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Section 1

Executive summary

1.1 Overview

The following document contains the findings of Ipsos MORI’s 2009 research into the awareness and usage of audio description, conducted on behalf of Ofcom. The research investigates awareness and usage of audio description (AD) among UK adults, as well as among those with visual impairments (VI). The research also looks at how users of audio description rate the service and the reasons and barriers which affect uptake.

Between 14th May and 10th June 2009, a total of 1,343 telephone interviews were conducted (1,000 with a representative sample of UK adults and 343 with a sample of people with a visual impairment). Among the visually impaired sample, quotas were set on level of impairment, using three categories – mild, moderate and severe/profound\(^1\).

Ofcom has commissioned two previous surveys in 2008 designed to measure awareness and usage of AD. The first (survey 1) took place in January 2008, before a cross-media promotional campaign\(^2\) designed to increase awareness of audio description, while the second (survey 2) was in March 2008 after the campaign. In this report, results are compared against the findings from these two previous surveys and differences reported where significant at 99% confidence level. Comparisons of subgroups within survey 3 are reported where significant at 95% confidence level.

(Note: some statistics contained in this report are based on small sample sizes and caution should be exercised when assessing such data. Figures calculated on small base sizes are indicated by an asterisk (*).)

1.2 Awareness of audio description

In 2009, the research shows that overall almost half of UK adults are aware of audio description (45%). Awareness is higher among younger respondents (54% among 18-34 year olds, compared to 37% among those aged over 55). Those with access to digital

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\(^1\) Mild: ranging from difficulties seeing small details on a screen to recognising a friend across a road; Moderate: ranging from difficulties recognising a friend across a room to reading a newspaper headline; Severe/Profound: ranging from difficulty recognising a friend if he/she is at arm’s length to total blindness. The full categories are provided in Section 3.2.

\(^2\) See [http://www.ofcom.org.uk/research/tv/reports/access_services_audio/ad_report.pdf](http://www.ofcom.org.uk/research/tv/reports/access_services_audio/ad_report.pdf) for findings from survey 1 and survey 2 research into awareness and usage of audio description undertaken in 2008.
television platforms are also more likely to be aware of the service (47%, compared to 28% of those without digital television).

Half (50%) of those with VI are aware of AD. Awareness among those with a severe VI (61%) and those with a moderate VI (53%) is higher than those with a mild VI (37%). Awareness of AD is significantly higher among members of VI organisations than among those who are not (77%, compared to 42%).

Comparison of survey 1 and survey 3 results shows that awareness among UK adults has increased significantly from 37% to 45%. However, awareness is down compared to survey 2 (60%). This is to be expected as this survey took place immediately after a large cross-media promotional campaign designed to raise awareness of AD services.

Among the VI sample, there are no significant changes in levels of awareness between survey 3 (50%) and survey 1 (43%). When comparing the results from surveys 2 (69%) and 3 (50%), the difference suggests that although the concerted effort to raise awareness was successful in the short-term, more regular promotions are required to sustain the increase measured in survey 2.

1.3 Sources of awareness of audio description

Respondents who were aware of AD were asked how they became aware. In 2009 among UK adults who are aware of AD, adverts/TV promotions are the most common way of finding out about AD (31%). TV listings also play an important role (24%), as do word of mouth recommendations from friends and family (15%). There are no significant differences between surveys 1 and 3. Adverts/TV promotions are a less dominant source of awareness of AD in the most recent survey compared to survey 2 (31% and 60% respectively), which is not surprising as survey 2 took place immediately after the promotional campaign.

In 2009, among those with VI, organisations are key in raising awareness (28%), particularly for those whose vision is severely/profoundly impaired (43%). Just under one quarter (23%) of those with VI found out through adverts/TV promotions and just under one in five (19%) found out about AD through friends and family.

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3 Ofcom facilitated a substantial promotional campaign involving 16 broadcasters and the RNIB, aimed at raising awareness of audio description services. The Audio Description Awareness Campaign took place over a 6 week period during February/March 2008 on television and was supported by off-screen activity including continuity announcements and BBC local radio trails. The RNIB provided additional support for the campaign through press and radio advertisements, radio and print features, digital forums and direct mail.

4 Findings within survey 3 are tested for statistically significant differences at the 95% level, while inter-survey comparisons are tested at the 99% level.
Compared to survey 1, organisations remain a key source of awareness of AD (28% in survey 3 compared to 27% in survey 1). Friends and family are less frequently mentioned (19% in survey 3 and 36% in survey 1), although stable compared to survey 2 (17%). There is no change in adverts/TV promotions as a source compared to survey 1 (23% and 21% respectively) but, unsurprisingly, it is down compared to the post promotional campaign survey 2 (55%).

1.4 Usage of audio description

The research shows that in 2009 among UK adults, around one in ten respondents report that they have used AD at least once (11%). The level of overall reported usage has remained stable compared to surveys 1 and 2 (8% and 9% respectively).

Among those with VI, around one in five has used the service (21%). There is no statistically significant difference compared to survey 1 (28%), but reported usage is down compared to survey 2 (32%).

In the most recent survey usage is higher among those with severe/profound VI, 38%* of whom have used AD at least once, compared to 14% of those with a moderate or mild VI. Overall usage among all those with a VI breaks down into 13%* who say that they use AD regularly, and 8%* occasionally. Regular usage is also higher among those with a severe/profound VI, with 29%* saying they use AD regularly.

Around half of those with VI who use the service report that they have been doing so for less than a year (47%*).

The research shows that the most common way for VI users to find out about television programmes that contain AD is via the Electronic Programme Guide (45%*). The next most mentioned sources are family and friends (27%*), advertising or trailers on TV (25%*) and websites (25%*).

Compared to survey 1, a smaller proportion of VI users name family or friends as a source of information about programmes that contain AD (51% in survey 1, compared to 27% in survey 3). Compared to survey 2, there is a smaller proportion naming advertising or trailers on TV (48% in survey 2, compared to 25% in survey 3), which is unsurprising given the promotional campaign which preceded survey 2. TV guides are also less likely to be named compared to survey 2 (22% in survey 3, versus 44% in survey 2).
1.5 **Satisfaction with audio description**

Satisfaction with audio description among users is high. Over eight in ten of those with VI who use AD say that they are satisfied with the quality of the description available (82%*), 8%* are neither satisfied nor dissatisfied. Only a small minority express dissatisfaction (7%*). Satisfaction with the quality of audio description is high across all surveys of the research.

Moreover, when asked to rate specific aspects of AD, users are positive:

- 96%* agree that AD improves their understanding and enjoyment of the programmes they watch;
- 89%* agree that the AD is distinct from the sound track;
- 86%* agree that AD is clear;
- 84%* agree that AD is delivered at the right speed;
- 71%* agree that the service accurately reflects what is going on in the programme;
- 48%* say that the service is improving; 45% that it is unchanged and just 1% says it is getting worse.

1.6 **Latent demand for audio description**

In order to assess levels of interest in AD among those who are unaware, respondents were played an audio clip of audio described programming and then asked how interested they were in the service. After listening to the clip, just over one in five UK adults who are currently unaware of AD expressed an interest in the service (21%). Levels of interest are understandably much higher among those with VI who are currently unaware, with just over two thirds expressing an interest (68%). Those with a severe or profound visual impairment are most likely to be interested in the service (84%). Moreover, almost two thirds of those with VI who are unaware of the service and interested in using it already have Sky or Virgin (61%) and could therefore access AD through their existing TV equipment.

1.7 **Factors that contribute to using audio description**

In order to identify factors that may affect take-up of AD services, the VI sample were asked what would encourage them to use the service/use it more.

Around three in ten (29%) of all those with VI (users and non-users) spontaneously say that they would use the service/use the service more if their sight were to deteriorate. Just over one quarter (27%) of all those with VI say that they would use the service/use the service
more if it were available on more programmes. This is a similar proportion to previous surveys, which suggests that availability is a consistent driver of usage. Among users of the service, 58%* spontaneously mention availability compared to 19% of non-users.

Just over one in ten (14%) of all those with VI say knowing how to access the service would encourage usage, whereas 12% say nothing would increase their usage of the service. Just 4% mention having more information about it. This is significantly down compared to survey 1 and survey 2 (21% and 16% respectively).

Those with VI who currently use AD were asked directly whether they would make more use of the service if it was available on more programmes, with 84%* saying they would. This is also a similar proportion to previous surveys, suggesting that availability is a consistent driver of usage.

### 1.8 Reasons for not using audio description

Among those with VI, those who were aware of the service but had never used it were asked their reasons for this. Forty percent (40%*) said that they do not need it. One in six (17%*) say that they do not know how to access it. Fourteen percent say they do not like it, whereas just over ten percent (13%) say they do not have the equipment.

Among those with VI who have used AD, just under a third (32%*) say that they would not know where to go if they were unable to access AD, wanted to find out more, or to complain.

### 1.9 Conclusions

The research shows that awareness among UK adults has increased from surveys 1 to 3, although it is down compared to survey 2. Among the VI sample, there are no statistically significant changes in levels of awareness between surveys 1 and 3. However, as with the UK adult sample, awareness levels are down in survey 3 compared to survey 2. The difference suggests that more regular promotion of the service is required to sustain the level of awareness achieved in survey 2.

The research shows that reported usage of AD has remained stable compared to survey 1 among UK adults and among those with VI. Among those with VI who are users of AD, reported satisfaction levels remain high.

There also continues to be a latent demand for the service. After being played a clip of AD, almost seven in ten (68%) of those with VI who were previously unaware of the service said that they would be interested in using it.
Finally, the research also identified availability on programmes as a barrier to use, with over one quarter of all VI respondents saying they would use the service or use it more, if more programmes had AD. The proportion of respondents expressing this opinion is consistent across all three surveys, suggesting that this is a consistent factor influencing usage. Among AD users, when asked specifically, over four in five say that they would use the service more if it was available on more programmes.
Section 2

Background information and research objectives

2.1 Background

Audio description (AD) is a service available on some television programmes and comprises a separate audio track in which a narrator uses spaces in the original sound track of a programme to describe on-screen action, body language and facial expressions for the benefit of people with visual impairments. The narration is specifically produced for each programme, allowing those who have difficulties seeing the TV screen to hear what they cannot see on the screen.

The service is available on all digital television platforms and is accessible via all standard Virgin and Sky boxes. However, not all Freeview and Freesat boxes are AD enabled. Viewers need to have the right box or TV to access AD. In addition, 7 million people are entitled to receive a digital help-scheme box at digital switchover. The box features a prominent AD button and is available to everyone registered blind or partially sighted and to everyone over 75 years old.

The 2003 Communications Act requires Ofcom to implement ten year quotas set by parliament for audio description, subtitling and sign language. These are known as ‘access services’ and are provided by TV channels that meet certain affordability and audience size criteria (78 channels in the UK in 2009). The quota set for audio description is 10% of programming, compared with targets of 80% for subtitling and 5% for sign language.

When the Communications Act was framed, audio description was only provided on a few satellite channels, and on some digital terrestrial channels, but equipment to receive audio description on digital terrestrial channels was not available. By 2004, with encouragement from Ofcom, both cable and satellite television providers had either made audio description available over their platforms, or were planning to do so. Moreover, set top boxes equipped to receive digital terrestrial channels with audio description had become available. As a result it was clear that many more people stood to benefit from audio description. With advice from its Advisory Committee on Older and Disabled People, Ofcom decided to accelerate progress towards the statutory target, so that it would be achieved in five years rather than ten. Ofcom also suggested that, as awareness and usage of audio description grew, there might be a case for recommending changes to the statutory target in due course.
2.2 2006 Access Services Review

In 2006 Ofcom undertook an Access Services Review which examined levels of awareness and take-up for all three access services (i.e. audio description, subtitling and sign language). The research revealed a low level of awareness of audio description, both among the general UK population and the visually impaired sample. Fewer than 43% of UK adults and 37% of the visually impaired sample knew about audio description in 2005-6, compared with awareness levels of 90% among UK adults and 90% among those with VI for subtitling, and 86% among UK adults and 84% among those with VI for signing.

Ofcom considered the main obstacle to wider adoption of audio description to be low awareness, and that usage of audio description would increase as awareness of the service grew.

The Access Services Code places an obligation on broadcasters to “demonstrate they are taking effective steps to publicise awareness of their television access services through other means, [other than through the Electronic Programme Guide (EPG)] including periodic on-air announcements and information in publications aimed at persons likely to benefit.”

2.3 Awareness campaign

To this end, in 2008 Ofcom facilitated a joint campaign with 16 of the broadcasters and the Royal National Institute for the Blind (RNIB) to raise awareness of audio description. The Audio Description Awareness Campaign consisted of promotional trails broadcast across the schedules of more than 70 channels over a 6 week period between 1st February and 14th March 2008, and was supported by a range of off-screen activities including BBC local radio trails. The RNIB provided additional support through press and radio advertisements, radio and print features and direct mail.

Ofcom undertook two surveys in 2008 to measure awareness and usage of AD among a visually impaired sample and a UK adult sample. The first (survey 1) was carried out in January 2008 before the promotional campaign and the second (survey 2) in March 2008 after the campaign, in order to measure its impact.

Results from survey 1 showed that 43% of those with VI and 37% of UK adults were aware of AD. Following the promotional campaign there was a significant rise in awareness of AD, with 72% of the visually impaired sample and 60% of UK adults being aware of the service. However, around 3 in 10 visually impaired people remained unaware of AD. While usage of

5 Code on Television Access Services, paragraph 33. See http://www.ofcom.org.uk/tv/ifi/code/ctas/
6 These figures are as previously reported in 2008 in: http://www.ofcom.org.uk/research/tv/reports/access_services_audio/ad_report.pdf.
AD is related to severity of visual impairment as well as awareness, the research indicated that there is potential to increase usage of AD across all VI groups if levels of awareness continue to rise. The research also indicated that the usage of AD within the VI sample is also likely to increase if more detailed information about the service was communicated to potential users.

2.4 Key research objectives

This report presents the findings of Ipsos MORI’s research into awareness and usage of audio description conducted on behalf of Ofcom. The research forms part of the Access Service Review and sets out to develop a deeper understanding of the factors which influence knowledge, uptake and satisfaction of AD, particularly among people with visual impairments.

Throughout February and March 2008, UK broadcasters ran an onscreen audio description awareness campaign. GfK NOP Media conducted 2 surveys of research, before and after the campaign, to evaluate the impact of the campaign on awareness and usage. In April 2009, Ipsos MORI were commissioned to conduct a study to understand how awareness, access and take up of AD have changed since the campaign.

As well as providing data on current levels of awareness of, usage of and satisfaction with the AD service, this survey also sought to identify the factors which influence these key measures. With these aims in mind, the research looked at:

- Awareness of, usage of and access to AD;
- Television consumption amongst visually impaired viewers;
- Use of specific methods to enable those with VI to watch TV;
- Attitudes towards AD;
- Drivers of usage.

As in 2008, the research explored these issues among a nationally representative sample of respondents, as well as a specially selected sample of visually impaired respondents, across a range of levels of visual impairment. The following chapter outlines the research methodology and subsequent chapters describe the findings in detail.
2.5 Note on comparisons between surveys

In this report, findings within survey 3 are tested for statistically significant differences at the 95% level, as per standard research practice. However, comparisons of results between surveys 1 to 3 are tested at the 99% level, as a more rigorous approach is required to compensate for the methodological differences between surveys.\(^7\)

In order to account for differences in recruitment methods, the absence of a demographic profile of people with VI in the UK and to aid comparability, the data from the visual impairment surveys 1 and 2 were re-weighted to match the profile of survey 3 in terms of organisational membership, age and visual impairment as findings were found to differ by these characteristics. The results for surveys 1 and 2 are restated in this report based on reweighted data and will therefore vary compared to figures previously published in 2008.

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\(^7\) Strictly speaking statistical significant testing applies only to random samples with no design effects; in practice, good quality quota sampling has been found to be as accurate.
Section 3

Methodology

3.1 Overview

Survey 3 was conducted via Computer Assisted Telephone Interviewing (CATI) among adults aged 18+ in the UK between 14th May and 10th June 2009.

<table>
<thead>
<tr>
<th>Access Service Survey Timeline</th>
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<tr>
<td>Survey 1</td>
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<td>Survey 2</td>
</tr>
<tr>
<td>Survey 3</td>
</tr>
</tbody>
</table>

The sample was divided into two main groups:

a) A 10 minute survey with a nationally representative sample of 1,000 UK adults (quotas set on gender, age, working status, social grade and region within the UK)

b) A 15 minute survey with a specifically selected sample of 343 visually impaired (VI) respondents. Quotas were set to ensure that people with a range of visual impairments levels were represented. More detailed information on the profile of the sample is included below.

The nationally representative survey was an ad hoc telephone survey conducted via Random Digit Dialling (RDD), while the sample of VI respondents opted-in to the research by dialling a Freephone number (see section 3.2 for further details). To ensure that a variety of different levels of visual impairment were represented in the sample, quotas were set according to respondents’ level of visual impairment. Overall, the VI sample broke down as follows:

**Total VI sample of 343, consisting of:**

- 111 respondents with severe or profound visual impairments
- 110 respondents with moderate visual impairments
- 112 respondents with mild visual impairments
- 10 respondents with other visual impairments

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8 This group is included in the full sample of visually impaired respondents, but excluded from the VI category sub-group analysis as there is insufficient information to assign them to a specific level of visual impairment.
3.2 Recruitment of visually impaired respondents

In order to reach a sufficient number of people with visual impairments, respondents from Ipsos MORI's online panel of UK adults were invited to complete a screener questionnaire, which identified whether they were or whether someone they know (e.g. a friend/relative) was visually impaired.

Eligible contacts were provided with the Freephone number and details of how to take part in the survey. Respondents were asked to pass on details of the survey to visually impaired friends or relatives, so as to 'snowball' the sample.

Ipsos MORI and Ofcom also liaised with several organisations and charities to identify and recruit eligible participants for the research, a strategy which was particularly effective in recruiting those with 'severe' or 'profound' visual impairments. Efforts were made to ensure that the overall sample contained a mix of those who belonged to organisations for visually impaired people and those who did not. This was important to provide an accurate picture of overall awareness as previous research suggests that baseline awareness of the audio description service tends to be much higher among members of organisations. The recruitment was also designed to include a spread of ages, i.e. adults 18-80, and a range of different levels of visual impairment. A £10 incentive was offered to all visually impaired respondents who called in to take part.

The following table shows how respondents' visual impairments were categorised according to their own description of their sight. This method is the same as was used in surveys 1 and 2 to ensure consistency.

<table>
<thead>
<tr>
<th>Visual impairment level classification</th>
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<tr>
<td><strong>Response at Q2</strong></td>
</tr>
<tr>
<td>Totally blind/cannot see at all</td>
</tr>
<tr>
<td>Cannot tell by the light where the windows are</td>
</tr>
<tr>
<td>Cannot see the shapes of furniture in the room</td>
</tr>
<tr>
<td>Cannot see well enough to recognise a friend if close to his or her face</td>
</tr>
<tr>
<td>Cannot see well enough to recognise a friend if he or she is at arms length</td>
</tr>
<tr>
<td>Cannot see well enough to read a newspaper headline</td>
</tr>
<tr>
<td>Cannot see well enough to read a large print book</td>
</tr>
<tr>
<td>Cannot see well enough to recognise a friend across a room</td>
</tr>
<tr>
<td>Cannot see well enough to recognise a friend across a road</td>
</tr>
<tr>
<td>Have difficulty seeing ordinary newspaper print</td>
</tr>
<tr>
<td>Have difficulty seeing the buttons on the remote control</td>
</tr>
<tr>
<td>Have difficulty seeing the picture on the TV screen</td>
</tr>
<tr>
<td>Have difficulty seeing small details on screen</td>
</tr>
</tbody>
</table>
3.3 Questionnaire

The questionnaire used in the research was developed in close consultation with Ofcom and was designed to provide data which could be reliably compared with the results of previous surveys of research. Many questions were the same as those used in surveys 1 and 2 to enable comparison. A copy of the full questionnaire can be found in the appendices to this report.

3.4 Weighting

The sample profile of visually impaired respondents inevitably varied slightly between each survey of research due to differences in recruitment method. Therefore the data from the sample was weighted to ensure that reliable comparisons could be drawn between the different surveys. This consisted of weighting data from surveys 1 and 2 back to the profile of the sample achieved in survey 3, to compensate for demographic differences that were shown to affect the findings, in the absence of a full demographic profile of people with VI in the UK. The weighting scheme was devised in close collaboration between Ipsos MORI and Ofcom and was based on the following variables:

a) Respondent’s age;
b) Respondent's level of visual impairment;
c) Whether or not the respondent is a member of a visual impairment organisation.

Note: However, given the small sample sizes and different recruitment methods, there will inevitably be other factors which impact on the findings which have not been accounted for in the comparative weighting.

3.5 Presentation and interpretation of the data

The respondents to a survey questionnaire are often only a sample of the total population that was eligible to take part in the survey. In consequence, all results are subject to sampling tolerances, which means that not all differences between results are statistically significant. In order to see whether an increase or decrease in comparable figures is actually significant, we apply tests to allow us to determine whether or not a finding is the result of a genuine difference between two (or more) items, or whether it is just due to chance. Differences between sub-groups of respondents are only reported on where they are statistically significant at 99% confidence level when comparing between surveys, and at 95% confidence level when comparing within survey 3. Any differences between survey 1 and either of the other surveys are highlighted in the charts either by a red circle (indicating that the figure is significantly lower) or green circle (indicating that the figure is significantly
higher). Footnotes are also included to indicate where results differ between survey 2 and 3 at 99%. Some data contains small base sizes so caution is advised when interpreting these figures. Charts based on small base sizes are clearly marked and figures quoted in the text are marked with an asterisk (*). Where percentages do not add up to 100% this can be due to a number of factors, such as the exclusion of ‘Don’t know’ or ‘Other’ responses, multiple responses or computer rounding.
Section 4

Key comparisons over time

This section summarises the key differences between surveys. Due to small base sizes, not all apparent changes are statistically significant, and only significant changes at the 99% level are commented on.

4.1 Summary

Ofcom undertook two previous surveys of research in 2008 designed to measure awareness and usage of AD before and after the awareness campaign. The first (survey 1) took place in January 2008, and the second (survey 2) in March 2008 after a cross-media promotional campaign designed to increase awareness of audio description services. Results from the current survey (3) are compared against the findings from previous surveys at a 99% confidence level. It is important to bear in mind that although results between surveys may often appear different, not all of these differences are large enough to be statistically significant when tested at this level. Only results which have been established as being statistically different at the 99% confidence level will be reported on in the following analysis when comparing surveys over time.

The samples have been weighted by age, visual impairment type and membership of organisation in order to allow for the comparisons to be made. However, given the small sample sizes and different recruitment methods, there will inevitably be other factors which impact the findings which have not been accounted for in the comparative weighting.

When comparing results between the three surveys, the impact of the awareness raising promotional campaign is clear. Awareness of the service increased considerably among UK adults and those with VI in survey 2 (which immediately followed the campaign), compared to survey 1.

A comparison of survey 1 and survey 3 results shows a continued increase in awareness among UK adults, although not at the levels measured in survey 2. Among those with VI, there is no statistically significant difference between the awareness levels reported in survey 1 and survey 3. This suggests that the increase in awareness measured after the awareness campaign was not sustained and that regular promotions about AD would be necessary in order to maintain this heightened awareness.

9 See http://www.ofcom.org.uk/research/tv/reports/access_services_audio/ad_report.pdf for findings from survey 1 and survey 2 research into awareness and usage of audio description undertaken in 2008.
There are some areas of consistency across surveys. For example, usage remains stable from survey 1 to survey 3 among the UK adult population and those with VI. Satisfaction with the quality of audio description among users remains high across all three surveys, suggesting that it maintains a consistently high standard of service. Similarly, the proportion of all those with VI who spontaneously say that they would use the service/use the service more if it were available on more programmes remains unchanged at around a quarter. When prompted, the proportion of AD users who say that making the service available on more programmes would encourage them to use it more remains at around eight in ten respondents. These findings may indicate that availability is a consistent driver of usage.

4.2 Awareness of audio description

Among UK adults, overall awareness of audio description peaked in survey 2, which followed a promotional campaign about the service, but has dropped significantly at survey 3 (45%, compared to 60% in survey 2). Comparing surveys 1 to 3, awareness remains significantly above the survey 1 level (37%) and awareness has increased among both males and females, younger people aged 18-34, and among those with digital television.

Figure 1. - Awareness of audio description among UK adults over time (%)
Figure 2 shows that among VI respondents, there is no statistically significant difference in awareness levels of AD between surveys 1 and 3. Overall awareness of AD peaked in survey 2 and has dropped significantly at survey 3 (69% in survey 2 compared to 50% in survey 3). The drop is also significant among those with mild visual impairments, which may be related to the fact that this is the group least likely to use the service.

The results show that the increase in awareness levels measured in survey 2 after the promotional campaign was not sustained. This suggests that regular AD promotions would be necessary in order to maintain this heightened awareness.

Figure 2. - Awareness of audio description by severity of VI (%)

Q4: Before today, were you aware that this feature was available on some TV programmes?
Source: Ipsos MORI
Base: VI respondents Survey 3: 343 (Mild: 112, Moderate: 110, Severe/ Profound: 111); Survey 2: 296 (Mild: 120, Moderate: 62 (small base), Severe/ Profound: 114) and Survey 1: 280 (Mild: 104, Moderate: 75 (small base), Severe/ Profound: 101)Significance testing carried out at 99% level shows significant decrease between Survey 2 and Survey 3 among all VI sample and those with mild VI.

4.3 Sources of awareness of audio description

Among UK adults, adverts/TV promotions are the main way of finding out about audio description in survey 3 (31%). TV listings also play a role (24%), as do friends and family (15%). Comparison with results from surveys 1 and 2 shows some differences. For example, in survey 2 UK adults are more likely to mention adverts/TV promotions compared to surveys 1 and 3, which is likely to be related to the impact of the promotional campaign.
Figure 3.- Sources of awareness of audio description – UK adults (%)

Q5: How did you become aware of audio description? (unprompted, multi coded) all mentions of 5% and above

Source: Ipsos MORI
Base: All UK adults who are aware of Audio Description (Survey 3: 446, Survey 2: 603, Survey 1: 379)
Significance testing carried out at 99% level shows significant decrease between Survey 2 and Survey 3 for ‘Adverts/TV promotions’ and ‘TV programmes’ and a significant increase for ‘TV listings’ and ‘An organisation’.
* Survey 1 data unavailable for ‘TV programmes’ so no significance testing applied.

Figure 4 shows how VI respondents have found out about AD over time. In 2009, organisations play a similar role in raising awareness about the service as in survey 1 – just over a quarter of those with VI found out about AD in this way (28%). Organisations are more likely to be mentioned in the most recent survey compared to survey 2 (14%). Conversely, a lower percentage of respondents say that they found out about AD through friends and family in survey 3 compared to the first survey (19% in survey 3 compared to 36% in survey 1). This was also the case in survey 2 (17%). Adverts/TV promotions are far less prominent as a source of awareness of AD in survey 1 (21%) and survey 3 (23%) compared to survey 2 (55%). This is likely to be related to the impact of the 2008 promotional campaign. That said adverts/TV promotions remain a key source of information in the most recent survey, mentioned by around one in five.

10 Other mentions include: through work (4%), advert – unspecified (3%), Channel 4 (3%), BBC (3%)
Figure 4. - Sources of awareness among those with a visual impairment (%)

Q5: How did you become aware of audio description? (unprompted, multi coded), all mentions of 9% and above

Source: Ipsos MORI
Base: All VI respondents aware of Audio Description (Survey 3: 172, Survey 2: 204, Survey 1: 120).
Significance testing carried out at 99% level shows significant increase between Survey 2 and Survey 3 for ‘An organisation’, and ‘Digital box’, and a significant decrease for ‘Adverts/TV promotions’.

4.4 Usage of audio description

Among UK adults the level of reported usage has remained stable over time, with the proportion of those who have used the service at least once in surveys 1, 2 and 3 being 8%, 9% and 11% respectively.

The findings also show that reported usage of audio description among all those with VI (21%) has remained stable compared to survey 1 (28%), but has decreased significantly compared to survey 2 (32%).

Figure 5. – Usage of audio description among those with VI (%)

Q7: How often, if at all, do you watch TV programmes that contain audio description to enable you to follow programmes more easily? (prompted)
Source: Ipsos MORI
Base: All VI respondents (Survey 3: 343, Survey 2: 296, Survey 1: 280)
Significance testing carried out at 99% level shows significant decrease between Survey 2 and Survey 3

11 Other mentions in survey 3 include: website (6%), browsing TV channels (6%), DVD (3%), TV listings (3%)
In 2009 around half of those with VI who have used the service have been doing so for less than a year (47%*), which is in line with findings from previous surveys of research. Overall the profile of users looks to remain stable over time.

**Figure 6. – Length of time using audio description (%)**

Q10: For how long have you been watching TV programmes that have audio description on them? (prompted)
Source: Ipsos MORI
Base: All VI respondents who have used Audio Description (Survey 3: 73, Survey 2: 95, Survey 1: 77 – small base size) *Significance testing carried out at 99% level*

### 4.5 Sources of information about AD availability

Visually impaired respondents who use AD were asked what sources they use to obtain information on TV programmes with audio description. The research shows that the Electronic Programme Guide (EPG) is the most commonly consulted source of information about AD among people with visual impairments who use the service, with 45%* citing it.

The proportion of respondents citing family and friends as an information source has decreased significantly compared to surveys 1 and 2 (27%* in survey 3 compared with 51%* in survey 1 and 47% in survey 2).

Unsurprisingly, compared to survey 2, there has been a decrease in the proportion of respondents citing advertising or trailers on TV as a source of information about AD from 48%* to 25%*. There has also been a decrease in the proportion citing TV guides, from 44% to 22%.
Q18: From which, if any, of these sources do you obtain information about television programmes which contain audio description? (prompted, multicode)

N.B. Question wording for EPG altered slightly between surveys. In survey 3 the prompt read Electronic programme guide/channel menu, whereas in previous surveys it read Electronic programme guide EPG.

Source: Ipsos MORI

Base: All VI respondents who have used Audio Description (Survey 3: 73, Survey 2: 95, Survey 1: 77 – small base sizes)

Significance testing carried out at 99% level shows significant decrease between Survey 2 and Survey 3 for ‘Family/friends’, ‘Advertising trailers on TV’ and ‘TV guides’

4.6 Perceptions of audio description

Figure 8 shows that ninety-three per cent (93%*) of those in survey 3 who use AD think the service is either getting better or is unchanged. The proportion of respondents saying that the service is unchanged has increased significantly since survey 1 (from 24%* to 45%*).

Q12: Generally, do you feel that the overall standard of audio description on TV is getting better, getting worse or remains unchanged?

Source: Ipsos MORI

Base: All VI respondents who have used Audio Description (Survey 3: 73, Survey 2: 95, Survey 1: 77 – small base sizes). Significance testing carried out at 99% level
Just over eight in ten (82%*) of those with VI who use AD say that they are satisfied with the service, with just over a quarter saying that they are very satisfied (26%*). Satisfaction levels remain high across all three surveys.

**Figure 9. – Satisfaction with audio description**

Q14: Overall, to what extent are you satisfied or dissatisfied with the current quality of the description available through the audio description services available?

Source: Ipsos MORI

Base: All VI respondents who have used audio description (Survey 3: 73, Survey 2: 95, Survey 1: 77 – small base sizes)

*Significance testing carried out at 99% level*

### 4.7 Factors affecting audio description usage

Over a quarter of all those with VI say that they would use the service, or increase their usage of the service if their sight were to deteriorate (29%) and a quarter (27%) say that having AD available on more programmes would encourage them to use it/use it more. The fact that these proportions are in line with those recorded in survey 1 and 2 suggests that these factors remain strong drivers of usage.

The biggest survey-on-survey change is in the proportion of VI respondents who say that having more information about audio description would encourage them to use it more. This has decreased compared to previous surveys (4% in survey 3, compared to 16% in survey 2 and 21% in survey 1). This factor now appears to be less of an influence on usage of AD than knowing how to access the service (14% - no significant change from survey 1 or survey 2).
Q11: What, if anything, would encourage you to use audio description on TV programmes (more often)? (unprompted)
Source: Ipsos MORI
Base: All VI respondents (Survey 3: 343, Survey 2: 296, Survey 1: 280)
Significance testing carried out at 99% level shows a significant decrease between Survey 2 and Survey 3 for ‘Having more information about it’

The influence that broadening availability of AD may have on usage of the service is highlighted by the fact that, when asked specifically, 84%* of those with VI who currently use AD say that they would make more use of it, if it was available on more programmes. The results show no significant differences over the three surveys.

Q13: If audio description was available on more TV programmes, would your use of this service increase a fair amount, increase a great deal, increase a little or would it make no difference at all?
Source: Ipsos MORI
Base: All VI respondents who have used Audio Description (Survey 3: 73, Survey 2: 95, Survey 1: 77 – small base sizes) Significance testing carried out at 99% level
Section 5

Awareness of audio description

5.1 Awareness of audio description – UK adults

The 2009 survey found that almost half of UK adults are aware of the audio description service (45%). As reported in previous surveys, awareness tends to be higher among younger respondents (54% of 18-34 year olds, 45% of 35-54 year olds and 37% of those aged over 55 are aware of the service).

Figure 12. - Awareness of audio description among UK adults (%)

Q4: Before today, were you aware that this feature was available on some TV programmes?
Source: Ipsos MORI

Awareness is lower among those without access to digital television platforms (28% of those with analogue terrestrial only TV, compared to 47% of those with any digital TV access). Again this is consistent with previous surveys. This is likely to be linked to the fact that younger people are more likely to have access to digital platforms and AD is only available on digital television. For example, two thirds of all 18-34 year olds have access to satellite or cable TV (64%), compared to under half of those aged over 55 (45%).
Figure 13 compares awareness among UK adults with previous surveys. Overall awareness remains higher than in survey 1 (45% compared with 37%), although it has dropped since survey 2 (60%).

Q4: Before today, were you aware that this feature was available on some TV programmes?

Source: Ipsos MORI
Base: All UK adults.
Survey 1: UK adults (1018); Male (489); Female (529); 18-34 (280); 35-54 (366); 55+ (372); Terrestrial only (179); Any digital (833)
Survey 2: UK adults (1008); Male (476); Female (532); 18-34 (257); 35-54 (374); 55+ (377); Terrestrial only (185); Any digital (807)
Survey 3: UK adults (1000); Male (458); Female (542); 18-34 (291); 35-54 (354); 55+ (353); Terrestrial only (101); Any digital (884)

Significance testing carried out at 99% level shows significant decrease between Survey 2 and Survey 3 for the sample as a whole, male, female, 18-34 year olds, 35-54 year olds, those over 55 years old, those with access to terrestrial TV only, and those with access to digital services.
5.2 Awareness of audio description – Visually impaired

Half of those with a visual impairment are aware of audio description (50%). Awareness among those with a severe or profound VI and those with a moderate impairment is higher than among those with a mild visual impairment (61%, 53% and 37% respectively). This reflects the fact that people with a severe or moderate visual impairment are also more likely to benefit from and use the service.

Figure 14. - Awareness of audio description among those with visual impairment (%)

Q4: Before today, were you aware that this feature was available on some TV programmes?
Source: Ipsos MORI
Base: All UK adults (1,000) and VI respondents (343 (Mild: 112, Moderate: 110, Severe/Profound: 111, Member of an organisation: 81 (small base), Non-member: 262, 18-34: 68 (small base), 35-54: 139, 55+: 136))

Figure 14 shows that another key difference in awareness of AD among those with a VI is whether the respondent is a member of a VI organisation. Awareness is much higher among members of VI organisations than among those who are not members (77%*, compared to 42%). This is likely to be due to a combination of factors such as the fact that people with severe visual impairments are more likely to be members of an organisation; members of organisations are more likely to be engaged with VI and accessibility issues; and many organisations provide members with information about the service. This gives an indication of the role that organisations have in promoting the service (evidenced by the proportion of people with severe visual impairments who say that they found out about AD through an organisation – see section 5.4).

Awareness is also higher among those educated up to degree level or higher (58%, compared to 51%* of those educated up to A-level and 41%* educated up to GCSE level or equivalent).

Figure 15 shows that respondents who are registered as severely sight impaired are far more likely to be aware of audio description than those who are not registered (81%*, compared to 35%). Again, this is likely to be because people with a registered visual
impairment tend to have more severe impairments and are also more likely to be a member of an organisation.

**Figure 15. - Awareness of audio description among those with VI (%)**

<table>
<thead>
<tr>
<th>Category</th>
<th>All VI</th>
<th>Severely sight impaired</th>
<th>Partially sighted</th>
<th>Not registered</th>
<th>Member of an organisation</th>
<th>Non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50</td>
<td>81</td>
<td>49</td>
<td>35</td>
<td>77</td>
<td>42</td>
</tr>
</tbody>
</table>

Q4: Before today, were you aware that this feature was available on some TV programmes?
Source: Ipsos MORI
Base: All VI respondents (343 (Severely sight impaired: 81 (small base), Partially sighted: 97 (small base), Not registered: 163, Member of an organisation: 81 (small base), Non-member: 262))

Comparison of awareness levels over time among the VI sample shows that there is no statistical difference in awareness levels between surveys 1 (43%) and 3 (50%). However, awareness has decreased compared to survey 2. This suggests that although the concerted effort to raise awareness was successful in the short-term, more regular promotions are required to sustain the levels of awareness measured in survey 2. (See Figure 16.)

**Figure 16. - Awareness of audio description by level of impairment over time (%)**

<table>
<thead>
<tr>
<th>Level of Impairment</th>
<th>Survey 1</th>
<th>Survey 2</th>
<th>Survey 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>All VI</td>
<td>43</td>
<td>50</td>
<td>69</td>
</tr>
<tr>
<td>Severe/Profound</td>
<td>50</td>
<td>63</td>
<td>77</td>
</tr>
<tr>
<td>Moderate</td>
<td>41</td>
<td>61</td>
<td>66</td>
</tr>
<tr>
<td>Mild</td>
<td>26</td>
<td>53</td>
<td>64</td>
</tr>
</tbody>
</table>

Q4: Before today, were you aware that this feature was available on some TV programmes?
Source: Ipsos MORI
Base: All VI respondents Survey 3: 343 (Mild: 112, Moderate: 110, Severe/ Profound: 111); Survey 2: 296 (Mild: 120, Moderate: 62 (small base), Severe/ Profound: 114) and Survey 1: 280 (Mild: 104, Moderate: 75 (small base), Severe/ Profound: 101) Significance testing carried out at 99% level shows significant decrease between Survey 2 and Survey 3 among all VI sample and those with mild VI.
5.3 Sources of awareness of audio description – UK adults

Among UK adults, adverts/TV promotions are the most common way of finding out about audio description (31%). TV listings also play a role (24%), as do friends and family (15%). By contrast, organisations play a relatively minor role (6%).

**Figure 17.- Sources of awareness of audio description – UK adults (%)**

- Adverts / TV promotions: 31% (Survey 1), 30% (Survey 2), 31% (Survey 3)
- TV listings: 18% (Survey 1), 19% (Survey 2), 20% (Survey 3)
- Friends / family: 15% (Survey 1), 15% (Survey 2), 15% (Survey 3)
- TV programmes*: 0% (Survey 1), 10% (Survey 2), 14% (Survey 3)
- An organisation: 3% (Survey 1), 6% (Survey 2), 13% (Survey 3)
- Browsing / flicking through channels: 5% (Survey 1), 6% (Survey 2), 6% (Survey 3)

Q5: How did you become aware of audio description? (unprompted, multi coded) all mentions of 5% and above

Source: Ipsos MORI
Base: All UK adults who are aware of Audio Description (Survey 3: 446, Survey 2: 603, Survey 1: 379)

Significance testing carried out at 99% level shows significant decrease between Survey 2 and Survey 3 for ‘Adverts/TV promotions’ and ‘TV programmes’ and a significant increase for ‘TV listings’ and ‘An organisation’, * Survey 1 data unavailable for ‘TV programmes’ so no significance testing applied

5.4 Sources of awareness of audio description – Visually impaired

Among those with visual impairments, in the most recent survey organisations are the most named source of awareness, with just over a quarter (28%) finding out about audio description through an organisation. This is followed by just under a quarter (23%) saying that they found out about the service through adverts/TV promotions and just under one in five (19%) finding out through friends and family.

Comparison with survey 1 results shows that organisations continue to play a key role (28% and 27% respectively). Family and friends are less frequently mentioned (36% in survey 1 compared to 19% in survey 3), whereas adverts/TV promotions remains stable (21% in survey 1 and 23% in survey 3). Comparison with survey 2 shows that adverts/TV promotions are less prominent as a source of awareness about AD in survey 3 (23%) than survey 2 (55%), which is likely to be related to the impact of the 2008 promotional campaign.

---

12 Other mentions include: through work (4%), advert – unspecified (3%), Channel 4 (3%), BBC (3%)
**Figure 18. - Sources of awareness among those with a visual impairment (%)**

<table>
<thead>
<tr>
<th>Source</th>
<th>Survey 1</th>
<th>Survey 2</th>
<th>Survey 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital box</td>
<td>0</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>Friends / family</td>
<td>55</td>
<td>21</td>
<td>17</td>
</tr>
<tr>
<td>Adverts / TV promotions</td>
<td>28</td>
<td>23</td>
<td>36</td>
</tr>
<tr>
<td>An organisation</td>
<td>27</td>
<td>14</td>
<td>19</td>
</tr>
</tbody>
</table>

Significance testing carried out at 99% level shows significant increase between Survey 2 and Survey 3 for 'An organisation', and 'Digital box', and a significant decrease for 'Adverts/TV promotions'.

Figure 19 shows that organisations are the most named source of awareness for those with a severe or profound impairment (43%*), compared to 19%* of those with moderate or mild VI. Adverts/TV promotions (19%) and family and friends (16%) are the next most commonly mentioned sources among those with a severe VI. 'Browsing TV channels' is less likely to be a source of awareness for this group than among those with a moderate of mild VI (0%*, compared to 9%* of those with a moderate or mild VI).

The most frequently mentioned sources for those with a moderate or mild VI are adverts/TV promotions (25%*), friends and family (21%*) and organisations (19%).

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Q5: How did you become aware of audio description? (unprompted, multi coded), all mentions of 9% and above

Source: Ipsos MORI

Base: All VI respondents who are aware of Audio Description (Survey 3: 172, Survey 2: 204, Survey 1: 120).

Significance testing carried out at 99% level shows significant increase between Survey 2 and Survey 3 for 'An organisation', and 'Digital box', and a significant decrease for 'Adverts/TV promotions'.

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13 Other mentions include: website (6%), browsing TV channels (6%), DVD (3%), TV listings (3%)
Q5: How did you become aware of audio description? (unprompted, multi coded), all mentions of 5% and above
Source: Ipsos MORI
Base: All VI respondents with a moderate/mild visual impairment who are aware of AD (99 – small base) and All VI respondents with a severe/profound visual impairment who are aware of AD (68 – small base)
Comparisons over time

– Awareness of audio description:

Awareness of audio description increased significantly among the UK adult population and among those with a visual impairment between survey 1 in January 2008 (before the awareness campaign) and survey 2 in March 2008 (after the awareness campaign). This increase demonstrates the impact of the campaign on awareness levels.

Awareness levels measured in survey 3 in 2009 among the UK adult population remain significantly higher than survey 1 (45% vs. 37%), although down on the post campaign measurement in survey 2 (60%). As one may expect, awareness rose after the campaign, but has dropped since then. However, it remains higher than the level recorded at survey 1. This trend is consistent with other campaign evaluation studies we have carried out and suggests that continual promotions would be required to build up and maintain awareness.

Comparison of awareness levels among the VI sample shows a similar pattern of a significant increase between surveys 1 and 2. There is, however, no statistically significant difference between survey 3 (50%) and survey 1 (43%) awareness levels. These results suggest that although the concerted effort to raise awareness was successful in the short-term, more regular promotions are required to sustain the increase in awareness achieved in survey 2.

– Sources of awareness:

Among those with a visual impairment, survey 3 results indicate that organisations play a key role – just over a quarter of those with VI found out about audio description in this way in 2009 (28%) and this is similar to survey 1 results (27%). The fact that one in ten respondents mentions the RNIB by name in 2009 suggests that they closely associate this organisation with promoting audio description, which indicates that the use of VI organisations could be an effective channel for raising awareness of AD in the future.

Among those with a visual impairment, adverts/TV promotions are far less prominent as a source of information about audio description in survey 3 (23%) than they were in survey 2 (55%), which is likely to be related to the 2008 promotional campaign. That said, around a quarter still say that they found out about the service through an advert/TV promotion.
Section 6

Usage of audio description

When asked if they use any devices to help them enjoy TV programmes, one in ten (10%) of those with VI spontaneously mention audio description. (As outlined below, upon prompting, the proportion of those who say they use AD rises, with just over one in five of all those with a visual impairment saying that they have used AD at least once.)

A similar proportion of around one in ten says they use a large screen or stronger glasses (10% and 9% respectively). Just under six in ten (59%) say that they do not do anything.

Figure 20. - Services used to help enjoy TV programmes (spontaneous mentions) (%)

Q3: Bearing in mind that you have sight problems, do you do anything or use any services to help you enjoy TV programmes? (unprompted, all mentions over 5%)
Source: Ipsos MORI
Base: All VI respondents (343)

Figure 21 shows that respondents with different levels of visual impairment tend to spontaneously mention different methods to help them enjoy TV programmes. For example, a quarter of those with a severe visual impairment say they use audio description to help them enjoy TV programmes (25%*, compared to 10% overall). (Just under half (49%) of those with a severe impairment say they do nothing, compared to 62% of those with a moderate VI and 67% of those with a mild VI.)

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14 Other mentions include: use teletext/ subtitles (3%), use a magnifier, ask friend/ family member to describe programme, adjust TV settings and turn up volume (all 1%).
Q3: Bearing in mind that you have sight problems, do you do anything or use any services to help you enjoy TV programmes? (unprompted)
Source: Ipsos MORI
Base: All VI respondents (343 (Mild: 112, Moderate: 110, Severe/Profound: 111))

Upon prompting, just over one in five (21%) of all those with a visual impairment say that they have used AD at least once. Overall usage is higher among those with severe VI, 38% of whom have used it at least once, compared to 14% of those with a moderate or mild VI, as shown in Figure 22. Overall usage among all those with a VI breaks down into 13% who say that they use AD regularly, and 8% occasionally. Regular usage is also higher among those with a severe/profound VI, with 29% saying they use AD regularly.

Q7: How often, if at all, do you watch TV programmes that contain audio description to enable you to follow programmes more easily?
Source: Ipsos MORI
Base: All VI respondents (343 (Moderate/mild: 222, Severe/Profound: 111))

Reported levels of overall usage show no significant difference compared to survey 1 (28%), although a decrease compared to survey 2 (32%), as shown in Figure 23.
Q7: How often, if at all, do you watch TV programmes that contain audio description to enable you to follow programmes more easily? (prompted)
Source: Ipsos MORI
Base: All VI respondents (Survey 3: 343, Survey 2: 296, Survey 1: 280)
Significance testing carried out at 99% level shows significant decrease between Survey 2 and Survey 3

Figure 24 shows that around half of those with VI who have used the service say they have been doing so for less than a year (47%). This proportion is in line with findings from previous surveys and overall, the profile of users has remained stable.

Q10: For how long have you been watching TV programmes that have audio description on them?
Source: Ipsos MORI
Base: All VI respondents who have used Audio Description (Survey 3: 73, Survey 2: 95, Survey 1: 77 – small base sizes)
Significance testing carried out at 99% level

In survey 3, when prompted, the most common method for those with VI who have used AD to find out about programmes which contain AD is via the Electronic Programme Guide (EPG). Nearly half of those with VI who have used AD mention EPG (45%). Around a quarter mention family and friends, advertising or trailers on TV, websites, and TV guides as sources of information on AD (27%, 25%, 25% and 22% respectively). The 27% of
respondents citing family and friends as an information source for AD represents a significant decrease compared to survey 1 (27% compared with 51%).

Comparisons between survey 2 and survey 3 show a decrease for family and friends, advertising or trailers on TV, and TV guides.

**Figure 25. – Sources of information about AD availability among users (%)**

Q18: From which, if any, of these sources do you obtain information about television programmes which contain audio description? (prompted)

N.B. Question wordings for EPG differed slightly between surveys. In survey 3 the prompt read ‘Electronic programme guide/channel menu’, whereas in previous surveys it read ‘Electronic programme guide EPG’.

Source: Ipsos MORI

Base: All VI respondents who have used audio description (Survey 1: 77, Survey 2: 95 Survey 3: 73 - small base sizes)

Significance testing carried out at 99% level shows significant decrease between Survey 2 and Survey 3 for ‘Family/friends’, ‘Advertising or trailers on TV’ and ‘TV guides’

It is not possible to analyse this data by usage of specific TV platforms due the small base sizes involved.

**Comparisons over time:**

Among those with a visual impairment, just over one in five report that they have used AD at least once (21%) in survey 3. There is no statistically significant difference in usage compared to survey 1, although usage is down compared to survey 2.

The distribution of length of time that users have been using the service appears to be stable in surveys 1, 2 and 3.

The proportion of respondents citing family and friends as an information source for AD has decreased significantly compared to survey 1 (27% compared with 51%). Whereas comparisons between survey 2 and survey 3 show a decrease for family and friends, advertising or trailers on TV, and TV guides.
Section 7

Satisfaction with audio description

7.1 Perceptions of the standard of service among those who are visually impaired

Nearly half of those with VI who use audio description say that it is getting better (48%*), a similar proportion say that the service is unchanged (45%), and only a fraction feel that it has deteriorated. The proportion of people saying that the service is unchanged at survey 3 has increased since survey 1 (from 24%* to 45%*).

Figure 26. – Perceptions of overall standard of audio description on TV

Q12: Generally, do you feel that the overall standard of audio description on TV is getting better, getting worse or remains unchanged?
Source: Ipsos MORI
Base: All VI respondents who have used audio description (Survey 1: 77, Survey 2: 95, Survey 3: 73 – small base sizes)
Significance testing carried out at 99% level

7.2 Satisfaction with audio description

In survey 3 over eight in ten (82%*) of those with VI who use AD say that they are satisfied with the service. (Just over a quarter (26%*) are ‘very satisfied’ and 56% ‘fairly satisfied’.) Only a small minority express dissatisfaction (7%*). Satisfaction levels have remained consistently high over time.
Q14: Overall, to what extent are you satisfied or dissatisfied with the current quality of the description available through the audio description services available?  
Source: Ipsos MORI  
Base: All VI respondents who have used audio description (Survey 1: 77, Survey 2: 95, Survey 3: 73 – small base sizes)  
Significance testing carried out at 99% level

In survey 3, users of AD were asked to explain why they are satisfied or dissatisfied with the service. Those who are satisfied say they think it is "pertinent", that "the quality is very good" and that "it gives you background information that otherwise would go over your head".

Among the small proportion of users who are dissatisfied, there are some suggestions for improvement. The three main areas for criticism seem to be that:

The commentary is sometimes unclear;

"You can't always understand what the person is saying."

"Sometimes it remains difficult to follow."

The service is not available on enough programmes;

"There's not enough available."

"It's not on all the programmes I watch."

And that there is not enough information on which programmes contain AD;

"You don't know where the programmes are, they aren't clearly marked."

"Sometimes you're not aware when it's on and what channels."

The research suggests that clarity of commentary, increasing the proportion of AD coverage and more information on which programmes are covered by AD are areas identified as potentially needing improvement.
However, it is important to note that only very few respondents gave suggestions for ways to improve the service. A full list of verbatim comments is included in the appendices.

7.3 Rating specific aspects of audio description

In survey 3, specific aspects of audio description are all positively rated. More than eight in ten of those with VI who have used the service agree that the commentary is delivered at the right speed (84%*) and that description is clear (86%*). Just over seven in ten agree that the service accurately reflects what is going on in the programme (71%*). Seventy percent* disagree with the statement that they sometimes find audio description on TV patronising, whereas 22%* agree. Just under nine in ten agree that audio description is distinct from the soundtrack (89%*). (See Figure 28.)

Figure 28. – Satisfaction with specific aspects of audio description

Q21: To what extent do you agree or disagree with each of the following statements...?
Source: Ipsos MORI
Base: All VI respondents who have used audio description (73 – small base size)

Figure 29 shows that users are overwhelmingly positive when asked to what extent AD improves understanding and enjoyment of TV programmes, with 96%* agreeing it does.
Figure 29. – Extent to which AD improves understanding/enjoyment of TV programmes (%)

<table>
<thead>
<tr>
<th>Extent</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>11%</td>
</tr>
<tr>
<td>Just a little</td>
<td>38%</td>
</tr>
<tr>
<td>A fair amount</td>
<td>47%</td>
</tr>
<tr>
<td>A great deal</td>
<td>4%</td>
</tr>
</tbody>
</table>

Implements = 96%

Q20: To what extent would you say audio description on TV programmes improves your understanding and enjoyment of them?
Source: Ipsos MORI
Base: All VI respondents who have used audio description (73 – small base size)

To put these satisfaction ratings in context, audio description users were asked about their viewing habits in general. Users were presented with a list of different programme types and asked to identify those that they watch most often. The most popular types of programmes were drama (mentioned by 61%*) and news and current affairs programmes (mentioned by 45%*).

Figure 30. – Most often watched types of TV programme (%)

<table>
<thead>
<tr>
<th>Programme Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drama</td>
<td>61%</td>
</tr>
<tr>
<td>News &amp; current affairs</td>
<td>45%</td>
</tr>
<tr>
<td>Sport</td>
<td>35%</td>
</tr>
<tr>
<td>Factual</td>
<td>34%</td>
</tr>
<tr>
<td>Films</td>
<td>32%</td>
</tr>
<tr>
<td>Light entertainment</td>
<td>27%</td>
</tr>
<tr>
<td>Regional programmes</td>
<td>25%</td>
</tr>
<tr>
<td>Arts and music</td>
<td>14%</td>
</tr>
<tr>
<td>Education</td>
<td>10%</td>
</tr>
<tr>
<td>Religious</td>
<td>4%</td>
</tr>
<tr>
<td>Children’s</td>
<td>3%</td>
</tr>
</tbody>
</table>

Q16A/B: Which, if any, of the following types of TV programme do you watch most often? Please choose up to five types of programme (prompted)
Source: Ipsos MORI
Base: All VI respondents who have used audio description (71 – small base size)

Among viewers of the genres, three quarters say that they are satisfied with AD on drama programmes (74%*). Just under half are satisfied with AD on news and current affairs programmes (47%*), and just under a third are dissatisfied (32%*). This is likely to be linked
to the fact that the topical, fluid format of such programmes precludes the type of in-depth AD that is possible with drama and films where the script is available well in advance.

Users were also asked to identify any channels which provide particularly good or particularly bad audio description. Around three in ten mentioned BBC One as providing a good service (29%*) and around one in five mentioned BBC Two (18%*). However, BBC Two also attracted the highest proportion of mentions for providing a particularly poor service (12%*).

**Figure 31. – Channels where AD is perceived to be especially good/bad**

Q22a/b: Are there any channels where you find that the audio description is especially good/bad? (unprompted)

Source: Ipsos MORI

Base: All VI respondents who have used audio description (73 – small base size)
Section 8

Reasons for use and barriers to using audio description

8.1 Latent demand for audio description

Half (50%) of respondents in the VI sample say they are not aware of audio description. This group was asked towards the start of the interview how interested they would be in using it. Later in the interview, they were played a clip of a programme containing AD and again asked to rate their level of interest, to see whether sampling the service had any impact on their response.

Figure 32 shows that among those with VI who were unaware of audio description, just over six in ten (61%) expressed an interest initially, and just under seven in ten (68%) were interested after they had heard the clip. The research showed that 61% of those who are unaware of the service and interested in using it have Sky or Virgin – and AD is available via the Sky or Virgin equipment. What this means is that there are people who want to use the service and are already equipped to do so. Raising awareness of how to access AD could lead to an increase in overall usage among this group.

Q6/24: If audio description was available on the TV programmes that you watch, how interested do you think you would be in using it? Source: Ipsos MORI
Base: All VI respondents who are unaware of audio description (Survey 3: 171)
Significance testing carried out at 95% level

---

15 This is not a statistically significant increase.
Figure 33 shows that before being played the clip, those with a severe or profound VI were significantly more likely to display an interest in AD than those with either moderate or mild VI (81%*, compared to 63%* and 46%* respectively). They were also significantly more likely than all those with VI, and those with a mild VI to be interested in AD after being played the clip (84%*, compared to 68%* and 56%* respectively). The clip did not produce any statistically significant changes in interest levels within VI level sub-groups (i.e. those with a severe VI, for example, were no more likely to be interested in AD after having heard the clip than they were before hearing the clip; the same is true of those with moderate and mild VI).

<table>
<thead>
<tr>
<th></th>
<th>Very interested</th>
<th>Fairly interested</th>
<th>Not very interested</th>
<th>Not at all interested</th>
<th>% Very/ fairly interested</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Before audio clip</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Severe/profound</td>
<td>40</td>
<td>42</td>
<td>16</td>
<td>2</td>
<td>81</td>
</tr>
<tr>
<td>Moderate</td>
<td>21</td>
<td>42</td>
<td>27</td>
<td>16</td>
<td>63</td>
</tr>
<tr>
<td>Mild</td>
<td>13</td>
<td>34</td>
<td>35</td>
<td>18</td>
<td>46</td>
</tr>
<tr>
<td><strong>After audio clip</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Severe/profound</td>
<td>56</td>
<td>28</td>
<td>14</td>
<td>2</td>
<td>84</td>
</tr>
<tr>
<td>Moderate</td>
<td>27</td>
<td>44</td>
<td>19</td>
<td>10</td>
<td>71</td>
</tr>
<tr>
<td>Mild</td>
<td>20</td>
<td>37</td>
<td>23</td>
<td>20</td>
<td>56</td>
</tr>
</tbody>
</table>

Unsurprisingly, overall levels of interest are far lower among UK adults than those with VI. However, interestingly, there was a significant increase in interest levels after the clip was played, from 16% to 21% among UK adults, as shown in Figure 34.

Q6/24: If audio description was available on the TV programmes that you watch, how interested do you think you would be in using it?
Source: Ipsos MORI
Base: All VI respondents who are unaware of Audio Description (Survey 3: 171 (Mild: 71, Moderate: 52, Severe/profound: 43 – small base sizes))
Significance testing carried out at 95% level
8.2 Factors that contribute to using audio description

All those with VI were asked what would encourage them to use the service/use the service more. Almost three in ten (29%) of those with VI (both users and non-users) say that they would use the service/use the service more if their sight were to deteriorate. More than a quarter (27%) say they would use the service/use the service more if it were available on more programmes. Users of AD are significantly more likely than non-users to say that they would use the service more if it were available on more programmes (58% compared with 19%).

Fourteen percent say knowing how to access audio description, whereas 12% say nothing would increase their usage of the service. Just four percent feel that having more information about audio description would encourage them to use it more. This suggests that when devising promotional campaigns it is now just as important to focus on helping potential users to navigate to the service as it is to let them know that it is available in the first place. Awareness-raising twinned with guidance and facilitation advice is potentially more likely to raise overall usage of the service than awareness-raising alone.

As shown in Figure 35, those with mild and moderate impairments are most likely to say that they would use the service/use the service more if their sight were to deteriorate (38% and 35% respectively). Those with a severe or profound VI are most likely to say that having AD available on more programmes would increase their usage of it (46%).
Figure 35. – Factors that would increase audio description usage by impairment level (%)

Q11: What, if anything, would encourage you to use audio description on TV programmes (more often)? (unprompted), All mentions of 4% and above. Source: Ipsos MORI
Base: All VI respondents (343 - Mild: 112, Moderate: 110, Severe/profound: 111)

Comparing survey results over time in Figure 36 shows that the proportion of VI respondents who say that having more information about audio description would encourage them to use it more has decreased (4% in survey 3, compared to 16% in survey 2 and 21% in survey 1).

As in previous surveys, just over a quarter say that having AD available on more programmes would encourage them to use it more, suggesting that this is a consistent influencing factor of audio description usage.

Figure 36. – Factors which would increase usage of audio description (%)
When asked specifically, 84%* of those with VI who currently use AD say that they would use the service more if it was available on more programmes, with 34% saying their usage would increase a great deal (Figure 37). The results show no significant differences over the last three surveys and suggest that availability is a consistent driver of usage.

**Figure 37. – Potential effect on usage of broadening service (%)**

Q13: If audio description was available on more TV programmes, would your use of this service increase a fair amount, increase a great deal, increase a little or would it make no difference at all?

Source: Ipsos MORI
Base: All VI respondents who have used Audio Description (Survey 3: 73, Survey 2: 95, Survey 1: 77 – small base sizes) Significance testing carried out at 99% level

### 8.3 Reasons for not using audio description

Those with VI who are aware of audio description but have never used it, were asked their reasons for not using it. Four in ten said that they did not need it (40%*). (Understandably, this response tended to be given by those with a mild impairment, although the base size is too small for detailed subgroup analysis.) One in six (17%*) say that they do not know how to access it. Fourteen percent* say they do not like it, whereas just over ten per cent (13%*) say they do not have the equipment.

**Figure 38. – Reasons for not using the service (%)**

Q8: You have said that you are aware of audio description but don’t use it, why not? (unprompted, main mentions only16) Source: Ipsos MORI
Base: All VI respondents aware of audio description but have never used it (99 – small base size)

16 Other mentions include: Do not watch TV (4%), Don’t know if I have AD (3%), Other (9%).
Among those who have used audio description, just under a third (32%*) say they would not know where to go if they were unable to access audio description, wanted to find out more about it, or wanted to complain about the service. Just under a quarter (23%*) say that they would approach Sky about these issues. Fifteen per cent* say that they would contact the RNIB.

Figure 39. – Sources of assistance

Q23: Which organisation(s), if any, do you think you would contact if you were unable to access audio description services on TV programmes and wanted to find out more, or wanted to complain about them? (unprompted)
Source: Ipsos MORI
Base: All VI respondents who have used audio description (73 – small base size)
Section 8

Viewing habits

This chapter looks at the TV viewing habits of the VI sample, to help set the context for their use of AD.

Overall, the majority of UK adults (87%) have digital television. Among those with VI, over nine in ten (93%) have digital television. Within the visually impaired sample, there are no statistically significant differences by impairment level.

Figure 40. – Proportion who receive digital television in household (%)

Q28: Which, if any, of these types of television does your household receive at the moment?
Source: Ipsos MORI
Base: All UK adults (1,000) and all VI respondents (343 (Mild: 112, Moderate: 110, Severe/ Profound: 111)) Significance testing carried out at 95% level between VI sub-groups. No significance testing has been carried out between VI and UK adult sample due to methodological differences.
Among visually impaired respondents, around one in five (21%) receive cable television. Around two in five (41%) receive satellite television, and around a third (36%) receive Freeview only. There are no statistically significant differences in the type of digital TV platform received by impairment level.

**Figure 41. – Digital platforms received in household (%)**

Q28: Which, if any, of these types of television does your household receive at the moment? Source: Ipsos MORI. Base: All UK adults (1,000) and all VI respondents (343 (Mild: 112, Moderate: 110, Severe/ Profound: 111))

Significance testing carried out at 95% level between VI sub-groups. No significance testing has been carried out between VI and UK adult sample due to methodological differences.

The majority of UK adults say that they watch television every day (69%). Among those with a visual impairment, those with a mild VI are significantly more likely to say that they watch TV every day than those with a severe VI (79%, compared to 63%), as shown in Figure 42.
Q31: During an average week on how many days do you personally watch television?
Source: Ipsos MORI
Base: All UK adults (1,000) and all VI respondents (343 (Mild: 112, Moderate: 110, Severe/ Profound: 111))

Just over two thirds (67%) of UK adults say that they watch television for more than 2 hours a day. Just under three quarters of VI respondents (74%) say they watch television for more than 2 hours.

Q32: On a day when you personally watch television, for about how many hours do you view?
Source: Ipsos MORI
Base: All UK adults (1,000) and all VI respondents (343 (Mild: 112, Moderate: 110, Severe/ Profound: 111))
In order to help assess where AD would attract the most viewers, those who are aware of AD and those who are unaware and expressed interest in the service were asked when they are most likely to watch TV, and when they would like to see programmes with AD. Among this group, the evening is by far the most popular time to watch television. Just under four in five of those who are aware of AD, or who are unaware but interested in AD say that their number one time for watching TV is between 18:00 and 22:30 (79%).

**Figure 44. – Most popular time of day for watching TV among those who are aware of AD/ unaware and interested in AD (%)**

Q33: Which of these parts of the day would be number 1 – when you spend the most time watching television?
Base: All VI respondents who are aware of audio description or unaware but interested in using it (277)

Figure 45 shows which time of day most of this group would be interested in watching programmes with audio description. Unsurprisingly, the evening slot (18:00 to 22:30) is also the time of the day that most respondents say that they would be interested in watching programmes with audio description (73%).
Figure 45. – Most popular time for using audio description among those who use AD or are interested in service (%)

Q34: Which of these parts of the day would be number 1 – when you would be most interested in seeing programmes with AD?
Base: All VI respondents who are aware of audio description or unaware but interested in using it (277)
Section 9

Key conclusions

The above findings suggest that the audio description awareness campaign raised awareness among the general public. Although this was not sustained at the high level over time, it still remained higher in 2009 (survey 3) compared to January 2008 (survey 1). Among the VI sample the campaign looks to have increased overall awareness substantially between surveys 1 and 2. However, the findings suggest that this high increase was short-lived. Overall the research indicates that more regular promotions are required to sustain the awareness levels achieved in survey 2.

The findings also suggest that organisations are a key means for raising awareness among those with VI. It is clear that organisations play a role in making people aware of audio description, particularly among those with severe or profound visual impairments.

Usage of AD among UK adults appears stable from surveys 1 to 3. The findings show that among those with VI, although there has been a drop from survey 2, there is no significant difference in usage between surveys 1 to 3.

User satisfaction among those with VI continues to be high over time. The findings also indicate latent demand for the service, with a sizeable proportion of respondents who were unaware of AD expressing an interest in the service.

Finally, the research also identified availability on programmes as a barrier to use, with over one quarter of all VI respondents saying they would use the service or use it more, if more programmes had AD. The proportion of respondents expressing this opinion is consistent across all three surveys, suggesting that this is a consistent factor influencing usage. Among AD users, when asked specifically, over four in five say that they would use the service more if it was available on more programmes.
Annexes

1.1 Sample profile of UK residents with visual impairments

- 3% of respondents in the UK adult sample had a visual impairment
- Age: Severity of visual impairment is skewed towards older age groups
- Working status: those with VI are less likely to be working
- 1 in 20 VI registered partially sighted; 1 in 10 registered severely sight impaired/blind
1.2 Weighting specification – Surveys 1 and 2 only

The sample profile of visually impaired respondents inevitably varied slightly between each survey of research due in part to differences in recruitment method. In order to compensate for demographic differences that were shown to affect the findings and in the absence of a full demographic profile of people with VI in the UK, the data from surveys 1 and 2 was weighted to ensure that reliable comparisons could be drawn between the different surveys. This consisted of weighting data from surveys 1 and 2 back to the profile of the sample achieved in survey 3 in terms of respondent’s age, level of visual impairment and whether the respondent was a member of a visual impairment organisation. The weighting scheme was devised in close collaboration between Ipsos MORI and Ofcom.

(Note: However, given the small sample sizes and different recruitment methods, there will inevitably be other factors which impact on the findings which have not been accounted for in the comparative weighting.)

The table below shows the weighting factors used:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Categories</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member of a VI organisation</td>
<td>Yes</td>
<td>0.24</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>0.76</td>
</tr>
<tr>
<td>Age</td>
<td>18-24</td>
<td>0.05</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>0.15</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>0.21</td>
</tr>
<tr>
<td></td>
<td>45-54</td>
<td>0.19</td>
</tr>
<tr>
<td></td>
<td>55-64</td>
<td>0.20</td>
</tr>
<tr>
<td></td>
<td>65-74</td>
<td>0.13</td>
</tr>
<tr>
<td></td>
<td>75+</td>
<td>0.07</td>
</tr>
<tr>
<td>Visual impairment</td>
<td>Severe/profound</td>
<td>0.33</td>
</tr>
<tr>
<td></td>
<td>Moderate</td>
<td>0.33</td>
</tr>
<tr>
<td></td>
<td>Mild</td>
<td>0.34</td>
</tr>
</tbody>
</table>
1.3 Sampling errors and confidence intervals

Sampling errors vary according to the size of the sample, the sample design and the incidence of the variables that are being measured. When making comparison between surveys 1, 2 and 3, data has been tested for statistical significance at the 99% level, to compensate for methodological differences, particularly in recruitment methods. The table below shows the 99% confidence intervals around measured percentages of 10%, 30%, 50%, 70% and 90% for samples between 100 and 6,000 interviews. For example, if 10% of those in a sample of 1,000 have a particular characteristic we can be 99% sure that the ‘true’ value of that characteristic lies in the range 7.6% to 12.4%.

99% Confidence Intervals around sample percentages (single survey)

<table>
<thead>
<tr>
<th>Single sample of:</th>
<th>10% or 90% +/-</th>
<th>30% or 70% +/-</th>
<th>50% +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>7.8</td>
<td>11.9</td>
<td>13.0</td>
</tr>
<tr>
<td>250</td>
<td>4.9</td>
<td>7.5</td>
<td>8.2</td>
</tr>
<tr>
<td>500</td>
<td>3.5</td>
<td>5.3</td>
<td>5.8</td>
</tr>
<tr>
<td>1,000</td>
<td>2.4</td>
<td>3.7</td>
<td>4.1</td>
</tr>
</tbody>
</table>

Where different samples are compared the difference needed to indicate significance depends on the sample design, the percentages involved and size of the two samples that are being compared. The following table shows 99% confidence intervals assuming samples between 100 and 1,000.

99% Confidence Intervals around the difference between sample percentages

<table>
<thead>
<tr>
<th></th>
<th>10% or 90% +/-</th>
<th>30% or 70% +/-</th>
<th>50% +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two samples each of:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100</td>
<td>11.0</td>
<td>16.8</td>
<td>18.3</td>
</tr>
<tr>
<td>500</td>
<td>4.9</td>
<td>7.5</td>
<td>8.2</td>
</tr>
<tr>
<td>1,000</td>
<td>3.5</td>
<td>5.3</td>
<td>5.8</td>
</tr>
</tbody>
</table>

Significance testing for comparisons between sub-groups within the survey 3 data was carried out at the 95% level, in line with the standard Ofcom approach. The table below illustrates the predicted ranges for a sample size of 343 interviews, as achieved in survey 3, and percentage results at the 95% confidence interval:

<table>
<thead>
<tr>
<th>Size of sample on which survey result is based</th>
<th>Approximate sampling tolerances applicable to percentages at or near these levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>343 interviews</td>
<td>10% or 90%  30% or 70%  50%</td>
</tr>
<tr>
<td></td>
<td>±       ±       ±</td>
</tr>
</tbody>
</table>
For example, with a sample size of 343 where 30% give a particular answer, we can be 95% confident that the "true" value (which would have been obtained if the whole population had been interviewed) will fall within the range of +/-5 percentage points from the sample result.

In practice the samples are unlikely to be exactly the same size and confidence intervals will be calculated based on the actual samples. Nevertheless the calculations presented here indicate the magnitude of differences required to indicate statistical significance.

The calculations of confidence intervals presented above do not take into account survey design factors, which act to increase the level of variability in the data. This is because the assumptions of a simple random sample, on which significance testing formulae are based, are rarely met in practice. Weighting, non-response and other aspects of the design all contribute to the design factor. Design factors can only be estimated once the data have been collected, but will be largest in areas that exhibit the greatest degree of heterogeneity or where weighting is the most extreme.
1.4 Verbatim comments on audio description service

Overall to what extent are you satisfied or dissatisfied with the current quality of the description available through the audio description services available?

Q15 Why do you say that?

Base: All who have used audio description and expressed an opinion on their satisfaction with the service

Positive comments

Because the standard is so good, the subtitles have improved very much, it's good that it's also on children's programmes
Because I can see and hear what is happening
It does its job
Because it makes a difference to me, it's on the programmes I like
If you go to the Theatre they have audio description through earphones
On the whole it's very good
I don't have to keep getting my husband to read things from the screen such as mobile texts as the AD explains that.
Because they describe it very well and the quality is very good
It allows me to do things that I would not normally be able to do.
The people who read the commentary use a tone of voice that matches what is on screen and they use words that are appropriate.
It's not bad
It paints a picture of what I can't see and does it very well
It's helpful; it gives you background information that otherwise would go over your head
It helps me to follow programmes and so I know who has come in or what people are doing
Because it's pertinent, it fills in all of the bits the dialogue can't.
It enables me to enjoy a few more things than if it wasn't on there
It certainly helps to tell what's going on if you can't see the picture properly
It's on a lot of films (especially the new ones); I can now follow them much better
On the ones that I have watched it was quite good
I think it does its job, it's very satisfactory
Most programmes use it now
The description is generally good
There's a great deal going on in the background and at the sides and audio description will make me aware of that, it will also describe what is going on in the foreground to help me also
I don't use it that much, but when I do use it is fairly good
They fill in the gaps well and it doesn't get in the way of the dialogue - it compliments it.
I am very satisfied
Get satisfaction
When it comes on it's alright
I have not had any programmes where I thought it would have needed more description
Because then I can enjoy more television; the speakers are very clear

Areas for improvement
Because sometimes it remains difficult to follow and sometimes it's composed over loud music, sometimes the audio description is over the music
It could improve - sometimes they could give a better description what is going on and not leave it to your imagination
Some appalling spelling mistakes; it could be a lot quicker.
There's not enough available.
It could be better
I suppose with what I watch and the amount of programmes that have the service available, I don't find many programmes that have it available
With some programmes you can't always understand what the person is saying as they don't talk plain
It's not on all the programmes I watch
It's sometimes hard to concentrate between the audio and TV
It's disappointing: you don't know where the programmes are, they aren't clearly marked and when you get a programme you like it isn't audio descriptive
It's a monotone voice that can be slightly interfering with the actual programme audio
Sometimes you're not aware when it's on and what channels
Because sometimes it is out of sync with what is going on in the program
Sometimes I find it quite irritating when the narrator has a regional accent which doesn't fit the actual programme
Sometimes they make the odd mistakes; sometimes what they describe isn't essential to the programme
It depends on the describer; some are awful and ruin the whole programme
I think it's fairly new thing and has a long time to go. Better to have more options.
It's not out there - they don't advertise enough
Sometimes it covers up the speech, I can hear what's happening on the soundtrack so I don't need to know
I think it could be improved
It's need a little improvement
It could be improved
Some of the time they describe things you don't need and sometimes they don't describe enough
Because it takes so long to get the description out there you loose half the programme
It could be improved, maybe different languages
Sometimes it interferes with the talking
I think there is too much description and when it's done it's not always in sync
There is still improvement, they only describe some of the bits, sometimes they don't describe the best bits that they could do; they need to describe better detail
Some of them aren't very good, with the soaps they don't describe what is happening when no one is speaking and things that are going on in the background aren't often described

Mixed views
Because it's there and it works, the programme options where it's available isn't what I want to watch, there tends to be a bleed, sometimes the audio commentary overwhelms the soundtrack dialog
I like the description they do now, but it could be better; there is room improvement
The quality isn't the issue, it's the amount. There isn't very much
Not enough programmes sometimes; generally it's very good
It's getting better; it's not at its best just yet; still a little to improve on
It's not always available; when it is I'm generally satisfied with it
Some of the programmes have it and that is good, but some of the programmes that have it I don't like
I have my favourites; some voices sound intrusive and spoil the programme; The ITV ones overall are better than the BBC

Those who don't use the service often/currently
I think it's fantastic for people who have more trouble then I do. For me personally I would rather listen to the telly rather than what they are saying
Because I don't watch a lot of TV and I like to use my imagination more
The programmes I watch I'm able to follow them adequately and I don't think I have missed anything that if I could see
I don't watch a lot of TV; I can't really comment on improvement
I have been using it recently and I haven't really got an opinion so I haven't really used it much so can't really say
I haven't used it that much
Never had it before so nothing to compare it to
1.5 Audio Description Services Questionnaire

Introduction

For 1,000 UK adult sample:
Good afternoon/evening, my name is ... from Ipsos MORI and we are conducting an important survey.
Ofcom - the body responsible for regulating TV programmes - has asked Ipsos MORI to conduct an important study on TV services designed to assist those with visual and hearing impairments. We are keen to find out your views and would very much appreciate it if you could spare 15 minutes or so to complete this questionnaire. Your opinions will make a difference - by contributing to the survey you will have an opportunity to influence future policy in this area.
The information that you provide will be treated in the strictest confidence. The survey is entirely anonymous, and your answers will never be linked to you as an individual. Thank you in advance for your help.

For Visually Impaired sample:
Good afternoon/evening, my name is ... from Ipsos MORI. Thank you for agreeing to take part in our survey.
Ofcom - the body responsible for regulating TV programmes - has asked Ipsos MORI to conduct an important study on TV services designed to assist those with visual and hearing impairments. We are keen to find out your views and would very much appreciate it if you could spare 15 minutes or so to complete this questionnaire. Your opinions will make a difference - by contributing to the survey you will have an opportunity to influence future policy in this area.
The information that you provide will be treated in the strictest confidence. The survey is entirely anonymous, and your answers will never be linked to you as an individual. If you complete the survey, we will also send you £10 as a thank you for taking part.

ABOUT YOU

ASK ALL

Q1) Would you classify yourself as having a visual impairment?
By ‘visual impairment’ we mean a sight problem that is not corrected by glasses or contact lenses.
Yes
No
Don’t know

IF CALL IN CATI AND RESPONDED NO AT Q1 END INTERVIEW.
IF YES AT Q1 ASK Q2

Q2) Which of these best describes your sight with glasses or contact lenses if you normally use them? Please imagine you are in a room with good lighting.

(READ OUT SINGLE CODE ONLY)

Totally blind/cannot see at all
Cannot tell by the light where the windows are
Cannot see the shapes of furniture in the room
Cannot see well enough to recognise a friend if close to his or her face
Cannot see well enough to recognise a friend if he or she is at arm’s length
Cannot see well enough to read a newspaper headline
Cannot see well enough to read a large print book
Cannot see well enough to recognise a friend across a room
Cannot see well enough to recognise a friend across a road
Have difficulty seeing ordinary newspaper print
Have difficulty seeing the buttons on the remote control
Have difficulty seeing the picture on the TV screen
Have difficulty seeing small details on screen
Other (SPECIFY)
None of these [DO NOT READ OUT]

IF CALL IN CATI AND RESPONDED NONE OF THESE END INTERVIEW. ALL OTHERS TO Q3

NB – DEMOGRAPHICS HAVE BEEN MOVED TO THE END

ASK ALL WHO HAVE VISUAL IMPAIRMENT (YES AT Q1)

Q3) Bearing in mind that you have sight problems, do you do anything or use any services to help you enjoy TV programmes?

(DO NOT READ OUT. PROBE TO PRE-CODE. MULTICODE)

Get closer to the TV
Use a magnifier
Watch on a large screen TV
Adjust the lighting in the room
Adjust TV settings (e.g. contrast, colour)
Ask a member of the family or a friend to explain what's happening on screen
Use audio description
Wear special/stronger glasses
Other (SPECIFY)

Don’t know
No – don’t do anything
ASK ALL

Q4) Audio description is a spoken commentary where you hear someone describing what is happening on the TV screen. For example in a film, in between the dialogue you hear someone describing what is happening, what the actors are doing, or where the action is taking place. This helps someone who can't see very well to understand what is happening."

Before today, were you aware that this feature was available on some TV programmes?
(READ OUT AND SINGLE CODE ONLY)
Yes..................................................................................
No...................................................................................
Don't know.....................................................................

ASK Q5 TO ALL WHO ARE AWARE OF AUDIO DESCRIPTION AT Q4 (code 1)
ALL OTHERS GO TO Q6

Q5) How did you become aware of audio description?
(DO NOT READ OUT. PROBE TO PRE-CODE. MULTICODE)
Friends / family
An organisation (SPECIFY)
A website (SPECIFY)
TV listings
TV promotions (SPECIFY)
Phone helpline
Print adverts (SPECIFY)
Radio adverts
Cinema – advert for audio description
Cinema – film that used audio description
Theatre – production that used audio description
Other (SPECIFY)
DK

ASK Q6 IF UNAWARE OF AUDIO DESCRIPTION (NO OR DK AT Q4)

Q6. If audio description was available on the TV programmes that you watch, how interested do you think you would be in using it?
(READ OUT. SINGLE CODE ONLY.)
Very interested
Fairly interested
Not very interested
Not at all interested
Don't know
ASK ALL AWARE OF AUDIO DESCRIPTION (YES AT Q4)
Q7) How often, if at all, do you watch TV programmes that contain audio description to enable you to follow programmes more easily? This could be either at home or elsewhere.
(READ OUT AND SINGLE CODE ONLY)
On all TV programmes I watch if it's available..................
On most TV programmes I watch if it's available...........
On some TV programmes if it's available.....................
Very occasionally if it's available..............................
Only used it once ..................................................
Never......................................................................
Don't know................................................................

ASK Q8 IF RESPONDENT HAS A VISUAL IMPAIRMENT AND WAS AWARE OF AUDIO DESCRIPTION BEFORE TODAY BUT HAS NEVER WATCHED PROGRAMMES THAT CONTAIN AUDIO DESCRIPTION
(Ask if yes at Q1 and Q4 and Never at Q7)

Q8) You have said that you are aware of audio description but don't use it, why not?
(DO NOT READ OUT. CODE ALL THAT APPLY.)
Do not have the equipment
Don't know if I have audio description
Don't know how to access it
Cost of equipment
Not available on the kinds of programmes I like to watch
No access to information about audio description
Don't like it
Use a relative/friend to tell me what’s going on
Other (specify)

ASK Q9 to Q10 IF 'ever' USE AUDIO DESCRIPTION- (CODES 1 TO 5 AT Q7) All others route to Q11

Q9) Was the ability to access audio description a factor in your decision to buy your current TV equipment ?
Yes
No
Don't know

Q10) For how long have you been watching TV programmes that have audio description on them?
(READ OUT AND SINGLE CODE ONLY)
Less than six months
Six months to a year
1-2 years ..............................................................
3-4 years ..............................................................
5-6 years ..............................................................
7-8 years ..............................................................
9-10 years ............................................................
11 years or more ..................................................
Don't know..........................................................
ASK ALL
Q11) What, if anything, would encourage you to use this audio description on TV programmes [if no or dk at q4 or never at q7] / more often [if codes 1 to 5 at q7]?(DO NOT READ OUT. PROBE TO PRE-CODE. MULTICODE)
Having it available on more programmes ..................
Knowing how to access audio description ..................
If my sight got worse ..................................................
Having more information about audio description..........
Having it on programmes I like to watch
Having it on more programmes

Other (PLEASE GIVE DETAILS) .................................

Nothing ........................................................................
Don't know .....................................................................

ASK Q12 TO Q23 OF ALL WHO SAYING YES AT Q1 AND CODES 1-5 AT Q7 (IE THESE QUESTIONS WILL ONLY BE ASKED OF ANYONE WITH A VI WHO HAS USED AUDIO DESCRIPTION). OTHERS SKIP TO Q24.
Q12) Generally, do you feel that the overall standard of audio description on TV is getting better, getting worse or remains unchanged?
(READ OUT AND SINGLE CODE ONLY)
Getting better..................................................................
Is unchanged..................................................................
Getting worse ..................................................................
Don't know......................................................................

Q13) If audio description was available on more TV programmes, would your use of this service increase a great deal, increase a fair amount, increase a little or would it make no difference at all?
(READ OUT AND SINGLE CODE ONLY)
Increase a great deal ....................................................
Increase a fair amount ...................................................
Increase just a little ....................................................... 
Make no difference at all ............................................... 
Don't know......................................................................

Q14) Overall to what extent are you satisfied or dissatisfied with the current quality of the description available through the audio description services available?
(READ OUT AND SINGLE CODE ONLY)
Very satisfied ..................................................................
Fairly satisfied ...............................................................
Neither satisfied nor dissatisfied ....................................
Fairly dissatisfied...............................................................
Very dissatisfied .............................................................
Don't know......................................................................

ASK Q15 TO ALL EXCEPT DK AT Q14
Q15) Why do you say that?
PLEASE WRITE IN. RECORD AS MUCH DETAIL AS POSSIBLE.

______________________________________________________________
______________________________________________________________
______________________________________________________________
______________________________________________________________
______________________________________________________________

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Q16A) Which, if any, of the following types of TV programme do you ever watch on TV?
(READ OUT. CODE ALL THAT APPLY. RANDOMISE LIST.)
News & current affairs
Arts and music
Children’s
Religious
Factual such as consumer affairs, hobbies and leisure
Drama such as soaps and serials
Films
Light entertainment such as quiz shows, chat shows
Sport
Regional programme such as local news & current affairs
Education
Other (PLEASE WRITE IN)
None
Don’t know

IF MORE THAN FIVE ANSWERS GIVEN AT Q16A
Q16B) And which of these types of TV programme do you watch most often? Please choose up to FIVE types of programme.
(READ OUT. CODE UP TO FIVE RESPONSES.)
News & current affairs
Arts and music
Children’s
Religious
Factual such as consumer affairs, hobbies and leisure
Drama such as soaps and serials
Films
Light entertainment such as quiz shows, chat shows
Sport
Regional programme such as local news & current affairs
Education
Other (PLEASE WRITE IN)
None
Don’t know
ASK Q17 FOR ALL PROGRAMME TYPES MENTIONED AT Q16b

Q17) How satisfied or dissatisfied are you with the provision of audio description services on [INSERT ANSWER FROM Q16b or Q16a if less than five responses given]?

PROBE: Is that very or fairly?

Very satisfied
Fairly satisfied
Neither satisfied nor dissatisfied
Fairly dissatisfied
Very dissatisfied
Don't know (DO NOT READ OUT)

News & current affairs
Arts and music
Children's
Religious
Factual such as consumer affairs, hobbies and leisure
Drama such as soaps and serials
Films
Light entertainment such as quiz shows, chat shows
Sport
Regional programme such as local news & current affairs
Education
Other (PLEASE WRITE IN)

Q18) From which, if any, of these sources do you obtain information about television programmes which contain audio description?

(READ OUT AND MULTICODE. RANDOMISE ORDER.)
TV guides such as Radio Times, TV Quick etc..............
Websites........................................................................
Clubs and associations ..................................................
Family/friends ............................................................
Advertising or trailers on TV.................................
Electronic Programme Guide/ channel menu ..............
Teletext .................................................................
Talking newspapers....................................................
None of these
Other (specify)................................................................
Don't know.....................................................................
IF ELECTRONIC PROGRAMME GUIDE/CHANNEL MENU (CODE 6) MENTIONED AT Q18.

Q19) Is there anything in particular about the Electronic Programme Guide/CHANNEL MENU you use that makes it easy to find programming with audio description?

(DO NOT PROMPT. MULTICODE OK.)

- audio description programmes highlighted on screen
- Electronic Programme Guide signalling (audible bleep)
- No
- Don't know
- Other (specify)

Q20) To what extent would you say audio description on TV programmes improves your understanding and enjoyment of them?

(READ OUT AND SINGLE CODE)

- A great deal .................................................................
- A fair amount ...............................................................
- Just a little ..................................................................
- Not at all ....................................................................
- Don't know ..................................................................

Q21) To what extent do you agree or disagree with each of the following statements:

(READ OUT STATEMENT. RANDOMISE.)

IF AGREE, PROBE: Is that strongly agree or tend to agree?
IF DISAGREE, PROBE: Is that tend to disagree or strongly disagree?

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know (DO NOT READ OUT)

- Audio description on TV programmes is delivered at the right speed
- Audio description on TV programmes is clear
- Generally audio description on TV reflects everything going on in the programme
- I sometimes find audio description on TV patronising
- The audio description soundtrack is clear and audible and distinct from the main programme soundtrack

Q22a) Are there any channels where you find that the audio description is especially good? If yes, probe to identify which ones

(DO NOT READ OUT – MULTICODE)

- BBC One
- BBC Two
- ITV1
- Channel 4
- Five
- Other – list channels
- No
Q22b) And are there any channels where you find that the audio description is especially bad? If yes, probe to identify which ones
(Do not read out – Multicode)
BBC One
BBC Two
ITV1
Channel 4
Five
Other – list channels
No

Q23) Which organisation or organisations, if any, do you think you would contact if you were unable to access audio description services on TV programmes and wanted to find out more, or wanted to complain about them?
(Do not read out. Record other response if necessary. Multicode ok.)
RNIB
Ofcom
BBC
Sky
Other organisation (please specify)
Don’t know
None of these

Ask if unaware of audio description (No or DK at Q4)

Q24. I’d now like to play you a clip from the audio description service, which has been used recently on television.

(Play audio clip, then ask:)
If audio description was available on the TV programmes that you watch, how interested do you think you would be in using it?
(Read out. Single code only.)
Very interested
Fairly interested
Not very interested
Not at all interested
Don’t know

Ask all
We’re now at the very final section of the interview. I’d just like to ask you a few questions about you. These will only be used to help analyse the results at a broad level – this data will not be used to identify you in any way.

Q25) Interviewer to code
(Do not read out and single code only)
Male................................................................................
Female ...........................................................................
Q26) Which of the following age groups do you belong to?
(READ OUT AND SINGLE CODE ONLY)
18-24
25-34
35-44
45-54
55-64
65-74
75 and over
Refused

Q27) In which part of the UK do you live?
(READ OUT AND SINGLE CODE ONLY)
North East
Wales
North West
Scotland
South West
London
West Midlands
South East
East Midlands
East of England
Yorkshire and the Humber
Northern Ireland

TELEVISION USE

Q28) Which, if any, of these types of television does your household receive at the moment?
(READ OUT AND MULTICODE)
Terrestrial TV only (Channels BBC1, BBC2, ITV, CH4/S4C and Five)....
Cable TV (through Virgin Media previously know as NTL or Telewest)...........................................................................
Satellite TV such as Sky ................................................................................
Other Satellite TV, such as Freesat ............................................................
Freeview (through a set-top box or digital television set) with ONLY free channels ...............................................................................
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channel such as Cartoon Network or the Discovery channel ...
Digital TV via a broadband DSL line (such as BT vision or Tiscali)
...............................................................................
Internet Provider TV or via PC
No TV in household...........................................................................................
No TV access anywhere ................................................................................
Other (PLEASE GIVE DETAILS) ....................................................................

Don’t know ......................................................................................................
(NB code 01 ‘terrestrial TV only’ should be single code)

Q29 Do you have an internet connection at home?
Yes
No
I don’t know
IF YES AT Q29
Q30 How often, if at all, do you access the internet at home?
(READ OUT. SINGLE CODE.)
Every day
At least once a week
At least once a month
Less often
Never
ASK ALL

Q31) During an average week on how many days do you personally watch television?
(READ OUT AND SINGLE CODE ONLY)
7 days a week............................................................................
6 days a week............................................................................
5 days a week............................................................................
4 days a week............................................................................
3 days a week............................................................................
2 days a week............................................................................
1 day a week............................................................................
Less often............................................................................
Don't know ............................................................................

Q32) On a day when you personally watch television, for about how many hours do you view?
(READ OUT AND SINGLE CODE ONLY)
Less than one hour ........................................................
Between 1-2 hours....................................................
Between 2-3 hours....................................................
Between 3-4 hours....................................................
Between 4-5 hours....................................................
Between 5-6 hours....................................................
Between 6-7 hours....................................................
Between 7-8 hours....................................................
Between 8-9 hours....................................................
9 hours or more.............................................................
Don't know ............................................................................

ASK Q33 AND Q34 TO ALL WITH A VISUAL IMPAIRMENT WHO ARE AWARE OF AUDIO DESCRIPTION OR UNAWARE BUT VERY OR FAIRLY INTERESTED IN USING AUDIO DESCRIPTION (CODE 1 AT Q1 AND (CODE 1 AT Q4 OR CODE 1 OR 2 AT Q6))
Q33 We’d like to find out a bit more about when you’re most likely to watch television. I’m going to read out a list of different parts of the day. Thinking about your television viewing on an average day, I’d like you to rank these parts of the day on a scale of 1 to 6, with 1 being the part of the day where you spend the greatest amount of time watching television and 6 being the part where you spend the least amount of time watching television.

(READ OUT LIST.)
Which of these parts of the day would be number 1 – when you spend the most time watching television? Which is number 2? ETC...

(ASK THIS SIX TIMES.)

0600-0930 (breakfast)
0930-midday (morning)
Midday- 1600 (day time)
1600-1800 (late afternoon)
1800-2230 (evening)
2230-0600 (late night)

Q34 Thinking about the same parts of the day, please can you rank them again in terms of where you would be most be most interested seeing programmes with audio description and when you would be least interested in seeing them?

(READ OUT LIST.)
Which of these parts of the day would be number 1 – when you would be most interested in seeing programmes with audio description? Which would be number 2? ETC,...

(ASK THIS SIX TIMES.)

ETC...

0600-0930 (breakfast)
0930-midday (morning)
Midday- 1600 (day time)
1600-1800 (late afternoon)
1800-2230 (evening)
2230-0600 (late night)

ASK ALL

Q35) What is your current marital status?
(READ OUT AND SINGLE CODE)
Married/ living as married ..............
Single .............................................
Widowed, divorced or separated ......
Other ...........................................
Q36) Which of the following describes you?
(READ OUT AND SINGLE CODE)
White ................................................
Black (African, Caribbean or other) .
Any mixed background ....................
Indian, Pakistani or Bangladeshi .....  
Other Asian ....................................
Chinese.............................................
Other (PLEASE GIVE DETAILS) ......

Q37) Which of the following best describes you? Are you...
(READ OUT AND SINGLE CODE)
Working full time (30hrs/wk+) . . .
Working part time (8-29 hrs/wk) . .
Not working - housewife/husband
Not working - retired ...............  
Not working - registered
unemployed .............................
Not working - student ............
Not working- disabled ........
Don't know .............................

ASK Q38 AND Q39 TO ALL WITH A VISUAL IMPAIRMENT (CODED ‘YES’ AT Q1)
Q38) Are you registered as partially sighted or blind?
(READ OUT AND SINGLE CODE)
Sight impaired/partially sighted ......
Severely sight impaired/blind ......
Not registered.............................
Don't know...............................  

Q39) Are you a member of any organisations for people who are blind or sight impaired?
(READ OUT AND SINGLE CODE. IF YES, RECORD ORGANISATION(S))
Yes – please specify organisation(s)
No.............................................

ASK ALL RECRUITED VIA ORGANISATIONS (FROM SAMPLE)
Q40. Can I just check, where did you find out about this survey?
RECORD VERBATIM.
ASK ALL
Q41) What is the highest qualification you have?
(READ OUT AND SINGLE CODE)
No qualifications .........................
NVQs ............................................
GCSEs...........................................
"A" Levels or Scottish equivalent......
Degree ...........................................
Higher university degree/
MBA/Doctorate or equivalent.........
Other (PLEASE GIVE DETAILS): ..... 

Q42) What is your total household annual income from all sources, before tax 
and other deductions?
(READ OUT AND SINGLE CODE)
Under £4,500 .................................. 
£4,500 - £7,499..............................
£7,500 - £13,499............................
£13,500 - £24,999...........................
£25,000 - £49,999...........................
£50,000 - £74,999...........................
£75,000 - £99,999...........................
£100,000+....................................
Rather not say ...............................
Don't know .................................

Q43) Interviewer: Record Social Grade

Q44) Which of these newspapers do you read or look at regularly? By 
regularly we mean on average at least three out of four issues.
(READ OUT AND MULTI CODE)
Daily Express .................................
Daily Mail ......................................
The Mirror ......................................
Daily Record ...................................
Daily Telegraph ..............................
Financial Times.............................
The Guardian.................................
The Herald (Glasgow).....................
The Independent.........................
Metro.............................................
The Scotsman.................................
Daily Star......................................
The Sun .........................................
The Times ......................................
Evening Standard..........................
Other ............................................
None of these ..............................
ASK ALL WITH A VISUAL IMPAIRMENT (CODE 1 AT Q1)

Q45) Can I just check, have you taken part in any other surveys about audio description in the last 18 months?

Yes
No
Don’t know/ not sure

ASK ALL
Q46) Would you be willing to be contacted again to take part in further research for Ofcom in the future?

Yes .............
No .............

(IF ANSWER YES, GET CONTACT DETAILS... NAME, TELEPHONE NUMBER AND address)

For those in 1,000 UK adult sample:
THANK AND CLOSE
PROVIDE RESPONDENT WITH MRS FREEPHONE NUMBER

For those taking part in call-in CATI:
Thank you for taking part in our survey. As a thank you for taking part, we are offering a £10 cheque or high street voucher, or alternatively, we can donate £10 to RNIB on your behalf.
Would you prefer...

SINGLE CODE.

£10 cheque
£10 voucher
£10 donation to RNIB

If code send £10 to respondent, please record details.

THANK AND CLOSE