June 2020

BBC Performance Tracker Technical Report

Prepared for Ofcom

by Ipsos MORI

Ipsos MORI

Contents

1. Preface

This document details the methodology, sampling and weighting for the third 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, it's 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, as well as how these change over time.

The Tracker also measures self-reported 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 third year of the study which ran from April 2019 to March 2020.

As in previous years, 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:

o   Online – medium to high Internet users (8 hours or more per week)

o   Face-to-face – non or light Internet users (0 to 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 achieved sample.

Fieldwork for 2019-2020 took place from 30 April 2019 to 3 April 2020 (online) and 17 March 2020 (face-to-face) and was conducted by fully trained and supervised interviewers from Ipsos MORI. The decision was made in conjunction with Ofcom to suspend face-to-face fieldwork on the 17th March due to social distancing and lockdown measures introduced by the UK government in response to the COVID-19 pandemic. A total of 3,769 interviews were conducted[1]. The sample included 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 2,789 interviews in England; 350 in Scotland; 288 in Wales; and 342 in Northern Ireland.

As a result of the early suspension of fieldwork, several groups were underrepresented in the final face-to-face sample. These were predominantly the ethnic and religious boost groups targeted towards the end of the fieldwork period. This means that we are unable to analyse some groups in more detail, though a significant part of the shortfalls were made up for through additional online interviews.

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 representative sample of medium to 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 371 points in 2019-2020. Quotas were applied on age, gender, working status and region to reflect the population of non or light internet users.

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[1] This is slightly fewer than in previous years (2017-18 - 4099; 2018-19 – 3907) as a result of the face-to-face fieldwork suspension

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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 the internet for more than 14 hours a week were screened out.

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

o   Indian, Pakistani or Bangladeshi

o   Other Asian or Chinese

o   Black

Additionally, there were boosts among people who self-identified as:

o   Christian

o   Hindu

o   Jewish

o   Muslim

o   Sikh

Sample breakdown:

	Total interviews (unweighted)	Total interviews (weighted)
Total sample	3769	3769
Face-to-face	1769	2029
Online	2000	1740

Boosts breakdown:

	Total interviews (unweighted)	Total interviews (weighted)
England	2789	3168
Scotland	350	316
Wales	288	181
Northern Ireland	342	104
Indian, Pakistani or Bangladeshi	209	138
Other Asian or Chinese	238	205
Black	101	125

Christian	1588	1512
Hindu	72	43
Jewish	104	49
Muslim	156	82
Sikh	68	37

3. Questionnaire

The focus of the study is to assess the BBC's performance of four of its five public purposes 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 structure was unchanged from previous years, as follows:

o   Recruitment screeners

o   Media consumption by platform

o   General satisfaction with TV, radio and online services – for BBC and competition

o   General views towards the BBC – favourability scale

o   Overall delivery and performance for each purpose

o   Performance ratings by more detailed statements by purpose

o   Comparable delivery vs other providers

o   Classification section including media consumption, technology ownership and usage, and further demographic questions

3.1 Questionnaire changes

The survey script was transferred to a new platform when Ipsos MORI took over the fieldwork in 2019-2020, but all efforts were made to ensure the respondent experience was as similar as possible to previous years. No significant changes were made to the questionnaire this year, but a number of minor changes and additions were made in order to adhere to Ipsos MORI GDPR standards, and to clarify some questions. These were as follows:

- Introduction - respondents have the opportunity to review the privacy policy of survey before agreeing consent to continue

- Sex – code 3 'In another way' added for coding gender

- A1a / A2a / A3a / A4a / B1TV / B2Radio / B3MEAPP – three channel options were shown per screen in a random order, rather than using a rolling grid in order to maintain the same respondent experience

- A2.1 / A2.2 / A2a – question wording amended from (e.g. on BBC iPlayer radio) to (e.g. on RadioPlayer or GlobalPlayer), via a TV set or smart speaker

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- A2.2 / A2a / B2Radio – codes 14 and 15 TalkSPORT and TalkRADIO amended to talkSport and talkRadio; code 21 Kiss amended to Any Kiss station; code 22 Magic removed; codes 27 and 26 Virgin Radio and LBC Radio added

- B1TV – BBC iPlayer, BBC Three and BBC iPlayer kids added as option codes under BBC television services (previously BBC television channels); ITV Encore removed

- B2Radio – BBC Sounds added as option code under BBC Radio

- DC01B / DC02 – questions on household composition added to simplify from previous version (DC02-DC03)

- SEG_UK – question on occupation of chief income earner amended to adhere to Ipsos MORI GDPR standards (replacing former questions SEG1 – SEGUN)

- DC15 – code 5 amended from 'Cannot walk at all / use a wheelchair' to 'Cannot walk at all / use a wheelchair or mobility scooter'; code 11 added 'Learning difficulties'; code 10 amended from 'Other illnesses or health problems' to 'Other illnesses or conditions'; code 98 'None' amended to code 12 'None of these'

- DC16 (second iteration of respondent religion) removed

- Recontact – added to confirm consent for recontact

4. Analysis

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 2018 Mid-year estimates) %	
16-34 MALE	15.2%
35-54 MALE	16.1%
55+ MALE	17.5%
16-34 FEMALE	14.7%
35-54 FEMALE	16.5%
55+ FEMALE	19.8%

REGION (Source ONS 2018 Mid-year estimates) %	
England	84.1%
Scotland	8.4%
Northern Ireland (Face-to-face)	1.4%
Northern Ireland (Online)	1.4%
Wales	4.8%

SOCIAL GRADE (Source ONS 2018 Mid-year estimates) %	
AB	26.1%
C1C2	50.1%
DE	23.7%

WORKING STATUS (Source ONS 2018 Mid-year estimates) %	
Working full or part time	64.2%
Not working full or part time	35.8%

INTERNET USAGE (source IUPS GfK) %	
Less than 8 hours	38.8%
8-10 hours	10.5%
11-19 hours	16.5%
20 hours or more	34.3%

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ETHNICITY (Source ONS 2018 Mid-year estimates) %	
White	87.2%
Non-White	12.9%
RELIGION (Source ONS 2018 Mid-year estimates) %	
Christian	40.1%
No Religion	51.9%
Hindus/Jews/Muslims/Sikhs + Other	5.9%

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 2540. 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 and religious groups (all 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:

o   Changes among all respondents and among sub-groups where the base size in 2019-20 is at least 2,000 are tested at 99% confidence interval

o   Changes among smaller sub-groups, where the base size in 2019-20 is below 2,000 are tested at 95% confidence interval

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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:	2007	253	211	261	1277	1260
10% / 90%	2	7	8	7	3	3
20% / 80%	3	9	10	9	4	4
30% / 70%	4	11	12	10	5	5
40% / 60%	4	11	12	11	5	5
50%	4	11	13	11	5	5

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.

BBC Performance Tracker Year 3
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I. SAMPLE VARIABLES

RESEARCHER: If there are questions or variables that are not quotas and you want to track them, list the variable name and type here, so programming knows that you want to monitor.

II. QUOTA CHECK BASED ON SAMPLE VARIABLES

RESEARCHER: Insert description of the quota based on sample information.

Sample plan to be provided separately.

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. Only your anonymised survey answers will be shared with Ofcom.

Before we begin, I'd like to inform you that Ipsos MORI is a member of the Market Research Society, so this survey is being conducted in accordance with the MRS code of conduct.. All information that you give us will be treated in the strictest confidence and your identity will not be passed on to a third party or connected to your answers in any way.

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.

ONLINE: You can access the privacy policy at LINK.
CAPI: Would you like to see the privacy policy?

Can I confirm you are happy to proceed with the survey?

Yes **CONTINUE**

No **CLOSE**

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 F2F SAMPLE CLOSE IF CODE 1-3

Base: All respondents
GENDER   RESPONDENT TO SELF COMPLETE
SEX [S]
And now, a few questions about you. Which of the following describes how you think of yourself?

1. Male
2. Female
3. In another way
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

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 >= ##: ##

FOR CAPI – INSERT SOCIAL GRADE QUESTION HERE

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.
Please enter your full postcode below, **without any blank spaces**.

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 F2F SAMPLE ONLY   PLEASE SHOW THE FOLLOWING ON ONE SCREEN

INTERVIEWER – PLEASE HAND OVER YOUR DEVICE TO THE RESPONDENT AFTER NOW THIS SCREEN IF THEY ARE COMFORTABLE COMPLETING THE SURVEY ON THEIR OWN
IF YOU ARE ASSISTING THEM, PLEASE ALLOW THE RESPONDENT TO SEE THE SCREEN AND READ QUESTIONS.

1. SELF COMPLETION
2. INTERVIEWER ADMINISTERED

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 with 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

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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.

Rotate
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 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
18. Other (please specify)
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.

Rotate
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
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.

ROTATE Answer all, single code for each column

ROTATED GRID – 3 CODES / SCREEN

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, online (e.g. RadioPlayer or GlobalPlayer), via a TV set or smart speaker.

Please select all that apply.

KEEP BBC STATIONS IN THE SAME ORDER

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 Radio station (e.g. a local station that has advertising)
24. Internet-only radio station
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, online (e.g. on RadioPlayer or GlobalPlayer), via a TV set or smart speaker.

Please select all that apply.

ROTATE CODE 14 – 23
Rows
1. BBC Radio 1
2. 1Xtra from the BBC
3. BBC Radio 2

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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)
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. Any Kiss station
27. Virgin Radio
26. LBC Radio
23. Other local or national commercial radio station (e.g. a local station that has advertising)
24. Internet-only radio station
25. None of these

Base: Show all those coded at A2.1 and A2.2. IF SELECT NONE OF THESE AT A.2.1 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, online (e.g. on RadioPlayer or GlobalPlayer), via a TV set or smart speaker.

Rotate, Answer all, single code for each column
ROTATED GRID – 3 CODES / SCREEN
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)

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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. Any Kiss station
27. Virgin Radio
26. LBC Radio
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

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A3a [M]

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

ROTATE, Answer all, single code for each row
ROTATED GRID – 3 CODES / SCREEN
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
ROTATED GRID – 3 CODES / SCREEN
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 <u>extremely dissatisfied</u> and 10 means <u>extremely satisfied</u>, overall how satisfied or dissatisfied are you with these television and video service providers?

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

ROTATED GRID – 3 CODES / SCREEN
Rows: Show all selected at A1.1 and A1.2

		TV
1		BBC television services (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 OR CODES 1 OR 2 OR 3 AT A3)
2		ITV (including ITV1, ITV2, ITV3, ITV4, ITV Be, 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

ROTATED GRID – 3 CODES / SCREEN
ROWS

BBC Radio (CODES 1,2,3,4,5,7,9,10,11 OR 12 AT A2.1 OR CODE 20 AT A4a)
Absolute Radio (CODE 17 AT A2.2)

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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)
Any Kiss station (CODE 21 AT A2.2)
)
Virgin Radio (CODE 2527 AT A2.2)
LBC (CODE 26 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

ROTATED GRID – 3 CODES / SCREEN
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 <u>extremely unfavourable</u> and 10 is <u>extremely favourable</u>, 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 organization, 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 <u>not at all well</u> and 10 means <u>extremely well</u>, 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

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

C3
On a scale of 1 -10 where 1 means <u>not at all important</u> and 10 means <u>extremely important</u>, 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

C4
On a scale of 1 -10 where 1 means <u>not at all important</u> and 10 means <u>extremely important</u>, 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 <u>not at all well</u> and 10 means <u>extremely well</u>, 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

C7
This next 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

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.

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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 next 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 <u>not at all well</u> and 10 means <u>extremely well</u>, 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 know 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 <u>not at all well</u> and 10 means <u>extremely well</u>

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 <u>not at all important</u> and 10 means <u>extremely important</u>, **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.

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Not At All Important
2
3
4
5
6
7
8
9
Extremely Important
Don't know

D1b.

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

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

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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 <u>not at all well</u> and 10 means <u>extremely well</u>

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 <u>not at all important</u> and 10 means <u>extremely important</u>, **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

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D2b.

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

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

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

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.

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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

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?

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

F   ATTITUDINAL

Now we are going to ask you some questions about your general attitudes towards the BBC.

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Base: All respondents
Miss the BBC

F1

To what extent do you agree or disagree with the statement 'I would miss the BBC if it wasn't there'?

1. Definitely agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Definitely disagree
6. Don't Know

Base: All respondents
Relevance of the BBC

F2

To what extent do you agree or disagree with the statement 'The BBC is less relevant to me than it was in the past'?

1. Definitely agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Definitely disagree
6. Don't Know

VI. DEMOGRAPHICS/CLASSIFICATION

Base: All respondents
NEWS USE

NU1.
Typically, how frequently do you access news? By news, we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).

1. More than 10 times a day
2. Between 6 and 10 times a day
3. Between 2 and 5 times a day
4. Once a day
5. 4-6 days a week
6. 2-3 days a week
7. Once a week
8. Less often than once a week
9. Less often than once a month
10. Never
11. Don't know

Base: All respondents [M]
INTERNET ACCESS

IA1. Which of the following do you ever use, if at all?

Please select all that apply

1: In-home internet access using a WiFi (wireless) connection to broadband
2: In-home internet access using a wired (Ethernet) connection to broadband
3: In-home internet access using a mobile network e.g. using 3G\4G on a smartphone\ tablet \dongle

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4: In-home internet access using a dial-up connection to the internet i.e. you cannot make phone calls at the same time
5: Internet access while travelling (on the move) using a WiFi (wireless) network
6: Internet access while travelling (on the move) using a mobile network e.g. using 3G\4G on a smartphone\ tablet \dongle
7: Internet access at work or place of study
8: Internet access in a public place (e.g. a café or library) using a WiFi (wireless) network
9: Internet access in a public place (e.g. a café or library) using a wired (Ethernet) connection to broadband
10: Internet access in a public place (e.g. a café or library) using a mobile network e.g. using 3G\4G on a smartphone\ tablet \dongle
11: None of these/don't access the internet

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

Please select yes for all that apply.

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

ON TOP
Yes
No

Base: All respondents
HOUSEHOLD SIZE

Base: All respondents

DC01B. [S]
Which of the following statements best describes your current stage in life?
If more than one applies, please select the one that best describes your living situation.

RANDOMISE

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

Base: All
DC02 [M]

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

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

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Base: CODE 1 4 AT DC02
PARENT
DC04 [S]

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

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

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

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

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

Base: All respondents
EDUCATION
DC06 [S]

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

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

Base: All respondents
INCOME
DC07 [S]

In which of the following income bands does your gross annual household income fall?
(Note: before tax, national insurance or any other deductions)

1. Up to £10,000
2. £10,000 - £14,999
3. £15,000 - £19,999
4. £20,000 - £29,999
5. £30,000 - £39,999
6. £40,000 - £49,999
7. £50,000 - £74,999
8. £75,000 and above
98. Prefer not to say

Base: All respondents
WORKING STATUS
DC08 [S]

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What is your current working status?

1. Paid employment (30+ hours a week)
2. Paid employment (8-29 hours a week)
3. Paid employment (less than 8 hours a week)
4. Self employed (30+ hours a week)
5. Self employed (8-29 hours a week)
6. Self employed (less than 8 hours a week)
7. Retired
8. Studying full time
9. Not in paid employment/Looking after the house or home
10. Unemployed
97. Other
98. Prefer not to say

Base: All respondents
SOCIAL GRADE

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

Base: All respondents

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

Select only one

Legislators, senior officials and managers
 Legislators and senior officials
Corporate managers
 Directors and chief executives
Production and operations department managers
 Production and operations department managers in agriculture, hunting, forestry and fishing
 Production and operations department managers in manufacturing
 Production and operations department managers in construction
 Production and operations department managers in wholesale and retail trade
 Production and operations department managers in restaurants and hotels
 Production and operations department managers in transport, storage and communications
 Production and operations department managers in business services
 Production and operations department managers in personal care, cleaning and related services
 Production and operations department managers not elsewhere classified
Other department managers
 Finance and administration department managers
 Personnel and industrial relations department managers
 Sales and marketing department managers
 Advertising and public relations department managers
 Supply and distribution department managers
 Computing services department managers
 Research and development department managers
 Other department managers not elsewhere classified
General managers
 General managers in agriculture, hunting, forestry/ and fishing
 General managers in manufacturing
 General managers in construction
 General managers in wholesale and retail trade

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General managers of restaurants and hotels
General managers in transport, storage and communications
General managers of business services
General managers in personal care, cleaning and related services
General managers not elsewhere classified
Physical, mathematical and engineering science professionals
Physicists, chemists and related professionals
Mathematicians, statisticians and related professionals
Computing professionals
Architects, engineers and related professionals
Architects, town and traffic planners
Civil engineers
Electrical engineers
Electronics and telecommunications engineers
Mechanical engineers
Chemical engineers
Mining engineers, metallurgists and related professionals
Cartographers and surveyors
Architects, engineers and related professionals not elsewhere classified
Life science and health professionals
Life science professionals
Health professionals (except nursing)
Nursing and midwifery professionals
Teaching professionals
Other professionals
Business professionals
Legal professionals
Archivists, librarians and related information professionals
Social science and related professionals
Writers and creative or performing artists
Religious professionals
Physical and engineering science associate professionals
Physical and engineering science technicians
Computer associate professionals
Optical and electronic equipment operators
Ship and aircraft controllers and technicians
Safety and quality inspectors
Life science and health associate professionals
Teaching associate professionals
Other associate professionals
Finance and sales associate professionals
Business services agents and trade brokers
Administrative associate professionals
Customs, tax and related government associate professionals
Police inspectors and detectives
Social work associate professionals
Artistic, entertainment and sports associate professionals
Religious associate professionals
Clerks
Office clerks
Customer services clerks
Personal and protective services workers
Travel attendants and related workers
Housekeeping and restaurant services workers
Personal care and related workers
Other personal services workers
Protective services workers
Models, salespersons and demonstrators
Skilled agricultural and fishery workers

Skilled agricultural and fishery workers
Craft and related trades workers
Extraction and building trades workers
Metal, machinery and related trades workers
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers
Blacksmiths, tool-makers and related trades workers
Machinery mechanics and fitters
Electrical and electronic equipment mechanics and fitters
Precision, handicraft, printing and related trades workers
Precision workers in metal and related materials
Potters, glass-makers and related trades workers
Handicraft workers in wood, textile, leather and related materials
Printing and related trades workers
Other craft and related trades workers
Food processing and related trades workers
Wood treaters, cabinet-makers and related trades workers
Textile, garment and related trades workers
Pelt, leather and shoemaking trades workers
Plant and machine operators and assemblers
Plant and machine operators and assemblers
Elementary occupations
Sales and services elementary occupations
Agricultural, fishery and related labourers
Labourers in mining, construction, manufacturing and transport
Armed forces
Armed forces
Did not work before

CODE SOCIAL GRADE

Base: All respondents
SEXUAL ORIENTATION
DC13

Ofcom wants to ensure that it talks to as representative a sample of people as possible. Please indicate which of the following you consider yourself to be:

1. Heterosexual or straight
2. Gay or lesbian
3. Bisexual
98. Prefer not to say
99. Other

Base: All respondents
GENDER REASSIGNMENT
DC14

Have you gone through any part of a process (including thoughts or actions) to change from the sex you were described as at birth to the gender you identify with, or do you intend to?
(This could include changing your name, wearing different clothes, taking hormones or having gender reassignment surgery).

1. Yes
2. No
3. I prefer not to say

Base: All respondents
DISABILITY
DC15 [M]

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Which of these, if any, limit your daily activities or the work you can do?
Please select all that apply.

1. Breathlessness or chest pains
2. Poor vision, partial sight or blindness
3. Difficulty in speaking or in communicating
4. Poor hearing, partial hearing or deafness
5. Cannot walk at all / use a wheelchair or mobility scooter
6. Cannot walk far or manage stairs or can only do so with difficulty
7. Limited ability to reach
8. Mental health problems or difficulties
9. Dyslexia
11. Learning difficulties
10. Other illnesses or conditions which limit your daily activities or the work that you can do (PLEASE TYPE IN)
_____
12. None of these
97. Prefer not to say
98.
99. Don't know

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

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

If you give your permission now, you can change your mind later. After a year, your contact details will be deleted and you will not be contacted again as part of this project. Would you be willing to be recontacted in the next year? .
1.   Yes, willing to be re-contacted by Ipsos MORI as part of this specific research project?
2.   No, NOT willing to be re-contacted by Ipsos MORI as part of this specific research project?

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VIII. END TEXT

SCRIPTER: INSERT STANDARD CLOSING/THANK YOU TEXT.

SCRIPTER: INSERT STANDARD SCREENOUT TEXT(S).

END OF QUESTIONNAIRE

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