

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 (amongst other things). This study is being carried out in behalf of 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.

The survey will take approximately 20 minutes to complete.

Please note that you may be screened out if you speed, attempt to skip through questions, 'straight-line' or if our software detects a pattern of behaviour that suggests you have failed to consider questions appropriately. We may place dummy questions within surveys, which are designed to test your engagement.

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

Under General Data Protection Regulation (GDPR), we need your permission to use the survey results on certain topics.

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.

ASK ALL TAKING PANEL SURVEY, SINGLE RESPONSE

Q1. This survey requires respondents to give their full postcode. Are you happy to provide this?

This information will only be used for statistical purposes to analyse the results by specific areas, such as Local Authority, Constituency and Government areas. Asking for your postcode saves you time and helps us to report more accurate information. All answers will be treated entirely anonymously and postcode information will not be used for any other purpose.

Yes	1
No	2

SCREENOUT IF **ProvidePostcode =2**

ASK ALL TAKING PANEL SURVEY, OPEN RESPONSE

Q2. Could you please provide your full UK postcode? Please ensure to include a space where applicable e.g. AB1 2CD.

OPEN TEXT BOX _____

ALLOCATE REGION BASED ON POSTCODE (PANEL) / POPULATE VARIABLE BASED ON DATABASE VARIABLE (PUSH-TO)

East Midlands	1
East of England	2
London	3
North East England	4
North West England	5
South East England	6
South West England	7
West Midlands	8
Yorkshire and the Humber	9
Scotland [USED FOR TEXT SUBSTITUTION AND ROUTING IN SUBSEQUENT QUESTIONS]	10
Wales [USED FOR TEXT SUBSTITUTION AND ROUTING IN SUBSEQUENT QUESTIONS]	11
Northern Ireland [USED FOR TEXT SUBSTITUTION AND ROUTING IN SUBSEQUENT QUESTIONS]	12

ASK ALL, SINGLE RESPONSE

Q3. And now, a few questions about you. Which of the following describes how you think of yourself?

Please select one option.

Male	1
Female	2
Non-binary	3
Prefer to use my own term (please specify)	4
Prefer not to say	5

ASK ALL, SINGLE RESPONSE

Q4. Is the gender you identify the same as that you were assigned at birth?

Please select one option.

Yes	1
No	2
Prefer not to say	3

ASK ALL, SINGLE RESPONSE

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

Please select one option.

Heterosexual or straight	1
Gay or lesbian	2
Bisexual	3
Prefer to use another term (please specify)	4
Prefer not to say	5

ASK ALL, NUMERIC RESPONSE

Q6. How old are you?

Please enter your age in years.

OPEN NUMERIC BOX _____

AGE TO BE BANDED AS:

Under 16 (Close)	x
16-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65-74 years	6
75 years or over	7

ASK ALL, SINGLE RESPONSE

Q7. 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.

		Social Grade
High managerial, administrative or professional - e.g. doctor, lawyer, company director (50+ people), judge, surgeon, school headmaster etc.	1	A
Intermediate managerial, administrative or professional - e.g. school teacher, office manager, junior doctor, bank manager, police inspector, accountant etc.	2	B
Supervisor, clerical, junior managerial, administrative or professional - e.g. policeman, nurse, secretary, clerk, self-employed (5+ people) etc.	3	C1
Skilled manual worker - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.	4	C2
Semi-skilled or unskilled manual worker - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.	5	D
Housewife/househusband	6	E
Unemployed	7	E
Student	8	C1
Retired and on state pension ONLY (If retired but not only on state pension, please indicate the occupation just before retirement)	9	E
Don't know	10	X

ASK ALL, SINGLE RESPONSE

Q8. 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.

I have no formal qualifications (and I am not still studying)	1
Entry level qualification such as ESOL, ELC or Skills for Life	2
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	3
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	4
Level 1-2 vocational qualification or intermediate apprenticeship	5
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	6
Level 3 vocational qualification or advanced apprenticeship	7
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	8
Level 4-5 vocational qualification or higher apprenticeship	9

University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	10
Level 6 vocational qualification or degree apprenticeship	11
University higher degree (e.g. Masters, PhD or equivalent)	12
Still studying/ still at school	13
Prefer not to say	14
Don't know	15

ASK ALL, SINGLE RESPONSE

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

Please select one option.

White	
English/ Welsh/ Scottish/ Northern Irish/ British	1
Irish	2
Gypsy, Traveller or Irish Traveller	3
Any other white background	4
Mixed/ Multiple Ethnic Groups	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other mixed/ multiple ethnic background	8
Asian & Asian British	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
Black & Black British	
Caribbean	14
African	15
Any other black/ African/ Caribbean background	16
Other Ethnic Group	
Arab	17
Any other ethnic background	18
Prefer not to say	19

ASK ALL, NUMERIC RESPONSE, CAP AT 20

Q10. What is the total number of people in the household (including yourself and any children)?

Type in

OPEN TEXT BOX _____

ASK IF HOUSEHOLD SIZE = 2+, MULTI RESPONSE, NUMBER OF OPTIONS TICKED CAN BE NO GREATER THAN HOUSEHOLD SIZE MINUS 1

Q11. Do any children aged under 16 live in your household?

Please select all that apply.

Yes, aged 0-2	1
Yes, aged 3-4	2
Yes, aged 5-11	3
Yes, aged 12-15	4
No children aged under 16 (SINGLE CODE)	5
Don't know (SINGLE CODE)	6
Prefer not to say (SINGLE CODE)	7

ASK IF ANY UNDER 16s AT HOME AT Q11 (1-4), SINGLE RESPONSE

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

Please select one option.

Yes	1
No	2
Prefer not to say	3

ASK ALL, SINGLE RESPONSE

Q13. What is your religion, if any?

Please select one option.

No religion	1
Catholic	2
Church of England/ Scotland/ Ireland	3
Other Christian	4
Buddhist	5
Hindu	6
Jewish	7
Muslim	8
Sikh	9
Any other religion – Please say (WRITE IN)	10
Prefer not to say	11

ASK ALL, SINGLE RESPONSE

Q14. 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.

Yes - have access to use at home	1
Yes - have access but don't use at home	2
No do not have access at home	3
Don't know	4

ASK IF INTERNET ACCESS AT Q14 (1-2), NUMERIC RESPONSE, CAP AT 100

Q15. 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 or use an app, 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 OPEN NUMERIC BOX _____

Don't know

ASK IF DON'T KNOW AT Q15, SINGLE RESPONSE

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

Please select one option.

None	1
Up to 2 hours	2
3 to 5 hours	3
6 to 8 hours	4
9 to 11 hours	5
12 to 15 hours	6
16 to 22 hours	7
Over 22 hours	8
Don't know/ unsure	9

Consumption

INTRO, SHOW ALL

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

ASK ALL, SINGLE RESPONSE, RANDOMISE

Q17. 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.

Freeview or Freeview Play (free TV via an aerial or set top box)	1
Virgin Media (cable TV subscription)	2
Sky (satellite TV with a monthly subscription)	3
Freesat (satellite TV with no subscription)	4
BT TV	5
TalkTalk TV	6
EE TV	7
YouView	8
NOW TV	9
Amazon Fire TV (plug in stick, plug in box or cube)	10
Google Chromecast	11
Roku	12
Apps for broadcaster catch-up services like BBC iPlayer, ITV Hub, All4 and My5	13
Other (WRITE IN)	14
No-one watches broadcast TV channels in the household (SINGLE CODE)	15
Don't know (SINGLE CODE)	16

ASK ALL, SINGLE RESPONSE PER ROW, DO NOT SHOW LOGOS, RANDOMISE

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

Please include watching on any device.

ROWS	
1	BBC One
2	BBC Two
3	ITV/ 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 UKTV channel (e.g. Dave, Really, Yesterday, Drama)
14	Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
15	S4C (Welsh) [RESPONDENTS IN WALES ONLY]
16	BBC News channel
17	BBC Parliament
18	BBC Alba (Scottish Gaelic) [RESPONDENTS IN SCOTLAND ONLY]
19	BBC Scotland TV channel (on air between 7pm and midnight) [RESPONDENTS IN SCOTLAND ONLY]

Please select one option per row.

At least daily	1
At least weekly	2
At least monthly	3
At least once every 3 months	4
At least once every 6 months	5
Only around once in the last 12 months	6
Haven't watched in the last 12 months but have watched previously	7
I have never watched this channel	8
Don't know / can't remember	9

ASK IF Q12 = 1, MULTI RESPONSE, DO NOT SHOW LOGOS

Q19. On which of these channels have your children watched programmes in the past 6 months?

Please select all that apply.

CBBC	1
CBeebies	2
CITV	3
Channel 4	4
Channel 5	5

BBC Alba (Scottish Gaelic) [RESPONDENTS IN SCOTLAND ONLY]	6
S4C [RESPONDENTS IN WALES ONLY]	7
Other (e.g. Nickelodeon, Nick Jr., Cartoon Network, Pop)	8
I don't think they watch any programmes aimed specifically at children (SINGLE CODE)	9
I am not sure what channels my children watch (SINGLE CODE)	10
My children do not watch children's programming (SINGLE CODE)	11

ASK ALL, SINGLE RESPONSE PER ROW, DO NOT SHOW LOGOS

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

ROWS	
1	BBC iPlayer
2	ITV Hub or ITV Hub+
3	STV Player or STV Player VIP [RESPONDENTS IN SCOTLAND ONLY]
4	S4C Clic (Welsh language) [RESPONDENTS IN WALES ONLY]
5	All4 or All 4+
6	My5
7	Sky On Demand or Sky Go
8	UKTV Play
9	Dplay/ Discovery+
10	Virgin TV Catch-up or Virgin Media Anywhere
11	Netflix
12	Amazon Prime Video
13	NOW TV
14	Disney+
15	Apple TV+
16	BritBox
17	Hayu
18	YouTube

Please select one option per row.

At least daily	1
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At least weekly	2
At least monthly	3
At least once every 3 months	4
At least once every 6 months	5
Only around once in the last 12 months	6
Haven't watched in the last 12 months but have watched previously	7
I have never watched or used this service	8
Don't know / can't remember	9

ASK IF Q20 YOUTUBE (18) = 1-5 (AT LEAST ONCE IN LAST 6 MONTHS), MULTI RESPONSE, DO NOT SHOW LOGOS

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

Please select all that apply.

A BBC YouTube channel (e.g. BBC, BBC News)	1
An ITV YouTube channel (e.g. ITV, ITVBe, ITV2, ITV News)	2
A Channel 4 YouTube channel (e.g. Channel 4, Channel 4 News, All 4, E4, Film4)	3
A Channel 5 YouTube channel (e.g. Channel 5, 5 News)	4
An STV YouTube channel (e.g. STV, STV News) [RESPONDENTS IN SCOTLAND ONLY]	5
A S4C YouTube channel (e.g. S4C, Hansh, S4C Dysgu Cymraeg) [RESPONDENTS IN WALES ONLY]	6
Don't know / can't remember	7
None of these (SINGLE CODE)	8

PSB Channels

INTRO, SHOW ALL

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

ASK ALL, SINGLE RESPONSE PER ROW, SHOW LOGOS

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

Row Set A [To be shown first], RANDOMISE WITHIN SET

BBC [INCLUDE LOGO]	1
ITV [ENGLAND & WALES] / STV [SCOTLAND] / UTV [NORTHERN IRELAND] [INCLUDE LOGO]	2
Channel 4 [INCLUDE LOGO]	3
Channel 5 [INCLUDE LOGO]	4
S4C (Welsh) [INCLUDE LOGO]	5

Row Set B [To be shown second], RANDOMISE WITHIN SET

1	BBC iPlayer [INCLUDE LOGO]
2	ITV Hub or ITV Hub+ [INCLUDE LOGO]
3	STV Player or STV VIP [SCOTLAND] [INCLUDE LOGO]
4	S4C Clic (Welsh language) [WALES] [INCLUDE LOGO]
5	All4 or All4+ [INCLUDE LOGO]
6	My5 [INCLUDE LOGO]

Row Set C [To be shown second], RANDOMISE WITHIN SET

1	Sky On Demand or Sky Go [INCLUDE LOGO]
2	Netflix [INCLUDE LOGO]
3	Amazon Prime Video [INCLUDE LOGO]
4	NOW TV [INCLUDE LOGO]
5	Disney+ [INCLUDE LOGO]
6	BritBox [INCLUDE LOGO]
7	YouTube [INCLUDE LOGO]

Please select one option per row.

1 – Extremely unfavourable	1
2	2
3	3
4	4
5	5
6	6
7	7

8	8
9	9
10 – Extremely favourable	10
Don't know	11

ASK EACH CHANNEL IF WATCHED IN PAST 6 (1-5) MONTHS AT Q18, SINGLE RESPONSE PER ROW, RANDOMISE ROWS

Q23. 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?

BBC One [Q18_1 = 1-5]	1
BBC Two [Q18_2 = 1-5]	2
BBC Three [Q18_6 = 1-5]	3
BBC Four [Q18_7 = 1-5]	4
BBC News channel [Q18_16 = 1-5]	5
BBC Alba (Scottish Gaelic) [Q18_18 = 1-5] [RESPONDENTS IN SCOTLAND ONLY]	6
BBC Scotland TV channel (on air between 7 and 10pm) [Q18_19 = 1-5]	7
ITV [ENGLAND & WALES] / STV [SCOTLAND] / UTV [NORTHERN IRELAND] [Q18_3 = 1-5]	8
S4C (Welsh) [Q18_15 = 1-5] [RESPONDENTS IN WALES ONLY]	9
Channel 4 [Q18_4 = 1-5]	10
Channel 5 [Q18_5 = 1-5]	11

Please select one option per row.

Very satisfied	1
Quite satisfied	2
Neither satisfied nor dissatisfied	3
Quite dissatisfied	4
Very dissatisfied	5
Don't know	6

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

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 UKTV channel (e.g. Dave, Really, Yesterday, Drama)
14	Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
15	S4C (Welsh) [RESPONDENTS IN WALES ONLY]
16	BBC News channel
17	BBC Parliament
18	BBC Alba (Scottish Gaelic) [RESPONDENTS IN SCOTLAND ONLY]
19	BBC Scotland TV channel (on air between 7pm and midnight) [RESPONDENTS IN SCOTLAND ONLY]

ASK ALL THAT HAVE WATCHED AT LEAST ONE PSB CHANNEL AT Q18 AT LEAST ONCE IN LAST 6 MONTHS (1-5), USE DEFINITION ABOVE TO DEFINE PSB, SINGLE RESPONSE PER ROW

Q24. 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

Area	Concept	Wording	
Diversity	See your area on screen/TV reflecting life back at you. (it shows different parts of the UK, including England, Northern Ireland, Scotland and Wales)	Programmes that feature [IF ENGLAND = my region] [IF SCOTLAND = Scotland] [IF WALES = Wales] [IF NORTHERN IRELAND = Northern Ireland]	1

	See your area on screen/TV reflecting life back at you	Programmes that feature people like me	2
	On-screen diversity	Programmes which feature people from different backgrounds	3
News	Good quality news programming that audiences perceive as accurate and that they can trust	Trusted and accurate UK news	4
	Facilitate a good understanding of world issues	Programmes that help me to understand what is going on in the world today	5
	Only for BBC One and ITV- but about local news	Regional programmes that keep me informed about my area	6
Quality/Range	A wide range of genres	A wide range of different types of programmes, such as drama, comedy, entertainment or sport	7
	Provision of niche genres/high public value/low commercial value	Programmes about science, arts, culture and religion	8
	Challenge opinions/offers alternative viewpoints	Programmes that help me see things from a different angle/perspective	9
	Distinctiveness/innovation	Programmes that are different in their approach to other providers	10
Audience	Britishness and UK relatability	Programmes made for UK audiences	11
	Relatability	Programmes that are relevant to me	12
	Universality of programming	Appeals to a wide range of different audiences	13
Shared viewing	Brings people together for shared experiences/a collective viewing experience (micro) Tends to mean scheduled (appointment to view) linear TV experiences e.g. Line of Duty/Gavin and Stacey. Creates talking points/water cooler moments about UK/British TV	Programmes that I can watch and talk about with people I know	14
	Brings audiences together for shared experiences/a collective viewing experience (macro) Tends to mean live events e.g. Royal Wedding, Wimbledon.	Broadcast events that bring the nation together for a shared viewing experience	15

Rows

BBC TV channels [Q18 = 1 OR 2 OR 6 OR 7 OR 16 OR 17 OR 18 OR 19 = 1-5]	1
ITV [ENGLAND & WALES] / STV and ITV TV channels [SCOTLAND] / UTV and ITV TV channels [NORTHERN IRELAND] TV channels [Q18 = 3 OR 8 OR 10 = 1-5]	2

Channel 4 TV channels [Q18 = 4 OR 9 OR 11 = 1-5]	3
Channel 5 TV channels [Q18 = 5 OR 12 = 1-5]	4
S4C (Welsh) [RESPONDENTS IN WALES ONLY] [Q18 = 15 = 1-5]	5
BBC Alba (Scottish Gaelic) [RESPONDENTS IN SCOTLAND ONLY] [Q18 = 18 = 1-5]	6

Please select one option per row.

1 – Extremely badly	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 – Extremely well	10
Don't know	11

ASK FOR EACH CHANNEL IN LIST BELOW NOT WATCHED IN LAST 6 MONTHS AT Q18, OPEN RESPONSE, REPEAT FOR EACH CHANNEL BEOW, RANDOMISE CHANNEL ORDER

1	BBC One
2	BBC Two
3	The main (ITV/ STV [Scotland]/ UTV [Northern Ireland]) channel
4	Channel 4
5	Channel 5
6	S4C [RESPONDENTS IN WALES ONLY]

Q25. Earlier you mentioned that you have not watched [PIPE CHANNEL AT Q18] in the last 6 months.

Why is this?

OPEN TEXT BOX _____

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

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 UKTV channel (e.g. Dave, Really, Yesterday, Drama)
14	Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
15	S4C (Welsh) [RESPONDENTS IN WALES ONLY]
16	BBC News channel
17	BBC Parliament
18	BBC Alba (Scottish Gaelic) [RESPONDENTS IN SCOTLAND ONLY]
19	BBC Scotland TV channel (on air between 7pm and midnight) [RESPONDENTS IN SCOTLAND ONLY]

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, [IF WALES: and S4C in Wales] 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.

ASK ALL THAT HAVE WATCHED AT LEAST ONE PSB CHANNEL AT Q18 AT LEAST ONCE IN LAST 6 MONTHS (1-5) OR WATCH ANY OF IPLAYER, ITV HUB STV PLAYER, ALL4, MY5, AND S4C AT Q20 AT LEAST ONCE IN LAST 6 MONTHS (1-5), USE DEFINITION ABOVE TO DEFINE PSB, SINGLE RESPONSE PER ROW

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

1. BBC TV channels
2. ITV [**ENGLAND & 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 (Welsh) [**RESPONDENTS IN WALES ONLY**]

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

Area	Concept	Wording	
Diversity	See your area on screen/TV reflecting life back at you. (it shows different parts of the UK, including England, Northern Ireland, Scotland and Wales)	Programmes that feature [IF ENGLAND = my region] [IF SCOTLAND = Scotland] [IF WALES = Wales] [IF NORTHERN IRELAND = Northern Ireland]	1
	See your area on screen/TV reflecting life back at you	Programmes that feature people like me	2
	On-screen diversity	Programmes which feature people from different backgrounds	3
News	Good quality news programming that audiences perceive as accurate and that they can trust	Trusted and accurate UK news	4
	Facilitate a good understanding of world issues	Programmes that help me to understand what is going on in the world today	5
	Only for BBC One and ITV- but about local news	Regional programmes that keep me informed about my area	6
Quality/Range	A wide range of genres	A wide range of different types of programmes, such as drama, comedy, entertainment or sport	7
	Provision of niche genres/high public value/low commercial value	Programmes about science, arts, culture and religion	8
	Challenge opinions/offers alternative viewpoints	Programmes that help me see things from a different angle/perspective	9
	Distinctiveness/innovation	Programmes that are different in their approach to other providers	10

Audience	Britishness and UK relatability	Programmes made for UK audiences	11
	Relatability	Programmes that are relevant to me	12
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	Brings audiences together for shared experiences/a collective viewing experience (macro) Tends to mean live events e.g. Royal Wedding, Wimbledon.	Broadcast events that bring the nation together for a shared viewing experience	15

**DO NOT ASK FOR PHONE SURVEY
ASK ALL, SINGLE RESPONSE**

Q27. We now want you to think what you feel is most important for ‘public service broadcasters’ - - in other words, the BBC, [ITV / STV in Scotland/ UTV in Northern Ireland], Channel 4, Channel 5, [IF WALES: and S4C in Wales] - to deliver for society overall, so everyone in the UK.

By society, this could include: • people of all age groups • all the rural and urban areas in each nation and region • the full range of ethnicities, religions and backgrounds.

To help us understand this, you will shortly be shown 15 short questions, each showing you a set of 5 possible options. **The questions may look quite similar but it shouldn't take long to complete!**

For each set of 5, please select the one you feel is **most important** to society overall, and which would be the **least important?**

Remember for each set of 5 you see, choose the ONE that you think is most important to society and the ONE that you think is the least important to society.

RESPONDENT SHOWN 16 SETS OF 5 ATTRIBUTES AT RANDOM. FOR EACH SET ASKED TO IDENTIFY THE MOST IMPORTANT AND LEAST IMPORTANT OF THE 5 ATTRIBUTES.

Area	Concept	Wording	
Diversity	See your area on screen/TV reflecting life back at you. (it shows different parts of the UK, including England, Northern Ireland, Scotland and Wales)	Programmes that feature [IF ENGLAND = my region] [IF SCOTLAND = Scotland] [IF WALES = Wales] [IF NORTHERN IRELAND = Northern Ireland]	1
	See your area on screen/TV reflecting life back at you	Programmes that feature people like me	2

	On-screen diversity	Programmes which feature people from different backgrounds	3
News	Good quality news programming that audiences perceive as accurate and that they can trust	Trusted and accurate UK news	4
	Facilitate a good understanding of world issues	Programmes that help me to understand what is going on in the world today	5
	Only for BBC One and ITV- but about local news	Regional programmes that keep me informed about my area	6
Quality/Range	A wide range of genres	A wide range of different types of programmes, such as drama, comedy, entertainment or sport	7
	Provision of niche genres/high public value/low commercial value	Programmes about science, arts, culture and religion	8
	Challenge opinions/offers alternative viewpoints	Programmes that help me see things from a different angle/perspective	9
	Distinctiveness/innovation	Programmes that are different in their approach to other providers	10
Audience	Britishness and UK relatability	Programmes made for UK audiences	11
	Relatability	Programmes that are relevant to me	12
	Universality of programming	Appeals to a wide range of different audiences	13
Shared viewing	Brings people together for shared experiences/a collective viewing experience (micro) Tends to mean scheduled (appointment to view) linear TV experiences e.g. Line of Duty/Gavin and Stacey. Creates talking points/water cooler moments about UK/British TV	Programmes that I can watch and talk about with people I know	14
	Brings audiences together for shared experiences/a collective viewing experience (macro) Tends to mean live events e.g. Royal Wedding, Wimbledon.	Broadcast events that bring the nation together for a shared viewing experience	15

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

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 UKTV channel (e.g. Dave, Really, Yesterday, Drama)
14	Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
15	S4C (Welsh) [RESPONDENTS IN WALES ONLY]
16	BBC News channel
17	BBC Parliament
18	BBC Alba (Scottish Gaelic) [RESPONDENTS IN SCOTLAND ONLY]
19	BBC Scotland TV channel (on air between 7pm and midnight) [RESPONDENTS IN SCOTLAND ONLY]

ASK ALL THAT HAVE WATCHED AT LEAST ONE PSB CHANNEL AT Q18 AT LEAST ONCE IN LAST 6 MONTHS (1-5) OR WATCH ANY OF IPLAYER, ITV HUB STV PLAYER, ALL4, MY5, AND S4C AT Q20 AT LEAST ONCE IN LAST 6 MONTHS (1-5), USE DEFINITION ABOVE TO DEFINE PSB, SINGLE RESPONSE PER ROW

Q28. And now, if you think about ALL the public service broadcaster channels combined - in other words, the BBC, [ITV / STV in Scotland/ UTV in Northern Ireland], Channel 4, Channel 5, [IF WALES: and S4C in Wales] - how satisfied are you that combined they provide the different elements asked about in the previous question?

Very satisfied	1
Quite satisfied	2
Neither satisfied nor dissatisfied	3
Quite dissatisfied	4
Very dissatisfied	5
Don't know	6

ASK IF Q11 = 1-3 AND Q12 = 1, SINGLE RESPONSE PER ROW

Q29. Now thinking about the channels that your child/children watch.

Thinking about each TV channel 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]

STATEMENT LIST

High-quality programmes for children	1
A wide range of UK-made content for children	2

Rows, RANDOMISE, SHOW IF WATCHED IN PAST 6 MONTHS AT **Q19**.

CBBC	1
CBeebies	2
Channel 5	3
CITV	4
BBC Alba [RESPONDENTS IN SCOTLAND ONLY]	5
S4C [RESPONDENTS IN WALES ONLY]	6

Please select one option per row.

1 – Extremely badly	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 - Extremely well	10
Don't know	11

ASK IF Q11 = 4 AND Q12 = 1 AND Q19 = 4, SINGLE RESPONSE PER ROW

Q30. Now thinking about programmes on Channel 4 aimed at older children.

On a scale of 1 to 10, where 1 means extremely badly and 10 means extremely well, how well or badly does Channel 4 provide...?

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

Rows

High-quality programmes for older children	1
A wide range of UK-made content for older children	2

Please select one option per row.

1 – Extremely badly	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 - Extremely well	10
Don't know	11

ASK IF Q19 = 1 OR 2 OR 5 OR 6 OR 7, SINGLE RESPONSE

Q31. And how important, if at all, do you think it is that **CBBC, Channel 5, [IF SCOTLAND: BBC ALBA], [IF WALES: S4C], and CBeebies**, combined 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.

1- Not at all important	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8

9	9
10 - Extremely important	10
Don't know	11

ASK IF Q19 = 4, SINGLE RESPONSE

Q32. And how important, if at all, do you think it is that **Channel 4** provides a **wide range of high quality and UK-made programmes for older children?**

1- Not at all important	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 - Extremely important	10
Don't know	11

BVoD & SVoD Services

BVoD DEFINITION FOR SCRIPTER ONLY: BVoD = GREEN SHADING. SVoD = RED SHADING

1	BBC iPlayer
2	ITV Hub or ITV Hub+
3	STV Player or STV Player VIP
4	S4C Clic (Welsh language)
5	All4 or All 4+
6	My5
7	Sky On Demand or Sky Go
8	UKTV Play
9	Dplay/ Discovery+

10	Virgin TV Catch-up or Virgin Media Anywhere
11	Netflix
12	Amazon Prime Video
13	NOW TV
14	Disney+
15	Apple TV+
16	BritBox
17	Hayu
18	YouTube

INTRO, SHOW ALL

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

ASK IF WATCHED AT LEAST ONE BVoD SERVICE AT Q20 AT LEAST ONCE IN THE LAST 6 MONTHS (1-5), USE LIST ABOVE TO DEFINE BVoD, MULTI RESPONSE

Q33. Earlier you mentioned that you used [PIPE IN LIST FORMAT THOSE BVoDs AND SVoD's WATCHED AT LEAST ONCE IN LAST 6 MONTHS (1-5) AT Q20] at least once in the 6 months.

Why do you use these services? [MULTICODE]

It doesn't require a subscription	1
To watch live TV	2
No adverts/fewer adverts/can skip the adverts	3
I can watch what I want, when I want to	4
To watch specific programmes or boxsets	5
To watch a wide range of programmes	6
To access older or archive programmes	7
To download programmes for when I am out and about	8
So I can watch on my laptop/tablet/mobile	9
To catch up on programmes that I have missed on TV	10
To browse for programmes	11
Other (please specify)	12
Don't know	13

BVoD DEFINITION FOR SCRIPTER ONLY: BVoD = GREEN SHADING. SVoD = RED SHADING

1	BBC iPlayer
2	ITV Hub or ITV Hub+

3	STV Player or STV Player VIP
4	S4C Clic (Welsh language)
5	All4 or All 4+
6	My5
7	Sky On Demand or Sky Go
8	UKTV Play
9	Dplay/ Discovery+
10	Virgin TV Catch-up or Virgin Media Anywhere
11	Netflix
12	Amazon Prime Video
13	NOW TV
14	Disney+
15	Apple TV+
16	BritBox
17	Hayu
18	YouTube

ASK IF NOT WATCHED AT LEAST ONE BVoD SERVICE AT Q20 AT LEAST ONCE IN THE LAST 6 MONTHS (1-5), USE DEFINITION ABOVE TO DEFINE BVoD, OPEN RESPONSE

Q34. Earlier you mentioned that you haven't used [PIPE IN LIST FORMAT THOSE BVoDs NOT WATCHED Q20 AT LEAST ONCE IN THE LAST 6 MONTHS (1-5)] in the last 6 months or more.

Why don't you use these services?

OPEN TEXT BOX _____

ASK IF WATCHED AT LEAST ONE BVoD SERVICE AT Q20 AT LEAST ONCE IN THE LAST 6 MONTHS (1-5), USE DEFINITION ABOVE TO DEFINE BVoD

Q35. We are going to ask you questions about some TV catch-up, on-demand or streaming services you have used in the last three 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]

Area	Concept	Wording	
------	---------	---------	--

Diversity	See your area on screen/TV reflecting life back at you. (it shows different parts of the UK, including England, Northern Ireland, Scotland and Wales)	Programmes that feature [IF ENGLAND = my region] [IF SCOTLAND = Scotland] [IF WALES = Wales] [IF NORTHERN IRELAND = Northern Ireland]	1
	See your area on screen/TV reflecting life back at you	Programmes that feature people like me	2
	On-screen diversity	Programmes which feature people from different backgrounds	3
	Facilitate a good understanding of world issues	Programmes that help me to understand what is going on in the world today	4
Quality/Range	A wide range of genres	A wide range of different types of programmes, such as drama, comedy, entertainment or sport	5
	Provision of niche genres/high public value/low commercial value	Programmes about science, arts, culture and religion	6
	Challenge opinions/offers alternative viewpoints	Programmes that help me see things from a different angle/perspective	7
	Distinctiveness/innovation	Programmes that are different in their approach to other providers	8
Accessibility	Easy to access/universality	Easy to find something I want to watch	9
	Easy to access/universality	Provides services that are easy to find my way around	10
Audience	Britishness and UK relatability	Programmes made for UK audiences	11
	Relatability	Programmes that are relevant to me	12
	Universality of programming	Appeals to a wide range of different audiences	13
Shared viewing	Brings people together for shared experiences/a collective viewing experience (micro) Tends to mean scheduled (appointment to view) linear TV experiences e.g. Line of Duty/Gavin and Stacey. Creates talking points/water cooler moments about UK/British TV	Programmes that I can watch and talk about with people I know	14
	Brings audiences together for shared experiences/a collective viewing experience (macro) Tends to mean live events e.g. Royal Wedding, Wimbledon.	Broadcast events that bring the nation together for a shared viewing experience	15

Row options 1	BBC iPlayer [SHOW IF Q20_1 = 1-5]
2	ITV Hub or ITV Hub+ [SHOW IF Q20_2 = 1-5]
3	STV Player or STV Player VIP [SHOW IF Q20_3 = 1-5] [RESPONDENTS IN SCOTLAND ONLY]
4	S4C Clic (Welsh language) [SHOW IF Q20_4 = 1-5] [RESPONDENTS IN WALES ONLY]
5	All4 or All4+ [SHOW IF Q20_5 = 1-5]
6	My5 [SHOW IF Q20_6 = 1-5]

Please select one option per row.

1 – Extremely badly	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 - Extremely well	10
Don't know	11

BVoD DEFINITION FOR SCRIPTER ONLY: BVoD = GREEN SHADING. SVoD = RED SHADING

1	BBC iPlayer
2	ITV Hub or ITV Hub+
3	STV Player or STV Player VIP
4	S4C Clic (Welsh language)
5	All4 or All 4+
6	My5
7	Sky On Demand or Sky Go
8	UKTV Play

9	Dplay/ Discovery+
10	Virgin TV Catch-up or Virgin Media Anywhere
11	Netflix
12	Amazon Prime Video
13	NOW TV
14	Disney+
15	Apple TV+
16	BritBox
17	Hayu
18	YouTube

ASK IF WATCHED NETFLIX OR AMAZON PRIME VIDEO OR NOW TV OR DISNEY+ OR YOUTUBE OR BRITBOX AT Q20 AT LEAST ONCE IN THE LAST 6 MONTHS (1-5), USE LIST ABOVE TO DEFINE SVoD, OPEN RESPONSE

Q36. Earlier you mentioned that you used [PIPE IN LIST FORMAT THOSE SVoDs WATCHED AT Q20 AT LEAST ONCE IN THE LAST 6 MONTHS (1-5), ONLY LIST NETFLIX OR AMAZON PRIME VIDEO OR NOW TV OR DISNEY+ OR YOUTUBE OR BRITBOX] at least once in the last 6 months.

Why do you use these services?

OPEN TEXT BOX _____

ASK IF NOT WATCHED AT LEAST ONE SVoD SERVICE AT Q20 AT LEAST ONCE IN THE LAST 6 MONTHS (1-5), USE DEFINITION ABOVE TO DEFINE SVoD. OPEN RESPONSE

Q37. Earlier you mentioned that you haven't used [PIPE IN LIST FORMAT THOSE SVoDs NOT WATCHED AT Q20 AT LEAST ONCE IN THE LAST 6 MONTHS (1-5)] in the last 6 months or more.

Why don't you use these services?

OPEN TEXT BOX _____

ASK ALL, SINGLE RESPONSE

Q38. Thinking about some subscription-based on-demand or streaming services you have used in the last three 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]

Area	Concept	Wording	
------	---------	---------	--

Diversity	See your area on screen/TV reflecting life back at you. (it shows different parts of the UK, including England, Northern Ireland, Scotland and Wales)	Programmes that feature [IF ENGLAND = my region] [IF SCOTLAND = Scotland] [IF WALES = Wales] [IF NORTHERN IRELAND = Northern Ireland]	1
	See your area on screen/TV reflecting life back at you	Programmes that feature people like me	2
	On-screen diversity	Programmes which feature people from different backgrounds	3
	Facilitate a good understanding of world issues	Programmes that help me to understand what is going on in the world today	4
Quality/Range	A wide range of genres	A wide range of different types of programmes, such as drama, comedy, entertainment or sport	5
	Provision of niche genres/high public value/low commercial value	Programmes about science, arts, culture and religion	6
	Challenge opinions/offers alternative viewpoints	Programmes that help me see things from a different angle/perspective	7
	Distinctiveness/innovation	Programmes that are different in their approach to other providers	8
Accessibility	Easy to access/universality	Easy to find something I want to watch	9
	Easy to access/universality	Provides services that are easy to find my way around	10
Audience	Britishness and UK relatability	Programmes made for UK audiences	11
	Relatability	Programmes that are relevant to me	12
	Universality of programming	Appeals to a wide range of different audiences	13
Shared viewing	Brings people together for shared experiences/a collective viewing experience (micro) Tends to mean scheduled (appointment to view) linear TV experiences e.g. Line of Duty/Gavin and Stacey. Creates talking points/water cooler moments about UK/British TV	Programmes that I can watch and talk about with people I know	14
	Brings audiences together for shared experiences/a collective viewing experience (macro) Tends to mean live events e.g. Royal Wedding, Wimbledon.	Broadcast events that bring the nation together for a shared viewing experience	15

Row options

1	Sky On Demand or Sky Go [SHOW IF Q20_7 = 1-5]
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2	Netflix [SHOW IF Q20_11 = 1-5]
3	Amazon Prime Video [SHOW IF Q20_12 = 1-5]
4	NOW TV [SHOW IF Q20_13 = 1-5]
5	Disney+ [SHOW IF Q20_14 = 1-5]
6	BritBox [SHOW IF Q20_16 = 1-5]
7	YouTube [SHOW IF Q20_8 = 1-5]

Please select one option per row.

1 – Extremely badly	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 - Extremely well	10
Don't know	11

BVoD DEFINITION FOR SCRIPTER ONLY: BVoD = GREEN SHADING. SVoD = RED SHADING

1	BBC iPlayer
2	ITV Hub or ITV Hub+
3	STV Player or STV Player VIP
4	S4C Clic (Welsh language)
5	All4 or All 4+
6	My5
7	Sky On Demand or Sky Go
8	UKTV Play
9	Dplay/ Discovery+
10	Virgin TV Catch-up or Virgin Media Anywhere
11	Netflix
12	Amazon Prime Video

13	NOW TV
14	Disney+
15	Apple TV+
16	BritBox
17	Hayu
18	YouTube

ASK IF USED AT LEAST ONE SERVICE IN PAST 6 MONTHS (1-5) AT Q20, SINGLE RESPONSE PER ROW, RANDOMISE ORDER OF 1-6, THEN RANDOMISE ORDER OF 7-13

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

Rows

1	BBC iPlayer [SHOW IF Q20_1 = 1-5]
2	ITV Hub or ITV Hub+ [SHOW IF Q20_2 = 1-5]
3	STV Player or STV VIP [SHOW IF Q20_3 = 1-5] [RESPONDENTS IN SCOTLAND ONLY]
4	S4C Clic (Welsh language) [SHOW IF Q20_4 = 1-5] [RESPONDENTS IN WALES ONLY]
5	All4 or All4+ [SHOW IF Q20_5 = 1-5]
6	My5 [SHOW IF Q20_6 = 1-5]
7	Sky On Demand or Sky Go [SHOW IF Q20_7 = 1-5]
8	Netflix [SHOW IF Q20_11 = 1-5]
9	Amazon Prime Video [SHOW IF Q20_12 = 1-5]
10	NOW TV [SHOW IF Q20_13 = 1-5]
11	Disney+ [SHOW IF Q20_14 = 1-5]
12	BritBox [SHOW IF Q20_16 = 1-5]
13	YouTube [SHOW IF Q20_18 = 1-5]

Please select one option per row

Very satisfied	1
Quite satisfied	2
Neither satisfied nor dissatisfied	3
Quite dissatisfied	4

Very dissatisfied	5
Don't know	6

ASK ALL, SINGLE RESPONSE

Q40. 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, ITV Hub, [IF SCOTLAND: STV Player], All4, My5, [IF WALES: and S4C].

1- Not at all important	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 - Extremely important	10
Don't know	11

ASK ALL, SINGLE RESPONSE

Q41. To what extent do you agree or disagree with the following statements?

How TV has changed	
The quality of TV programmes available is not as good as it used to be	1
I trust what I see reported on broadcast TV news less than I used to	2
My viewing habits would change if the main channels no longer existed	3
Importance & benefits	
TV is something that helps bring people together	4
I would be happy to live without TV programmes	5
TV is a great way to relax and unwind	6
Choice	
I am always looking for new channels, streaming services, and programmes	7
There is too much choice now when it comes to what to watch	8
There is not enough of what I want to watch on the main channels	9
Content	
I mainly watch news and current affairs programmes	10
I mainly watch entertainment and drama programmes	11

I mainly watch TV for sport	12
New services & technology	
I would understand how to use any new TV product or service that comes along	13
I am happy to pay to access on-demand and video streaming services (e.g. Netflix, Amazon Prime Video)	14
I actively plan my TV viewing	15
TV can be background noise for me	16
I watch specific programmes rather than channels	17

Please select one option per row.

Strongly agree	1
Somewhat agree	2
Neither agree nor disagree	3
Somewhat disagree	4
Strongly disagree	5

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.

ASK ALL, SINGLE RESPONSE

Q42. Which of these best describes your current situation?

Please select one option.

In full time employment	1
In part time employment	2
Unemployed	3
A student	4
Full-time responsibility for home/ family	5
Retired	6
Other	7
Prefer not to say	8

ASK ALL, SINGLE RESPONSE

Q43. 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.

	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
7	Don't know	
8	Prefer not to say	

ASK ALL, SINGLE RESPONSE

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

Please select all that apply.

Hearing? Poor hearing, partial hearing, or are deaf	1
Eyesight? Poor vision, colour blindness, partial sight, or are blind	2
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	3
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4
Breathing? Breathlessness or chest pains	5
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	6
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	7
Your mental health? Anxiety, depression, or trauma-related conditions, for example	8
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	9

Nothing – no impairments or conditions impact or limit your daily activities or the work you can do (SINGLE CODE)	10
Prefer not to say (SINGLE CODE)	11
Don't know (SINGLE CODE)	12

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.