ONE SCREEN

INTERVIEWER – PLEASE HAND OVER YOUR DEVICE TO THE RESPONDENT NOW

V. MAIN QUESTIONNAIRE

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

A MEDIA CONSUMPTION

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

A0 [M]

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

- 1. Freeview – free TV via an aerial and set-top box or built into the TV set
- 2. Cable - Virgin Media
- 3. Satellite – from Sky for a monthly subscription
- 4. Freesat satellite TV - via a satellite dish but with no subscription
- 5. Satellite – from someone other than Sky
- 6. BT TV (formerly BT Vision)
- 7. TalkTalk TV
- 8. EE TV
- 9. NOW TV
- 10. YouView

11. No TV in household (SINGLE CODE)
12. Don't know (SINGLE CODE)

Base: All respondents

A0a [S]

Do you have access to the internet at home?

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

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

A0b [M]

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

1. Smart TV (i.e. {a TV with built-in video streaming apps)
2. Apple TV
3. Amazon Fire
4. Google Chromecast
5. Games console
6. [PIPE THROUGH EACH CODE SELECTED AT A0 AS A SEPARATE ANSWER]
 - 6.1 Freeview – free TV via an aerial and set-top box or built into the TV set
 - 6.2 Cable - Virgin Media
 - 6.3 Satellite – from Sky for a monthly subscription
 - 6.4 Freesat satellite TV - via a satellite dish but with no subscription
 - 6.5 Satellite – from someone other than Sky
 - 6.6 BT TV (formerly BT Vision)
 - 6.7 TalkTalk TV
 - 6.8 EE TV
 - 6.9 NOW TV
 6. 10 YouView
7. Laptop, netbook, tablet or smartphone
8. Other device connected to the TV (write in)
9. None of these (SINGLE CODE)
10. Don't know (SINGLE CODE)

Base: ASK ALL

A1.1. [M]

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

Please select all that apply.

Rows

1. BBC One
2. BBC Two
4. ITV / STV (SCOTLAND ONLY) / UTV (NORTHERN IRELAND ONLY)
6. Channel 4
8. Channel 5
19. None of these

Base: ASK ALL

A1.2. [M]

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

Please select all that apply.

Rows

3. BBC Four
5. Any other ITV channel (e.g. ITV2, ITV3, ITV Be)
7. Any other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)
9. Any other Channel 5 channel (e.g. 5USA, 5Star)
10. Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)
11. Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
12. S4C
13. BBC News Channel
14. BBC Parliament
15. BBC Alba
16. CBBC
17. CBeebies
20. BBC Scotland
18. Other (please specify)
19. None of these

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

A1a. [M]

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

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

Answer all, single code for each column

ROLLING GRID

ROWS

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

17. CBeebies

20. BBC Scotland

SCALE ON TOP (DO NOT SHOW CODE NUMBERS)

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

Base: All respondents

A2.1. [M]

Which, if any, of these radio stations have you personally listened to in the past 3 months?

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

Please select all that apply.

KEEP BBC STATIONS IN THE SAME ORDER

1. BBC Radio 1
3. BBC Radio 2
4. BBC Radio 3
5. BBC Radio 4
7. BBC Radio 5 live
9. BBC 6 Music
10. BBC Asian Network
11. BBC local radio stations (e.g. INSERT RELEVANT LOCAL RADIO STATION FROM POSTCODE IDENTIFIER, IF NO POSTCODE INFORMATION AVAILABLE, PLEASE SHOW NO EXAMPLE, i.e. just show BBC local radio stations)
12. Any other BBC station (including digital BBC stations)
25. None of these

Base: All respondents

A2.2 [M]

And which, if any, of these radio stations have you personally listened to in the past 3 months?

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

Please select all that apply.

ROTATE CODE 14 – 23

Rows

1. TalkSPORT
2. TalkRADIO
3. Classic FM
4. Absolute Radio



5. Any Capital Radio station
6. Any Heart Radio station
7. Any Smooth Radio station
8. Kiss
9. Magic
10. Other local or national commercial radio station (e.g. a local station that has advertising)
25. None of these

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

A2a. [M]

How often in the past 3 months have you listened to these radio stations?

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

Rotate, Answer all, single code for each column

ROLLING GRID

ROWS

1. BBC Radio 1
- ~~2. 1Xtra from the BBC~~
3. BBC Radio 2
4. BBC Radio 3
5. BBC Radio 4
- ~~6. BBC Radio 4 Extra~~
7. BBC Radio 5 live
- ~~8. BBC Radio 5 live sports extra~~
9. BBC 6 Music
10. BBC Asian Network
11. BBC local radio stations (e.g. INSERT RELEVANT LOCAL RADIO STATION FROM POSTCODE IDENTIFIER, IF NO POSTCODE INFORMATION AVAILABLE, PLEASE SHOW NO EXAMPLE, i.e. just show BBC local radio stations)
- ~~12. BBC national radio stations (e.g. IF IN SCOTLAND SHOW BBC RADIO SCOTLAND and BBC Radio nan Gàidheal, WALES SHOW BBC RADIO WALES AND BBC RADIO CYMRU, BBC RADIO ULSTER FOR NORTHERN IRELAND. IF IN ENGLAND SHOW BBC RADIO SCOTLAND, BBC RADIO WALES AND BBC RADIO ULSTER) Any other BBC station (including digital BBC stations)~~
- ~~13. BBC World Service~~
14. TalkSPORT
15. TalkRADIO
16. Classic FM

17. Absolute Radio
18. Any Capital Radio station
19. Any Heart Radio station
20. Any Smooth Radio station
21. Kiss
22. Magic
23. Other local or national commercial radio station (e.g. a local station that has advertising)
24. ~~Internet-only radio station~~

SCALE ON TOP (DO NOT SHOW CODE NUMBERS)

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

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

A3. [M]

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

Rotate Rows

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

Base: Show all those coded at A3. IF SELECT NONE OF THESE at A3 DON'T SHOW THIS QUESTION PLEASE SHOW AS A ROLLING GRID

A3a [M]

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

ROTATE, Answer all, single code for each row

ROLLING GRID

ROWS

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

SCALE ON TOP (DO NOT SHOW CODE NUMBERS)

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

Base: All respondents

A4. [M]

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

Rotate

Rows

1. BBC.co.uk
2. ITV.com
3. stv.tv
4. S4C
5. SkySports.com
6. News.sky.com (Sky News)
7. Channel4.com
8. 5 (channel5.com)
9. BBC Sport
10. BBC News
11. BBC Weather

12. BBC CBeebies Playtime
13. BBC Music
14. BBC Food
15. BBC iWonder
16. BBC+
17. BBC Bitesize
18. BBC CBeebies Storytime
20. BBC Sounds
19. None of these

Base: Show all those coded at A4. IF SELECT NONE OF THESE at A4 DON'T SHOW THIS QUESTION

A4a [M]

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

Rotate, answer all, single code for each row

ROLLING GRID

ROWS

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

SCALE ON TOP (DO NOT SHOW CODE NUMBERS)

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

B General views of TV, radio & online services

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

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

Overall impression of service - TV

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

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

ROLLING GRID

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

	TV
1	BBC television channels (including BBC One, BBC Two, BBC Four, BBC News, CBBC/CBeebies and BBC Scotland channels as well as the BBC iPlayer and BBC Three, which is online) (CODE ANY OF 1, 2,3 FROM A1.1 OR ANY OF 3,13,14,15,16 OR 17 OR 20 AT FROM A1.2)
2	ITV (including ITV1, ITV2, ITV3, ITV4, ITV Be, ITV Encore, CITV and the ITV Hub) OR STV (including STV2 and STV Player) OR UTV (including UTV, ITV2,3,4, ITV Be, ITV Encore and ITV Hub) (CODE 4 AT A1.1 OR 5 AT A1.2)
3	Channel 4 (including Channel 4, E4, More 4, 4 Seven, Film 4, 4 Music and All4) (CODE 6 AT A1.1 OR 7 AT A1.2)
4	Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5) (CODE 8 AT A1.1 OR 9 AT A1.2)
5	S4C (CODE 12 AT A1.2)
6	Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV) (ONLY ASK OF THOSE WITH SKY, CODE 3 AT A0)
7	Netflix (CODE 9 AT A3)
8	Amazon Prime Video (CODE 10 AT A3)
9	Now TV (DO NOT SHOW FOR THOSE WITH SKY AS COVERED IN SKY LIST) (CODE 11 AT A3)

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

SCALE ON TOP

Extremely Dissatisfied 1

2
3
4
5
6
7
8
9

Extremely Satisfied 10

Base: All respondents who have used in the last 3 months at A2.1 OR A2.2

Overall impression of RADIO

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

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

ROLLING GRID

ROWS

BBC Radio (CODES 1,2,3,4,5,7,9,10,11 OR 12 AT A2.1)
Absolute Radio (CODE 17 AT A2.2)



Classic FM (CODE 16 AT A2.2)
Heart (CODE 19 AT A2.2)
Capital (CODE 18 AT A2.2)
Smooth (CODE 20 AT A2.2)
TalkRadio/Sport (CODE 14 OR 15 AT A2.2)
Kiss (CODE 21 AT A2.2)
Magic (CODE 22 AT A2.2)

ROTATE ORDER SHOWN IN

SCALE ON TOP

Extremely Dissatisfied 1

2

3

4

5

6

7

8

9

Extremely Satisfied 10

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

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

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

ROLLING GRID

ROWS

BBC website and apps (CODES 1, 9, 10, 11, 12, 13, 14, 15, 16, 17 OR 18 OR 20 AT A4)
ITV website and apps (CODE 2 AT A4)
Sky website and apps (CODES 5 OR 6 AT A4)
Channel 4 website and apps (CODE 7 AT A4)
Channel 5 website and apps (CODE 8 AT A4)
STV website and apps (CODE 3 AT A4)
S4C website and apps (CODE 4 AT A4)

ROTATE ORDER

SCALE ON TOP

Extremely Dissatisfied 1

2

3

4

5

6

7

8

9

Extremely Satisfied 10

C General views of BBC TV, radio and online services

Base: All respondents
Overall impressions

This part of the survey is specifically about the BBC.

SHOW 1-10 SCALE

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

SCALE

Extremely Unfavourable 1

2

3

4

5

6

7

8

9

Extremely Favourable 10

Base: All respondents

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

When responding to these questions, please think about everything the BBC does, on TV, radio and online, and include everything you watch, listen to or access on any device.

Base: All respondents
Overall delivery for each purpose

C2.

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

ROLLING GRID

ROTATE STATEMENTS 1-4

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

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

SCALE ON TOP

Not At All Well 1

2



3
4
5
6
7
8
9
Extremely Well 10
Don't know

Base: All respondents

Overall importance to society for each purpose – SHOW ON SEPARATE SCREEN TO C4, MAKE A ROLLING GRID

C3

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

ROLLING GRID

ROTATE STATEMENTS 1-4

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

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

SCALE ON TOP

Not At All Important 1

2
3
4
5
6
7
8
9
Extremely Important 10
Don't know

Base: All respondents

Overall personal importance for each purpose - SHOW ON SEPARATE SCREEN TO C4, MAKE A ROLLING GRID

C4

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

ROLLING GRID

ROTATE STATEMENTS 1-4

1. Impartial news and information to help people understand and engage with the world around them.

2. Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.
3. A range of high quality, distinctive and creative content that is different to that of other providers.
4. Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.

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

SCALE ON TOP

Not At All Important 1

2

3

4

5

6

7

8

9

Extremely Important 10

Don't know

PURPOSES IN MORE DEPTH

Base: All respondents

This section looks at each of the BBC's public duties in more detail.

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

Base: All respondents

Specific delivery for each purpose ROTATE ORDER SHOWN C6 –C9

C6

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

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

ROLLING GRID

ROTATE

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

SCALE ON TOP

Not At All Well 1

2

3

4

5

6

7

8

9



Extremely Well 10
Don't know

Base: All respondents

C7

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

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

ROLLING GRID

ROTATE

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

SCALE ON TOP

Not At All Well 1

2

3

4

5

6

7

8

9

Extremely Well 10

Don't know

Base: All respondents

C8

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

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

ROLLING GRID

ROTATE

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

SCALE ON TOP

Not At All Well 1



2
3
4
5
6
7
8
9
Extremely Well 10
Don't know

Base: All respondents

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

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

ROLLING GRID
ROTATE

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

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

D COMPARABLE PROVIDERS ANALYSIS

Base: All respondents

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

Base: All respondents
Competitive delivery for television services

D1.

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

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

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

ROLLING GRID
ROTATE

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

Not At All Well 1

2
3
4
5
6
7
8
9

Extremely Well 10

Don't know

Base: All respondents

D1a

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

ROLLING GRID
ROTATE

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

Not At All Important

2
3

- 4
- 5
- 6
- 7
- 8
- 9
- Extremely Important
- Don't know

Base: ALL THOSE WHO'VE WATCHED BBC CHANNELS OR IPLAYER, SHOW FOR EACH BBC CHANNEL THAT THEY'VE WATCHED IN THE PAST 3 MONTHS AT A1.1 OR A1.2, FROM A3 PLEASE SHOW 1 OR 2 OR 3 IF USED

D1b.

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

ROLLING GRID

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

(FROM A1)

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

(FROM A3)

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

SCALE ON TOP

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

Base: All respondents
Competitive delivery for radio services

D2.

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

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

**ROLLING GRID
ROTATE**

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

SCALE ON TOP

Not At All Well 1

2

3

4

5

6

7

8

9

Extremely Well 10

Don't know

Base: All respondents

D2a

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

ROTATE

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

Not At All Important 1

2

3

4

5

6

7

8

9

Extremely important 10

Don't know

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

D2b.

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

ROLLING GRID

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

1. BBC Radio 1 offers me something that other radio stations do not
3. BBC Radio 2 offers me something that other radio stations do not
4. BBC Radio 3 offers me something that other radio stations do not
5. BBC Radio 4 offers me something that other radio stations do not
7. BBC Radio 5 live offers me something that other radio stations do not
9. BBC 6 Music offers me something that other radio stations do not
10. BBC Asian Network
11. BBC local radio stations (e.g. INSERT RELEVANT LOCAL RADIO STATION FROM POSTCODE IDENTIFIER, IF NO POSTCODE INFORMATION AVAILABLE, PLEASE SHOW NO EXAMPLE, i.e. just show BBC local radio stations) offers me something that other radio stations do not
12. Any other BBC station (including digital BBC stations) offers me something that other radio stations do not

SCALE ON TOP

Not At All Agree 1

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

Agree Completely 10

Don't know

Base: All respondents

Competitive delivery for online services

D3.

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

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

ROTATE

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

Not At All Well 1

- 2
- 3
- 4
- 5
- 6
- 7
- 8

9
Extremely Well 10
Don't know

Base: All respondents

D3a.

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

ROTATE

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

Not at All Important 1

2
3
4
5
6
7
8
9

Extremely Important 10

Don't know

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

D3b.

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

ROLLING GRID

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

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

	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
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

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

Please select yes for all that apply.

ROLLING GRID

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

ON TOP

Yes

No

Base: All respondents
HOUSEHOLD SIZE

DC01 [S]

How many people live in your house, including yourself?

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

Base: All WHO DON'T CODE 1 AT DC01
CHILDREN
DC02 [S]

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

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

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

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

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

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

Base: CODE YES AT DC02
PARENT
DC04 [S]

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

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

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

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

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

Base: All respondents
EDUCATION
DC06 [S]

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

1. GCSE/O-Level/CSE/standard grades or equivalent
2. Vocational qualifications or equivalent (=NVQ1+2)
3. A-Level/Highers or equivalent (=NVQ3)
4. Bachelor Degree or equivalent (=NVQ4)
5. Masters/PhD or equivalent
6. Other
7. No formal qualifications
99. Don't know

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

seg1 (Ask All)

Are you the CHIEF INCOME EARNER, that is the person with the highest income, whether from employment, pensions, state benefits, investments or any other source?

1. Yes
2. No

work1 (Ask All)

If Seg1 = "Yes": Are you ...

If Seg1 = "No": Is the CHIEF INCOME EARNER

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

If seg1=2 then ask work2

work2

And are you, yourself...

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

If Seg1 = "Yes" AND Work1 = Working 30 hours or more OR working 8-29 hours a week then ask:

work3

Are you ...

1. Employed
2. Self-employed

D3Seg (Ask All)

If Seg1 = "Yes": Are you regularly employed, including self-employment? If you are employed both full-time and part-time please select "full-time".

If Seg1 = "No": Is the chief income earner regularly employed, including self-employment? If he/she is employed both full-time and part-time please select "full-time".

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

If D3Seg = Not employed then ask:

D4Seg

If Seg1 = "Yes": Are you ...

If Seg1 = "No": Is the chief income earner ...

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

If D3Seg is NOT = Not employed then ask:

D5SEG

If Seg1 = "Yes": In your work, how many staff are you responsible for, if any?

If Seg1 = "No": In their work, how many staff is the chief income earner responsible for, if any?

Numeric

None

If D3Seg is NOT = Not employed then ask:

D6

If Seg1 = "Yes": Please type in your job title into the box below. As you type, a list will appear on the right with various options. Please select the option that most closely matches your job role, or if you cannot find your job role, please select "Other".

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

If D6 is NOT "other" SocialGrade is calculated

If D6 = "Other" then ask:

FurtherDetails

If Seg1 = "Yes": To help us classify you accurately, please enter as much information as you can regarding your role... level of experience / success etc

If Seg1 = "No": To help us classify the chief income earner accurately, please enter as much information as you can regarding the chief income earner's role... level of experience / success etc

If D6 = "Other" then ask:

Segun

If Seg1 = "Yes": Please choose from the list below which ONE best describes your occupation.

If Seg1 = "No": Please choose from the list below which ONE best describes the chief income earner's occupation.

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

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

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
6. Cannot walk far or manage stairs or can only do so with difficulty
7. Limited ability to reach
8. Mental health problems or difficulties
9. Dyslexia
10. Other illnesses or health problems which limit your daily activities or the work that you can do (PLEASE TYPE IN) _____
97. Prefer not to say
98. None
99. Don't know

Base: ALL RESPONDENTS CODING 98 AT RELIGION SCREENING QUESTION
RELIGION FOLLOWED

DC16 [M EXCEPT FOR NO RELIGION]

What is your religion?

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

Base: All respondents

POSITIVITY

DC17 [S per column]

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

ROLLING GRID**ROWS**

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

SCALE ON TOP

- 1 Strongly agree
- 2 Agree
- 3 Slightly agree
- 4 Neither agree nor disagree
- 5 Slightly disagree
- 6 Disagree
- 7 Strongly disagree

VIII. END TEXT

SCRIPTER: INSERT STANDARD CLOSING/THANK YOU TEXT.

SCRIPTER: INSERT STANDARD SCREENOUT TEXT(S).

END OF QUESTIONNAIRE



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