

## GfK BBC Performance Tracker

*Length of interview:*

*Start fieldwork:*

*End fieldwork:*

### I. SAMPLE VARIABLES

RESEARCHER: If there are questions or variables that are not quotas and you want to track them, list the variable name and type here, so programming knows that you want to monitor.

### II. QUOTA CHECK BASED ON SAMPLE VARIABLES

RESEARCHER: Insert description of the quota based on sample information.

Sample plan to be provided separately.

### III. INTRODUCTION

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 (the Office of Communications), which is responsible for overseeing broadcast services in the UK.

Your answers to the survey will remain completely confidential. They will never be reported on at an individual level or be used to identify you in any way. The information collected by GfK is on behalf of, and will remain, the property of Ofcom and will not be passed on to any third parties.

First, we will ask you a few questions about yourself and the media you use. This will only take a few minutes. This will allow us to see whether you qualify to complete the full survey. The full survey will take 20-25 minutes depending on the media you use.

### IV. SCREENER

BASE: ALL RESPONDENTS  
INTERNET USE

INTU [S]

In the past week, how many hours have you spent using the internet?

This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes, films and videos, or listening to music and radio programmes online.

Please include both work and personal use, and use on any device.

SELECT ONE OPTION

1. 30+ hours
2. 20-29 hours
3. 15-19 hours
4. 11 – 14 hours
5. 8-10 hours
6. 6-7 hours
7. 3-5 hours

- 8. 1-2 hours
- 9. Less than 1 hour
- 10. None
- 99. Don't know [CLOSE]

SCRIPTER – IF ONLINE SAMPLE CLOSE IF CODE 6-10, IF F2F SAMPLE CLOSE IF CODE 1-3

Base: All respondents

GENDER – RESPONDENT TO SELF COMPLETE

SEX [S]

And now, a few questions about you. Are you:

- 1. Male
- 2. Female
- 3. Other
- 4. Prefer not to say

QUOTA CHECK

Total net n=###

SOFT QUOTAS based on S01 (Sex)

S01=1 (male): ##

S01=2 (female): ##

Base: All respondents

AGE

RESEARCHER: Update programming logic in Scripter Note below.

AGE [Q]

How old are you?

Please can you re-enter your age? SHOW IF THEY TYPE AN AGE OUTSIDE OF THE RANGE. IF OUTSIDE OF THE AGE RANGE AFTER THIS PROMPT, THEN CLOSE

SCRIPTER: INSERT TEXT BOX. RANGE: 16-100. [INSERT LOGIC FOR QUALIFYING AGES.] IF TYPE OUTSIDE THE AGE RANGE, RE ASK AGE, IF OUTSIDE OF AGE RANGE THEN CLOSE

QUOTA CHECK

Total net n=###

SOFT QUOTAS based on S02 (age)

S02 >= ##: ##

S02 >= ##: ##

Base: All respondents

POSTCODE

POSTCODE [TYPE IN BOX]

What is your postcode? Please note: this question will only be used to assign you to a region of the UK and not to identify where you live.

- 98. Don't know
- 99. Prefer not to say

*SCRIPTER, AUTOCODE FROM POSTCODE INTO THE FOLLOWING REGIONS AND SHOW RELEVANT REGION IN LATER QUESTION NOTE THAT POSTCODE NEEDS TO BE VALIDATED AS FULL POSTCODE (7/8 CHARACTER NOTATION) IF POSTCODE CANNOT BE MATCHED, CODE AS 'NO POSTCODE' (97) AND FOLLOW INSTRUCTIONS*

Base: All who answer don't know/prefer not to say at POSTCODE  
TV REGION

Which region do you live in?

#### TV REGIONS

1. **North East and Cumbria** (including County Durham, Northumberland, Teesdie, Tyne and Wear, Northern Cumbria and the majority of North Yorkshire)
2. **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)
3. **Yorkshire & Lincolnshire** (including Leeds, Sheffield and York)
4. **West Midlands** (including Herefordshire, Shropshire, Staffordshire, Warwickshire, and Worcestershire)
5. **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)
6. **East** (including Norfolk, Suffolk, Essex, Cambridgeshire, Northamptonshire, Bedfordshire, Hertfordshire and northern Buckinghamshire)
7. **West** (including Bristol, the majority of Wiltshire, northern and eastern Somerset, the majority of Gloucestershire and northern Dorset)
8. **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)
9. **South West** (including Cornwall, Devon, Isles of Scilly, southern and western Somerset, western Dorset and Channel Islands)
10. **South East** (including Kent, East Sussex, part of West Sussex and a small part of Surrey)
11. **London**
12. **Wales**
13. **Scotland**
14. **Northern Ireland**

#### SINGLE CODE

#### RADIO LOCAL LIST

1. BBC Radio Berkshire
2. BBC Radio Bristol
3. BBC Radio Cambridgeshire
4. BBC Radio Cornwall
5. BBC Coventry & Warwickshire
6. BBC Radio Cumbria
7. BBC Radio Derby
8. BBC Radio Devon
9. BBC Essex
10. BBC Radio Gloucestershire
11. BBC Radio Guernsey
12. BBC Hereford & Worcester

13. BBC Radio Humberside
14. BBC Radio Jersey
15. BBC Radio Kent
16. BBC Radio Lancashire
17. BBC Radio Leeds
18. BBC Radio Leicester
19. BBC Radio Lincolnshire
20. BBC Radio London
21. BBC Radio Manchester
22. BBC Radio Merseyside
23. BBC Newcastle
24. BBC Radio Norfolk
25. BBC Radio Northampton
26. BBC Radio Nottingham
27. BBC Radio Oxford
28. BBC Radio Sheffield
29. BBC Radio Shropshire
30. BBC Radio Solent
31. BBC Somerset
32. BBC Radio Stoke
33. BBC Radio Suffolk
34. BBC Surrey
35. BBC Sussex
36. BBC Tees
37. BBC Three Counties Radio
38. BBC Wiltshire
39. BBC WM 95.6
40. BBC Radio York
41. BBC Radio Foyle

#### NATIONAL RADIO LIST

1. BBC Radio Scotland
2. BBC Radio nan Gàidheal
3. BBC Radio Ulster
5. BBC Radio Wales
6. BBC Radio Cymru

Base: ALL RESPONDENTS  
NAT IDENTITY

#### NATID [M]

How would you describe your national identity?

1. English
2. Welsh
3. Scottish
4. Northern Irish
5. British
6. Other (Please write in)

Base: ALL RESPONDENTS  
ETHNICITY

#### ETHNICITY [S]

What is your ethnic group?

- a) White
    - English / Welsh / Scottish / Northern Irish / British
    - Irish
    - Gypsy or Irish traveller
    - Other White background \_\_\_\_\_ (Please write in)
  - b) Mixed / multiple ethnic group
    - White and Black Caribbean
    - White and Black African
    - White and Asian
    - Other mixed heritage background \_\_\_\_\_ (Please write in)
  - c) Asian / Asian British
    - Indian
    - Pakistani
    - Bangladeshi
    - Chinese
    - Other Asian background \_\_\_\_\_ (Please write in)
  - d) Black / African / Caribbean / Black British
    - African
    - Caribbean
    - Any other Black / African / Caribbean background \_\_\_\_\_ (Please write in)
  - e) Other ethnic group
    - Arab
    - Other ethnic background \_\_\_\_\_ (Please write in)
98. Prefer not to say (DON'T SCREEN OUT HERE)

Base: ALL RESPONDENTS  
RELIGION FOLLOWED

RELIGION [M, EXCEPT FOR NO RELIGION]

What is your religion?

- 1. No religion
- 2. Catholic
- 3. Church of England/Scotland/Ireland
- 4. Other Christian
- 5. Buddhist
- 6. Hindu
- 7. Jewish
- 8. Muslim
- 9. Sikh
- 97. Any other religion, please describe
- 98. Prefer not to say

Base: ALL F2F SAMPLE ONLY – PLEASE SHOW THE FOLLOWING ON ONE SCREEN

INTERVIEWER – PLEASE HAND OVER YOUR DEVICE TO THE RESPONDENT NOW

## V. MAIN QUESTIONNAIRE

Thank you, we'd now like you to take part in the rest of the survey. The next section is about TV, radio, online services and apps that you may have used in the past 3 months.

## A MEDIA CONSUMPTION

Base: All respondents – IF QUOTA FULL AT ETHNICITY OR RELIGION PLEASE SCREEN OUT AT THIS QUESTION INSTEAD.

A0 [M]

How do you receive TV channels, such as the BBC, ITV or Channel 4, on the main TV set in your household?

1. Freeview – free TV via an aerial and set-top box or built into the TV set
2. Cable - Virgin Media
3. Satellite – from Sky for a monthly subscription
4. Freesat satellite TV - via a satellite dish but with no subscription
5. Satellite – from someone other than Sky
6. BT TV (formerly BT Vision)
7. TalkTalk TV
8. EE TV
9. NOW TV
10. YouView
11. No TV in household (SINGLE CODE)
12. Don't know (SINGLE CODE)

Base: All respondents

A0a [S]

Do you have access to the internet at home?

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

Base: ASK OF THOSE WHO SELECT YES AT A0a and DON'T SELECT CODE 11 AT A0

A0b [M]

Do you connect any of these devices to your home internet to watch catch-up and on-demand services on your main TV set?

1. Smart TV (i.e. {a TV with built-in video streaming apps)
2. Apple TV
3. Amazon Fire
4. Google Chromecast
5. Games console
6. [PIPE THROUGH EACH CODE SELECTED AT A0 AS A SEPARATE ANSWER]
7. Laptop, netbook, tablet or smartphone
8. Other device connected to the TV (write in)
9. None of these (SINGLE CODE)
10. Don't know (SINGLE CODE)

Base: ASK ALL

A1.1. [M]

Which, if any, of these TV channels have you personally watched in the past 3 months? Please do not include programmes watched on catch-up or on-demand.

Please select all that apply.

~~Rotate~~

Rows

1. BBC One
2. BBC Two
3. ITV / STV (SCOTLAND ONLY) / UTV (NORTHERN IRELAND ONLY)
4. Channel 4
5. Channel 5
6. None of these

Base: ASK ALL

A1.2. [M]

And which, if any, of these TV channels have you personally watched in the past 3 months? Please do not include programmes watched on catch-up or on-demand.

Please select all that apply.

~~Rotate~~

Rows

1. BBC Four
2. Any other ITV channel (e.g. ITV2, ITV3, ITV Be)
3. Any other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)
4. Any other Channel 5 channel (e.g. 5USA, 5Star)
5. Any UKTV channel (e.g. Dave, Really, Yesterday, Drama)
6. Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
7. S4C
8. BBC News Channel
9. BBC Parliament
10. BBC Alba
11. CBBC
12. CBeebies
13. Other (please specify)
14. None of these

Base: Show all those coded at A1.1 AND A1.2. IF SELECT NONE OF THESE at A1.1 AND A1.2 DON'T SHOW THIS QUESTION

A1a. [M]

How often in the past 3 months have you watched these TV channels? Please do not include programmes watched on catch-up or on-demand.

Please click on how often you have watched the TV channel shown in the orange box.

Answer all, single code for each column

Rows

1. BBC One
2. BBC Two
3. BBC Four
4. ITV / STV (SCOTLAND ONLY) / UTV (NORTHERN IRELAND ONLY)
5. Any other ITV channel (e.g. ITV2, ITV3, ITV Be)

6. Channel 4
7. Any other Channel 4 channel (e.g. E4, Film4, More4, 4Seven)
8. Channel 5
9. Any other Channel 5 channel (e.g. 5USA, 5Star)
10. UKTV channels (e.g. Dave, Really, Yesterday, Drama)
11. Any Sky channel (e.g. Sky1, Sky Atlantic, Sky Sports)
12. S4C
13. BBC News Channel
14. BBC Parliament
15. BBC Alba
16. CBBC
17. CBeebies

Columns

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

Base: All respondents

A2.1. [M]

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

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .

Please select all that apply.

KEEP BBC STATIONS IN THE SAME ORDER

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 local radio stations (e.g. INSERT RELEVANT LOCAL RADIO STATION FROM POSTCODE IDENTIFIER, IF NO POSTCODE INFORMATION AVAILABLE, PLEASE SHOW NO EXAMPLE, i.e. just show BBC local radio stations)
9. None of these

Base: All respondents

A2.2 [M]

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

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio) .

Please select all that apply.



ROTATE CODE 14 – 23

Rows

1. TalkSPORT
2. TalkRADIO
3. Classic FM
4. Absolute Radio
5. Any Capital Radio station
6. Any Heart Radio station
7. Any Smooth Radio station
8. Kiss
9. Magic
10. Other local or national commercial radio station (e.g. a local station that has advertising)
11. None of these

Base: Show all those coded at A2.1 and A2.2. IF SELECT NONE OF THESE AT A.2.1 and A2.2 DON'T SHOW THIS QUESTION

A2a. [M]

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

Please include stations listened to via a radio set or online (e.g. on BBC iPlayer Radio).

Rotate, Answer all, single code for each column

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 local radio stations (e.g. INSERT RELEVANT LOCAL RADIO STATION FROM POSTCODE IDENTIFIER, IF NO POSTCODE INFORMATION AVAILABLE, PLEASE SHOW NO EXAMPLE, i.e. just show BBC local radio stations)
9. TalkSPORT
10. TalkRADIO
11. Classic FM
12. Absolute Radio
13. Any Capital Radio station
14. Any Heart Radio station
15. Any Smooth Radio station
16. Kiss
17. Magic
18. Other local or national commercial radio station (e.g. a local station that has advertising)

Columns

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

**Base: All respondents- KEEP BBC CHANNELS TOGETHER BUT ROTATE ORDER SHOWN, ANCHORING 19. AT THE BOTTOM. KEEP 17 AND 18 ROTATING TOGETHER, WITH 17 ALWAYS SHOWING FIRST**

A3. [M]

Which, if any, of these TV catch-up, on-demand or video streaming services have you used in the past 3 months? Please select all that apply.

Rotate

Rows

1. BBC iPlayer
2. BBC Three (now available only online)
3. BBC iPlayer Kids
4. ITV Hub or ITV Hub+ [formerly ITV player]
5. STV Player (SHOW THIS CODE ONLY FOR SCOTTISH RESPONDENTS)
6. S4C Clic
7. All 4 (formerly 4OD)
8. My5 (formerly Demand 5)
9. Netflix
10. Amazon Prime/Amazon Video
11. Now TV
12. Sky On Demand (Sky Go)
13. UKTV Play
14. Disney Life
15. Virgin TV Catch-up/Virgin Media Anywhere
16. Hayu
17. A BBC YouTube Channel
18. Other YouTube Channel
19. Other streaming service (please specify) ANCHOR AT LAST POSITION (above none of these)
20. None of these

**Base: Show all those coded at A3. IF SELECT NONE OF THESE at A3 DON'T SHOW THIS QUESTION PLEASE SHOW AS A ROLLING GRID**

A3a [M]

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

ROTATE, Answer all, single code for each row

Rows

1. BBC iPlayer
2. BBC Three (now available only online)
3. BBC iPlayer Kids
4. ITV Hub or ITV Hub+ [formerly ITV player]
5. STV Player (SHOW THIS CODE ONLY FOR SCOTTISH RESPONDENTS)
6. S4C Clic
7. All 4 (formerly 4OD)
8. My5 (formerly Demand 5)
9. Netflix
10. Amazon Prime/Amazon Video
11. Now TV
12. Sky On Demand (Sky Go)
13. UKTV Play

14. Disney Life
15. Virgin TV Catch-up/Virgin Media Anywhere
16. Hayu
17. A BBC YouTube Channel
18. Other YouTube Channel

Columns

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

Base: All respondents

A4. [M]

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

Rotate

Rows

1. BBC.co.uk
2. ITV.com
3. stv.tv
4. S4C
5. SkySports.com
6. News.sky.com (Sky News)
7. Channel4.com
8. 5 (channel5.com)
9. BBC Sport
10. BBC News
11. BBC Weather
12. BBC CBeebies Playtime
13. BBC Music
14. BBC Food
15. BBC iWonder
16. BBC+
17. BBC Bitesize
18. BBC CBeebies Storytime
19. None of these

Base: Show all those coded at A4. IF SELECT NONE OF THESE at A4 DON'T SHOW THIS QUESTION

A4a [M]

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

Rotate, answer all, single code for each row

Rows

1. BBC.co.uk
2. ITV.com
3. Stv.tv
4. S4C

5. SkySports.com
6. News.sky.com (Sky News)
7. Channel4.com
8. 5 (channel5.com)
9. BBC Sport
10. BBC News
11. BBC Weather
12. BBC CBeebies Playtime
13. BBC Music
14. BBC Food
15. BBC iWonder
16. BBC+
17. BBC Bitesize
18. BBC CBeebies Storytime

Columns

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

**B General views of TV, radio & online services**

Now we are going to ask you about your general impressions of various TV, radio and online service providers. When responding for each service provider, please think of everything that you watch, listen to or access, on any device.

Base: All respondents who have used each brand/service in the past 3 months at A1.1 OR A1.2  
Overall impression of service - TV

B1TV. 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 and video service providers?

Please click on the number that you think applies to the statement in the orange box.

Rows: Show all selected at A1.1 and A1.2

	TV
1	BBC television channels (including BBC One, BBC Two, BBC Four, BBC News and CBBC/CBeebies channels as well as the BBC iPlayer and BBC Three, which is online) (CODE ANY OF 1, 2,3 FROM A1.1 OR ANY OF 3,13,14,15,16 OR 17 AT FROM A1.2 )
2	ITV (including ITV1, ITV2, ITV3, ITV4, ITV Be, ITV Encore, CITV and the ITV Hub) OR STV (including STV2 and STV Player) OR UTV (including UTV, ITV2,3,4, ITV Be, ITV Encore and ITV Hub) (CODE 4 AT A1.1 OR 5 AT A1.2)
3	Channel 4 (including Channel 4, E4, More 4, 4 Seven, Film 4, 4 Music and All4) (CODE 6 AT A1.1 OR 7 AT A1.2)
4	Channel 5 (including Channel 5 and 5Star, 5USA, Spike, 5 and My5) (CODE 8 AT A1.1 OR 9 AT A1.2)
5	S4C (CODE 12 AT A1.2)
6	Sky (including Sky One, Sky Atlantic, Sky Living, Sky Cinema, Sky Sports, Pick and Now TV (ONLY ASK OF THOSE WITH SKY, CODE 3 AT A0)

7	Netflix (CODE 9 AT A3)
8	Amazon Prime Video (CODE 10 AT A3)
9	Now TV (DO NOT SHOW FOR THOSE WITH SKY AS COVERED IN SKY LIST) (CODE 11 AT A3)

ROTATE ORDER SHOWN, SHOW ALL USED IN LAST 3 MONTHS AT A1 AND A3. IF NOT AN SVOD USER, I.E. DOESN'T GET SHOWN CODES 6-9 IN THIS QUESTION, ONLY SHOW SKY OF THOSE WITH SKY SUBSCRIPTION

Base: All respondents who have used in the last 3 months at A2.2 OR A2.2  
Overall impression of RADIO

B2Radio. 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?

Use providers coded in Section A, in the 'used in the past 3 months' questions (A2.1 OR A2.2 for radio). SHOW ALL THAT THEY'VE LISTENED TO IN THE PAST 3 MONTHS

BBC Radio
Absolute Radio
Classic FM
Heart
Capital
Smooth
TalkRadio/Sport
Kiss
Magic

ROTATE ORDER SHOWN IN

Base: All respondents who have used in the past 3 months at A4  
Overall impression of online websites/apps

B3MEAPP. 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 the following websites and apps?

Use providers coded in Section A, in the used in the past 3 months questions (A4). IF USING BBC, SHOW THIS PLUS THREE COMPETITORS SELECTED AT RANDOM. IF NOT USING BBC, SELECT THREE COMPETITORS AT RANDOM

BBC website and apps
ITV website and apps
Sky website and apps
Channel 4 website and apps
Channel 5 website and apps
STV website and apps
S4C website and apps

ROTATE ORDER

**C** General views of BBC TV, radio and online services

Base: All respondents  
Overall impressions

This part of the survey is specifically about the BBC.

SHOW 1-10 SCALE

C1. On a scale of 1 – 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?**

Base: All respondents  
Overall delivery for each purpose

As a public service organisation the BBC has a number of public duties to inform, educate and entertain everyone living in the UK. We are now going to ask your opinion on how well the BBC delivers these duties, as well as how important they are.

When responding to these questions please think about everything the BBC does, on TV, radio and online, and include everything you watch, listen to or access on any device.

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 as a whole provides:

ROTATE STATEMENTS 1-4

1. Impartial news and information to help people understand and engage with the world around them.
2. Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.
3. A range of high quality, distinctive and creative content that is different to that of other providers.
4. Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.

SHOW ALL STATEMENTS ON THE SAME SCREEN, ADD DON'T KNOW OPTIONS AT EACH STATEMENT

Base: All respondents  
Overall importance to society for each purpose –SHOW ON SEPARATE SCREEN TO C4, MAKE A ROLLING GRID

C3

On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how **important** for SOCIETY OVERALL is it that the BBC provides:

ROTATE STATEMENTS 1-4

1. Impartial news and information to help people understand and engage with the world around them.
2. Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.
3. A range of high quality, distinctive and creative content that is different to that of other providers.

4. Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.

SHOW ALL STATEMENTS ON THE SAME SCREEN, ADD DON'T KNOW OPTIONS AT EACH STATEMENT

Base: All respondents  
Overall personal importance for each purpose - SHOW ON SEPARATE SCREEN TO C4, MAKE A ROLLING GRID

C4

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

ROTATE STATEMENTS 1-4

1. Impartial news and information to help people understand and engage with the world around them.
2. Informative and educational content, which is inspiring and challenging, and that supports learning for all ages.
3. A range of high quality, distinctive and creative content that is different to that of other providers.
4. Content that accurately represents and authentically portrays the life and culture of a range of different communities throughout the UK.

SHOW ALL STATEMENTS ON THE SAME SCREEN, ADD DON'T KNOW OPTIONS AT EACH STATEMENT

## PURPOSES IN MORE DEPTH

Base: All respondents  
Specific delivery for each purpose ROTATE ORDER SHOWN C6 –C9

This section looks at each of the BBC's public duties in more detail.

For each one we will ask you to consider a number of statements on how well you personally think the BBC is **currently performing** in these areas.

C6

This set of statements are about the BBC providing impartial news and information to help people understand and engage in the world around them.

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

ROTATE

1. News coverage that helps me understand what's going on in the world today.
2. News that represents a range of viewpoints.
3. News that is impartial.

COLUMNS 10-POINT SCALE INCLUDING DON'T KNOW OPTION

C7

This set of statements are about the BBC supporting learning for people of all ages.

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

ROTATE

1. Programmes and content that are educational.
2. Programmes and content that are inspirational.
3. Programmes and content that support children and young people with their education.
4. Programmes and content that helps me to learn new things.
5. Programmes and content that are informative.

COLUMNS 10-POINT SCALE INCLUDING DON'T KNOW OPTION,

C8

The following set of statements are about the aim of the BBC to provide the most creative, highest quality and distinctive content.

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

ROTATE

1. Provides a broad mix of different types of TV, radio and online programmes and content
2. Provides high quality television, radio and online content.
3. Provides programmes and content made specifically for UK audiences, using UK actors, writers and locations.
4. Takes risks and provides content that is new and innovative across all of its services, including television, radio and online.
5. Provides television, radio and online content which appeals to a wide range of different audiences across the UK.
6. Provides distinctive programmes and content.

10-POINT SCALE ON COLUMN INCLUDING DON'T KNOW OPTION

C9

This set of statements are about the BBC's responsibility to reflect, represent and serve diverse communities within all the UK's nations and regions.

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

ROTATE

1. A good range of programmes and content that includes people like me.
2. A good range of programmes and content that represents where I live.
3. An authentic portrayal of people like me.
4. An authentic portrayal of the region where I live.
5. Programmes and content that are relevant to me.

10-POINT SCALE ON COLUMN INCLUDING DON'T KNOW OPTION



## D COMPARABLE PROVIDERS ANALYSIS

Base: All respondents  
Competitive delivery for television services

We would now like to know how you think the BBC compares to other providers.

D1.

When responding please think about all of the BBC programmes that you watch on television, BBC iPlayer or other catch-up and on-demand services, including programmes you watch on other devices such as desktops, laptops or tablets.

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

Please give a score of 1-10, where 1 means not at all well and 10 means extremely well

ROTATE

1. Provides a broad mix of different types of TV programmes and content.
2. Provides high quality television content.
3. Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
4. Takes risks and provides TV programmes and content that is new and innovative.
5. Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
6. Provides distinctive TV programmes and content.

ADD DON'T KNOW OPTIONS AT EACH STATEMENT

D1a

On a scale of 1-10, where 1 means not at all important and 10 means extremely important, **how important**, if at all, do you think it is that BBC television...

ROTATE

1. Provides a broad mix of different types of TV programmes and content.
2. Provides high quality television content.
3. Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
4. Takes risks and provides TV programmes and content that is new and innovative.
5. Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
6. Provides distinctive TV programmes and content.

ADD DON'T KNOW OPTIONS AT EACH STATEMENT

Base: ALL THOSE WHO'VE WATCHED BBC CHANNELS OR IPLAYER, SHOW FOR EACH BBC CHANNEL THAT THEY'VE WATCHED IN THE PAST 3 MONTHS AT A1.1 OR A1.2, FROM A3 PLEASE SHOW 1 OR 2 OR 3 IF USED

D1b.

How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?

[PIPE IN TV CHANNEL/SERVICE] offers me something that other television and video providers do not

ADD DON'T KNOW OPTIONS AT EACH STATEMENT

Base: All respondents  
Competitive delivery for radio services

D2.

Comparing BBC radio stations to other radio stations, **how well**, if at all, do you think BBC radio...

Please give a score of 1-10, where 1 means not at all well and 10 means extremely well

ROTATE

1. Provides a mix of different types of radio station.
2. Provides high quality radio output.
3. Supports UK music and presenters.
4. Takes risks and provides radio content or music that is new and innovative or less well known
5. Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.
6. Provides distinctive radio programmes and output.

ADD DON'T KNOW OPTIONS AT EACH STATEMENT

D2a

Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, **how important**, if at all, do you think it is that BBC radio...

ROTATE

1. Provides a mix of different types of radio stations.
2. Provides high quality radio output.
3. Supports UK music and presenters.
4. Takes risks and provides radio content or music that is new and innovative or less well known
5. Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.
6. Provides distinctive radio programmes and output.

ADD DON'T KNOW OPTIONS AT EACH STATEMENT

Base: ALL THOSE WHO'VE LISTENED TO BBC RADIO STATIONS, SHOW FOR EACH BBC STATION THAT THEY'VE LISTENED TO IN THE PAST 3 MONTHS AT A2.1

D2b.

How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?

1. [PIPE IN RADIO STATION] offers me something that other radio stations do not

ADD DON'T KNOW OPTIONS AT EACH STATEMENT

Base: All respondents  
Competitive delivery for online services

D3.

Comparing BBC website apps to other providers, **how well**, if at all, do you think BBC website and apps...

Please give a score of 1-10, where 1 means not at all well and 10 means extremely well

ROTATE

1. Have a mix of different types of content.
2. Have high quality content.
3. Provide content that other websites or apps don't provide.
4. Present content in a unique/innovative way.
5. Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.
6. Provide distinctive online programmes and content.

ADD DON'T KNOW OPTIONS AT EACH STATEMENT

D3a.

Using a scale of 1-10, where 1 means not at all important and 10 means extremely important, **how important**, if at all, do you think it is that BBC website and apps...

ROTATE

1. Have a mix of different types of content.
2. Have high quality content.
3. Provide content that other websites or apps don't provide.
4. Present content in a unique/innovative way.
5. Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.
6. Provide distinctive online programmes and content.

ADD DON'T KNOW OPTIONS AT EACH STATEMENT

Base: ALL THOSE WHO'VE USED BBC APPS/WEBSITES, SHOW FOR EACH BBC SERVICE THAT THEY'VE USED IN THE LAST 3 MONTHS AT A6

D3b.

How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means not at all agree, and 10 means agree completely?

[PIPE IN BBC app/website] offers me something that other websites/apps do not

ADD DON'T KNOW OPTIONS AT EACH STATEMENT

**E MEDIA CONSUMPTION/TECHNOLOGY OWNERSHIP/USE**

Base: All respondents  
Technology access

E2 [M]

Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?

	Watch/access TV channels	Watch catch up, on demand or video streaming services	Listen to radio	Access online and apps
TV	x	x	x	x
Laptop/computer/netbook	x	x	x	x
Tablet	x	x	x	x
Smartphone	x	x	x	x
Digital radio			x	
Analogue radio			x	
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)				x
Smart or wireless speaker (e.g. Amazon Echo, Google Home)			x	x
E-reader (e.g. Kindle)				x
Games console	x	x	x	x
None of these	x	x	x	x

## F ATTITUDINAL

Now we are going to ask you some questions about your general attitudes towards the BBC.

Base: All respondents  
Miss the BBC

F1

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

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

Base: All respondents  
Relevance of the BBC

F2

To what extent do you agree or disagree with the statement 'The BBC is less relevant to me than it was in the past'?

1. Definitely agree
2. Slightly agree

3. Neither agree nor disagree
4. Slightly disagree
5. Definitely disagree
6. Don't Know

## VI. DEMOGRAPHICS/CLASSIFICATION

Base: All respondents  
NEWS USE

NU1.

Typically, how frequently do you access news? By news, we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online including apps).

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

Base: All respondents [M]  
INTERNET ACCESS

QIA1. In which of the following locations have you accessed the internet in the past 3 months?

Please select yes for all that apply. (yes/no tick option)

1. At home
2. At someone else's home
3. At work
4. Whilst commuting/ travelling / on the move
5. In a public place e.g. café, library
6. Elsewhere

SCRIPTER PLEASE INCLUDE YES/NO TICK OPTION FOR EACH

Base: All respondents  
HOUSEHOLD SIZE

DC01 [S]

How many people live in your house, including yourself?

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

98. Prefer not to say

Base: All WHO DON'T CODE 1 AT DC01  
CHILDREN  
DC02 [S]

Do you have any children living in your household? By children, we mean children under 16 living at home.

1. Yes
2. No
98. Prefer not to say

Base: All respondents who coded D02=1  
CHILDREN AGE  
DC03 [S]

Thinking about the children under 16 in your household, what ages are they? Please type in the age of each child in a separate box.

PUT IN 10 SEPARATE BOXES FOR THEM TO TYPE IN EACH CHILD'S AGE, PLEASE LIMIT INPUT TO NUMBER OF PEOPLE CODED AT DC01

98. Prefer not to say

SCRIPTER, PLEASE ADD A BOX TO TYPE IN THE NUMBER OF CHILDREN,

Base: CODE YES AT DC02  
PARENT  
DC04 [S]

Are you responsible for the children under 16 in your household? Are you their parent or guardian?

1. Yes
2. No
98. Prefer not to say

Base: ASK ALL RESPONDENTS  
CARER  
DC05 [S]

Are you a carer for someone over the age of 16?

1. Yes
2. No
98. Prefer not to say

Base: All respondents  
EDUCATION  
DC06 [S]

Which, if any, is the highest educational or professional qualification you have obtained. If you're still studying, please select the highest level achieved so far.

1. GCSE/O-Level/CSE/standard grades or equivalent
2. Vocational qualifications or equivalent (=NVQ1+2)
3. A-Level/Highers or equivalent (=NVQ3)

4. Bachelor Degree or equivalent (=NVQ4)
5. Masters/PhD or equivalent
6. Other
7. No formal qualifications
99. Don't know

Base: All respondents

#### INCOME

DC07 [S]

In which of the following income bands does your gross annual household income fall?  
(Note: before tax, national insurance or any other deductions)

1. Up to £10,000
2. £10,000 - £14,999
3. £15,000 - £19,999
4. £20,000 - £29,999
5. £30,000 - £39,999
6. £40,000 - £49,999
7. £50,000 - £74,999
8. £75,000 and above
98. Prefer not to say

Base: All respondents

#### WORKING STATUS

DC08 [S]

What is your current working status?

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

Base: All respondents

#### SOCIAL GRADE

##### SGD2

Are you the main income earner in the household?

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

##### SGD3

A Are you regularly employed, including self-employment? If you are employed both full-time and part-time please select 'full-time'.

B Is the chief income earner regularly employed, including self-employment? If he/she is employed both full-time and part-time please select 'full-time'.

1. Employed full-time (30+ hours per week)
2. Employed part-time (8-30 hours per week)
3. Not employed (less than 8 hours per week)

*If SGD3 = Unemployed (code 3) then ASK SGD4*

**SGD4**

A Are you...

B Is the chief income earner...

1. A housewife/ househusband
2. A student
3. Retired
4. Currently unemployed

*If not main income earner (SGD2 code2) and unemployed (SGD3 code 3) and student (SGD4 code 2) then SEG = C1*

*If CIE is retired (SGD4=3) then ask SGD4P*

**SGD4P**

A Do you...

B Does the chief income earner...

... receive any occupational pension from a previous employment, or is the state pension the only pension they receive?

1. Receives an occupational pension
2. Receives only a state pension

*If retired (SGD4 code 3) and receiving only state pension (SGD4P=2) then SEG = E*

*If not main income earner (SGD2 code2) and unemployed (SGD3 code 3) and student (SGD4 code 2) then ask D4STU*

**SGD4STU**

A Are you living at home (with parents) or away from home / on your own?

B Is the chief income earner living at home (with parents) or away from home / on their own?

1. At home
2. At home with parents
3. Away from home

**SGD4STUDENTREDIRECTFIX**

Flag in data to highlight students at home who are head of household - re-directed back to SGD2

*If not main income earner (SGD2 code 2) and housewife (SGD4 code 1) then ask D4House*

**SGD4HOUSE**

And you are the chief income earner for this household?

1. Yes
2. No

*If not main income earner (SGD2 code 2) and housewife (SGD4 code 1) and chief income earner (SGD4House code 1) then SEG = E*



If employed full/part time (SGD3 codes 1 or 2) or Retired with Occupational Pension (SGD4P code 1)  
Ask SGD5

### SGD5

1. In your work, how many staff are you responsible for, if any?
2. In their work, how many staff is the chief income earner responsible for, if any?
3. In your work, how many staff were you responsible for, if any?
4. In their work, how many staff was the chief income earner responsible for, if any?

Open numeric box  
None

*If employed full/part time (SGD3 codes 1 or 2) or Retired (SGD4 code 3) Ask SGD6*

### SGD6

1. Please type in your job title into the box below. As you type, a list will appear on the right with various options. Please select the option that most closely matches your job role, or if you cannot find your job role, please select 'other'.
2. Please type in the chief income earner's job title into the box below. As you type, a list will appear on the right with various options. Please select the option that most closely matches their job role, or if you cannot find their job role, please select 'other'.
3. Please type in your job title (from before you retired) into the box below. As you type, a list will appear on the right with various options. Please select the option that most closely matches your job role, or if you cannot find your job role, please select 'other'.
4. Please type in the chief income earner's job title (from before they retired) into the box below. As you type, a list will appear on the right with various options. Please select the option that most closely matches their job role, or if you cannot find their job role, please select 'other'.

**Social grade auto-coder – Job title options will appear based on text entered by respondent and the job title selected will be used to code socio-economic group.**

*If "SelfManual" or "SelfNonManual" (taken from Social Grade auto-coder) ASK SK*

### SGSK

As you are/ the chief income earner is self-employed, can you tell us if you are/the chief income earner is professionally skilled / qualified (i.e. electrician, plumber, London taxi driver, photographer etc) or not skilled / qualified (e.g. window cleaner, shopkeeper, hotelier etc).

1. I have/the chief income earner has professional qualifications relevant to my business
2. No such qualification

**If Self manual (SGD6) and non-skilled (SGSK code 2)**

If number of staff responsible for at SGD5 >= 25 Then SEG = B  
If number of staff responsible for at SGD5 >= 5 Then SEG = C1  
If number of staff responsible for at SGD5 >= 1 Then SEG = C2  
Otherwise SEG = D

**If SelfManual (SGD6) and skilled (SK code 1)**

If number of staff responsible for at SGD5 >= 25 Then SEG = A  
If number of staff responsible for at SGD5 >= 5 Then SEG = B  
If number of staff responsible for at SGD5 >= 1 Then SEG = C1

Otherwise SEG = C2

If SelfNonManual (SGD6) and non-skilled (SK2)

If number of staff responsible for at SGD5 >= 25 Then SEG = A

If number of staff responsible for at SGD5 >= 5 Then SEG = B

If number of staff responsible for at SGD5 >= 1 Then SEG = C1

Otherwise SEG = C2

If SelfNonManual (SGD6) and skilled (SK code 1)

If number of staff responsible for at SGD5 >= 25 Then SEG = A

If number of staff responsible for at SGD5 >= 5 Then SEG = A

If number of staff responsible for at SGD5 >= 1 Then SEG = B

Otherwise SEG = C1

*If "Director" (taken from Social Grade auto-coder) ASK SGEType, SGESize and SGMLevel*

### **SGETYPE**

Do you / does the chief income earner work in ...

1. ... an industrial /commercial organisation
2. ... a bank / financial / service organisation

### **SGESIZE**

How many employees does your/the chief income earner's organisation have in total?

Open numeric box

### **SGMLEVEL**

And even though you may have told us before, please select your/the chief income earner's management level from the list below. If it is not listed, please select the nearest equivalent.

1. Chairman
2. Managing Director
3. Director, Board Member
4. Senior Manager
5. Department Manager (professionally qualified)
6. Department Manager (not professionally qualified)
7. Junior manager (ie. head of sections within a department, executives)

**For those working in industrial/ commercial organisation at SGETYPE**

SGESize >= 200 And SGMLevel codes 1-5 Then SEG = A

SGESize >= 200 And SGMLevel codes 6-7 Then SEG = B

SGESize >= 25 And SGMLevel code 1-2 Then SEG = A

SGESize >= 25 And SGMLevel codes 3-5 Then SEG = B

SGESize >= 25 And SGMLevel codes 6-7 Then SEG = C1

SGESize >= 1 And SGMLevel codes 1-2 Then SEG = B

SGESize >= 1 And SGMLevel codes 3-7 Then SEG = C1

All other SGEType = Industrial Then SEG = C1

**For those working in a bank/ financial/ service organisation at SGETYPE**

SGESize >= 200 And SGMLevel codes 1-6 Then SEG = A  
 SGESize >= 200 And SGMLevel codes 7 Then SEG = B  
 SGESize >= 25 And SGMLevel codes 1-5 Then SEG = A  
 SGESize >= 25 And SGMLevel codes 6-7 Then SEG = B  
 SGESize >= 1 And SGMLevel codes 1-2 Then SEG = A  
 SGESize >= 1 And SMLLevel codes 3-5 Then SEG = B  
 SGESize >= 1 And SGMLevel codes 6-7 Then SEG = C1

If "Other" (taken from Social Grade text from autocoder) Then SEG code 7

If SGD4 = Unemployed Then SEG = E

### FURTHER DETAILS

To help us classify you/the chief income earner accurately, please enter as much information as you can regarding you/the chief income earner role... level of experience / success etc

### OE question

**Surrogate social grade question – to be asked of those not classified above.**

If **social grade = 7** (unable to autocode), then ask SGQ\_SUR

### SGQ\_SUR

"Please choose from the list below which **ONE** best describes the main income earner's occupation. If the main income earner is retired or unemployed, please select the occupation just before the main income earner retired or was unemployed."

"**Senior manager** (e.g., managing director, chairman, etc.) in business OR **a top-level civil servant** OR retired from one of occupations OR the widow(er) of someone previously employed in one of these occupations"  
**(Social grade = A)**

"**Middle management executive** (in charge of 25 staff or more) in a large organisation with appropriate qualifications OR **principal officer in local government and civil service** OR **top management or owner of small a small business, educational or service establishments** OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations"  
**(Social grade = B)**

"**Junior manager** (e.g. head of section within the department, in charge of fewer than 24 staff) OR **owner of small establishment** OR **any other non-manual positions** OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations"  
**(Social grade = C1)**

"**Skilled manual worker** OR **manual worker with responsibility for other people** OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations (if receiving spouse's pension)"  
**(Social grade = C2)**

"**Semi-skilled manual worker** OR **manual worker with no relevant qualifications**, including apprentices and trainees to skilled workers OR retired from one of these occupations OR the widow(er) of someone previously employed in one of these occupations (if receiving spouse's pension)"  
**(Social grade = D)**

"**Dependent on the state** long-term through sickness, unemployment, old age or for any other reason OR casual worker without a regular income"  
**(Social grade = E)**

Base: All respondents  
**SEXUAL ORIENTATION**  
 DC13

Ofcom wants to ensure that it talks to as representative a sample of people as possible. Please indicate which of the following you consider yourself to be:

1. Heterosexual or straight
2. Gay or lesbian
3. Bisexual
98. Prefer not to say
99. Other

Base: All respondents  
**GENDER REASSIGNMENT**  
 DC14

Have you gone through any part of a process (including thoughts or actions) to change from the sex you were described as at birth to the gender you identify with, or do you intend to?  
 (This could include changing your name, wearing different clothes, taking hormones or having gender reassignment surgery).

1. Yes
2. No
3. I prefer not to say

Base: All respondents  
**DISABILITY**  
 DC15 [M]

Which of these, if any, limit your daily activities or the work you can do?  
 Please select all that apply.

1. Breathlessness or chest pains
2. Poor vision, partial sight or blindness
3. Difficulty in speaking or in communicating
4. Poor hearing, partial hearing or deafness
5. Cannot walk at all / use a wheelchair
6. Cannot walk far or manage stairs or can only do so with difficulty
7. Limited ability to reach
8. Mental health problems or difficulties
9. Dyslexia
10. Other illnesses or health problems which limit your daily activities or the work that you can do  
 (PLEASE TYPE IN) \_\_\_\_\_
97. Prefer not to say
98. None
99. Don't know

Base: ALL RESPONDENTS CODING 98 AT RELIGION SCREENING QUESTION  
**RELIGION FOLLOWED**

DC16 [M EXCEPT FOR NO RELIGION]

What is your religion?

1. No religion
2. Catholic
3. Church of England/Scotland/Ireland
4. Other Christian
5. Buddhist
6. Hindu
7. Jewish
8. Muslim
9. Sikh
97. Any other religion, please describe
98. Prefer not to say

Base: All respondents

### POSITIVITY

DC17 [S per column]

Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.

#### ROWS

- 1 I am satisfied with my life
- 2 I feel very positive about my future
- 3 I don't like people to think badly of me
- 4 White lies are acceptable to avoid hurting people's feelings

#### COLUMNS

- 1 Strongly agree
- 2 Agree
- 3 Slightly agree
- 4 Neither agree nor disagree
- 5 Slightly disagree
- 6 Disagree
- 7 Strongly disagree

#### VIII. END TEXT

*SCRIPTER: INSERT STANDARD CLOSING/THANK YOU TEXT.*

*SCRIPTER: INSERT STANDARD SCREENOUT TEXT(S).*

#### END OF QUESTIONNAIRE