

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. R i g h t . . . 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 **Q3** it probably just helps me relax and unwind.

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 **Q5** midnight - when I've finished work.

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, **Q6** providing a service for the community. And in the same vein, perhaps more for **Q6** younger viewers ... you know, good quality stuff

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, **Q7** 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 **Q7** their potential customers.

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 **Q8** about that, as long as they don't last for ten minutes each time!

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