

**RECORDED FOR ALL RESPONDENTS**

**INT1. SURVEY TYPE**

POST TO WEB	1
POST TO PAPER	2
PANEL INTERVIEW	3

**ALL POSTAL APPROACH TRIAL SURVEY RESPONDENTS**

**INT2. REFERENCE NUMBER FROM LETTER**

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**RECORDED FOR ALL POSTAL APPROACH SURVEY RESPONDENTS BASED ON REFERENCE NUMBER ENTERED**

**INT3. POSTAL APPROACH SAMPLE TYPE FOR TRIAL**

A - UK RANDOM SAMPLE	1
B – OLDER/ DE SAMPLE	2
D – YOUNGER SAMPLE	3

**ALL POSTAL APPROACH TRIAL SURVEY RESPONDENTS**

**INT4. AUTOCODED FROM REFERENCE NUMBER DETAILS**

**ALL PANEL SURVEY RESPONDENTS**

Where do you normally live?

North East	1
North West	2
Yorkshire	3
East Midlands	4
West Midlands	5
East of England	6
London	7
South East	8
South West	9
Scotland	10
Wales	11
Northern Ireland	12

**INTRODUCTION**

**TEXT FOR ALL THOSE RECEIVING A LETTER**

This study is being carried out with adults aged 16 and over for Ofcom, the regulator for the UK communications industry.

We are looking to understand people's views on a variety of things including mobile phones, home phones, internet, TV and radio.

The survey is being conducted for research purposes only and we rely on your consent. You can refuse to participate or stop the survey at any point. Following the introduction of GDPR legislation we need to draw your attention to our Privacy Policy at the bottom right of the screen which explains your rights

Please be assured this is genuine research being conducted for Ofcom. We are not trying to sell you anything and there will be no sales follow-up as a result of taking part.

Could you please confirm you are happy to proceed?

Yes	1	GO TO SE
No	2	CLOSE

**SE ASK ALL**

Which one of these options best describes your gender?

- Male ..... 1
- Female ..... 2
- Prefer to use my own term ..... 3
- Prefer not to say ..... 4

**SF ASK ALL**

How old are you?

Please enter your age in years \_\_\_\_ \_\_\_\_

- Under 16 ..... CLOSE
- 16 – 17 years ..... 1
- 18 – 24 years ..... 2
- 25 – 34 years ..... 3
- 35 – 44 years ..... 4
- 45 – 54 years ..... 5
- 55 – 64 years ..... 6
- 65 – 74 years ..... 7
- 75 years or over ..... 8

QZ8 **ASK ALL**

Which of these best describes the main 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 note - if currently 'on furlough' please respond based on the usual employment status

Please select one option

		<i>Social Grade</i>
<b>Very senior management</b> ; top level civil servant or professional (e.g. surgeon; partner in a law firm; regional bank manager; board director of medium/ large firm)	1	A
<b>Senior or middle management in large organisation</b> ; owner of small business; principal officer in civil service/ local government	2	B
<b>Junior management or professional</b> ; or administrative (e.g. most office workers; accounts clerk; secretary; police sergeant; nurse)	3	C1
<b>Skilled manual worker</b> - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.	4	C2
<b>Semi-skilled or unskilled manual worker</b> - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.	5	D
Housewife/househusband	6	E
Unemployed	7	E
Student	8	C1
<b>Retired and on state pension ONLY</b> (If retired but not only on state pension, please indicate the occupation just before retirement)	9	E
Prefer not to say	10	X

SI **ASK ALL**

What is the **total** number of people in the household - **including yourself and any children**?

WRITE IN

SK CODE HOUSEHOLD SIZE (FROM SI)  
SINGLE CODE

Small (1-2 people)..... 1  
Medium (3-4 people)..... 2  
Large (5+ people)..... 3

SJ **ASK ALL**

And what is the total number of **children** in the household (Under 18) (including yourself? [IF RESPONDENT IS UNDER 18 AT SF])

WRITE IN

SM **ASK IN WALES ONLY – OTHERS SKIP TO DEVICES OWNED SECTION**

Can you speak or write in Welsh at all? IF YES – Would you say you are fluent?

SINGLE CODE

- Yes, and fluent ..... 1
- Yes, but not fluent ..... 2
- No..... 3

SN **ASK IF CAN SPEAK OR WRITE IN WELSH AT SM (CODES 1-2) – OTHERS SKIP TO DEVICES OWNED SECTION**

What is your preferred language?

SINGLE CODE

- English ..... 1
- Welsh ..... 2
- Other language – SPECIFY \_\_\_\_\_ 3
- \_\_\_\_\_
- Don't know ..... 4

**DEVICES OWNED SECTION**

**QB1 ASK ALL**

Which of the following do you, or does anyone in your household, have in your home at the moment?  
MULTICODE OK FOR CODES 1-10

**QB2 ASK FOR EACH ITEM HAS AT QB1 – OTHERS SKIP TO QB10**

And do you personally use [item at QB1]?  
MULTICODE OK FOR CODES 1-5

	QB1 AT HOME	QB2 USE PERSONALLY
A games console or games player (e.g. Sony PlayStation, Microsoft Xbox, Nintendo DS, Nintendo Switch)	1	1
An iPod or other portable media player	2	2
E-reader – digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader)	3	3
A DVD player- standard, Blu Ray or HD DVD	4	4
VR or virtual reality headsets (e.g. Oculus, PS VR, Samsung Gear VR, or HTC Vive)	5	5
None of these (SINGLE CODE)	6	6
Don't know (SINGLE CODE)	7	7

**QB10 ASK ALL**

In the last 3 months, have you or has anyone else in your household used any of these gaming subscription services?  
MULTICODE OK FOR CODES 1 TO 7

Apple Arcade .....	1
Google Stadia.....	2
Xbox Games Pass.....	3
PlayStation Now .....	4
Amazon Luna .....	5
Twitch .....	6
Steam .....	7
NONE OF THESE (SINGLE CODE) .....	8
Don't know (SINGLE CODE).....	9

**FIXED LINE PHONE SECTION**

**SAY TO RESPONDENT** – The next few questions are about landline telephone services in your home – so the phone line that comes into your home, not a mobile phone or internet voice service.

**QC1 ASK ALL**

Is there a landline phone in your home that can be used to make and receive calls?

Not a mobile phone or internet voice service.

IF YES - Can this phone be used to make and receive calls?

- Yes – can use to make and receive calls..... 1
- Yes – can receive but not make calls/ incoming only ..... 2
- Yes, but line not working properly/ needs to be repaired..... 3
- No, do not have landline phone ..... 4
- Don't know ..... 5

**QC32 ASK IF DO NOT HAVE A LANDLINE PHONE THAT CAN BE USED AT QC1 (CODES 4-5) – OTHERS SKIP TO QC2**

Does your household have a landline which you use to receive a fixed broadband service?

SINGLE CODE

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

**QC2 ASK IF HAVE A LANDLINE PHONE AT HOME THAT CAN BE USED TO MAKE CALLS (QC1 CODE 1) – OTHERS SKIP TO QC21B**

Do you ever use this landline phone handset at home yourself to make calls?

SINGLE CODE

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

**QC21B ASK IF HAVE A HOME LANDLINE PHONE AT QC1 (CODES 1-3) OR AT QC32 (CODE 1) – OTHERS SKIP TO MOBILE PHONE SECTION**

Which of these do you consider is your main supplier for your landline?

SINGLE CODE

- BT ..... 1
- EE ..... 2
- KCOM ..... 3
- NOW TV..... 4
- Plusnet ..... 5
- Post Office ..... 6
- Shell Energy..... 7
- Sky ..... 8
- SSE..... 9
- TalkTalk ..... 10
- Tesco ..... 11
- The Phone Co-op/ The Co-operative ..... 12
- Utility Warehouse..... 13
- Virgin Media ..... 14
- Vodafone..... 15
- Other (WRITE IN) ..... 16
- Don't know ..... 17

**MOBILE PHONE SECTION**

Now some questions about mobile phones.

**QD1 ASK ALL**

How many mobile phones in total do you and members of your household use?

SINGLE CODE

- One ..... 1
- Two ..... 2
- Three ..... 3
- Four or more ..... 4
- None ..... 5
- Don't know ..... 6

**QD2 ASK IF HAVE ANY MOBILE PHONES IN HOUSEHOLD AT QD1 (CODES 1-4) – OTHERS SKIP TO INTERNET SECTION**

Do you personally use a mobile phone?

IF YES - How many mobile phones with different telephone numbers do you use at least once a month? Please include any phones used for work or other purposes.

SINGLE CODE

- One ..... 1
- Two ..... 2
- Three ..... 3
- Four or more ..... 4
- No, I don't use a mobile phone ..... 5

**QD46 ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4) – OTHERS SKIP TO QD25**

Which of these describes how you acquired your main mobile phone?

SINGLE CODE

- It was bought as a brand new phone (as part of a contract including calls, texts and data) ..... 1
- It was bought as a brand new phone (not as part of a contract, just the phone itself) ..... 2
- It was bought as a refurbished/ used phone ..... 3
- It was passed on to me/ hand me down ..... 4
- Something else - SPECIFY ..... 5
- Don't know ..... 6

**QD10 ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4)**

Which mobile network do you use most often?

SINGLE CODE

Asda Mobile .....	1
BT .....	2
EE .....	3
Giffgaff.....	4
iD Mobile (Carphone Warehouse).....	5
Lebara.....	6
Lyca Mobile.....	7
O2 .....	8
Plusnet .....	9
Sky Mobile.....	10
Smarty.....	11
Talk Mobile.....	12
TalkTalk.....	13
Tesco .....	14
Three/ 3.....	15
Utility Warehouse .....	16
Virgin Media/ Any Virgin .....	17
Vodafone.....	18
Voxi .....	19
Other (WRITE IN) _____	20
<hr/>	
Don't know .....	21

**QD24B ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4)**

Do you personally use a smartphone?

A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy.

SINGLE CODE

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

**QD25 ASK IF PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4) AND IF HAVE 2+ MOBILE PHONES IN HOUSEHOLD AT QD1 (CODES 2-4) AND DO NOT PERSONALLY USE A SMARTPHONE AT QD24B (CODES 2-3) OR ASK IF HAVE ANY MOBILE PHONES IN THE HOUSEHOLD AT QD1 (CODES 1-4) IF DO NOT PERSONALLY USE A MOBILE PHONE AT QD2 (CODE 5)**

Are any of the mobile phones used by other members of your household smartphones?

A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally search the internet. Popular brands of smartphone include iPhone and Samsung Galaxy.

SINGLE CODE

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



**QD41 ASK ALL WHO PERSONALLY USE A SMARTPHONE AT QD24B (CODE 1) – OTHERS SKIP TO QD11**

Do you have a 4G or 5G service?

These are services that enable faster mobile internet access. 4G was launched in the UK in 2012 and 5G became available on some new mobile phones in 2019.

SINGLE CODE

- Yes – 4G ..... 1
- Yes – 5G ..... 2
- No, neither ..... 3
- Don't know ..... 4

**QD11 ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4) – OTHERS SKIP TO INTERNET SECTION**

Which of these best describes the mobile package you personally use most often?

SINGLE CODE

- Prepay/ pay as you go – using top-ups ..... 1
- Monthly contract/ SIM-only – paying monthly ..... 2
- Other (WRITE IN) \_\_\_\_\_ 3
- \_\_\_\_\_ 4
- Don't know ..... 4

**QD11A ASK IF HAVE A PAY MONTHLY/ CONTRACT PHONE AT QD11 (CODE 2) – OTHERS SKIP TO QD28A**

When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card?

SINGLE CODE

- Handset and contract ..... 1
- SIM card only ..... 2
- Don't know ..... 3

QD28A **ASK ALL WHO PERSONALLY USE A MOBILE PHONE AT QD2 (CODES 1-4)**

Which, if any, of the following activities do you use your mobile for? Please read through the full list of possible uses.  
MULTICODE OK FOR CODES 1-23

QD28B **ASK IF MENTION ANY ACTIVITY AT QD28A (CODES 1-23) – OTHERS SKIP TO QD28G**

And which of these activities – if any – have you used your mobile phone for more often since the start of social distancing in March 2020 due to the outbreak of Covid-19?

MULTICODE OK – ONLY ALLOW RESPONSES ALREADY GIVEN AT QD28A

	QD28A EVER USED	QD28B USED MORE OFTEN
<b>PHONE FEATURES</b>		
Listen to radio	1	1
Listen to music (not radio)	2	2
Listen to podcasts	3	3
Play games	4	4
Take photos	5	5
Record video clips	6	6
Listen to or read an e-book	7	7
<b>MESSAGING/ CALLS</b>		
Send / receive SMS text messages	8	8
Make normal calls	9	9
Use IM/ instant Messaging (e.g. WhatsApp, Facebook messenger, Snapchat, iMessage)	10	10
Making <u>voice calls</u> using a VoIP service e.g. Skype, WhatsApp or Zoom	11	11
Making <u>video calls</u> e.g. via FaceTime, Skype, WhatsApp or Zoom	12	12
<b>MOBILE WEB</b>		
Send/ receive emails	13	13
General browsing/ surfing the internet	14	14
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo or Facebook)	15	15
Watching TV programmes/ films <del>content</del> online e.g. Netflix, BBC iPlayer, Sky Go	16	16
Accessing/ receiving news	17	17
Accessing/ receiving sports/ team news/ scores	18	18
Using social media e.g. Facebook, Twitter, LinkedIn, Snapchat, Instagram	19	19
Contactless mobile payment at point of sale/ checkouts e.g. Apple Pay, Google Wallet or contactless bank cards	20	20
Use your phone for Sat Nav or directions	21	21
Checked in somewhere by scanning a QR code with the NHS COVID-19 Test and Trace app	22	22
Other (WRITE IN)	23	23
None of these (SINGLE CODE)	24	24
Don't know (SINGLE CODE)	25	25

**QD28G ASK IF HAVE A SMARTPHONE AT QD24B (CODE 1) – OTHERS SKIP TO INTERNET SECTION**

Do you use any of the following types of apps or applications on your smartphone?

MULTICODE OK FOR CODES 1 TO 16

Banking .....	1
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat) .....	2
Games .....	3
Music .....	4
Navigation/ Maps .....	5
News/ newspapers .....	6
Payment services (e.g. Apple Pay, PayPal) .....	7
Shopping (e.g. Amazon, Ocado, eBay) .....	8
Social media (e.g. Facebook, Twitter, Instagram, Snapchat, LinkedIn) .....	9
Taxi booking (e.g. Uber, Ola) .....	10
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube) .....	11
Messaging apps (e.g. WhatsApp, Facebook Messenger) .....	12
Health and fitness apps (e.g. Strava) .....	13
NHS COVID-19 Test and Trace app .....	14
Any other COVID-19 apps (e.g. symptom checker) .....	15
Apps to order food/ drink for the table at a pub/ bar/ restaurant .....	16
NONE OF THESE (SINGLE CODE) .....	17
Don't know (SINGLE CODE) .....	18

## **INTERNET SECTION**

This section of questions is about the internet. This could be at home, at work or when you're out and about. It could be to check emails, use social media, to browse or buy things online, look at news online, using a smart speaker or watch a TV programme or video clip online.

**QE1 ASK ALL**

Does your household have any type of PC, laptop, netbook or tablet computer?

MULTICODE OK FOR CODES 1-4 ONLY

Yes - PC .....	1
Yes - laptop .....	2
Yes - netbook .....	3
Yes – tablet computer – e.g. iPad .....	4
No (SINGLE CODE).....	5
Don't know (SINGLE CODE) .....	6

**QE2 ASK ALL**

Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc)?

IF YES - And do you personally use the internet at home?

SINGLE CODE

Yes – have access and use at home .....	1
Yes – have access but don't use at home .....	2
No do not have access at home.....	3
Don't know .....	4

**IN6 ASK ALL**

Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that?

MULTICODE OK FOR CODES 1-13

Your workplace.....	1
School/ college/ University .....	2
Library .....	3
UK culture centre/ Learn Direct/ other online learning centres.....	4
Internet café .....	5
In someone else's home .....	6
While travelling .....	7
In cafes/ restaurants/ pubs/ bars .....	8
In shops or shopping centres .....	9
On public transport.....	10
In leisure centres/ gyms/ sports grounds.....	11
Outdoor areas such as parks .....	12
Other (WRITE IN) .....	13
<hr/>	
No, do not (SINGLE CODE).....	14

**QE58 ASK ALL WITH INTERNET ACCESS AT HOME AT QE2 (CODES 1-2) WHO LIVE IN A HOUSEHOLD WITH 2+ PEOPLE AT SI**

How many people in your household share the internet connection?  
(ANSWER CANNOT BE HIGHER THAN THE VALUE AT SI)

**QE59 ASK ALL WITH INTERNET ACCESS AT HOME AT QE2 (CODES 1-2)**

Which of these – if any – is your home internet connection used for?  
**MULTICODE OK FOR CODES 1-3**

- Working from home ..... 1
- Ordinary school work/ homework ..... 2
- Distance learning due to Covid-19 (e.g. video lessons with a teacher)..... 3
- None of these (SINGLE CODE) ..... 4

**S1BBC. ASK ALL WHO USE THE INTERNET AT HOME AT QE2 (CODE 1) OR ELSEWHERE AT IN6 (CODES 1-13)**

Please think about how much **time you spend online** across a typical week.

Please think about the time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online and doing schoolwork.

This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else.

How many **hours** in a typical **week** would you say you spend online?

None	1
Up to 2 hours	2
3 to 5 hours	3
6 to 8 hours	4
9 to 11 hours	5
12 to 15 hours	6
16 to 22 hours	7
Over 22 hours	8
Don't know/ unsure	9

**S1ABBC. ASK IF GO ONLINE AT S1BBC (CODES 2-8) – OTHERS SKIP TO QE23**

What number from 1 to 10 best describes you, where:

- 1 is someone who goes online only sometimes, perhaps to check messages or to look up something specific
- 10 is someone who is always online for social media or messaging, watching online videos, finding information online, and so on

1	2	3	4	5	6	7	8	9	10
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QE23 **ASK IF USE INTERNET AT HOME AT QE2 (CODE 1) OR ELSEWHERE AT IN6 (CODES 1-13) – OTHERS SKIP TO QE9**

And how often do you personally use the internet nowadays either at home or elsewhere?

SINGLE CODE

- Several times a day ..... 1
- About once a day ..... 1
- Several times a week ..... 2
- At least once a week ..... 3
- Less often ..... 4
- Never ..... 5
- Don't know ..... 6

**CONTINUE IF HAVE ACCESS TO THE INTERNET AT HOME AT QE2 (CODE 1 OR 2)**

**CONTINUE IF USE THE INTERNET ANYWHERE ELSE AT IN6 (CODES 1-13)**

**THOSE WITHOUT ACCESS AT HOME AND WHO DO NOT USE THE INTERNET ANYWHERE ELSE SKIP TO QE24**

QE9 **ASK IF HAVE ACCESS TO THE INTERNET AT HOME AT QE2 (CODE 1 OR 2) – THOSE WITHOUT ACCESS AT HOME SKIP TO QE5A**

Which of these methods does your household use to connect to the internet at home?

MULTICODE OK FOR CODES 1-5

- Fixed **Broadband** through a phone line or cable service – perhaps using a Wi-Fi ...router to go online, via any device.....1 Fixed Broadband
- Mobile Broadband from a mobile network – connecting via a **USB stick** or **dongle** or **Mobile Wi-Fi router**, or **built in** connectivity in a laptop or netbook or tablet computer with a SIM card.....2 Mobile Broadband
- Access to the internet using a **mobile phone or smartphone** – using your phone's **3G or 4G or 5G mobile network** .....3 Mobile Internet
- Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection – known as **tethering** .....4 Tethering
- Other (WRITE IN) .....5 Unknown
- Don't know (SINGLE CODE) .....6 Unknown

QE7 **ASK IF HAVE ACCESS TO THE INTERNET AT HOME AT QE2 (CODE 1-2) – OTHERS SKIP TO QE5A**

Which internet service provider (ISP) does your household currently use as its MAIN supplier at home?

SINGLE CODE

Airband.....	1
Boundless Networks .....	2
BT .....	3
EE .....	4
GiffGaff.....	5
Gigaclear.....	6
Hyperoptic.....	7
KCOM .....	8
Lothian Broadband .....	9
NOW TV/ NOW Broadband .....	10
O2 .....	11
Plusnet .....	12
Post Office .....	13
Quickline .....	14
Shell Energy (previously First Utility) .....	15
Sky .....	16
SSE.....	17
TalkTalk .....	18
Tesco .....	19
Three Broadband/ Relish .....	20
Utility Warehouse.....	21
Virgin Media .....	22
Vodafone.....	23
Zen.....	24
Other (WRITE IN) .....	25
Don't know .....	26

QE5A **ASK IF USE INTERNET AT HOME AT QE2 (CODE 1) OR ELSEWHERE AT IN6 (CODES 1-13) – OTHERS SKIP TO ROUTING AT QE51**

Please think about any reason you may have for going online, at home or anywhere else, perhaps using a computer, mobile phone, tablet or smart watch, using broadband, through Wi-Fi or a mobile phone signal.

Which, if any, of these do you do online?

Please read through the full list of possible uses.

MULTICODE OK FOR CODES 1-25

QE5B **ASK IF MENTION ANY ACTIVITY AT QE5A (CODES 1-25) – OR SKIP TO ROUTING AT QE51**

And which of these activities – if any – have you done online more often since the start of social distancing in March 2020 due to the outbreak of Covid-19?

MULTICODE OK FOR CODES 1-25 – ONLY ALLOW RESPONSES ALREADY GIVEN AT QE5A

	QE5A EVER USED	QE5B DONE MORE OFTEN
<b>PURCHASING/ FINANCES</b>		
Online shopping (purchasing goods/services/ tickets etc. through sites like Amazon)	1	1
Online food deliveries from supermarkets	2	2
Online food takeaway deliveries	3	3
Online banking/ paying bills e.g. transferring money between accounts, managing mortgage or other payments	4	4
Trading/ auctions e.g. eBay, Facebook marketplace	5	5
<b>COMMUNICATION</b>		
Send/ receive e-mails	6	6
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat, WhatsApp	7	7
Making <u>voice</u> calls using a VoIP service e.g. Skype, WhatsApp or Zoom	8	8
Making <u>video</u> calls e.g. via FaceTime, Skype, WhatsApp or Zoom	9	9
<b>INFORMATION/ HEALTHCARE</b>		
Finding/ downloading information for work/ business/ school/ college/ university/ homework	10	10
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	11	11
To find information on health related issues	12	12
Remote healthcare services e.g. video consultation with GP	13	13
Accessing news	14	14
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	15	15
Online home workouts (e.g. Joe Wicks or via subscriptions such as Peloton)	16	16
<b>ENTERTAINMENT</b>		
Watching TV programmes/ films/ sport content online (e.g. Netflix, BBC iPlayer, or Sky Go)	17	17
Listening to live radio through a website or app	18	18
Listening to catch-up or on-demand radio through a website or app	19	19
Streamed audio services e.g. Spotify or Deezer or Apple Music	20	20
Watching short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	21	21
Playing games online/ interactively	22	22
<b>SOCIAL</b>		
Using social media sites or apps (such as Facebook, Twitter, LinkedIn, Instagram or Snapchat)	23	23
Online dating sites/ apps	24	24
Other (WRITE IN)	25	25
None of these (SINGLE CODE)	26	26
Don't know (SINGLE CODE)	27	27



QE51 **ASK IF HAVE FIXED BROADBAND AT HOME (QE9 CODE 1) – OTHERS SKIP TO ROUTING AT QE24**

Which of these fixed broadband services does your household have?

SINGLE CODE

- Standard broadband – Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30Mbps..... 1
- Superfast broadband – A premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30Mbps or higher and less than 300Mbps..... 2
- Ultrafast broadband – the download speed is 300Mbps or higher ..... 3
- Don't know ..... 4

QE35 **ASK ALL WITH FIXED BROADBAND AT HOME AT QE9 (CODE 1)**

A wireless router allows you to have a wireless broadband connection throughout the house (also known as Wi-Fi), without needing cables running from your PC, laptop or other device to your telephone socket

Do you or anyone in your household use a fixed wireless internet connection at home - also known as Wi-F)?

[FOR THOSE WITH BOTH FIXED AND MOBILE BB – Please do not count your mobile broadband. In this case we are only talking about your broadband access which is connected to your fixed line]

SINGLE CODE

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

QE24 **ASK ALL WITHOUT INTERNET AT HOME (QE2 CODE 3) – OTHERS SKIP TO TEXT AHEAD OF QE30**

How likely are you to get internet access at home in the next 12 months?

SINGLE CODE

- Certain to.....1 QE30
- Very likely .....2 QE30
- Likely .....3 QE30
- Unlikely.....4
- Very unlikely.....5
- Certain not to.....6
- Don't know .....7 QE30

**QE25A ASK ALL WHO ARE UNLIKELY TO GET INTERNET ACCESS IN NEXT 12 MONTHS AT QE24 (CODES 4-6) – OTHERS SKIP TO TEXT AHEAD OF QE30**

Which of these are reasons why you are unlikely to get internet access at home in the next 12 months?  
MULTICODE OK FOR CODES 1-16

**QE25B ASK IF GIVE MORE THAN ONE REASON AT QE25A (CODES 1-11) – OTHERS SKIP TO TEXT AHEAD OF QE30**

And, which one of these reasons is your MAIN reason for not getting internet access at home?  
SINGLE CODE – ONLY ALLOW RESPONSE GIVEN AT QE25A

	QE25A ANY REASONS	QE25B MAIN REASON
No need to go online/ not interested	1	1
Broadband set up costs are too high	2	2
Cost of a desktop, tablet or laptop computer to use the internet is too high	3	3
Cost of a mobile phone handset to use the internet is too high	4	4
Monthly cost of a fixed broadband service is too high	5	5
Monthly cost of a mobile phone service is too high	6	6
Getting online/ getting connected to the internet is too complicated	7	7
Using the internet is too complicated	8	8
Happy to use the internet at work/ elsewhere	9	9
Someone else can go online for me if necessary	10	10
Don't have broadband where I live	11	11
Broadband is too slow where I live	12	12
Concerned about security/ fraud/ privacy	13	13
Concerned about harmful/ offensive content	14	14
Poor eyesight	15	15
Other (WRITE IN)	16	16
Don't know (SINGLE CODE)	17	17

As well as using landlines and mobile phones it is possible to make phone calls using the internet, using services such as Skype, FaceTime, WhatsApp, Zoom or Facebook Messenger.

**QE30 ASK ALL WHO HAVE NOT SAID THEY USE VOICE OR VIDEO CALLS ONLINE AT QD28A (NOT CODES 13-14) OR AT QE5A (NOT CODES 8-9)**

Have you or anyone in your household ever used one of these services to make voice or video calls using the internet at home?  
SINGLE CODE

- Yes ..... 1
- No never used ..... 2
- Don't know ..... 3

**QE31 ASK IF USE ONLINE VOICE OR VIDEO CALLS AT QE30 (CODE 1) OR AT QD28A (CODES 13-14) OR AT QE5A (CODES 8-9) – OTHERS SKIP TO SMART TECHNOLOGY SECTION**

TEXT FOR THOSE WHO USE AT QD28A (CODES 13-14) OR WHO USE AT QE5A (CODES 8-9) – You said earlier that you make voice or video calls using an online service...

Which supplier or service does/ did your household use to make voice or video calls using the internet?  
MULTICODE OK FOR CODES 1-11

Facebook Messenger .....	1
FaceTime .....	2
Google Hangouts .....	3
Houseparty .....	4
Instagram .....	5
Microsoft Teams.....	6
Skype .....	7
Snapchat .....	8
WhatsApp.....	9
Zoom .....	10
Other (WRITE IN).....	11
<hr/>	
Don't know (SINGLE CODE).....	12

**QE50 ASK IF USE ONLINE VOICE OR VIDEO CALLS AT QE30 (CODE 1) OR AT QD28A (CODES 13-14) OR AT QE5A (CODES 8-9)**

How often do you or does anyone in your household use these services to make or receive voice or video calls?  
SINGLE CODE

Every day .....	1
At least once a week .....	2
At least once a month.....	3
A few times a year.....	4
Less than once a year .....	5
Don't know.....	6

**QE50A ASK IF USE ONLINE VOICE OR VIDEO CALLS AT QE30 (CODE 1) OR AT QD28A (CODES 13-14) OR AT QE5A (CODES 8-9)**

How does your household's use of these voice or video call services compare to a year ago – so the start of the year 2020 before the outbreak of Covid-19? Do you...  
SINGLE CODE

Now use these a lot more .....	1
Now use these a little more .....	2
Use these about the same .....	3
Now use these a little less .....	4
Now use these a lot less .....	5
Don't know.....	6

**QE50B ASK IF USE ONLINE VOICE OR VIDEO CALLS AT QE30 (CODE 1) OR AT QD28A (CODES 13-14) OR AT QE5A (CODES 8-9)**

Which – if any – of these are the voice or video calls used for?  
MULTICODE OK FOR CODES 1-4

Working from home .....	1
Ordinary school work/ homework.....	2
Distance learning due to Covid-19 (e.g. video lessons with a teacher).....	3
Catching up with friends/ family.....	4
None of these (SINGLE CODE) .....	5

**SMART TECHNOLOGY SECTION**

This section of questions is about ‘smart devices’ which are becoming common in our homes and connect to the internet with the aim of making our lives easier. These would include smart watches or fitness trackers and smart speakers which respond to voice commands like “Alexa” or “Hey Google”.

**QV10 ASK ALL**

Do you or does anyone in your household have a **smart watch** or **wearable tech** such as a **fitness tracker** – a wearable computer that may be compatible with a smartphone?

Popular brands include Apple Watch, Fitbit and Garmin.

MULTICODE OK FOR CODES 1-2

- Yes – I use this .....1
- Yes – someone else in the household has this .....2
- No, do not have this at home .....3
- Don't know .....4

**QV11 ASK ALL**

Do you or does anyone in your household have a **smart speaker** which can respond to voice commands like “Alexa” or “Hey Google” or “Siri”?

Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod.

MULTICODE OK FOR CODES 1-2

- Yes – I use this .....1
- Yes – someone else in the household has this .....2
- No, do not have this at home .....3
- Don't know .....4

**QV1 ASK ALL**

Could you please look through all of the options shown here. Which of these do you, or does anyone in your household, have in your home at the moment?

MULTICODE OK FOR CODES 1-9

**QV2 ASK ALL WITH ANY SMART DEVICES AT QV1 (CODES 1-9) – OTHERS SKIP TO QV3**

And do you personally use [item at QV1]?

MULTICODE OK FOR CODES 1-9

	QV1 AT HOME	QV2 USE PERSONALLY
Smart home security such as security cameras, alarms and video doorbells which can send alerts to your mobile phone, tablet or smart speaker	1	1
Smart bathroom scales which work with an app to keep a record of measurements and set goals	2	2
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	3	3
Smart lighting which you can control remotely using an app on your mobile phone or smart speaker	4	4
Smart heating which you can control remotely using an app on your mobile phone or smart speaker	5	5
Smart smoke alarms which send an alert to your phone	6	6
Smart fridge freezer with cameras to see what's inside using your phone while you're out shopping	7	7
Smart video calling devices such as Facebook Portal with cameras that move to keep you in the frame and allow you to have video calls with others on their phone or tablet	8	8
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	9	9
None of these (SINGLE CODE)	10	10
Don't know (SINGLE CODE)	11	11

**QV3 ASK IF HOUSEHOLD HAS A SMART SPEAKER AT QV11 (CODE 1-2) – OTHERS SKIP TO QV6**

Which brands or types of smart speakers do you have in your household?

MULTICODE OK FOR CODES 1-13

Amazon Echo .....	1
Apple HomePod.....	2
Bose.....	3
Google Home/ Google Nest.....	4
Harman Kardon .....	5
JBL.....	6
LG .....	7
Pure .....	8
Samsung.....	9
Sonos.....	10
Sony.....	11
Zolo.....	12
Other - SPECIFY .....	13
Don't know (SINGLE CODE) .....	14

**QV4 ASK ALL WHO USE A SMART SPEAKER AT QV11 (CODE 1) – OTHERS SKIP TO QV6**

Thinking of your household's smart speaker – such as an Amazon Echo, Google Home, or Apple HomePod...

Which of these do you use your smart speaker for?

MULTICODE OK FOR CODES 1-15

	QV4 EVER USE
Listen to a live radio station	1
Listen to music via a streaming service – like Spotify, Apple Music or Deezer	2
Listen to a podcast	3
Play an interactive audio game	4
Get news reports	5
Get weather reports	6
Get travel information or updates	7
Searching for information online or asking general questions	8
Purchase a product from a retailer	9
As an alarm, personal schedule reminder or to make a shopping list	10
To control a household device, such as the TV or set top box	11
To control smart home devices such as heating or lighting	12
To make calls, send texts or emails by pairing the speaker with contacts on your mobile phone	13
To call other people's smart speakers	14
To search for health advice from the NHS	15
None of these (SINGLE CODE)	16
Don't know (SINGLE CODE)	17

**QV6 ASK ALL**

Does anyone in your household ever use voice controls– perhaps to search for information, to control devices or to set alarms or reminders?

This would include using commands such as ‘Alexa’, ‘Hey Siri’ or ‘Hey or OK Google’, or using voice controls with smart speakers, mobile phones or smart TV remote controls such as Sky Q to search for something or ask a question.

SINGLE CODE

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

**QV7 ASK IF ANYONE USES VOICE CONTROLS AT QV6 (CODE 1) – OTHERS SKIP TO QV9**

Which of these types of information or tasks are achieved using voice controls in your household?

MULTICODE OK FOR CODES 1 TO 15

Weather information .....	1
Travel information .....	2
Playing games .....	3
Playing music – e.g. Spotify.....	4
Starting/ opening up a podcast.....	5
Starting/ opening up a radio station .....	6
Starting/ opening up a TV programme.....	7
Starting/ opening up an on-demand service like Netflix.....	8
Controlling lighting or heating in your home .....	9
Getting the news headlines .....	10
Getting ‘how to’ instructions.....	11
Setting a reminder or alarm for a specific time .....	12
Finding out which music is being played .....	13
Finding a TV programme or channel or on-demand service .....	14
Anything else – SPECIFY .....	15
Don't know .....	16

**QV8 ASK IF ANYONE USES VOICE CONTROLS AT QV6 (CODE 1)**

Who in your household uses voice controls? Please include yourself if that's correct.

MULTICODE OK FOR CODES 1 TO 9

Child aged under 5 .....	1
Child aged 5-7 .....	2
Child aged 8-11 .....	3
Child aged 12-15 .....	4
Adult aged 16-24 .....	5
Adult aged 25-44 .....	6
Adult aged 45-64 .....	7
Adult aged 65-74 .....	8
Adult aged 75 and over.....	9
Don't know (SINGLE CODE) .....	10
Refused (SINGLE CODE) .....	11

QV9 **ASK ALL**

Does anyone in your household have a car?

Does any car used by someone in your household have any of these features?

MULTICODE OK FOR CODES 1-10

A DAB digital radio .....	1
The ability to make and receive calls 'hands free' on a mobile phone via the car's dashboard using bluetooth .....	2
An in-built 'infotainment system' with a touchscreen to control this in the dashboard of the car .....	3
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centring .....	4
The ability to stream music and other audio content from a phone through the car's audio system.....	5
The ability to stream apps from a smartphone by connecting your phone to the car's dashboard – using software such as Apple CarPlay or Android Auto .....	6
In-built Wi-Fi 'hotspot' – so you and others can use the car's own data connection to go online .....	7
Remote monitoring of the car using a smartphone – for example enabling you to lock or unlock the car, check fuel levels, monitor the car's performance, identify faults or remind you where you parked .....	8
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead .....	9
Built-in satellite navigation with a screen in the car's dashboard .....	10
None of these (SINGLE CODE) .....	11
Don't know (SINGLE CODE).....	12
No car used by someone in the household (SINGLE CODE) .....	13

**RADIO SECTION**

This next section of questions is about radio, including digital radio.

QP24 **ASK ALL**

Some devices, as well as radio sets, can receive digital radio which allow access to a greater number of stations than available on AM/ FM radio. Examples of digital radio stations include Absolute 80s, BBC 6 Music, Radio 5 live sports extra.

Before today, which of these ways of listening to digital radio were you aware of?

MULTICODE OK FOR CODES 1-4

DAB radio.....	1
On TV via Freeview, cable or satellite TV services.....	2
Online via an app or web browser on a smartphone, tablet or computer .....	3
On a smart speaker such as Amazon Echo, Google Home .....	4
I wasn't aware of digital radio before today (SINGLE CODE).....	5

QP4 **ASK ALL**

Please think about **any** types of radios that you have at home – so please include any FM, AM or digital radios, including radios within alarm clocks or Hi-Fi systems.

For now, please don't include car radios, and don't include any radio listening through computers, smart speakers, TVs or phones.

In which of these rooms at home do you have any radios?

MULTICODE OK FOR CODES 1-9

Living room/ lounge.....	1
Kitchen/ kitchen diner/ dining room.....	2
Hallway/ landing.....	3
Bathroom/ shower room.....	4
Bedroom .....	5
Garage/ shed .....	6
Study/ home office .....	7
Move around as needed/ portable .....	8
Other (WRITE IN) _____	9
<hr/>	
None – do not have any radios at home (SINGLE CODE).....	10

QP5 **ASK ALL WITH ONE OR MORE RADIOS AT QP4 (CODES 1-9) – OTHERS SKIP TO QP1**

How many radios do you have in your home that you, or someone in your household, listen to in most weeks?

WRITE IN NUMBER AND CIRCLE IN CODEFRAME

None .....	1	QP1
1.....	2	
2-3.....	3	
4-5.....	4	
6-10.....	5	
11 or more.....	6	
Don't know .....	7	QP1



**QP7 ASK ALL WHO HAVE AT LEAST ONE ACTIVE RADIO AT QP5 (CODES 2-6) – OTHERS SKIP TO QP1**

You said that you have [NUMBER IN BOX AT QP5] radios in your home that someone in the household listens to in most weeks. How many of these [NUMBER AT QP5] radios are DAB radio sets?

WRITE IN NUMBER AND CIRCLE IN CODEFRAME

- None..... 1
- 1 ..... 2
- 2-3 ..... 3
- 4-5 ..... 4
- 6-10 ..... 5
- 11 or more ..... 6
- Don't know ..... 7

**QP1 ASK ALL**

During an average week, on how many days do you listen to the radio?

Include all ways of listening, including at home, in the car, at work, via mobile phone, or smart speaker for example  
SINGLE CODE

- 7 days a week ..... 1
- 6 days a week ..... 2
- 5 days a week ..... 3
- 3 or 4 days a week ..... 4
- 1 or 2 days a week ..... 5
- Less often ..... 6
- Never/ do not listen to the radio ..... 7
- Don't know ..... 8

**QP25 ASK ALL**

How often, if at all, do you do each of these types of activities...

SINGLE CODE PER ROW

		At least daily	At least weekly	At least monthly	Less than once a month	Never	Don't know
A	Listen to live radio (so at the same time as the show is broadcast)	1	2	3	4	5	6
B	Listen to catch-up radio (so after the show was originally broadcast)	1	2	3	4	5	6
C	Listen to podcasts – audio shows available online	1	2	3	4	5	6
D	Listen to a paid-for or subscription music streaming service – e.g. Spotify Premium or Apple Music	1	2	3	4	5	6
E	Listen to a free music streaming service – e.g. Spotify Free	1	2	3	4	5	6
F	Listen to an audiobook – perhaps from apps like Audible	1	2	3	4	5	6
G	Listen to music videos online or through music TV channels as background listening	1	2	3	4	5	6
H	Play an interactive audio game using only your voice – such as The Inspection Chamber or Jeopardy	1	2	3	4	5	6

QP26 **ASK ALL WHO EVER DO EACH ACTIVITY AT QP25 (CODES 1-4 EACH ROW)**

Which devices do you ever use to...

MULTICODE CODES 1-9 OK FOR EACH ROW

		FM/ AM radio	DAB radio	Internet / WiFi radio set	TV set	Smart speake r	Mobile phone	Tablet comput er	Laptop/ deskto p comput er	Other device/ s	Don't know
A	Listen to live radio (so at the same time as the show is broadcast)	1	2	3	4	5	6	7	8	9	10
B	Listen to catch-up radio (so after the show was originally broadcast)			3	4	5	6	7	8	9	10
C	Listen to podcasts – audio shows available online			3	4	5	6	7	8	9	10
D	Listen to a paid-for or subscription music streaming service – e.g. Spotify Premium or Apple Music			3	4	5	6	7	8	9	10
E	Listen to a free music streaming service – e.g. Spotify Free			3	4	5	6	7	8	9	10
F	Listen to an audiobook – perhaps from apps like Audible			3	4	5	6	7	8	9	10
G	Listen to music videos online or through music TV channels as background listening			3	4	5	6	7	8	9	10
H	Play an interactive audio game using only your voice – such as The Inspection Chamber or Jeopardy					5	6	7	8	9	10

QP22 **ASK ALL WHO LISTEN TO RADIO AT QP1 (CODES 1-6) – OTHERS SKIP TO QP12**

Do you personally use a car at all – as a driver or passenger?

**IF YES** - Which of these ways do you listen to audio content in a car?

MULTICODE OK FOR CODES 1-8

Listen to live radio on an in-car FM or AM radio.....	1
Listen to live radio on an in-car DAB radio .....	2
Listen to digital radio on a mobile phone via an app such as RadioPlayer or TuneIn.....	3
Listen to live FM radio on a mobile phone.....	4
Listen to music on an in-car CD, tape or minidisc player .....	5
Listen to music using a streaming service like Spotify, Apple Music or Deezer via a mobile phone.....	6
Listen to music using a streaming service like Spotify, Apple Music or Deezer via an in-car infotainment system (not via a mobile phone).....	7
Listen to music stored on a phone .....	8
Listen to a podcast via a mobile phone .....	9
None of these (SINGLE CODE) .....	10
Don't use a car (SINGLE CODE) .....	11

QP14 **ASK ALL WHO LISTEN TO RADIO AT QP1 (CODES 1-6)**

Thinking of digital radio...

Which, if any, of these features did you associate with digital radio before today?

MULTICODE OK FOR CODES 1-8

A wider choice of radio stations/ digital-only radio stations .....	1
Clear and high quality sound .....	2
Interference free/ no dropped signal .....	3
Extra features (including ability to pause and rewind live radio, programme guides) .....	4
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests) .....	5
Ease of use (e.g. find your station by name, not frequency) .....	6
Future-proof/ ready for switchover .....	7
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device .....	8
None of these (SINGLE CODE) .....	9

QP12 **ASK ALL WITH NO DAB SETS IN THEIR HOUSEHOLD AT QP7 (CODE 1) – OTHERS SKIP TO TV SECTION**

How likely is it that your household will get a DAB radio in the next 12 months?

SINGLE CODE

Certain to .....	1	QP27
Very likely .....	2	QP27
Likely .....	3	QP27
Unlikely .....	4	
Very unlikely .....	5	
Certain not to .....	6	
Don't know .....	7	QP27

QP14A **ASK ALL UNLIKELY TO GET DAB SET IN NEXT 12 MONTHS AT QP12 (CODES 4-6) – OTHERS SKIP TO TV SECTION**

Which of these are reasons why you are unlikely to get a DAB radio in the next 12 months?  
 MULTICODE OK FOR CODES 1-12

No need .....	1
Happy to use existing service .....	2
Happy to use analogue radio service .....	3
Too expensive generally .....	4
Don't know why I should .....	5
Can't afford it .....	6
Would never listen .....	7
Will get it when I have to/ when switchover .....	8
Poor reception in our area .....	9
Not available in our area .....	10
Can receive through digital TV service.....	11
Other (WRITE IN) .....	12
<hr/>	
Don't know (SINGLE CODE).....	13

**TV SECTION**

This section of questions is about TV and video services.

**QH86 ASK ALL**

Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films?

SINGLE CODE

Any working TV sets used in the household.....	1	QH53
No working TV sets used in the household .....	2	QH66

**QH66 ASK ALL WITH NO TV IN THE HOUSEHOLD AT QH86 (CODE 4) – OTHERS SKIP TO QH53**

Which of these are reasons why you don't have a television set in your household?

MULTICODE OK FOR CODES 1-8

Not interested in watching TV .....	1
Don't want to pay the TV Licence.....	2
Can't afford to pay the TV Licence .....	3
Busy with other interests .....	4
Watch online TV/ video services (e.g. BBC iPlayer, Netflix, Amazon Prime Video) on another device (not a TV set) .....	5
Can't afford to replace broken TV set.....	6
Too expensive to buy and install .....	7
Other (WRITE IN) .....	8
Don't know.....	9

**QH53 ASK IF HAVE A TV AT QH86 (CODE 1) – OTHERS SKIP TO QH87AA**

Which of these best describes the main TV set in your household?

SINGLE CODE

An HDTV set or HD ready – which can receive High Definition picture quality.....	1
An Ultra High Definition (known as UHD) TV set or UHD ready – also known as 4K TV .....	2
Neither of these .....	3
Don't know .....	4

**QH87AA ASK ALL**

Which – if any – of these TV services are used in your household to watch programmes, shows or films?

MULTICODE OK FOR CODES 1-6

Sky TV (with a monthly subscription).....	1
Virgin Media (cable TV subscription) .....	2
Freeview or Freeview Play .....	3
BT TV .....	4
TalkTalk TV/ EE TV/ Plusnet TV/ YouView .....	5
Freesat/ Sky TV (free service, no subscription).....	6
None of these (SINGLE CODE) .....	7
Don't know (SINGLE CODE) .....	8

QH87AB **ASK ALL**

Which – if any – of these other TV services are used in your household to watch programmes, shows or films?  
MULTICODE OK FOR CODES 1-12

BBC iPlayer .....	1
ITV Hub or STV Player (free).....	2
ITV Hub+ (premium paid service with no adverts).....	3
All4 (free) .....	4
All4+ (premium paid service with no adverts).....	5
My5 .....	6
S4C Clic (Welsh language service) .....	7
Sky on Demand or Sky Go .....	8
Virgin TV Catch-up or Virgin Media Go .....	9
Discovery+ (formerly Dplay) .....	10
UKTV Play .....	11
YouTube channels.....	12
None of these (SINGLE CODE) .....	13
Don't know (SINGLE CODE).....	14

QH87AC **ASK ALL**

Which – if any – of these paid-for on-demand services are used in your household to watch programmes, shows or films?  
MULTICODE OK FOR CODES 1-7

Netflix.....	1
Amazon Prime Video .....	2
Disney+ .....	3
NOW TV Entertainment Pass or NOW TV Cinema Pass .....	4
Britbox.....	5
Apple TV+ .....	6
Acorn TV.....	7
None of these (SINGLE CODE) .....	8
Don't know (SINGLE CODE).....	9

QH87AD **ASK ALL**

Which – if any – of these are used in your household to watch programmes, shows or films?  
MULTICODE OK FOR CODES 1-8

Amazon Fire TV (plug in stick, plug in box or cube) .....	1
Google Chromecast.....	2
Roku .....	3
Apple TV box .....	4
NOW TV Smart Stick .....	5
Apps you can use on your TV set to stream programmes on-demand .....	6
Facebook Watch.....	7
Twitter .....	8
None of these (SINGLE CODE) .....	9
Don't know (SINGLE CODE).....	10

QH87AE **ASK ALL**

Which – if any – of these are used in your household to watch sports?

MULTICODE OK FOR CODES 1-8

Sky Sports channels or Sky Sports Pass from NOW TV .....	1
BT Sport channels or BT Sport Monthly Pass .....	2
Amazon Prime Video .....	3
Eurosport monthly or annual pass .....	4
NBA pass .....	5
Twitch .....	6
Pick TV .....	7
UFC Fight Pass .....	8
None of these (SINGLE CODE) .....	9
Don't know (SINGLE CODE) .....	10

QR1A **ASK ALL WITH SKY SATELLITE TV AT QH87AA (CODE 1)**

Does your household have Sky+ or Sky Q?

Sky+ has been available with the Sky digital system since 2001 and allows users to record and store TV programmes, and also pause and rewind live TV programmes.

Sky Q has been available since 2016 and allows users to watch recorded programmes on a Sky box in other rooms in the house and, for the first time, on the move using a smartphone or tablet.

SINGLE CODE

Yes – Sky + .....	1
Yes – Sky Q .....	2
Yes – both Sky+ and Sky Q .....	3
Yes – not sure which .....	4
No .....	5
Don't know .....	6

QH88 **ASK IF HAVE BOTH SKY SATELLITE PAID (QH87AA CODE 1) AND NETFLIX (QH87AC CODE 1) – OTHERS SKIP TO QH89**

Your household has Netflix and Sky TV.

How is Netflix paid for as far as you know?

SINGLE CODE

Pay Netflix direct .....	1
Pay Sky TV to receive Netflix .....	2
Pay mobile phone provider to receive Netflix .....	3
We share someone else's Netflix login .....	4
Something else .....	5
Don't know .....	6

**QH89 ASK IF HAVE BOTH VIRGIN CABLE TV (QH87AA CODE 2) AND NETFLIX (QH87AC CODE 1) – OTHERS SKIP TO QH90**

Your household has Netflix and Virgin Media TV.

How is Netflix paid for as far as you know?

SINGLE CODE

Pay Netflix direct.....	1
Pay Virgin Media TV to receive Netflix .....	2
Pay mobile phone provider to receive Netflix .....	3
We share someone else's Netflix login.....	4
Something else .....	5
Don't know .....	6

**QH90 ASK IF HAVE AMAZON PRIME AT QH87AC (CODE 2) – OTHERS SKIP TO QH79**

Your household has Amazon Prime Video.

How is Amazon Prime Video paid for as far as you know?

SINGLE CODE

Pay Amazon direct.....	1
Pay Virgin Media TV to receive Amazon Prime Video [IF HAVE VIRGIN MEDIA AT QH87AA CODE 2].....	2
Pay mobile phone provider to receive Amazon Prime .....	3
We share someone else's Amazon Prime login .....	4
Something else .....	5
Don't know .....	6

**QH79 ASK IF WATCHED ANY OF ALL4 (QH87AB CODES 4-5), AMAZON PRIME VIDEO (QH87AC CODE 2, Q87AE CODE 3), BBC IPLAYER (QH87AB CODE 1), BT TV (QH87AA CODE 4, Q87AE CODE 2), FACEBOOK (QH87AD CODE 7), ITV HUB OR STV PLAYER (QH87AB CODES 2-3), NOW TV (QH87AD CODE 5), MY5 (QH87AB CODE 6), TWITTER (QH87AD CODE 8), YOUTUBE (QH87AB CODE 12) – OTHERS SKIP TO QH84**

Do you ever use any of these online TV services to watch channels or programmes live at the time they are broadcast?

MULTICODE OK FOR CODES 1-10 ONLY ALLOW RESPONSES GIVEN EARLIER

All 4 .....	1
Amazon Prime Video .....	2
BBC iPlayer.....	3
BT TV (including BT Sport) .....	4
Facebook/ Facebook Watch .....	5
ITV Hub or STV Player.....	6
NOW TV .....	7
My5 .....	8
Twitter .....	9
YouTube.....	10
None of these (SINGLE CODE).....	11
Don't know (SINGLE CODE) .....	12



QH84 **ASK THOSE IN A HOUSEHOLD WITH NETFLIX (QH87AC CODE 1), AMAZON PRIME VIDEO (QH87AC CODE 2), DISNEY+ (QH87AC CODE 3), NOW TV (QH87AC CODE 4), ITV HUB+ (QH87AB CODE 3), BRITBOX (QH87AC CODE 5), ALL4+ (QH87AB CODE 5), APPLE TV+ (QH87AC CODE 6) – OTHERS SKIP TO QH62**

Which - if any - of these are reasons why your household took out a subscription to [NAME OF SERVICE]?

MULTICODE OK FOR CODES 1-20

	QH83A	QH83B	QH83C	QH83D	QH83E	QH83 F	QH83 G	QH83H
	Netflix	Amazon Prime Video	Disney+	NOW TV	ITV Hub+	Britbox	All4+	AppleTV +
To obtain free delivery		1						
To take advantage of a free trial or promotional offer	2	2	2	2	2	2	2	2
To watch exclusive TV content not available elsewhere/ original series made by the provider	3	3	3	3	3	3	3	3
To watch a specific programme/ series	4	4	4	4	4	4	4	4
To access a back catalogue of TV programmes	5	5	5	5	5	5	5	5
To access a back catalogue of films	6	6	6	6	6	6	6	6
To access new movie releases	7	7	7	7	7	7	7	7
To watch at a time that suits	8	8	8	8	8	8	8	8
To watch multiple episodes in a row/ to watch box sets	9	9	9	9	9	9	9	9
To watch something different to the programmes on main TV/ broadcast TV	10	10	10	10	10	10	10	10
Cheaper than a subscription to pay TV (e.g. Sky, Virgin, BT TV)	11	11	11	11	11	11	11	11
Cheaper than buying DVDs	12	12	12	12	12	12	12	12
I saw it advertised and it looked interesting	13	13	13	13	13	13	13	13
No advertising breaks in the programmes/ shows	14	14	14	14	14	14	14	14
Can watch it when I'm away from home/ abroad/ on holiday	15	15	15	15	15	15	15	15
To replace a TV subscription that I/ we cancelled	16	16	16	16	16	16	16	16
Recommendation from a friend/ family member	17	17	17	17	17	17	17	17
Got it to watch during lockdown in 2020	18	18	18	18	18	18	18	18
Got it free when I bought an Apple device								19
Other reasons – SPECIFY	20	20	20	20	20	20	20	20
Don't know (SINGLE CODE)	21	21	21	21	21	21	21	21

**QH62 ASK IF HAVE A TV AT QH86 (CODE 1) – OTHERS SKIP TO QH95**

Are any of your TV sets “Smart TVs”?

IF NECESSARY – It’s a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

SINGLE CODE

- Yes, and the TV is connected to the home broadband ..... 1
- Yes, but the TV is not connected to home broadband ..... 2
- No, do not have a smart TV ..... 2
- Don’t know ..... 3

**QH95 ASK ALL WHO HAVE A TV SET/ LAPTOP/ COMPUTER/ NETBOOK/ SMARTPHONE IN THE HOUSEHOLD – OTHERS SKIP TO QH65**

Which of these do you or does anyone in your household use to watch programmes, sport or films? This could be live TV or on-demand or streaming services.

MULTICODE OK FOR CODES 1 TO 4

- TV set [IF CODE 1 AT QH86] ..... 1
- Laptop/ computer/ netbook [IF CODES 1-3 AT QE1] ..... 2
- Tablet computer (e.g. iPad) [IF CODE 4 AT QE1] ..... 3
- Smartphone [IF CODE 1 AT QD25 OR CODE 1 AT QD24B] ..... 4
- None of these (SINGLE CODE) ..... 5
- Don’t know (SINGLE CODE) ..... 6

**QH96 ASK ALL WHERE A TV SET IS WATCHED AT QH95 (CODE 1)**

Do you or does anyone in your household use any of these ways to watch live TV or on demand or streaming services **via your TV screen?**

MULTICODE OK FOR CODES 1 TO 7

- Using TV apps or services on your smart TV’s home screen to stream programmes [IF CODE 1 AT QH62] ..... 1
- A set-top box connected to your TV (such as Sky Plus/Q, Virgin Media Tivo/V6, BT TV, YouView) to access streaming services ..... 2
- A streaming box or stick (such as Amazon Fire TV, NOW TV, Google Chromecast, Roku, Apple TV) connected to your TV ..... 3
- A laptop/ computer/ netbook connected to your TV [IF CODES 1-3 AT QE1] ..... 4
- A tablet computer (e.g. iPad) connected to your TV [IF CODE 4 AT QE1] ..... 5
- A smartphone connected to your TV [IF CODE 1 AT QD25 OR CODE 1 AT QD24B] ..... 6
- Games console connected to your TV ..... 7
- None of these (SINGLE CODE) ..... 8
- Don’t know (SINGLE CODE) ..... 9

QH65 **ASK IN NORTHERN IRELAND ONLY – OTHERS SKIP TO QH85**

**ASK IF HAVE A TV AT QH86 (CODE 1) – OTHERS SKIP TO QH85**

How frequently, if at all, do you watch each of these channels?

SINGLE CODE PER ROW A-D

		Every day	At least weekly	At least monthly	Less often than monthly	Never	Don't know
A	RTÉ 1	1	2	3	4	5	6
B	RTÉ 2	1	2	3	4	5	6
C	Virgin Media One	1	2	3	4	5	6
D	TG4	1	2	3	4	5	6

QH85 **ASK ALL**

Which of these describe how you choose what programmes, channels or films to watch – on live TV or on-demand services like Netflix?

Please choose as many as apply

MULTICODE OK FOR CODES 1-12

- I have specific programmes I watch regularly ..... 1
- I browse through the channels to see what's available ..... 2
- I browse through the options on the on-demand service(s) to see what's available ..... 3
- I look in newspapers or magazines ..... 4
- I see it promoted in trailers or adverts or notifications ..... 5
- If it's in the 'recommended for you' section at the top of the on-screen TV guide ..... 6
- If it's in the 'recommended for you' section on the on-demand service ..... 7
- Friends or family recommend things to me ..... 8
- Mentions on social media ..... 9
- Starts playing automatically/ autoplay ..... 10
- It's discussed or reviewed on TV, radio or in newspapers or magazines ..... 11
- Other (WRITE IN) ..... 12
- Don't know ..... 13

**DEMOGRAPHICS**

To finish the interview, here are some questions about you and your household. You are, of course, free to choose not to answer each question.

**QZ18 ASK FOR EACH SERVICE AVAILABLE IN THE HOUSEHOLD - LANDLINE (QC1 CODE 1-3 OR QC32 CODE 1), MOBILE PHONE (QD1 CODES 1-4), FIXED BROADBAND (QE9 CODE 1), PAY TV SERVICE (QH87AA CODES 1-2, 4-5 OR QH87AC CODES 1-7)**

Who makes any of the decisions about the [SERVICE] for your household?

Please choose as many as apply for each service.

MULTICODE OK FOR CODES 1-11

	LANDLINE PHONE	MOBILE PHONE	FIXED BROADBAND	PAY TV SERVICE
I do	1	1	1	1
Husband/ male partner	2	2	2	2
Wife/ female partner	3	3	3	3
Father	4	4	4	4
Mother	5	5	5	5
Son	6	6	6	6
Daughter	7	7	7	7
Male housemate	8	8	8	8
Female housemate	9	9	9	9
Someone else in the household	10	10	10	10
Someone else outside of the household	11	11	11	11
Don't know	12	12	12	12
Prefer not to say	13	13	13	13

**QZ10 ASK ALL**

How would you describe your national identity?

MULTICODE OK FOR CODES 1-7

- English ..... 1
- Scottish ..... 2
- Welsh ..... 3
- Northern Irish ..... 4
- British ..... 5
- Irish ..... 6
- Other (WRITE IN) \_\_\_\_\_ 7
  
- \_\_\_\_\_ 8
- Refused..... 8

QZ2 **ASK ALL**

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

SINGLE CODE

WHITE

A. English/ Welsh/ Scottish/ Northern Irish/ British .....	1
B. Irish.....	2
C. Gypsy or Irish traveller .....	3
D. Roma.....	4
E. Any other White background (WRITE IN) _____	5

MIXED/ MULTIPLE ETHNIC GROUPS

F. White and Black Caribbean .....	6
G. White and Black African.....	7
H. White and Asian .....	8
I. Any other Mixed/ multiple ethnic background (WRITE IN) _____	9

BLACK OR BLACK BRITISH

J. Caribbean .....	10
K. African .....	11
L. Any other Black/ Black British/ African/ Caribbean background (WRITE IN) _____	12

ASIAN OR ASIAN BRITISH

M. Indian .....	13
N. Pakistani.....	14
O. Bangladeshi .....	15
P. Chinese .....	16
Q. Any other Asian background (WRITE IN) _____	17

OTHER ETHNIC GROUP

R. Arab.....	18
S. Any other background (WRITE IN) _____	19
Prefer not to say/ Refused .....	20

QZ16 **ASK ALL**

Which of these – if any – impact or limit your daily activities or the work you can do?

MULTICODE OK FOR CODES 1-9

Hearing? Poor hearing, partial hearing, or are deaf.....	1
Eyesight? Poor vision, colour blindness, partial sight, or are blind .....	2
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty .....	3
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc. ....	4
Breathing? Breathlessness or chest pains.....	5
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.....	6
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc. ....	7
Your mental health? Anxiety, depression, or trauma-related conditions, for example.....	8
Other illnesses/ conditions which impact or limit your daily activities or the work you can do .....	9
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do (SINGLE CODE) .....	10
Prefer not to say (SINGLE CODE).....	11

**SG ASK ALL**

What is your working status?

Please note - If you are currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 employment status.

SINGLE CODE

- In full-time employment (including if furloughed) ..... 1
- In part-time employment (including if furloughed) ..... 2
- Retired ..... 3
- Unemployed ..... 4
- A student ..... 5
- Full-time responsibility for the home/ family ..... 6
- Refused ..... 7

**SGA ASK IF WORKING AT SG (CODES 1-2) – OTHERS SKIP TO SH**

Are you currently working from home at all?

SINGLE CODE

- Yes ..... 1
- No ..... 2

**SH ASK ALL**

And is your home...?

SINGLE CODE

- Being bought on mortgage ..... 1
- Owned outright by household ..... 2
- Rented from Local Authority/ Housing Association/ Trust ..... 3
- Rented from private landlord ..... 4
- Other (WRITE IN) ..... 5
- Don't know ..... 6

**QZ13 ASK ALL**

Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions?

Please note - If you or anyone in the household is currently on furlough or any job support scheme, please respond here based on your pre-Covid 19 household income.

SINGLE CODE

	Per week	Per Year	
	Up to £199	Up to £10,399	1
	From £200 to £299	From £10,400 to £15,599	2
	From £300 to £499	From £15,600 to £25,999	3
	From £500 to £699	From £26,000 to £36,399	4
	From £700 to £999	From £36,400 to £51,999	5
	From 1,000 to £1,499	From £52,000 to £77,999	6
	£1,500 and above	£78,000 and above	7
		Don't know	8
		Refused	9

QZ20 **ASK ALL**

Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020 due to the outbreak of Covid-19?

SINGLE CODE

Much better off.....	1
Slightly better off.....	2
About the same.....	3
Slightly worse off.....	4
Much worse off.....	5
Don't know.....	6
Prefer not to say.....	7

QZ19 **ASK ALL**

Does anyone in your household – including yourself – receive any of the following benefits?

MULTICODE OK FOR CODES 1-10

Income Support.....	1
Income-based Jobseeker's Allowance.....	2
Pensions Credit (Guaranteed Credit).....	3
Pensions Credit (no Guaranteed Credit).....	4
Employment and Support Allowance (ESA).....	5
Universal Credit (and household has other earnings).....	6
Universal Credit (and household does not have other earnings).....	7
Personal Independence Payment (PIP).....	8
Carer's Allowance.....	9
Something else – Please say.....	10
None – do not receive any benefits (SINGLE CODE).....	11
Don't know (SINGLE CODE).....	12
Prefer not to say (SINGLE CODE).....	13