

PSB TRACKER – QUESTIONNAIRE – 2015

INTRODUCTION:

We are conducting a study looking at the quality of television in the UK, and people's attitudes to TV channels (amongst other things).

This study is being carried out for Ofcom (the Office of Communications) which is the body responsible for overseeing the quality of television in the UK. The information from the study will help Ofcom to understand people's attitudes towards television channels.

QUOTA QUESTIONS

To start with, we'd just like to ask a few questions about you. These are only to help analyse the results at a broad level and will not be used to identify you in any way.

Q44 Which of the following best describes the main income earner in your household? If they're retired, please think back to their last job before retirement.

Please note:

1. If you live in a household with others, but have separate finances, do not include them in this question. Only consider those who have shared incomes/ outgoings.
2. If the main income earner has been unemployed for less than 6 months, don't answer 'unemployed', but think back to the last job before that.
3. If they're retired and receiving a pension from employment as well as a state pension, please think back to the last job before retirement.

Please select one.

SCRIPTER: DO NOT DISPLAY GRADE IN SURVEY

(18)

| | |
|---|---|
| Very senior management; top level civil servant or professional (e.g. surgeon; partner in a law firm; regional bank manager; board director of medium/ large firm) [A]..... | 1 |
| Senior or middle management in large organisation; owner of small business; principal officer in civil service/ local government [B]..... | 2 |
| Junior management or professional; or administrative (e.g. most office workers; accounts clerk; secretary; police sergeant) [C1]..... | 3 |
| Skilled manual worker (e.g.; plumber; electrician) [C2] | 4 |
| Manual worker (e.g. lorry driver; labourer; hotel porter) [D] | 5 |
| Casual worker without regular income; or unemployed for 6 months or longer [E]..... | 6 |
| Retired and receiving a state pension [E]..... | 7 |
| Housewife/ house husband/ looking after family [E] | 8 |
| Student [C1]..... | 9 |

Q45 What is **your** current working status?

Working full time (30+ hours per week)
Working part time (8-29 hours per week)
Working part time (under 8 hours per week)
Unemployed
Student
Housewife / house husband
Retired

Q3 Please indicate which of the following age bands you fall into?

16-24
25-34
35-44
45-54
55-64
65-74
75+

Q4 Are you..?

Male
Female

Q5 And which country do you live in?

England
Scotland
Wales
Northern Ireland

SCRIPTER DISPLAY ITV AS BELOW IN EACH DEVOLVED NATION

Scotland: "STV"
NI "UTV"
Wales "ITV Wales"

Q5b Could you please provide the first two characters of your postcode?

SCRIPTER PLEASE ALLOCATE TO THE FOLLOWING REGIONS USING THE 'REGION DEFINITION' FILE

(1) Scotland
(2) North East
(3) Yorkshire/Humberside
(4) North West
(5) West Midlands
(6) East Midlands
(7) East of England
(8) Wales
(9) South West
(10) London
(11) South East
(12) Northern Ireland

ASK ALL IN WELSH SAMPLE

- Q6 Do you ever watch S4C?
Yes
No
DK

ASK ALL IN SCOTLAND SAMPLE

- Q6b Do you ever watch BBC Alba?
Yes
No
DK

MAIN SECTION

ASK ALL

- Q7 Are there any children under 16 in your household?

Yes
No

ASK IF YES AT Q7

- Q8 Thinking about the children under 16 in your household, how many fall into each of the following age bands?

0-4 ___
5-11 ___
12-15 ___

ASK IF YES AT Q7

- Q9 And are you responsible for the children under 16 in your household? In other words – are you their parent or carer?

Yes
No

ASK IF 'YES' AT Q9

Q10 On which of these channels does/do your child/children regularly watch programmes aimed specifically at children?

ROTATE ORDER

- Channel 4
- CBBC
- CBeebies
- Other
- My children do not watch TV
- I am not sure what channels my children watch

ASK ALL

Q11 Which, if any, of these types of television does your household receive at the moment?

PLEASE SELECT ALL THAT APPLY

MULTICODE OK FOR CODES 1-8

SINGLE CODE FOR CODES 9-10

| | |
|--|----------|
| Cable TV (through Virgin Media) | 3 |
| Satellite TV from Sky | 4 |
| Satellite TV from Freesat | 4a |
| Satellite TV from anyone else | 5 |
| Freeview (through a set-top box or digital television set) | 6 |
| TV via a broadband line (e.g. BT Vision, Now TV or TalkTalk TV) | 8 |
| YouView | 8a |
| TV content on-line via the internet (e.g. using a tablet or laptop etc.) | 8b |
| Other SPECIFY | 8c |
| No TV in household and do not access TV content via the internet (SINGLE CODE) | 9 CLOSE |
| Don't know | 10 CLOSE |

Q11a – IF HAVE SATELLITE OTHER THAN FREESAT (CODES 4 OR 5 AT Q11)

Do you pay a subscription for your satellite TV service?

Yes

No

Don't know

Q13 Now thinking about when you watch particular TV channels

How often do you watch each channel?

Please think about the main channel, as well as any 'plus 1' and HD versions.

Would you say you watch it...**SINGLE CODE.**

SHOW LOGO FOR EACH CHANNEL

REVERSE ORDER BETWEEN RESPONDENTS

SHOW QUESTION AS A GRID

| | Regularly | Occasionally | Never | Don't know |
|-----------|-----------|--------------|-------|------------|
| BBC One | | | | |
| BBC Two | | | | |
| BBC Three | | | | |
| BBC Four | | | | |
| ITV | | | | |
| Channel 4 | | | | |
| Channel 5 | | | | |

ASK Q14 OF ALL WHO CODE 1 OR 2 (REGULARLY OR OCCASIONALLY) FOR ANY AT Q13.
NB ORDER OF CHANNELS SHOULD MATCH THE ORDER AT Q13.

Q14. How frequently would you say you watch each channel?
Please select one answer for each channel

SHOW LOGO FOR EACH CHANNEL
SINGLE CODE FOR EACH. REVERSE ORDER.
SHOW QUESTION AS A GRID

| | Every day | Most days | 2-3 times a week | About once a week | Less than once a week | Don't know |
|-----------|-----------|-----------|------------------|-------------------|-----------------------|------------|
| BBC One | | | | | | |
| BBC Two | | | | | | |
| BBC Three | | | | | | |
| BBC Four | | | | | | |
| ITV | | | | | | |
| Channel 4 | | | | | | |
| Channel 5 | | | | | | |

SUBSTITUTE TEXT
BASED ON
COUNTRY

| | | | | | | | | | |
|--|---|---|---|---|---|---|---|--|--|
| 15-17 | It shows high quality soaps or dramas made in the UK | x | x | x | x | x | x | | |
| 15-17 | It shows high-quality comedy made in the UK | x | x | x | x | x | x | | |
| 15-17 | It portrays "my region" (IN ENGLAND)/"Scotland"/"Wales"/"Northern Ireland") fairly to the rest of the UK | x | x | x | x | x | x | | |
| 15-17 | It shows different parts of the UK, including England, Northern Ireland, Scotland and Wales | x | x | x | x | x | x | | |
| 15-17 | Its programmes show different kinds of cultures within the UK | x | x | x | x | x | x | | |
| 15-17 | It shows well-made, high quality programmes | x | x | x | x | x | x | | |
| 15-17 | It shows programmes with new ideas and different approaches | x | x | x | x | x | x | | |
| 15-17 | The style of the programmes is different to what I'd expect to see on other channels | x | x | x | x | x | x | | |
| 15-17 | It shows new programmes, made in the UK | x | x | x | x | x | x | | |
| Q15-17 | | | | | | | | | |
| | NB WHEN ASKING Q16 REPLACE STANDARD QUESTION WITH "How would you rate "BBC One and ITV combined on this statement?" | | | | | | | | |
| ALWAYS ASK THIS STATEMENT AFTER THE OTHERS | Q17 REPLACE STANDARD QUESTION WITH "How important | x | | x | | | | | |
| | Its regional news programmes provide a wide range of good quality news about my area | | | | | | | | |

How would you rate each channel *individually* on this statement, on a scale of 1 to 10, where 10 is the highest score and 1 is the lowest?

And how would you rate.... <insert regular channel 2 >

REPEAT FOR EACH CHANNEL WATCHED REGULARLY AT Q13 (EXCEPT CHANNEL 5).

ORDER OF CHANNELS SHOULD MATCH THE ORDER AT Q13.

ASK Q16 FOR THIS STATEMENT, AND THEN Q17.

HOWEVER ONLY ASK Q16 IF THEY WATCH AT LEAST ONE CHANNEL REGULARLY OR OCCASIONALLY (CODE 1 OR 2) AT Q13.

ASK Q16 OF ALL WATCHING AT LEAST ONE CHANNEL REGULARLY OR OCCASIONALLY

ASK Q17 OF ALL RESPONDENTS

INSTRUCTIONS FOR Q16-18

- ONLY ASK ABOUT S4C IN WALES – NB THIS APPLIES TO ALL QUESTIONS
- ONLY ASK ABOUT BBC Alba IN SCOTLAND– NB THIS APPLIES TO ALL QUESTIONS

ASK ALL WATCHING AT LEAST ONE CHANNEL REGULARLY OR OCCASIONALLY
Q16 How would you rate ALL the following channels combined:

All the BBC channels (that is BBC One, BBC Two, BBC Three, BBC Four, BBC News, BBC Alba (SCOTLAND ONLY))

ITV

S4C (WALES ONLY)

Channel 4

Channel Five

...on this statement (on a scale of 1 to 10 where 10 is the highest score and 1 the lowest)?

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

SHOW INDIVIDUAL STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

ASK ALL

Q17 (ONLY SHOW IF Q15 OR 16 ASKED: "And now thinking about IMPORTANCE")

ONLY SHOW IF Q15 OR 16 NOT ALREADY ASKED: Thinking about [BBC One](#), [BBC Two](#), [BBC Three](#), [BBC Four](#), [BBC News](#), [BBC Alba \(SCOTLAND ONLY\)](#) etc., [ITV](#), [S4C \(WALES ONLY\)](#) [Channel 4](#) and [Channel 5](#) **combined**

SHOW TO ALL: How important do you think it is, in general that all those TV channels combined do this on a scale of 1 to 10, where 10 means “extremely important” and 1 is “not at all important”?

The next statement is...<show 2nd statement>

SHOW INDIVIDUAL STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

REMINDER: REPEAT FOR EACH STATEMENT AS FOLLOWS:

1. [Q15 - INDIVIDUAL CHANNELS RATING GRID \(CHANNELS DOWN THE SIDE, SLIDER FOR EACH\) FOR EACH CHANNEL WATCHED REGULARLY, IN SAME ORDER, AS PER Q13.](#)
2. [Q16 - ALL CHANNELS COMBINED RATING \(ALL WATCHING AT LEAST ONE CHANNEL REGULARLY OR OCCASIONALLY\)](#)
3. [Q17 - ALL CHANNELS COMBINED IMPORTANCE \(ASK OF ALL\)](#)

ASK Q18 AND 19 OF ALL RESPONDENTS WHO CODE ANY CHANNEL 1 OR 2 AT Q13 (WATCH REGULARLY OR OCCASIONALLY).

Q18. And now, if you think about ALL THE channels combined - in other words [the BBC channels](#), [ITV](#), [S4C \(WALES ONLY\)](#) and [Channels 4 and 5](#) - how satisfied are you that combined they provide these elements that we have talked about? **SINGLE CODE**

Very satisfied
Quite satisfied
Neither satisfied nor dissatisfied
Quite dissatisfied
Very dissatisfied
Don't know

Q19 Thinking again about these channels combined do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago? **SINGLE CODE**

More satisfied
Less satisfied
Same satisfaction
Don't know

IF SAYS MORE SATISFIED AT Q19
Q20 What makes you say this? (open question)

IF SAYS LESS SATISFIED AT Q19
Q21 What makes you say this? (open question)

KIDS QUESTIONS – ONLY ASK THOSE WITH KIDS THAT WATCH ANY CHANNEL AT Q10

Q22i Now thinking about the channels that your child/children watch(es), specifically **INSERT CHANNELS VIEWED AT Q10 APART FROM CHANNEL 4**

How would you rate each one on the statement *It provides a wide range of high quality and UK-made programmes for children* on a scale of 1 to 10 where 10 is the highest score and 1 the lowest?

So firstly **INSERT 1ST CHANNEL FROM Q10. ROTATE ORDER.**

And how would you rate... **REPEAT FOR EACH CHANNEL (APART FROM CHANNEL 4) CODED AT Q10**

REPEAT STATEMENT IF NECESSARY

SHOW STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

Q22ii And how would you rate the following channels **combined** on that statement, that is, CBBC and Cbeebies.

Even if your child/children doesn't/don't personally watch both of them, what is your general view across these channels for the statement *It provides a wide range of high quality and UK-made programmes for children* on a scale of 1 to 10 where 10 is the highest score and 1 the lowest?

SHOW STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

Q22iii And how important do you think it is that those TV channels combined do this? On a scale of 1 to 10, where 10 means "extremely important" and 1 is "not at all important."

SHOW STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

ONLY ASK THOSE WITH A KID AGED 12-15 AND HAVE A KID THAT WATCHES C4 AT Q10

Q22x – Now thinking about Channel 4 only... How would you rate it on the statement *It provides a wide range of high quality and UK-made programmes for **older** children* on a scale of 1 to 10 where 10 is the highest score and 1 the lowest?

SHOW STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

Q22xx And how important do you think it is that Channel 4 does this? On a scale of 1 to 10, where 10 means "extremely important" and 1 is "not at all important"

SHOW STATEMENT ACROSS THE TOP OF THE SCREEN AND HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

INTERNET SECTION – ASK ALL

That's the end of asking about the statements. We are now going to ask you a few questions about the internet.

Q23 Do you have access to the internet at home?

Yes

No

Don't know

ASK ALL CODING 1 AT Q23

Q25 Which of these methods does your household use to connect to the internet at home? **MULTICODE**

- Broadband via your landline. **SHOW FOLLOWING IN LIGHT GREY TEXT** This would be via your phone line or cable service – perhaps using a Wi-Fi router. This includes superfast broadband services.
- Using a mobile phone or smartphone. **SHOW FOLLOWING IN LIGHT GREY TEXT** i.e. through a Wi-Fi network or your phone's mobile network
- Dial-up access
- Connecting your laptop or tablet via a mobile network using in built connectivity or a dongle. **SHOW FOLLOWING IN LIGHT GREY TEXT** i.e. rather than using a landline and modem or wireless router.
- Connecting your laptop or tablet via a mobile network using your **mobile phone's** internet connection, e.g. 3G or 4G. **SHOW FOLLOWING IN LIGHT GREY TEXT** This is known as tethering.
-
- Other (WRITE IN)
- Don't know (SINGLE CODE)

ASK ALL

Q27 The BBC has a website - www.bbc.co.uk. Thinking about this specifically, how important is it that the BBC provides a website with high quality content that you can trust? On a scale of 1 to 10, where 10 means "extremely important" and 1 is "not at all important."

HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

Q28 Channel 4 has a website - www.channel4.com. Thinking about this specifically, how important is it that Channel 4 provides websites with high quality content that you can trust? Again where 10 means "extremely important" and 1 is "not at all important."

HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

ASK ALL WITH HOME INTERNET ACCESS AT Q23

Q29 Which of these websites have you used in the last month?

www.bbc.co.uk

www.channel4.com

None of these

ASK ALL CODING ANY AT Q29

Q30 And how would you rate your overall satisfaction with <1st website> where 10 is the highest score and 1 is the lowest? **SINGLE CODE**

REPEAT FOR EACH CODED AT Q29

ASK ALL WITH HOME INTERNET ACCESS AT Q23

HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

Q31 Do you ever use the internet to go online to watch or download TV programmes or films? This could be via an internet website or an app on your mobile phone, tablet or games console for example.

Yes

No

Don't know

OTHER VIEWING SECTION - ASK ALL

We are now nearing the end of the interview.

ASK ALL

Q33 Some channels offer catch-up television services, where you can choose to watch previously broadcast programmes. These could be via the internet

IF HAVE VIRGIN (CODE 3 AT Q11): or your Virgin TV set top box

IF HAVE SKY (CODE 4 AT Q11): or via your Sky TV set top box

IF HAVE Digital TV via a broadband line (CODE 8 or 8a AT Q11): or via your TV set top box.

For each of the services below please could you tell me how often you typically watch each one?

SHOW LOGO FOR EACH PLAYER

SHOW AS GRID

| | Every day | Several times a week | At least once a week | At least once a month | Less than once a month | Never |
|--|-----------|----------------------|----------------------|-----------------------|------------------------|-------|
| BBC iPlayer | 1 | 2 | 3 | 4 | 5 | 6 |
| ITV Player | 1 | 2 | 3 | 4 | 5 | 6 |
| 4OD/All 4 – the Channel 4 on demand service | 1 | 2 | 3 | 4 | 5 | 6 |
| S4C Clic – the S4C on demand service WALES ONLY | 1 | 2 | 3 | 4 | 5 | 6 |
| Demand 5 – the Channel 5 on demand service | 1 | 2 | 3 | 4 | 5 | 6 |

ASK ALL CODING 1-5 for any service AT Q33

Q34 And how would you rate your overall satisfaction with <1st online player used at Q33> where 10 is the highest score and 1 is the lowest? **SINGLE CODE**

HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

ASK ALL

Q34a How important do you think it is that ALL the channels combined, that is all the BBC channels, ITV, S4C (WALES ONLY) and Channels 4 and 5, provide these catch-up television services that allow viewers to watch previously broadcast programmes on a scale of 1 to 10, where 10 means “extremely important” and 1 is “not at all important”?

HAVE A SLIDER OF 1-10 AND A DON'T KNOW OPTION.

ASK Q35 OF ALL WHO RECEIVE SKY, VIRGIN BROADBAND TV, OR BROADBAND TV (BT VISION, NOW TV, TALK TALK TV OR YOUVIEW) (CODES 3, 4, 8 OR 8A AT Q11)

Q35 Do you ever watch any programmes ‘on demand’ through your TV service?

By this we mean pay-per-view programmes or using the TV catch-up services that allow you to watch some of the programmes shown in the last week, for example Sky on Demand, Virgin TV on Demand or BT Vision’s or You View’s on demand services.

We don’t mean watching programmes that you have personally recorded onto your hard-drive e.g. though Sky Plus or a digital video recorder.

Yes – use on-demand

No

Don't know

ASK ALL

Q36 Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV?

For example, Sky+, V+, TiVo, BT Vision+ Box , Freeview+ or YouView.

Yes

No

Don't know

Q37c Please read the statements below and indicate how much you agree or disagree with each one.

ROTATE

| | Agree strongly | Agree slightly | Neither agree nor disagree | Disagree slightly | Disagree strongly |
|--|----------------|----------------|----------------------------|-------------------|-------------------|
| I am always one of the first to try out new technology | | | | | |
| I prefer to wait until new technology products have become cheaper before thinking about buying them | | | | | |
| Technology gets more and more complicated and hard to use | | | | | |

DEMOGRAPHICS:

We're now at the very final section of the interview. We'd just like to ask a few final questions about you. Again, these will only be used to help analyse the results at a broad level – this data will not be used to identify you in any way.

ASK ALL:

Q38. How many ADULTS aged 16+ including yourself, live in your household?

- One
- Two
- Three
- Four
- Five
- Six or more

ASK ALL:

Q39 How would you describe your national identity?

SINGLE CODE

- a) English
- b) Welsh
- c) Scottish
- d) Northern Irish
- e) British
- f) Other (Please write in)

Q40 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

- Other Mixed heritage background _____(Please write in)
- c) Asian / Asian British
 - Indian
 - Pakistani
 - Bangladeshi
 - Chinese
 - Other Asian background _____(Please write in)
- d) Black / African / Caribbean / Black British
 - African
 - Caribbean
 - Any other Black / African / Caribbean background _____(Please write in)
- e) Other ethnic group
 - Arab
 - Other ethnic background _____(Please write in)

ASK ALL

Q41 Which of these, if any, limit your daily activities or the work you can do?
Please select all that apply.

MULTICODE

| | | |
|---|---|----|
| | | |
| A | Breathlessness or chest pains | 1 |
| B | Poor vision, partial sight or blindness | 2 |
| C | Difficulty in speaking or in communicating | 3 |
| D | Poor hearing, partial hearing or deafness | 4 |
| E | Cannot walk at all / use a wheelchair | 5 |
| F | Cannot walk far or manage stairs or can only do so with difficulty | 6 |
| G | Limited ability to reach | 7 |
| H | Mental health problems or difficulties | 8 |
| I | Dyslexia | 9 |
| J | Other illnesses or health problems which limit your daily activities or the work that you can do (WRITE IN AND CODE 10) _____ | 10 |
| | None | 11 |
| | Don't know / refused | 12 |

Thank you very much for taking the time to complete this interview - we really appreciate your input.

If we have any questions arising from the answers you've given us today, would you be happy for us to contact you again?

- Yes
- No

IF YES – Please provide your contact details below

Name

Phone number

Email address

STANDARD CLOSING SCREEN - OFFERS RESPONDENTS MRS TELEPHONE NUMBER IF THEY WISH TO CHECK COMPANY CREDENTIALS