

Ofcom

SURVEY NAME: COVID RESEARCH

METHODOLOGY: ONLINE SURVEY. RECRUITMENT INTO QUAL INCLUDED WITHIN SURVEY

SURVEY LENGTH: 20 MINUTES (APPROX.)

SAMPLE: 2000 UK 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

Questionnaire

Section 1: Quota Demographics

Today we have some questions for you about how you use different types TV, radio and online services, in particular the BBC. We would like to understand your attitudes towards these services and how these might have changed over time. This research is being conducted on behalf of Ofcom.

Q1. Are you....?

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

Q2. Please enter your age in the box below

[Max 13 - 99]

Q3. Which of the following describes where you live?

1. Scotland
2. North East
3. North West
4. Yorkshire and the Humber
5. West Midlands
6. East Midlands
7. Wales
8. East of England
9. London
10. South East
11. South West
12. Northern Ireland

Q4. The Chief Income Earner is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source.

If two or more related people in the household have equal income, please think of this question with the oldest in mind

The Chief Income Earner can be of either sex, with no preference to either.

Which of the following best describes the employment status of the Chief Income Earner in your household?

1. Full-Time employment (more than 29 hours a week) – Code using Grader
Part-Time employment (less than 29 hours per week) – Code using Grader
2. Retired / Widow / Widower

3. Student
4. Not working / Sick / Disabled

[If Retired / Widow / Widower]

Does the Chief Income Earner has a Private Pension?

1. Yes – Code via Grader using PREVIOUS occupation of the Chief Income Earner
2. No – Code as SEG E

[If student]

Code as C1

[If Not working/Sick/Disabled/Working less than 8 hours per week]

CODE AS E

[If working Full time / Part Time]

What is the occupation of Chief Income Earner? USE GRADER

[Or if retired on a Private Pension]

What was the PREVIOUS occupation of the Chief Income Earner? USE GRADER

IF CHILD (13-17 YEARS)

INSERT CHILD PERMISSIONS

Section 2: TV

Q5. Which region do you live in?

SINGLE CHOICE

1. East of England
2. West
3. South West
4. South
5. Yorkshire and Lincolnshire
6. North East and Cumbria
7. North West
8. Scotland
9. Northern Ireland
10. Wales
11. Midlands West
12. Midlands East
13. London
14. South East
15. Don't know

Q6. How often, if at all, do you use the following TV channels and services to watch whole or clips of TV programmes and films?

SINGLE CHOICE GRID**GRID ROWS - RANDOMISE ORDER**

1. BBC TV channels (BBC One, BBC Two, BBC Four, BBC News channel, BBC Parliament, CBeebies, CBBC, **[IF Q3 REGION = 1 SCOTLAND]:** BBC Alba, BBC Scotland)
2. ITV channels (STV, UTV, ITV Cymru Wales, ITV2, ITV3, ITV4, ITVBe, CITV)
3. Channel 4 channels (e.g. Channel 4, E4, More4, Film4, 4seven, 4Music)
4. Channel 5 channels (e.g. Channel 5, 5Star, 5USA, Paramount Network)
5. BBC iPlayer
6. ITV Hub **[IF Q3 REGION = 1 SCOTLAND: STV Player]**
7. All 4
8. My5
9. Britbox
10. Netflix
11. Amazon Prime Video
12. Disney+
13. NOW TV
14. YouTube

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
- h. Never

[IF Q6 = CODE A-G FOR AT LEAST ONE OF 1-15]

Q7. Thinking about your TV viewing habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your viewing of these different TV providers changed over the past year, if at all?

GRID ROWS -RANDOMISE ORDER

[Show TV channels/services coded A-G in Q6]

GRID COLUMNS – SINGLE CODE

- a. I've watched more
- b. I've watched about the same amount
- c. I've watched less
- d. Don't know

[IF Q7 = CODE A (MORE) FOR CODE 1 BBC CHANNELS]

Q7. You said you watch BBC TV channels more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

OPEN END

[IF Q7 = CODE C (LESS) FOR CODE 1 BBC CHANNELS]

Q8. You said you watch BBC TV channels less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

OPEN END

[IF Q7 = CODE A (MORE) FOR CODE 5 BBC IPLAYER]

Q9. You said you watch BBC iPlayer more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?

MULTI CHOICE, RANDOMISED

1. Allows me to watch what I want, when I want
2. Offers boxsets so I can watch a whole series at my own pace
3. Has a good range of different types of programme
4. It has programmes suitable for the whole family
5. I can get into iPlayer from the normal TV guide pages on my TV
6. I've had more time to watch programmes
7. I wasn't aware of it before lockdown
8. I use it to watch BBC Three content
9. It's easy to find content
10. Other (please specify) [ANCHOR]

[IF Q7 = CODE C (LESS) FOR CODE 5 BBC IPLAYER]

Q9. You said you watch BBC iPlayer less now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?

MULTI CHOICE, RANDOMISED

1. Limited range of content
2. Not enough content for my age group
3. Not enough programmes suitable for the whole family
4. I find it difficult to use
5. I've discovered other streaming services such as Netflix
6. It's difficult to find content
7. Other (please specify) [ANCHOR]

Section 3: Radio

[ASK ALL]

Q10. Now thinking about radio and other audio services, how often, if at all, do you listen to the following?

SINGLE CHOICE GRID

GRID ROWS - RANDOMISE ORDER

1. BBC radio stations (e.g. Radio 1,2,3,4,5 live, BBC local radio)

2. Non-BBC radio stations (e.g. Heart, Capital, Magic, Absolute, LBC, talkSPORT, local commercial radio)
3. BBC Sounds
4. Spotify
5. Amazon Music
6. Other

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

[IF Q10 = CODE A-G FOR AT LEAST ONE OF 1-6]

Q11. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your listening for each of these audio providers changed over the past year, if at all?

GRID ROWS -RANDOMISE ORDER

[Show audio services coded A-G in Q10]

GRID COLUMNS – SINGLE CODE

- a. I've listened more
- b. I've listened about the same amount
- c. I've listened less
- d. Don't know

[IF Q11 = CODE A (MORE) FOR CODE 1 BBC RADIO STATIONS]

Q12. You said you listen to BBC radio stations more now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

OPEN END

[IF Q11 = CODE C (LESS) FOR CODE 1 BBC RADIO STATIONS]

Q13. You said you listen to BBC radio stations less now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

OPEN END

[IF Q11 = CODE A (MORE) FOR CODE 3 BBC SOUNDS]

Q14. You said you listen to BBC Sounds more now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?

MULTI CHOICE, RANDOMISED

1. I wasn't aware of it before lockdown
2. I like the music mixes
3. I like the range of podcasts
4. I like that you can pause and rewind live radio
5. I like the older radio archive programmes
6. It's free
7. I heard it being talked about on a BBC TV programme
8. I like that you can catch-up on radio programmes you've missed
9. I use it on my smart speaker
10. I can find a range of different types of audio, not just radio
11. There are no ads
12. It's easy to use
13. I listen more online than via a radio
14. Other (please specify) [ANCHOR]

[IF Q11 = CODE C (LESS) FOR CODE 3 BBC SOUNDS]

Q15. You said you listen to BBC Sounds less now compared to March 2020, just before Covid-19 restrictions came into place. What are the reasons for this?

MULTI CHOICE, RANDOMISED

1. I used to use it travelling to work but have done that less
2. I used to use it at work but have done that less
3. Not enough content for my age group
4. Not enough content I like
5. You can't download content
6. Personalisation isn't very good
7. I find it difficult to use
8. It needs an internet connection
9. Don't like having to sign-in
10. I've discovered other streaming services such as Spotify
11. It's difficult to find content
12. Other (please specify) [ANCHOR]

Section 4: Online

[ASK ALL]

Q16. And now, thinking about websites and apps, how often do you use the following, if at all?

SINGLE CHOICE GRID

GRID ROWS - RANDOMISE ORDER

1. BBC websites/app (e.g. BBC News, BBC Sport, BBC Bitesize)
2. Facebook
3. Twitter
4. Mail online
5. YouTube

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
- h. Never

[IF Q16 = CODE A-G FOR AT LEAST ONE OF 1-7]

Q17. Thinking about your habits now compared to March 2020, just before Covid-19 restrictions came into place, how has your use of these websites/ apps changed, if at all?

GRID ROWS -RANDOMISE ORDER

[Show websites/ apps coded A-G in Q16]

GRID COLUMNS – SINGLE CODE

- a. I've used it more
- b. I've used it about the same amount
- c. I've used it less
- d. Don't know

[IF Q17 = CODE A-C FOR CODE 1 BBC NEWS ONLINE/ APP]

Q18. You said you use BBC websites/apps (e.g. BBC News, BBC Sport, BBC Bitesize) [PIPE BASED ON Q17 ANSWER FOR BBC WEBSITES/APPS: more/ less/ about the same amount] now compared to March 2020, just before Covid-19 restrictions came into place. Why do you say this?

OPEN END

Section 5: BBC Non-User

[IF Q6 IS NEVER FOR CODES 1 & 5 AND Q10 IS NEVER FOR CODES 1 & 3 AND Q16 IS NEVER FOR CODE 1]

Q19. You said you never use any BBC services, why is this?

RANDOMISE ORDER – MULTICODE

- 1. I watch BBC content on Britbox
- 2. I watch/ listen to BBC content on other services (e.g. YouTube)
- 3. I can't find anything I like on the BBC
- 4. I don't like the BBC
- 5. I don't trust the BBC
- 6. I prefer other services (e.g. Netflix, Spotify, other TV channels)
- 7. I don't want to pay the licence fee
- 8. Other (WRITE IN) [ANCHOR]

[IF Q6 IS NEVER FOR CODES 1 & 5 AND Q10 IS NEVER FOR CODES 1 & 3 AND Q16 IS NEVER FOR CODE 1]

Q20. Before March 2020, when Covid-19 restrictions came into place, did you use any BBC services?

SINGLE CODE

1. Yes
2. No

[IF Q20 = CODE 1 YES]

Q21. Why did you stop using the BBC?

OPEN END

Section 6: Opinions of the BBC

[IF Q6 IS A-G FOR CODES 1 OR 5 OR Q10 IS A-G FOR CODES 1 OR 3 OR Q16 IS A-G FOR CODE 1 OR Q20 IS CODES 1 OR 2]

Q22. The BBC is a public service broadcaster and has a duty to provide content that informs, educates and entertains licence fee payers.

Thinking about your experience of the BBC across TV, radio and online now compared to March 2020, just before Covid-19 restrictions came into place, how well or badly do you think the BBC does at...?

SINGLE CHOICE GRID

ROWS, RANDOMISE ORDER

1. Providing informative programmes and content (this includes news and current affairs)
2. Providing educational and learning programmes and content (this includes documentaries as well as children's educational content)
3. Providing entertaining programmes and content

COLUMNS

- a. Very well
- b. Quite well
- c. Neither well nor badly
- d. Quite badly
- e. Very badly
- f. Don't know

[IF Q6 IS A-G FOR CODES 1 OR 5 OR Q10 IS A-G FOR CODES 1 OR 3 OR Q16 IS A-G FOR CODE 1 OR Q20 IS CODES 1 OR 2]

Q23. And has your opinion of the BBC in relation to each of the following now changed or not since March 2020, just before Covid-19 restrictions came into place?

SINGLE CHOICE GRID

ROWS, RANDOMISE ORDER

[Show options coded A-E in Q22]

COLUMNS

- a. My opinion of the BBC has got better
- b. My opinion of the BBC has stayed the same
- c. My opinion of the BBC has got worse

[IF Q23 = CODE A OR C FOR CODE 1 INFORMATIVE]

Q24. You said your opinion of the BBC's provision of informative programmes and content (including news and current affairs) has [PIPE BASED ON Q23 ANSWER FOR INFORMATIVE: got better/ got worse] since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

OPEN END

[IF Q23 = CODE A OR C FOR CODE 2 EDUCATIONAL]

Q25. You said your opinion of the BBC's provision of educational and learning programmes and content (including documentaries and children's educational content) has [PIPE BASED ON Q23 ANSWER FOR EDUCATIONAL: got better/ got worse] since March 2020, just before Covid-19 restrictions came into place. Why do you say this?

OPEN END

[IF Q23 = CODE A OR C FOR CODE 3 ENTERTAINING]

Q26. You said your opinion of the BBC's provision of entertaining programmes and content has [PIPE BASED ON Q23 ANSWER FOR ENTERTAINING: got better/ got worse] March 2020, just before Covid-19 restrictions came into place. Why do you say this?

OPEN END

[ASK ALL]

Q27. How well do you think the following media services compare with the BBC in terms of providing informative content (this includes news and current affairs)?

SINGLE CHOICE GRID

GRID ROWS - RANDOMISE ORDER

1. ITV
2. Channel 4
3. Channel 5
4. Netflix
5. Amazon Prime Video
6. Disney+
7. NOW TV
8. YouTube
9. Non-BBC radio stations
10. Twitter
11. Mail online

12. Other news

GRID COLUMNS – SINGLE CODE

- a. Better than the BBC
- b. About the same as the BBC
- c. Worse than the BBC
- d. Don't know

[ASK ALL]

Q28. How well do you think the following media services compare with the BBC in terms of providing educational and learning content (this includes documentaries as well as children's educational content)?

SINGLE CHOICE GRID

GRID ROWS - RANDOMISE ORDER

- 1. ITV
- 2. Channel 4
- 3. Channel 5
- 4. Netflix
- 5. Amazon Prime Video
- 6. Disney+
- 7. NOW TV
- 8. YouTube
- 9. Non-BBC radio stations
- 10. Twitter
- 11. Mail online
- 12. Other news

GRID COLUMNS – SINGLE CODE

- a. Better than the BBC
- b. About the same as the BBC
- c. Worse than the BBC
- d. Don't know

[ASK ALL]

Q29. How well do you think the following media services compare with the BBC in terms of providing entertaining content?

SINGLE CHOICE GRID

GRID ROWS - RANDOMISE ORDER

- 1. ITV
- 2. Channel 4
- 3. Channel 5
- 4. Netflix
- 5. Amazon Prime Video
- 6. Disney+
- 7. NOW TV

8. YouTube
9. Non-BBC radio stations
10. Twitter
11. Mail online
12. Other news

GRID COLUMNS – SINGLE CODE

- a. Better than the BBC
- b. About the same as the BBC
- c. Worse than the BBC
- d. Don't know

[ASK ALL]Q30. Finally, thinking about everything the BBC does across TV, radio and online, on a scale of 1 to 10, where 1 is extremely unfavourable and 10 is extremely favourable, what is your overall impression of the BBC?

SINGLE CHOICE

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

Section 7: Additional Demographics

Q31. Thank you for your answers. In the next few questions we would like to learn a bit more about you.

To which of the following ethnic groups do you consider you belong?

1. White
2. Mixed
3. Asian
4. Black
5. Chinese
6. Other ethnic group
7. Prefer not to answer

Q32. Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

1. Yes - mental condition

2. Yes - physical condition
3. Yes - disability
4. Yes - other
5. No
6. Refused

Q33. What is the total number of people in your household, including yourself and any children?

OPEN NUMERIC

Q34. Do you have any children aged 18 or under? If so, how old are they?

1. No children aged 18 or under
2. Yes - children aged 0 to 12 months
3. Yes – children aged 13 months to 4 years old
4. Yes - children aged 5 to 10 years old
5. Yes - children aged 11 to 15 years old
6. Yes - children aged 16 to 18 years old
7. Prefer not to answer

Q35. 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