

## **Online survey with internet users aged 16+**

**Introduction to survey:** Welcome to the survey. Thank you for agreeing to take part in this important piece of research.

We would like to understand your views about a few different topics. We would like to get the views of a cross section of the whole population, so your participation is very important to us.

The survey will take you no more than 20 minutes to complete, and is conducted in accordance with the Market Research Society Code of Conduct. We can assure you that your responses are confidential and you will not be identified at any stage within this research. Your details won't be passed on to any third parties.

To move forward through the questionnaire, please use the Next button.

Do not use the forward and back buttons on your browser.

Please click the 'Next' button below to start the survey.

### **A few details about you:**

**INTRO:** The first few questions are to find out more about you, your home and your household. They help us to make sure we are surveying a broad range of people from different backgrounds and areas. They will not be used to attempt to identify you.

#### **ASK ALL**

S1. Are you?

1. Male
2. Female

#### **ASK ALL**

S2. How old are you?

#### **ASK ALL**

S3. And where do you normally live? By this we mean the place that you live for most of the year

Please select one option

1. England
2. Scotland
3. Wales
4. Northern Ireland
5. Elsewhere in Europe - CLOSE
6. Elsewhere in the world - CLOSE

**ASK ALL IN ENGLAND**

S4. Which region of England do you live in?

Please select one option

1. North East
2. Yorkshire and Humberside
3. North West
4. West Midlands
5. East Midlands
6. South West
7. East Anglia
8. Greater London
9. South East

**ASK ALL**

S5. Please type in your full postcode:

**This information will be used for analysis purposes only, you will not be re-contacted for marketing or any other purpose as a result of providing your postcode.**

**ASK ALL**

S6. Which one of these best describes the area where you live?

Please select one option

1. Large city
2. Smaller city or large town
3. Medium town
4. Small town
5. Rural area

**ASK ALL**

S7. Which of the following best describes you?

Please select one option

1. In full time employment
2. In part time employment
3. Unemployed
4. A student
5. Full-time responsibility for home/ family
6. Retired
7. Other – Please say
8. Prefer not to say

**ASK ALL**

S8. Which of these best describes the chief income earner in your household?

If you/they are retired and living on a private pension, please choose your description based on what you/they did before you/they retired.

If you/they have been unemployed for six months or less, please choose your description based on your/their most recent main job.

Please select one option

A very <b>senior manager</b> in business or commerce, or a top-level civil servant	1
A professionally-qualified <b>middle manager</b> in a large organisation, a top <b>manager or owner of a small business</b> , or a <b>principal officer</b> in local government or the civil service	2
A <b>junior manager</b> , or another office based role	3
A <b>skilled manual worker</b> (with qualifications, or who has served an apprenticeship), or a manual worker with a role in supervising others	4
A <b>semi-skilled or unskilled worker</b> , or someone who is currently an apprentice or a trainee	5
A full-time <b>student</b>	6
Doing <b>casual</b> or <b>temporary</b> work	7
A full-time <b>housewife</b> or <b>house-husband</b>	8
Living on a <b>state pension</b>	9
Living on <b>state benefits</b>	10
<b>Unemployed</b> or between jobs for more than six months	11
Don't know	12

**INTRO: Thank you very much. We would now like to ask you some questions about your creativity.**

'Creativity' could mean creating, making or doing something that you personally consider to be creative. This could be online or offline.

**ASK ALL**

Q1. To what extent do you agree or disagree with each of the following statements:

*DO NOT RANDOMISE - SINGLE CODE PER ROW*

		Disagree strongly	Disagree slightly	Neither disagree nor agree	Agree slightly	Agree strongly	Don't know
A	I consider myself a creative person	1	2	3	4	5	6
B	I think that being online helps me express myself creatively	1	2	3	4	5	6
C	I feel I'm a more creative person since I've been going online	1	2	3	4	5	6
D	Being online helps me to connect with creative people	1	2	3	4	5	6

**ASK ALL - MULTICODE OKAY FOR CODES 1-12**

Q2. Which if any of the following things have you ever done online?

Please think about whether you have done any of these things on any of the devices you may use to go online. So, this could be on a tablet, mobile phone, computer or other device.

Please select all that apply

1. Added filters to or edited a digital photo
2. Made a video and shared it online
3. Made a meme or gif (an image, video or text that gets circulated online)
4. Made a blog or vlog (video blog)
5. Made/ built a website
6. Made or modified an app or online game
7. Made your own music and shared it online
8. Changed or edited somebody else's music (such as cutting, editing or mixing tracks)
9. Live streamed videos on sites like Facebook Live, YouTube Live or Instagram Live
10. Followed online tutorials (e.g. hair, make up, DIY, cookery, drawing, how to play a musical instrument etc.)
11. Created an online photo book, calendar, personalised birthday card
12. Created an online scrapbook of ideas, on sites like Pinterest
13. None of these
14. Don't know

**INTRO: We would now like to ask you some questions about online learning**

**ASK ALL – MULTICODE FOR CODES 1-9**

Q3. Which, if any of these online resources would you use to learn new things - for example this might be a new recipe, a DIY project, learning a new language, how to play a musical instrument, how to make or create something etc.?

Please select all that apply

1. BBC website
2. YouTube
3. Wikipedia
4. Social media – like Facebook, Pinterest or Instagram
5. Google
6. Online educational resources – like TED Talks or university lectures
7. Other website/ app 1 - Please type in
8. Other website/ app 2 - Please type in
9. Other website/ app 3 - Please type in
10. I don't use online resources to learn new things
11. Don't know

- ASK ALL NOMINATING MORE THAN ONE SOURCE AT Q3 (CODES 1-9) – SINGLE CODE**
- Q4. And which **one** of these would you turn to first to learn new things - for example this might be a new recipe, a DIY project, learning a new language, how to play a musical instrument, how to make or create something etc. ?

Please select one option

1. BBC website
2. YouTube
3. Wikipedia
4. Social media – like Facebook, Pinterest or Instagram
5. Google
6. Online educational resources – like TED Talks or university lectures
7. Other website/ app 1 (FROM RESPONSE AT Q3 IF APPLICABLE)
8. Other website/ app 2 (FROM RESPONSE AT Q3 IF APPLICABLE)
9. Other website/ app 3 (FROM RESPONSE AT Q3 IF APPLICABLE)
10. Don't know

**INTRO: We would now like to ask you some questions about going online to research the best deals or to compare prices for products or services.**

Some examples of what we mean by this are:

1. Reading product reviews online to see what other people say
2. Looking across websites to find the cheapest provider or the best deal for a particular product or service
3. Doing price comparison searches online on sites like money supermarket.com, price runner, uSwitch etc. to get the best deals for things like broadband, mobile phone services, utilities (like gas or electricity suppliers), credit cards, insurance, foreign currency etc.

**ASK ALL**

Q5. To what extent do you agree or disagree with each of the following statements:

*DO NOT ROTATE – SINGLE CODE PER ROW*

		Disagree strongly	Disagree slightly	Neither disagree nor agree	Agree slightly	Agree strongly	Don't do this	Don't know
A	I feel confident comparing prices and deals online	1	2	3	4	5	6	7
B	I'm willing to spend as much time online as I need researching the very best deal I can get	1	2	3	4	5	6	7
C	It is important to me to get a reasonable deal, but I don't like spending too much time researching it online	1	2	3	4	5	6	7
D	I prefer to buy from a company/ brand I trust even if it is <u>not</u> the best or cheapest deal	1	2	3	4	5	6	7

**ASK ALL**

Q6. Now thinking specifically about **price comparison websites (PCW)**. Have you ever used a price comparison website or app to look for information about the best deals available for any of the following types of products or services?

Some of the most popular price comparison websites/ apps are: MoneySuperMarket.com, PriceRunner, USwitch, CompareTheMarket.com, Go Compare, Kelkoo etc.

**RANDOMISE LIST- SINGLE CODE PER ROW**

		Looked for information on a <b>PCW</b> about this in <u>the last year</u>	Looked for information on a <b>PCW</b> about this but <u>not in the last year</u>	Have <u>never looked for</u> information on a <b>PCW</b> about this	Don't know
A	Insurance (e.g. travel, life, home or car/ van)	1	2	3	4
B	Banking (e.g. loans, credit cards, mortgages)	1	2	3	4
C	Utilities (e.g. gas, electricity, water)	1	2	3	4
D	Household services (e.g. broadband, pay TV, mobile phone, landline, postal services)	1	2	3	4
E	Travel (e.g. flights, hotels, holidays)	1	2	3	4



**ASK ALL THAT THAT HAVE EVER USED A PCW FOR ANY OF THE SERVICES AT Q6A TO Q6E (CODES 1-2) - MULTI CODE OKAY FOR CODES 1-3**

Q7. Which of the following options could apply to the deals listed first in the search results returned by Price Comparison websites?

When I use a price comparison website, I think that the deal or deals that are listed first could be....

Please select all that apply

1. ....the deals considered most suitable for my needs based on the information I provide
2. ....the cheapest deals
3. ....there because companies may have paid for their deal to appear first
4. None of these
5. Don't know

**ASK ALL THAT THAT HAVE EVER USED A PCW FOR HOUSEHOLD SERVICES – Q6D (CODES 1-2) – MULTI CODE OKAY**

Q8. You said earlier you have used a price comparison website or app to get information about household services like pay TV, broadband or mobile phones.

Which of these best describes the types of services you have ever researched, either individually or as a bundle or package?

Please select all that apply

1. Broadband
2. Home phone
3. Mobile phone
4. Pay TV
5. Postal services
6. Deals on broadband and home phone combined
7. Deals on broadband, home phone and pay TV combined
8. Deals on broadband, home phone, pay TV and mobile combined
9. Some other household services – please type in below

**ASK ALL THAT THAT HAVE EVER USED A PCW FOR ANY OF THE SERVICES AT Q6A TO Q6E (CODES 1-2)**

Q9. Are you aware that Ofcom (the communications regulator) offers an accreditation scheme for those price comparison websites that provide information about household services (like, Pay TV, broadband or mobile services)?

This accreditation means that Ofcom approves sites that have had their price comparison services put through a rigorous independent audit.

1. Yes
2. No
3. Don't know

**INTRO: Thank you for your feedback so far. We would now like to ask you some questions about media regulation**

**ASK ALL**

Q10. Media regulation is a set of rules or guidelines about programmes or content. These guidelines apply to programmes and things you might watch on your TV or through online services.

All programmes and things that you might watch have to abide by UK law and not show anything illegal. However, some channels or services are **more highly regulated** than others, with **additional rules** about offensive, harmful, unfair, inaccurate or biased content.

Below is a list of different things you might watch. Which, if any of these do you think have to abide by **additional rules**?

Please select all that apply

<b>1</b>	TV programmes available on the main five TV channels (BBC One, BBC Two, ITV, Channel 4 and Channel 5)
<b>2</b>	TV programmes available on channels other than the main five TV channels (e.g. ITV2, E4, Dave, Really)
<b>3</b>	TV programmes available on the BBC iPlayer service
<b>4</b>	TV programmes available on other channels' catch up services or on demand services like iTV Hub, All 4, My 5.
<b>5</b>	TV programmes available on streaming services like Netflix or Amazon Prime
<b>6</b>	Videos posted on YouTube by the general public
<b>7</b>	None of these
<b>8</b>	Don't know

**INTRO: We would now like to ask you some questions about news**

**ASK ALL**

Q11. How interested are you in reading, watching, listening to or following news?  
Would you say you are...

1. Very interested
2. Quite interested
3. Not very interested
4. Not at all interested
5. Don't know

**ASK ALL**

Q12. Typically how often, if at all, do you read, watch or listen to the news?

Please think about all the ways you may do this e.g. on TV, on the radio, reading a newspaper, going online

Please select one option

1. Lots of times throughout the day/ constantly
2. A few times a day
3. Once a day
4. Every couple of days
5. Weekly
6. Less often than weekly
7. I don't ever read, watch or listen to the news
8. Don't know

**ASK ALL**

Q13. Here is a list of things that other people have said they value most in news coverage.

Which if any of these are important to you?

Please select all that apply

1. News that provides the key facts
2. News that provides an expert opinion
3. News that provides an alternative viewpoint
4. News that is balanced/ impartial/ unbiased
5. News that is breaking/ as up-to-date as possible
6. News that gives me all the detailed information - so breadth and depth of coverage
7. None of these are important to me
8. Don't know

**ASK ALL NOMINATING MORE THAN ONE ASPECT AS IMPORTANT ABOVE (Q13)  
ONLY ALLOW RESPONSES SELECTED AT Q13.**

Q14. And which one of these is the **most important** to you?

Please select one option

1. News that provides the key facts
2. News that provides an expert opinion
3. News that provides an alternative viewpoint
4. News that is balanced/ impartial/ unbiased
5. News that is breaking / as up- to-date as possible
6. News that gives me all the detailed information - so breadth and depth of coverage
7. Don't know

**ASK EACH STATEMENT A TO F IF THE RELEVANT ONE RATED AS IMPORTANT AT Q13 CODE  
1 TO 6)**

Q15. Here is a list of ways in which you can find out about the news.

Which one of these, if any, would you **go to first** for each of the following:

- A. To get the key facts about the news
- B. To get an expert opinion on the news
- C. To get an alternative viewpoint on the news
- D. To get a balanced/ impartial/ unbiased report of the news
- E. To get breaking news/ the most up-to-date news
- F. To get all the details about a story - so breadth and depth of coverage

Please select one option

1. Print copies of newspapers
2. Newspaper websites/apps
3. Radio (either listening through a radio set or online)
4. Television (either watching TV news programmes/ bulletins on a TV set or online)
5. Word of mouth – talking with friends/ family
6. Social media sites – e.g. Facebook/ Twitter/ Snapchat etc.
7. Magazines
8. Other online sources of news / news website or app e.g. BuzzFeed, Huffington Post, YouTube etc.
9. None of these
10. Don't know

**ASK ALL**

Q16. Here is a list of things that other people have said about the news. To what extent do you agree or disagree with each?

		Disagree strongly	Disagree slightly	Neither disagree nor agree	Agree slightly	Agree strongly	Don't know
A	These days I find the news too depressing	1	2	3	4	5	6
B	I follow the news less than I used to	1	2	3	4	5	6
C	I find it hard to switch off from the negative things I hear about in the news	1	2	3	4	5	6
D	I feel bombarded by the news these days – there is too much of it around	1	2	3	4	5	6
E	There is enough news coverage of the things I am interested in	1	2	3	4	5	6
F	I value being able to check the news whenever I want	1	2	3	4	5	6
G	I can't get enough of the news	1	2	3	4	5	6

**ASK ALL**

Q17. Broadly speaking, which **one** of these statements best applies about your news preferences?

I tend to prefer following/ reading/ watching/ listening to news that ....

1. supports my point of view
2. challenges my point of view
3. it depends – sometimes I want news that supports and sometimes I want news that challenges my point of view
4. Don't know

**ASK ALL**

Q18. Finally, here is a list of things that other people have said about going online. To what extent do you agree or disagree with each of them?

**RANDOMISE LIST- SINGLE CODE PER ROW**

		Disagree strongly	Disagree slightly	Neither disagree nor agree	Agree slightly	Agree strongly	Don't know
A	I spend too much time online	1	2	3	4	5	6
B	Other people think/ tell me I spend too much time online	1	2	3	4	5	6
C	I would like to cut down on the amount of time I spend online	1	2	3	4	5	6
D	If I couldn't go online for a day I would feel like I was missing out on things	1	2	3	4	5	6
E	Being online makes me feel like I'm always at work	1	2	3	4	5	6
F	Being able to go online means I am rarely bored	1	2	3	4	5	6
G	Being online inspires me to try new things like travel, new restaurants or recipes, new experiences or entertainment	1	2	3	4	5	6
H	I think I have a good balance between being online and doing other things	1	2	3	4	5	6
I	The benefits to being online outweigh any disadvantages	1	2	3	4	5	6
J	New communication methods have made life easier e.g. online shopping and online banking save time and effort	1	2	3	4	5	6

**ASK ALL**

The final few questions are to find out more about you, to help us to further compare different groups of people. They will not be used to attempt to identify you, but if you would prefer not to answer just indicate below.

**ASK ALL**

- C1. Do you have any long-standing illness, disability or infirmity?  
IF NECESSARY: By long-standing we mean anything that has troubled you over a period of time or that is likely to affect you over a period of time?

Yes ..... 1  
No ..... 2  
Don't know ..... 3  
Refused ..... 4

**ASK IF LONG STANDING ILLNESS/ DISABILITY OR INFIRMITY AT C1 (CODE 1) –  
OTHERS SKIP TO C3**

- C2. Does this illness, disability or infirmity limit your activities in any way?

Yes ..... 1  
No ..... 2  
Don't know ..... 3

**ASK ALL**

C3. Which one of these groups best describes your ethnic group or background?

Please select one option

**WHITE**

British .....	1
English .....	2
Scottish .....	3
Welsh .....	4
Irish .....	5
Gypsy, Traveller or Irish Traveller .....	6
Any other white background (WRITE IN) .....	7

**MIXED/ Multiple ethnic groups**

White and Black Caribbean.....	8
White and Black African.....	9
White and Asian.....	10
Any other mixed / multiple ethnic background (WRITE IN) .....	11

**ASIAN / ASIAN BRITISH**

Indian .....	12
Pakistani.....	13
Bangladeshi.....	14
Any other Asian background (WRITE IN) .....	15

**BLACK / AFRICAN/ CARIBBEAN/ BLACK BRITISH**

Caribbean.....	16
African.....	17
Any other Black/ African/ Caribbean background (WRITE IN).....	18

Other ethnic group (WRITE IN) .....	22
Refused .....	23

**ASK ALL**

SINGLE CODE

C5. How long ago did you first start going online?

Wherever you first started going online – perhaps at home, work, school, college, or anywhere else using any type of device.

Please select one option

In the past year .....	1
In the past 2 years.....	2
In the past 3-4 years.....	3
In the past 5-9 years.....	4
Ten years ago or more .....	5
Can't remember .....	6
Refused .....	7



**ASK ALL**  
**SINGLE CODE**

C6. How frequently do you go online either at home or elsewhere, **in a typical day**?

Please think about any reason you may have for going online – maybe for work, to visit a social media site or app, look at a website or use an app, watch a TV programme or video clip, play games online or check emails.

Please select one option

- Less than 1 hour per day.....1
- 1 hour per day.....2
- Up to 2 hours per day .....3
- Up to 3 hours per day .....4
- Up to 4 hours per day .....5
- Up to 5 hours per day .....6
- More than 5 hours per day .....7
- Don't know.....8

**Thank and close**

That is the end of the survey now, thank you very much for your time and patience. We hope you found it interesting and enjoyable.

Please be assured that your views will be held in the strictest confidence and you will not be re-contacted as a result of taking part.