

TEST 3

SECTION 1

- A Excuse me, I'm sorry to bother you, but would you have time to answer a few questions?
- B What's it about?
- A We're doing some market research for a new television channel starting in two years' time.
- B OK, why not?
- A Lovely, we'll just work through this form. And if we could start with some personal background information...
- B Sure.
- A Right, if I could just have your age...
- B 35. Example
- A Right, great...
- Repeat*
- A Right, great. And your job?
- B Systems analyst, but for the form I don't know whether it would count as professional or business or what.
- A What do you think?
- B OK, it's more like business. Q1
- A Fine. And would you mind my asking about your salary? Or we can leave it blank.
- B No, I don't mind. It's £40,000 a year. Q2
- A Thank you. Right...about your current watching habits...what would you say is your main reason for watching TV?
- B Well, at work I tend to read for information and what have you, so I'd say that with TV it probably just helps me relax and unwind. Q3
- A Fine. And how many hours a day on average do you watch TV?
- B Not a lot really...I should say just over an hour. Q4
-
- A So what are the two main times of the day that you watch TV?
- B Well, a little around breakfast time and then it tends to be really late—eleven or even midnight—when I've finished work. Q5
- A And what sort of programmes do you go for?
- B Some news bulletins but I also really like to put my feet up with some of the old comedy shows.

- A Fine. And turning to the new channel. . . which type of programmes would you like to see more of?
- B Well, I certainly don't think we need any more factual programmes like news and documentaries. I think we need more about things like local information. . . you know, providing a service for the community. And in the same vein, perhaps more for younger viewers. . . you know, good quality stuff. Q6
- A Ah ha. And if you had to give the new directors some specific advice when they set up the channel. what advice would you give them?
- B I think I'd advise them to pay a lot of attention to the quality of the actual broadcast, you know, the sound system. People are very fussy these days about that and in general I think they ought to do lots more of these kinds of interview, you know, talking with their potential customers. Q7
- A Oh, I'm glad you think it's valuable!
- B Certainly. . . yeah.
- A Good. OK, this will be a commercial channel of course, but how often do you think it is tolerable to have adverts?
- B Well out of that list I'd say every quarter of an hour. I don't think we can complain about that, as long as they don't last for ten minutes each time! Q8
- A Quite. And . . . would you be willing to attend any of our special promotions for the new channel?
- B Yes, I'd be very happy to, as long as they're held here in my area. Q9
- A OK, I'll make a note of that. And finally, may we put you on our mailing list?
- B Well, I'd prefer not. . . except for the information about the promotion you mentioned. Q10
- A Can I have your name and address?
- B Of course. . . here's my card.
- A Oh, lovely. . . and thank you very much for your time and we look forward to seeing you.
- B Yes, indeed. Um, thanks.