

<b>Job Number</b>	451210007
<b>Name of survey</b>	Ofcom BBC iPlayer Project
<b>Questionnaire Version No.</b>	Final
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<b>Methodology</b>	Online
<b>Questionnaire</b>	CAWI
<b>Duration</b>	20 minutes
<b>Sample Size</b>	4,000 Internet Users
<b>Sample Description</b>	16+ England, Scotland, Wales, NI adults
<b>Quotas</b>	<p>Sex, approx:  Male – 50%  Female – 50%</p> <p>Age, approx.:  16-24 – 14%  25-34 – 17%  35-44 – 16%  45-54 – 18%  55-64 – 15%  65+ – 20%</p> <p>Households with children aged under 16 – 28%</p> <p>Social Grade, approx.:  ABC1 – 56%  C2DE – 44%</p> <p>Urban and Rural Split  Urban – 83%  Rural – 17%</p> <p>Ethnicity  White – 86%  BAME –14%</p>

	Platform Provider: Sky – 35% Virgin – 13% Freeview only – 42% Any Freeview – 64%
Several targets?	Gender, age, age & gender, SEG, rural/urban
Fieldwork dates	March 2019

**GDPR1. This survey asks about sensitive topics such as ethnicity, whether you have children, or political opinion. By selecting the Yes button you are consenting for these questions to be asked. Please proceed if you are happy to participate**

Yes

No - SCREEN OUT

**SHOW TO ALL**

First, we'd like to ask a couple of questions about yourself to ensure we interview a good cross-section of the population.

**ASK ALL**

**SINGLE CHOICE**

**DemQ1. Please select your gender.**

1. Male
2. Female
3. Other (please specify)
4. Prefer not to say

IF CODE 1,3 CODE AS MALE FOR QUOTAS

IF CODE 2,4 CODE AS FEMALE FOR QUOTAS

**ASK ALL**

**SINGLE CHOICE**

**RANGE FROM 1 TO 100**

**SCREENOUT IF BELOW 16**

**DemQ2. Please type in your age**

**dAge - FOR QUOTAS**

1. 16-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65+

**ASK ALL**

**SINGLE CHOICE**

**DemQ3. Please indicate which one of the following best describes the occupation, or previous occupation if now retired, of the chief income earner in your household?**

***Please select one answer only.***

1. High managerial, administrative or professional - e.g. doctor, lawyer, company director (50+ people), judge, surgeon, school headmaster etc.
2. Intermediate managerial, administrative or professional - e.g. school teacher, office manager, junior doctor, bank manager, police inspector, accountant etc.
3. Supervisor, clerical, junior managerial, administrative or professional - e.g. policeman, nurse, secretary, clerk, self-employed (5+ people) etc.
4. Skilled manual worker - e.g. mechanic, paramedic, cook, fitter, printer, plumber, electrician, lorry driver, train driver etc.
5. Semi-skilled or unskilled manual worker - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.
6. Housewife/househusband
7. Unemployed
8. Student

**dSocGr - FOR QUOTAS**

**IF CODES 1-2 SELECTED, CODE AS 'AB'**

**IF CODES 3 SELECTED CODE AS 'C1'**

**IF CODES 4 SELECTED, CODE AS 'C2'**

**IF CODES 5-8 SELECTED, CODE AS 'DE'**

**ASK ALL**

**SINGLE CHOICE**

**DemQ4 What is your current working status?**

1. Paid employment (30+ hours a week)
2. Paid employment (8-29 hours a week)
3. Paid employment (less than 8 hours a week)
4. Self employed (30+ hours a week)
5. Self employed (8-29 hours a week)
6. Self employed (less than 8 hours a week)
7. Retired
8. Studying full time
9. Not in paid employment/Looking after the house or home
10. Unemployed
97. Other
98. Prefer not to say

**ASK ALL**

**SINGLE CHOICE**

**DemQ5. Where do you live?**

***Please select one answer only.***

1. East of England
2. East Midlands
3. London
4. North East
5. North West
6. Northern Ireland
7. Scotland
8. South East (excluding London)
9. South West
10. Wales

- 11. West Midlands
- 12. Yorkshire and the Humber
- 99. Don't know – **SCREEN OUT IF DON'T KNOW**

**MONITORING QUOTAS:**

- IF CODE 10, CODE AS WALES
- IF CODE 6, CODE AS NORTHERN IRELAND
- IF CODES 4, 5, 12 SELECTED, CODE AS 'NORTH OF ENGLAND'
- IF CODES 1, 2, 11 SELECTED, CODE AS 'MIDLANDS'
- IF CODES 3,8 SELECTED, CODE AS 'SOUTH EAST (INCL. LONDON)'
- IF CODE 9 SELECTED, CODE AS 'SOUTH WEST'
- IF CODE 7 SELECTED, CODE AS "SCOTLAND"

**ASK ALL  
SINGLE CHOICE**

**DemQ6. How many people live in your household, including yourself, any adults or children living with you?**

***Please select one answer only.***

- 1. One
- 2. Two
- 3. Three
- 4. Four
- 5. Five
- 6. Six
- 7. More than six

**ASK ALL WHO HAD A HOUSEHOLD >1 AT DEMQ6  
SINGLE CHOICE**

**DemQ7. Do you have any children aged under 16 living in your household?**

***Please select one answer only.***

- 1. Yes
- 2. No
- 99. Don't know

**ASK ALL WHO ANSWERED 'YES' AT DEMQ7**

**DemQ8. Thinking about the children under 16 in your household, what ages are they?**

**Please type in the age of each child in a separate box.**

**OPEN ENDED**

**VALIDATE ACCORDING TO HOUSEHOLD SIZE AT DEMQ6. NUMBER OF CHILDREN HERE SHOULD NOT BE GREATER THAN OR EQUAL TO THE HOUSEHOLD SIZE AT DEMQ6**

**ASK ALL  
SINGLE CODE**

**DemQ9. Which of the following statements best describes your current stage in life?**

***Please select one answer only***

- I am living in my parents' home
- I rent or own a home without a partner
- I rent or own a home with a partner
- I am sharing a home with flatmates
- I am sharing a home with tenants/lodgers
- Others

**GDPR2.** Our client Kantar Media would like to group people into groups of urban and rural dwellers. For this purpose, Kantar Media would like to collect part of your postcode. Your data will be processed and kept securely in accordance with Kantar Media Privacy Policy. All information you provide is only used for research purposes related to this project, will be held in strict confidence and will not be shared in any public domain.

**Do you agree to share your postcode with Kantar Media for that purpose?**  
*Please select one answer only*

- Yes, I agree
- No, I do not agree

**IF GDPR2= 1**

**DemQ10.** Please type in the first part and first digit in the second part of your postcode.  
**OPEN ENDED**

**ASK ALL  
SINGLE CODE**

**DemQ11.** Which of these best describes your ethnic origin?  
*Please select one answer only.*

1. White
2. Mixed: White and black Caribbean
3. Mixed: White and black African
4. Mixed: White and Asian
5. Any other mixed background **OPEN ANSWER**
6. Asian: Indian
7. Asian: Pakistani
8. Asian: Bangladeshi
9. Any other Asian background **OPEN ANSWER**
10. Black: Caribbean
11. Black: African
12. Any other black background **OPEN ANSWER**
13. Middle Eastern
14. Chinese
15. Any other ethnic group **OPEN ANSWER**
96. Prefer not to say

**FOR QUOTAS:**

**IF CODE 2-14 SELECTED, CODE AS BAME**

**IF CODE 1, 15 SELECTED, CODE AS WHITE**

## SECTION A: TV AND VOD HABITS

### SHOW TO ALL

We would now like to ask you some short questions about the TV services you receive.

### ASK ALL

#### MULTI CHOICE

**A1. Which, if any, of these types of television does your household receive at the moment?  
Please think about all of the TV sets in your household. *Please select all that apply***

- 1: Sky - Digital Satellite TV for a monthly subscription
- 2: Freesat – Digital Satellite TV WITHOUT a monthly subscription
- 3: Virgin Media through cable
- 4: Freeview through a TV aerial and set-top box
- 5: Smart TV which has Freeview channels built in (without a separate set-top box)
- 6: BT TV (Formerly BT Vision)
7. TalkTalk TV
8. EE TV
9. Now TV
- 10: YouView
- 11: I don't own a TV set but watch TV programmes on other devices (e.g. smartphone, laptop, tablet)
- 12: Other (specify) – **SCREEN OUT IF ONLY THIS CODE**
- 98: I don't watch TV on any device – **SINGLE CODE – SCREEN OUT IF ONLY THIS CODE**
- 99: Don't know – **SINGLE CODE – SCREEN OUT IF ONLY THIS CODE**

**SCRIPTER: PLEASE USE STANDARD SCREEN OUT TEXT**

#### FOR QUOTAS:

IF CODE 1 SELECTED, CODE AS 'SKY'

IF CODE 3 SELECTED, CODE AS 'VIRGIN'

IF CODE 4, 5 OR 10 ONLY ARE SELECTED, CODE AS 'FREEVIEW ONLY'

IF CODE 4, 5 OR 10 ONLY ARE SELECTED OR IF CODE 4, 5 OR 10 ONLY ARE SELECTED IN ADDITION TO OTHER CODES, CODE AS 'ANY FREEVIEW'

**ASK ALL WHO HAVE TV SERVICES AT A1 (A1=CODES 1-10, 12)**

**SINGLE CHOICE**

**SHOW RESPONSES CHOSEN AT A1=CODES 1-10, 12**

**SUPPRESS 'OTHER' IF ONLY ONE OPTION IS SELECTED FROM CODES 1-10 AT A1**

**A2A. Which of the following services does your household use to get TV on the main set?  
*Please select one response only***

- 1: Sky - Digital Satellite TV for a monthly subscription
- 2: Freesat – Digital Satellite TV WITHOUT a monthly subscription
- 3: Virgin Media through cable
- 4: Freeview through a TV aerial and set-top box
- 5: Smart TV which has Freeview channels built in (without a separate set-top box)
- 6: BT TV (Formerly BT Vision)
7. TalkTalk TV
8. EE TV
9. Now TV
- 10: YouView
- 11: Other (**FROM A1**) – **SCREEN OUT IF THIS CODE**
- 99: Don't know – **SCREEN OUT IF THIS CODE**

SCRIPTER: PLEASE USE STANDARD SCREEN OUT TEXT

ASK ALL  
NORMAL GRID  
RANDOMISE DEVICES

**A2B. Television programmes and other video content can be watched on a variety of devices nowadays. For each device, please indicate how often you use it to watch TV programmes, films or other video content.**

A TV set  
A desktop PC/Mac  
A laptop/Macbook  
A tablet (e.g. iPad)  
A mobile phone  
A handheld game console  
Any other device **ANCHOR AT LAST POSITION**

**SINGLE CODE**

At least once a day  
At least once a week  
At least once a month  
Less often  
Never

ASK FOR EACH DEVICE USED AT A2B  
NORMAL GRID

**A2C. You mentioned that you used the following devices: <insert devices used at A2B. Please insert an 'and' before the final device>. Could you please indicate what type of TV or video content that you watch on this device?**

A TV set  
A desktop PC/Mac  
A laptop/Macbook  
A tablet (e.g. iPad)  
A mobile phone  
A handheld game console  
Any other device **ANCHOR AT LAST POSITION**

**MULTI CODE**

TV at the time of broadcast  
Recorded or 'catch-up'  
On-demand programmes  
Short video clips (less than 10 mins)  
Longer video clips (over 10 mins)  
None of these

ASK ALL  
MULTICODE

**A2D. Have you or has anyone in your household used any of these devices to watch something on the TV screen in the last 12 months?**

Games console

Set top box with access to digital or cable TV broadcasts (such as Sky+, Virgin TiVo, YouView)  
Laptop/ desktop PC  
Internet-connected dongle or set-top box (such as NOW TV set-top box, Roku, Google Chrome, Amazon Fire TV Stick, Amazon Fire TV, Apple TV)  
None of these  
Don't know

**ASK ALL WHO HAVE SELECT CODE 1,3,6-9 AT A1**  
**MULTI CODE**

**A3. Which of these additional channels, if any, do you currently subscribe to?**

***Please select all that apply***

Sports channels (e.g. Sky Sports, BT Sport)  
Movie channels (e.g. Sky Cinema)  
Kids channels  
None of these

**ASK ALL**  
**SINGLE CODE**

**A4. Does your TV service or set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes?**

***Please select one response only***

Yes  
No  
Don't know

**ASK ALL**  
**MULTI CODE**  
**RANDOMISE**

**A5. Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films?**

***Please select all that apply***

Netflix  
Amazon Prime Video  
Now TV  
Disney Life  
Hayu  
Any other paid-for on-demand television services **ANCHOR**  
No, none **ANCHOR**  
Don't know **ANCHOR**

**ASK ALL**  
**MULTI CODE**

**A6A. Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months?**

***Please select all that apply***

1. BBC iPlayer
2. ITV Hub [formerly ITV player]
3. ITV Hub+
4. STV Player
5. S4C Clic
6. All 4 (formerly 4OD)
7. My5 (formerly Demand 5)

8. Netflix
  9. Amazon Prime Video
  10. Now TV
  11. Sky On Demand (Sky Go)
  12. UKTV Play
  13. Disney Life
  14. Virgin TV Catch-up/Virgin Media Anywhere
  15. Hayu
  16. Other streaming service (please specify) **ANCHOR AT LAST POSITION (above none of these)**
- None of these

**FOR A8A:**  
**IF CODE 1-7,11-12,14 CODE AS 'BVOD'**  
**IF CODE 8-10,13,15 CODE AS 'SVOD'**

**ASK ALL WHO SELECTED CODE 1-16 AT A6A. ASK FOR EACH SERVICE SELECTED AT A6A. SINGLE CODE**

**A6B. How often, if at all, do you use these services to view online programmes or films via any type of device (including a mobile phone, tablet, or TV set)?**

***Please select one response only***

1. A few times a day
2. At least once every day
3. About two or three times a week
4. At least once a week
5. At least once a month
6. At least once every three months
99. Don't know/can't remember

**SHOW ALL**

Now let's focus on your viewing of TV programmes in the last month

**ASK ALL  
MULTI CODE**

**A7. Which of these types of programmes have you watched in the last month?**

***Please select all that apply***

Arts  
Children's  
Comedy  
Current Affairs  
Documentaries  
Drama & Soaps  
Entertainment  
Films  
Food  
History  
Lifestyle  
Music  
News  
Science & Nature  
Sport  
From the Archive

ASK ALL

BVOD AND SVOD SERVICES BASED ON SERVICES SELECTED AT A6A CODED 'BVOD' OR 'SVOD'.

SINGLE CODE

**A8A. When deciding on what to watch, which of the following TV services or TV channels do you usually turn to first?**

***Please select one response only***

Free to air TV channels e.g. BBC, ITV, Channel 4

Subscription TV channels e.g. Sky channels, Fox

Individual programmes I have recorded

List of BVOD Players – **BASED ON SERVICES SELECTED AT A6A CODED 'BVOD'**

List of SVOD Players – **BASED ON SERVICES SELECTED AT A6A CODED 'SVOD'**

Other streaming service – **INCLUDE IF CODE 16 IS SELECTED AT A6A**

ASK ALL

**A8B. You mentioned that <insert service selected at A8A> is the TV service or TV channel you usually turn to first when deciding what to watch. Why is this TV service or TV channel your first choice?**

**OPEN ENDED**

SUBSTITUTE 'FREE TO AIR TV CHANNELS' WITH 'FREE TO AIR CHANNELS' IF THIS OPTION IS SELECTED AT A8A

SUBSTITUTE 'SUBSCRIPTION TV CHANNELS' WITH 'SUBSCRIPTION CHANNELS' IF THIS OPTION IS SELECTED AT A8A

SUBSTITUTE 'INDIVIDUAL PROGRAMMES I HAVE RECORDED' WITH 'RECORDED PROGRAMMES' IF THIS OPTION IS SELECTED AT A8A

ASK ALL

RANK

**A8C. Earlier you mentioned that you use the following services <insert list of services selected at A6A>. Given that <insert service selected at A8A> is your first choice, which of these services <insert list of services selected at A6A> would be included in your top 5 services?**

***Please rank them in order of preference.***

2<sup>nd</sup> Place

3<sup>rd</sup> Place

4<sup>th</sup> Place

5<sup>th</sup> Place

<INSERT SERVICES SELECTED AT A6A>

ASK ALL WHO SELECTED CODE 1-16 AT A6A

MULTI CODE

RANDOMISE

**A9. Thinking about your viewing of TV catch-up, on-demand or video streaming services in the last month, what were the three most important things that you considered when choosing something to watch on one of these services? ***Please select up to three responses only*****

1: How new the programme/film was

2: How well known the programme/film was

3: Whether it was a show being talked about by friends, family, colleagues or on social media

4: Who was in the programme/film

5: Who you were watching with

6: What mood you were in

- 7: Whether the programme/film had been recommended to you by friends or family
- 8: Whether the programme/film was in your 'recommendations'
- 9: How long the programme/film was (duration)
- 10: How long the programme/film would be available on the service
- 11: Whether it was a series I was already watching
- 12: Whether it was an old series I wanted to watch prior to the start of the new series
- 13: Whether I knew what I wanted to watch
- 14: How easy the programme/film would be to find on the service

**ASK ALL WHO SELECTED CODE 1-15 AT A6A. ASK OF ALL SERVICES SELECTED AT A6A.**

**A10. On a scale of 1 – 10 where 1 is not at all well and 10 is extremely well, how well, if at all, does <insert service from A6> perform on...**

**NORMAL GRID**

**SINGLE CODE**

**RANDOMISE**

**PLEASE UNDERLINE EACH SERVICE SELECTED AT A6A**

- Providing a wide range of programmes to choose from
- Providing a service that is value for money
- Providing programmes that are relevant to me
- Providing a service I am satisfied with
- Being a service I would recommend to others
- Making content available for a long period of time

**ASK ALL**

**PLEASE INCLUDE A 'I DON'T KNOW THIS BROADCASTER OR SERVICE' OPTION PRIOR TO THE '1' IN THE SCALE OF 1-10**

**A11A. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable, please rate your overall impression of the following broadcasters or TV services?**

**DYNAMIC GRID**

**SINGLE CODE**

**RANDOMISE**

- ITV
- Sky
- BBC
- Channel 4
- Channel 5
- Netflix
- Amazon Prime Video
- Now TV
- Disney Life
- Hayu

**ASK ALL**

**PLEASE INCLUDE A 'I DON'T KNOW THIS SERVICE' OPTION PRIOR TO THE '1' IN THE SCALE OF 1-10**

**A11B. On a scale of 1 – 10 where 1 is extremely unfavourable and 10 is extremely favourable, please rate your overall impression of the following TV services?**

**DYNAMIC GRID**

**SINGLE CODE**

**RANDOMISE**

1. BBC iPlayer

2. ITV Hub [formerly ITV player]
3. STV Player
4. S4C Clic
5. All 4 (formerly 4OD)
6. My5 (formerly Demand 5)
7. UKTV Play

## SECTION B: FORCED DIVERSION

### FORCED DIVERSION EXERCISE

SCRIPTER: QUESTION BELOW TO BE SHOWN ON NEW SCREEN TOGETHER  
SINGLE CHOICE

ASK ALL WHO USED 'BBC IPLAYER' AT A6A

**BQ1. A lot of BBC programmes are not available on the BBC iPlayer service. This might be because:**

- They have not been on TV recently (within the last month)
- They are older programmes that are not being made available on iPlayer at the moment

**Thinking about programmes that you have watched on iPlayer recently or in the last three months, if those programmes had not been available on iPlayer, which of these do you think you would likely to have done instead?**

1. Found something else to watch on the iPlayer (GO TO SECTION C)
2. Switched to another catch up or on demand service to find something to watch
3. Switched to a broadcast TV channel to find something to watch
4. Do something else entirely (not watch TV)
5. Don't know

ASK ALL SAYING CODE 2 AT BQ1  
SINGLE CODE

**BQ2Ai. You said that if a programme you wanted to watch was not available on BBC iPlayer you would turn to another video on demand service.**

**Which service would you most likely turn to first? RANDOMISE ORDER OF GROUPS**

GROUP 1: CODES 1-4

GROUP 2: CODES 5-7

1. ITV Hub
2. All4
3. My5
4. UKTV Play
5. Netflix
6. Amazon Prime Video
7. Now TV

ASK THOSE WHO SELECTED ANY CODE AT BQ2Ai  
LIST SHOULD CONSIST OF THE BELOW WITH THE CODE SELECTED AT BQ2Ai REMOVED  
MULTI CODE

**BQ2Aii. And which others might you consider? RANDOMISE ORDER OF GROUPS**

GROUP 1: CODES 1-4

## GROUP 2: CODES 5-7

1. ITV Hub
2. All4
3. My5
4. UKTV Play
5. Netflix
6. Amazon Prime Video
7. Now TV

## ASK ALL SAYING CODE 3 AT BQ1

### SINGLE CODE

**BQ2Bi. You said that if a programme you wanted to watch was not available on BBC iPlayer you would turn to a broadcast TV channel to find something to watch.**

**Which TV channel would you most likely turn to first? RANDOMISE**

1. BBC broadcast channels
2. Free to air Non-BBC channels (e.g. ITV, Channel 4, Channel 5)
3. Subscription Non-BBC channels (e.g. Sky Channels, Fox)

## ASK THOSE WHO SELECTED ANY CODE AT BQ2Bi

**LIST SHOULD CONSIST OF THE BELOW WITH THE CODE SELECTED AT BQ2Bi REMOVED**

### MULTI CODE

**BQ2Bii. And which others might you consider? RANDOMISE**

1. BBC broadcast channels
2. Free to air Non-BBC channels (e.g. ITV, Channel 4, Channel 5)
3. Subscription Non-BBC channels (e.g. Sky Channels, Fox)

## ASK ALL SAYING CODE 1 AT BQ2Bi OR BQ2Bii

### MULTI CODE

**BQ2C. You said that if a programme you wanted to watch was not available on BBC iPlayer you would turn to BBC BROADCAST CHANNELS to find something to watch. Which of these channel(s) would you turn to?**

***Please select all that apply***

BBC One  
BBC Two  
BBC Scotland TV Channel (SCOTLAND ONLY)  
BBC ALBA (SCOTLAND ONLY)  
BBC Four

## ASK ALL SAYING CODE 2 AT BQ2Bi OR BQ2Bii

### MULTI CODE

**BQ2D. You said that if a programme you wanted to watch was not available on BBC iPlayer you would turn to FREE TO AIR NON-BBC CHANNELS to find something to watch. Which of these channel(s) would you turn to?**

***Please select all that apply***

ITV /UTV (NORTHERN IRELAND ONLY) / STV (SCOTLAND ONLY)  
Channel 4  
Channel 5  
S4C (WALES ONLY)

RTE (NORTHERN IRELAND ONLY)

TG4 (NORTHERN IRELAND ONLY)

ITV2

ITV3

ITV4

ITVBe

Drama

Dave

E4

More 4

Film4

5Star

5USA

5Spike

Really

Pick

Yesterday

Quest

Challenge

ASK ALL SAYING CODE 3 AT BQ2Bi OR BQ2Bii

MULTICODE

**BQ2E. You said that if a programme you wanted to watch was not available on BBC iPlayer you would turn to SUBSCRIPTION NON-BBC CHANNELS to find something to watch. Which of these channel(s) would you turn to?**

***Please select all that apply***

Virgin Media One (NORTHERN IRELAND ONLY)

Sky One

Sky Atlantic

Discovery

Fox

Universal

W

Sky Witness

GOLD

Comedy Central

## SECTION C: SCENARIO EXERCISE 1

SCRIPTER: QUESTION BELOW TO BE SHOWN ON NEW SCREEN TOGETHER  
SINGLE CHOICE

ASK ALL

**CQ1. You said earlier that you watch <INSERT GENRES FROM A7. PLEASE INSERT AN 'AND' BEFORE THE LAST GENRE IF MORE THAN ONE GENRE IS SELECTED> programmes. BBC iPlayer plans to extend the catch-up window on all programmes to at least 12 months, up from the current 30 days.**

Implications:

- This would allow you to watch <INSERT GENRES VIEWED FROM A7. PLEASE INSERT AN 'AND' BEFORE THE LAST GENRE IF MORE THAN ONE GENRE IS SELECTED> programmes on iPlayer at least one year after their first being broadcast or made available by the BBC
- This would allow you to pick up a series midway through its run on a BBC broadcast TV channel as earlier episodes in the series would still be available (rather than being removed after 30 days)

**If this happened, which of the following is most likely for you?**

1. This change would not change my viewing behaviour
2. I would watch the BBC iPlayer more, and other catch up services or TV channels the same amount
3. I would watch the BBC iPlayer more, and watch other catch up services or TV channels less, than I did before
4. Don't know (GO TO CQ6)

ASK ALL SAYING 1 AT CQ1  
SINGLE CODE

**CQ2A. You said that an extended viewing period of at least 12 months on iPlayer would not change your viewing behaviour. Why not?**

*Please select one response only*

1. I am satisfied with the current catch up window of 30 days (GO TO CQ6)
2. I am satisfied with the amount of shows that are available on the iPlayer (GO TO CQ6)
3. I don't use iPlayer to watch new programmes or series (GO TO CQ6)

ASK ALL SAYING 3 AT CQ1

**CQ2B. You said you would watch the iPlayer more and watch other services or channels less than before. Which services would you be likely to watch less as a result of the changes?**

**PLEASE SELECT ALL THAT APPLY.**

**RANDOMISE ORDER OF GROUPS**

**GROUP 1: CODES 1-4**

**GROUP 2: CODES 5-7**

**GROUP 3: CODES 8-9**

1. Watch less ITV Hub (GO TO CQ5)
2. Watch less All4 (GO TO CQ5)
3. Watch less My5 (GO TO CQ5)
4. Watch less UKTV Play (GO TO CQ5)
5. Watch less Netflix (GO TO CQ3)
6. Watch less Amazon Prime Video (GO TO CQ3)

7. Watch less Now TV (GO TO CQ3)
8. Watch less BBC broadcast TV channels (GO TO CQ4 IF CODE 1,3,6-9 AT A2A)
9. Watch less non-BBC broadcast TV channels (GO TO CQ4 IF CODE 1,3,6-9 AT A2A)
10. None of these
11. Don't know

**ASK ALL ANSWERING CODE 5,6,7 AT CQ2B. ASK FOR EACH SVOD WATCH LESS CQ3. As a result of watching it less, how likely would you be to cancel your <NETFLIX, PRIME VIDEO AS APPLICABLE> subscription?**

1. Very likely
2. Quite likely
3. Neither likely or unlikely
4. Quite unlikely
5. Very unlikely

**ASK ALL WITH PAY TV (IF CODE 1,3,6-9 AT A2A) ANSWERING CODE 8,9 AT CQ2B CQ4. As a result of watching TV channels less, how likely would you be to cancel your Pay TV subscription?**

1. Very likely
2. Quite likely
3. Neither likely or unlikely
4. Quite unlikely
5. Very unlikely

**ASK ALL ANSWERING CODE 2 AND 3 AT CQ1  
MULTI CODE**

**CQ5. You said that the change to an extended viewing period of at least 12 months on iPlayer would make you use the iPlayer more. How would this change the way you spend time on the iPlayer?**

***Please select all that apply***

1. Spend more time watching new BBC programmes
2. Spend more time browsing the iPlayer library
3. I'd be more likely to pick up a BBC programmes part way through a series (because old episodes would be available for longer)

**ASK ALL**

**CQ6. If the BBC iPlayer was to only extend the viewing period for its programmes to 6 months (rather than 12 months), which of the following is most likely for you?**

1. This change would not change my viewing behaviour
2. I would watch the BBC iPlayer more, and other catch up services or TV channels the same amount
3. I would watch the BBC iPlayer more, and watch other catch up services or TV channels less, than I did before
4. Don't know

## SECTION D: SCENARIO EXERCISE 2

SCRIPTER: QUESTION BELOW TO BE SHOWN ON NEW SCREEN TOGETHER  
SINGLE CHOICE

ASK ALL

**DQ1. You said earlier that you watch <INSERT GENRES VIEWED FROM A7. PLEASE INSERT AN 'AND' BEFORE THE LAST GENRE IF MORE THAN ONE GENRE IS SELECTED> programmes. The BBC is planning to include a wider range of existing programmes on its iPlayer service. This might include:**

- Complete series box sets for selected titles made up of new returning series and their previous series
- Old 'classic' shows and other programmes that currently aren't available on iPlayer

Implications:

- This would allow you to watch a greater range of <INSERT GENRES VIEWED FROM A7. PLEASE INSERT AN 'AND' BEFORE THE LAST GENRE IF MORE THAN ONE GENRE IS SELECTED> programmes from the BBC on iPlayer
- This might allow you to catch up on previous series ahead of a new series starting

If this happened, which of the following is most likely for you?

1. This change would not change my viewing behaviour
2. I would watch the BBC iPlayer more, and other catch up services or TV channels the same amount
3. I would watch the BBC iPlayer more, and watch other catch up services or TV channels less, than I did before
4. Don't know (GO TO SECTION E)

ASK ALL SAYING 1 AT DQ1  
SINGLE CODE

**DQ2A. You said that more programmes being available on iPlayer would not change your viewing behaviour. Why not?**  
*Please select one response only*

1. I am satisfied with the amount of programmes that are available on the iPlayer (GO TO SECTION E)
2. I don't use iPlayer to watch old programmes or series (GO TO SECTION E)

ASK ALL SAYING 3 AT DQ1

**DQ2B. You said you would watch the iPlayer more and watch other services or channels less than before. Which services would you be likely to watch less as a result of the changes?**

PLEASE SELECT ALL THAT APPLY.

RANDOMISE ORDER OF GROUPS

GROUP 1: CODES 1-4

GROUP 2: CODES 5-7

GROUP 3: CODES 8-9

1. Watch less ITV Hub (GO TO DQ5)
2. Watch less All4 (GO TO DQ5)
3. Watch less My5 (GO TO DQ5)

4. Watch less UKTV Play (GO TO DQ5)
5. Watch less Netflix (GO TO DQ3)
6. Watch less Amazon Prime Video (GO TO DQ3)
7. Watch less Now TV (GO TO DQ3)
8. Watch less BBC broadcast TV channels (GO TO DQ4 IF CODE CODE 1,3,6-9 AT A2A)
9. Watch less non-BBC broadcast TV channels (GO TO DQ4 IF CODE CODE 1,3,6-9 AT A2A)
10. None of these
11. Don't know

ASK ALL ANSWERING CODE 5,6,7 AT DQ2B. ASK FOR EACH SVOD WATCH LESS

**DQ3. As a result of watching it less, how likely would you be to cancel your <NETFLIX, PRIME VIDEO AS APPLICABLE> subscription?**

1. Very likely
2. Quite likely
3. Neither likely or unlikely
4. Quite unlikely
5. Very unlikely

ASK ALL WITH PAY TV (THOSE WHO SELECTED CODES 1,3,6-9 AT A2A) ANSWERING CODE 8,9 AT DQ2B

**DQ4. As a result of watching TV channels less, how likely would you be to cancel your Pay TV subscription?**

1. Very likely
2. Quite likely
3. Neither likely or unlikely
4. Quite unlikely
5. Very unlikely

ASK ALL ANSWERING CODE 2 AND 3 AT DQ1  
MULTICODE

**DQ5. You said that more programmes being available on iPlayer would make you use the iPlayer more. How would this change the way you spend time on the iPlayer?**

*Please select all that apply*

1. Spend more time watching BBC programmes and series that I've watched before
2. Spend more time browsing the iPlayer library
3. I would use BBC iPlayer to discover programmes and series I might have missed

## SECTION E: IMPRESSION OF BBC CHANGES

ASK ALL

SINGLE CODE

PULL THROUGH SELECTION AT A8A

**E1. Earlier you mentioned that, when deciding on what to watch, you turned to <insert choice from A8A> first. How likely is it that the changes that the BBC is proposing would make you change your first choice?**

- Very likely
- Quite likely
- Neither likely or unlikely
- Quite unlikely
- Very unlikely

ASK ALL WHO SELECTED 'VERY LIKELY' OR 'QUITE LIKELY' AT E1

**E2. Which TV service/TV channel would now be your first choice?**

<ADD LIST OF CHANNELS/SERVICES FROM A8A>

ASK ALL

**E3. The BBC will sometimes make previously-shown programmes and series available on BBC iPlayer. Sometimes these are packaged as 'box sets'.**

**When a series that you may not have seen before is shown on the BBC, how likely are you to look for previous seasons (or box sets) of the same series?**

1. Very likely
2. Quite likely
3. Neither likely or unlikely
4. Quite unlikely
5. Very unlikely

ASK ALL

**E4. Here is a list of changes the BBC is proposing to make to the BBC iPlayer.**

**On a scale of 1 to 10 where 1 means not at all appealing and 10 means extremely appealing, how appealing, if at all, are the changes the BBC iPlayer is proposing?**

NORMAL GRID

SINGLE CODE

RANDOMISE

1. Extending the availability of all programmes on the service to at least 12 months, up from current 30 days
2. Providing more complete series box sets for selected titles made up of new returning series and their previous series (e.g. Luther, Line of Duty, Fleabag)
3. Increasing the amount of older 'classic' programmes, including classic dramas and comedies, drawn from the BBC archive of programmes. These are programmes which are no longer being made (e.g. Two Pints of lager and a Packet of Crisps, War & Peace, Life, Africa, Bleak House).

ASK ALL

**E5. Assuming all the changes the BBC is proposing go ahead, on a scale of 1 – 10 where 1 is not at all well and 10 is extremely well, how well, if at all, would the BBC iPlayer perform on**

NORMAL GRID



SINGLE CODE  
RANDOMISE

Providing a wide range of programmes to choose from  
Providing a service that is value for money  
Providing programmes that are relevant to me  
Providing a service I am satisfied with  
Being a service I would recommend to others  
Making content available for a long period of time

## SECTION F: BEHAVIOURS RELATED TO TV VIEWING

ASK ALL  
SINGLE CODE

**F1. How often do you personally use the internet nowadays (e.g. social media, purchasing, communications, finances, watching video online etc) either at home or elsewhere? *Please select one response only***

- Every day
- Several times a week
- At least once a week
- At least once a month
- A few times a year
- Less than once a year
- Never
- Don't know

ASK ALL  
SINGLE CODE

**F2. Which of these fixed broadband services does your household have? *Please select one response only***

- Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second
- Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30MB/second or higher
- Ultrafast broadband – the download speed is 100MB/second or higher
- Don't know

ASK ALL  
SINGLE CODE

**F3. On a day when you do watch television, for how many hours do you view, on average? *Please select one response only***

- 1: Less than 1 hour
- 2: 1 hour
- 3: 2 hours
- 4: 3 hours
- 5: 4 hours
- 6: 5 hours
- 7: 6 hours
- 8: 7 hours
- 9: 8 hours
- 10: 9 hours or more
- 99: Don't know