

PSB – COVID-19 Follow up

Survey Structure

- A. Screening
- B. Services Used
- C. Perceptions and Value of PSBs
- D. Additional Demographics

Sample Structure

Suggested targets - N=2000

	TOTAL	ENGLAND	SCOTLAND	WALES	NI
TOTAL	2000	950	350	350	350
Male 16-24	135	64	22	24	25
Male 25-34	165	80	29	27	29
Male 35-44	150	74	25	24	27
Male 45-54	164	79	28	28	29
Male 55-74	272	126	49	51	46
Male 75+	90	43	15	18	14
Female 16-24	127	60	22	22	23
Female 25-34	164	79	27	29	29
Female 35-44	154	75	24	26	29
Female 45-54	171	81	29	30	31
Female 55-74	287	132	54	53	48
Female 75+	120	57	23	21	19
AB	406	218	65	63	60
C1	607	294	111	103	99
C2	435	196	76	81	82
DE	553	242	98	104	109
North East		46			
North West		124			
Yorkshire & Humber		93			
East Midlands		82			
West Midlands		100			
East of England		105			
London		149			
South East		155			
South West		97			

Survey Introduction

ONLINE:

Thank you for taking part in our survey.

This is a market research study being carried out by Jigsaw Research on behalf of Ofcom (the Office of Communications), which is responsible for overseeing broadcast and postal services in the UK.

During the course of the study you will be asked to provide personal information such as your gender, age and ethnicity but we will not collect data that allows you to be identified as an individual so your data will remain completely anonymous. The information collected by Jigsaw is on behalf of, and will remain, the property of Ofcom. Ofcom may use this data as an official public statistic. All data is stored securely in the UK and in accordance to GDPR and MRS Code of Conduct.

The full survey will only take around 10 minutes to complete depending on your answers chosen.

If you agree to take part in this study, please click the 'next' arrow.

CATI:

INTERVIEWER ASK TO SPEAK TO THE NAMED PERSON - IF NAMED PERSON IS NOT AVAILABLE YOU CAN TAKE A REFERRAL TO SOMEONE ELSE IN THE HOUSEHOLD PROVIDING THEY MATCH OUR QUOTAS

Good morning / afternoon/ Evening. My name is and I am calling from Lake Market Research, an independent market research agency. We have been commissioned by Ofcom (the office of communications) to understand a little more about the programmes you watch and listen to while at home. Ofcom is responsible for overseeing broadcast and postal services in the UK and would really value your opinions. The survey will only take up to 10 minutes of your time.

It does not matter how many programmes you watch or listen to but we are keen to speak to people that do not have the internet or only access it occasionally.

All information received is strictly confidential and will be carried out in accordance with the MRS Code of Conduct.

Lake Market Research operates within the confines of the General Data Protection Regulation 2016 and any data collected and processed will be anonymised so individuals will not be identified. During the course of the study you will be asked to provide personal information such as gender, age and ethnicity but your data will remain completely confidential. We may ask you for your name or contact number for the purposes of quality control but provision of this is entirely voluntary. Do you agree to proceed with the survey on this basis?

If you would like to check that Lake Market Research is a bona fide market research agency, please contact the Market Research Society on 0800 9759596. For more information about how Lake uses your information, please visit our website www.lake-research.com/quality.

SCRIPTERS – PLEASE PROVIDE ONE URL FOR ALL INTERVIEWERS BUT ADD ADDITIONAL VARIABLE ENTRY POINTS AT THE END OF THE SCRIPT (SEE AFTER THE ADDITIONAL DEMOGRAPHICS)

SECTION A: Screener

CATI: READOUT

Our study requires us to speak to a broad cross-section of the UK population, so the first few questions are about you.

CATI ONLY

S1. Typically, how many hours do you spend on the internet per week?

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.

SINGLE CODE

30+ hours	1	THANK AND CLOSE
20-29 hours	2	THANK AND CLOSE
15-19 hours	3	THANK AND CLOSE
11 – 14 hours	4	LIGHT USER
8-10 hours	5	LIGHT USER
6-7 hours	6	LIGHT USER
3-5 hours	7	LIGHT USER
1-2 hours	8	LIGHT USER
Less than 1 hour	9	LIGHT USER
None	10	NON USER
DON'T READOUT Don't know	11	THANK AND CLOSE

CATI ONLY - ASK IF LIGHT USER

S2. Which of the following do you ever use?

MULTI CODE

In home internet access	1
Internet access while travelling	2
Internet access at work or place of study	3
Internet access in a public place (e.g. a café or library)	4

ONLINE

Our study requires us to speak to a broad cross-section of the UK population, so the first few questions are about you.

A1a. Firstly, how old are you?

TYPE IN

CATI: WRITE IN

TYPE IN	1
CATI: DON'T READ OUT Prefer not to say	99

IF ANSWER PROVIDED AT A1a - AUTOCODE A1a INTO A1b.

IF 'PREFER NOT TO SAY' CODE 99 AT A1a, THEN ASK A1b

A1b. Which of the following bands best describes your age?

SINGLE CODE

CATI: READ OUT

Under 16	1	CLOSE
16-24	2	
25-34	3	
35-44	4	
45-54	5	
55-64	6	
65-74	7	
75+	8	
CATI: DON'T READ OUT Prefer not to say	99	

A2. Which of the following do you most identify with?

SINGLE CODE

CATI: READ OUT

Male	1
Female	2
Other (please type in)	3
CATI: DON'T READ OUT Prefer not to say	4

A3. In which region or nation do you live?

SINGLE CODE

CATI: READ OUT IF NEEDED

North East	1	
North West	2	
Yorkshire & Humber	3	
East Midlands	4	
West Midlands	5	
East of England	6	
Greater London	7	
South East	8	
South West	9	
Scotland	10	
Wales	11	
Northern Ireland	12	
Outside of the UK	13	CLOSE

A4. Which of these best describes where you live?

SINGLE CODE

CATI: READ OUT

Large City (population: more than 500,000)	1
Smaller City or Large Town (population: 100,000 – 500,000)	2
Medium town (population: 15,000 – 99,999)	3
Small town (population: 2,000 – 14,999) less than 10 miles from a large town/city	4
Rural area less than 10 miles from a large town/city	5
Small town (population: 2,000 – 14,999) more than 10 miles from a large town/city	6
Rural area more than 10 miles from a large town/city	7

CLASSIFICATION:

Urban (code 1-4,6)

Rural (not remote) (code 5)

Remote rural (code 7)

NET: Rural & Remote Rural (code 5,7)

A5a. Prior to Covid-19 which of the following best describes the job role of the person in your household that had the largest income?

SINGLE CODE

CATI: READ OUT

Semi or unskilled manual work <i>(e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)</i>	1
Skilled manual worker <i>(e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)</i>	2
Supervisory or clerical/ junior managerial/ professional/ administrative <i>(e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)</i>	3
Intermediate managerial/ professional/ administrative <i>(e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)</i>	4
Higher managerial/ professional/ administrative <i>(e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee)</i>	5
Student	6
Casual worker - not in permanent employment	7
Housewife/ Homemaker	8
Retired and living on state pension	9
Retired and living on an occupational pension	10
Unemployed or not working due to long-term sickness	11

Full-time carer of other household member	12
Other	13

IF CODED 'RETIRED AND LIVING ON AN OCCUPATION PENSION' CODE 10 AT A5a THEN ASK:

A5b. Which of these describe the job role of this person before retiring?

SINGLE CODE

CATI: READ OUT

SHOW A5a LIST EXCLUDING CODES 9-10

CREATE A COMBINED A5a/A5b VARIABLE. ANSWERS GIVEN AT A5b TO REPLACE 'OCCUPATIONAL PENSION' AT A5a.

USE COMBINED A5a/A5a TO CREATE SOCIAL GRADE BANDS BELOW

AUTOCODE INTO. A5_BANDS

A (A3 code 5)	1	
B (A3 code 4)	2	
C1 (A3 code 3,6)	3	
C2 (A3 code 2)	4	
D (A3 code 1)	5	
E (A3 code 7-11)	6	

SECTION A: Services used

INTRO:

CATI: READ OUT

The following questions are about the range of media providers and their services that 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. Please also think of how you are using these services in the current climate.

ASK ALL

B1a. Which, if any, of these types of television service does your household receive at the moment?

MULTICODE

CATI: READ OUT

Cable TV (through Virgin Media)	1	
Satellite TV from Sky	2	
Satellite TV from Freesat	3	
Satellite TV from anyone else	4	
Freeview (through a set-top box or digital television set)	5	
TV via your broadband provider (e.g. BT TV or TalkTalk TV)	6	
YouView	7	
TV content via the internet – through a paid for subscription e.g. Netflix, Amazon, Now TV etc.	8	
TV content via the internet- through BBC iPlayer, ITV Hub, All4 or My5	9	
Other (please specify)	97	
No TV in household and do not access TV content via the internet	99	EXCLUSIVE
CATI: DON'T READ OUT Don't know	98	EXCLUSIVE

ASK IF CODE 6 BUT NOT 1 OR 2 AT B1a

B1b. Do you receive a TV service from a Sky Satellite or Virgin Cable?

MULTICODE

CATI: READ OUT

Yes - Cable TV (through Virgin Media)	1	
Yes - Satellite TV from Sky	2	
Neither	3	EXCLUSIVE

ASK ALL

B2. Which of the following TV channels or providers have you used in the past 12 months?

MULTI CODE, ROTATE ORDER, FIX 1-9 TOGETHER

CATI: READ OUT LIST

BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC [SCOTLAND ONLY – ,BBC Scotland])	1	Fixed together
BBC iPlayer	2	
ITV [SCOTLAND ONLY – /STV] [IRELAND ONLY – /UTV] [WALES ONLY – /ITV Cymru Wales] and ITV channels (e.g. ITV2, ITV3, ITV4, ITVBe, CITV)	3	
ITV Hub [SCOTLAND ONLY – /STV Player]	4	
Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)	5	
All 4	6	
Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)	7	
My5	8	
[WALES ONLY – S4C]	9	
Freeview/Youview	10	
Netflix	11	
Amazon Prime Video	12	
Disney +	13	
Apple TV +	14	
Britbox	15	
NowTV	16	
Sky	17	
Virgin TV	18	
YouTube	19	
CATI: DON'T READ OUT None of these	99	EXCLUSIVE, FIXED

ASK ALL

B2b. Which of the following radio stations and audio services have you used in the past 12 months?

MULTI CODE, ROTATE ORDER, FIX 1-2 TOGETHER

CATI: READ OUT

BBC Radio stations (e.g. Radio 1, Radio 2, Radio 3, Radio 4, Radio 5 Live, BBC local radio, 6 Music)	1	Fixed together
BBC Sounds	2	
Commercial radio stations (e.g. Capital, Heart, Magic, Kiss, local commercial radio)	3	
Spotify	4	
Apple Music/Apple Podcasts	5	
Amazon Music	6	
Other audio services not listed here	7	
CATI: DON'T READ OUT None of these	99	EXCLUSIVE, FIXED

ASK ALL

B2c. Which of the following websites/apps have you used in the past 12 months?

MULTI CODE, ROTATE ORDER

CATI: READ OUT

BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)	1	
Sky websites / apps (e.g. Sky News, Sky Sports)	2	
Newspaper websites / apps (e.g Daily Mail online, The Sun.co.uk, The Times online)	3	
Apple News/ Google News/Upday	4	
Other websites/apps not listed here	5	
CATI: DON'T READ OUT None of these	99	EXCLUSIVE, FIXED

SCRIPTER TO CONSTRUCT 'MASTER LIST' OF SERVICES SELECTED AT B2A - B2C, INCLUDE 'OTHER' CODES

ASK ALL SELECTING ANY SERVICE

B3. How often, on average, do you use [INSERT ITEMS FROM MASTER LIST ONE AT A TIME]?
SINGLE CODE, CAROSEL

CATI: READ OUT OPTIONS/ PROMPT IF/WHEN NEEDED

	Every day	Several days a week	About once a week	A few times each month	Less often
[INSERT FROM B2a/b/c]	5	4	3	2	1

ONLINE:

ASK ALL SELECTING ANY SERVICE

B4. And of all the services that you use, which three do you value the most?
Please rank these in order 1st/ 2nd/ 3rd.

RANKING, DISPLAY ALL ITEMS ON MASTER LIST

	1 st	
	2 nd	
	3 rd	

CATI:

PROMPT IF REQUIRED

ASK ALL SELECTING ANY SERVICE

B4. Of all the services that you use, which do you value the most?
And which is your next most valued service?
And after that?

RANKING, SHOW LIST FOR CATI INTERVIEWER

	1 st	
	2 nd	
	3 rd	

ASK ALL SELECTING ANY SERVICE

B4b. Why do you value [INSERT NAME OF 1ST RANKED SERVICE IN B4] the most?

CATI: FULLY PROBE: What else? / Anything else?

OPEN

	TYPE IN	
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B5. Thinking about **ALL** the programmes you have watched in the last month, what proportion of your total viewing is spent watching each of the following categories?

CATI: INTERVIEW TO READOUT ALL CATEGORIES FIRST, THEN REVISIT EACH
HELP/PROMPT WITH % LEFT TO ALLOCATE

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).

NUMERIC, SHOW TOTAL ON SCREEN, TOTAL TO ADD TO 100%

BBC One, BBC Two, [SCOTLAND ONLY - BBC Scotland,] Other BBC television channels, [ENGLAND ONLY – ITV] [SCOTLAND ONLY – STV] [WALES ONLY – ITV Cymru Wales] [NI ONLY – UTV], [WALES ONLY – S4C,] 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	[SUM] %

SECTION C: PSB Perceptions & Value

Intro

CATI: INTERVIEWER TO READ OUT

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.

ONLINE

- C1a. 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**.
MULTICODE UP TO 3, ROTATE ORDER

Services which are available to everyone	1
High-quality productions	2
A wide range of different types of programmes for me	3
A wide range of high-quality programmes for children made in the UK	4
Trusted and accurate UK news	5
Provision of regional programmes and content (including news)	6
Reflects the diversity of the UK	7
Features people like me and the places I know	8
Encourages the development of new talent	9
Programmes with new ideas and different approaches	10
Programmes that make me stop and think	11
Programmes which reflect UK life and values	12
Programmes that I can watch with and talk about with my family and friends	13
Programmes that bring the nation together for a shared viewing experience	14
Programmes that help to understand what is going on in the world today	15

- C1b. And which three benefits do you consider to be the **least valuable for you personally**?
MULTICODE UP TO 3, ROTATE ORDER

SHOW LIST IN C1A WITHOUT THE 3 SELECTED AT C1A	1
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- C2a. I would now like you to think about your **friends and family**?
 Which three benefits do you think are the **most valuable for them**?
MULTICODE UP TO 3, ROTATE ORDER

Services which are available to everyone	1
High-quality productions	2
A wide range of different types of programmes for them	3
A wide range of high-quality programmes for children made in the UK	4
Trusted and accurate UK news	5
Provision of regional programmes and content (including news)	6
Reflects the diversity of the UK	7
Features people like them and the places they know	8
Encourages the development of new talent	9
Programmes with new ideas and different approaches	10
Programmes that make them stop and think	11
Programmes which reflect UK life and values	12
Programmes that they can watch with and talk about with their family and friends	13
Programmes that bring the nation together for a shared viewing experience	14
Programmes that help to understand what is going on in the world today	15

C2b. And which three benefits do you think would be **least valuable** for your **family and friends**?
[MULTICODE UP TO 3, ROTATE ORDER](#)

SHOW LIST IN C2A WITHOUT THE 3 SELECTED AT C2A	1
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C3a. 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

Which three benefits do you think are **most valuable to society overall**?
[MULTICODE UP TO 3, ROTATE ORDER](#)

Services which are available to everyone	1
High-quality productions	2
A wide range of different types of programmes for everyone	3
A wide range of high-quality programmes for children made in the UK	4
Trusted and accurate UK news	5
Provision of regional programmes and content (including news)	6
Reflects the diversity of the UK	7
Features people like them and the places they know	8
Encourages the development of new talent	9
Programmes with new ideas and different approaches	10
Programmes that make people stop and think	11
Programmes which reflect UK life and values	12
Programmes that everyone can watch with and talk about with their family and friends	13
Programmes that bring the nation together for a shared viewing experience	14
Programmes that helps to understand what is going on in the world today	15

C3b. And if they could not all be provided, which three benefits would **you discard** on **behalf of society?**
[MULTICODE UP TO 3, ROTATE ORDER](#)

SHOW LIST IN C3A WITHOUT THE 3 SELECTED AT C3A	1
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CATI

C1i. I'm going to read out a list that describes the range of benefits public service broadcasting is broadly designed to deliver.

For each benefit, please could you tell me how valuable it is to **you personally** where 5 means it's extremely valuable to you and 1 means it's not at all valuable to you.

RANDOMISE ORDER OF LIST, GRID

CATI: READ OUT OPTIONS/ PROMPT IF/WHEN NEEDED

	Extremely valuable	Quite valuable	Neither valuable nor not valuable	Not very valuable	Not at all valuable
[INSERT RANDOMISED LIST FROM ONLINE C1a	5	4	3	2	1

SCRIPTER – OUR OBJECTIVE IS TO GET TO A SMALLER LIST FOR THE PARTICIPANT TO CHOOSE THEIR MOST VALUABLE

TO DO THIS WE PROPOSE:

- IF THE PARTICIPANT SELECTS EXACTELY 3 ANSWERS FOR 'EXTREMELY VALUABLE' THEN THESE WOULD BE AUTOCODED AS THE 3 THEY WOULD HAVE SAID WERE MOST VALUABLE
 - *If they hadn't selected anything as 'extremely valuable' but had selected 3 items at 'quite valuable' then the same rule applies (this equally applies for the other codes)*
- IF THE PARTICIPANT SELECTS MORE THAN 3 ANSWERS FOR 'EXTREMELY VALUABLE' THEN WE PULL THROUGH ALL OF THESE ANSWERS TO THE NEXT QUESTION
 - Same applies, if they hadn't selected anything as 'extremely valuable' but had selected more than 3 items at 'quite valuable' etc. etc.
- IF THE PARTICIPANT SELECTS LESS THAN 3 ANSWERS FOR 'EXTREMELY VALUABLE' THEN WE PULL THROUGH ALL OF THESE ANSWERS AND THE ANSWERS TO THE 'NEXT CODE DOWN'
 - I.e. if they selected 1 as 'extremely valuable' and 5 as 'quite valuable' we'd be showing a list of 6 codes at the follow up question

C1a. From the list I'm going to read out, could you tell me which three you consider to be the **most valuable for you personally**.

MULTICODE UP TO 3, ROTATE ORDER

LIST AS DERIVED FROM THE ABOVE ROUTINE	1
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SCRIPTER – OUR OBJECTIVE IS TO GET TO A SMALLER LIST FOR THE PARTICIPANT TO CHOOSE THEIR LEAST VALUABLE

TO DO THIS WE PROPOSE:

- IF THE PARTICIPANT SELECTS EXACTLY 3 ANSWERS FOR 'NOT AT ALL VALUABLE' THEN THESE WOULD BE AUTOCODED AS THE 3 THEY WOULD HAVE SAID WERE LEAST VALUABLE
 - *If they hadn't selected anything as 'not at all valuable' but had selected 3 items at 'not very valuable' then the same rule applies (this equally applies for the other codes)*
- IF THE PARTICIPANT SELECTS MORE THAN 3 ANSWERS FOR 'NOT AT ALL VALUABLE' THEN WE PULL THROUGH ALL OF THESE ANSWERS TO THE NEXT QUESTION
 - Same applies, if they hadn't selected anything as 'not at all valuable' but had selected more than 3 items at 'not very valuable' etc. etc.
- IF THE PARTICIPANT SELECTS LESS THAN 3 ANSWERS FOR 'EXTREMELY VALUABLE' THEN WE PULL THROUGH ALL OF THESE ANSWERS AND THE ANSWERS TO THE 'NEXT CODE DOWN'
 - I.e. if they selected 1 as 'not at all valuable' and 5 as 'not very valuable' we'd be showing a list of 6 codes at the follow up question

C1b. And which three benefits do you consider to be the **least valuable for you personally?**
MULTICODE UP TO 3, ROTATE ORDER

LIST AS DERIVED FROM THE ABOVE ROUTINE 1

C2i. I'm going to read out the same list of benefits public service broadcasting is broadly designed to deliver. This time I'd like you to tell how valuable you think each benefit is to your **friends and family**. Remember that 5 means it's extremely valuable to your **friends and family** and 1 means it's not at all valuable to them.

RANDOMISE ORDER OF LIST, GRID

CATI: READ OUT OPTIONS/ PROMPT IF/WHEN NEEDED

	Extremely valuable	Quite valuable	Neither valuable nor not valuable	Not very valuable	Not at all valuable
[INSERT RANDOMISED LIST FROM ONLINE C2a	5	4	3	2	1

SCRIPTER – REPEAT LOGIC FROM C1i

C2a. And from the list I'm going to read out, can you tell me which three benefits you think are THE MOST valuable for your **friends and family?**
MULTICODE UP TO 3, ROTATE ORDER

REPEAT ROUTINE FROM C1A 1

SCRIPTER – REPEAT LOGIC FROM C2i

C2b. And which three benefits do you think would be **least valuable** for your **family and friends?**
MULTICODE UP TO 3, ROTATE ORDER

REPEAT ROUTINE FROM C1B 1

C3i. And finally, I'm going to repeat the list but this time I would like you 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

Please can you tell me how valuable you think each benefit is to **society overall**? Remember that 5 means it's extremely valuable to **society** and 1 means it's not at all valuable.

RANDOMISE ORDER OF LIST, GRID

CATI: READ OUT OPTIONS/ PROMPT IF/WHEN NEEDED

	Extremely valuable	Quite valuable	Neither valuable nor not valuable	Not very valuable	Not at all valuable
[INSERT RANDOMISED LIST FROM ONLINE C3a]	5	4	3	2	1

SCRIPTER – REPEAT LOGIC FROM C1i

C3a. Which three benefits do you think are **most valuable to society overall**?

MULTICODE UP TO 3, ROTATE ORDER

REPEAT ROUTINE FROM C1A 1

C3b. And if they could not all be provided, which three benefits would **you discard** on **behalf of society**?

MULTICODE UP TO 3, ROTATE ORDER

REPEAT ROUTINE FROM C1B 1

ASK IF WATCH BOTH PSB AND SVOD SERVICES AT B2
 PSB SERVICES (CODE 1-9 AT B2)
 SVOD SERVICES (CODES 11-16 AT B2)

C4. You said that you use PSB services (such as BBC, ITV, Channel 4 or 5 Channel 5s) and streaming platforms (such as Netflix, Amazon Prime, Disney+ or NowTV).

In your opinion, which of these does better at / makes it / is better for...?

SINGLE CODE, RANDOMISE ORDER OF LIST AND COLUMNS
 CATI: READOUT EACH

	PSB Services	Streaming platforms
Providing services which are available to everyone	1	2
Providing high-quality productions	1	2
Providing a wide range of different types of programmes for everyone	1	2
Providing a wide range of high-quality programmes for children made in the UK	1	2
Reflecting the diversity of the UK	1	2
Featuring people like you and the places you know	1	2
Encouraging the development of new talent	1	2
Providing programmes with new ideas and different approaches	1	2
Providing programmes that make people stop and think	1	2
Providing programmes which reflect UK life and values	1	2
Providing programmes that everyone can watch with and talk about with their family and friends	1	2
Providing programmes that bring the nation together for a shared viewing experience	1	2
Providing programmes that helps to understand what is going on in the world today	1	2
Providing more programmes that feel relevant to you	1	2
Providing the 'must watch' shows	1	2
Providing a better variety of programmes to suit every occasion	1	2
Easier to find something new to watch	1	2
Easier to find what you want to watch	1	2
Watching in the background	1	2
Watching as a family	1	2
Accessing programmes in a way that suits you	1	2

SECTION D: Additional Demographics

D1a. Do you have any children under 16 living in the household?

SINGLE CODE

Yes	1	
No	2	

ASK IF CODE 1 AT G1a

D1b. Which of the following age groups do they fall into?

MULTI CODE

0-4	1	
5-9	2	
10-15	3	

D1c. Which of the following best describes who else you live with?

MULTI CODE

Partner / Husband/ Wife	1	
Parents	2	
Sibling(s)	3	
Wider family	4	
No other adults in your household	5	EXCLUSIVE
Prefer not to say	99	EXCLUSIVE

D2. Which of these best describes your ethnicity?

SINGLE CODE

White	English / Welsh / Scottish / Northern Irish / British Irish	1	
	Irish	2	
	Gypsy or Irish traveller	3	
	Any other White background	4	
Mixed	White and Black Caribbean	5	
	White and Black African	6	
	White and Asian	7	
	Any other Mixed background	8	
Black or Black British	Caribbean	9	
	African	10	
	Any other Black background	11	
Asian or Asian British	Indian	12	
	Pakistani	13	
	Bangladeshi	14	
	Chinese	15	
	Any other Asian background	16	
Other Ethnic Group	Middle Eastern, including Arabic origins	17	
	Other ethnicity (please specify)	18	
	Prefer not to say	99	

D3a. How often do you tend to leave your home?

SINGLE CODE

At least once a day	1	
Less often than once a day, but at least once a week	2	
Less often than once a week, but at least once a month	3	
Less often than once a month	4	
Never	5	
Refused	99	

D3b. Are you able to leave your home without help?

SINGLE CODE

I am able to leave home without help	1	
I am unable to leave home without help, due to illness or disability	2	
I prefer not to answer	99	

D3c. During the pandemic have you...

SINGLE CODE

Had to self-isolate (because you or someone in your household had/suspected to have Covid)	1	
Been advised to shield yourself	2	
None of the above	99	

D4a. What is your current working status?

SINGLE CODE

Working full time (30hrs+ per week)	1	
Working part time (8-29hrs per week)	2	
Not working (or working less than 8 hrs per week) - Retired	3	
Not working (or working less than 8 hrs per week) – Unemployed/ looking for work	4	
Not working (or working less than 8 hrs per week) – Unemployed/ not looking for work	5	
Not working (or working less than 8 hrs per week) - Student	6	
Not working (or working less than 8 hrs per week) - Housemaker	7	
Not working (or working less than 8 hrs per week) – Unable to work due to disability/other	8	
I prefer not to answer	99	

D4b. Approximately, what is your annual household income (from all sources, before tax)? If your household circumstances have changed since Covid-19, please select the answer that applies to you at this current time.

SINGLE CODE

Under £11,500 per year	1	
£11,500 - £17,499 per year	2	
£17,500 - £29,999 per year	3	
£30,000 - £49,999 per year	4	
£50,000+ per year	5	
I don't know / prefer not to answer	99	

D4c. During the Covid-19 pandemic, which if any of the following have applied to you?

MULTICOD, RANDOMISE

Been furloughed	1	
Been made redundant	2	
Worked less hours	3	
Worked from home more	4	
Worked more hours	5	
Spent more time with children	6	
Spent less time with children	7	

D5. Finally, to verify the region you selected earlier, please enter the first half of your postcode, e.g. HP13, NP4, etc

The details will remain confidential.

SINGLE CODE

[TYPE IN]	1	
Prefer not to say	99	

Z1. Thank you for completing the survey. Occasionally we need to recontact people to clarify their answers, would you be willing to be recontacted?

SINGLE CODE

Yes	1	
No	2	

CATI ONLY – ADDITIONAL VARIABLES – DO NOT READ OUT, COMPLETE AFTER THE SURVEY CONDUCTED

Resp.Serial

Resp.Name

Interviewer.Name