

# COAST

Please help us improve our services by taking a few minutes to fill out the following questionnaire.

1. Are you: Male  Female

2. Are you:

Under 12	<input type="checkbox"/>	35-44	<input type="checkbox"/>
12-15	<input type="checkbox"/>	45-54	<input type="checkbox"/>
16-24	<input type="checkbox"/>	55-64	<input type="checkbox"/>
25-34	<input type="checkbox"/>	65+	<input type="checkbox"/>


3. Where did you take part in the Coast Mobile walk?

Portsmouth	<input type="checkbox"/>	Glasgow	<input type="checkbox"/>
Plymouth	<input type="checkbox"/>	Falmouth	<input type="checkbox"/>
Cardiff	<input type="checkbox"/>	Edinburgh	<input type="checkbox"/>
Caernarfon	<input type="checkbox"/>	Whitby	<input type="checkbox"/>
Liverpool	<input type="checkbox"/>	Hull	<input type="checkbox"/>
Belfast	<input type="checkbox"/>	Great Yarmouth	<input type="checkbox"/>

4. How did you listen to the sound clips?

using a mobile phone number

using a WAP shortcode

using a datacode 

5. Please rate your agreement with the following statement:

	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree
I try to keep up with new developments in technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Have you ever..... Tick as many as apply.

Watched the Coast TV programme on BBC2 at 9pm on Fridays

Visited Coast online ([www.bbc.co.uk/wherellive](http://www.bbc.co.uk/wherellive))

Bought/read the BBC Coast book

Pressed the red button on your remote control during the Coast TV programme

**7. How did you come to the Coast Mobile experience? Please tick one only.**

- I heard it mentioned during the Coast TV programme and went to the BBC Coast website (www.bbc.co.uk/wherellive)
- I heard it mentioned during the Coast TV programme and called the BBC phone line
- I saw something in a TV advert for Coast and went to the BBC Coast website (www.bbc.co.uk/wherellive)
- I saw it when I pressed red on my remote control during the Coast TV programme and went to the BBC Coast website (www.bbc.co.uk/wherellive)
- I saw it when I pressed red on my remote control during the Coast TV programme and called the BBC phone line
- I heard about it on BBC Local Radio and went to the BBC Coast website (www.bbc.co.uk/wherellive)
- I heard about it on BBC Local Radio and called the BBC phone line
- I came across an outdoor plaque
- I saw a leaflet/poster in a Tourist Information Centre
- I saw something on the BBC website
- A friend recommended it
- Other (please specify) .....

**8. Did anyone take part in the Coast Mobile experience with you?**

Yes  No (please go to question 11)

If yes, who took part with you? *Tick as many as apply.*

- Family
- Friend(s)
- Partner/husband/wife

If you listened to the Coast Mobile experience on a mobile phone, did you make use of the speaker phone?

Yes  No

**9. How many walk points did you visit?**

- |   |                          |           |                          |
|---|--------------------------|-----------|--------------------------|
| 1 | <input type="checkbox"/> | 5         | <input type="checkbox"/> |
| 2 | <input type="checkbox"/> | 6         | <input type="checkbox"/> |
| 3 | <input type="checkbox"/> | 7         | <input type="checkbox"/> |
| 4 | <input type="checkbox"/> | 8 or more | <input type="checkbox"/> |



15. Did the technology fail at any point?

Yes  No

If yes, please give details:

.....  
.....

If you listened to the clips on an MP3 Player please go to question 23.

16. Did you have any problems with your phone signal?

Yes  No

17. The BBC does not charge for mobile content but national call rates apply. What would you consider good value for this kind of experience?

£2  £4  £6  £8

18. Did you use the SMS Mystery Quiz?

Yes  No

If yes, please rate how much you enjoyed the quiz:


Enjoyed a lot  Enjoyed  Fair  Not at lot  Not at all

19. Did you use WAP?

Yes  No

If yes, please rate it on the following criteria

	Very good	Good	Fair	Poor	Very poor
Information content (e.g. walk points in Whitby)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directions (e.g. take next left)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Navigation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Did you use the data codes? 

Yes  No

If yes, please rate the your agreement with the following statements:

	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree
The data codes were easily identified on the plaques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It was easy to capture the data codes using my camera phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to use data codes in future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The application was easy to install on my phone (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This was easier to use than text	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Did you have any problems using the data codes?

Yes  No

If yes, please give details:

.....  
 .....

**21. How could we improve the Coast Mobile experience for you? Please give details.**

.....  
 .....  
 .....  
 .....  
 .....  
 .....

Thank you for taking part in this survey. The BBC is always keen to know more about the needs of its audiences and would value the opportunity to speak to you again at some stage.

Please give your email address below if you would like to be contacted by (or on behalf of) the BBC for future audience research purposes.

Email: .....

Please post this questionnaire to the following **FREEPOST** address:

**Clare Sumpner, BBC, FREEPOST, LON 3543, Room 3360, 201 Wood Lane, London, W12 7TS**

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