



# RESEARCH TO EXPLORE PUBLIC VIEWS ABOUT THE BBC: APPENDICES

For the Department for Culture, Media and Sport

Prepared by: GfK Social Research

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## Qualitative Discussion Guide and Stimulus

There were three strands of qualitative research, reflecting three strands of objectives:

- Objective Area 1: gathering views of the BBC amongst underserved audiences.
- Objective Area 2: exploring the Charter Review consultation themes amongst the general public.
- Objective Area 3: investigating attitudes towards willingness to pay for BBC services, and reaction to funding models amongst the general public.

Separate discussion guides and stimulus was developed for each strand. Two discussion guides were developed for objective area 1 reflecting the mixed method (group discussions and telephone depth interviews) used for this objective area. These are provided below.

### Objective area 1 discussion guide and stimulus: group discussions

#### **1. Introductions 10 mins**

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- Thank you for agreeing to take part
- Introduce self and GfK
- Explain audio recording (and viewing if a client is present). Explain confidentiality and MRS code of conduct.
- Discussion will last for 2 hours.
- Explain: research is being carried out on behalf of the Department for Culture, Media and Sport who are gathering views from the general public about the BBC. This is to inform their review of the BBC Charter which outlines the purpose of, and future of the BBC.
- Any questions?

#### **Participant introductions:**







- First name
- Family life
- Favourite television channel or radio station and why

#### **2. BBC: general views and expectations 15 mins**





















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I'd like to start by getting your views about the BBC...

- Word association: what words come to mind when I say BBC?
- Overall how would you summarise your views about the BBC?
- Which BBC services do you tend to use most frequently?
- How often do you use BBC services? Please think about the following:
  - **Stimulus 1: BBC services**

 <p><b>9</b> channels</p>	
 <p><b>5</b> national <b>5</b> digital <b>40</b> local <b>6</b> nations</p>	
 <p>BBC iPlayer BBC Online BBC Red Button</p>	

													
<ul style="list-style-type: none"> <li>The BBC runs two interactive television services; <ul style="list-style-type: none"> <li><b>BBC Red Button</b>, an interactive service for digital TV</li> <li><b>BBC Red Button+</b>, available on some internet connected TVs</li> </ul> </li> <li>These bring you the combined services of traditional TV and interactive online services to your living room.</li> <li>You can access these services by pressing the red button on your remote control and enjoy additional content.</li> </ul>	<table border="1"> <tr> <td data-bbox="954 913 1034 958"></td> <td data-bbox="1050 902 1369 969"> <p><b>BBC iPlayer</b> Access BBC iPlayer directly from any BBC channel. Discover more shows from your favourite channels and enjoy wider coverage from live events.</p> </td> </tr> <tr> <td data-bbox="954 1003 1034 1048"></td> <td data-bbox="1050 992 1369 1048"> <p><b>BBC News</b> Catch up with the latest breaking news, stories and video any time of day.</p> </td> </tr> <tr> <td data-bbox="954 1081 1034 1126"></td> <td data-bbox="1050 1070 1369 1137"> <p><b>BBC Sport</b> Keep up to date with all the latest sporting action. Access the headlines, highlights and extra live sports coverage.</p> </td> </tr> <tr> <td data-bbox="954 1171 1034 1216"></td> <td data-bbox="1050 1160 1369 1216"> <p><b>BBC Weather</b> Get 5-day, 24-hour forecasts for your local area. Keep up to date on weather warnings and information.</p> </td> </tr> <tr> <td data-bbox="954 1249 1034 1294"></td> <td data-bbox="1050 1238 1369 1294"> <p><b>CBeebies</b> Pre-school children can watch their favourite CBeebies shows with ease.</p> </td> </tr> <tr> <td data-bbox="954 1328 1034 1373"></td> <td data-bbox="1050 1317 1369 1373"> <p><b>CBBC</b> Children can catch up on their favourite CBBC shows and join in with the fun.</p> </td> </tr> </table>		<p><b>BBC iPlayer</b> Access BBC iPlayer directly from any BBC channel. Discover more shows from your favourite channels and enjoy wider coverage from live events.</p>		<p><b>BBC News</b> Catch up with the latest breaking news, stories and video any time of day.</p>		<p><b>BBC Sport</b> Keep up to date with all the latest sporting action. Access the headlines, highlights and extra live sports coverage.</p>		<p><b>BBC Weather</b> Get 5-day, 24-hour forecasts for your local area. Keep up to date on weather warnings and information.</p>		<p><b>CBeebies</b> Pre-school children can watch their favourite CBeebies shows with ease.</p>		<p><b>CBBC</b> Children can catch up on their favourite CBBC shows and join in with the fun.</p>
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	<p><b>CBBC</b> Children can catch up on their favourite CBBC shows and join in with the fun.</p>												

- Why do you tend to use BBC services this often?
- Which services do you tend to use most often? Why?
- Which services do you never use? Why?
- What types of services do you expect the BBC to provide? Why?
- Who do you expect the BBC to provide services for? Why?

I'd now like to show you a statement about the BBC...

- **Stimulus 2: statement debate**



- To what extent do you agree or disagree with this statement?
  - Why?
  - What does it offer that you need?
  - What doesn't it offer that you need?
  - Overall, how would you describe what it does provide?
- To what extent does the BBC offer the services you expect it to provide?
  - Why/ why not?
- And to what extent do you feel that the BBC provides services using the technology that you prefer to use?
  - Can you access BBC services in the way you want to?
    - *Spontaneous then prompt on the following ways:*
    - Interactive TV
    - Digital Radio
    - Online
    - Apps
    - Other?

### **3. Distinctiveness, quality, genre mix and representation 85 mins**

#### **Distinctiveness: 25 mins**

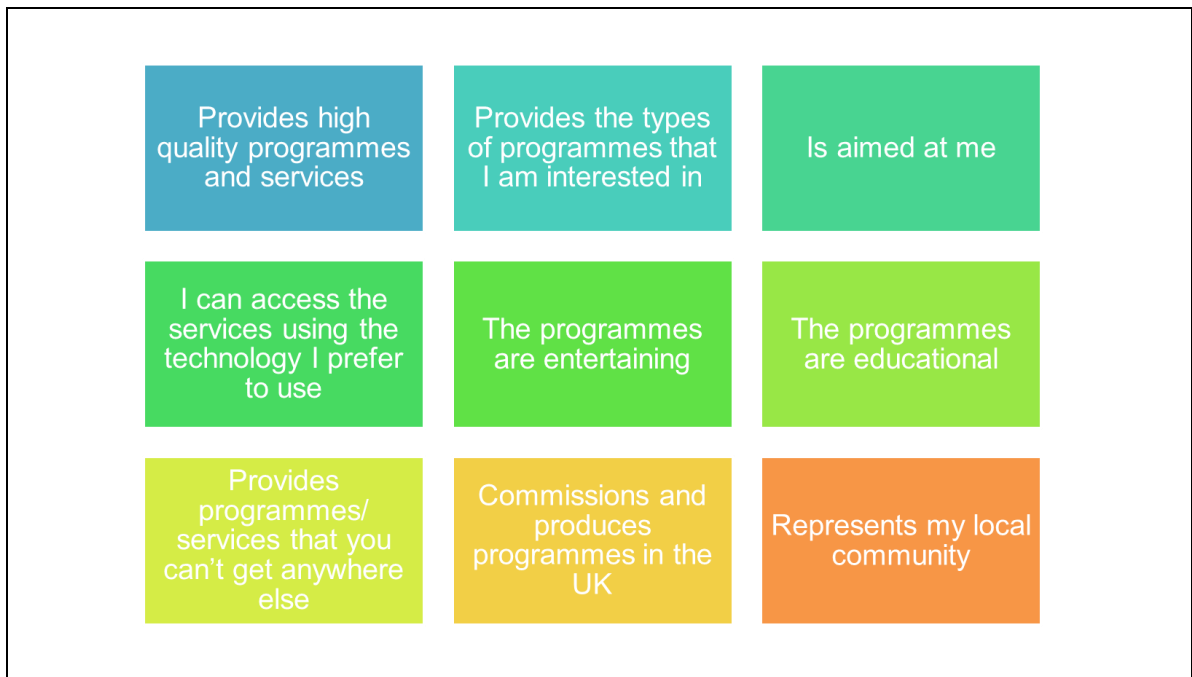
Looking at your pre-task document, as a group, can we agree the top 10 broadcaster services across all providers (not just the BBC) that we use based on which ones we use most often? This can include:

- Television channels
- Radio stations
- Online services (e.g. a website or other online service that the broadcaster provides)

*Moderator: generate a top 10 list and write each individual service on a separate show card and lay them out. Please note whether a BBC service is included – if not please ask why.*

- Now looking at these, which of these services stand out to you?
  - Why?
  - What is it about them that makes them stand out?
- Looking specifically at the BBC:
  - In what way is the BBC similar to the other services in the top 10?
  - In what way is the BBC different to the other services in the top 10?

- To what extent does the BBC stand out? Why/ why not?
- What do the other services provide that the BBC does not?
- What does the BBC provide that the other services do not?
- **Stimulus 3: service attributes**



**Exercise: individual prioritisation.**

Please number the following things from 1-10 thinking about which you think is most important for a broadcaster to provide. 1 is the most important, and 10 is the least important

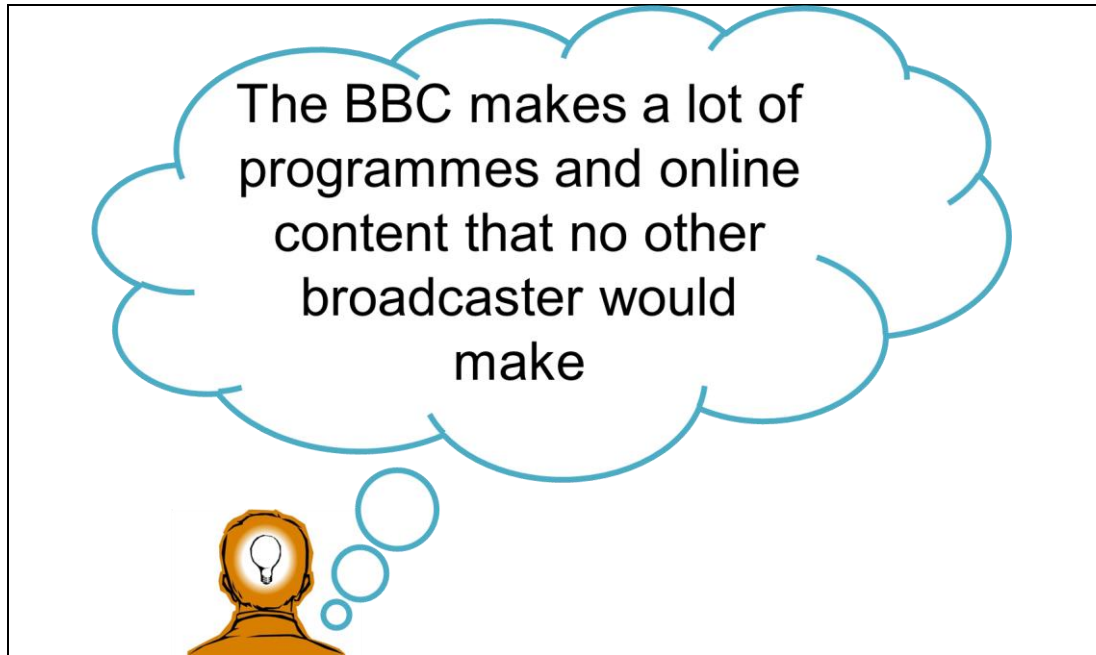
Provides high quality programmes and services	Provides the types of programmes that I am interested in	Is aimed at me
I can access the services using the technology I prefer to use	The programmes are entertaining	The programmes are educational
Provides programmes/ services that you can't get anywhere else	Commissions and produces programmes in the UK	Represents my local community

What is missing from this list? Think about things that are really important for you personally when it comes to services provided by broadcasters. Think about the types of TV, Radio and Online services that they offer.

Looking at this list, I'd like to go through each one...

*Moderator: for each attribute ask:*

- How important is this to you? Why/ why not? What number did you give it?
- Which of the top 10 do this best? Why?
- If not mentioned:
  - How does the BBC compare?
  - What would need to change for the BBC to better at this?
  - How important do you think it is for the BBC to be better at this?
    - Is there a gap that the BBC can fill?
- Thinking specifically about **providing programmes/ services that you can't find anywhere else...**
  - **Stimulus 4: distinctiveness debate statements**

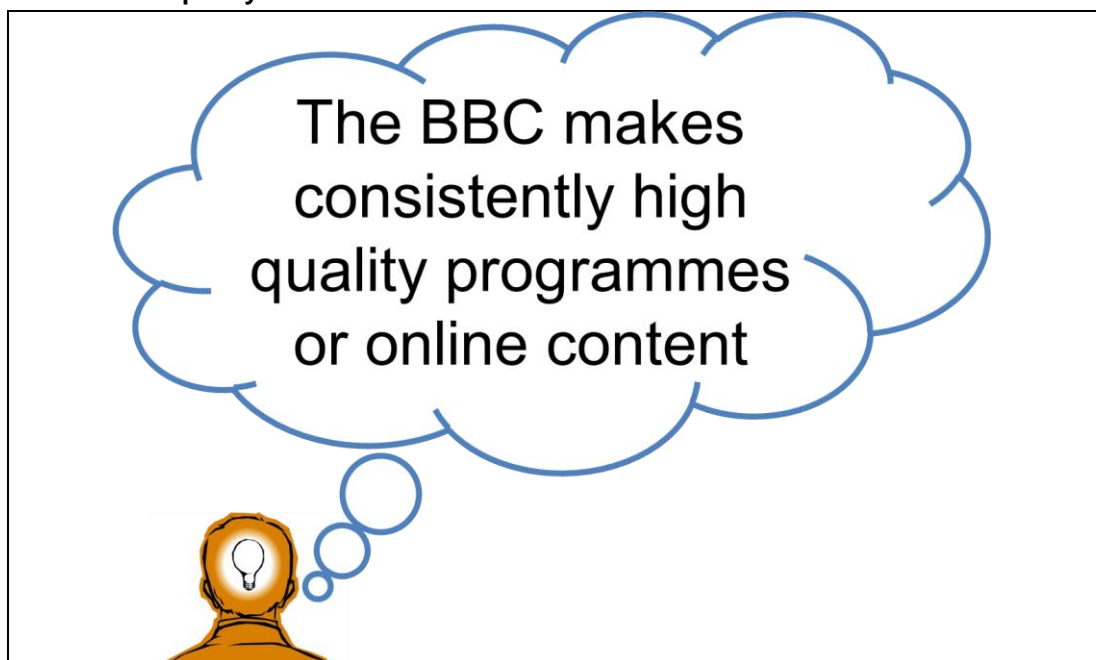


- For this statement:
  - What do you think about this statement?
  - Do you think that the BBC offers this? Why/ why not?
  - How do they compare to other broadcasters/ our top 10?
- To what extent do you feel that the BBC offers services that other broadcasters do not?
  - Why?
  - What services?
    - *Spontaneous then prompt, again referring to Stimulus 1:*
    - TV channels/ programmes
      - To what extent do you think BBC1 is different from ITV1 aside from advertising?
        - How are they different?
        - What does BBC1 do better/ provide that ITV1 does not?
        - What does ITV1 do better/ provide that BBC1 does not?
    - Radio stations/ programmes
    - *Moderator: please ask questions depending on whether participants currently listen to Radio 1 or Radio 2.*
      - To what extent do you think Radio 1 is different from other commercial pop stations like Capital or Absolute aside from advertising?
        - How are they different?

- What does Radio 1 do better/ provide that other pop stations don't?
- What do other pop stations do better/ provide that Radio 1 doesn't?
- To what extent do you think Radio 2 is different from other commercial stations like Magic or Heart aside from advertising?
  - How are they different?
  - What does Radio 2 do better/ provide that other commercial stations don't?
  - What do other commercial stations do better/ provide that Radio 2 doesn't?
- Regional/ local services
- Online services
- What, if anything, does the BBC do that nobody else does?

**Quality and technology: 15 mins**

- Thinking specifically about **quality**...
  - What does good quality look like?
  - What does bad quality look like?
  - How do you judge whether something is good or bad quality?
  - **Stimulus 5: quality debate statement**



- What do you think about this statement?
- What do you think about the quality of what the BBC provides?
  - Why?
  - How could this be improved?
- Thinking specifically about **technology**...
  - What type of technology do you expect broadcasters to be using?
  - How do you prefer to access services?
  - What do you think about the way you can access services on the BBC?



- Prompt and explore views for accessing in the following ways and whether these meet needs/ expectations:
  - TV
  - Digital Radio
  - Online
  - IPlayer
  - Red button

**Genre mix: 15 mins**

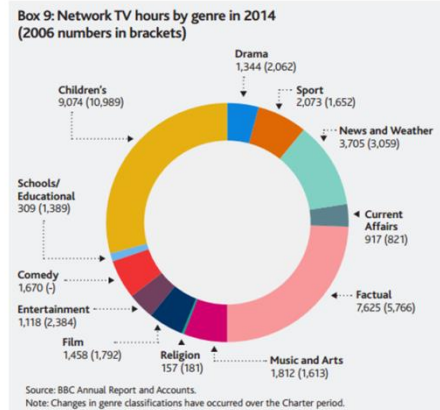
- Thinking specifically about the **types of programmes** that you are interested in...
  - What do you think about the variety of programmes that the BBC provides?
    - Entertainment
    - Education
  - To what extent does the BBC provide programmes that you are interested in?
  - **Stimulus 6: genre mix**
  - *Moderator: please explain that these are examples only and that there are lots of other examples for each genre we look at*

<b>Drama</b> <ul style="list-style-type: none"> <li>• EastEnders</li> <li>• The Fall</li> <li>• Doctor Who</li> <li>• Call the Midwife</li> </ul>	<b>Factual</b> <ul style="list-style-type: none"> <li>• Africa</li> <li>• The Great British Bake Off</li> <li>• Storyville</li> <li>• The One Show</li> </ul>	<b>News and Weather</b> <ul style="list-style-type: none"> <li>• Breakfast</li> <li>• Daily Politics</li> <li>• News at Ten</li> <li>• Weather</li> </ul>
<b>Entertainment</b> <ul style="list-style-type: none"> <li>• Graham Norton</li> <li>• A Question of Sport</li> <li>• Strictly Come Dancing</li> <li>• Eggheads</li> </ul>	<b>Comedy</b> <ul style="list-style-type: none"> <li>• Mrs Brown's Boys</li> <li>• Rev</li> <li>• QI</li> <li>• Live at the Apollo</li> </ul>	<b>Current Affairs</b> <ul style="list-style-type: none"> <li>• Panorama</li> <li>• This World</li> <li>• Insight Out</li> <li>• Question Time</li> </ul>
<b>Sport</b> <ul style="list-style-type: none"> <li>• Match of the Day</li> <li>• Wimbledon</li> <li>• Women's' Football Show</li> <li>• Sports Personality of the Year</li> </ul>	<b>Religion</b> <ul style="list-style-type: none"> <li>• Lost Treasures of the Sikh Kingdom</li> <li>• Sunday Morning Live</li> <li>• Songs of Praise</li> </ul>	<b>Music and Arts</b> <ul style="list-style-type: none"> <li>• Culture Show</li> <li>• Glastonbury</li> <li>• The Proms</li> <li>• Italy Unpacked</li> </ul>
<b>Children's</b> <ul style="list-style-type: none"> <li>• Shaun the Sheep</li> <li>• Blue Peter</li> <li>• Horrible Histories</li> <li>• Katie Morag</li> </ul>	<b>Schools/ education</b> <ul style="list-style-type: none"> <li>• Coding: the future is creative</li> <li>• Let's do Maths</li> <li>• The Strange Case of the Law</li> <li>• Virtually There: France</li> </ul>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">TV Content</div>

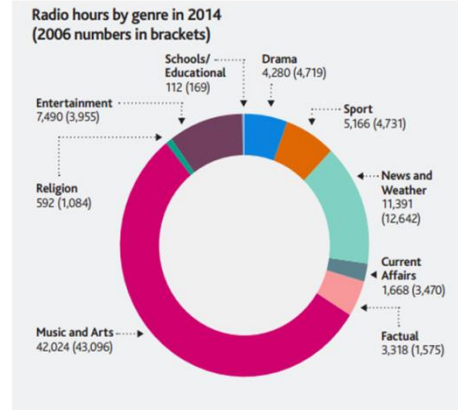
<p><b>Drama</b></p> <ul style="list-style-type: none"> <li>• Radio 4 The Archers</li> <li>• Radio 4 Book at Bedtime</li> <li>• Radio 4 Drama (plays, adaptations of contemporary and classic novels, new drama)</li> </ul>	<p><b>Factual</b></p> <ul style="list-style-type: none"> <li>• Radio 1 The Surgery with Aled &amp; Dr Radha</li> <li>• 6 Music Midnight Documentary</li> <li>• Radio 4 The Food Programme</li> <li>• Radio 4 A Good Read</li> </ul>	<p><b>News and Weather</b></p> <ul style="list-style-type: none"> <li>• Radio 1 Newsbeat</li> <li>• Radio 4 Today Programme</li> <li>• Radio 5 Live Breakfast</li> <li>• Radio 4 the World Tonight</li> </ul>	
<p><b>Entertainment</b></p> <ul style="list-style-type: none"> <li>• Radio 2 Graham Norton</li> <li>• Radio 5 Live Danny Baker show</li> <li>• Radio 4 Brain of Britain</li> <li>• Radio 5 Live Kermode and Mayo's Film Review</li> </ul>	<p><b>Comedy</b></p> <ul style="list-style-type: none"> <li>• Radio 2 Listomania</li> <li>• Radio 4 the Now Show</li> <li>• Radio 4 Dead Ringers</li> <li>• Radio 4 I'm Sorry I haven't a Clue</li> </ul>	<p><b>Sport</b></p> <ul style="list-style-type: none"> <li>• Radio 5 Live Sports Report</li> <li>• Radio 5 Live Commonwealth Games</li> <li>• Radio 5 Live World Cup Football</li> <li>• Radio 4/ Radio 5 Live Sports extra Test Cricket</li> </ul>	
<p><b>Religion</b></p> <ul style="list-style-type: none"> <li>• Radio 2 Pause for Thought</li> <li>• Radio 4 Act of Worship</li> <li>• Radio 3 Choral Evensong</li> <li>• Radio 4 Prayer for the Day</li> </ul>	<p><b>Music and Arts</b></p> <ul style="list-style-type: none"> <li>• Radio 1 Annie Mac</li> <li>• Radio 2 Chris Evans Breakfast Show</li> <li>• Radio 3 Composer of the Week</li> <li>• 6 Music Lauren Laverne</li> </ul>		Radio Content
<p><b>News</b> National news service</p>	<p><b>Sport</b> Sports coverage on popular sports</p>	<p><b>Weather</b> National and local weather service</p>	<p><b>CBBC</b> TV show and games for children</p>
<p><b>CBeebies</b> TV shows and games for younger children</p>	<p><b>Travel</b> Travel updates for road, rail, light rail and ferry incidents</p>	<p><b>Music</b> Watch and listen to music tracks/ videos</p>	<p><b>Taster</b> Articles and videos behind the scenes of BBC shows</p>
<p><b>Earth</b> Articles and news stories relating to science and nature</p>	<p><b>Local</b> Local news and updates</p>	<p><b>Food</b> Recipes and articles</p>	<p><b>Arts</b> Articles and stories relating to music and the arts</p>
<p><b>iWonder</b> Thought pieces and articles relating the BBC shows and wide range of topics</p>	<p><b>Bitesize</b> Learning and revision sources for children</p>	<p><b>Make it Digital</b> Articles relating to technology</p>	Online Content

- Looking at this list, what do you think about the types of programmes/ services that the BBC provides?
- Which types of programmes do you think the BBC should focus on providing? Why?
  - Which are the BBC particularly good at providing? Why do you say that?
  - Which are the BBC not good at providing? Why do you say that?
- Are there any types of programmes that you think the BBC should not provide? Why?
- **Stimulus 7: TV and Radio genre share**

## TV programmes provided by the BBC



## Radio programmes provided by the BBC



- Here is some information about the mix of programme types on BBC TV and radio last year....
  - What do you think about this mix?
  - What do you think there should be more/ less of? Why?

### **Representation: 20 mins**

- Thinking specifically about whether the programmes and services are **aimed at** you...

### **FOR YOUNG PEOPLE:**

*Moderator: please note which services are spontaneously discussed by participants, but then encourage them to consider TV, radio and online.*

- To what extent do you feel that broadcasters generally provide services and programmes for people your age?
  - Why do you say that?
- Which services in our top 10 are best at this? Why? What do they offer?
- How good is the BBC at doing this?
  - What do they offer for your age group that nobody else does?
  - What do they do better than other broadcasters when it comes to providing services and programmes for your age group?
- To what extent do you feel that the BBC is for you? Why?
- Who do you think the BBC mainly creates services and programmes for?
  - Why do you say that?
- What would need to change for the BBC to better aim their programmes and services for you?
- How interested are you in accessing more services from the BBC?
  - Why/ why not?
- **Enabling question:** young people tend to say that they don't think the BBC offers services for people their age.
  - Why do you think this is?
- What could the BBC offer that is not offered elsewhere for people your age?

### **FOR BME GROUPS:**

- To what extent do you feel that broadcasters generally provide services and programmes for people from your ethnic background?
  - Why do you say that?
- Which services in our top 10 are best at this? Why? What do they offer?
- How good is the BBC at doing this?
  - What do they offer that nobody else does?
  - What do they do better than other broadcasters when it comes to providing services and programmes for people from your background?
- How does the BBC portray/ include people from your ethnic background?
  - *Moderator: explore views regarding portrayal and any areas of concern/ improvement*
  - Think about how people are portrayed on TV, radio and online
  - Think about:
    - Presenters
    - Actors
    - News coverage
    - Factual/ documentary programmes
- To what extent do you feel that the BBC is for you? Why?
- Who do you think the BBC mainly creates services and programmes for?
  - Why do you say that?
- How important is it that the BBC provides services for people from different backgrounds? Why/ why not?
- What would need to change for the BBC to better aim their programmes and services for you?
- How interested are you in accessing more services from the BBC?
  - Why/ why not?
- **Enabling question:** people from your ethnic background tend to say that they don't think the BBC offers services for them.
  - Why do you think this is?
- What could the BBC offer that is not offered elsewhere for people from your background?

**Anything else: 10 mins**

**What else** do you personally think is important for broadcaster to provide?

- *Moderator: explore any other areas identified by participants.*

**4. Summary and close**

**10 mins**

- Overall, to what extent do you feel that the BBC provides services for everyone?
  - Why do you say that?
- To what extent do you feel it provides enough services for
  - Young people
  - People from your ethnic background
- To what extent do you feel that it is important for the BBC to provide services for you or are enough services provided by other broadcasters?
- What changes would they need to make to provide more services for you?

**Thank and Close**

## Objective area 1 discussion guide and stimulus: telephone depth interviews

### 1. Introductions

5 mins

- Thank you for agreeing to take part
- Introduce self and GfK
- Explain audio recording. Explain confidentiality and MRS code of conduct.
- Discussion will last for 1 hour.
- Explain: research is being carried out on behalf of the Department for Culture, Media and Sport who are gathering views from the general public about the BBC. This is to inform their review of the BBC Charter which outlines the purpose of, and future of the BBC.
- Any questions?

#### Participant introduction:

- First name
- Family life
- Favourite television channel or radio station and why

### 2. BBC: general views and expectations

10 mins

I'd like to start by getting your views about the BBC...

- Word association: what words come to mind when I say BBC?
- Which BBC services do you tend to use most frequently?
- How often do you use BBC services? Please think about the following:
  - **Stimulus 1: BBC services**

The infographic is divided into three horizontal sections: TV, Radio, and Online. Each section lists the number of channels or services and displays their respective logos.

Service Type	Count	Logos
TV	9 channels	BBC ONE, BBC TWO, BBC three, BBC FOUR, BBC ALBA, BBC PARLIAMENT, CBBC, CBeebies, BBC NEWS
Radio	5 national, 40 local, 5 digital, 6 nations	BBC RADIO 1, BBC RADIO 2, BBC RADIO 3, BBC RADIO 4, BBC RADIO 5 live, BBC RADIO 6, BBC RADIO 7, BBC RADIO 8, BBC RADIO 9, BBC RADIO 10, BBC RADIO 11, BBC RADIO 12, BBC RADIO 13, BBC RADIO 14, BBC RADIO 15, BBC RADIO 16, BBC RADIO 17, BBC RADIO 18, BBC RADIO 19, BBC RADIO 20, BBC RADIO 21, BBC RADIO 22, BBC RADIO 23, BBC RADIO 24, BBC RADIO 25, BBC RADIO 26, BBC RADIO 27, BBC RADIO 28, BBC RADIO 29, BBC RADIO 30, BBC RADIO 31, BBC RADIO 32, BBC RADIO 33, BBC RADIO 34, BBC RADIO 35, BBC RADIO 36, BBC RADIO 37, BBC RADIO 38, BBC RADIO 39, BBC RADIO 40, BBC LOCAL RADIO, BBC RADIO Scotland, BBC Radio Wales, BBC Radio Cymru, BBC RADIO MAN GAIDHEAL, BBC RADIO ULSTER
Online	BBC iPlayer, BBC Online, BBC Red Button	BBC iPlayer, BBC ONLINE, BBC RED BUTTON



- The BBC runs two interactive television services;
  - **BBC Red Button**, an interactive service for digital TV
  - **BBC Red Button+**, available on some internet connected TVs
- These bring you the combined services of traditional TV and interactive online services to your living room.
- You can access these services by pressing the red button on your remote control and enjoy additional content.



	<b>BBC iPlayer</b> Access BBC iPlayer directly from any BBC channel. Discover more shows from your favourite channels and enjoy wider coverage from live events.
	<b>BBC News</b> Catch up with the latest breaking news, stories and video any time of day.
	<b>BBC Sport</b> Keep up to date with all the latest sporting action. Access the headlines, highlights and extra live sports coverage.
	<b>BBC Weather</b> Get 5-day, 24-hour forecasts for your local area. Keep up to date on weather warnings and information.
	<b>CBeebies</b> Pre-school children can watch their favourite CBeebies shows with ease.
	<b>CBBC</b> Children can catch up on their favourite CBBC shows and join in with the fun.

- Why do you tend to use BBC services this often?
- Which services do you tend to use most often? Why?
- Which services do you never use? Why?
- What types of services do you expect the BBC to provide? Why?
- Who do you expect the BBC to provide services for? Why?

I'd now like to read you a statement about the BBC...

- **Stimulus 2: statement debate**



- To what extent do you agree or disagree with this statement?
  - Why?
  - What does it offer that you need?
  - What doesn't it offer that you need?
  - Overall, how would you describe what it does provide?

### 3. Distinctiveness, quality, and representation 45 mins

#### Distinctiveness: 10-15 mins

Looking at your pre-task document, which three broadcaster services across all providers (not just the BBC) do you use most often? This can include:

- Television channels
- Radio stations
- Online services (e.g. a website or other online service that the broadcaster provides)
- Thinking about these three, which of these services stand out to you?
  - Why?
  - What is it about them that makes them stand out?
- Looking specifically at the BBC:
  - In what way is the BBC similar to the other top three services?
  - In what way is the BBC different to the other top three services?
  - To what extent does the BBC stand out? Why/ why not?
- What do the other services provide that the BBC does not?
- What does the BBC provide that the other services do not?
- Thinking specifically about **providing programmes/ services that you can't find anywhere else...**
  - **Stimulus 3: distinctiveness debate statements**

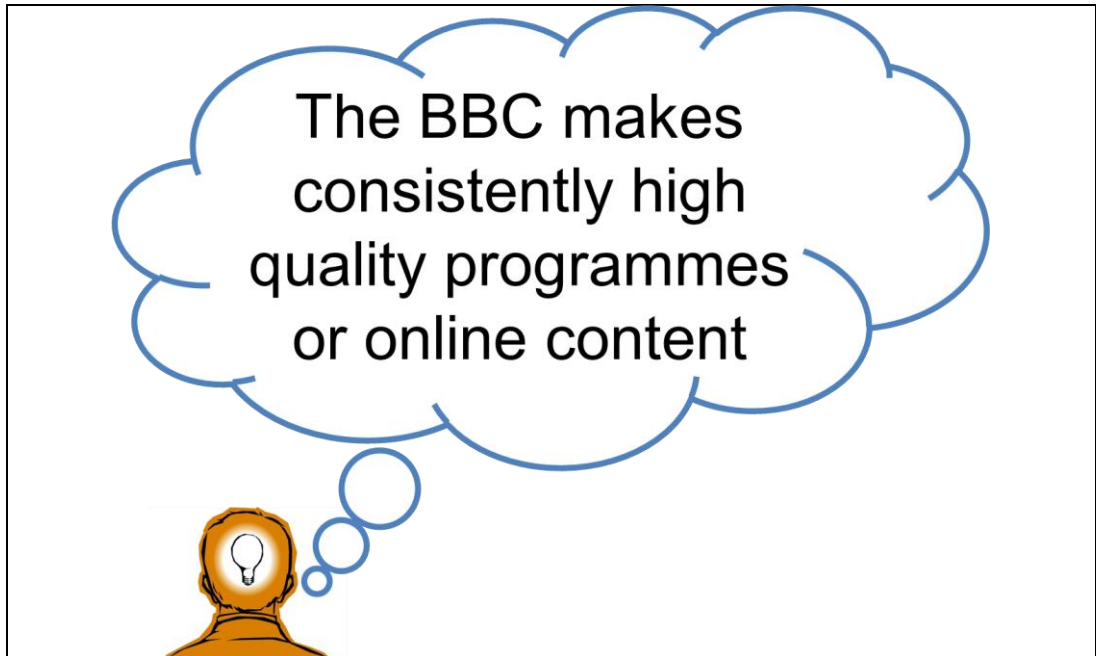


- For this statement:
  - What do you think about this statement?
  - Do you think that the BBC offers this? Why/ why not?
  - How do they compare to other broadcasters/ your top 3?
- To what extent do you feel that the BBC offers services that other broadcasters do not?
  - Why?
  - What services?
    - TV channels/ programmes
    - Radio stations/ programmes
    - Regional/ local services
    - Online services

- What, if anything, does the BBC do that nobody else does?

**Quality: 5-10 mins**

- Thinking specifically about **quality**...
  - **Stimulus 4: quality debate statement**



- What do you think about this statement?
- What do you think about the quality of what the BBC provides?
  - Why?
  - How could this be improved?

**Representation: 25 mins**

I'd now like to think about whether you feel that programmes and services are aimed at you...

- To what extent do you feel that broadcasters generally provide services and programmes for people who speak [native language]?
  - Why do you say that?
- Which services in our top 10 are best at this? Why? What do they offer?
- How good is the BBC at doing this?
  - What do they offer that nobody else does?
  - What do they do better than other broadcasters when it comes to providing services and programmes for [native language] speakers?
- To what extent do you feel that the BBC is for you? Why?
- Who do you think the BBC mainly creates services and programmes for?
  - Why do you say that?
- How important is it that the BBC provides services and / programmes for [native language] speakers? Why/ why not?
- What would need to change for the BBC to better aim their programmes and services for you?
- How interested are you in accessing more services / programmes from the BBC?
  - Why/ why not?
- What other services or programmes in [native language] would you like to see offered?



- How important is it that these are offered (essential or nice to have)?
- What could the BBC offer that is not offered elsewhere for [native language] speakers?
- **Stimulus 5: Nationwide and nation / regional specific services**

The BBC provides the following types of services:

#### Nationwide services

- These are services that are provided to all nations in the UK

#### Nation/ region specific services

- These are services that are tailored to each individual nation/ region and can include:

Programmes that include information/ content that is specific to that nation/ region

Programmes that are commissioned from, and made in the nation/ region

Programmes that are provided in native language

- Looking at this, how important do you think it is that the BBC provides each of these? Why/ why not?
  - How well do you feel your nation / region is represented on the BBC?
    - Why?
- Which of these do you think is most important to provide? Why?
  - Which nation / region specific services do you think are most important to provide?
  - How important is it that the BBC specifically provides these?
    - Who else provides these?
  - If the BBC could only provide one of the following, which would you prefer and why?
    - Nationwide services
    - Nation / region specific services with content tailored to the Nation / region
    - Nation / region specific services that are commissioned and made in the Nation / region
    - Native language services
  - What are the pros and cons for prioritising each of these?

#### 4. Summary and close

5 mins

- Overall, to what extent do you feel that the BBC provides services for everyone?
  - Why do you say that?
  - To what extent do you feel it provides enough services or programmes for Native language speakers
- To what extent do you feel that it is important for the BBC to provide services for you or are enough services provided by other broadcasters?
- What changes would they need to make to provide more services for you?

**Thank and Close**

## Objective area 2 discussion guide and stimulus: group discussions

### 1. Introductions

10 mins

- Thank you for agreeing to take part
- Introduce self and GfK
- Explain audio recording (and viewing if a client is present). Explain confidentiality and MRS code of conduct.
- Discussion will last for 2 hours.
- Explain: research is being carried out on behalf of the Department for Culture, Media and Sport who are gathering views from the general public about the BBC. This is to inform their review of the BBC Charter which outlines the purpose of, and future of the BBC.
- Any questions?

#### Participant introductions:

- First name
- Family life
- Favourite television channel or radio station and why

### 2. BBC: general views and expectations

10 mins

I'd like to start by getting your views about the BBC...

- Word association: what words come to mind when I say BBC?
- Overall how would you summarise your views about the BBC?
- Which BBC services do you tend to use most frequently?
- How often do you use BBC services? Please think about the following:
  - **Stimulus 1: BBC services**

The graphic displays the following information:

- TV:** 9 channels. Logos include BBC ONE, TWO, three, FOUR, ALBA, PARLIAMENT, cbbc, CBeebies, and BBC NEWS.
- Radio:** 5 national, 40 local, 5 digital, 6 nations. Logos include BBC RADIO 1, 2, 3, 4, 5 live, 6 music, 7 extra, 8 extra, 9 extra, BBC LOCAL RADIO, BBC RADIO Scotland, Radio Wales, Radio Cymru, BBC RADIO MANAIDHEAL, and BBC RADIO ULSTER.
- Online:** BBC iPlayer, BBC Online, BBC Red Button. Logos include BBC iPlayer, BBC ONLINE, and BBC RED BUTTON.



- The BBC runs two interactive television services;
  - **BBC Red Button**, an interactive service for digital TV
  - **BBC Red Button+**, available on some internet connected TVs
- These bring you the combined services of traditional TV and interactive online services to your living room.
- You can access these services by pressing the red button on your remote control and enjoy additional content.



**BBC iPlayer**  
Access BBC iPlayer directly from any BBC channel. Discover more shows from your favourite channels and enjoy wider coverage from live events.



**BBC News**  
Catch up with the latest breaking news, stories and video any time of day.



**BBC Sport**  
Keep up to date with all the latest sporting action. Access the headlines, highlights and extra live sports coverage.



**BBC Weather**  
Get 5-day, 24-hour forecasts for your local area. Keep up to date on weather warnings and information.



**CBeebies**  
Pre-school children can watch their favourite CBeebies shows with ease.



**CBBC**  
Children can catch up on their favourite CBBC shows and join in with the fun.

- Why do you tend to use BBC services this often?
- Which services do you tend to use most often? Why?
- Which services do you never use? Why?
- Who do you expect the BBC to provide services for? Why?
- What types of services do you expect the BBC to provide? Why?
- To what extent does the BBC offer the services you expect it to provide?
  - Why/ why not?
- And to what extent do you feel that the BBC provides services using the technology that you prefer to use?
  - Can you access BBC services in the way you want to?
    - Spontaneous then prompt on the following ways:
    - Interactive TV
    - Digital Radio
    - Online
    - Apps
    - Other?

### 3. Distinctiveness

20 mins

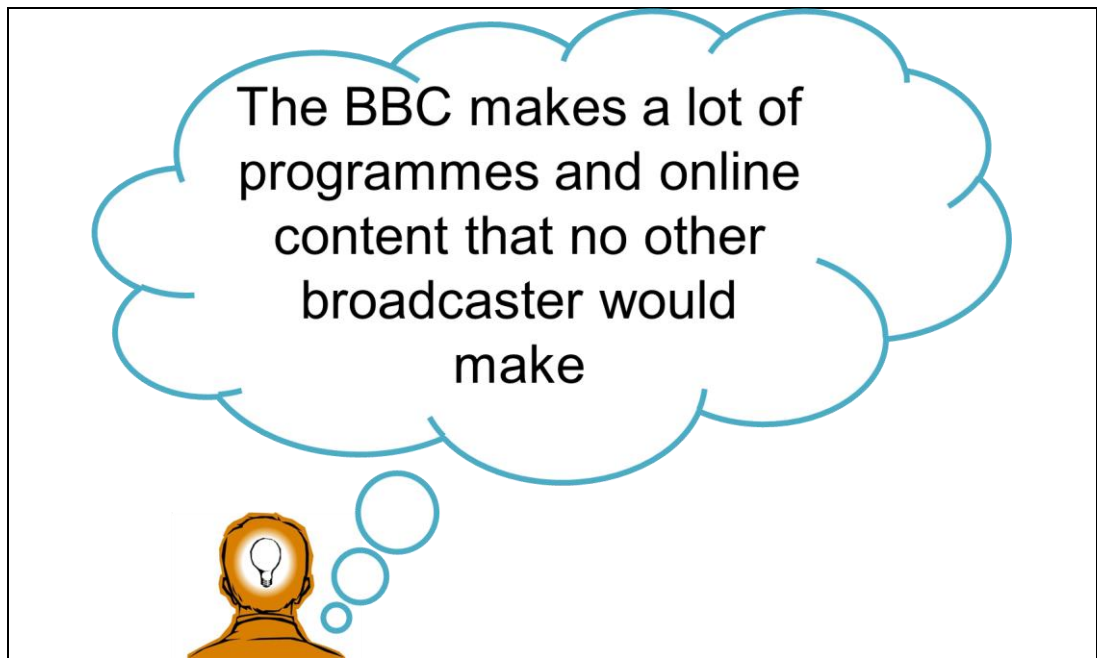
- Thinking about TV...which TV channels/ services do you tend to use most often?
  - Create a list on flipchart
- And which stations/ services do you tend to use most often for radio?
  - Create a list on flipchart
- And finally, which websites do you use most often?
  - Create a list on flipchart
- *Moderator: display all lists as we will be using these to compare the BBC to throughout this section*

Looking at these lists, how does the BBC compare to other services that you use?

- **Individual exercise: distinctiveness**  
*Moderator: ask participants to complete exercise individually before discussing as a group.*

<p>With so many other broadcasters/ TV and radio services out there – what does the BBC offer or provide that is different to the others?</p>	
<p>What does the BBC do particularly well?</p>	<p>What does the BBC do less well?</p>

- Discuss answers:
  - What does the BBC offer that is different to other broadcasters/ channels?
    - Refer to stimulus 1 for list of BBC services
  - How does the BBC compare to the other services that you use (flip chart lists)?
    - What does it do that others don't?
    - What do others do better than the BBC?
- To what extent do you feel that the BBC offers lots of services that other broadcasters do not?
  - Why?
  - What services?
    - *Spontaneous then prompt, again referring to Stimulus 1:*
    - TV channels/ programmes
    - Radio stations/ programmes
    - Regional/ local services
    - Online services
  - And how important do you feel it is to provide these different types of services?
    - For you?
    - For the general public?
- I'd now like to look at a couple of statements about the BBC...
  - **Stimulus 2: distinctiveness debate statements**



- For this statement:
  - What do you think about this statement?
  - Do you think that the BBC offers this? Why/ why not?
  - How do they compare to other broadcasters?
  - What, if anything, does the BBC do that nobody else does?
- Thinking specifically about TV channels...
  - To what extent do you think BBC1 is different from ITV1 aside from advertising?
    - How are they different?
    - What does BBC1 do better/ provide that ITV1 does not?
    - What does ITV1 do better/ provide that BBC1 does not?
- Thinking specifically about radio stations/ programmes
  - *Moderator: please ask questions depending on whether participants currently listen to Radio 1 or Radio 2.*
    - To what extent do you think Radio 1 is different from other commercial pop stations like Capital or Absolute aside from advertising?
      - How are they different?
      - What does Radio 1 do better/ provide that other pop stations don't?
      - What do other pop stations do better/ provide that Radio 1 doesn't?
    - To what extent do you think Radio 2 is different from other commercial stations like Magic or Heart aside from advertising?
      - How are they different?
      - What does Radio 2 do better/ provide that other commercial stations don't?
      - What do other commercial stations do better/ provide that Radio 2 doesn't?

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#### 4. Genre mix

15 mins

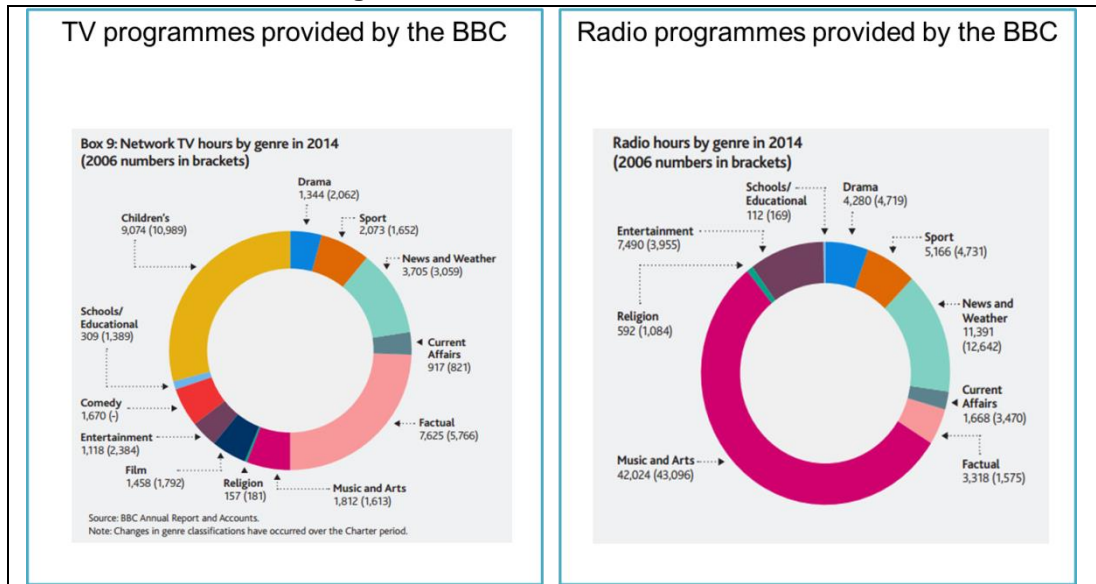
I'd now like to think about the types of channels and programmes that the BBC provides...

- What do you think about the variety of programmes that the BBC provides?
  - Entertainment
  - Education
- To what extent does the BBC provide programmes that you are interested in?
  - **Stimulus 3: genre mix**
  - *Moderator: please read out names of programmes in case participants do not recognise images. Please also explain that these are examples of genres only and there are many other examples that we have not included.*

<b>Drama</b> <ul style="list-style-type: none"> <li>• EastEnders</li> <li>• The Fall</li> <li>• Doctor Who</li> <li>• Call the Midwife</li> </ul>	<b>Factual</b> <ul style="list-style-type: none"> <li>• Africa</li> <li>• The Great British Bake Off</li> <li>• Storyville</li> <li>• The One Show</li> </ul>	<b>News and Weather</b> <ul style="list-style-type: none"> <li>• Breakfast</li> <li>• Daily Politics</li> <li>• News at Ten</li> <li>• Weather</li> </ul>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;">TV Content</div>
<b>Entertainment</b> <ul style="list-style-type: none"> <li>• Graham Norton</li> <li>• A Question of Sport</li> <li>• Strictly Come Dancing</li> <li>• Eggheads</li> </ul>	<b>Comedy</b> <ul style="list-style-type: none"> <li>• Mrs Brown's Boys</li> <li>• Rev</li> <li>• QI</li> <li>• Live at the Apollo</li> </ul>	<b>Current Affairs</b> <ul style="list-style-type: none"> <li>• Panorama</li> <li>• This World</li> <li>• Insight Out</li> <li>• Question Time</li> </ul>	
<b>Sport</b> <ul style="list-style-type: none"> <li>• Match of the Day</li> <li>• Wimbledon</li> <li>• Women's' Football Show</li> <li>• Sports Personality of the Year</li> </ul>	<b>Religion</b> <ul style="list-style-type: none"> <li>• Lost Treasures of the Sikh Kingdom</li> <li>• Sunday Morning Live</li> <li>• Songs of Praise</li> </ul>	<b>Music and Arts</b> <ul style="list-style-type: none"> <li>• Culture Show</li> <li>• Glastonbury</li> <li>• The Proms</li> <li>• Italy Unpacked</li> </ul>	
<b>Children's</b> <ul style="list-style-type: none"> <li>• Shaun the Sheep</li> <li>• Blue Peter</li> <li>• Horrible Histories</li> <li>• Katie Morag</li> </ul>	<b>Schools/ education</b> <ul style="list-style-type: none"> <li>• Coding: the future is creative</li> <li>• Let's do Maths</li> <li>• The Strange Case of the Law</li> <li>• Virtually There: France</li> </ul>		
<b>Drama</b> <ul style="list-style-type: none"> <li>• Radio 4 The Archers</li> <li>• Radio 4 Book at Bedtime</li> <li>• Radio 4 Drama (plays, adaptations of contemporary and classic novels, new drama)</li> </ul>	<b>Factual</b> <ul style="list-style-type: none"> <li>• Radio 1 The Surgery with Aled &amp; Dr Radha</li> <li>• 6 Music Midnight Documentary</li> <li>• Radio 4 The Food Programme</li> <li>• Radio 4 A Good Read</li> </ul>	<b>News and Weather</b> <ul style="list-style-type: none"> <li>• Radio 1 Newsbeat</li> <li>• Radio 4 Today Programme</li> <li>• Radio 5 Live Breakfast</li> <li>• Radio 4 the World Tonight</li> </ul>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;">Radio Content</div>
<b>Entertainment</b> <ul style="list-style-type: none"> <li>• Radio 2 Graham Norton</li> <li>• Radio 5 Live Danny Baker show</li> <li>• Radio 4 Brain of Britain</li> <li>• Radio 5 Live Kermode and Mayo's Film Review</li> </ul>	<b>Comedy</b> <ul style="list-style-type: none"> <li>• Radio 2 Listomania</li> <li>• Radio 4 the Now Show</li> <li>• Radio 4 Dead Ringers</li> <li>• Radio 4 I'm Sorry I haven't a Clue</li> </ul>	<b>Sport</b> <ul style="list-style-type: none"> <li>• Radio 5 Live Sports Report</li> <li>• Radio 5 Live Commonwealth Games</li> <li>• Radio 5 Live World Cup Football</li> <li>• Radio 4/ Radio 5 Live Sports extra Test Cricket</li> </ul>	
<b>Religion</b> <ul style="list-style-type: none"> <li>• Radio 2 Pause for Thought</li> <li>• Radio 4 Act of Worship</li> <li>• Radio 3 Choral Evensong</li> <li>• Radio 4 Prayer for the Day</li> </ul>	<b>Music and Arts</b> <ul style="list-style-type: none"> <li>• Radio 1 Annie Mac</li> <li>• Radio 2 Chris Evans Breakfast Show</li> <li>• Radio 3 Composer of the Week</li> <li>• 6 Music Lauren Laverne</li> </ul>		

<b>News</b> National news service	<b>Sport</b> Sports coverage on popular sports	<b>Weather</b> National and local weather service	<b>CBBC</b> TV show and games for children
<b>CBeebies</b> TV shows and games for younger children	<b>Travel</b> Travel updates for road, rail, light rail and ferry incidents	<b>Music</b> Watch and listen to music tracks/ videos	<b>Taster</b> Articles and videos behind the scenes of BBC shows
<b>Earth</b> Articles and news stories relating to science and nature	<b>Local</b> Local news and updates	<b>Food</b> Recipes and articles	<b>Arts</b> Articles and stories relating to music and the arts
<b>iWonder</b> Thought pieces and articles relating the BBC shows and wide range of topics	<b>Bitesize</b> Learning and revision sources for children	<b>Make it Digital</b> Articles relating to technology	Online Content

- Looking at this list, what do you think about the types of programmes/ services that the BBC provides?
  - How does the mix they provide compare to other broadcasters?
- Which types of programmes do you think the BBC should focus on providing? Why?
  - Which are the BBC particularly good at providing? Why do you say that?
  - Which are the BBC not good at providing? Why do you say that?
  - What do they provide that you would be happy to access elsewhere?
- Are there any types of programmes that you think the BBC should not provide? Why?
- **Stimulus 4: TV and Radio genre share**

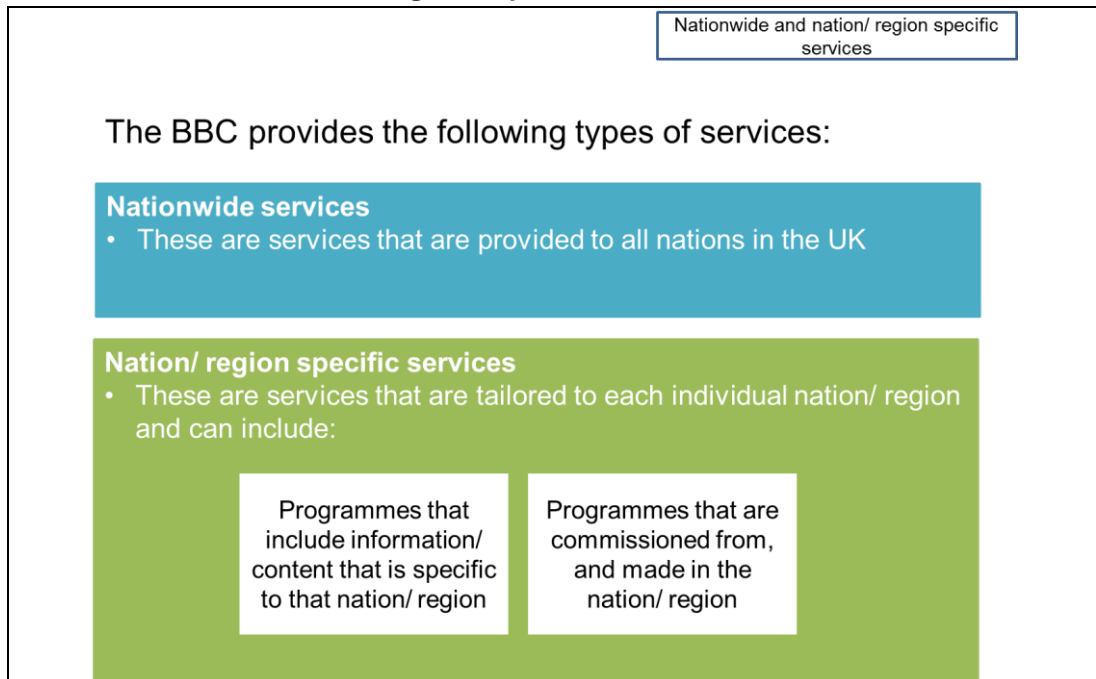


- Here is some information about the mix of programme types on BBC TV and radio last year....
  - What do you think about this mix?
  - What do you think there should be more/ less of? Why?



I'd now like to think about the services that BBC provides that are Nationwide, and those that they provide for specific nations or regions...

- What nation or regional specific programmes are you aware of?
  - What do you think about the BBC providing these as well as Nationwide services?
- **Stimulus 5: Nationwide and nation / regional specific services**



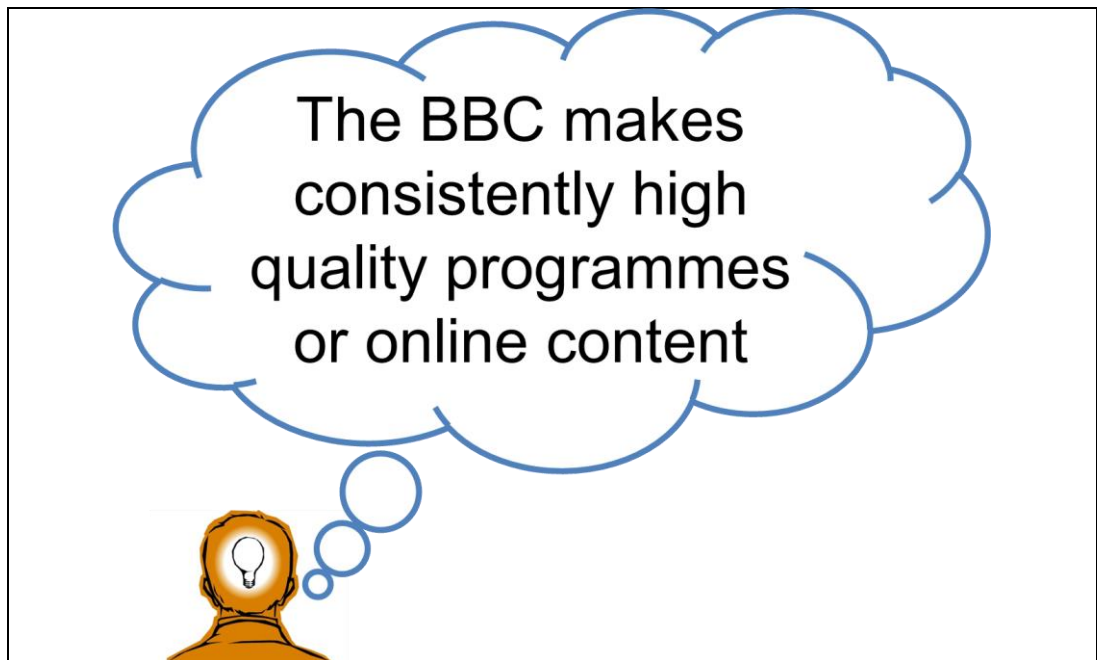
- Looking at this, how important do you think it is that the BBC provides each of these? Why/ why not?
  - How well do you feel your nation / region is represented on the BBC?
    - Why?
- Which of these do you think is most important to provide? Why?
  - Which nation / region specific services do you think are most important to provide?
  - How important is it that the BBC specifically provides these?
    - Who else provides these?
  - If the BBC could only provide one of the following, which would you prefer and why?
    - Nationwide services
    - Nation / region specific services with content tailored to the Nation / region
    - Nation / region specific services that are commissioned and made in the Nation / region
  - What are the pros and cons for prioritising each of these?

**6. Quality 10 mins**

I'd now like to think about the quality of programmes and services provided by the BBC...

- When it comes to TV programmes and radio stations:
  - What does good quality look like?
  - What does bad quality look like?
  - How do you judge whether something is good or bad quality?
  - **Stimulus 6: quality debate statement**





- What do you think about this statement?
- What do you think about the quality of what the BBC provides?
  - Why?
  - How does the quality of what the BBC provides compare to the quality of services that other broadcasters provide? (Refer to flipchart lists).
  - How could BBC quality be improved?

**7. Funding: H/H Levy & Contestable funding 35 mins**

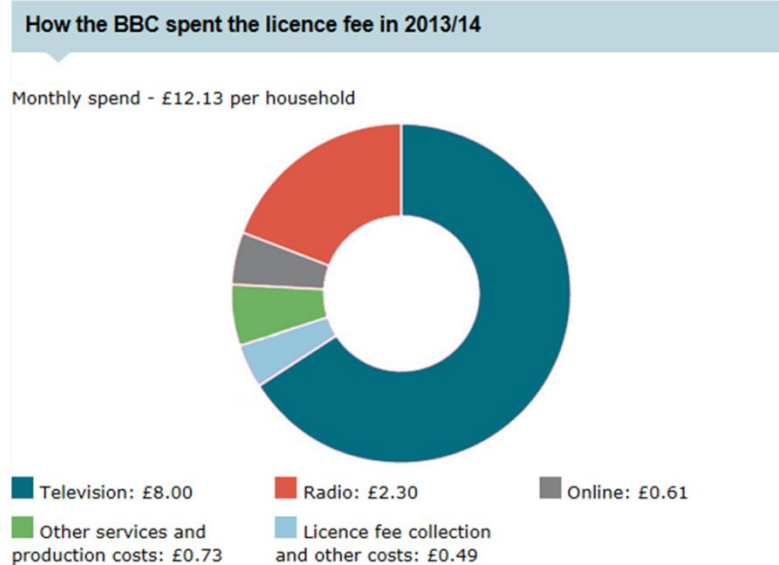
Now we've spoken about the types of services provided by the BBC, I'd like to talk about how the BBC is funded...

- How is the BBC currently funded?
  - What do you know about this?
  - What do you think about this?
  - *Moderator: please keep this discussion short – the aim is to gather a baseline of understanding on this issue, rather than enter into a debate about license fees at this stage.*
- **Stimulus 7: current licence fee**

## The Licence Fee

- The licence fee was introduced in 1923.
- The BBC collects the licence fee under the trademark of 'TV Licensing'.
- A licence is required by anyone living in the UK viewing live TV from any source.
- The current cost of a colour TV licence is £145.50 per year/ £12.13 per month.
- The current cost of a black and white TV licence is £49 per year.
- There are concessions for those aged 75+ years, those living in residential care accommodation and those who are blind.
- Most of the money from the licence fee is used to fund BBC services. Some money also goes to other projects e.g. broadband roll-out, funding for S4C, funding for local television and funding for the BBC World Service.

## How the licence fee is spent – per month



SOURCE: <http://www.tvlicensing.co.uk/check-if-you-need-one/topics/what-does-your-licence-fee-pay-for-top13>

- Here is some information about the licence fee.
  - General thoughts?
  - What are the pros and cons of funding the BBC in this way?
  - If you were in charge of deciding how to fund the BBC, what would you suggest?

## Universal Household Levy

We're now going to think about some alternative ways to fund the BBC...

- One of these is called a 'universal household levy'.
  - Have you heard of this before today?
    - If yes: What have you heard and where?
- What do you think this might be / how do you think this might work?

- **Stimulus 8: universal household levy**

<h3>Universal Household Levy</h3>
<ul style="list-style-type: none"> <li>• All households would automatically be charged a fee, rather than having to actively take out, or renew a TV licence.</li> <li>• This would cover all services – TV, radio, online and on-demand. It would not be attached to having a TV as is the case with the current licence fee.</li> <li>• Currently everyone pays the same amount for a TV licence but a household levy could mean that some people pay less. For example, people on the lowest incomes could pay less.</li> </ul>

- What do you think about this idea?
  - Pros?
  - Cons?
- How do you think people would feel if this was put in place? Why?
- I'd like to show you some things that people have said about this idea.
- **Stimulus 9: universal household levy potential positives and negatives**

<h3>Universal Household Levy</h3>	
<p><b>Potential positives</b></p> <ul style="list-style-type: none"> <li>• A universal fee would mean that those who do watch TV but do not pay the licence fee - evaders - would be required to pay the levy. Under the current system, money is spent (about £100m) on identifying these evaders. If everyone was required to pay a universal fee, these costs could be reduced.</li> <li>• Those who do not watch TV, and so do not have to pay the licence fee, might use other BBC services such as radio and the BBC website. They would have to pay the levy. As licence fee funds go to paying for all BBC services - not just TV - making sure that everyone who uses them pays, seems fair.</li> <li>• As every household would be required to pay (and it would not be easy to evade), the numbers of people paying would increase. This would mean more money for the BBC to put into content, or any extra money could be used to reduce the fee for some/all people. This happened in Germany after they introduced a similar scheme.</li> <li>• The BBC is a public service, and everyone benefits from its existence. This is not related to how much you use the BBC. Like other public services, the amount you pay is not related to your use of that service. It seems right that everyone should pay for this public purpose, even if they use it less than some other people.</li> </ul>	<p><b>Potential negatives</b></p> <ul style="list-style-type: none"> <li>• Everyone will have to pay, even if they do not watch TV, or use the services the money will fund. This takes away the choice that people currently have not to pay the TV licence. However, studies show that 99% of people use BBC services to some degree, and 97% of people use them regularly every week.</li> <li>• The levy may be costly to put in place - if upfront money is needed then this may need to be raised via taxes.</li> </ul>

**Only show if needed:** If participants need further information about cultural/ educational programmes use following **stimulus**:

<h3>Music events</h3> 	<h3>Sporting events</h3> <table border="1"> <tr> <td></td> <td>Challenge Cup, Four Nations and Rugby League World Cup</td> <td></td> <td>London Marathon</td> </tr> <tr> <td></td> <td>Wimbledon and Queen's Tennis Championships</td> <td></td> <td>Olympic Games</td> </tr> <tr> <td></td> <td>World Track Championships</td> <td></td> <td>Winter Olympics</td> </tr> <tr> <td></td> <td>World Indoor Bowls Championships</td> <td></td> <td>European and World Gymnastics Championships</td> </tr> <tr> <td></td> <td>Invictus Games</td> <td></td> <td>Commonwealth Games</td> </tr> </table>		Challenge Cup, Four Nations and Rugby League World Cup		London Marathon		Wimbledon and Queen's Tennis Championships		Olympic Games		World Track Championships		Winter Olympics		World Indoor Bowls Championships		European and World Gymnastics Championships		Invictus Games		Commonwealth Games				
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	World Track Championships		Winter Olympics																						
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	Invictus Games		Commonwealth Games																						
<h3>Charity/ fundraising events</h3> 	<h3>Annual events</h3> <table border="1"> <tr> <td></td> <td>BAFTA Awards Ceremony</td> <td></td> <td>Sports Personality Of the Year Ceremony</td> </tr> <tr> <td></td> <td>New Year's Eve Fireworks Display</td> <td></td> <td>The Lord Mayor's Show</td> </tr> <tr> <td></td> <td>Her Majesty the Queen's Christmas Message</td> <td></td> <td>Remembrance Sunday at the Cenotaph</td> </tr> </table>		BAFTA Awards Ceremony		Sports Personality Of the Year Ceremony		New Year's Eve Fireworks Display		The Lord Mayor's Show		Her Majesty the Queen's Christmas Message		Remembrance Sunday at the Cenotaph												
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	Irish Cup Final		Northern Ireland Milk Cup																						
	Northern Ireland Football League Premiership																								
	Scottish League Cup		Scottish Challenge Cup																						

- What do you think about these?
- 
- Overall, how does this idea compare to the current licence fee?
  - Which would you prefer? Why?

### Part subscription

I'd now like to look at another idea for funding the BBC...

- **Stimulus 10: Part subscription**

### Part subscription

- The licence fee continues as now to fund all the existing BBC services.
- People can then choose to pay an additional subscription for extra services. For example:
  - Watching other Proms music events that are not broadcast on main channels
  - Watching other sports matches that are not broadcast on main channels

- 
- What do you think of this idea?
- Do you think it's a good idea or a bad idea?
  - What is good about it?
  - What is bad about it?
- Would you consider paying the additional subscription?
  - If yes: how much would you pay? For what types of services?

### Making more licence fee funds available to other broadcasters

- I'd now like to show you an idea for how the BBC could be funded.
- **Stimulus 11: making more licence fee funds available to other broadcasters**

### Making more licence fee funds available to other broadcasters

- The licence fee funds the services that the BBC provides.
- This money goes towards providing public services such as:
  - UK news
  - Drama commissioned and produced in the UK
  - Documentaries
  - Arts programmes
  - Children's programming
- There is a suggestion that some of this licence fee money could be made available to other broadcasters or providers, so they could also use it to provide public service content.
- For example, to encourage more arts programming, a small amount of the BBC's budget could be set aside in a separate pot. The BBC and other producers could compete for this funding, and it could be awarded to whoever has the best idea of arts programmes.

- What do you think about this idea?
  - Pros?
  - Cons?
- How do you think people would feel if this was put in place? Why?

- I'd like to show you some things that people have said about this idea.
- **Stimulus 12: making more licence fee funds available to other broadcasters positives and negatives**

<b>Making more licence fee funds available to other broadcasters</b>	
<p><b>Potential positives</b></p> <ul style="list-style-type: none"> <li>• Increased competition could mean that broadcasters would need to be more efficient, to deliver public service content for the best price.</li> <li>• Public service content would be provided by more broadcasters, giving more variety to the way in which public service content is provided.</li> </ul>	<p><b>Potential negatives</b></p> <ul style="list-style-type: none"> <li>• Uncertainty around the BBC's funding could make it a less stable organisation.</li> <li>• It takes money out of the existing BBC budget which might mean cutting existing BBC services or programmes.</li> <li>• The BBC may be the best people to decide who makes the content – this pot of money would mean that other people would be deciding what programmes are made.</li> <li>• It could be complex and expensive to put competitive processes in place.</li> <li>• Because public money is involved, there are various accountability measures needed. These could put off other broadcasters from getting involved in providing public service content.</li> </ul>

- What do you think about these?
- If the money didn't come from the BBC's budget, but was additional money from the Government, would that change your views on the idea?
- Overall, to what extent is this something that you think should be put in place? Why/ why not?

## **8. Summary and Close 10 mins**

- Overall, out of everything that we have looked at this evening, what do you think is most important to take into consideration when thinking about the future of the BBC? Why?
  - *Each person to give an answer*

### **Thank and Close**

## **Objective area 3 discussion guide and stimulus**

### **1. Introductions 10 mins**

- Thank you for agreeing to take part
- Introduce self and GfK
- Explain audio recording (and viewing if a client is present). Explain confidentiality and MRS code of conduct.
- Discussion will last for 2 hours.

- Explain: research is being carried out on behalf of the Department for Culture, Media and Sport who are gathering views from the general public about the BBC. This is to inform their review of the BBC Charter which outlines the purpose of, and future of the BBC.
- Any questions?

**Participant introductions:**

- First name
- Family life
- Favourite television channel or radio station and why

**2. BBC: general views and expectations**

**15 mins**

I'd like to start by getting your views about the BBC...

Before we talk about these, I'd like you to fill out two individual exercises. We're not going to talk about your answer yet so please can you fill it out, fold it and put in down in front of you.

As you complete this exercise please refer to the homework you filled out before you came along this evening and think about which BBC services you use, and how often.

**Individual exercise 1: how much willing to pay for BBC – spontaneous views.**

<p>Thinking about which BBC services you use (television, radio and online), and how often you use them please answer the following question.</p> <p>How much would you be willing to pay per month to use BBC services? Please circle one answer:</p>														
Less than £6 – write in amount:  £	£6	£7	£8	£9	£10	£11	£12	£13	£14	£15	£16	£17	£18	More than £18 – write in amount:  £
<p>Please explain why you have given this number:</p>														

**Individual exercise 2: how much willing to pay for BBC in context of subscription service fees**

*Moderator: please remind participants that the BBC provides additional services beyond subscription services including not just television but radio and online too.*



Below we have listed some example costs for subscription television services.

- Netflix: £5.99 per month
- Now TV Entertainment or Sports: £6.99 per month
- Sky basic bundle: £20 per month
- Sky sports bundle: £45.50 per month
- Virgin basic package: £20 per month
- Virgin TV 'XL' package: £39.50 per month

Looking at these costs and thinking about which BBC services you use (television, radio and online), and how often you use them please answer the following question.

How much would you be willing to pay per month to use BBC services?  
Please circle one answer:





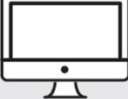

Less than £6 – write in amount:	£6	£7	£8	£9	£10	£11	£12	£13	£14	£15	£16	£17	£18	More than £18 – write in amount:
£														£

Has your answer changed? Why/ why not?


Thank you for completing that. I'd now like to talk about something else –we'll come back to you answers later on.

- Word association: what words come to mind when I say BBC?
- Who do you expect the BBC to provide services for? Why?
- What types of services do you expect the BBC to provide? Why?
- To what extent does the BBC offer the services you expect it to provide?
  - Why/ why not?
- Overall how would you summarise your views about the BBC?
  
- Which BBC services do you tend to use?
  - Please refer to your homework.
- How often do you use BBC services? Please think about the following:
  - **Stimulus 1: BBC services**










 <p><b>9</b> channels</p>	
 <p><b>5</b> national <b>5</b> digital <b>40</b> local <b>6</b> nations</p>	
 <p>BBC iPlayer BBC Online BBC Red Button</p>	



- The BBC runs two interactive television services;
  - **BBC Red Button**, an interactive service for digital TV
  - **BBC Red Button+**, available on some internet connected TVs
- These bring you the combined services of traditional TV and interactive online services to your living room.
- You can access these services by pressing the red button on your remote control and enjoy additional content.



-  **BBC iPlayer**  
Access BBC iPlayer directly from any BBC channel. Discover more shows from your favourite channels and enjoy wider coverage from live events.
-  **BBC News**  
Catch up with the latest breaking news, stories and video any time of day.
-  **BBC Sport**  
Keep up to date with all the latest sporting action. Access the headlines, highlights and extra live sports coverage.
-  **BBC Weather**  
Get 5-day, 24-hour forecasts for your local area. Keep up to date on weather warnings and information.
-  **CBeebies**  
Pre-school children can watch their favourite CBeebies shows with ease.
-  **CBBC**  
Children can catch up on their favourite CBBC shows and join in with the fun.

- Why do you tend to use BBC services this often?
- Which services do you tend to use most often?
  - Can we group these into:
    - Use every day
    - Use at least once a week
    - Use at least once a month
    - Never use
- How does the BBC compare to other services that you use?
  - Do you tend to use BBC services more or less often than other broadcasters/ services?

**3. Current funding** **5 mins**

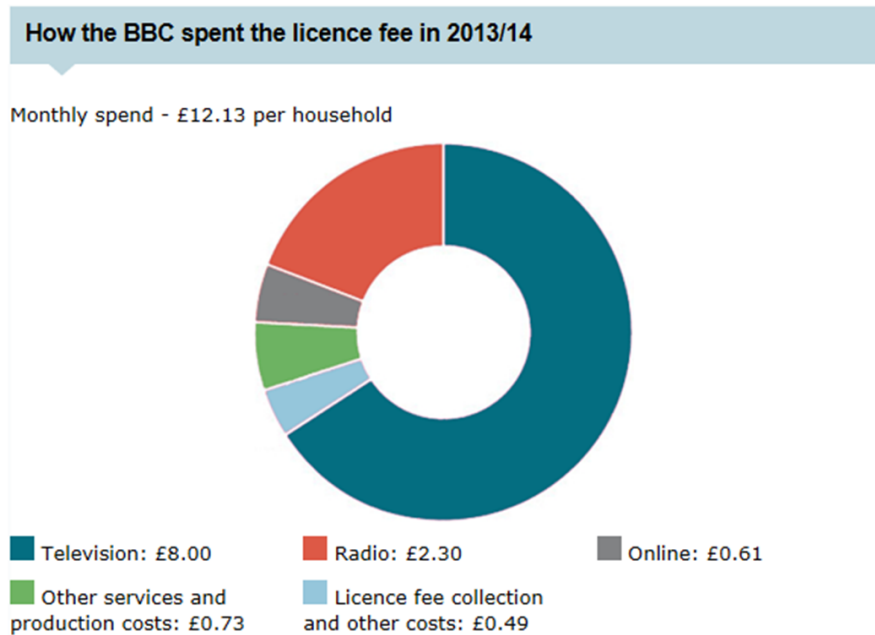
Now we've spoken about the types of services provided by the BBC, I'd like to talk about how the BBC is funded...

- How is the BBC currently funded?
  - What do you know about this?
  - What do you think about this?
- **Stimulus 2: current licence fee**

**The Licence Fee**

- The licence fee was introduced in 1923.
- The BBC collects the licence fee under the trademark of 'TV Licensing'.
- A licence is required by anyone living in the UK viewing live TV from any source.
- The current cost of a colour TV licence is £145.50 per year/ £12.13 per month.
- The current cost of a black and white TV licence is £49 per year.
- There are concessions for those aged 75+ years, those living in residential care accommodation and those who are blind.
- Most of the money from the licence fee is used to fund BBC services. Some money also goes to other projects e.g. broadband roll-out, funding for S4C, funding for local television and funding for the BBC World Service.

### How the licence fee is spent – per month



**SOURCE:** <http://www.tvlicensing.co.uk/check-if-you-need-one/topics/what-does-your-licence-fee-pay-for-top13>

- Here is some information about the licence fee.
  - General thoughts?

#### 4. **Willingness to pay**

**15 mins**

Now that we've seen that the current license fee is £12.13 per month – how does this compare to what you said you would be willing to pay for BBC services per month?

- Refer to first individual exercise completed and discuss:
- How does the cost you circled compare to the license fee?
  - Why is this?
- What types of things are you thinking about when deciding how much you think you would be willing to pay for BBC services?
  - Spontaneous then prompt:
    - What services you use
    - How often you use BBC services
    - Quality of BBC services

I'd now like to think back to the services that you use.

- Moderator: refer back to flipchart list of BBC services use every day/ at least once a week/ at least once a month/ never. Check that participants still happy with this/ add anything else.
- Some people have suggested that people only pay for the BBC services that they use.
  - Thinking about the services that you use, how much would you be willing to pay for these per month?
  - **Stimulus 3: cost bands**

£6	£7	£8	£9	£10	£11	£12	£13	£14	£15	£16	£17	£18
----	----	----	----	-----	-----	-----	-----	-----	-----	-----	-----	-----

- Would this cover
  - Services you use everyday
  - Services you use at least once a week
  - Services you use at least once a month
  - All of the above?
  - Why?
- What about the services that your **household** uses?
  - How does this change the list of services used?
    - More/ same BBC services?
    - Which BBC services are used by others in the household?
- Thinking about the services that your household uses, how much would you be willing to pay per month?
  - Refer to stimulus 3
  - Why?












## 5. Value for money

15 mins

- Overall, to what extent do you feel that the BBC is value for money?
  - Why do you say that?
  - How do you judge whether something is value for money?

I'd like us to think a little more about the different services that the BBC provides...

- Stimulus 4: BBC service detailed information

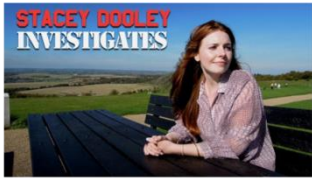
Television	Radio	Online
 <p><b>9</b> channels</p>	        	
 <p><b>5</b> national <b>5</b> digital</p> <p><b>40</b> local <b>6</b> nations</p>	               	
 <p>BBC iPlayer BBC Online BBC Red Button</p>	  	

Programmes/  
content that is  
entertaining



Programmes/  
content that is  
educational



Programmes/  
content that  
is cultural

Special occasions

State funerals	State Weddings
General Election Broadcasts BBC ELECTION 2015	Special events The Beatles: The First British astronaut to carry mail to space
Royal Events The Queen's Diamond Jubilee	

Local events

Irish Cup Final	Northern Ireland Milk Cup
Northern Ireland Football League Premiership nifl	Scottish Challenge Cup
Scottish League Cup	

Music events

BBC Radio 1's Big Weekend	BBC PROMS
BBC AT GLASTONBURY	

Sporting events

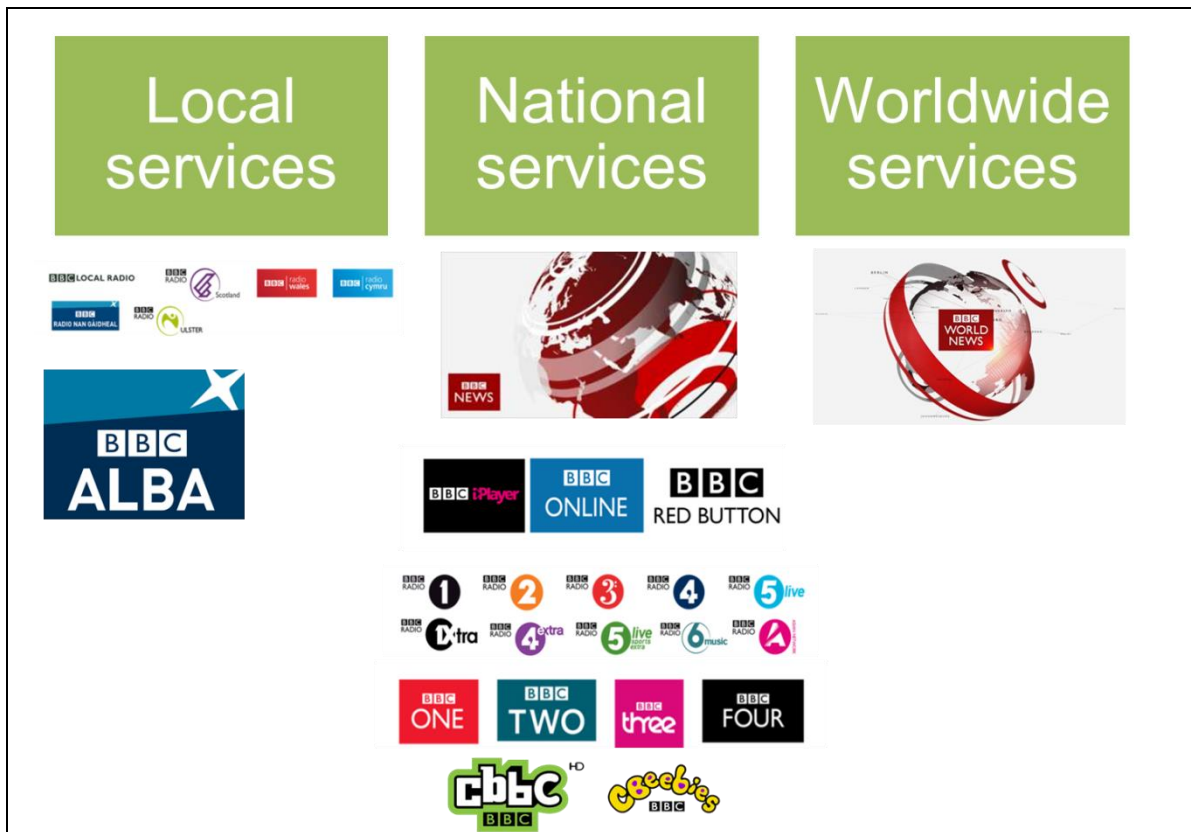
Challenge Cup, Four Nations and Rugby League World Cup	London Marathon
Wimbledon and Queen's Tennis Championships	Olympic Games
World Track Championships	Winter Olympics
World Indoor Bowls Championships	European and World Gymnastics Championships
Invictus Games	Commonwealth Games

Charity/ fundraising events

Annual events

BAFTA Awards Ceremony BRITISH ACADEMY OF FILM AND TELEVISION ARTS	Sports Personality Of the Year Ceremony
New Year's Eve Fireworks Display NEW YEAR	The Lord Mayor's Show
Her Majesty the Queen's Christmas Message	Remembrance Sunday at the Cenotaph





- For each piece of stimulus discuss:
  - How important do you think it is for the BBC to provide this service?
    - Important for you?
    - Important for your household?
    - Important for other people?
    - Important for society in general?
  - To what extent is this something that only the BBC does?
    - Which other broadcasters offer this type of programming/ content?

Ask the following for relevant stimulus once all spontaneous comments gathered:

- Thinking specifically about programmes/ content that is **educational**...
- **Enabling question:** some people have said that it is important to provide educational content because even if not everyone uses it, it helps make society/ people in the UK more informed about different topics and issues.
  - What do you think about this?
- Thinking specifically about programmes/ content that is **cultural**...
- **Enabling question:** some people have said that it is important to provide cultural content because even if not everyone uses it, it helps society/ people in the UK keep in touch with their heritage or come together to celebrate the UK's achievements.
  - What do you think about this?

Now that we've look at these different services, how do you feel about the value for money that the BBC offers?

- Have your views changed?
  - Why/ why not?

Moderator: lay stimulus 3 out on table

Again, looking at the services that the BBC offers, I'd also like us to think about how much you would be willing to pay for **all** of these services per month...

**Revisit individual exercise (3): how much willing to pay for BBC services**

Thinking about the our discussion so far, how much would you be willing to pay per month to use BBC services?														
Less than £6 – write in amount: £	£6	£7	£8	£9	£10	£11	£12	£13	£14	£15	£16	£17	£18	More than £18 – write in amount: £
Has your view changed? Why/ why not?														

- Did any answers change compared to what you have put before?
  - Up or down?
  - Why/ why not?

**6. Trade-offs**

**35 mins**

I'd now like us to think about which services you think are most important for the BBC to provide...

- **Stimulus 5: BBC services**

One card per service
----------------------

<ul style="list-style-type: none"> <li>• BBC One (TV)</li> <li>• BBC Two (TV)</li> <li>• BBC Three (TV)</li> <li>• BBC Four (TV)</li> <li>• BBC Parliament (TV)</li> <li>• BBC News (TV)</li> <li>• BBC Online</li> <li>• BBC iplayer</li> <li>• BBC Red Button</li> <li>• BBC Radio 1</li> <li>• BBC Radio 1 xtra</li> <li>• BBC Radio 2</li> <li>• BBC Radio 3</li> <li>• BBC Radio 4 and 4 extra</li> <li>• BBC Radio 5 live</li> <li>• BBC Radio 6 music</li> <li>• BBC Radio Asian Network</li> <li>• Nation/ Region specific channels (e.g. BBC ALBA, Radio Cymru and Radio Ulster)</li> </ul>	<ul style="list-style-type: none"> <li>• Drama (TV and Radio programmes)</li> <li>• Sport (TV, Online and Radio programmes/ coverage)</li> <li>• News and Weather (TV, Online and Radio programmes/ coverage)</li> <li>• Current Affairs (TV and Radio programmes/ coverage)</li> <li>• Factual (TV and Radio programmes)</li> <li>• Music and Arts (TV, Online and Radio programmes/ coverage)</li> <li>• Religion (TV and Radio programmes)</li> <li>• Entertainment (TV and Radio programmes)</li> <li>• Comedy (TV and Radio programmes)</li> <li>• Children's (TV – CBBC/ Cbeebies, Online and Radio programmes)</li> <li>• Schools/ Education (TV, Online and Radio , Radio and Online programmes)</li> <li>• BBC Online: Local news and travel updates</li> <li>• BBC Online: thought pieces and articles (iWonder, Food, Earth and Make it Digital)</li> </ul>
--	--

- Looking at all of these services, how much would you be willing to pay for all of these per month?
  - Refer to stimulus 3
  - Why?
- Using the cards, please put them into two piles:
  - 1: services you/ your household would consider important for the BBC to provide.
  - 2: services you/ your household would NOT consider important for the BBC to provide.
- You might like to think about which services your household uses most often or values the most.
- Once sorted explore:
  - Why are they sorted in this way?
  - Looking at your 'important' pile?
    - Why are these services included?
    - How would you feel if these were not available?
    - Does any other broadcaster provide these types of services?
    - How much would you be willing to pay for these services on a monthly basis?
    - Refer to stimulus 3
    - How does this compare to the amount you said you would be willing to pay for all services?
      - Same or different?
      - Why?
- Using the cards again, please put them into two piles:
  - 1: services you consider to be important for the BBC to provide for society/ the general public in the UK.
  - 2: services you consider to be NOT important for the BBC to provide for society/ the general public in the UK.
- You might like to think about the types of services that you think are important or add value to society.
- Once sorted explore:
  - Why are they sorted in this way?
  - Looking at your 'important' pile?



- Why are these services included?
- How would you feel if these were not available?
- Does any other broadcaster provide these types of services?
- How much would you be willing to pay for these services on a monthly basis?
- *Refer to stimulus 3*
- How does this compare to the amount you said you would be willing to pay for all services?
  - Same or different?
  - Why?
- How does this compare to the amount you said you would be willing to pay for the services you feel are important for you/ your household?
  - Same or different?
  - Why?

**Enabling question:** some people have suggested that the license fee could be reduced by reducing the number of services that the BBC provides.

- What do you think about this idea?
  - Pros
  - Cons

### **Exercise: token economy**

I'd like us to imagine that we have a set amount of money to spend on BBC services. Each of us has 10 tokens. We have to decide where we want to spend our tokens.

*Each person has 10 stickers. Each sticker is 1 token.*

- Looking at the cards, please decide where you think the token should be spent.
- Only the services that receive tokens will be provided by the BBC.
- You can give all your tokens to one service, or given individual tokens to different services. It is entirely up to you how many services you give tokens to.
- When assigning your tokens please think about everything we've spoken about such as:
  - The services that you/ your household use
  - The services that add value to society in general

Once all tokens assigned generate order of services – most to least stickers/ tokens.

- What do you think about this list of services that we've come up with?
  - Are these the services you think are most important to provide?
- Based on this [name of service/s] would receive the most funding.
  - What do you think about that?
  - Should anything else receive a larger amount of funding?
- Looking at our list, do you think there are any services that have not received any tokens that should be provided?
  - What are these?
  - To what extent do you think people would be willing to pay more to fund these?
- Again looking at our list...some people may prefer to have fewer services provided by the BBC and pay a lower fee...
  - Which services, if any, do you think could be removed from our list to reduce the fee?
  - How would you feel about reducing these services?
  - Which, if any, do you think are the core services that must be provided by the BBC?

**Government Ring-fencing**

I'd like to show you a bit more information about how the money gathered from the TV license is used...

- **Stimulus 6: government ring-fencing**

**Government ring-fencing funds**

- The license fee funds BBC services as well as other projects.
- Previously, the Government has asked the BBC to commit to setting aside an agreed amount of money to be spent on specific services including:
  - BBC World service
  - S4C (Welsh language TV programmes)
  - Local TV services
  - Free TV licenses for those aged 75+ years
- This money is 'ring-fenced'. This means that it must be spent on delivering the service agreed. It can not be used to fund anything else.

- What do you think about some money being ring-fenced for certain services?
  - Pros?
  - Cons?
- Do you think anything should be ring-fenced? Why/ why not?
- What type of services do you think money should be ring-fenced for?
  - Spontaneous then prompt:
  - **Stimulus 7: potential areas for ring-fencing**

Television	Radio	Online
Entertainment	Education	Local
National	For particular audiences?	World Service

- Which of these areas do you think funds should be ring-fenced for?
- How much of the BBC's funds do you think should be spent on these things?

## Part subscription

I'd now like to look at idea for funding the BBC...

- **Stimulus 8: Part subscription**

<b>Part subscription</b>
<ul style="list-style-type: none"><li>• The licence fee continues as now to fund all the existing BBC services.</li><li>• People can then choose to pay an additional subscription for extra services. For example:<ul style="list-style-type: none"><li>• Watching other Proms music events that are not broadcast on main channels</li><li>• Watching other sports matches that are not broadcast on main channels</li></ul></li></ul>

- 
- What do you think of this idea?
- Do you think it's a good idea or a bad idea?
  - What is good about it?
  - What is bad about it?
- Would you consider paying the additional subscription?
  - If yes: how much would you pay? For what types of services?

## **8. Summary**

**5 mins**

Overall, which service would you prioritise for the BBC to provide?

- Each person to give one answer.

**Thank and Close**

## Quantitative questionnaires

### First survey

#### GENERAL VIEWS

**Q1. Thinking about the BBC generally, what is your overall impression, on a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable?**

1. Extremely unfavourable 2. 3. 4. 5. 6. 7. 8. 9. 10. Extremely favourable. Don't know

**Q2 The BBC's mission is to inform, educate and entertain audiences with programmes and services of high quality, originality and value.**

Thinking about the aim to inform how well do you think the BBC serves your household (that is everyone who lives with you, including children)?

**Q3 Thinking about the aim to educate, how well do you think the BBC serves your household?**

**Q4 Thinking about the aim to entertain, how well do you think the BBC serves your household?**

...very well  
Quite well  
Not very well  
Or not at all well?  
(Don't know)

#### BBC EXPANSION

**Q5. This card shows how the BBC has introduced a wide range of new channels, radio stations and online services. At the same time, commercial broadcasters have also expanded what they do. SHOWCARD 1995 v 2015**

**There are different views on the expansion of BBC services. Which of the two views on this card comes closest to your own? SHOWCARD**

- I am glad that the BBC now has more TV channels, radio stations and online services – it gives me much more choice – and I am happy to continue paying for this at the level I do now
- I think that the expansion of the BBC services has gone too far – I would rather pay less than I do now and lose some of these extra TV channels and radio stations and online services
- (Don't care/don't mind)
- (Don't know)

**Q6. The BBC licence fee costs £145.50 a year – the equivalent of £12.13 per month. Thinking about this and the services the BBC offers, in particular TV channels, radio, online services and website, do you think that the BBC offers good or bad value for money? SHOWCARD**

Very good value for money

Fairly good value for money

Neither good, nor bad value for money

Fairly bad value for money

Very bad value for money

(Don't know)

**Q7. As indicated, the BBC is funded via the licence fee which costs £145.50 a year – the equivalent of £12.13 per month. It will stay frozen at this rate until 2017. Thinking about the five years after this, which of the following statements is closest to your own view?**  
SHOWCARD. ROTATE FIRST/LAST AND LAST FIRST.

It should be increased above inflation (growing to about £170 per year in 2023) to give the BBC more money to spend

It should be increased in line with inflation (to about £158 in 2023), so that the BBC always has about the same amount of money to spend

It should be frozen at £145.50 for seven years, so after inflation the BBC has somewhat less money to spend.

It should be reduced (to about £134 in 2023), so the BBC has much less money to spend

(None of these)

(Don't know)

## **QUALITY AND DISTINCTIVENESS**

**Q8. Thinking about the quality of BBC content, please indicate how much you agree or disagree with the following statements.** RANDOMISE ORDER. SHOWCARD

1. Completely disagree 2. Disagree strongly 3. Disagree slightly 4. Neither agree nor disagree 5. Agree slightly 6. Agree strongly 7. Completely agree 8. (Don't know)

- *The BBC makes consistently high quality TV and radio programmes and online content*
- *Other broadcasters content is generally less high quality than the BBC's*
- *The quality of BBC programmes isn't as good as it used to be*
- *The BBC shows too many repeats*
- *The BBC shows too many imported programmes, rather than showing enough British made programming*

**Q9. Do you think the balance of the BBC's overall content should be distinctive because it is publicly funded? By that I mean being different to that from other broadcasters.**

Yes,

No

(Don't know)

**Q10. Thinking about whether the BBC's content is distinctive compared to that from other broadcasters,** please indicate how much you agree or disagree with the following statements.  
RANDOMISE ORDER. SHOWCARD

1. Completely disagree 2. Disagree strongly 3. Disagree slightly 4. Neither agree nor disagree 5. Agree slightly 6. Agree strongly 7. Completely agree 8. (Don't know)

- The BBC makes lots of TV programmes that no other broadcaster would make
- The BBC makes lots of programmes that are more daring or innovative than those made by other broadcasters
- BBC1 and ITV1 are quite similar, apart from the adverts
- The BBC makes lots of online and website content that no other organisation would make
- It is okay for the BBC to show the same sorts of programmes as commercial broadcasters as long as they aren't on at exactly the same time

- Radio 1 and commercial pop radio stations like Capital Network and Absolute Radio are quite similar, apart from the adverts
- Radio 2 and commercial pop radio stations like Magic FM and Heart Network are quite similar, apart from the adverts
- The coverage of news on the BBC website is much the same as that available on other websites
- Other than news, the content on the BBC website is much the same as available on other websites

**Q11 People have differing views around whether the BBC spends licence fee funding efficiently. Which of the following statements comes closest to your view?**

- The BBC is efficient in how it spends its money
- The BBC is not efficient in how it spends its money
- (Neither)
- (Don't know)

## BBC USAGE

Q12a. Which, if any, of these BBC services do you personally watch, listen to or use in the average week? SHOWCARD – CODE ALL THAT APPLY

- BBC1\*
- BBC2\*
- BBC3\*
- BBC4\*
- CBBC\*
- CBeebies\*
- BBC news channel\*
- BBC Parliament\*
- BBC ALBA\*
- Any BBC High Definition channel\*
- BBC Radio 1
- BBC Radio 2
- BBC Radio 3
- BBC Radio 4
- BBC Radio 5 Live
- BBC Radio 5 Live Sports Extra
- BBC Radio 1Xtra
- BBC Radio 6 Music
- BBC Radio 4 Extra
- BBC Radio Asian Network
- BBC Radio Scotland
- BBC Radio nan Gaidheal
- BBC Radio Wales
- BBC Radio Cymru
- BBC Radio Ulster or Radio Foyle
- BBC World Service
- BBC local radio
- BBC website (excluding iPlayer)
- BBC iPlayer\*
- (None of these)
- (Don't know)

Q12b. Which, if any, of these BBC services do other members of your household watch, listen to or use in the average week? SHOWCARD – CODE ALL THAT APPLY

- Live alone/not applicable
- BBC1
- BBC2
- BBC3
- BBC4
- CBBC
- CBeebies
- BBC news channel
- BBC Parliament
- BBC ALBA
- Any BBC High Definition channel
- BBC Radio 1
- BBC Radio 2
- BBC Radio 3
- BBC Radio 4
- BBC Radio 5 Live
- BBC Radio 5 Live Sports Extra
- BBC Radio 1Xtra
- BBC Radio 6 Music
- BBC Radio 4 Extra

- BBC Radio Asian Network
  - BBC Radio Scotland
  - BBC Radio nan Gaidheal
  - BBC Radio Wales
  - BBC Radio Cymru
  - BBC Radio Ulster or Radio Foyle
  - BBC World Service
  - BBC local radio
  - BBC website (excluding iPlayer)
  - BBC iPlayer
- (None of these/they don't watch any)

ASK Q13a IF RESPONDENT WATCHES ANY BBC TV OR USES THE IPLAYER (AT Q12a, marked with \*)

IF NONE WATCHED BY RESPONDENT, GO TO Q14

**Q13a Out of 10 hours of watching TV of any kind on any channels or catch up services, how many hours would you say you personally spend watching BBC programmes, either on television OR the iPlayer?**

- 0 out of 10 hours - GO TO Q14
- 1 out of 10 hours
- 2 out of 10 hours
- 3 out of 10 hours
- 4 out of 10 hours
- 5 out of 10 hours
- 6 out of 10 hours
- 7 out of 10 hours
- 8 out of 10 hours
- 9 out of 10 hours
- 10 out of 10 hours
- (Don't know) - GO TO Q14

IF 1-10 AT Q13a AND WATCH IPLAYER AT Q12a

**Q13b Of those X hours (FROM Q13a), how many are spent watching on the iPlayer rather than actual BBC television channels? (SCRIPTING – RESPONSES HERE CAN ONLY BE THE SAME AS OR LOWER THAN THE NUMBER BROUGHT FORWARD FROM Q13a)**

- 0 hours
- 1 hours
- 2 hours
- 3 hours
- 4 hours
- 5 hours
- 6 hours
- 7 hours
- 8 hours
- 9 hours
- 10 hours
- (Don't know)

ASK ALL

**Q14 Out of 10 hours of listening to any stations on the radio, how many hours would you say you spend listening to any of the BBC Radio stations?**

- 0 out of 10 hours
- 1 out of 10 hours
- 2 out of 10 hours



- 3 out of 10 hours
- 4 out of 10 hours
- 5 out of 10 hours
- 6 out of 10 hours
- 7 out of 10 hours
- 8 out of 10 hours
- 9 out of 10 hours
- 10 out of 10 hours
- (Don't know)
- (Don't listen to the radio at all)

**Q15 Have you accessed the internet in the past month, other than using catch-up TV like Netflix, Amazon Prime, the BBC iPlayer, ITV Player and 4OD?**

Yes

No – GO TO NEXT SECTION

(Don't know) – GO TO NEXT SECTION

IF INTERNET USER

**Q16 Ignoring catch-up TV like Netflix, Amazon Prime, the BBC iPlayer, ITV Player and 4OD, out of 10 hours of internet use how many hours would you say you spend on any of the BBC websites?**

- 0 out of 10 hours
- 1 out of 10 hours
- 2 out of 10 hours
- 3 out of 10 hours
- 4 out of 10 hours
- 5 out of 10 hours
- 6 out of 10 hours
- 7 out of 10 hours
- 8 out of 10 hours
- 9 out of 10 hours
- 10 out of 10 hours
- (Don't know)

## Second survey

**Q1. Thinking about the BBC generally, what is your overall impression, on a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable?**

1. Extremely unfavourable 2. 3. 4. 5. 6. 7. 8. 9. 10. Extremely favourable. (Don't know)

**Q2. Currently, the BBC is funded via the licence fee which costs £145.50 a year – the equivalent of £12.13 per month. There are a number of ways in which people might pay for the BBC in the future. For each of them, please tell me if you think it would be a good or bad way of funding the BBC. ROTATE ORDER WITH EACH INTERVIEW**

SHOWCARD FOR EACH OPTION WITH TEXT AND RESPONSES - Very good, fairly good, neither good nor bad, fairly bad, very bad (don't know)

- **The licence fee as now** - set at about the same level and paid in the same way (by those who watch or record live television but also by those who only watch 'catch up' services via BBC iPlayer).
- **The same licence fee as now for most people but a lower or no charge for those on the lowest incomes.** Currently most households have to pay the full fee – other than blind people and over 75s – regardless of their financial situation. Reductions or exemptions would be extended to those on the lowest incomes, meaning the fee would be reduced, or even not paid at all. This option would mean a lower income for BBC.
- **A universal household levy** - rather than having a TV licence, ALL households would have to pay this levy. Currently, a TV licence is only required if you watch or record live television, but the fees go to fund other services, such as radio and the BBC website which some people use without paying the licence fee. A universal levy would mean the 99% of the population who use the BBC would pay as would the 1% of people who do not use the BBC at all. As more people would pay the levy, the cost might be lower than the current TV licence and there also would be reductions or exemptions for the over-75s and those on low incomes.
- **A mixture of a lower licence fee and subscription** – people would pay a lower licence fee, with exemptions for the over-75s, to get access to BBC 'core' content which would include all radio, news and educational programming but less entertainment, drama and sport than provided now. To access full BBC content (such as more drama, entertainment and sport) you would need to pay an additional subscription. This means that the total price subscribers choose to pay (for the core licence fee plus their optional subscription) could be a bit more than the current licence fee, depending on what someone wants to access. As the BBC's income would depend on this subscription level, it might not be as financially stable as it is now.
- **A mixture of the current licence fee and subscription** - this would mean that the licence fee would remain at £145.50 a year, with exemptions for over-75s, and with the BBC offering what it does now. For additional, premium services (e.g. extra sport coverage, extra BBC Proms coverage, or other content that people might want to access), you would need to pay a small subscription. This would give more content for those who want it, but not change the current BBC offering for those who just want to pay the TV licence. As the BBC's income would depend on this subscription level, it might not be as financially stable as it is now.

**Q3. If you had to choose just one of these options, which would you prefer to be used for the future funding of the BBC? SHOWCARD WITH SUMMARY**

Licence fee as now

Lower licence fee for some/exemptions

Universal household levy

Mixture of lower licence and subscription

Mixture of current licence fee and subscription

(Don't know)

**Q4. £3.7 billion is raised through the licence fee each year – currently almost all of this is spent on the BBC’s own radio and TV programmes and services, including public service content like these examples (SHOWCARD USING LIST AT Q6).**

**Should more of this money be made available to other free-to-air broadcasters and independent producers to commission and make public service content? This might be shown on the BBC or on other networks.**

Yes (funding should be made available to other providers and producers)

No, (BBC should keep all of the funding for almost all public service content)

(Don’t know)

**Q5 SHOWCARD AS Q4. Should the Government require the BBC to guarantee a minimum level of funding for any of these types of public service broadcasting or should these decisions be left to the BBC?**

**Yes, government should require minimum funding**

**No, decisions left to BBC – GO TO Q7**

**(Don’t know) – GO TO Q7**

IF YES

**Q6. Please read out any that you think should be protected. SHOWCARD AS Q4**

- News (TV and radio)
- Current affairs programmes like *Panorama* and *Question Time*
- Local TV (Scotland/Wales/Northern Ireland, English regional TV)
- Minority language services (S4C, BBC Alba, Northern Irish services)
- Children’s (under 16s)
- Younger people’s – 16-34
- Religious programmes including broadcast of worship and documentaries (such as *Songs of Praise* or *Sunday Morning Live*)
- Arts such as *The Culture Show* and *Italy Unpacked*
- Music such as *Glastonbury* and *The Proms*
- The World Service (BBC radio broadcasting in many parts of the world, including in local languages)

(Don’t know)

## **EXPANSION**

ASK ALL

**Q7. This card shows how the BBC has introduced a wide range of new channels, radio stations and online services. At the same time, commercial broadcasters have also expanded what they do. SHOWCARD 1995 v 2015 There are many different views on the expansion of BBC services. Please indicate how much you agree or disagree with the following statements. RANDOMISE ORDER. SHOWCARD WITH 7 POINT SCALE**

1. Completely disagree 2. Disagree strongly 3. Disagree slightly 4. Neither agree nor disagree 5. Agree slightly 6. Agree strongly 7. Completely agree 8. (Don't know)

- *As there are so many new types of media services provided by other organisations (e.g. Netflix, Amazon Prime plus channels like More4 and new Sky channels), the BBC does not need to further expand its services.*
- *The BBC should continue to expand its services to take full advantage of developments in technology but without adding TV channels*
- *As the BBC has national, regional and local radio stations it is very hard for commercial providers to get many listeners*
- *The fact that commercial services have expanded or been established (e.g. ITV digital channels and Netflix) at the same time as the BBC has expanded shows that the BBC is not crowding out the competition*

**Q8. The BBC sometimes promote their television programmes on BBC radio and their radio programmes on BBC television - so for example you may hear information about a new BBC1 drama series on Radio 2 or you may see a promotion for Radio 1's Breakfast show between programmes on BBC1. This is known as 'cross promotion'.**

**Have you seen or heard any of this kind of cross-promotion on the BBC?**

Yes

No – GO TO Q10

Don't know – GO TO Q10

IF YES, HAVE SEEN OR HEARD CROSS-PROMOTION

**Q9. Have you ever then chosen to watch or listen to another BBC programme as a result of any cross promotion?**

Yes

No

Don't know

ASK 1-3 FOR ALL

ASK 1-6 THOSE WHO HAVE SEEN OR HEARD CROSS-PROMOTION (YES AT Q8)

**Q10. Still thinking about 'cross promotion' please indicate how much you agree or disagree with the following statements. RANDOMISE ORDER. SHOWCARD WITH 7 POINT SCALE**

1. Completely disagree 2. Disagree strongly 3. Disagree slightly 4. Neither agree nor disagree 5. Agree slightly 6. Agree strongly 7. Completely agree 8. (Don't know)

1. *The BBC should be able to promote its services across its television channels and radio stations, however it likes*
2. *As the BBC can promote for free its television programmes on its radio stations and its radio stations via its television channels this gives it an unfair advantage over other broadcasters,*
3. *As the BBC offers lots of different services it makes sense to tell people about what is available in different ways including cross-promotion*
4. *The BBC does too much cross promotion - it wastes air time which should be dedicated to programming*
5. *I like hearing about BBC television programmes on the radio or radio programmes via the television as I learn about new programmes which I may otherwise not have heard about*

6. *The BBC's cross promotion is pointless because it often tells me about programmes I don't want to watch or listen to*