

Internet-based International Comparative Survey on Public Service Broadcasting in the UK, the ROK, and Japan*

(Conducted in March 2009 by the NHK Broadcasting Culture Research Institute)

Q1. How long do you spend watching the television broadcasting on a normal weekday, excluding weekends? Choose one from the list below. (%)

	UK	ROK	Japan
1. Less than 30 mins	2	5.4	4.7
2. 30 mins-less than 60 mins	7.1	16.1	11.3
3. 1 hr-less than 2 hrs	17.3	26.6	22.3
4. 2 hrs-less than 3 hrs	26.6	23.6	27.4
5. 3 hrs-less than 4 hrs	21.2	15.4	15.6
6. 4 hrs-less than 5 hrs	12	5.8	8.6
7. 5 hrs or more	13.8	6	9.7
8. Rarely or never watch television	0	1.1	0.4

Q2. How long do you spend watching the BBC television channels on a normal weekday, excluding holidays? Choose one from the list below. (%)

	UK	ROK	Japan
1. Less than 30 mins	5.2	12.6	34.6
2. 30 mins-less than 60 mins	15.4	27.4	36.9
3. 1 hr-less than 1 hr and a half	19.9	26.2	15.6
4. 1 hr and a half-less than 2 hrs	18.3	14.7	4.7
5. 2 hrs-less than 2 hrs and a half	14.1	9.4	3.5
6. 2 hrs and a half-less than 3 hrs	10.2	3.1	1
7. 3 hrs or more	16.9	4.3	1.2
8. Rarely or never watch television	0	2.3	2.5

Q3. What kind(s) of BBC programmes do you usually watch? Choose all that apply from the list below. (%)

	UK	ROK	Japan
1. News	69.6	56.8	80.3
2. Factual	52.7	25.9	23.7
3. Documentary	64.2	33.7	41.3
4. Sports	39.2	20	24.3
5. Drama	64.7	53.5	28.7
6. Comedy, Quiz Show, Talk Show, etc	71.2	58.1	18.3
7. Art, Culture, and Lifestyle	25.9	10.7	25.9
8. Other	6.1	0.4	9.3
9. Rarely or never watch BBC	0.7	0.4	0.6

*In the survey question "BBC" was replaced by "NHK" for the Japanese survey and by "KBS" for the ROK survey.

Q4. What kind(s) of commercial television (ITV, Channel 4, Five) programmes do you usually watch? Choose all that apply from the list below. (%)

	UK	ROK	Japan
1. News	51.4	52	76.8
2. Factual	50.4	32.7	40
3. Documentary	63.7	28.8	42
4. Sports	36.6	26	41.4
5. Drama	71.1	64.7	56.6
6. Comedy, Quiz Show, Talk Show, etc	71.6	68.8	72.8
7. Art, Culture, and Lifestyle	27.9	11.6	11.6
8. Other	6.7	0.5	4.9
9. Rarely or never watch the commercial television (ITV, Channel 4, Five).	1.2	0.4	1.3

Q5. Which do you watch more often, BBC programmes or commercial television (ITV, Channel 4, Five) programmes? Choose one from the list below. (%)

	UK	ROK	Japan
1. Watch BBC much more often	14.2	4.7	4.2
2. Watch BBC slightly more often	14.8	11.5	8.2
3. Watch both BBC and commercial television (ITV, Channel 4, Five) with equal frequency	33.1	48.2	13.6
4. Watch commercial television (ITV, Channel 4, Five) slightly more often	20.3	27.4	35.8
5. Watch commercial television (ITV, Channel 4, Five) much more often	17.3	7.9	37.6
6. Rarely or never watch television	0.3	0.3	0.6

Q6. To what extent are you satisfied with the following media? Choose one that applies for each.

(UK)	(%)				
	Very satisfied	Somewhat satisfied	Not very satisfied	Very dissatisfied	Don't use it
1. Newspapers	16.7	50.4	12.6	3.6	16.7
2. BBC television	25.2	59.3	12.7	2.6	0.2
3. Commercial television (ITV, Channel 4, Five)	24.5	60.6	12.7	1.9	0.3
4. BBC radio	20.6	43.7	11	3.1	21.6
5. Commercial radio	12.5	42.5	17.5	3.6	23.9
6. Cable and/or Satellite channels	29.5	41.2	9.9	2.4	17
7. BBC website	27.2	44.3	5.3	1.2	22
8. Websites of commercial television (ITV, Channel 4, Five) stations	10.1	43.4	11.7	1.4	33.4

(ROK)	(%)				
	Very satisfied	Somewhat satisfied	Not very satisfied	Very dissatisfied	Don't use it
1. Newspapers	6.6	49.5	21.4	12.2	10.3
2. KBS television	10	65.3	17.4	7	0.3
3. Commercial television (MBC, SBS)	13.5	64.7	17.1	4.1	0.6
4. KBS radio	4.8	42.7	24.1	5.6	22.8
5. Commercial radio	5.8	42.8	23.9	5.9	21.6
6. Cable and/or Satellite channels	8.9	41.4	27	10.3	12.4
7. KBS website	3.7	33.2	25	8.3	29.8
8. Websites of commercial television (MBC, SBS) stations	3.7	33.3	26.4	7.2	29.4

(Japan)	(%)				
	Very satisfied	Somewhat satisfied	Not very satisfied	Very dissatisfied	Don't use it
1. Newspapers	12.1	49.8	12.7	9.1	16.3
2. NHK television	11.5	56.9	19.3	12.3	0
3. Commercial television	12.5	53.3	20.4	12.7	1.1
4. NHK radio	2.2	17.2	9.6	5	66
5. Commercial radio	5.4	29.2	11.5	4.3	49.6
6. Cable and/or Satellite channels	8.1	25.4	10.3	5.8	50.4
7. NHK website	2.3	15.2	8.3	3.9	70.3
8. Websites of commercial television stations	2.8	21	9.9	3.2	63.1

Q7. The following questions concern how you watch television. Choose one that applies for each.

(UK)	(%)			
	Very often	Sometimes	Rarely	Never
1. I turn on the television after I get home without wanting to watch anything in particular.	26.9	37.7	21.2	14.2
2. I keep the television turned on and watch it only when interested.	16.7	37.2	25.5	20.6
3. I attentively watch a single programme from beginning to end.	51.6	40.9	7.1	0.4
4. I only watch programmes that I plan to watch in advance.	29.7	47.8	19.4	3.1
5. I watch programmes recommended by friends and acquaintances.	12.7	61.2	22.8	3.3
6. I watch programmes that are talked about a lot.	15.9	56.8	23.9	3.4

(ROK)	(%)			
	Very often	Sometimes	Rarely	Never
1. I turn on the television after I get home without wanting to watch anything in particular.	37.8	36.3	19.2	6.7
2. I keep the television turned on and watch it only when interested.	25.8	41.1	23.2	9.9
3. I attentively watch a single programme from beginning to end.	36	45.8	16.3	1.9
4. I only watch programmes that I plan to watch in advance.	40.6	36.7	19.2	3.5
5. I watch programmes recommended by friends and acquaintances.	12.1	40.9	35.6	11.4
6. I watch programmes that are talked about a lot.	35.2	48.9	13.4	2.5

(Japan)	(%)			
	Very often	Sometimes	Rarely	Never
1. I turn on the television after I get home without wanting to watch anything in particular.	49.7	23.6	17.6	9.1
2. I keep the television turned on and watch it only when interested.	34.4	36.9	19.2	9.5
3. I attentively watch a single programme from beginning to end.	38.9	43.8	15.9	1.4
4. I only watch programmes that I plan to watch in advance.	50.3	36.5	12.1	1.1
5. I watch programmes recommended by friends and acquaintances.	9.5	40.6	40.2	9.7
6. I watch programmes that are talked about a lot.	13.5	48.9	31.8	5.8

Q8. Would it be inconvenient for you if the following media were absent from your daily life? Choose one that applies for each.

(UK)	(%)			
	Very inconvenient	Somewhat inconvenient	Not very inconvenient	Not inconvenient at all
1. Newspapers	13.8	28.3	29.4	28.5
2. BBC television	27	45.9	17.8	9.3
3. Commercial television (ITV, Channel 4, Five)	28	43.9	19.7	8.4
4. Cable and/or Satellite channels	29	33.2	16.6	21.2
5. Internet (computer)	72.2	18.8	4.4	4.6
6. Internet (mobile phone)	14.8	17.1	22.5	45.6
7. BBC radio	11.9	30.8	30.7	26.6
8. Commercial radio	7.3	30	30.4	32.3

(ROK) (%)

	Very inconvenient	Somewhat inconvenient	Not very inconvenient	Not inconvenient at all
1. Newspapers	14.4	22.6	40.9	22.1
2. KBS television	20	36.1	31.8	12.1
3. Commercial television (MBC, SBS)	21.8	37.3	28.8	12.1
4. Cable and/or Satellite channels	11.9	29.8	36.2	22.1
5. Internet (computer)	63.8	16.1	9.3	10.8
6. Internet (mobile phone)	45.1	19.8	20.8	14.3
7. KBS radio	5.8	18	43.4	32.8
8. Commercial radio	5.1	18.7	43.2	33

(Japan)

	Very inconvenient	Somewhat inconvenient	Not very inconvenient	Not inconvenient at all
1. Newspapers	26.1	32.5	21.7	19.7
2. NHK television	25.9	40.3	24	9.8
3. Commercial television	36.5	40.8	16.1	6.6
4. Cable and/or Satellite channels	9.1	19.3	25.9	45.7
5. Internet (computer)	79.4	16.4	2.6	1.6
6. Internet (mobile phone)	34.8	21.5	16.9	26.8
7. NHK radio	4.6	17.1	25	53.3
8. Commercial radio	6.3	21.6	24.4	47.7

Q9. How do you rate BBC television and radio broadcasting? Choose one that applies for each.

(UK)

	I agree	I somewhat agree	I don't agree with it very much	I don't agree with it	I don't know
1. BBC accurately and impartially reports what is happening in the world.	33.4	48.5	9.0	4.3	4.8
2. BBC's programmes help improve the audience's knowledge and thinking.	28.0	51.6	13.1	3.3	4.0
3. BBC's programmes are helpful to the audience's work and life.	22.3	49.5	17.5	4.6	6.1
4. BBC's programmes are enjoyable and relaxing to the audience.	26.8	55.6	12.1	1.9	3.6

(ROK)

	I agree	I somewhat agree	I don't agree with it very much	I don't agree with it	I don't know
1. KBS accurately and impartially reports what is happening in the world.	4.4	40.7	36.3	12.8	5.8
2. KBS's programmes help improve the audience's knowledge and thinking.	6.7	54.3	28.6	5.3	5.1
3. KBS's programmes are helpful to the audience's work and life.	8.1	55.7	27.3	5	3.9
4. KBS's programmes are enjoyable and relaxing to the audience.	10.4	49.9	29.3	6.2	4.2

(Japan)

	I agree	I somewhat agree	I don't agree with it very much	I don't agree with it	I don't know
1. NHK accurately and impartially reports what is happening in the world.	14	61.1	13.5	5.5	5.9
2. NHK's programmes help improve the audience's knowledge and thinking.	21.2	62.1	10.4	2.7	3.6
3. NHK's programmes are helpful to the audience's work and life.	15.2	59.2	17.1	3.6	4.9
4. NHK's programmes are enjoyable and relaxing to the audience.	7.6	38.9	36.2	12	5.3

Q10. How do you rate commercial television and radio broadcasting? Choose one that applies for each.

(UK)

	I agree	I somewhat agree	I don't agree with it very much	I don't agree with it	I don't know
1. Commercial television stations accurately and impartially reports what is happening in the world.	20.4	58.7	12.9	3.1	4.9
2. They help improve the audience's knowledge and thinking.	16.6	55	20.1	4	4.3
3. They are helpful to the audience's work and life.	16.6	50.4	22	4.3	6.7
4. They are enjoyable and relaxing to the audience.	28.2	55.7	10.7	2.7	2.7

(ROK)

	I agree	I somewhat agree	I don't agree with it very much	I don't agree with it	I don't know
1. Commercial television stations accurately and impartially reports what is happening in the world.	4.9	44	37.3	9.7	4.1
2. They help improve the audience's knowledge and thinking.	7.7	54.8	30	3.9	3.6
3. They are helpful to the audience's work and life.	8.3	59.3	26.4	3.2	2.8
4. They are enjoyable and relaxing to the audience.	14.4	56.7	21.6	4.4	2.9

(Japan)

	I agree	I somewhat agree	I don't agree with it very much	I don't agree with it	I don't know
1. Commercial television stations accurately and impartially reports what is happening in the world.	4.9	34.3	38.1	17.6	5.1
2. They help improve the audience's knowledge and thinking.	5.5	42.9	34.8	11.8	5
3. They are helpful to the audience's work and life.	8.1	51	27.4	8.4	5.1
4. They are enjoyable and relaxing to the audience.	26.3	53.1	11.3	4.8	4.5

Q11. How long do you spend using the Internet on a normal weekday, excluding holidays, for purposes other than work? Choose one from the list below. Please exclude e-mailing.

	UK	ROK	Japan
1. Less than 30 mins	1.8	4.4	3.6
2. 30 mins-less than 60 mins	8.5	15	16.3
3. 1 hr-less than 2 hrs	24.9	29.7	34.3
4. 2 hrs-less than 3 hrs	24.9	24.4	23.1
5. 3 hrs-less than 4 hrs	14.1	12.6	10.5
6. 4 hrs or more	25.8	13.6	11.9
7. Rarely or never use the Internet	0	0.3	0.3

Q12. How often do you use the Internet in the following ways? Choose one that applies for each.

(UK)

	Almost every day	About 3 or 4 days a week	About 1 or 2 days a week	About 1 or 2 days a month	A few times a year	Rarely or never use the Internet
1. Use a computer to search and view websites	72	15.6	9.6	2.2	0.4	0.2
2. Use a mobile phone to search and view websites	5.8	6.3	7.7	8.9	8.9	62.4
3. Use a computer to send and read e-mails	76	13.5	6.9	3	0.3	0.3
4. Use a mobile phone to send and read e-mails	7.1	4.5	6	6.5	7.3	68.6

(ROK)

	Almost every day	About 3 or 4 days a week	About 1 or 2 days a week	About 1 or 2 days a month	A few times a year	Rarely or never use the Internet
1. Use a computer to search and view websites	69.4	17.5	8.8	2.4	0.2	1.7
2. Use a mobile phone to search and view websites	4.4	3.9	5.5	7.3	6.7	72.2
3. Use a computer to send and read e-mails	70	14.2	10.2	2.7	1.6	1.3
4. Use a mobile phone to send and read e-mails	4.1	2.6	4.6	6.1	6.5	76.1

(Japan)

	Almost every day	About 3 or 4 days a week	About 1 or 2 days a week	About 1 or 2 days a month	A few times a year	Rarely or never use the Internet
1. Use a computer to search and view websites	81.3	12.7	4.1	1.2	0.2	0.5
2. Use a mobile phone to search and view websites	24.4	8.7	12.9	9.9	6	38.1
3. Use a computer to send and read e-mails	65.3	11.7	7.4	6.9	4.3	4.4
4. Use a mobile phone to send and read e-mails	56	17.8	10.9	4	1	10.3

Q13. How often do you use the following Internet functions? Choose one that applies for each.

(UK)

	Do it often	Do it sometimes	Don't do it very often	Never do it
1. Search and view websites	80.5	17.3	2.1	0.1
2. Read blogs by others	15	29.9	29.9	25.2
3. Create, add to or update your own website or blog	11	17.9	19.2	51.9
4. Read postings by others on message boards, etc.	25.7	29.2	21.9	23.2
5. Post on message boards, etc.	17.1	22.3	26.8	33.8
6. Use music or video streaming service	20.5	30.5	20.4	28.6
7. Use social networking service (Facebook, myspace etc.)	39.4	20.2	12.4	28
8. Chat	25.6	23	19.3	32.1
9. Use shopping sites or auction sites	41	44.1	11.1	3.8

(ROK)

	Do it often	Do it sometimes	Don't do it very often	Never do it
1. Search and view websites	74.7	21	2.9	1.4
2. Read blogs by others	31.4	37.7	24	6.9
3. Create, add to or update your own website or blog	20.4	26.8	28.6	24.2
4. Read postings by others on message boards, etc.	43.7	40.3	12.4	3.6
5. Post on message boards, etc.	18	37.5	30.3	14.2
6. Use music or video streaming service	23.3	33.5	24.2	19
7. Use social networking service (Facebook, myspace etc.)	27.6	28.4	22.4	21.6
8. Chat	14.8	19.6	23.2	42.4
9. Use shopping sites or auction sites	34.6	47.8	12.6	5

(Japan)

	Do it often	Do it sometimes	Don't do it very often	Never do it
1. Search and view websites	83.9	13.8	1.7	0.6
2. Read blogs by others	38	25	24.3	12.7
3. Create, add to or update your own website or blog	18.2	13.1	12.6	56.1
4. Read postings by others on message boards, etc.	21.7	30.8	21	26.5
5. Post on message boards, etc.	7.8	17.6	24.3	50.3
6. Use music or video streaming service	19.3	30.3	22.5	27.9
7. Use social networking service (Facebook, myspace etc.)	16.6	16.2	12.6	54.6
8. Chat	4.6	7.8	17.2	70.4
9. Use shopping sites or auction sites	25.1	50.7	13.8	10.4

Q14. How often do you access the BBC website? Choose one from the list below.

	UK	ROK	Japan
1. Access almost every day	20.1	1.8	0.2
2. Access about 4–5 times per week	8.5	1.8	0.6
3. Access about 2–3 times per week	15.7	6.6	2.3
4. Access about once per week	14.2	9	4.1
5. Access once or twice per month	17.1	26.2	17.6
6. Rarely or never access it	24.4	54.6	75.2

Q15. BBC provides service that allows viewers to watch specific programmes on-demand (= iPlayer). Do you use this service? Choose one from the list below.

	UK	ROK	Japan
1. I use it often	12.8	1.7	0.2
2. I use it sometimes	30.6	19.3	1
3. I don't use it very much	19.9	19.3	3.9
4. (I know it, but) I don't use it at all	29.4	29.9	35.3
5. I don't know the service	7.3	29.8	59.6

Q16. Via Internet and/or e-mail, do you communicate with anyone whom you have never seen in person? Choose one from the list below.

	UK	ROK	Japan
1. Yes: With how many people? Use numerical keys to type the number	39.8	35.4	28.2
2. No	60.2	64.6	71.8

Q17. Do you have a website or blog on the Internet? Choose one from the list below.

	UK	ROK	Japan
1. Yes I have a website/blog	19.9	41.1	31.3
2. I had a website/blog in the past. Now it is inactive or offline.	12.2	31.5	15.2
3. No I don't have any	67.9	27.4	53.5

Q18. On the average, how often do you update your website or blog? Choose one from the list below.

	UK	ROK	Japan
1. Almost every day	15.6	11.4	22.4
2. About three or four times a week	22.6	15.6	18.5
3. About once or twice a week	15.6	22.6	23.6
4. A few times a month	28.6	38.4	20.4
5. Rarely update it	17.6	11.9	15.0

Q19. Choose any of the following statements that correctly describe the reason you stopped updating or closed your website and/or blog from the list below.

	UK	ROK	Japan
1. Too few viewers	11.5	21.6	12.5
2. Ran out of topics to write about	21.3	3.8	44.1
3. Slander or harassment	3.3	2.2	3.3
4. Tired of responding to others' comments	16.4	13.0	18.4
5. Too busy	57.4	73.3	63.8
6. None of the above reasons	18.9	12.4	6.6

Q20. How often do you use Internet sites or message boards to exchange comments and information about the following subjects? Choose one that applies for each.

	Very often	Some-times	Not very often	Rarely or never
1. Books and music	10.1	23.2	19.9	46.8
2. Travel	6.4	23.9	19.8	49.9
3. News, events etc.	11.1	26.4	15.7	46.8
4. Food and restaurants	5.4	18.9	23	52.7
5. Volunteer and NPO activities	3.4	11.2	17	68.4
6. Computers, home electric appliances	9.4	22.6	20	48
7. Beauty, health	7.1	17.7	17.5	57.7
8. Information about specific places and communities	7.8	23.3	20.5	48.4
9. Other	11.4	8.8	4.5	75.2

(ROK)

	Very often	Some-times	Not very often	Rarely or never
1. Books and music	17.4	42.9	24.4	15.3
2. Travel	10.3	43.4	30.3	16
3. News, events etc.	40.4	38.4	13.9	7.3
4. Food and restaurants	16.3	43.3	27.3	13.1
5. Volunteer and NPO activities	2.8	19.6	43.7	33.9
6. Computers, home electric appliances	16.8	46.2	25.2	11.8
7. Beauty, health	13.1	41.8	27.5	17.6
8. Information about specific places and communities	10.5	43.8	28.5	17.2
9. Other	11.6	13.9	4.0	70.5

(Japan)

	Very often	Some-times	Not very often	Rarely or never	No answer
1. Books and music	14	25.6	20.5	39.9	0
2. Travel	10	28.1	20.5	41.4	0
3. News, events etc.	18.5	30.4	17.4	33.7	0
4. Food and restaurants	10.5	31.5	21.8	36.2	0
5. Volunteer and NPO activities	1.3	7.3	20.9	70.5	0
6. Computers, home electric appliances	11.1	33.8	21.2	33.9	0
7. Beauty, health	7.3	23.9	25.1	43.7	0
8. Information about specific places and communities	5.7	30	23.4	40.9	0
9. Other	2.5	1.7	6.8	62.1	26.9

Q21. Choose one of the following statements that best describes how you use sites designed for exchanging opinions and information.

	UK	ROK	Japan
1. I only read other people's comments.	26.8	46.3	50.5
2. I sometimes write comments.	41.2	45	26.2
3. I often write comments.	9.2	4.8	2.5
4. I do not use sites designed for exchanging opinions and information.	22.8	3.9	20.8

Q22. How often do you talk about what you learned through the following media with your family members, friends or acquaintances? Choose one that applies for each.

(UK)

	Very often	Some-times	Not very often	Not at all
1. Newspapers	22.6	46.7	17.9	12.8
2. BBC television	22.8	59.6	13.1	4.5
3. Commercial television (ITV, Channel 4, Five)	18.6	59.3	17.4	4.7
4. Cable and/or Satellite channels	16.7	48.1	17.2	18
5. Internet	31.9	50	12.8	5.3
6. BBC radio	9.8	36.3	28.7	25.2
7. Commercial radio	6.1	33.2	28.6	32.1

(ROK)

	Very often	Some-times	Not very often	Not at all
1. Newspapers	15.1	49.1	26.3	9.5
2. KBS television	22.1	58	16.5	3.4
3. Commercial television (MBC, SBS)	23.9	56.2	15.9	4
4. Cable and/or Satellite channels	11.3	45.5	28.2	15
5. Internet	45.1	44.2	8.6	2.1
6. KBS radio	4.3	25	40.3	30.4
7. Commercial radio	4.2	25.2	39.6	31

(Japan)

	Very often	Some-times	Not very often	Not at all
1. Newspapers	17.7	47.4	22	12.9
2. NHK television	11.6	48.7	30	9.7
3. Commercial television	21.2	60.9	13.3	4.6
4. Cable and/or Satellite channels	4.3	20.2	26.7	48.8
5. Internet	26.2	50	15.5	8.3
6. NHK radio	1.5	6.4	21.1	71
7. Commercial radio	2	14.2	22.4	61.4

Q23. How often do you talk about what you learned on BBC or commercial television programmes in the following categories with your family members, friends or acquaintances? Choose one that applies for each.

(UK)

	Very often	Some-times	Not very often	Not at all
1. [BBC] News	29	49.8	14.4	6.8
2. [BBC] Factual	14.3	58.8	19.3	7.6
3. [BBC] Documentary	15	57.9	20	7.1
4. [BBC] Sports	16.8	30.7	22.6	29.9
5. [BBC] Drama	12.3	44.7	29.8	13.2
6. [BBC] Comedy, Quiz, Talk, etc	13.9	47.2	26.8	12.1
7. [BBC] Art, Culture, and Lifestyle	6.9	33.8	33.1	26.2
8. [Commercial television] News	19.9	50.1	19.6	10.4
9. [Commercial television] Factual	13	55.4	23.1	8.5
10. [Commercial television] Documentary	14.6	55.5	21.9	8
11. [Commercial television] Sports	15	31.2	22.1	31.7
12. [Commercial television] Drama	12.9	46.2	27.6	13.3
13. [Commercial television] Comedy, Quiz, Talk, etc	13.8	49	24.4	12.8
14. [Commercial television] Art, Culture, and Lifestyle	6.8	32.7	33.8	26.7

(ROK)

	Very often	Some-times	Not very often	Not at all
1. [KBS] News	18.2	55.2	20	6.6
2. [KBS] Factual	12.5	54	24.8	8.7
3. [KBS] Documentary	10.8	45	32.2	12
4. [KBS] Sports	13.5	39.2	32.3	15
5. [KBS] Drama	26.3	45.2	20	8.5
6. [KBS] Comedy, Quiz, Talk, etc	25.4	46.1	21.6	6.9
7. [KBS] Art, Culture, and Lifestyle	6.3	33	41.5	19.2
8. [Commercial television] News	19.2	52.9	22.1	5.8
9. [Commercial television] Factual	14.1	50.4	26.4	9.1
10. [Commercial television] Documentary	11.6	42.8	32.4	13.2
11. [Commercial television] Sports	14.1	37.8	32.5	15.6
12. [Commercial television] Drama	27.1	48	16.7	8.2
13. [Commercial television] Comedy, Quiz, Talk, etc	28.1	45.8	18.9	7.2
14. [Commercial television] Art, Culture, and Lifestyle	6.7	37	39.9	16.4

(Japan)

	Very often	Some-times	Not very often	Not at all
1. [NHK] News	15.5	48.9	21	14.6
2. [NHK] Factual	7	41.9	30.5	20.6
3. [NHK] Documentary	5.6	38.1	34.6	21.7
4. [NHK] Sports	7	34.4	32.6	26
5. [NHK] Drama	7	28.8	31.8	32.4
6. [NHK] Comedy, Quiz, Talk, etc	5.8	24.4	36.2	33.6
7. [NHK] Art, Culture, and Lifestyle	3.4	22.3	37.2	37.1
8. [Commercial television] News	15.6	55	20.4	9
9. [Commercial television] Factual	9.6	52.4	25.7	12.3
10. [Commercial television] Documentary	5.9	43.1	33.9	17.1
11. [Commercial television] Sports	11.5	42.3	28.1	18.1
12. [Commercial television] Drama	17.2	40.9	25	16.9
13. [Commercial television] Comedy, Quiz, Talk, etc	20	44.5	22.3	13.2
14. [Commercial television] Art, Culture, and Lifestyle	2.9	19.8	40.4	36.9

Q24. The following question concerns how you use the Internet to retrieve information or exchange opinions about television. You can choose any of the three statements for each of the following categories.

(UK)

	a	b	Neither
a. I use the Internet to retrieve related information			
b. I use e-mails, message boards, social network services and other Internet media to exchange views			
1. [BBC] News	62.1	11.8	33.5
2. [BBC] Factual	44.3	10.3	49.6
3. [BBC] Documentary	35.7	9.3	57.8
4. [BBC] Sports	35.9	10.1	59.2
5. [BBC] Drama	27.9	9.3	65.4
6. [BBC] Comedy, Quiz, Talk, etc	27.8	11	64.7
7. [BBC] Art, Culture, and Lifestyle	23.5	9.2	69.9
8. [Commercial television] News	45.3	11	48.5
9. [Commercial television] Factual	36.7	11.5	55.1
10. [Commercial television] Documentary	33.4	9.5	59.5
11. [Commercial television] Sports	28.3	10.3	65.1
12. [Commercial television] Drama	27.9	10.7	63.8
13. [Commercial television] Comedy, Quiz, Talk, etc	27.1	13.2	63
14. [Commercial television] Art, Culture, and Lifestyle	20.2	10.7	71.4

(ROK)

a. I use the Internet to retrieve related information

b. I use e-mails, message boards, social network services and other Internet media to exchange views

	a	b	Neither
1. [KBS] News	43.4	21.3	40.2
2. [KBS] Factual	32.9	21.4	48.7
3. [KBS] Documentary	23.4	19.8	59.3
4. [KBS] Sports	25.7	21.9	55.1
5. [KBS] Drama	34.3	26.6	44.7
6. [KBS] Comedy, Quiz, Talk, etc	29.3	28.3	46.6
7. [KBS] Art, Culture, and Lifestyle	22.3	21.7	58.7
8. [Commercial television] News	39.6	24.3	40.4
9. [Commercial television] Factual	32.1	23.7	46.6
10. [Commercial television] Documentary	23.5	22.8	55.8
11. [Commercial television] Sports	26.3	22.7	53.9
12. [Commercial television] Drama	34.2	28.5	41.9
13. [Commercial television] Comedy, Quiz, Talk, etc	30.9	28.6	44.3
14. [Commercial television] Art, Culture, and Lifestyle	21	22.4	58.7

(Japan)

a. I use the Internet to retrieve related information

b. I use e-mails, message boards, social network services and other Internet media to exchange views

	a	b	Neither
1. [NHK] News	35.5	7.2	60.9
2. [NHK] Factual	28.9	4.9	67.6
3. [NHK] Documentary	18.5	5	77.7
4. [NHK] Sports	20.6	5.9	75.3
5. [NHK] Drama	20.4	6.3	75
6. [NHK] Comedy, Quiz, Talk, etc	13.6	5.4	82.4
7. [NHK] Art, Culture, and Lifestyle	19.1	4.6	77.8
8. [Commercial television] News	37.3	8.8	56.6
9. [Commercial television] Factual	36.1	5.9	59.6
10. [Commercial television] Documentary	22.2	6.7	72.7
11. [Commercial television] Sports	26.4	7.4	68.7
12. [Commercial television] Drama	32.8	10.8	60
13. [Commercial television] Comedy, Quiz, Talk, etc	27.5	10.2	65.3
14. [Commercial television] Art, Culture, and Lifestyle	16	5.4	79.7

Q25. To what extent do you rely on the following kinds of information in choosing television programmes to watch? Choose one that applies for each kind of information.

(UK)

	I rely on it very much	I rely on it sometimes	I don't rely on it very much	I don't rely on it at all
1. Articles in newspapers and magazines	13.4	45.7	23.4	17.5
2. Recommendation by family members	12.5	55	22.5	10
3. Recommendation by friends or acquaintances	13.3	55.3	22.4	9
4. Publicity on television	21.4	54.6	17.2	6.8
5. Comments on Internet blogs and message boards	5	23.8	28.4	42.8
6. Internet media other than blogs and message boards	6.2	26.4	28.5	38.9

(ROK)

	I rely on it very much	I rely on it sometimes	I don't rely on it very much	I don't rely on it at all
1. Articles in newspapers and magazines	13.4	48.2	27	11.4
2. Recommendation by family members	16.1	57.7	21.6	4.6
3. Recommendation by friends or acquaintances	20	56.7	18.6	4.7
4. Publicity on television	18.5	55.1	21.1	5.3
5. Comments on Internet blogs and message boards	20.2	48.4	22.2	9.2
6. Internet media other than blogs and message boards	17	47	27.6	8.4

(Japan)

	I rely on it very much	I rely on it sometimes	I don't rely on it very much	I don't rely on it at all
1. Articles in newspapers and magazines	26.9	52.2	14.3	6.6
2. Recommendation by family members	14.1	53.8	22.5	9.6
3. Recommendation by friends or acquaintances	14.3	56.2	20.9	8.6
4. Publicity on television	22	56.3	16.4	5.3
5. Comments on Internet blogs and message boards	10.3	36.9	29.7	23.1
6. Internet media other than blogs and message boards	9.3	38.1	29.5	23.1

Q26. When watching programmes in the following categories, how often do you feel that many other people are watching the same programme? Choose one that applies for each of the categories.

(UK)

	Very often	Some-times	Not very often	Not at all
1. News	48.8	32.2	8.1	10.9
2. Factual	22.8	49.8	15	12.4
3. Documentary	25.3	47.1	15.6	12
4. Sports	41.9	26.4	11.4	20.3
5. Drama	29.9	41.5	15.6	13
6. Comedy, Quiz, Talk, etc	29.6	42.6	15	12.8
7. Art, Culture, and Lifestyle	13.2	35.3	28.4	23.1

(ROK)

	Very often	Some-times	Not very often	Not at all
1. News	41.8	41.2	13.9	3.1
2. Factual	23.9	48.6	23	4.5
3. Documentary	18.7	44.1	30	7.2
4. Sports	33	37.1	21.7	8.2
5. Drama	49.5	35.7	11.4	3.4
6. Comedy, Quiz, Talk, etc	42.9	41.5	11.4	4.2
7. Art, Culture, and Lifestyle	11.4	40.4	36.4	11.8

(Japan)

	Very often	Some-times	Not very often	Not at all
1. News	19	36.1	31	13.9
2. Factual	13.2	34.6	36.9	15.3
3. Documentary	8.6	31.5	43.6	16.3
4. Sports	18.1	37.5	29.2	15.2
5. Drama	20.6	34.8	29	15.6
6. Comedy, Quiz, Talk, etc	22.2	39.1	25.8	12.9
7. Art, Culture, and Lifestyle	5.2	18.8	50.7	25.3

Q27. If you were to use a website for exchanging views and opinions on television, what kind(s) of function(s) would you like? You can choose any of the following functions.

	UK	ROK	Japan
1. Posting your comments about specific programmes.	46	47.9	40.7
2. Reading other's comments about specific programmes.	55.3	51.8	48
3. Retrieving information about casts appearing on television.	36.6	44.2	45.9
4. Reviewing comments by other users.	35.4	28.1	10.8
5. Seeing recommendations of your likable programmes.	38.3	37.6	28.2
6. Opinions and poll results are reflected in the production of programmes.	30	37.7	32.8
7. Seeing moving images of popular programmes and segments.	26	41	41.5
8. Hearing behind-the-scenes stories from production staff.	28.8	43.9	37.4
9. Asking questions to production staff and casts.	23.7	38.6	26.6
10. Learning about places and things shown in the programmes.	35.1	41	38
11. Other	0.3	0.3	0.7
12. None of the above	21	6.6	17

Q28. To what extent do you think votes from citizens at elections of the national or local government would influence the political process of the government? Choose one from the list below.

	UK	ROK	Japan
1. Very much	9.5	15.7	12.4
2. Considerably	22.3	29.9	24.2
3. To some extent	42.6	33.8	45.1
4. Not at all	16	15	12.3
5. I don't know	9.6	5.6	6

Q29. To what extent do you think the opinions and needs of citizens are reflected in the politics of the national and local governments? Choose one from the list below.

	UK	ROK	Japan
1. Very much	4	1	0.7
2. To a considerable extent	14.7	8.9	4.7
3. To some extent	46.1	49	48.2
4. Not reflected at all	26.8	35.7	41.1
5. I don't know	8.4	5.4	5.3

Q30. The following question concerns your views and attitudes about your relationships with others in your everyday life. For each of the statements written in the horizontal rows, tick the box that corresponds to your answer.

(UK)

	I agree	I somewhat agree	I don't agree with it very much	I don't agree with it at all
1. I have many friends and am very sociable.	28.7	45.4	20.8	5.1
2. I want many other people to know my thoughts and feelings.	11.9	38.2	37.2	12.7
3. I want to be kept up-to-date on today's hottest news, even if I am not interested in it very much.	20.3	43.3	27.3	9.1
4. I attach greater importance to relations in which we can seek to advise and help one another.	23.4	51.3	19.9	5.4

(ROK)

	I agree	I somewhat agree	I don't agree with it very much	I don't agree with it at all
1. I have many friends and am very sociable.	21.7	43.2	32.6	2.5
2. I want many other people to know my thoughts and feelings.	21.2	52.8	24.3	1.7
3. I want to be kept up-to-date on today's hottest news, even if I am not interested in it very much.	24.8	54.7	19	1.5
4. I attach greater importance to relations in which we can seek to advise and help one another.	47.5	45.7	6	0.8

(Japan)

	I agree	I somewhat agree	I don't agree with it very much	I don't agree with it at all
1. I have many friends and am very sociable.	9.7	29.6	43.2	17.5
2. I want many other people to know my thoughts and feelings.	8.8	36.6	42.3	12.3
3. I want to be kept up-to-date on today's hottest news, even if I am not interested in it very much.	12.7	48.3	30	9
4. I attach greater importance to relations in which we can seek to advise and help one another.	18.7	54	22.1	5.2

Q31. The following question concerns your views on politics and society. For each of the statements written in the horizontal rows, tick the box that corresponds to your answer. (UK)

	I agree	I somewhat agree	I don't agree with it very much	I don't agree with it at all
1. I am well informed about important issues in politics and society in the UK.	22.6	47.1	23.3	7
2. I often talk with other people about political and social affairs.	17.9	38.4	29.1	14.6
3. I have a good understanding of positions and opinions that differ from mine.	21.7	56.3	16.8	5.2
4. I am willing to be involved in efforts to solve any problems in my workplace, community or school.	18.3	51.5	21.6	8.6
5. The rights of foreign residents, disabled persons and other minority and weaker members of the community should be better respected.	26.1	48.9	16.4	8.6

(ROK)

	I agree	I somewhat agree	I don't agree with it very much	I don't agree with it at all
1. I am well informed about important issues in politics and society in the ROK.	16.2	53.4	26.8	3.6
2. I often talk with other people about political and social affairs.	14.2	42.3	36.9	6.6
3. I have a good understanding of positions and opinions that differ from mine.	20.7	63.8	14.2	1.3
4. I am willing to be involved in efforts to solve any problems in my workplace, community or school.	15.5	46.3	33.2	5
5. The rights of foreign residents, disabled persons and other minority and weaker members of the community should be better respected.	31.8	55.5	11.4	1.3

(Japan)

	I agree	I somewhat agree	I don't agree with it very much	I don't agree with it at all
1. I am well informed about important issues in politics and society in Japan.	6.7	45.6	39.1	8.6
2. I often talk with other people about political and social affairs.	6.8	34.8	44.7	13.7
3. I have a good understanding of positions and opinions that differ from mine.	6.6	57.9	30.4	5.1
4. I am willing to be involved in efforts to solve any problems in my workplace, community or school.	6	29.8	50.8	13.4
5. The rights of foreign residents, disabled persons and other minority and weaker members of the community should be better respected.	19	53.6	23	4.4

Q32. What do you think about the opinion that it is important to pay for public broadcast in order to sustain its services? Choose one from the list below.

	UK	ROK	Japan
1. I agree	16.2	11.3	8.8
2. I somewhat agree	33	25.2	31.2
3. I don't agree with it very much	25.1	35	26.4
4. I don't agree with it at all	21	22.9	27.7
5. I don't know	4.7	5.6	5.9

Q33. If the UK [Korean/Japanese] society of today were divided into ten levels of Quality of Life, where do you think you would belong? Choose one from the list below. 1 is the highest social level and 10 is the lowest. (Use the following scale.)

	UK	ROK	Japan
1. 1	1.1	0	0.6
2. 2	6	1.2	1.6
3. 3	13.6	6.2	7.9
4. 4	12.4	12.7	17.5
5. 5	22	22.3	22
6. 6	14.6	17.6	15.3
7. 7	12.6	18.4	15.7
8. 8	12.7	15.1	13.3
9. 9	3.3	5.2	4.5
10. 10	1.7	1.3	1.6