



# Ofcom: Public Service Media Tracker 2024

## Questionnaire



## Push To Web Landing Page

Welcome to the survey. Thanks for helping us understand how people feel about the quality of television in the UK.

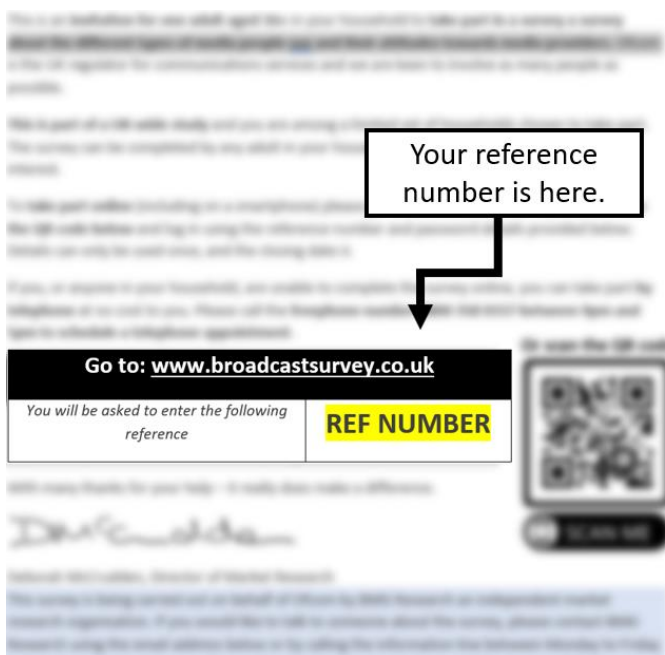
To start the survey, please enter your 5-digit reference number in the box below. Your reference number can be found on your invitation to take part in the survey that we posted to you.

Simply type the number in the box and then click on the next button.

[Scripting – only numeric characters permitted and max 5 digits]

**REFERENCE CODE [OPEN BOX]**

**SHOW GRAPHIC BELOW**



### IF NOT VALID CODE

[Sorry but we cannot find that particular 5-digit reference number – please ensure that you have entered it correctly and try again.]

Your reference number can be found on your invitation to take part in the survey (see above).

If you are still experiencing issues accessing the survey, please get in touch with us via our email or telephone helpline. These details can be found on your invitation letter which was posted to you.]

**ASK ONLY WELSH REFERENCE NUMBERS (CODED FROM DATABASE)**

**QLanguage.** Hello, thanks for responding to our mailing. Before we get started, please let us know whether you'd like to go through the survey in English or Welsh by selecting from the buttons below.

Helo, diolch am ymateb i'n gohebiaeth. Cyn i ni ddechrau, rhowch wybod i ni a hoffech chi fynd drwy'r arolwg yn Gymraeg neu'n Saesneg drwy ddewis un o'r botymau isod.

Code	Answer list	Scripting notes	Routing
1	English/Saesneg		
2	Cymraeg/Welsh		

**IF ENGLISH SELECTED, ROUTE TO ENGLISH VERSION**

**IF WELSH SELECTED, ROUTE TO WELSH VERSION**

## Introduction to Survey

Thank you for helping us with this survey.

We are conducting a study looking at the quality of television in the UK, and people’s attitudes to TV channels. This study is being carried out on behalf of Ofcom (the Office of Communications) which is the body responsible for overseeing television in the UK.

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

The survey will take approximately 20 minutes to complete.

**[PUSH TO WEB ONLY]** You will be offered a £10 Love2Shop voucher as a thank you once the survey is complete.

Your responses will be treated in the strictest confidence. BMG Research abides by the Market Research Society Code of Conduct at all times.

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is here [www.bmgresearch.co.uk/privacy](http://www.bmgresearch.co.uk/privacy)

Under General Data Protection Regulation (GDPR), we need your permission to use the survey results on certain topics, including demographic information on ethnicity, disability, religious beliefs and sexuality. Where each of these is asked, you have the option not to provide an answer.

By clicking the next button, you agree to participate in the survey and for BMG to process all information collected.

## Initial Demographics

**INTRO,**

**SHOW ALL**

To start with, we’d just like to ask a few questions about you.

We want to make sure we hear from lots of different types of people to understand if there are any issues that particularly affect specific groups. We will analyse the results at a broad level and your responses will not be used to identify you in any way.

### POPULATE BASED ON DATABASE VARIABLE (PUSH-TO)

Code	Answer list	Scripting notes	Routing
1	East Midlands		
2	East of England		
3	London		
4	North East England		
5	North West England		
6	South East England		
7	South West England		
8	West Midlands		

9	Yorkshire and the Humber		
10	Scotland	USED FOR TEXT SUBSTITUTION AND ROUTING IN SUBSEQUENT QUESTIONS	
11	Wales	USED FOR TEXT SUBSTITUTION AND ROUTING IN SUBSEQUENT QUESTIONS	
12	Northern Ireland	USED FOR TEXT SUBSTITUTION AND ROUTING IN SUBSEQUENT QUESTIONS	

Base: All respondents

**SINGLE RESPONSE**

**Q3 / Gender.** Which of the following describes how you think of yourself?

*Please select one option*

Code	Answer list	Scripting notes	Routing
1	Man		
2	Woman		
3	Non-binary		
4	Prefer to use another term (please specify)	ADD OPEN TEXT BOX	
98	Prefer not to say		

Base: All respondents

**SINGLE RESPONSE**

**Q4 / G11.** Is your current gender identity the same as that you were assigned at birth?

*Please select one option*

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
98	Prefer not to say		

Base: All respondents

**SINGLE RESPONSE**

**Q5 / Sexuality.** Please indicate which of the following you consider yourself to be:

*Please select one option*

Code	Answer list	Scripting notes	Routing
1	Heterosexual or straight		
2	Gay or lesbian		
3	Bisexual		
4	Prefer to use another term (please specify)	<b>ADD OPEN TEXT BOX</b>	
98	Prefer not to say		

**Base: All respondents**

**OPEN RESPONSE, NUMERIC, SCREENOUT IF < 16**

**Q6 / Age.** How old are you?

*Please enter your age in years*

**AGE TO BE BANDED AS:**

Code	Answer list	Scripting notes	Routing
x	Under 16	<b>SCREENOUT</b>	
1	16-24 years		
2	25-34 years		
3	35-44 years		
4	45-54 years		
5	55-64 years		
6	65-74 years		
7	75 years or over		

Base: All respondents

**SINGLE RESPONSE**

**Q7 / SEG.** Which of these best describes the chief income earner in your household?

If you/ they are retired and living on a private pension, please choose your description based on what you/ they did before you/ they retired.

If you/ they have been unemployed for six months or less, please choose your description based on your/ their most recent main job.

*Please select one option*

Code	Answer list	Scripting notes	Routing
1	<b>High managerial, administrative or professional</b> - e.g. doctor, lawyer, company director (50+ people), judge, surgeon, school headmaster etc.	<b>SEG A</b>	
2	<b>Intermediate managerial, administrative or professional</b> - e.g. school teacher, office manager, junior doctor, bank manager, police inspector, accountant etc.	<b>SEG B</b>	
3	<b>Supervisor, clerical, junior managerial, administrative or professional</b> - e.g. policeman, nurse, secretary, clerk, self-employed (5+ people) etc.	<b>SEG C1</b>	
4	<b>Skilled manual worker</b> - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.	<b>SEG C2</b>	
5	<b>Semi-skilled or unskilled manual worker</b> - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.	<b>SEG D</b>	
6	Housewife/househusband	<b>SEG E</b>	
7	Unemployed	<b>SEG E</b>	
8	Student	<b>SEG C1</b>	
9	Retired and on state pension ONLY (If retired but not only on state pension, please indicate the occupation just before retirement)	<b>SEG E</b>	
97	Don't know	<b>X</b>	

Base: All respondents

**SINGLE RESPONSE**

**Q8 / Education.** Which one of these – if any – is the highest educational or professional qualification that you currently have?

*Please choose the highest option on the list that applies to you*

*Please select one option*

Code	Answer list	Scripting notes	Routing
1	I have no formal qualifications (and I am not still studying)		
2	Entry level qualification such as ESOL, ELC or Skills for Life		
3	GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English		
4	GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English		
5	Level 1-2 vocational qualification or intermediate apprenticeship		
6	A' level, Scottish Higher, Welsh BaccaLaureate, International BaccaLaureate or equivalent)		
7	Level 3 vocational qualification or advanced apprenticeship		
8	Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)		
9	Level 4-5 vocational qualification or higher apprenticeship		
10	University first degree (BA/ BSc/ BEd/ PGCE or equivalent)		
11	Level 6 vocational qualification or degree apprenticeship		
12	University higher degree (e.g. Masters, PhD or equivalent)		
13	Still studying/ still at school		
98	Prefer not to say		
97	Don't know		



Base: All respondents

**SINGLE RESPONSE**

**Q9 / Ethnicity.** Which one of these groups best describes your ethnic group or background?

*Please select one option*

Code	Answer list	Scripting notes	Routing
	<b>White</b>		
1	English/ Welsh/ Scottish/ Northern Irish/ British		
2	Irish		
3	Gypsy, Traveller or Irish Traveller		
4	Any other White background		
	<b>Mixed/ Multiple Ethnic Groups</b>		
5	White and Black Caribbean		
6	White and Black African		
7	White and Asian		
8	Any other mixed/ multiple ethnic background		
	<b>Asian &amp; Asian British</b>		
9	Indian		
10	Pakistani		
11	Bangladeshi		
12	Chinese		
13	Any other Asian background		
	<b>Black &amp; Black British</b>		
14	Caribbean		
15	African		
16	Any other Black/ African/ Caribbean background		
	<b>Other Ethnic Group</b>		
17	Arab		
18	Any other ethnic background		
98	Prefer not to say		

Base: All respondents

**OPEN RESPONSE, NUMERIC, CAP AT 20**

**Q10 / HouseholdSize.** What is the total number of people in the household (including yourself and any children under the age of 16?)

Type in

Base: Ask if household size is 2+

**SINGLE RESPONSE**

**Q11a / ChildrenHousehold.** How many children under the age of 16 live in your household?

Code	Answer list	Scripting notes	Routing
1	None		
2	1		
3	2		
4	3		
5	4		
6	5		
7	More than 5		
98	Prefer not to say		

Base: Ask if children in household = codes 2-7

**NUMERIC, WHOLE NUMBERS ONLY, CAP AT 15. PIPE THROUGH AS MANY BOXES AS INDICATED IN Q11A**

**Q11b / ChildrenHousehold.** What age(s) is your child/ are the children in your household?

*Please select the age of each child, from the oldest first going down in age. If you have more than 5 children under 16, please prioritise giving the ages of older children. If your child is under one year old, please enter 0.*

Code	Answer list	Scripting notes	Routing
1	Child 1	<b>ADD OPEN TEXT BOX</b>	
2	Child 2	<b>ADD OPEN TEXT BOX</b>	
3	Child 3	<b>ADD OPEN TEXT BOX</b>	
4	Child 4	<b>ADD OPEN TEXT BOX</b>	
5	Child 5	<b>ADD OPEN TEXT BOX</b>	
98	Prefer not to say		

Base: Ask if any under 16s at home at ChildrenHousehold (2-7)

**SINGLE RESPONSE**

**Q12 / ParentGuardian.** Are you responsible for any of the children aged under 16 in your household, as a parent or guardian?

*Please select one option.*

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
98	Prefer not to say		

Base: All respondents

**SINGLE RESPONSE**

**Q13 / Religion.** What is your religion, if any?

*Please select one option*

Code	Answer list	Scripting notes	Routing
1	No religion		
2	Catholic		
3	Church of England/ Scotland/ Ireland		
4	Other Christian		
5	Buddhist		
6	Hindu		
7	Jewish		
8	Muslim		
9	Sikh		
10	Any other religion – Please say	<b>ADD OPEN TEXT BOX</b>	
98	Prefer not to say		

Base: All respondents

**SINGLE RESPONSE**

**Q14 / InternetAccess.** Do you or does anyone in your household have access to the internet at HOME (via any device, e.g., PC, mobile phone etc)?

*Please select one option*

Code	Answer list	Scripting notes	Routing
1	Yes - have access to use at home		
2	Yes - have access but don't use at home		
3	No do not have access at home		
97	Don't know		

**Base: Ask if internet access at Q14/InternetAccess (1-2)**

**NUMERIC RESPONSE, CAP AT 100**

**Q15 / InternetUseA.** Please think about the hours that you spend doing things online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website, watch a TV programme, film or video clip, play games online or check emails. It could be going online using a computer, laptop, tablet, mobile phone, games console or Smart TV.

How many HOURS in a typical WEEK would you say you spend online – this could be at home, your workplace or place of education, on the move when you are commuting, travelling or out and about, more generally.

*Please enter the number of hours per week*

[ \_\_\_\_\_ ]

97. Don't know

**Base: Ask if don't know at Q15/InternetUseA**

**SINGLE RESPONSE**

**Q16 / InternetUseB.** Would you say your time spent online in a typical week would be ...?

*Please select one option*

Code	Answer list	Scripting notes	Routing
1	None		
2	Up to 2 hours		
3	3 to 5 hours		
4	6 to 8 hours		
5	9 to 11 hours		
6	12 to 15 hours		
7	16 to 22 hours		
8	Over 22 hours		
97	Don't know/ unsure		

## Consumption

### INTRO, SHOW ALL

Now some questions about how often you watch TV channels, catch-up services, and streaming services.

Base: All respondents

### SINGLE RESPONSE, RANDOMISE

**Q17 / BroadcastTVWatched.** Which of the following ways of watching broadcast TV channels like BBC, ITV or Channel 4 are used in your household – including watching on a TV set, on a tablet, smartphone or laptop or any other device?

We will ask about watching streaming services like Netflix or Amazon Prime Video separately.

*Please select all that apply*

Code	Answer list	Scripting notes	Routing
1	Freeview or Freeview Play (free TV via an aerial or set top box)		
2	Virgin Media (cable TV subscription)		
3	Sky (satellite TV with a monthly subscription) /Sky Glass		
4	Freesat (satellite TV with no subscription)		
5	BT TV		
6	TalkTalk TV		
8	YouView		
9	NOW Smart Stick		
10	Amazon Fire TV (plug in stick, plug in box or cube)		
11	Google Chromecast		
12	Roku		
13	Apps for broadcaster catch-up services like BBC iPlayer, ITVX (formerly ITV Hub), Channel 4 streaming service (formerly All4) and My5		
14	Other, please specify	<b>ADD OPEN TEXT BOX</b>	
15	No-one watches broadcast TV channels in the household	<b>SINGLE CODE</b>	
97	Don't know	<b>SINGLE CODE</b>	

Base: All respondents

### SINGLE RESPONSE PER ROW, DO NOT SHOW LOGOS, RANDOMISE ROWS

**Q18 / FrequencyWatched.** How often in the past 12 months have you watched these TV channels?

*Please include watching on any device*

Row code	Row list	Scripting notes	Routing
1	BBC One		
2	BBC Two		
3	ITV1[England]/ ITV Cymru Wales [Wales] / STV [Scotland]/ UTV [Northern Ireland]		
4	Channel 4		
5	Channel 5		
6	BBC Three		
7	BBC Four		
8	ITV2		
9	E4		
10	Other ITV channel (e.g. ITV3, ITV Be)		
11	Other Channel 4 channel (e.g. Film4, More4, 4Seven)		
12	Other Channel 5 channel (e.g. 5USA, 5Star)		
13	Any U Channel (formerly UKTV) (e.g. U&Dave, U&Yesterday, U&Drama)		
14	Any paid for Sky channel (e.g. Sky Showcase, Sky Max, Sky Atlantic, Sky Sports)		
15	S4C (Welsh Language)		
16	BBC News channel		
17	BBC Parliament		
18	BBC Alba (Scottish Gaelic)		
19	BBC Scotland TV channel (on air between 7pm and midnight)		
21	Any free Sky channel (e.g. Sky News, Sky Arts, Pick, Challenge)		

*Please select one option per row*

Column code	Column list	Scripting notes	Routing
1	At least daily		
2	At least weekly		
3	At least monthly		

4	At least once every 3 months		
5	At least once every 6 months		
6	Only around once in the last 12 months		
7	Haven't watched in the last 12 months but have watched previously		
8	I have never watched this channel		
97	Don't know / can't remember		

Base: Ask if Q12/ParentGuardian = 1

**MULTI RESPONSE, DO NOT SHOW LOGOS**

**Q19 / ChildrenTVWatched.** On which of these have your children watched programmes in the past 6 months? Your child could be watching these on either live TV, or on a catch up service, like BBC iPlayer, ITVX or My5.

Please do not include your children's use of YouTube here, as we will ask about this later.

*Please select all that apply*

Code	Answer list	Scripting notes	Routing
12	BBC TV channels or BBC iPlayer		
1	CBBC - TV channel or on BBC iPlayer		
2	CBeebies -TV channel or on BBC iPlayer		
6	BBC Alba- TV channel or on BBC iPlayer		
3	ITV Kids / CITV		
13	ITV TV channels or ITVX (formerly ITV Hub)		
5	Channel 5 or My5		
14	Milkshake on Channel 5 or My5		
7	S4C or S4C Clic		
15	Cyw on S4C or S4C Clic		
4	Channel 4 or Channel 4 streaming service (formerly All4)		
8	Other (e.g. Nickelodeon, Nick Jr., Cartoon Network, Pop)		
97	I am not sure what channels my children watch	<b>SINGLE CODE</b>	

Base: All respondents

**SINGLE RESPONSE PER ROW, DO NOT SHOW LOGOS**

**Q20 / BSVoDFrequency.** How often in the past 12 months have you watched programmes or films using these services?

*Please select one option per row*

Row code	Row list	Scripting notes	Routing
1	BBC iPlayer		
2	ITVX (formerly ITV Hub)		
19	ITVX Premium (formerly ITV Hub+)		
3	STV Player		
20	STV Player+ (formerly STV Player VIP)		
4	S4C Clic (Welsh language)		
5	Channel 4 streaming service (formerly All4)		
21	Channel 4+ streaming service (formerly All4+)		
6	My5		
7	Sky On Demand or Sky Go		
8	U streaming service (formerly UKTV Play)		
9	Dplay/ Discovery+		
10	Virgin TV Go/ Catch-up or Virgin Media Anywhere		
11	Netflix		
12	Amazon Prime Video		
13	NOW		
14	Disney+		
15	Apple TV+		
16	BritBox		
18	YouTube (including YouTube Premium)		

Column code	Column list	Scripting notes	Routing
1	At least daily		
2	At least weekly		
3	At least monthly		
4	At least once every 3 months		
5	At least once every 6 months		



6	Only around once in the last 12 months		
7	Haven't watched in the last 12 months but have watched previously		
8	I have never watched or used this service		
97	Don't know / can't remember		

Base: Ask if Q20/BSVoDFrequency YouTube (18) = 1-5 (at least once in last 6 months)

**MULTI RESPONSE, DO NOT SHOW LOGOS, RANDOMISE**

**Q21 / YouTubeWatch.** When watching YouTube in the past 6 months, have you watched content from the following channels?

*Please select all that apply*

Code	Answer list	Scripting notes	Routing
1	A BBC YouTube channel (e.g. BBC, BBC News)		
2	An ITV YouTube channel (e.g. ITV, ITVBe, ITV2, ITV News)		
3	A Channel 4 YouTube channel (e.g. Channel 4, Channel 4 News, E4, Film4)		
4	A Channel 5 YouTube channel (e.g. Channel 5, 5 News)		
5	A STV YouTube channel (e.g. STV, STV News)		
6	A S4C YouTube channel (e.g. S4C, Hansh, S4C Dysgu Cymraeg)		
97	Don't know / can't remember		
8	None of these	<b>SINGLE CODE</b>	

Base: Ask if Q12/ParentGuardian = 1

**MULTI RESPONSE, DO NOT SHOW LOGOS, RANDOMISE**

**Q21a.** Which, if any, of these YouTube channels has your **child/have your children** watched in the past 6 months?

*Please select all that apply*

Code	Answer list	Scripting notes	Routing
1	A BBC YouTube channel (e.g. BBC, BBC News)		
10	CBBC YouTube channel		
11	CBeebies YouTube channel		

2	An ITV YouTube channel (e.g. ITV, ITVBe, ITV2, ITV News)		
3	A Channel 4 YouTube channel (e.g. Channel 4, Channel 4 News, E4, Film4)		
4	A Channel 5 YouTube channel (e.g. Channel 5, 5 News)		
5	A STV YouTube channel (e.g. STV, STV News)		
6	A S4C YouTube channel (e.g. S4C, Hansh, S4C Dysgu Cymraeg)		
7	My child/ren doesn't watch YouTube		
97	Don't know / can't remember	<b>SINGLE CODE</b>	
9	None of these	<b>SINGLE CODE</b>	

## PSB Channels

### INTRO, SHOW ALL

Now we're going to ask you about your general impressions of various TV, catch-up and streaming services.

**Base: All respondents**

### SINGLE RESPONSE PER ROW, SHOW LOGOS

**Q22 / PSBFavourability.** On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, what is your overall impression of ...?

### ROW SET A [TO BE SHOWN FIRST], RANDOMISE WITHIN SET

Row code	Row list	Scripting notes	Routing
1	BBC	<b>[INCLUDE LOGO]</b>	
2	ITV1 <b>[ENGLAND]</b> / ITV Cymru Wales <b>[WALES]</b> / STV <b>[SCOTLAND]</b> / UTV <b>[NORTHERN IRELAND]</b>	<b>[INCLUDE LOGO]</b>	
3	Channel 4	<b>[INCLUDE LOGO]</b>	
4	Channel 5	<b>[INCLUDE LOGO]</b>	
5	S4C	<b>[INCLUDE LOGO]</b>	

### ROW SET B [TO BE SHOWN SECOND], RANDOMISE WITHIN SET

Row code	Row list	Scripting notes	Routing
1	BBC iPlayer	<b>[INCLUDE LOGO]</b>	

2	ITVX or ITVX Premium (formerly ITV Hub/ITV Hub+)	[INCLUDE LOGO]	
3	STV Player or STV Player+ (formerly STV Player VIP)	[INCLUDE LOGO]	
4	S4C Clic	[INCLUDE LOGO]	
5	Channel 4 or Channel 4+ streaming service (formerly All4/All4+)	[INCLUDE LOGO]	
6	My5	[INCLUDE LOGO]	

**ROW SET C [TO BE SHOWN SECOND], RANDOMISE WITHIN SET**

Row code	Row list	Scripting notes	Routing
1	Sky On Demand or Sky Go	[INCLUDE LOGO]	
2	Netflix	[INCLUDE LOGO]	
3	Amazon Prime Video	[INCLUDE LOGO]	
4	NOW	[INCLUDE LOGO]	
5	Disney+	[INCLUDE LOGO]	
6	BritBox	[INCLUDE LOGO]	
7	YouTube	[INCLUDE LOGO]	

*Please select one option per row*

Column code	Column list	Scripting notes	Routing
1	1 – Extremely unfavourable		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 – Extremely favourable		
97	Don't know		

Base: Ask each channel if watched in past 6 (1-5) months at Q18/FrequencyWatched

**SINGLE RESPONSE PER ROW, RANDOMISE ROWS**

**Q23 / PSBSatisfied.** Thinking about some of the specific channels you have watched in the last 6 months, overall, how satisfied or dissatisfied are you with these TV channels?

Row code	Row list	Scripting notes	Routing
1	BBC One		FREQUENCYWATCHED_1 = 1-5
2	BBC Two		FREQUENCYWATCHED_2 = 1-5
3	BBC Three		FREQUENCYWATCHED_6 = 1-5
4	BBC Four		FREQUENCYWATCHED_7 = 1-5
5	BBC News channel		FREQUENCYWATCHED_16 = 1-5
12	BBC Parliament		FREQUENCYWATCHED_17 = 1-5
6	BBC Alba (Scottish Gaelic)		FREQUENCYWATCHED_18 = 1-5
7	BBC Scotland TV channel (on air between 7 and midnight)		FREQUENCYWATCHED_19 = 1-5
8	ITV1 [ENGLAND] / ITV Cymru Wales [WALES] / STV [SCOTLAND] / UTV [NORTHERN IRELAND]		FREQUENCYWATCHED_3 = 1-5
9	S4C		FREQUENCYWATCHED_15 = 1-5
10	Channel 4		FREQUENCYWATCHED_4 = 1-5
11	Channel 5		FREQUENCYWATCHED_5 = 1-5

*Please select one option per row*

Column code	Column list	Scripting notes	Routing
1	Very satisfied		
2	Quite satisfied		
3	Neither satisfied nor dissatisfied		
4	Quite dissatisfied		

5	Very dissatisfied		
97	Don't know		

**PSB DEFINITION FOR SCRIPTER ONLY: PSB = GREEN SHADING. NON PSB = RED SHADING**

Code	Definition	Scripting notes	Routing
1	BBC One		
2	BBC Two		
3	The main (ITV/ STV [Scotland]/ UTV [Northern Ireland]) channel		
4	Channel 4		
5	Channel 5		
6	BBC Three		
7	BBC Four		
8	ITV2		
9	E4		
10	Other ITV channel (e.g. ITV3, ITV Be)		
11	Other Channel 4 channel (e.g. , Film4, More4, 4Seven)		
12	Other Channel 5 channel (e.g. 5USA, 5Star)		
13	Any U Channel (formerly UKTV) (e.g. U&Dave, U&Yesterday, U&Drama)		
14	Any Sky channel (e.g. Sky Showcase, Sky Max, Sky Atlantic, Sky Sports)		
15	S4C		
16	BBC News channel		
17	BBC Parliament		
18	BBC Alba (Scottish Gaelic)		
19	BBC Scotland TV channel (on air between 7pm and midnight)		

Base: Ask all that have watched at least one PSB channel at Q18/FrequencyWatched at least once in last 6 months (1-5)

**USE DEFINITION ABOVE TO DEFINE PSB, SINGLE RESPONSE PER ROW**

**Q24 / PSBDelivery.** We are going to ask you questions about some of the broadcasters you have watched in the last 6 months. You will be asked to rate the broadcasters you watched on a number statements, which will be displayed in **bold and underlined text.**

Thinking about each broadcaster individually on a scale of 1 to 10, where 1 means extremely badly and 10 means extremely well, how well or badly does it provide...?

**INSERT STATEMENT, STATEMENT SHOULD BE BOLD AND UNDERLINED. RANDOMISE ORDER OF STATEMENTS. SHOW 14 AND 15 ONE AFTER THE OTHER**

**STATEMENT LIST**

Code	Area	Wording	Scripting notes	Routing
1	Diversity	Programmes that feature <b><u>[IF ENGLAND = MY REGION] [IF SCOTLAND = SCOTLAND] [IF WALES = WALES] [IF NORTHERN IRELAND = NORTHERN IRELAND]</u></b>	See Wording	
2		Programmes that feature people like me		
3		Programmes which feature people from different backgrounds		
4	News	Trusted and accurate UK news		
5		Programmes that help me to understand what is going on in the world today		
6		Regional programmes that keep me informed about my area	<b>ONLY ASK FOR BBC, ITV, STV, BBC ALBA AND S4C</b>	
7	Quality/Range	A wide range of different types of programmes, such as drama, comedy, entertainment or sport		
8		Programmes about science, arts, culture and religion		
9		Programmes that help me see things from a different angle/perspective		
10		Programmes that are different in their approach to other providers		
11	Audience	Programmes made for UK audiences		
12		Programmes that are relevant to me		
13		Appeals to a wide range of different audiences		

14	<b>Shared viewing</b>	Programmes that I can watch and talk about with people I know		
15		Broadcast events that bring the nation together for a shared viewing experience		

Row code	Row list	Scripting notes	Routing
1	BBC TV channels		[FREQUENCYWATCHED = 1 OR 2 OR 6 OR 7 OR 16 OR 17 OR 18 OR 19 = 1-5]
2	ITV [ENGLAND & WALES] / STV and ITV TV channels [SCOTLAND] / UTV and ITV TV channels [NORTHERN IRELAND] TV channels		[FREQUENCYWATCHED = 3 OR 8 OR 10 = 1-5]
3	Channel 4 TV channels		[FREQUENCYWATCHED = 4 OR 9 OR 11 = 1-5]
4	Channel 5 TV channels		[FREQUENCYWATCHED = 5 OR 12 = 1-5]
5	S4C		[FREQUENCYWATCHED = 15 = 1-5]
6	BBC Alba (Scottish Gaelic)		[FREQUENCYWATCHED = 18 = 1-5]

*Please select one option per row*

Column code	Column list	Scripting notes	Routing
1	1 – Extremely badly		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 – Extremely well		
97	Don't know		

Base: Ask for each channel in list below not watched in last 6 months at Q18/FrequencyWatched

**OPEN RESPONSE, REPEAT FOR EACH CHANNEL BEOW, RANDOMISE CHANNEL ORDER**

**Q25 / NotWatch.** Earlier you mentioned that you have not watched [**PIPE CHANNEL AT FrequencyWatched**] in the last 6 months.

**SHOW FOR EACH CHANNEL BELOW NOT WATCHED IN LAST 6 MONTHS**

Code	Channel list	Scripting notes	Routing
1	BBC One		
2	BBC Two		
3	The main (ITV/ ITV Cymru Wales [ <b>Wales</b> ] / STV [ <b>Scotland</b> ]/ UTV [ <b>Northern Ireland</b> ]) channel		
4	Channel 4		
5	Channel 5		
6	S4C		

Why is this?

*Please type your response in the box below*

[ \_\_\_\_\_ ]

**PSB DEFINITION FOR SCRIPTER ONLY: PSB = GREEN SHADING. NON PSB = RED SHADING**

Code	Definition	Scripting notes	Routing
1	BBC One		
2	BBC Two		
3	The main (ITV/ STV [ <b>Scotland</b> ]/ UTV [ <b>Northern Ireland</b> ]) channel		
4	Channel 4		
5	Channel 5		
6	BBC Three		
7	BBC Four		
8	ITV2		
9	E4		
10	Other ITV channel (e.g. ITV3, ITV Be)		
11	Other Channel 4 channel (e.g. , Film4, More4, 4Seven)		
12	Other Channel 5 channel (e.g. 5USA, 5Star)		
13	Any U Channel (formerly UKTV) (e.g. U&Dave, U&Yesterday, U&Drama)		



14	Any Sky channel (e.g. Sky Showcase, Sky Max, Sky Atlantic, Sky Sports)		
15	S4C		
16	BBC News channel		
17	BBC Parliament		
18	BBC Alba (Scottish Gaelic)		
19	BBC Scotland TV channel (on air between 7pm and midnight)		

## DEFINITION OF PSB

### SHOW ALL

Collectively, the main national broadcasters, which include the BBC, [ITV / STV in Scotland/ UTV in Northern Ireland], Channel 4, Channel 5, and S4C are known as **'public service broadcasters'**.

Each broadcaster has an obligation to deliver programmes and services which cover a wide range of subjects and meet the needs and interests of many different audiences across the whole of the UK.

They are expected to meet high standards, to inform, educate and entertain, and to reflect and support cultural activity in the UK, providing UK programmes and news output.

**Base: Ask all that have watched at least one PSB channel at Q18/FrequencyWatched at least once in last 6 months (1-5) or watch any of iPlayer, ITVX/ITVX Premium, STV Player/STV Player+, Channel 4/Channel 4+, My5, at Q20/BSVoDFrequency at least once in last 6 months (1-5)**

### USE DEFINITION ABOVE TO DEFINE PSB, SINGLE RESPONSE PER ROW

**Q26 / OverallDelivery.** Thinking about the following **combined** ...

1. BBC TV channels
2. ITV TV channels **[ENGLAND]** / ITV Cymru Wales and ITV TV channels **[WALES]** / STV and ITV TV channels **[SCOTLAND]** / UTV and ITV TV channels **[NORTHERN IRELAND]** channels
3. Channel 4 TV channels
4. Channel 5 TV channels
5. S4C

On a scale of 1 to 10, where 1 means extremely badly and 10 means extremely well, how well or badly would you say they provide ...?

### INSERT STATEMENT, STATEMENT SHOULD BE BOLD AND UNDERLINED, RANDOMISE ORDER OF STATEMENTS. SHOW 14 AND 15 TOGETHER

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

### STATEMENT LIST

Code	Area	Wording	Scripting notes	Routing
------	------	---------	-----------------	---------

1	<b>Diversity</b>	Programmes that feature [IF ENGLAND = my region] [IF SCOTLAND = Scotland] [IF WALES = Wales] [IF NORTHERN IRELAND = Northern Ireland]		
2		Programmes that feature people like me		
3		Programmes which feature people from different backgrounds		
4	<b>News</b>	Trusted and accurate UK news		
5		Programmes that help me to understand what is going on in the world today		
6		Regional programmes that keep me informed about my area		
7	<b>Quality/Range</b>	A wide range of different types of programmes, such as drama, comedy, entertainment or sport		
8		Programmes about science, arts, culture and religion		
9		Programmes that help me see things from a different angle/perspective		
10		Programmes that are different in their approach to other providers		
11	<b>Audience</b>	Programmes made for UK audiences		
12		Programmes that are relevant to me		
13		Appeals to a wide range of different audiences		
14	<b>Shared viewing</b>	Programmes that I can watch and talk about with people I know		
15		Broadcast events that bring the nation together for a shared viewing experience		

Column code	Column list	Scripting notes	Routing
1	1 – Extremely badly		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		

10	10 – Extremely well		
97	Don't know		

**PSB DEFINITION FOR SCRIPTER ONLY: PSB = GREEN SHADING. NON PSB = RED SHADING**

Code	Definition	Scripting notes	Routing
1	BBC One		
2	BBC Two		
3	The main (ITV/ STV [Scotland]/ UTV [Northern Ireland]) channel		
4	Channel 4		
5	Channel 5		
6	BBC Three		
7	BBC Four		
8	ITV2		
9	E4		
10	Other ITV channel (e.g. ITV3, ITV Be)		
11	Other Channel 4 channel (e.g. , Film4, More4, 4Seven)		
12	Other Channel 5 channel (e.g. 5USA, 5Star)		
13	Any U Channel (formerly UKTV) (e.g. U&Dave, U&Yesterday, U&Drama)		
14	Any Sky channel (e.g. Sky Showcase, Sky Max, Sky Atlantic, Sky Sports)		
15	S4C		
16	BBC News channel		
17	BBC Parliament		
18	BBC Alba (Scottish Gaelic)		
19	BBC Scotland TV channel (on air between 7pm and midnight)		

**Base:** Ask all that have watched at least one PSB channel at Q18/FrequencyWatched at least once in last 6 months (1-5) or watch any of iPlayer, ITVX STV Player, Channel 4 streaming service (Formerly All4), My5, and S4C at Q20/BSVoDFrequency at least once in last 6 months (1-5)

**USE DEFINITION ABOVE TO DEFINE PSB, SINGLE RESPONSE PER ROW**

**Q28 / PSBOverallSatisfaction.** And now, if you think about ALL the public service broadcaster channels combined - in other words, the BBC, [ITV1 / ITV Cymru Wales / STV in Scotland/ UTV in Northern Ireland], Channel 4,

Channel 5, and S4C- how satisfied are you that combined they provide the different elements asked about in the previous question?

*Please select one only*

Code	Answer list	Scripting notes	Routing
1	Very satisfied		
2	Quite satisfied		
3	Neither satisfied nor dissatisfied		
4	Quite dissatisfied		
5	Very dissatisfied		
97	Don't know		

**Base: If ParentGuardian = 1**

**SINGLE RESPONSE PER ROW**

**Q29a / ChildrenDelivery.** Now thinking about the channels that your child/children watch.

Thinking about each service individually on a scale of 1 to 10, where 1 means extremely badly and 10 means extremely well, how well or badly does it provide...? Your child could be watching on either live TV, or on a catch up service, like BBC iPlayer, ITVX (formerly ITV Hub), Channel 4 streaming service (formerly All4), S4C Clic and My5.

**INSERT STATEMENT, STATEMENT SHOULD BE BOLD AND UNDERLINED. RANDOMISE ORDER OF STATEMENTS]**

**STATEMENT LIST**

Code	Statement list	Scripting notes	Routing
1	High-quality programmes for younger children (aged under 10)		<b>SHOW IF CHILDREN AGED UNDER 10</b>
2	High-quality programmes for older children (aged 10 and over)		<b>SHOW IF CHILDREN AGED 10 TO 15</b>
3	A wide range of UK-made content for children		
4	Programmes that help them learn about new things		
5	Programmes that help children understand the world around them		

**ROWS, RANDOMISE, SHOW IF WATCHED IN PAST 6 MONTHS AT Q19/ChildrenTVWatched.**

Row code	Answer list	Scripting notes	Routing
1	BBC TV channels or iPlayer		<b>Q19=12</b>

2	ITV TV channels or IT VX (formerly ITV Hub)		<b>Q19=13</b>
3	Channel 4 TV channels or Channel 4 streaming service (formerly All4)		<b>Q19=4</b>
4	Channel 5 TV channels or My5		<b>Q19=5</b>

*Please select one option per row*

Column code	Column list	Scripting notes	Routing
1	1 – Extremely badly		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 – Extremely well		
97	Don't know		

**Base: If ParentGuardian = 1**

**SINGLE RESPONSE PER ROW**

**Q29b / ChildrenDelivery.** Now thinking some more about the channels that your child/children watch.

Thinking about each service individually on a scale of 1 to 10, where 1 means extremely badly and 10 means extremely well, how well or badly does it provide...?

Your child could be watching these on either live TV, or on a catch up service, like BBC iPlayer, IT VX / IT VX Kids, S4C Clic or My5.

**INSERT STATEMENT, STATEMENT SHOULD BE BOLD AND UNDERLINED. RANDOMISE ORDER OF STATEMENTS**

**STATEMENT LIST**

Code	Statement list	Scripting notes	Routing
1	High-quality programmes for children		
2	A wide range of UK-made content for children		
3	Programmes that help them learn about new things		

4	Programmes that help children understand the world around them		
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**ROWS, RANDOMISE, SHOW IF WATCHED IN PAST 6 MONTHS AT Q19/CHILDRENTVWATCHED.**

Row code	Answer list	Scripting notes	Routing
1	CBBC		Q19=1
2	CBeebies		Q19=2
3	ITVX Kids / CITV		Q19=3
4	Milkshake		Q19=14
5	Cyw		Q19=15
6	BBC Alba		Q19=6

*Please select one option per row*

Column code	Column list	Scripting notes	Routing
1	1 – Extremely badly		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 – Extremely well		
97	Don't know		

**Base: Ask if ChildrenTVWatched = Any 1-15**

**SINGLE RESPONSE**

**Q31 / ChildPSBImportance.** And how important, if at all, do you think it is that **Public Service Broadcaster channels and services** combined- BBC (including CBBC and CBeebies), ITV, Channel 4, Channel 5 and S4C - provide a wide range of high quality and UK-made programmes for children?

Even if your child doesn't watch all of these we're still interested in your general view.

*Please select one only*

Column code	Column list	Scripting notes	Routing
1	1- Not at all important		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 - Extremely important		
97	Don't know		

## BVoD & SVoD Services

### BVOD DEFINITION FOR SCRIPTER ONLY: BVOD = GREEN SHADING. SVOD = RED SHADING

Code	Definition	Scripting notes	Routing
1	BBC iPlayer		
2	ITVX or ITVX Premium (formerly ITV Hub/ITV Hub+)		
3	STV Player or STV Player+ (formerly STV Player Premium)		
4	S4C Clic		
5	Channel 4 or Channel 4+ streaming service (formerly All4/All4+)		
6	My5		
7	Sky On Demand or Sky Go		
8	U streaming service (formerly UKTV Play)		
9	Dplay/ Discovery+		
10	Virgin TV Go/ Catch-up or Virgin Media Anywhere		
11	Netflix		
12	Amazon Prime Video		

13	NOW		
14	Disney+		
15	Apple TV+		
16	BritBox		
18	YouTube (including YouTube Premium)		

**INTRO, SHOW ALL**

Now some specific questions on various TV catch-up, on-demand, and streaming services.

**Base: Ask if watched at least one BVoD service at Q20/BSVoDFrequency at least once in the last 6 months (1-5)**

**USE LIST ABOVE TO DEFINE BVOD, MULTI RESPONSE**

**Q33 / BVoDWhyWatch.** Earlier you mentioned that you used **[PIPE IN LIST FORMAT THOSE BVoDs AND SVoDs WATCHED AT LEAST ONCE IN LAST 6 MONTHS (1-5) AT BSVoDFrequency]** at least once in the 6 months.

Why do you use these services?

*Please select all that apply*

Code	Answer list	Scripting notes	Routing
1	It doesn't require a subscription		
2	To watch live TV		
3	No adverts/fewer adverts/can skip the adverts		<b>SHOW ALL EXCEPT THOSE WHO EXCLUSIVELY WATCHED BBC IPLAYER AT BSVODFREQUENCY</b>
4	No adverts		<b>SHOW IF WATCHED BBC IPLAYER AT BSVODFREQUENCY</b>
5	I can watch what I want, when I want to		
6	To watch specific programmes or boxsets		
7	To watch a wide range of programmes		
8	To access older or archive programmes		
9	To download programmes for when I am out and about		
10	So I can watch on my laptop/tablet/mobile		
11	To catch up on programmes that I have missed on TV		



12	To browse for programmes		
13	To watch programmes before they are on live TV		
14	Other (please specify)	<b>ADD OPEN TEXT BOX</b>	
97	Don't know		

**BVOD DEFINITION FOR SCRIPTER ONLY: BVOD = GREEN SHADING. SVOD = RED SHADING**

Code	Definition	Scripting notes	Routing
1	BBC iPlayer		
2	ITVX or ITVX Premium (formerly ITV Hub/ITV Hub+)		
3	STV Player or STV Player+ (formerly STV Player Premium)		
4	S4C Clic		
5	Channel 4 or Channel 4+ streaming service (formerly All4/All4+)		
6	My5		
7	Sky On Demand or Sky Go		
8	U streaming service (formerly UKTV Play)		
9	Dplay/ Discovery+		
10	Virgin TV Go/ Catch-up or Virgin Media Anywhere		
11	Netflix		
12	Amazon Prime Video		
13	NOW		
14	Disney+		
15	Apple TV+		
16	BritBox		
18	YouTube (including YouTube Premium)		

Base: Where has not watched channel in last 6 months at Q20/BSVoDFrequency

**USE DEFINITION ABOVE TO DEFINE BVOD, OPEN RESPONSE, REPEAT FOR EACH CHANNEL BELOW, RANDOMISE CHANNEL ORDER**

Code	Answer list	Scripting notes	Routing
------	-------------	-----------------	---------

1	BBC iPlayer		
2	ITVX or ITVX Premium (formerly ITV hub/ITV Hub+)		
3	STV Player or STV Player+ (formerly STV Player VIP)		
4	S4C Clic		<b>WALES ONLY</b>
5	Channel 4 or Channel 4+ streaming service (formerly All4/All4+)		
6	My5		

**SHOW FOR EACH SERVICE ABOVE NOT WATCHED IN LAST 6 MONTHS**

**Q34 / BVoDNotWatch.** Earlier you mentioned that you haven't used **[PIPE IN EACH BVOD CHANNEL NOT WATCHED AT BSVODFREQUENCY AT LEAST ONCE IN THE LAST 6 MONTHS (1-5)]** in the last 6 months or more.

Why don't you use this service?

*Please select up to five*

**RANDOMISE WITHIN SECTIONS (1-8 AND 9-14), MULTI CODE – UP TO 5 RESPONSES**

Code	Answer list	Scripting notes	Routing
<b>Access / usage issues</b>			
1	I don't have access to this service		
2	It has poor accessibility features (lack of subtitles/ sign language/ audio description)		
3	I have poor internet so cannot watch properly		
4	I found it difficult registering		
5	I find it difficult to use		
6	I don't have a TV licence		<b>FOR BBC IPLAYER ONLY</b>
7	I don't have the time to watch this service		
8	I don't speak Welsh		<b>FOR S4C CLIC ONLY</b>
<b>Preference</b>			
9	I prefer to watch the programmes broadcast live on television		
10	I don't like adverts on the service		<b>DO NOT SHOW FOR BBC IPLAYER</b>
11	I'm not interested in the programmes available		
12	I'm not sure what programmes are on this service		

13	I prefer to watch other services such as Netflix, Amazon Prime Video, Disney + etc..		
14	Other reason not mentioned above	<b>LARGE TEXT BOX</b>	
97	Don't know		
98	Prefer not to say		

**Base: Ask if watched at least one BVoD service at BSVoDfrequency at least once in the last 6 months (1-5), use definition above to define BVoD**

**Q35 / BVoDDELIVERY.** We are going to ask you questions about some TV catch-up, on-demand or streaming services you have used in the last six months. You will be asked to rate each service you have used on a number statements, which will be displayed in **bold and underlined text**.

Thinking about each broadcaster TV catch-up, on-demand or streaming service individually on a scale of 1 to 10, where 1 means extremely badly and 10 means extremely well, how well or badly does it provide...?

**INSERT STATEMENT, STATEMENT SHOULD BE BOLD AND UNDERLINED. RANDOMISE ORDER OF STATEMENTS**

Code	Area	Wording	Scripting notes	Routing
1	<b>Diversity</b>	Programmes that feature <b>[IF ENGLAND = my region] [IF SCOTLAND = Scotland] [IF WALES = Wales] [IF NORTHERN IRELAND = Northern Ireland]</b>		
2		Programmes that feature people like me		
3		Programmes which feature people from different backgrounds		
4		Programmes that help me to understand what is going on in the world today		
5	<b>Quality/Range</b>	A wide range of different types of programmes, such as drama, comedy, entertainment or sport		
6		Programmes about science, arts, culture and religion		
7		Programmes that help me see things from a different angle/perspective		
8		Programmes that are different in their approach to other providers		

9		Programmes I was not previously aware of		
10		Programmes that are different from what I usually watch		
11	<b>Accessibility</b>	Easy to find something I want to watch		
12		Provides services that are easy to find my way around		
13	<b>Audience</b>	Programmes made for UK audiences		
14		Programmes that are relevant to me		
15		Appeals to a wide range of different audiences		
16	<b>Shared viewing</b>	Programmes that I can watch and talk about with people I know		
17		Broadcast events that bring the nation together for a shared viewing experience		

### ROW OPTIONS

Row code	Answer list	Scripting notes	Routing
1	BBC iPlayer		<b>SHOW IF BSVODFREQUENCY_1 = 1-5</b>
2	ITVX or ITVX Premium (formerly ITV Hub/ ITV Hub+)		<b>SHOW IF BSVODFREQUENCY_2 OR 19= 1-5</b>
3	STV Player or STV Player+ (formerly STV Player)		<b>SHOW IF BSVODFREQUENCY_3 OR 20 = 1-5</b>
4	S4C Clic		<b>SHOW IF BSVODFREQUENCY_4 = 1-5</b>
5	Channel 4 or Channel 4+ streaming service (formerly All4/All4+)		<b>SHOW IF BSVODFREQUENCY_5 OR 21 = 1-5</b>

6	My5		SHOW IF BSVODFREQUENCY_6 = 1-5
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Please select one option per row

Column code	Column list	Scripting notes	Routing
1	1 – Extremely badly		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 – Extremely well		
97	Don't know		

**BVOD DEFINITION FOR SCRIPTER ONLY: BVOD = GREEN SHADING. SVOD = RED SHADING**

Code	Definition	Scripting notes	Routing
1	BBC iPlayer		
2	ITVX or ITVX Premium (formerly ITV Hub/ITV Hub+)		
3	STV Player or STV Player+ (formerly STV Player Premium)		
4	S4C Clic		
5	Channel 4 or Channel 4+ streaming service (formerly All4/All4+)		
6	My5		
7	Sky On Demand or Sky Go		
8	U streaming service (formerly UKTV Play)		
9	Dplay/ Discovery+		
10	Virgin TV Go/ Catch-up or Virgin Media Anywhere		

11	Netflix		
12	Amazon Prime Video		
13	NOW		
14	Disney+		
15	Apple TV+		
16	BritBox		
18	YouTube (including YouTube Premium)		

Base: All respondents

**SINGLE RESPONSE**

**Q38 / SVoDELIVERY.** Thinking about some subscription-based on-demand or streaming services you have used in the last six months. You will be asked to rate each service you have used on a number statements, which will be displayed in **bold and underlined text**.

Thinking about each of these streaming services individually on a scale of 1 to 10, where 1 means extremely badly and 10 means extremely well, how well or badly does it provide...?

**INSERT STATEMENT, STATEMENT SHOULD BE BOLD AND UNDERLINED. RANDOMISE ORDER OF STATEMENTS**

Code	Area	Wording	Scripting notes	Routing
1	Diversity	Programmes that feature <b><u>[IF ENGLAND = my region] [IF SCOTLAND = Scotland] [IF WALES = Wales] [IF NORTHERN IRELAND = Northern Ireland]</u></b>		
2		Programmes that feature people like me		
3		Programmes which feature people from different backgrounds		
4		Programmes that help me to understand what is going on in the world today		
5	Quality/Range	A wide range of different types of programmes, such as drama, comedy, entertainment or sport		
6		Programmes about science, arts, culture and religion		

7		Programmes that help me see things from a different angle/perspective		
8		Programmes that are different in their approach to other providers		
9		Programmes I was not previously aware of		
10		Programmes that are different from what I usually watch		
11	<b>Accessibility</b>	Easy to find something I want to watch		
12		Provides services that are easy to find my way around		
13	<b>Audience</b>	Programmes made for UK audiences		
14		Programmes that are relevant to me		
15		Appeals to a wide range of different audiences		
16	<b>Shared viewing</b>	Programmes that I can watch and talk about with people I know		
17		Broadcast events that bring the nation together for a shared viewing experience		

### ROW OPTIONS

Row code	Answer list	Scripting notes	Routing
1	Sky On Demand or Sky Go		SHOW IF BSVODFREQUENCY_7 = 1-5
2	Netflix		SHOW IF BSVODFREQUENCY_11 = 1-5
3	Amazon Prime Video		SHOW IF BSVODFREQUENCY_12 = 1-5

4	NOW		SHOW IF BSVODFREQUENCY_13= 1-5
5	Disney+		SHOW IF BSVODFREQUENCY_14 = 1-5
6	YouTube		SHOW IF BSVODFREQUENCY_18 = 1-5

*Please select one option per row*

Column code	Column list	Scripting notes	Routing
1	1 – Extremely badly		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 – Extremely well		
97	Don't know		

**BVOD DEFINITION FOR SCRIPTER ONLY: BVOD = GREEN SHADING. SVOD = RED SHADING**

Code	Definition	Scripting notes	Routing
1	BBC iPlayer		
2	ITVX or ITVX Premium (formerly ITV Hub/ITV Hub+)		
3	STV Player or STV Player+ (formerly STV Player Premium)		
4	S4C Clic		
5	Channel 4 or Channel 4+ streaming service (formerly All4/All4+)		
6	My5		
7	Sky On Demand or Sky Go		



8	U streaming service (formerly UKTV Play)		
9	Dplay/ Discovery+		
10	Virgin TV Go/ Catch-up or Virgin Media Anywhere		
11	Netflix		
12	Amazon Prime Video		
13	NOW		
14	Disney+		
15	Apple TV+		
16	BritBox		
18	YouTube (including YouTube Premium)		

**Base: Ask if used at least one service in past 6 months (1-5) at BSVoDFrequency**

**SINGLE RESPONSE PER ROW, RANDOMISE ORDER OF 1-9, THEN RANDOMISE ORDER OF 10-20**

**Q39 / BVoDSVoDSatisfaction.** Overall, how satisfied or dissatisfied are you with these TV catch-up, on-demand or streaming services?

**ROW OPTIONS**

Row code	Answer list	Scripting notes	Routing
1	BBC iPlayer		SHOW IF BSVODFREQUENCY_1 = 1-5
2	ITVX or ITVX Premium (formerly ITV Hub/ ITV Hub+)		SHOW IF BSVODFREQUENCY_2 OR 19= 1-5
3	STV Player or STV Player+ (formerly STV Player)		SHOW IF BSVODFREQUENCY_3 OR 20 = 1-5
4	S4C Clic		SHOW IF BSVODFREQUENCY_4 = 1-5
5	Channel 4 or Channel 4+ streaming service (formerly All4/All4+)		SHOW IF BSVODFREQUENCY_5 OR 21 = 1-5
6	My5		SHOW IF BSVODFREQUENCY_6 = 1-5

7	Sky On Demand or Sky Go		SHOW IF BSVODFREQUENCY_7 = 1-5
8	Netflix		SHOW IF BSVODFREQUENCY_11 = 1-5
9	Amazon Prime Video		SHOW IF BSVODFREQUENCY_12 = 1-5
10	NOW		SHOW IF BSVODFREQUENCY_13= 1-5
11	Disney+		SHOW IF BSVODFREQUENCY_14 = 1-5
12	YouTube		SHOW IF BSVODFREQUENCY_18 = 1-5

*Please select one option per row*

Column code	Column list	Scripting notes	Routing
1	Very satisfied		
2	Quite satisfied		
3	Neither satisfied nor dissatisfied		
4	Quite dissatisfied		
5	Very dissatisfied		
97	Don't know		

**Base: All respondents**

#### **SINGLE RESPONSE**

**Q40 / BVoDImportance.** How important, if at all, would you say it is that public service broadcasters provide catch up, on-demand, or streaming services? By this we mean BBC iPlayer, ITVX (formerly ITV Hub), **[IF SCOTLAND:** STV Player], Channel 4 streaming service (formerly All4), My5, and S4C.

*Please select one only*

Column code	Column list	Scripting notes	Routing
1	1- Not at all important		
2	2		
3	3		

4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 - Extremely important		
97	Don't know		

Base: All respondents

**SINGLE CODE**

**Q45 / BSVoDAWARE1.** Were you aware that you could watch channels or programmes live at the time they are broadcast on catch up, on demand or streaming services such as BBC iPlayer or ITVX (formerly ITV Hub)?

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		

Base: Ask all who said yes in BSVoDAWARE1

**ONLY SHOW SERVICES IF USED IN PAST 6 MONTHS AT BSVODFREQUENCY (1-5), SINGLE CODE**

**Q46 / BSVoDAWARE2.** Do you ever watch channels or programmes live at the time they are broadcast on the following services?

**GRID ROWS**

Row code	Row list	Scripting notes	Routing
1	BBC iPlayer		SHOW IF BSVODFREQUENCY_1 = 1-5
2	ITVX or ITVX Premium (formerly ITV Hub/ITV Hub+)		SHOW IF BSVODFREQUENCY_2 OR 19 = 1-5
3	STV Player or STV Player + (formerly STV VIP)		SHOW IF BSVODFREQUENCY_3 OR 20 = 1-5
4	S4C Clic		SHOW IF BSVODFREQUENCY_4 = 1-5

5	Channel 4 or Channel 4+ streaming service (formerly All4/All4+)		SHOW IF BSVODFREQUENCY_5 OR 21 = 1-5
6	My5		SHOW IF BSVODFREQUENCY_6 = 1-5
7	Sky On Demand or Sky Go		SHOW IF BSVODFREQUENCY_7= 1-5
8	NOW		SHOW IF BSVODFREQUENCY_13 = 1-5

#### GRID COLUMNS

Column code	Column list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		

Base: All respondents

#### SINGLE CODE PER STATEMENT

**Q47.** Thinking about all the services you watch on TV, catch-up, on demand or streaming services, do you use any of the following access services?

*Please select one option per row*

#### GRID ROWS

Column code	Column list	Scripting notes	Routing
1	Subtitles: Text on screen representing speech and sound effects as they happen		
2	Audio description: A spoken commentary that describes and explains what is happening on screen, making visual aspects of the programme clear through sound		

#### GRID COLUMNS

Column code	Column list	Scripting notes	Routing
1	Yes		

2	No		
97	Don't know		

**Base: Ask those who say YES (CODE 1) Q47**

**Q47b.** How often do you watch TV, catch-up, on demand or streaming services with these additional services when they are available?

**SINGLE CODE PER STATEMENT**

*Please select one option.*

Code	Answer list	Scripting notes	Routing
1	Subtitles: Text on screen representing speech and sound effects as they happen		<b>SHOW IF YES AT Q47/1</b>
2	Audio description: A spoken commentary that describes and explains what is happening on screen, making visual aspects of the programme clear through sound		<b>SHOW IF YES AT Q47/2</b>

Column code	Column list	Scripting notes	Routing
1	Rarely		
2	Sometimes		
3	Most the time		
4	Always		
97	Don't know		

**Base: Ask those who say YES (CODE 1) Q47**

**SINGLE CODE PER STATEMENT**

**Q47a.** And across the services you use these on, on a scale of 1-10, how do you rate the quality of these access services? 1 being the lowest and 10 being the highest quality.

*Please select one only*

Code	Answer list	Scripting notes	Routing
1	Subtitles: Text on screen representing speech and sound effects as they happen		<b>SHOW IF YES AT Q47/1</b>
2	Audio description: A spoken commentary that describes and explains what is happening on screen, making visual aspects of the programme clear through sound		<b>SHOW IF YES AT Q47/2</b>

Column code	Column list	Scripting notes	Routing
1	1- Extremely low quality		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 – Extremely high quality		
97	Don't know		

## Final demographics

### INTRO, SHOW ALL

Thanks for your responses so far, we are nearly at the end of the survey!

Now some final questions about you.

We will analyse the results at a broad level and your responses will not be used to identify you in any way.

**Base: All respondents**

### SINGLE RESPONSE

**Q42 / Employment.** Which of these best describes your current situation?

*Please select one option.*

Code	Answer list	Scripting notes	Routing
1	In full time employment		
2	In part time employment		
3	Unemployed		
4	A student		
5	Full-time responsibility for home/ family		
6	Retired		
95	Other		
98	Prefer not to say		

Base: All respondents

**SINGLE RESPONSE**

**Q43 / Income.** Which one of these bands describes your total household income before tax or any other deductions are made?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

*Please select one option.*

Code	Answer list		Scripting notes	Routing
	Per week	Per Year		
1	Up to £199	Up to £10,399		
2	From £200 to £299	From £10,400 to £15,599		
3	From £300 to £499	From £15,600 to £25,999		
4	From £500 to £699	From £26,000 to £36,399		
5	From £700 to £999	From £36,400 to £51,999		
6	£1,000 and above	£52,000 and above		
97	Don't know			
98	Prefer not to say			

Base: All respondents

**SINGLE RESPONSE**

**Q44 / Conditions.** Which of these – if any – impact or limit your daily activities or the work you can do?

*Please select all that apply*

Code	Answer list	Scripting notes	Routing
1	Hearing? Poor hearing, partial hearing, or are d/Deaf		
2	Eyesight? Poor vision, colour blindness, partial sight, or are blind		
3	Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty		
4	Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.		

5	Breathing? Breathlessness or chest pains		
6	Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration		
7	Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc.		
8	Your mental health? Anxiety, depression, or trauma-related conditions, for example		
9	Other illnesses/ conditions which impact or limit your daily activities or the work you can do		
10	Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	<b>SINGLE CODE</b>	
98	Prefer not to say	<b>SINGLE CODE</b>	
97	Don't know	<b>SINGLE CODE</b>	

**CLOSE, SHOW ALL**

You have reached the end of the survey. Thank you for taking the time to answer our questions - your input is hugely appreciated. Please click next to submit your responses.

**IF RESPONDENT CLICKS SUBMIT BUT DOES NOT CONTINUE TO COMPLETE INCENTIVE OR FEEDBACK QUESTIONS - THIS SHOULD BE TREATED AS COMPLETE AND REFLECTED IN COMPLETION COUNTS AUTOMATICALLY**

**Base: All respondents**

**NOT REQUIRED**

**VOUCHER.**

Thanks again for taking our survey.

We would like to offer you a **£10 Love2Shop voucher** as a thank you for taking part in the study.

Love2Shop gift vouchers are a leading multi-retailer gift voucher which can be used at 20,000 stores across the UK including Argos, Boots, Debenhams, Matalan, HMV and River Island.

*The vouchers are non-exchangeable, non-transferable and no cash alternatives will be offered.*

Code	Answer list	Scripting notes	Routing
1	Yes, <b>I do</b> wish to receive a voucher		



2	Please tick this box if you <b>don't</b> want to receive a voucher	<b>INSERT CHECK BOX</b>	
---	--	-------------------------	--

**Base: If selected 1 at voucher question**

To receive your voucher, please enter your email address below:

- Email address: [text box for email address]
- Confirm your email address: [must match above address]

**WARNING MESSAGES IF APPLICABLE:**

**PLEASE PROVIDE A VALID EMAIL ADDRESS.**

**THE EMAIL ADDRESSES THAT YOU ENTERED DO NOT MATCH.**

**PLEASE MAKE SURE YOU HAVE NOT LEFT ANY BLANK SPACES AT THE END OF YOUR EMAIL ADDRESS.**

**Base: All respondents**

**OPEN RESPONSE, NOT REQUIRED**

**FEEDBACK.** Do you have comments about your experience of taking this survey?

[\_\_\_\_\_]



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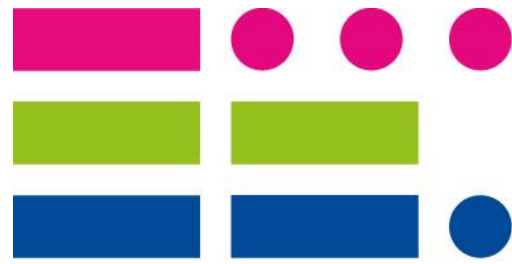
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