

Introduction – online respondents

We are conducting a study looking at people's attitudes to television, radio and online services in the UK, and we are keen to know your views. This study is being carried out for Ofcom, which is responsible for overseeing broadcast services in the UK. It should take around 20-25 minutes to complete.

You can refuse to participate or stop the survey at any point. The data that we are collecting is for research purposes only and we rely on your consent to process the data. Once the full year of interviewing has been completed, the combined findings will be published in the summer of 2025.

Following the introduction of GDPR legislation we need to draw your attention to our Privacy Policy which explains your rights. All our surveys are conducted under the Code of Conduct of the UK Market Research Society and their contact number is in our Privacy Policy. All information that you give us will be treated in the strictest confidence and your identity will not be passed on to a third party or connected to your answers in any way.

First, we will ask you a few questions about yourself and the media you use. This will only take a few minutes and will allow us to see whether you qualify to complete the full survey.

Could you please confirm you are happy to proceed?

Yes	1	GO TO S1
No	2	CLOSE

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Section 1: Screening questions

ALL RESPONDENTS

S1. 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_____

Don't know_____

TYPE IN AND AUTO CODE AS:

IF DON'T KNOW AT S1:

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

READ OUT CODES 2-8

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

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ALL RESPONDENTS WHO DO NOT SAY ZERO HOURS AT S1

A2. SHOWCARD A2

Which of these ways do you go online from home?

Please select all that apply

Home broadband (perhaps using Wi-Fi)	1
Using a mobile signal (4G/ 5G)	2
Neither – I do not go online from home	3

ALL RESPONDENTS

S2. SHOWCARD S2

And now, a few questions about you. Which of the following are you?

Please select one option

Man	1
Woman	2
Non-binary	3
Prefer to use another term (please state - optional)	4
Prefer not to say	5

ALL RESPONDENTS

S3. How old are you?

Please enter your age in years _____

TYPE IN AND AUTO CODE 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

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ALL CAPI SURVEY RESPONDENTS

S4. What is the occupation of the chief income earner in the household?

Position/ Rank/ Grade: _____ Industry/ type of company: _____

Qual's/ degree/ apprenticeship: _____ Number of staff responsible for: _____

PROBE TO CODE AS SOCIAL GRADE

AB	1
C1	2
C2	3
DE	4

ALL ONLINE SURVEY RESPONDENTS

S5. 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

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

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ALL RESPONDENTS

S6. SHOWCARD S6

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

ALL ONLINE SURVEY RESPONDENTS

S7. What is your postcode?

This will not be used to contact you or to identify you – it will simply be used to see which TV and radio stations are available in the area where you live

TYPE IN:

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ALL ONLINE RESPONDENTS – AUTO CODED FROM S7 OR ASKED OF ONLINE SURVEY RESPONDENTS IF POSTCODE NOT GIVEN AT S7 (CAPI SAMPLE DRAWN FROM KNOWN BBC TV REGIONS)

S8. Which region do you live in?

Please select one option

North East and Cumbria (including County Durham, Northumberland, Teesside, Tyne and Wear, Northern Cumbria and the majority of North Yorkshire)	1
North-West (including Cheshire, Greater Manchester, Lancashire, Merseyside, North Yorkshire (western Craven), West Yorkshire (Walsden), Derbyshire (western High Peak), Cumbria (Barrow-in-Furness and South Lakeland) and the Isle of Man)	2
Yorkshire & Lincolnshire (including Leeds, Sheffield and York)	3
West Midlands (including Herefordshire, Shropshire, Staffordshire, Warwickshire, and Worcestershire)	4
East Midlands (including Derbyshire (except High Peak, North East Derbyshire and the northern areas of the Derbyshire Dales), Leicestershire, Nottinghamshire (except Bassetlaw), Rutland and South Kesteven in Lincolnshire)	5
East (including Norfolk, Suffolk, Essex, Cambridgeshire, Northamptonshire, Bedfordshire, Hertfordshire and northern Buckinghamshire)	6
West (including Bristol, the majority of Wiltshire, northern and eastern Somerset, the majority of Gloucestershire and northern Dorset)	7
South (including Hampshire, Isle of Wight, the majority of West Sussex, eastern and central Dorset, eastern Gloucestershire, southern and eastern Oxfordshire, southern Northamptonshire, western Berkshire and parts of Buckinghamshire, Surrey and Wiltshire)	8
South West (including Cornwall, Devon, Isles of Scilly, southern and western Somerset, western Dorset and Channel Islands)	9
South East (including Kent, East Sussex, part of West Sussex and a small part of Surrey)	10
London	11
Wales	12
Scotland	13
Northern Ireland	14

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ALL RESPONDENTS

S9. SHOWCARD S9

How would you describe your national identity?

Please select one option

English	1
Welsh	2
Scottish	3
Northern Irish	4
British	5
Irish	6
Other (WRITE IN)	7
Prefer not to say	8

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ALL RESPONDENTS

S10consent. SHOWCARD S10

The next question will ask you to choose from this list to describe your ethnic group or background.

Or you can choose not to answer this question.

Yes – I will answer this question	1
No – I would prefer not to answer this question	2

ALL RESPONDENTS GIVING CONSENT AT S10CONSENT

S10. SHOWCARD S10

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 AND BRITISH ASIAN	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
BLACK AND 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

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ALL RESPONDENTS

S11consent. SHOWCARD S11

The next question will ask you to choose from this list to say what – if any - is your religion.

Or you can choose not to answer this question.

Yes – I will answer this question	1
No – I would prefer not to answer this question	2

ALL RESPONDENTS GIVING CONSENT AT S11CONSENT

S11. SHOWCARD S11

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	10
Prefer not to say	11

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Section A: Media

ALL RESPONDENTS

A1. SHOWCARD A1

Which of these 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?

There will be questions about watching streaming services like Netflix or Amazon Prime Video shortly.

Please select all that apply

Freeview or Freeview Play (free TV via an aerial)	1
Virgin Media (cable TV subscription)	2
Sky TV (satellite TV with a monthly subscription, or Sky Stream or Sky Glass)	3
Freesat (satellite TV with no subscription)	4
BT TV	5
TalkTalk TV	6
EE TV	7
YouView	8
NOW	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, ITVX (was ITV Hub), Channel 4 streaming (was 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

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ALL RESPONDENTS

A4A. SHOWCARD A4A

Which, if any, of these TV channels have you personally watched in the past 3 months?

Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITVX (was ITV Hub), Channel 4 streaming (was All4) and My5.

Please include watching on any device.

Please select all that apply

BBC One	1
BBC Two	2
The main (ITV1/ STV [Scotland]/ UTV [Northern Ireland]) channel	3
Channel 4	4
Channel 5	5
None of these (SINGLE CODE)	6

ALL RESPONDENTS

A4B. SHOWCARD A4B

And which, if any, of these TV channels have you personally watched in the past 3 months?

Please include watching programmes as they are broadcast or using catch-up or on-demand services.

Please include watching on any device.

Please select all that apply

BBC Three	1
BBC Four	2
Other ITV channel (e.g. ITV2, ITV3, ITV Be)	3
Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)	4
Other Channel 5 channel (e.g. 5USA, 5Star)	5
Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)	6
Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)	7
S4C (Welsh)	8
BBC News channel	9
BBC Parliament	10
BBC Alba (Scottish Gaelic)	11
BBC Scotland TV channel (on air between 7pm and midnight)	12
CBBC	13
Cbeebies	14
GB News	15
Any other broadcast TV channels (WRITE IN)	16
None (SINGLE CODE)	17

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ALL RESPONDENTS WATCHING ANY TV CHANNELS AT A4A OR A4B

A5. SHOWCARD A5

How often in the past 3 months have you watched these TV channels?

Please include watching programmes as they are broadcast or using catch-up or on-demand services like BBC iPlayer, ITV Hub, Channel 4 streaming, My5, and others.

Please include watching on any device.

ROWS	
1	BBC One
2	BBC Two
3	The main (ITV1/ STV [Scotland]/ UTV [Northern Ireland]) channel
4	Channel 4
5	Channel 5
6	BBC Three
7	BBC Four
8	Other ITV channel (e.g. ITV2, ITV3, ITV Be)
9	Other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)
10	Other Channel 5 channel (e.g. 5USA, 5Star)
11	Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)
12	Any Sky channel (e.g. Sky Showcase, Sky Atlantic, Sky Sports)
13	S4C (Welsh)
14	BBC News channel
15	BBC Parliament
16	BBC Alba (Scottish Gaelic)
17	BBC Scotland TV channel (on air between 7pm and midnight)
18	CBBC
19	CBeebies
20	GB News

Please select one option per row

At least once a day	1
At least once a week	2
At least once a month	3
Less often	4
Don't know/ can't remember	5

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ALL RESPONDENTS

A6A. SHOWCARD A6A

Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Please include watching programmes as they are broadcast, to catch-up or on-demand.

Please include watching on any device.

Please select all that apply

BBC iPlayer	1
ITVX or ITVX Premium (was ITV Hub or ITV Hub+)	2
STV Player/ STV Player VIP (Scotland)	3
S4C Clic (Welsh language)	4
Channel 4/ Channel 4+ streaming (was All4/ All4+)	5
My5 (was Demand 5)	6
Sky On Demand or Sky Go	7
UKTV Play	8
Discovery+	9
Virgin TV On Demand or Virgin Media Anywhere	10
BBC TV programmes and content on YouTube	11
None of these (SINGLE CODE)	12

ALL RESPONDENTS

A6B. SHOWCARD A6B

Which, if any, of these TV catch-up, on-demand or streaming services have you personally watched in the past 3 months?

Please select all that apply

Netflix	1
Amazon Prime Video	2
NOW	3
Disney+	4
Apple TV+	5
BritBox	6
Hayu	7
YouTube channels	8
Paramount+	9
Any other catch-up, on-demand or streaming services (WRITE IN)	10
None (SINGLE CODE)	11

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ALL RESPONDENTS WATCHING ANY CATCH-UP, ON-DEMAND OR STREAMING SERVICES AT A6A OR A6B

A7. SHOWCARD A7

How often in the past 3 months have you watched programmes or films using these services?

ROWS	
1	BBC iPlayer
2	ITVX or ITVX Premium (was ITV Hub or ITV Hub+)
3	STV Player/ STV Player VIP (Scotland)
4	S4C Clic (Welsh language)
5	Channel 4/ Channel 4+ streaming (was All4/ All4+)
6	My5
7	Sky On Demand or Sky Go
8	UKTV Play
9	Discovery+
10	Virgin TV On Demand or Virgin Media Anywhere
11	BBC TV programmes and content on YouTube
12	Netflix
13	Amazon Prime Video
14	NOW
15	Disney+
16	Apple TV+
17	BritBox
18	Hayu
19	YouTube channels
20	Paramount+

Please select one option per row

At least once a day	1
At least once a week	2
At least once a month	3
Less often	4
Don't know/ can't remember	5

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ALL RESPONDENTS

A8A. SHOWCARD A8A

Which, if any, of these BBC radio stations have you personally listened to in the past 3 months?

Please include listening live, via podcasts, catch-up or on-demand.

Please include listening on any type of radio, for example through a radio set, smart speaker or on any other device, listening through FM/AM/DAB or an online service like BBC Sounds, GlobalPlayer or RadioPlayer.

Please select all that apply

BBC Radio 1	1
BBC Radio 2	2
BBC Radio 3	3
BBC Radio 4	4
BBC Radio 5 live	5
BBC 6 Music	6
BBC Asian Network	7
BBC Radio 1Xtra	8
BBC Radio 4 Extra	9
BBC Radio 5 Sports Extra	10
BBC World Service	11
BBC radio for your region [ENGLAND]	12
BBC Radio Scotland [SCOTLAND]	13
BBC Radio nan Gàidheal [SCOTLAND]	14
BBC Radio Wales [WALES]	15
BBC Radio Cymru/ BBC Radio Cymru 2 [WALES]	16
BBC Radio Ulster [NORTHERN IRELAND]	17
BBC Radio Foyle [NORTHERN IRELAND]	18
Any other BBC radio station (WRITE IN)	19
None of these (SINGLE CODE)	20

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ALL RESPONDENTS

A8B. SHOWCARD A8B

Which, if any, of these radio stations have you personally listened to in the past 3 months?

Please include listening live, via podcasts, catch-up or on-demand.

Please include listening on any device through any service.

Please select all that apply

talkSPORT or talkSPORT2	1
talkRADIO	2
Classic FM	3
Any Absolute Radio station	4
Any Capital radio station	5
Any Heart radio station	6
Any Smooth Radio station	7
Any Kiss radio station	8
Any Magic radio station	9
Virgin Radio	10
Any LBC radio station	11
Times Radio	12
GB News Radio	13
Greatest Hits Radio	14
Hits Radio	15
Any other radio station that includes ads (WRITE IN)	16
Any 'community radio' station – which serves a specific small local area or a specific group of people	17
None (SINGLE CODE)	18

ALL RESPONDENTS LISTENING TO ANY RADIO STATIONS AT A8A OR A8B

A9. SHOWCARD A9

How often in the past 3 months have you listened to these radio stations?

ROWS	
1	BBC Radio 1
2	BBC Radio 2
3	BBC Radio 3
4	BBC Radio 4
5	BBC Radio 5 live
6	BBC 6 Music
7	BBC Asian Network
8	BBC Radio 1Xtra

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9	BBC Radio 4 Extra
10	BBC Radio 5 Sports Extra
11	BBC World Service
12	BBC radio for your region [ENGLAND]
13	BBC Radio Scotland [SCOTLAND]
14	BBC Radio nan Gàidheal [SCOTLAND]
15	BBC Radio Wales [WALES]
16	BBC Radio Cymru/ BBC Radio Cymru 2 [WALES]
17	BBC Radio Ulster [NORTHERN IRELAND]
18	BBC Radio Foyle [NORTHERN IRELAND]
19	talkSPORT or talkSPORT2
20	talkRADIO
21	Classic FM
22	Any Absolute Radio station
23	Any Capital radio station
24	Any Heart radio station
25	Any Smooth radio station
26	Any Kiss radio station
27	Any Magic radio station
28	Virgin Radio
29	Any LBC radio station
30	Times Radio
31	GB News Radio
32	Greatest Hits Radio
33	Hits Radio

Please select one option per row

At least once a day	1
At least once a week	2
At least once a month	3
Less often	4
Don't know/ can't remember	5

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ALL RESPONDENTS

A10. SHOWCARD A10

Which, if any, of these BBC websites and apps have you personally used in the past 3 months?

Please include using sites or apps on any device.

Please select all that apply

BBC News site/ app	1
BBC Sport site/ app	2
BBC Bitesize site/ app	3
BBC Weather site/ app	4
A BBC CBeebies site/ app	5
BBC Newsround site	6
BBC Homepage site (www.bbc.co.uk)	7
Any other BBC site or app (WRITE IN)	8
None of these (SINGLE CODE)	9

ALL RESPONDENTS USING ANY SITES OR APPS AT A10

A11. SHOWCARD A11

How often in the past 3 months have you used these websites or apps?

ROWS	
1	BBC News site/ app
2	BBC Sport site/ app
3	BBC Bitesize site/ app
4	BBC Weather site/ app
5	A BBC CBeebies site/ app
6	BBC Newsround site
7	BBC Homepage site (www.bbc.co.uk)

Please select one option per row

At least once a day	1
At least once a week	2
At least once a month	3
Less often	4
Don't know/ can't remember	5

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ALL RESPONDENTS

A12. SHOWCARD A12

Which, if any, of these audio streaming services have you personally listened to in the past 3 months?

Please include listening on any device.

Please select all that apply

BBC Sounds	1
Apple Music or Apple Podcasts	2
Google Play Music or Google Podcasts	3
GlobalPlayer	4
RadioPlayer	5
Spotify	6
Deezer	7
Amazon Music	8
TuneIn	9
Audible	10
YouTube Music	11
SoundCloud	12
Rayo	13
Planetradio.co.uk	14
Any other audio streaming service (WRITE IN)	15
None of these (SINGLE CODE)	16

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ALL RESPONDENTS USING ANY AUDIO STREAMING SERVICES AT A12

A13. SHOWCARD A13

How often in the past 3 months have you used these audio streaming services?

ROWS	
1	BBC Sounds
2	Apple Music or Apple Podcasts
3	Google Play Music or Google Podcasts
4	GlobalPlayer
5	RadioPlayer
6	Spotify
7	Deezer
8	Amazon Music
9	TuneIn
10	Audible
11	YouTube Music
12	SoundCloud
13	Rayo
14	Planetradio.co.uk

Please select one option per row

At least once a day	1
At least once a week	2
At least once a month	3
Less often	4
Don't know/ can't remember	5

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ALL RESPONDENTS WATCHING ANY CHANNELS AT A4A OR A4B OR WATCHING ANY SERVICES AT A6A OR A6B

At the next question please think about those different TV services that you've watched in the past 3 months.

ALL RESPONDENTS WATCHING ANY CHANNELS AT A4A OR A4B OR WATCHING ANY SERVICES AT A6A OR A6B

A14. SHOWCARD A14

When thinking about what to watch, which one of these TV and video services do you usually turn to first?

IF NECESSARY – **BBC** would include all channels and iPlayer, **ITV** would include all channels and ITVX (was ITV Hub), **Channel 4** would include all channels and its on-demand service Channel 4 streaming (was All4), **Channel 5** would include all channels and My5, **Sky channels** would include all paid-for channels from Sky.

Please select one option

BBC [A4A 1,2, A4B 1,2,9,10,11,12,13,14, A6A 1,11]	1
ITV/ STV/ UTV [A4A 3, A4B 3, A6A 2,3]	2
Channel 4 [A4A 4, A4B 4, A6A 5]	3
Channel 5 [A4A 5, A4B 5, A6A 6]	4
S4C (Welsh) [A4B 8, A6A 4]	5
Sky channels [A4B 7, A6A 7]	6
NOW [A6B 3]	7
Netflix [A6B 1]	8
Amazon Prime Video [A6B 2]	9
YouTube [A6B 8]	10
UKTV (e.g. Dave, Really, Yesterday, Drama) [A4B 6, A6A 8]	11
GB News [A4B 15]	12
Discovery+ [A6A 9]	13
Virgin TV On Demand or Virgin Media Anywhere [A6A 10]	14
Disney+ [A6B 4]	15
Apple TV+ [A6B 5]	16
Britbox [A6B 6]	17
Hayu [A6B 7]	18
Paramount+ [A6B 9]	19
None of these	20
Don't know	21

Section B: General view of TV, radio & online services

These next questions are about your general impressions of various TV, radio and online service providers. When responding for each service provider, please think of the content that you have watched, listened to or used in the past 3 months.

ALL RESPONDENTS WHO HAVE USED EACH PROVIDER IN THE PAST 3 MONTHS AT A4A OR A4B OR A6A OR A6B

B1. SHOWCARD B1

On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these television service providers?

IF NECESSARY – Please think about what you have watched in the past 3 months.

ROWS	
1	BBC TV channels [A4A 1,2, A4B 1,2,9,10,11,12,13,14, A6A 1,11]
2	ITV/ STV/ UTV channels [A4A 3, A4B 3, A6A 2,3]
3	Channel 4 channels [A4A 4, A4B 4, A6A 5]
4	Channel 5 channels [A4A 5, A4B 5, A6A 6]
5	S4C (Welsh) [A4B 8, A6A 4]
6	Sky channels [A4B 7, A6A 7]
7	NOW [A6B 3]
8	Netflix [A6B 1]
9	Amazon Prime Video [A6B 2]
10	YouTube channels [A6B 8]
11	BritBox [A6B 6]
12	Disney+ [A6B 4]
13	Apple TV+ [A6B 5]
14	UKTV channels (e.g. Dave, Really, Yesterday, Drama) [A4B 6]
15	GB News [A4B 15]
16	Hayu [A6B 7]
17	Paramount+ [A6B 9]

Please select one option per row

Extremely dissatisfied	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely satisfied	10

ALL RESPONDENTS WHO HAVE USED EACH RADIO PROVIDER IN THE PAST 3 MONTHS AT A8A OR A8B

B2. SHOWCARD B1 AGAIN

On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with these radio providers?

IF NECESSARY – Please think about what you have listened to in the past 3 months.

ROWS	
1	BBC Radio stations [A8A 1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19]
2	talkSPORT or talkSPORT2 [A8B 1]
3	talkRADIO [A8B 2]
4	Classic FM [A8B 3]
5	Any Absolute Radio [A8B 4]
6	Any Capital radio [A8B 5]
7	Any Heart radio [A8B 6]
8	Any Smooth Radio [A8B 7]
9	Any Kiss radio [A8B 8]
10	Any Magic radio [A8B 9]
11	Virgin Radio [A8B 10]
12	Any LBC radio [A8B 11]
13	Times Radio [A8B 12]
14	GB News Radio [A8B 13]
15	Greatest Hits Radio [A8B 14]
16	Hits Radio [A8B 15]

Please select one option per row

Extremely dissatisfied	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely satisfied	10

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ALL RESPONDENTS WHO HAVE USED EACH AUDIO STREAMING SERVICE IN THE PAST 3 MONTHS AT A12

B3. SHOWCARD B1 AGAIN

On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using these audio streaming services?

ROWS	
1	BBC Sounds [A12 1]
2	Apple Music or Apple Podcasts [A12 2]
3	Google Play Music or Google Podcasts [A12 3]
4	GlobalPlayer [A12 4]
5	RadioPlayer [A12 5]
6	Spotify [A12 6]
7	Deezer [A12 7]
8	Amazon Music [A12 8]
9	TuneIn [A12 9]
10	Audible [A12 10]
11	YouTube Music [A12 11]
12	SoundCloud [A12 12]
13	Rayo [A12 13]
14	Planetradio.co.uk [A12 14]

Please select one option per row

Extremely dissatisfied	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely satisfied	10

BBC Performance Tracker 2024-2025

ALL RESPONDENTS WHO HAVE USED EACH PLAYER AT A6A

B4. SHOWCARD B1 AGAIN

On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of using these TV catch-up and on-demand services?

IF NECESSARY – Please think about your experience of using the service rather than what you have watched in the past 3 months.

ROWS	
1	BBC iPlayer [A6A 1]
2	ITVX or ITVX Premium (was ITV Hub or ITV Hub+) [A6A 2]
3	STV Player/ STV Player VIP (Scotland) [A6A 3]
4	S4C Clic (Welsh language) [A6A 4]
5	Channel 4/ Channel 4+ streaming (was All4/ All4+) [A6A 5]
6	My5 (was Demand 5) [A6A 6]
7	Sky On Demand or Sky Go [A6A 7]
8	UKTV Play [A6A 8]
9	Discovery+ [A6A 9]
10	Virgin TV On Demand or Virgin Media Anywhere [A6A 10]

Please select one option per row

Extremely dissatisfied	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely satisfied	10

BBC Performance Tracker 2024-2025

ALL RESPONDENTS WHO HAVE ANY BBC SITE OR APP IN THE PAST 3 MONTHS AT A10

B5. SHOWCARD B1 AGAIN

On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall how satisfied or dissatisfied are you with your experience of the BBC websites or apps you have used in the past 3 months?

ROWS	
1	BBC websites or apps [A10 1,2,3,4,5,6,7,8,9,10]

Please select one option per row

Extremely dissatisfied	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely satisfied	10

BBC Performance Tracker 2024-2025

Section C: General views of BBC TV, radio and online services

This part of the survey is specifically about the BBC.

ALL RESPONDENTS

C1. SHOWCARD C1

On a scale of 1 to 10, where 1 is extremely unfavourable and 10 is extremely favourable, thinking about everything the BBC does across TV, radio and online, what is your overall impression of the BBC?

Please select one response

Extremely unfavourable	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely favourable	10

ALL RESPONDENTS GIVING A RATING OF 1-3 AT C1

C1A. Could you tell me why you gave that score for your overall impression of the BBC?

TYPE IN:

ALL RESPONDENTS GIVING A RATING OF 8-10 AT C1

C1B. Could you tell me why you gave that score for your overall impression of the BBC?

TYPE IN:

BBC Performance Tracker 2024-2025

Overall delivery of each purpose

ALL RESPONDENTS

As you may know, the BBC has a number of public duties to inform, educate and entertain everyone living in the UK. The next questions are about how well you think the BBC delivers these duties, as well as how important they are.

Please think about everything the BBC does, on TV, radio and online, and include everything you watch, listen to or use on any device.

ALL RESPONDENTS

C2. SHOWCARD C2

On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you personally think the BBC provides:

ROWS	
A	News and information to help people understand what is going on in the UK and the world
B	Programmes and content that help people to learn about new things
C	High quality and creative content
D	Content that reflects the life and culture of communities throughout the UK

Please select one option per row

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

BBC Performance Tracker 2024-2025

Section: Overall importance of each purpose

ALL RESPONDENTS

C3. SHOWCARD C3

On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for SOCIETY OVERALL – so everyone in the UK - is it that the BBC provides:

ROWS	
A	News and information to help people understand what is going on in the UK and the world
B	Programmes and content that help people to learn about new things
C	High quality and creative content
D	Content that reflects the life and culture of communities throughout the UK

Please select one option per row

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

BBC Performance Tracker 2024-2025

ALL RESPONDENTS

C4. SHOWCARD C4

On a scale of 1 to 10, where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that the BBC provides:

ROWS	
A	News and information to help people understand what is going on in the UK and the world
B	Programmes and content that help people to learn about new things
C	High quality and creative content
D	Content that reflects the life and culture of communities throughout the UK

Please select one option per row

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

BBC Performance Tracker 2024-2025

Section: BBC Purposes in more depth (sub statements)

ALL RESPONDENTS

This section looks at each of the BBC's public duties in more detail and how well you personally think the BBC is **currently performing** in these areas.

ALL RESPONDENTS

C5. SHOWCARD C5

This set of statements is about the BBC providing news and information to help people understand what is going on in the UK and the world.

On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC provides:

ROWS	
A	News coverage that represents a range of opinions
B	News coverage that is impartial – not favouring one side over another
C	News coverage of what is going on in the <u>world</u>
D	News coverage of what is going on in the <u>UK</u>
E	News coverage of what is going on in my <u>local area</u>

Please select one option per row

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

BBC Performance Tracker 2024-2025

ALL RESPONDENTS

C6. SHOWCARD C6

This next set of statements is about the BBC providing programmes and content that help people to learn about new things.

On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC:

ROWS	
A	Explores issues and ideas that people may not have come across before
B	Inspires people to try new activities, hobbies or interests
C	Supports younger children with their learning
D	Supports teenagers with their learning

Please select one option per row

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

BBC Performance Tracker 2024-2025

ALL RESPONDENTS

C7. SHOWCARD C7

This following set of statements is about the BBC providing high quality and creative content.

On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the BBC:

ROWS	
A	Provides a broad mix of content
B	Appeals to a wide range of different audiences
C	Provides content made for UK audiences
D	Provides content that dares to be different
E	Provides content that is different from other providers

Please select one option per row

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

BBC Performance Tracker 2024-2025

ALL RESPONDENTS

C8. SHOWCARD C8

This next set of statements is about the BBC providing content that reflects the life and culture of communities and different people throughout the UK.

On a scale of 1 to 10, where 1 means not at all well and 10 means extremely well, how well, if at all, do you think the programmes and content of the BBC:

ROWS	
A	Includes people like me
B	Features the region [ENGLAND] nation [SCOTLAND/ WALES/ NORTHERN IRELAND] of the UK I live in
C	Reflects the lives of people like me
D	Provides content that is relevant to me
E	Reflects different communities living in the UK

Please select one option per row

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

BBC Performance Tracker 2024-2025

Section D: Comparable providers analysis

ALL RESPONDENTS

The next questions cover how you think the BBC compares to other providers.

Section: Competitive delivery for television services

ALL RESPONDENTS

D1.

[TEXT APPEARS IF RESPONDENT WATCHES ANY BBC TV AS DEFINED AT B1 When responding please think about all of the BBC TV programmes that you watch.]

Comparing BBC television services to other television and video service providers, **how well**, if at all, do you think BBC television:

SHOWCARD D1

ROWS	
A	Provides a broad mix of TV content
B	Appeals to a wide range of different TV audiences
C	Provides high quality TV content
D	Provides TV content made for UK audiences
E	Provides TV content that dares to be different
F	Provides TV content that is different from other providers

Please select one option per row

Much better than others	1
A little better than others	2
About the same as others	3
A little worse than others	4
Much worse than others	5
Don't know	6

BBC Performance Tracker 2024-2025

Section: Competitive delivery for radio services

ALL RESPONDENTS

D2.

[TEXT APPEARS IF RESPONDENT LISTENS TO ANY BBC RADIO AS DEFINED AT B2 When responding please think about all of the BBC radio stations that you listen to.]

Comparing BBC radio to other radio providers, **how well**, if at all, do you think BBC radio:

SHOWCARD D2

ROWS	
A	Provides a broad mix of radio content
B	Appeals to a wide range of different radio audiences
C	Provides high quality radio content
D	Provides radio content made for UK audiences
E	Provides radio content that dares to be different
F	Provides radio content that is different from other providers

Please select one option per row

Much better than others	1
A little better than others	2
About the same as others	3
A little worse than others	4
Much worse than others	5
Don't know	6

BBC Performance Tracker 2024-2025

Section: Competitive delivery for online services

ALL RESPONDENTS

D3.

[TEXT APPEARS IF RESPONDENT USES ANY BBC WEBSITE OR APPS AS DEFINED AT B5 When responding please think about all of the BBC websites and apps that you use.]

Comparing BBC websites or apps to other websites and apps, **how well**, if at all, do you think BBC websites and apps:

SHOWCARD D3

ROWS	
A	Provides a broad mix of online content
B	Appeals to a wide range of different online audiences
C	Provides high quality online content
D	Provides online content made for UK audiences
E	Provides online content that dares to be different
F	Provides online content that is different from other providers

Please select one option per row

Much better than others	1
A little better than others	2
About the same as others	3
A little worse than others	4
Much worse than others	5
Don't know	6

BBC Performance Tracker 2024-2025

Section F: Attitudinal

Now some questions about your general attitudes towards the BBC.

ALL RESPONDENTS

F1. SHOWCARD F1

Where would you place yourself on this scale in terms of how you feel about the BBC as a whole?

SLIDING SCALE ON SCREEN, NUMBERS NOT VISIBLE – INTERVIEWER TO ASSIST FOR IN-HOME INTERVIEWING

The BBC is not important to me	The BBC is important to me
--------------------------------	----------------------------

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

ALL RESPONDENTS

F2. SHOWCARD F2

To what extent do you agree or disagree with the statement “I would miss the BBC if it wasn’t there”?

Please select one option

Definitely agree	1
Slightly agree	2
Neither agree nor disagree	3
Slightly disagree	4
Definitely disagree	5
Don't know	6

ALL RESPONDENTS

F2B. Could you say why you gave that answer?

TYPE IN:

BBC Performance Tracker 2024-2025

ALL RESPONDENTS GIVING A RATING OF 1-3 AT C2D

- F7A.** There was a question earlier using a scale of 1 to 10 to say how well the BBC provides
“Content that reflects the life and culture of communities throughout the UK”

You gave a score of [1/2/3] out of 10. Can you say why you gave that score?

TYPE IN:

ALL RESPONDENTS GIVING A RATING OF 8-10 AT C2D

- F7B.** There was a question earlier using a scale of 1 to 10 to say how well the BBC provides
“Content that reflects the life and culture of communities throughout the UK”

You gave a score of [8/9/10] out of 10. Can you say why you gave that score?

TYPE IN:

BBC Performance Tracker 2024-2025

ALL RESPONDENTS GIVING A RATING OF 1-3 AT C7D

F8A. There was a question earlier using a scale of 1 to 10 to say how well the BBC:
“Provides content that dares to be different”

You gave a score of [1/2/3] out of 10. Can you say why you gave that score?

TYPE IN:

ALL RESPONDENTS GIVING A RATING OF 8-10 AT C7D

F8B. There was a question earlier using a scale of 1 to 10 to say how well the BBC:
“Provides content that dares to be different”

You gave a score of [8/9/10] out of 10. Can you say why you gave that score?

TYPE IN:

BBC Performance Tracker 2024-2025

Demographics/ Classification

ALL RESPONDENTS

G1. SHOWCARD G1

Thinking about all sources of news, not just the BBC... Typically, how frequently do you watch, listen to or read news?

By news we mean national, international, regional or local news and other topical events. Please think about radio, TV, newspapers and online.

Please select one option

More than 10 times a day	1
Between 6 and 10 times a day	2
Between 2 and 5 times a day	3
Once a day	4
4-6 days a week	5
2-3 days a week	6
Once a week	7
Less often than once a week	8
Less often than once a month	9
Never	10
Don't know	11

ALL RESPONDENTS WHO WATCH, LISTEN TO OR READ NEWS AT G1 (1-9)

G2. SHOWCARD G2

In the last 3 months, have you watched, listened to or read news from the BBC in any of these ways?

Please select all that apply

BBC TV or BBC iPlayer	1
BBC Radio or BBC Sounds	2
BBC website or apps	3
None/ Don't use the BBC for news (SINGLE CODE)	4
Don't know (SINGLE CODE)	5

BBC Performance Tracker 2024-2025

ALL RESPONDENTS

The final few questions are to find out more about you, to help us to further compare different groups of people. They will not be used to attempt to identify you, but if you would prefer not to answer just say.

ALL RESPONDENTS

G3. What is the total number of people in the household (including yourself and any children)?

Type in

ALL RESPONDENTS IN A HOUSEHOLD WITH 2+ PEOPLE AT G3

G4. SHOWCARD G4

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 5-10	3
Yes, aged 11-15	4
No children aged under 16 (SINGLE CODE)	5
Don't know (SINGLE CODE)	6
Prefer not to say (SINGLE CODE)	7

ALL RESPONDENTS WITH ANY UNDER 16S AT HOME AT G4 (1-4)

G5. 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

ALL RESPONDENTS IN A HOUSEHOLD WITH 2+ PEOPLE AT G3

G5A. SHOWCARD G5A

Which of these people aged 16 or over do you usually share your home with?

Please select all that apply

Your husband/ wife or partner	1
Your parent/ parents	2
Your child/ children aged 16 or over	3
Your brother/s or sister/s	4
Any other relatives of yours	5
Your friend/s or housemates	6
Any other adults aged 16 or over	7
None of these (SINGLE CODE)	8
Prefer not to say (SINGLE CODE)	9

ALL RESPONDENTS

G6. SHOWCARD G6

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

ALL RESPONDENTS

G7. SHOWCARD G7

How long have you lived in the UK?

Please select one option

All my life/ born in the UK	1
Less than 6 months	2
6 months to 1 year	3
1 to 2 years	4
3 to 5 years	5
6 to 10 years	6
11 to 15 years	7
More than 15 years	8
Prefer not to say	9

ALL RESPONDENTS

G8. SHOWCARD G8

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	From £1,000 to £1,499	From £52,000 to £77,999
7	£1,500 and above	£78,000 and above
8	Don't know	
9	Prefer not to say	

BBC Performance Tracker 2024-2025

ALL RESPONDENTS

The final few questions are to find out more about you, to help us to further compare different groups of people. They will not be used to attempt to identify you, but if you would prefer not to answer just say.

ALL RESPONDENTS

G9consent. SHOWCARD G9

The next question will ask you to choose from this list to say if anything impacts or limits your daily activities.

Or you can choose not to answer this question.

Yes	1
No	2

ALL RESPONDENTS GIVING PERMISSION AT G9CONSENT (CODE 1)

G9. SHOWCARD G9

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 D/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, etc.	7
Your mental health? Anxiety, depression, or trauma-related conditions, for example	8
Difficulty with speech? e.g. due to stroke, stutter or stammer	9
Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please specify)	10
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do (SINGLE CODE)	11
Prefer not to say (SINGLE CODE)	12
Don't know (SINGLE CODE)	13

BBC Performance Tracker 2024-2025

ALL CAPI RESPONDENTS

SHOWCARD G10/ G11

For the final two questions can you please refer to this last page to tell me which answer I should enter for the two questions shown –please just say the number shown at each of the two questions

ALL RESPONDENTS

G10. SHOWCARD G10/ G11

Which of these best describes you?

Please select one option

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

ALL RESPONDENTS

G11. SHOWCARD G10/ G11

Is your current gender identity the same as that assigned at birth?

Please select one option

Yes	1
No	2
Prefer not to say	3

ALL RESPONDENTS

That is the end of the survey now, thank you very much for your time and patience. We hope you found it interesting and enjoyable.