Now for some questions about TV and mobile services.

Q1. **SHOWCARD TVA** Which, if any, of the following TV services does your household receive? **CODE ALL THAT APPLY**

- Traditional television (BBC1, BBC2, ITV, Channel 4 / S4C, Channel 5 only) 
- Freeview
- Freeview with Top-up TV
- Freesat Satellite TV (Sky Freesat TV)
- Sky or other subscription Satellite TV
- Cable (NTL, Telewest etc.)
- Other (Please specify)
- No TV

**INTERVIEWER READ OUT:**
With the forthcoming changes in how TV is being broadcast, a large amount of additional capacity will become available on the airwaves. This new capacity could be used to provide a number of possible services, including: more digital TV Channels, local TV, high definition TV, improving mobile phone service, mobile broadband internet, wireless home networks and mobile TV.

**SHOWCARDS**
MORE DIGITAL TV CHANNELS, LOCAL TV, HDTV, IMPROVING MOBILE PHONE SERVICE, MOBILE BROADBAND AND INTERNET, WIRELESS HOME NETWORKS AND MOBILE TV (7 SHOWCARDS IN TOTAL)

However, there will not be sufficient capacity available to support all these possible services. The government may need to make choices, which in turn will influence the type of services that can be provided.

I am now going to ask you to consider the importance of each of these different services to people in the United Kingdom.
ASK ALL

Q2a  **SHOW CARD TV1 (AGAIN)** (And) thinking about the new proposed services which are listed on this card, I would like you to rank these new services in the order of importance you think they are to the **country as a whole** starting with what you think is the most important? **PROBE FULLY THEN ASK** And what do you think would be the next most important? And the next? etc.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Service</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
<th>5th</th>
<th>6th</th>
<th>7th</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>More digital TV channels</td>
<td>01</td>
<td>01</td>
<td>01</td>
<td>01</td>
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<td>01</td>
<td>01</td>
</tr>
<tr>
<td></td>
<td>High definition TV</td>
<td>02</td>
<td>02</td>
<td>02</td>
<td>02</td>
<td>02</td>
<td>02</td>
<td>02</td>
</tr>
<tr>
<td></td>
<td>Local TV</td>
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<td>03</td>
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<td></td>
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<tr>
<td></td>
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<td>05</td>
<td>05</td>
<td>05</td>
<td>05</td>
</tr>
<tr>
<td></td>
<td>Improving mobile phone service</td>
<td>06</td>
<td>06</td>
<td>06</td>
<td>06</td>
<td>06</td>
<td>06</td>
<td>06</td>
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<tr>
<td></td>
<td>Wireless home networks</td>
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<td>07</td>
<td>07</td>
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<td>Don't know</td>
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<td>09</td>
<td>09</td>
<td>09</td>
<td>09</td>
<td>09</td>
<td>09</td>
</tr>
</tbody>
</table>

ASK ALL

Q2b  **SHOW CARD TV1 (AGAIN)** (And) thinking about the new proposed services which are listed on this card, I would like to rank these new services in the order of importance you think they are to you **personally** starting with what you think is the most important? **PROBE FULLY THEN ASK** And what do you think would be the next most important? And the next? etc.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Service</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
<th>5th</th>
<th>6th</th>
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<tr>
<td></td>
<td>High definition TV</td>
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<td>02</td>
<td>02</td>
<td>02</td>
<td>02</td>
<td>02</td>
<td>02</td>
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<tr>
<td></td>
<td>Local TV</td>
<td>03</td>
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<td>03</td>
<td>03</td>
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<td>03</td>
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<td></td>
<td>Mobile Broadband Internet</td>
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<td>04</td>
<td>04</td>
<td>04</td>
<td>04</td>
<td>04</td>
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<tr>
<td></td>
<td>Mobile TV</td>
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<td>05</td>
<td>05</td>
<td>05</td>
<td>05</td>
<td>05</td>
<td>05</td>
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<tr>
<td></td>
<td>Improving mobile phone service</td>
<td>06</td>
<td>06</td>
<td>06</td>
<td>06</td>
<td>06</td>
<td>06</td>
<td>06</td>
</tr>
<tr>
<td></td>
<td>Wireless home networks</td>
<td>07</td>
<td>07</td>
<td>07</td>
<td>07</td>
<td>07</td>
<td>07</td>
<td>07</td>
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<tr>
<td></td>
<td>None of these</td>
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<td>Don't know</td>
<td>09</td>
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<td>09</td>
<td>09</td>
<td>09</td>
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<td>09</td>
</tr>
</tbody>
</table>
I would like you to think specifically about **extra digital TV Channels, Local TV and High definition TV** and what each of these mean.

**GIVE SHOWCARD ‘EXTRA CHANNELS’ TO RESPONDENT, READ OUT THE FOLLOWING DESCRIPTION**

**Extra digital TV Channels** - This would mean a substantial increase in the number of channels available on Freeview, which could be received using existing digital receiving boxes and TV aerials.

**GIVE SHOWCARD ‘HIGH DEFINITION TV’ TO RESPONDENT, READ OUT THE FOLLOWING DESCRIPTION**

**High definition TV** - A limited number of channels offering new and existing programmes in high definition picture quality on Freeview.

**GIVE SHOWCARD ‘LOCAL TV’ TO RESPONDENT, READ OUT THE FOLLOWING DESCRIPTION**

**Local TV** - Some of these new digital TV channels could be dedicated to providing programmes covering news, culture and events in your local area.

**INTERVIEWER:**
I’d like to ask you about possible options for EXTRA DIGITAL TV services that you or your household could take up in the future when this technology is commonly available. Given each option I’d like you to tell me how like you would be to take up a package of digital TV services, like Freeview today, but with some extra services, assuming it was available from a reputable supplier.

**LET THE RESPONDENT KEEP SHOWCARDS EXTRA CHANNELS, LOCAL TV AND HIGH DEFINITION TV WHILE YOU ASK THE QUESTIONS IN THIS SECTION (Q3A-Q3D)**

**CAPI: ROTATE ORDER OF Q3a(i-iv) - Q3d(i-iv) APPEARING ON SCREEN.**
CAPI: ROTATE ORDER OF START POINT Q3a(i), Q3a (ii), Q3a (iii), Q3a(iv)

ASK Q3A(I) IF START ROTATION AT Q3A(I) OR
ASK Q3A(I) IF WOULDN'T SUBSCRIBE TO THE SERVICE AT £5 (Q3A(II) CODES 03-06).
Q3a(i) SHOWCARD TV2 Looking at this package option, using the scale at the bottom, how likely would you be to subscribe to this service if there was no monthly price and it was free? CODE ONE ONLY

ASK Q3A(II) IF START ROTATION AT Q3A(II)
OR IF WOULDN'T SUBSCRIBE TO THE SERVICE AT £10 (Q3A(III) CODES 03-06)
OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS FREE (Q3A(I) CODES 01-02)
Q3a(ii) SHOWCARD TV2 And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £5? CODE ONE ONLY

ASK Q3A(III) IF START ROTATION AT Q3A(III)
OR IF WOULDN'T SUBSCRIBE TO THE SERVICE AT £15 (Q3A(IV) CODES 03-06)
OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS £5 (Q3A(II) CODES 01-02)
Q3a(iii) SHOWCARD TV2 And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £10? CODE ONE ONLY

ASK Q3A(IV) IF START ROTATION AT Q3A(IV)
OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS £10 (Q3A(III) CODES 01-02)
Q3a(iv) SHOWCARD TV2 How likely would you be using the scale on this card to subscribe to this service if the monthly price was £15? CODE ONE ONLY

<table>
<thead>
<tr>
<th>8 EXTRA CHANNELS</th>
<th>NO HDTV CHANNELS</th>
<th>NO LOCAL TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) FREE</td>
<td>(ii) £5</td>
<td>(iii) £10</td>
</tr>
</tbody>
</table>

I would definitely subscribe to this service . ............... 01 ..............01.............. 01 ..............01
I would probably subscribe to this service . ............... 02 ..............02.............. 02 ..............02
I may or may not subscribe to this service . ............... 03 ..............03.............. 03 ..............03
I would probably not subscribe to this service ............ 04 ..............04.............. 04 ..............04
I would definitely not subscribe to this service......... 05 ..............05.............. 05 ..............05
Don't know._________________________ ____________ 06 ..............06.............. 06 ..............06
ASK Q3B(I) IF START ROTATION AT Q3B(I) OR
ASK Q3B(I) IF WOULDN'T SUBSCRIBE TO THE SERVICE AT £5 (Q3B(II) CODES 03-06)
Q3b(i) SHOWCARD TV3 Looking at this package option, using the scale at the bottom, how likely would you be to subscribe to this service if there was no monthly price and it was free?  CODE ONE ONLY

ASK Q3B(II) IF START ROTATION AT Q3B(II)
OR IF WOULDN'T SUBSCRIBE TO THE SERVICE AT £10 (Q3B(III) CODES 03-06)
OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS FREE (Q3B(I) CODES 01-02)
Q3b(ii) SHOWCARD TV3 And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £5?  CODE ONE ONLY

ASK Q3B(III) IF START ROTATION AT Q3B(III)
OR IF WOULDN'T SUBSCRIBE TO THE SERVICE AT £15 (Q3B(IV) CODES 03-06)
OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS £5 (Q3B(I) CODES 01-02)
Q3b(iii) SHOWCARD TV3 And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £10?  CODE ONE ONLY

ASK Q3B(IV) IF START ROTATION AT Q3B(IV)
OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS £10 (Q3B(III) CODES 01-02)
Q3b(iv) SHOWCARD TV3 How likely would you be using the scale on this card to subscribe to this service if the monthly price was £15?  CODE ONE ONLY

<table>
<thead>
<tr>
<th>NO EXTRA STANDARD CHANNELS</th>
<th>3 HDTV CHANNELS SHOWING BBC1, ITV1 AND CHANNEL 4</th>
<th>NO LOCAL TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) FREE</td>
<td>(ii) £5</td>
<td>(iii) £10</td>
</tr>
<tr>
<td>(iv) £15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

I would definitely subscribe to this service . ............... 01 ..............01.............. 01 ..............01
I would probably subscribe to this service . ............... 02 ..............02.............. 02 ..............02
I may or may not subscribe to this service . ............... 03 ..............03.............. 03 ..............03
I would probably not subscribe to this service ............ 04 ..............04.............. 04 ..............04
I would definitely not subscribe to this service............ 05 ..............05.............. 05 ..............05
Don't know................................................. 06 ..............06.............. 06 ..............06
ASK Q3C(I) IF START ROTATION AT Q3C(I) OR
ASK Q3C(I) IF WOULDN’T SUBSCRIBE TO THE SERVICE AT £5 (Q3C(I)) CODES 03-06)
Q3c(i) SHOWCARD TV4 Looking at this package option, using the scale at the bottom, how likely would you be
to subscribe to this service if there was no monthly price and it was free? CODE ONE ONLY

ASK Q3C(II) IF START ROTATION AT Q3C(II)
OR IF WOULDN’T SUBSCRIBE TO THE SERVICE AT £10 (Q3C(II)) CODES 03-06)
OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS FREE (Q3C(I) CODES 01-02)
Q3c(ii) SHOWCARD TV4 And how likely would you be using the scale on this card to subscribe to this service if
the monthly price was £5? CODE ONE ONLY

ASK Q3C(III) IF START ROTATION AT Q3C(III)
OR IF WOULDN’T SUBSCRIBE TO THE SERVICE AT £15 (Q3C(III)) CODES 03-06)
OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS £5 (Q3C(I) CODES 01-02)
Q3c(iii) SHOWCARD TV4 And how likely would you be using the scale on this card to subscribe to this service if
the monthly price was £10? CODE ONE ONLY

ASK Q3C(IV) IF START ROTATION AT Q3C(IV)
OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS £10 (Q3C(III)) CODES 01-02)
Q3c(iv) SHOWCARD TV4 How likely would you be using the scale on this card to subscribe to this service if the
monthly price was £15? CODE ONE ONLY

<table>
<thead>
<tr>
<th>NO EXTRA STANDARD CHANNELS</th>
<th>NO HDTV CHANNELS</th>
<th>1 LOCAL TV CHANNEL</th>
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<tr>
<td></td>
<td>(i)</td>
<td>(ii)</td>
</tr>
<tr>
<td>FREE</td>
<td>£5</td>
<td>£10</td>
</tr>
</tbody>
</table>

I would definitely subscribe to this service. ............ 01 ............ 01 ............ 01 ............ 01
I would probably subscribe to this service. ............ 02 ............ 02 ............ 02 ............ 02
I may or may not subscribe to this service. ............ 03 ............ 03 ............ 03 ............ 03
I would probably not subscribe to this service ............ 04 ............ 04 ............ 04 ............ 04
I would definitely not subscribe to this service ............ 05 ............ 05 ............ 05 ............ 05
Don’t know. .................................................. 06 ............ 06 ............ 06 ............ 06
ASK Q3D(I) IF START ROTATION AT Q3D(I) OR
ASK Q3D(I) IF WOULDN'T SUBSCRIBE TO THE SERVICE AT £5 (Q3D(II) CODES 03-06)
Q3d(i)  SHOWCARD TV5  Looking at this package option, using the scale at the bottom, how likely would you be to subscribe to this service if there was no monthly price and it was free?  CODE ONE ONLY

ASK Q3D(II) IF START ROTATION AT Q3D(II)
OR IF WOULDN'T SUBSCRIBE TO THE SERVICE AT £10 (Q3D(III) CODES 03-06)
OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS FREE (Q3D(I) CODES 01-02)
Q3d(ii)  SHOWCARD TV5  And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £10?  CODE ONE ONLY

ASK Q3D(III) IF START ROTATION AT Q3D(III)
OR IF WOULDN'T SUBSCRIBE TO THE SERVICE AT £15 (Q3D(IV) CODES 03-06)
OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS £5 (Q3D(II) CODES 01-02)
Q3d(iii)  SHOWCARD TV5  And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £15?  CODE ONE ONLY

ASK Q3D(IV) IF START ROTATION AT Q3D(IV)
OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS £10 (Q3D(III) CODES 01-02)
Q3d(iv)  SHOWCARD TV5  How likely would you be using the scale on this card to subscribe to this service if the monthly price was £15?  CODE ONE ONLY

<table>
<thead>
<tr>
<th>NO EXTRA STANDARD CHANNELS</th>
<th>NO HDTV CHANNELS</th>
<th>3 LOCAL TV CHANNELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) FREE</td>
<td>(ii) £5</td>
<td>(iii) £10</td>
</tr>
<tr>
<td>(iv) £15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

I would definitely subscribe to this service . ............... 01 ..............01.............. 01 ..............01
I would probably subscribe to this service . ............... 02 ..............02.............. 02 ..............02
I may or may not subscribe to this service . ............... 03 ..............03.............. 03 ..............03
I would probably not subscribe to this service ............ 04 ..............04.............. 04 ..............04
I would definitely not subscribe to this service............ 05 ..............05.............. 05 ..............05
Don't know.................................................. 06 ..............06.............. 06 ..............06
I'd like to show you some possible options for MOBILE TV services that you personally could take up in the future, when this technology is commonly available. For each option, I'd like you to tell me how likely you would be to take up mobile TV, assuming it was available from a reputable supplier.

**GIVE SHOWCARD ‘MOBILE TV’ TO THE RESPONDENT, READ OUT THE FOLLOWING DEFINITION.**

**Mobile TV** - New subscription services offering TV channels which could be viewed on the move using a mobile phone.

**INTERVIEWER:**

LET THE RESPONDENT KEEP SHOWCARD MOBILE TV WHILE YOU ASK THE QUESTIONS IN THIS SECTION (Q4A-Q4B)

**CAPI:** ROTATE ORDER OF Q4A (i-iv) – Q4B (i-iv) APPEARING ON SCREEN.

CAPI: ROTATE ORDER OF START POINT Q4a(i), Q4a(ii), Q4a(iii), Q4a(iv)

<table>
<thead>
<tr>
<th>5 MOBILE TV CHANNELS</th>
<th>AVAILABLE EITHER ON YOUR MOBILE PHONE OR ON A SEPARATE HAND-HELD TV</th>
<th>COVERAGE IS THE SAME AS CURRENT MOBILE PHONE COVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i)</td>
<td>(ii)</td>
<td>(iii)</td>
</tr>
<tr>
<td>FREE</td>
<td>£5</td>
<td>£10</td>
</tr>
</tbody>
</table>

I would definitely subscribe to this service . .................. 01 ..............01 .............. 01 ..............01
I would probably subscribe to this service ... .................. 02 ..............02 .............. 02 ..............02
I may or may not subscribe to this service .................. 03 ..............03 .............. 03 ..............03
I would probably not subscribe to this service ............ 04 ..............04 .............. 04 ..............04
I would definitely not subscribe to this service............ 05 ..............05 .............. 05 ..............05
Don’t know........................... .................. ............... 06 ..............06.............. 06 ..............06
SHOWCARD TV7 Looking at this package option, using the scale at the bottom, how likely would you be to subscribe to this service if there was no monthly price and it was free?  **CODE ONE ONLY**

SHOWCARD TV7 And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £5?  **CODE ONE ONLY**

SHOWCARD TV7 And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £10?  **CODE ONE ONLY**

SHOWCARD TV7 How likely would you be using the scale on this card to subscribe to this service if the monthly price was £15?  **CODE ONE ONLY**

<table>
<thead>
<tr>
<th>(i)</th>
<th>(ii)</th>
<th>(iii)</th>
<th>(iv)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVAILABLE</td>
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<td>EITHER ON</td>
<td>EITHER ON</td>
</tr>
<tr>
<td>YOUR MOBILE</td>
<td>YOUR MOBILE</td>
<td>YOUR MOBILE</td>
<td>YOUR MOBILE</td>
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<td>PHONE OR ON A</td>
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<td>PHONE OR ON A</td>
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<tr>
<td>HAND-HELD TV</td>
<td>HAND-HELD TV</td>
<td>HAND-HELD TV</td>
<td>HAND-HELD TV</td>
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<tr>
<td>COVERAGE IS</td>
<td>COVERAGE IS</td>
<td>COVERAGE IS</td>
<td>COVERAGE IS</td>
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<td>THE SAME AS</td>
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<tr>
<td>COVERAGE</td>
<td>COVERAGE</td>
<td>COVERAGE</td>
<td>COVERAGE</td>
</tr>
</tbody>
</table>

FREE £5 £10 £15

I would definitely subscribe to this service . ..............01 ..............01 ..............01 ..............01
I would probably subscribe to this service.. ..............02 ..............02 ..............02 ..............02
I may or may not subscribe to this service . ..............03 ..............03 ..............03 ..............03
I would probably not subscribe to this service.........04 ..............04 ..............04 ..............04
I would definitely not subscribe to this service........05 ..............05 ..............05 ..............05
Don't know........................................................................06 ..............06 ..............06 ..............06
I’d like to show you possible options for MOBILE BROADBAND INTERNET services that you personally could take up in the future, when this technology is commonly available. Remember that this is internet that you can access from all sorts of mobile devices including laptops, Blackberries and mobile phones. I’d like you to tell me how likely you would be to take up mobile broadband internet, assuming it was available from a reputable supplier.

**GIVE SHOWCARD ‘MOBILE BROADBAND INTERNET’ TO THE RESPONDENT, READ OUT THE FOLLOWING DEFINITION:**

**Mobile broadband internet** - High speed access to the Internet and other data services available to your laptop, PDA or other computing devices available in multiple locations or on the move.

**CAPI: ROTATE ORDER OF START POINT Q5(i), Q5(ii), Q5(iii), Q5(iv)**

**ASK Q5(I) IF START ROTATION AT Q5(I) OR**
**ASK Q5(I) IF WOULDN’T SUBSCRIBE TO THE SERVICE AT £5 (Q5(II) CODES 03-06)**

**Q5(i) SHOWCARD TV8** Looking at this package option, using the scale at the bottom, how likely would you be to subscribe to this service if there was no monthly price and it was free? **CODE ONE ONLY**

**ASK Q5(II) IF START ROTATION AT Q5(II)**
**OR IF WOULDN’T SUBSCRIBE TO THE SERVICE AT £10 (Q5(III) CODES 03-06)**
**OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS FREE (Q5(I) CODES 01-02)**

**Q5(ii) SHOWCARD TV8** And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £5? **CODE ONE ONLY**

**ASK Q5(III) IF START ROTATION AT Q5(III)**
**OR IF WOULDN’T SUBSCRIBE TO THE SERVICE AT £15 (Q5(IV) CODES 03-06)**
**OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS £5 (Q5(II) CODES 01-02)**

**Q5(iii) SHOWCARD TV8** And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £10? **CODE ONE ONLY**

**ASK Q5(IV) IF START ROTATION AT Q5(IV)**
**OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS £10 (Q5(III) CODES 01-02)**

**Q5(iv) SHOWCARD TV8** How likely would you be using the scale on this card to subscribe to this service if the monthly price was £15? **CODE ONE ONLY**

<table>
<thead>
<tr>
<th>2 MBPS SPEED (similar to most home connections)</th>
<th>SAME AS CURRENT MOBILE PHONE COVERAGE</th>
<th>CAN BE USED ON THE MOVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i)</td>
<td>(ii)</td>
<td>(iii)</td>
</tr>
<tr>
<td>FREE</td>
<td>£5</td>
<td>£10</td>
</tr>
</tbody>
</table>

I would definitely subscribe to this service ............ 01 ............ 01 ............ 01 ............ 01
I would probably subscribe to this service ............ 02 ............ 02 ............ 02 ............ 02
I may or may not subscribe to this service ............ 03 ............ 03 ............ 03 ............ 03
I would probably not subscribe to this service ............ 04 ............ 04 ............ 04 ............ 04
I would definitely not subscribe to this service ............ 05 ............ 05 ............ 05 ............ 05
Don’t know .................................................. 06 ............ 06 ............ 06 ............ 06
I’d like to show you a possible scenario for improved mobile phone services that you personally could take up in the future, when this technology is commonly available. I’d like you to tell me how likely you would be to take up these extra mobile phone services, paying an amount in addition to anything you already pay for mobile phone service or would have to pay if you did decide to subscribe assuming it was available from a reputable supplier.

**GIVE SHOWCARD ‘IMPROVING MOBILE PHONE SERVICE’ TO THE RESPONDENT, READ OUT THE FOLLOWING DEFINITION.**

**Improving mobile phone service** - Mobile phone coverage could be improved so that mobile multimedia services (e.g. accessing video clips, making video calls etc.) would be available more widely, including in rural areas and in side buildings.

CAPI: ROTATE ORDER OF START POINT Q6(i), Q6(ii), Q6(iii), Q6(iv)

**ASK Q6(I) IF START ROTATION AT Q6(I) OR ASK Q6(I) IF WOULDN'T SUBSCRIBE TO THE SERVICE AT £5 (Q6(I)) CODES 03-06)**

Q6(i) **SHOWCARD TV9** Looking at this package option, using the scale at the bottom, how likely would you be to subscribe to this service if there was no monthly price and it was free? CODE ONE ONLY

**ASK Q6(II) IF START ROTATION AT Q6(II) OR IF WOULDN'T SUBSCRIBE TO THE SERVICE AT £10 (Q6(II)) CODES 03-06)**

Q6(ii) **SHOWCARD TV9** And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £5? CODE ONE ONLY

**ASK Q6(III) IF START ROTATION AT Q6(III) OR IF WOULDN'T SUBSCRIBE TO THE SERVICE AT £15 (Q6(III) CODES 03-06)**

Q6(iii) **SHOWCARD TV9** And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £10? CODE ONE ONLY

**ASK Q6(IV) IF START ROTATION AT Q6(IV) OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS £10 (Q6(IV)) CODES 01-02)**

Q6(iv) **SHOWCARD TV9** How likely would you be using the scale on this card to subscribe to this service if the monthly price was £15? CODE ONE ONLY

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**IMPROVED COVERAGE – YOU WOULD BE ABLE TO GET A STRONG SIGNAL ANYWHERE IN THE UK (EXCEPT FOR UNDERGROUND)**

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<thead>
<tr>
<th>(i)</th>
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<th>(iv)</th>
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</thead>
<tbody>
<tr>
<td>FREE</td>
<td>£5</td>
<td>£10</td>
<td>£15</td>
</tr>
</tbody>
</table>

I would definitely subscribe to this service . ............... 01 ............... 01 ............... 01 ............... 01
I would probably subscribe to this service... ............... 02 ............... 02 ............... 02 ............... 02
I may or may not subscribe to this service . ............... 03 ............... 03 ............... 03 ............... 03
I would probably not subscribe to this service ............ 04 ............... 04 ............... 04 ............... 04
I would definitely not subscribe to this service........... 05 ............... 05 ............... 05 ............... 05
Don’t know .................................................. 06 ............... 06 ............... 06 ............... 06
And now thinking about wireless home networks.

I’d like to ask you how much you personally would be willing to pay for a wireless home network service that you could take up in the future, when this technology is commonly available, assuming it was available. The price would be in addition to what you might already pay for an internet connection.

**GIVE SHOWCARD ‘WIRELESS HOME NETWORKS’ TO THE RESPONDENT AND READ OUT THE FOLLOWING DEFINITION**

**Wireless home networks** – This technology allows home computers, television sets, stereos and other devices to transmit information to each other without the need for connecting wires. For example, a video clip downloaded onto your home computer could be viewed on your television set without the need for a wire connecting the computer to the TV.

**CAPI: ROTATE ORDER OF START POINT Q7(i), Q7(ii), Q7(iii), Q7(iv)**

**ASK Q7(I) IF START ROTATION AT Q7(I) OR ASK Q7(I) IF WOULDN’T SUBSCRIBE TO THE SERVICE AT £5 (Q7(I) CODES 03-06)**

Q7(i) **SHOWCARD TV10** Looking at this package option, using the scale at the bottom, how likely would you be to subscribe to this service if there was no monthly price and it was free? **CODE ONE ONLY**

**ASK Q7(I) IF START ROTATION AT Q6(II) OR IF WOULDN’T SUBSCRIBE TO THE SERVICE AT £10 (Q7(II) CODES 03-06)**

Q7(ii) **SHOWCARD TV10** And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £5? **CODE ONE ONLY**

**ASK Q7(I) IF START ROTATION AT Q7(III) OR IF WOULDN’T SUBSCRIBE TO THE SERVICE AT £15 (Q7(III) CODES 03-06)**

Q7(iii) **SHOWCARD TV10** And how likely would you be using the scale on this card to subscribe to this service if the monthly price was £10? **CODE ONE ONLY**

**ASK Q7(I) IF START ROTATION AT Q7(IV) OR WOULD SUBSCRIBE TO THE SERVICE IF IT WAS £10 (Q7(IV) CODES 03-06)**

Q7(iv) **SHOWCARD TV10** How likely would you be using the scale on this card to subscribe to this service if the monthly price was £15? **CODE ONE ONLY**

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**Wireless home network** - this would allow home computers, television sets, stereos and other devices to transmit information to each other without the need for connecting wires. For example, a video clip downloaded onto your home computer could be viewed on your television set without the need for a wire connecting the computer to the TV.

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<tbody>
<tr>
<td>FREE</td>
<td>01</td>
<td>02</td>
<td>03</td>
<td>04</td>
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<td>£15</td>
<td>01</td>
<td>02</td>
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</table>

- I would definitely subscribe to this service. ............ 01
- I would probably subscribe to this service... ............ 02
- I may or may not subscribe to this service ............. 03
- I would probably not subscribe to this service........... 04
- I would definitely not subscribe to this service......... 05
- Don’t know............................................. 06
ASK Q8 IF WOULD DEFINITELY/PROBABLY SUBSCRIBE TO THE SERVICE FOR FREE AND
WOULD NOT DEFINITELY/PROBABLY SUBSCRIBE TO THE SERVICE FOR £5
(Q3C(i) CODES 01-02 AND Q3C(ii) CODES 03-06). OTHERS GO TO Q9A(B)

Q8. SHOWCARD TV4 AGA IN How likely would you be using the scale on this card to subscribe to this
service if the monthly price was £2.50?

I would definitely subscribe to this service . ............... 01
I would probably subscribe to this service . ............... 02
I may or may not subscribe to this service . ............... 03
I would probably not subscribe to this service ............ 04
I would definitely not subscribe to this service............ 05
Don't know........................... .................. ............... 06

CAPI: ROTATE ORDER OF Q9a AND Q9b APPEARING ON SCREEN

ASK ALL

Q9a SHOWCARD TV11 (AGAIN) Using the scale on this card, how important do you think it is that (EACH
TECHNOLOGY IN TURN) is available to ALL UK citizens.
REPEAT QUESTION FOR EACH TECHNOLOGY IN TURN. ROTATE ORDER OF ASKING. CODE
ONE ONLY FOR EACH TECHNOLOGY

<table>
<thead>
<tr>
<th>Very Important</th>
<th>Important</th>
<th>Neither/ Nor</th>
<th>Unimportant</th>
<th>Not at all Important</th>
<th>Don't know</th>
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<tr>
<td>More digital TV channels ---- 01 --------- 02 -------- 03 ----------- 04 ------ 05 ------- 06</td>
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<td>High definition TV ----------- 01 --------- 02 -------- 03 ----------- 04 ------ 05 ------- 06</td>
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<td>Local TV---------------------- 01 --------- 02 -------- 03 ----------- 04 ------ 05 ------- 06</td>
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<td>Mobile broadband internet -- 01 --------- 02 -------- 03 ----------- 04 ------ 05 ------- 06</td>
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<td>Improved mobile phone</td>
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<td>Service----------------------- 01 --------- 02 -------- 03 ----------- 04 ------ 05 ------- 06</td>
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<tr>
<td>Wireless home networks----- 01 --------- 02 -------- 03 ----------- 04 ------ 05 ------- 06</td>
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ASK ALL

Q9b SHOWCARD TV11 (AGAIN) Using the scale on this card, how important do you think it is that (EACH
TECHNOLOGY IN TURN) is available to YOU PERSONALLY.
REPEAT QUESTION FOR EACH TECHNOLOGY IN TURN. ROTATE ORDER OF ASKING. CODE
ONE ONLY FOR EACH TECHNOLOGY

<table>
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<th>Very Important</th>
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