

Adults' PSM – Wales Omnibus

We are now going to ask you some simple questions about the things you like to watch on TV.

Section 1: Use of TV channels, BVoD and SVoD services

1. How often do you watch programmes or films on any of these TV channels?

ASK ALL

1	Any BBC TV channel (e.g. BBC One, BBC Two)
2	Any ITV TV channel (e.g. ITV1, ITV Cymru, ITV2, ITV3)
3	Any Channel 4 TV channel (e.g. Channel 4, E4, Film4)
4	Any Channel 5 TV channel (e.g. Channel 5, 5USA)
6	S4C (Welsh language)
7	BBC ALBA (Scottish Gaelic)
8	Any Sky channel (e.g. Sky Atlantic, Sky Sports)
12	Any other broadcast TV channels (please write in)

1	At least daily
2	At least weekly
3	At least monthly
4	Less often than monthly
5	Never, but I used to in the past
6	Never, and I have never used this channel
7	Don't know/ can't remember

2. How often do you watch programmes or films on these **TV catch-up, on-demand or streaming services?**

ASK ALL

1	BBC iPlayer
2	ITVX or ITVX Premium (was ITV Hub or ITV Hub+)
3	STV Player or STV Player VIP
4	Channel 4 or Channel 4+ streaming service (was All4/ All4+/ 4OD)
5	Channel 5 streaming service (was My5/ Demand 5)
6	S4C Clic or S4C on BBC iPlayer (Welsh language)
7	Sky On Demand or Sky Go

8	U streaming service (was UKTV Play)
9	Virgin TV On Demand or Virgin Media Anywhere
10	Netflix
11	Amazon Prime Video
12	NOW
13	Disney+
14	Apple TV+
15	YouTube
16	Paramount+
17	TNT Sports
18	Any other catch-up, on-demand or streaming services (please write in)

1	At least daily
2	At least weekly
3	At least monthly
4	Less often than monthly
5	Never, but I used to in the past
6	Never, and I have never used this service
7	Don't know/ can't remember

3. Here are all the TV channels and TV catch-up, on-demand or streaming services you said you regularly use. When thinking about what to watch, which services are you most likely to turn to first? *Please select a maximum of 3 options*

ASK ALL – SHOW SERVICES USED WEEKLY OR DAILY IN QUESTIONS 1+ 2

4. How do you mainly watch S4C programmes and content ... *Please select one option*

USERS OF S4C/ S4C CLIC

1	Through the S4C TV channel directly (rather than through S4C Clic or S4C on BBC iPlayer)
2	Through S4C Clic
3	Through BBC iPlayer
4	Equally
5	Don't know

Section 2: Satisfaction and preferences

5. 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 services?

ASK ALL – SHOW SERVICES USED IN QUESTIONS 1+2

Please select one option per row

Extremely dissatisfied	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely satisfied	10
Don't know	11

Section 3: Reasons for/for not watching S4C

6. You said you have watched S4C or S4C Clic in the past, why do you no longer watch it/them?

Please select all that apply

ASK THOSE WHO SELECTED CODE 5 FOR S4S AT QUESTIONS 1/2

1	I don't like the programmes on S4C
2	I don't find the programmes on S4C interesting
3	I prefer to watch other channels/ use streaming services
4	I forget to use S4C
5	There isn't enough variety in the programmes on S4C
6	I'm not interested in Welsh language programmes
7	Another reason (please write in)
8	Don't know

7. You said you have never watched S4C or S4C Clic, why is this?

Please select all that apply

ASK THOSE WHO SELECTED CODE 6 FOR S4S AT QUESTIONS 1/2

1	I don't speak Welsh at all
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	I don't speak Welsh well enough
2	I don't like the programmes on S4C
3	I don't find the programmes on S4C interesting
4	I prefer to watch other channels/ use streaming services
5	I forget to use S4C
6	There isn't enough variety in the programmes on S4C
7	I'm not interested in Welsh language programmes
8	Another reason (please write in)
9	Don't know

8. What kinds of content do you watch on S4C or S4C Clic?

Please select all that apply.

USERS OF S4C/S4C CLIC

1	Animation/ Cartoons
2	Drama
3	Entertainment / Comedy
4	Factual/ Documentaries
5	Music
6	News / Current affairs
7	Sports
8	Educational
9	Other (please specify)
10	Don't know

9. What is your favourite show on S4C? (write in)

USERS OF S4C/S4C CLIC

10. Why do you watch S4C? *Please select all that apply.*

USERS OF S4C/S4C CLIC

1	It's the only Welsh language TV channel I know of
2	It is important to me to watch Welsh language content
3	To help me learn Welsh
4	I enjoy the TV programmes
5	It represents culture and life in Wales
6	I prefer to watch programmes that have a Welsh perspective
7	Someone else turns it on
8	Other reason(s) (please write in)

9	Don't know
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11. Which is the most important reason why you watch S4C?

USERS OF S4C/S4C CLIC – show all options selected at Q10

Section 4: PSM Qualities

You may or may not know that collectively, the main UK broadcasters, which include the BBC, ITV (including ITV Cymru Wales), Channel 4, Channel 5, and S4C are known as '**public service broadcasters**'.

The public service broadcasters are expected to provide a range of high-quality programmes to inform, educate and entertain, to provide UK programmes and news output and to reflect the UK and its diverse communities.

These next questions are about how you feel about S4C (including S4C or S4C Clic) and how well or how badly it delivers its services to you.

12. How well or badly does S4C provide the following things for you?

Please select one answer per row

USERS OF S4C/S4C CLIC

STATEMENT LIST	
1	Programmes and content which reflects the lives of people like me
2	Programmes and content made for audiences in Wales
3	Programmes and content which feature people from different backgrounds
4	Trusted and accurate news
5	News and information to help people understand what is going on in the world
6	A wide range of different types of programmes and content
7	High quality and creative programmes and content
8	Programmes and content that bring the nation together for a shared viewing experience
9	Programmes and content that help and encourage people to learn about new things

Extremely badly	1
	2
	3
	4
	5
	6
	7
	8
	9

Extremely well	10
Don't know	11

13. In the past six months, have you seen any **S4C programmes, content or clips** on any of these services? *Please select all that apply.*

ASK ALL

1	YouTube
2	Netflix
3	Amazon Prime Video
4	Disney+
5	Instagram
6	X (was Twitter)
7	Facebook
8	Snapchat
9	TikTok
10	None of these
11	Don't know

14. Have you used the **S4C YouTube channel**?

ASK ALL

1	Yes
2	No
3	Don't know

15. What types of videos have you watched on the S4C YouTube channel?

ASK ALL USING S4C YOUTUBE CHANNEL

1	Animation/ Cartoon
2	Drama
3	Entertainment / Comedy
4	Factual/ Documentaries
5	Music
6	News / Current affairs
7	Sports
8	Educational
9	Other (please write in)
10	Don't know

