

OFCOM

SURVEY NAME: OFCOM VOD SURVEY 2024

SURVEY FIELDWORK: ONLINE: 19/02/2024-26/02/2024

CATI: 21/02/2024-5/03/2024- CONSUMPTION QUESTIONS TO BE ASKED VIA
TELEPHONE OMNIBUS

METHODOLOGY: ONLINE ADHOC & CATI OMNI

SURVEY LENGTH: 20 MINUTES

ONLINE SAMPLE: 2000 UK NATIONALLY REPRESENTATIVE ONLINE SURVEY WITH PEOPLE AGED 13+, WITH BOOSTS TO BRING WALES AND NORTHERN IRELAND TO N=150 EACH. QUOTAS ON AGE, GENDER, REGION, SEG TO CREATE NATIONALLY REPRESENTATIVE QUOTAS

CATI SAMPLE: 1,000 UK 18+, NATION BOOSTS OF UPTO 150 IN WALES & NORTHERN IRELAND

Introduction – for parent

Today we are looking for teenagers aged 13-17 years to take part in this survey. This survey is asking people about their use of and attitudes towards different types of online TV services, known as 'video on demand' or 'streaming' services. This can include things like BBC iPlayer, Netflix and YouTube and many more.

Please note, this research will contain questions based upon your child's physical and mental health and ethnicity, for market research purposes only. This data is always anonymised, and we never report data on an individual level, in line with our privacy policy.

Please be assured this is genuine research being conducted for Ofcom, the regulator for the UK's communication industry. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part.

Participation is voluntary and your child does not need to take part.

If there is more than one child in your household aged 13-17 years, please select one child to take part in this survey.

Are you happy for a child aged 13-17 years in your household to take part in this survey?

- 1. Yes**
- 2. No**

Demographics – to be completed by the parent

D1. What is the total number of people in your household, including yourself and any children?

OPEN NUMERIC

[ASK ALL]

D2. 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
Yes, aged 16-17	5
No children aged under 18 (SINGLE CODE)	6
Don't know (SINGLE CODE)	7
Prefer not to say (SINGLE CODE)	8

[ASK ALL]

D3. What is the gender of the child completing the survey?

1. Girl
2. Boy
3. Prefer to use another term – Write In
4. Prefer not to say

[ASK ALL]

D4. How old is the child completing the survey?

Please enter their age in years _____

[ASK ALL]

D5. 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	A

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 and 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>

Q6. What is the combined annual income of your household, prior to tax being deducted?

1. Up to £7,000
2. £7,001 to £14,000
3. £14,001 to £21,000
4. £21,001 to £28,000
5. £28,001 to £34,000
6. £34,001 to £41,000
7. £41,001 to £48,000
8. £48,001 to £55,000
9. £55,001 to £62,000
10. £62,001 to £69,000
11. £69,001 to £76,000
12. £76,001 to £83,000
13. £83,001 or more
14. Prefer not to answer

[ASK ALL]

D7. 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

ADD ETHNICITY INTO QDATA SCREEN
[ALL RESPONDENTS GIVING CONSENT]

D8. Which one of these groups best describes your child's 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

ADD DISABILITY INTO QDATA SCREEN
[ALL RESPONDENTS GIVING PERMISSION]

D9. Do any of these impact or limit your child's day-to-day activities?

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
Difficulty with speech? e.g. due to stroke, stutter or stammer	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	7
Your mental health? Such as anxiety, depression, or trauma-related conditions	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

[ASK ALL]

D10. How often does your child personally use the internet nowadays either at home or elsewhere?

This includes time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online and doing schoolwork.

This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else.

SINGLE CODE

1. Several times a day
2. About once a day
3. Several times a week
4. At least once a week
5. Less often
6. Never
7. Don't know

[ASK ALL]

D11. And how many hours in a typical week would you say your child spends online?

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

INFO SCREEN

Please pass the survey over to your [ENTER GENDER + AGE OF CHILD FROM SAMPLE E.G. MALE CHILD AGED 15] and ask them to click the next button when ready. If they are not available currently please close the survey and re-open once they are available.

Note – we are after the child's opinions. However please do help them if they need assistance understanding the questions.

As a reminder, all answers will be anonymous and will not be attributed to them in any way. We will also store the data in accordance with our data privacy policy [add link here].

Introduction – for 13–17-year-olds

[IF 13-17 YEARS]

Today we would like to ask you some questions about your use of and attitudes towards different types of online TV services, known as 'video on demand' or 'streaming' services. This can include things like BBC iPlayer, Netflix and YouTube and many more. These services can be used via many different types of devices, for example on your TV set or through apps and sites on your smartphone or other internet-connected devices.

Your parent has said it's okay for you to take part and has answered a few questions on your behalf including questions about your physical and mental health and your ethnicity, for market research purposes only. This data is always anonymised and we never report data on an individual level, in line with our privacy policy.

Can we just confirm you are a [ENTER GENDER + AGE OF CHILD FROM SAMPLE E.G. MALE CHILD AGED 15] and are happy to take part in this survey?

1. Yes
2. No

Section 1 – Consumption

CATI AND ONLINE

[ASK ALL]

Q1a. Firstly, can you tell us which of the following services you have personally used to watch programmes, films or other video content in the past 3 months?

MULTICODE

RANDOMISE ORDER WITHIN GROUPINGS (CODES 2,3,4,5 TO BE LOCKED TOGETHER IN SAME ORDER AS LISTED HERE)

GROUP 1:

1. BBC iPlayer
2. ITVX (formerly known as ITV Hub) **LOCK WITH CODE 3,4,5**
3. ITVX Premium (formerly known as ITV Hub+) **LOCK WITH CODE 2,4,5**
4. STV Player **LOCK WITH CODE 2,3,5**
5. STV Player VIP **LOCK WITH CODE 2,3,4**
6. Channel 4 streaming (formerly known as All 4)

7. Channel 4+ (paid for service, formerly known as All 4+) **LOCK WITH CODE 6**
8. My5
9. S4C Clic
10. BritBox
11. Sky on Demand or Sky Go
12. Virgin TV On Demand / Catch Up or Virgin TV Go
13. UKTV Play
14. None of these (FIXED AT THE END OF THIS GROUPING)

GROUP 2:

15. Netflix
16. Amazon Prime Video
17. Freevee
18. Disney+
19. NOW Cinema **LOCK CODES 19-21**
20. NOW Entertainment
21. NOW Sports
22. Apple TV+
23. Discovery+ (free content) **LOCK WITH CODE 24**
24. Discovery + (paid for service)
25. TNT Sports (formerly known as BT Sport)
26. Paramount+
27. YouTube (not YouTube premium content) **LOCK WITH CODE 28**
28. YouTube Premium (paid for service for YouTube videos without ads)
29. None of these (FIXED AT THE END OF THIS GROUPING)

GROUP 3:

30. Acorn TV
31. Pluto TV
32. Rakuten TV (to watch free programmes)
33. Rakuten TV (to rent/buy films) **LOCK WITH CODE 32**
34. National Theatre
35. Apple Fitness+
36. Crunchyroll
37. Funimation
38. Hayu
39. Shudder
40. Lionsgate+ (formerly STARZPLAY)
41. BFI Player
42. TED Talks (not on YouTube)
43. MUBI
44. Facebook Watch
45. Snap Originals
46. RTE Player
47. True Royalty TV
48. Freeview Play
49. The Roku Channel
50. Chili
51. Viaplay TV
52. Samsung TV Plus
- 53. Other, please state (FIXED AT THE END OF THIS GROUPING)**

54. None of these (FIXED AT THE END OF THIS GROUPING)

CATI AND ONLINE

[ASK ALL WHO SELECTED A SERVICE IN Q1A]

Q1b. And how often in the past 3 months, have you used the services below to watch programmes, films or other video content?

[SHOW FOR ALL SERVICES SELECTED IN Q1A]

GRID ROWS – SERVICES USED IN Q1A

GRID COLUMN

SINGLE CODE

- a. Several times a day
- b. About once a day
- c. Several times a week
- d. About once a week
- e. Several times a month
- f. About once a month
- g. Less often

CATI AND ONLINE

[ASK ALL]

Q2a. Which, if any, of these online services have you personally used to watch live or catch-up sports events in the past 3 months?

MULTICODE

RANDOMISE ORDER (CODES 2,3,4,5 TO STAY TOGETHER IN SAME ORDER)

1. BBC iPlayer
2. ITVX (formerly known as ITV Hub)
3. STV Player
4. ITVX Premium (formerly known as ITV Hub+) LOCK WITH CODE 2
5. STV Player VIP
6. S4C
7. Channel 4 streaming (formerly known as All 4)
8. Channel 4+ (formerly known as All 4+) LOCK WITH CODE 7
9. Sky Sports via an app/website, including NOW and Sky Go
- ~~10.~~ TNT Sports (formerly known as BT Sport)
11. Amazon Prime Video
12. Apple TV+
13. NBA League Pass
14. Twitch
15. Pick TV
16. UFC Fight Pass
17. DAZN
18. Discovery+ (including TNT Sports or Eurosport)
19. YouTube (full event not clips/highlights)
20. Facebook

21. UEFA.TV
22. FA Player
23. WWE Network
24. Viaplay TV
25. NFL Gamepass
26. FIFA+
27. Website/app of a team I follow (including via iFollow)
28. Live stream on social media (e.g. TikTok, X)
29. Other, please state (FIX AT END)
30. None of these (FIX AT END)

CATI AND ONLINE

[ASK ALL WHO SELECTED A SPORT SERVICE IN Q2A]

Q2b. And how often in the past 3 months, have you used the services below to watch sports live or catch-up sports events? [SHOW FOR ALL SERVICES SELECTED IN Q3]

GRID ROWS – SHOW SERVICES USED IN Q2A

GRID COLUMNS

SINGLE CODE

- a. Several times a day
- b. About once a day
- c. Several times a week
- d. About once a week
- e. Several times a month
- f. About once a month
- g. Less often

[ASK ALL]

Q4. Do you generally prefer UK- or USA-made programmes/series?

SINGLE CODE

1. UK-made
2. USA-made
3. I like them both the same
4. Don't know

END SURVEY HERE FOR THOSE WHO DO NOT WATCH ANY VOD SERVICES - REST OF SURVEY FOR VOD USERS ONLY (REGARDLESS OF FREQUENCY)

[PROGRAMMERS: The only people routed out and excluded from this point are those selecting “None of these” at Q1a, all others are to continue]

Section 2 – How services are used

[ASK ALL]

Q5a. Were you aware that you could watch channels or programmes live at the time they are broadcast on online video/streaming services such as BBC iPlayer or ITVX (formerly ITV Hub)?

SINGLE CODE

1. Yes
2. No

[ASK ALL]

Q6. Which of these devices do you use to watch the following services?

GRID ROWS - SHOW SERVICES USED IN Q1/Q2

1.
2.
3.
4. Etc.

GRID COLUMNS – MULTICODE

- a. Smartphone
- b. TV set
- c. PC/desktop computer
- d. Laptop
- e. Tablet
- f. Smart speaker with a smart display
- g. Handheld games console

[ASK ALL, SHOW SERVICES USED IN Q1/Q2 BUT EVERYONE SHOWN CODE 1 TV CHANNELS]

Q7. Which of these would you normally go to first if you wanted to watch something, but didn't have a specific programme in mind?

SINGLE CODE

1. TV channels (e.g. BBC One, BBC Two, ITV1, Channel 4, Channel 5, Dave)
2.
3.
4.
5. Etc.

[ASK ALL, ONLY LIST SERVICES THEY SAID THEY USED IN Q1/Q2, BUT EVERYONE SHOWN CODE 1 TV CHANNELS]

Q8. Which of these reasons best describe how you choose what to watch on the following?

MULTIPLE CHOICE GRID

GRID ROWS - RANDOMISE ORDER

1. TV channels/live TV (e.g. BBC One, BBC Two, ITV1, Channel 4 or Channel 5, Dave)
2. BBC iPlayer
3. ITVX (formerly ITV Hub)
4. Channel 4 streaming (formerly known as All 4)
5. My5

6. Netflix
7. Amazon Prime Video
8. Disney+
9. YouTube (for watching TV programmes /films)

GRID COLUMNS – RANDOMISE ORDER

1. I have specific shows I watch regularly on there
2. I catch up on shows I've missed (DO NOT SHOW FOR CODE 1: TV CHANNELS & CODE 6: NETFLIX, CODE 7: AMAZON & CODE 8: DISNEY+)
3. I browse/scroll until I find something that catches my eye
4. I look at the 'recommended for you' section on the service [DO NOT SHOW FOR CODE 1: TV CHANNELS]
5. I see shows on these channels/services promoted in trailers or adverts or notifications
6. I look in newspapers or magazines for recommendations
7. Friends or family recommend things to me
8. I see mentions on social media of shows on these channels/services
9. Someone else decides
10. I watch the recommended content that is promoted on the homepage
11. Other (FIX AT END)
12. Don't know (FIX AT END)

Q8 OTHER FOLLOW ON

You mentioned you choose what to watch on [SERVICE] in another way, how do you choose what to watch?

[ASK ALL]

QX. What form of content have you watched on YouTube in the past 3 months?

MULTICODE

NON-RANDOMISE

1. YouTube Shorts (short-form videos of 60 seconds or less)
2. YouTube videos up to 15 minutes long (but not YouTube Shorts)
3. YouTube videos longer than 15 minutes (but not full-length programmes or films)
4. Programmes or films (full length not clips/highlights)
5. I have not used YouTube in the past 3 months
6. Don't know

[ASK ALL]

Q9. Which of the following statements do you agree with on a scale of 1 to 10 (where 10 is strongly agree and 1 is strongly disagree)?

(AGREEMENT SCALE 1-10)

SINGLE CODE

RANDOMISE ORDER

1. Video on demand services are the main way I watch programmes and films
2. I like the convenience of being able to watch programmes on different devices
3. I prefer to **watch** programmes live at the time they are broadcast **on TV**
4. I prefer to **stream** programmes live at the time they being broadcasted **via streaming services**

5. I would miss video on demand services if I no longer had access to them
6. I find the amount of content available on video on demand services overwhelming
7. ~~I can't keep up with the amount of content on video on demand services~~
8. Video on demand services allow me to watch a greater variety of content
9. I would miss my normal TV channels (e.g. BBC, ITV, Channel 4, Channel 5) if they weren't available
10. I spend too much time searching for something to watch on video on demand services
11. There are too many video on demand services
12. It is difficult to remember which video on demand service shows the TV programmes/films I want to watch
13. I spend too much money subscribing to video on demand services
14. Video on demand services have more content relevant to me, compared to broadcast TV channels

[ASK ALL]

Q10a. You said you use [SERVICE]. How good or bad is [SERVICE] on each of the following?

ASK FOR EACH OF THE FOLLOWING SERVICE IF USED:

1. BBC iPlayer
2. ITVX (was ITV Hub)
3. ITVX Premium (formerly known as ITV Hub+)
4. Channel 4 streaming (formerly known as All 4)
5. Channel 4+ (paid for service, formerly known as All 4+)
6. My5
7. Netflix
8. Amazon Prime Video
9. Disney+
10. YouTube (for watching TV programmes /films)
11. Apple TV+

GRID ROWS – RANDOMISE ORDER

- A. Range of content
- B. Ease of use
- C. Ease of navigation
- D. Exclusive content only available through that platform
- E. Personalisation options – it gets to know my tastes
- F. Cost of the service [DO NOT SHOW FOR CODE 6: My5, CODE 4: Channel 4, CODE 2: ITVX, CODE 10: YouTube]
- G. Amount of adverts

GRID COLUMNS – SINGLE CODE

- A. Very good
- B. Quite good
- C. Neither good nor poor
- D. Quite poor
- E. Very poor

Section 3 – Netflix

[ASK ALL THAT PAY NETFLIX DIRECTLY – CODE 1 IN Q11A]

Q11d. Have you played any games offered by Netflix? If you have, which one(s)?

MULTICODE

1. Stranger Things: 1984 or Stranger Things 3: The Game or Stranger Things: Puzzle Tales
2. Too Hot to Handle: Love is a Game or Too Hot to Handle 2
3. Love is Blind: Netflix Stories
4. Money Heist: Ultimate Choice
5. Grand Theft Auto III or San Andreas or Vice City – The Definitive Edition
6. Reigns or Reigns: Three Kingdoms
7. Narcos: Cartel Wars Unlimited
8. Card games e.g. Arcanium: Rise of Akhan, Exploding Kittens, Card Blast
9. Arcade e.g. Bowling Ballers Teeter Up, Shooting Hoops, Bloons TD 6, Skies of Chaos, Sonic Prime Dash, World of Goo Remastered
10. Other Netflix games e.g. FashionVerse, OXENFREE, Vikings Valhalla, The Queen's Gambit Chess, Into the Dead 2: Unleashed, Dragon Up, Dungeon Dwarves
11. I haven't played any games from Netflix
12. I didn't know Netflix offered games

[ASK ALL WHO ANSWERED CODES 11 AND/OR 12 IN Q11d]

Q11e. Do you think you might play a game offered by Netflix in the future?

SINGLE CODE

1. Yes
2. No
3. Don't know

[ASK ALL]

Q23. Do you cast programmes/film/other video content onto your TV set from a laptop/tablet/smartphone? You can do this by selecting the following symbol in an app or site on your

device 

MULTI CODE

1. No – I am not aware of what this is
2. No – I know what this is but I do not do it
3. Yes, I cast YouTube content
4. Yes, I cast content from video on demand services such as Netflix, Disney+, BBC iPlayer etc.
5. Yes, I cast content from other online services e.g. social media
6. Don't know

[ASK ALL WHO ANSWER YES IN Q23]

Q24. You said that you cast programmes/films/YouTube videos onto your TV set from a laptop/tablet/smartphone, how often do you do this?

SINGLE CODE

- a. Several times a day
- b. About once a day
- c. Several times a week
- d. About once a week
- e. Several times a month
- f. About once a month
- g. Less often

[ASK ALL]

Q24a. When you're looking for something new to watch on TV, how often do you use/look at the following:

GRID ROWS

1. On-screen channel guide (electronic programme guide, or EPG)
2. A specific TV app (e.g. BBC iPlayer or Netflix)
3. Programme led electronic lists/menus (i.e. lists/menus of individual programmes shown on e.g. smart TV home screen or Amazon fire TV home screen)
4. Search by typing
5. Voice search

GRID COLUMNS

- A. Several times a day
- B. About once a day
- C. Several times a week
- D. About once a week
- E. Several times a month
- F. About once a month
- G. Less often
- H. Never

Section 8 – Audiovisual translation

[ASK ALL]

Q25. Now thinking about all of the video-on-demand services you use, in the last 12 months have you used dubbing or subtitling for films/programmes?

MULTICODE

GRID ROWS

1. Dubbing – (audio) voice translating the original language the film/programme was recorded/filmed in into a different language
2. Subtitling - displaying text on screen which matches or translates what is being voiced (audio)

GRID COLUMNS

1. Yes
2. No
3. Don't know

[SHOW IF SELECTED 'YES' FOR CODE 2 AT Q25]

Q25a You said you used subtitling to watch films/programmes on video-on-demand service in the last 12 months, when watching English language content did you use subtitling for any of the following reasons?

Please note the next question will ask about non-English language content

MULTICODE

1. Poor hearing, partial hearing, or are deaf **[SHOW ALL]**
2. Could not understand what was said due to accent, sound being low etc.

3. Used subtitling in non-English language
4. Did not use subtitling for English language content

[ASK ALL]

Q26. Have you used any video on demand service to watch non-English language films/programmes in the last 12 months?

For example, some services such as Netflix include content originally recorded in a non-English language (e.g. Squid Game, Money Heist or Lupin). This could include content you have watched where you have used English dubbing.

SINGLE CODE

1. Yes
2. No
3. Don't know

[ASK ALL WATCHING NON-ENGLISH CONTENT IN Q26 CODE 1]

Q27. How did you watch the films/programmes?

MULTICODE

1. I watched with English dubbing
2. I watched with English subtitles
3. I watched with non-English dubbing
4. I watched with non-English subtitles
5. I understood the non-English language (no dubbing/subtitling required)
6. Other

[ASK ALL WHO ANSWERED YES FOR SUBTITLING IN Q25 CODE 2]

Q28. Have you used subtitling on any of the following services while watching films/programmes in the last 12 months? Please select all that apply

MULTICODE- RANDOMISED

1. Netflix
2. Amazon Prime Video
3. Disney+
4. BBC iPlayer
5. ITVX / ITVX Premium
6. Channel 4 streaming / Channel 4 + (formerly known as All 4 / All 4+)
7. My5