

# PSB Goals/Purposes - Omnibus Questions

**INTRO:** The following questions are about the range of media providers you use. When answering the questions try and think about all of the programmes that you watch, read or listen to on TV, radio, online, on mobile phone apps, etc. This includes video content on video sharing platforms and video content on social media.

## Services used

Q1 Which, if any, of these types of television service 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 your broadband provider (e.g. BT TV or TalkTalk TV).  If your TV service is provided by Sky satellite or Virgin cable, please select the relevant code ABOVE	8
YouView	8a
TV content via the internet – through a paid for subscription e.g. Netflix, Amazon, Now TV etc.	8ai
Other SPECIFY	8c
No TV in household and do not access TV content via the internet (SINGLE CODE)	9
Don't know	10

Q2a. Which of the following media providers have you used in the last 12 months? *ROTATE ORDER*

*INTERVIEWER READ OUT: 'By media providers we want you to think of ways in which you watch TV, listen to radio or other audio, and apps or websites that you use.'*

- *BBC services*
- *ITV services*
- *Channel 4 services*
- *Channel 5 services*
- *Freeview/Youview*
- *Netflix*
- *Amazon Prime Video*
- *Disney +*
- *Apple TV +*
- *Sky*
- *Virgin TV*
- *Spotify*
- *Apple Music/Apple Podcasts*
- *YouTube*
- *(Add "None of these" option – they route to Q4)*

*FOR EACH SERVICES USED AT Q1a ASK:*

*Q2b* How often, on average, do you use <INSERT FROM Q2a> services?

- *Every day*
- *Several days each week*
- *About once a week*
- *A few times each month*
- *Less often*

Q3a. And of all the services that you use, which three do you value the most? Please rank these in order 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup>.

Q3b. Why do you value (INSERT NAME OF 1ST RANKED SERVICE IN Q3a) the most? What else? Anything else?

Q4. Thinking about **ALL** the programmes you have watched in the last month, what proportion of your **total viewing** is spent watching each of the categories shown below?

Please include all scheduled television viewing, programmes watched via on-demand or catch up services (e.g Sky On-Demand, BBC iPlayer), subscription on-demand services (e.g. Amazon Prime and Netflix, and video sharing websites (e.g. YouTube).

Please enter numbers in each box below. The total should add to 100%

*SCRIPTER: DISPLAY ITV AS BELOW IN EACH DEVOLVED NATION*

Scotland: "STV"

NI "UTV"

Wales "ITV Wales"

BBC One, BBC Two, Other BBC television channels (BBC Scotland - SCOTLAND ONLY), ITV (STV/UTV / ITV Wales), Channel 4 and Channel 5 combined		%
Any other broadcast TV channels (e.g. Sky channels, ITV2, E4, Dave, other channels on Freeview)		%
On-demand or catch up services (e.g. Sky On-Demand, BBC iPlayer, ITV Hub)		%
TV content via the internet through a paid for subscription (e.g. Netflix, Amazon, Now TV, etc.) and video sharing websites (e.g. YouTube)		%
Total		%

READ: Collectively, the BBC, Channel 4, Channel 5, (ITV/ STV in Scotland/ UTV in Northern Ireland) and S4C in Wales are known as 'public service broadcasters'. As a group they have obligations 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.

### Personal Value

Q5a. The following list describes the range of benefits public service broadcasting is broadly designed to deliver. Could you please review the list of potential benefits in full before telling me which three you consider to be the **most valuable for you personally**. ROTATE ORDER

Q5b. And which three benefits do you consider to be the **least valuable for you personally**? (removing the three that were mentioned in Q5a) ROTATE ORDER

- a. *Services which are available to everyone*
- b. *High-quality productions*
- c. *A wide range of different types of programmes for <Q5ab – me> /<Q6ab – them> /<Q7ab – everyone>*
- d. *A wide range of high-quality programmes for children made in the UK*
- e. *Trusted and accurate UK news*
- f. *Provision of regional programmes and content (including news)*
- g. *Reflects the diversity of the UK*
- h. *Features people like me and the places I know*
- i. *Encourages the development of new talent*
- j. *Programmes with new ideas and different approaches*
- k. *Programmes that make me stop and think*
- l. *Programmes which reflect UK life and values*
- m. *Programmes that I can watch with and talk about with my family and friends*
- n. *Programmes that bring the nation together for a shared viewing experience*
- o. *Programmes that helps to understand what is going on in the world today*

### Societal Value

Q6a I would now like you to think about **your friends and family**? Which three benefits do you think are the most valuable for them? ROTATE ORDER

Q6b. And which three benefits do you think would be least valuable for **your family and friends**? (removing the three that were mentioned in Q6a) ROTATE ORDER

Q7a. And finally, I would now like you to think about the **whole of UK society**. This might include:

- people of all age groups
- all the rural and urban areas in each nation and region
- the full range of ethnicities and religions
- low income households

- the unemployed
- people with a disability
- any other minority groups

What three benefits do you think are most valuable to society overall? ROTATE ORDER

Q7b And if they could not all be provided, which three benefits would you discard on behalf of society?  
(removing the three that were mentioned in Q7a) ROTATE ORDER

Q8a The TV Licence Fee, which pays for all BBC services, which includes the website, radio and iPlayer costs £150.50 per year (about £12.50 per month). To what extent do you feel this offers value for money for you?  
READ OUT. SINGLE CODE

Very good value

Fairly good value

Not very good value

Not at all good value

Don't know - DO NOT READ OUT

Q8b Does someone in your household currently pay the licence fee? READ OUT. SINGLE CODE.

1: I pay the licence fee

2: Someone else pays the licence fee

3: No licence fee paid

Don't know - DO NOT READ OUT