

QUESTIONNAIRE – ADULTS AGED 16 AND OVER

SCREENING QUESTIONNAIRE

Good morning/ afternoon, my name is I'm from a company called Quadrangle Operations, an independent market research company based in London. We are conducting research on behalf of Ofcom, the media regulator, to understand people's use of and opinions about different sorts of media. The questions will take about 55 minutes. This is a very important survey for Ofcom and your opinions really will count.

We operate under the Code of Conduct of the Market Research Society and I can assure you that your answers will be treated with confidence and that you will not receive a follow-up call to try to sell you anything.

IF INTERVIEWING IN WALES, ONCE RESPONDENT AGREES TO TAKE PART SAY: The interview will be conducted in English. If you would prefer to conduct the interview in Welsh I can arrange for a colleague to re-contact you to come back at an agreed time. What would you prefer?

CONTINUE IF RESPONDENT IS HAPPY WITH BEING INTERVIEWED IN ENGLISH. IF RESPONDENT WOULD PREFER TO BE INTERVIEWED IN WELSH – NOTE THEIR NAME, TELEPHONE NUMBER AND FULL ADDRESS AND PASS THIS INFORMATION BACK TO YOUR AREA SUPERVISOR.

S1 What is the occupation of the main wage earner in your household?

Position/ Rank/ Grade:

Industry/ type of company:

Qual's/ degree/ apprenticeship:

Number of staff responsible for:

Code social grade below:

CODE SOCIAL GRADE BELOW

A	1
B	2
C1	3
C2	4
D	5
E	6

IF REFUSED CLOSE

S2 WRITE IN AND CODE EXACT AGE

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- 16-17.....1
- 18 - 24.....2
- 25 - 34.....3
- 35 - 44.....4
- 45 - 54.....5
- 55 - 64.....6
- 65 - 74.....7
- 75-79.....8
- 80+.....9

S3 ENTER GENDER OF RESPONDENT TO BE INTERVIEWED

- Male.....1
- Female.....2

ASK IF AGE ENTERED 75+ AT S2

S4 Is this an additional/ boost interview with an internet user aged 75+?

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

Quota check

- S1 – Gender is (insert answer from S3)
- S2 – Age is (inset answer from S2)
- S3 – Social class is (insert answer from S1)

Respondent fits available quota – continue interview

Quotas full – thank and close

MAIN QUESTIONNAIRE

READ OUT I'd like to ask you some questions about the things that you do.

ASK ALL

MULTICODE OK FOR CODES 1-10

A1 **SHOWCARD A1**

Can you please look at this list and tell me which of these you have at home?

Please read right down to the bottom of the list and choose as many as apply. You can just tell me the numbers that apply.

If there are any you are unsure about or you don't know what they are please do let me know.

READ OUT: Please choose as many as apply

IF NECESSARY: This could be owned by you or anyone in the household

Smart TV set (a TV set that connects directly to the internet).....	1
Standard TV set.....	2
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus)	3
Radio set (either DAB or AM/ FM)	4
Tablet (like an iPad, Kindle Fire or Google Nexus).....	5
Computer - Laptop, desktop or netbook computer (PC or Mac)	6
Mobile phone or Smartphone.....	7
Games console or handheld games player	8
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)	9
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	10
None of these.....	11

ASK ALL WHO CODED AT LEAST ONE RESPONSE AT A1 (CODES 1-10)

MULTICODE OK FOR CODES 1-10

A2 **SHOWCARD A1**

And which of these devices that you just said you had at home do you personally ever use, for any purpose?
Again, please read right down to the bottom of the list and choose as many as apply.

NOTE TO INTERVIEWER: If respondent mentions a device here that does not appear in your list below, check with them and go back and amend the previous question as necessary or proceed

READ OUT: Please choose as many as apply

PROMPT IF NECESSARY

Smart TV set (a TV set that connects directly to the internet).....	1
Standard TV set.....	2
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus).....	3
Radio set (either DAB or AM/ FM).....	4
Tablet (like an iPad, Kindle Fire or Google Nexus).....	5
Computer - Laptop, desktop or netbook computer (PC or Mac).....	6
Mobile phone or Smartphone.....	7
Games console or handheld games player.....	8
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku).....	9
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit).....	10
None of these.....	11

ASK ALL THAT MULTIPUNCH AT A2

SINGLE CODE ONE ANSWER FROM A2

A3 **SHOWCARD A1**

Which **one** of the things you use would you **miss the most** if it was taken away?

PROMPT IF NECESSARY

Smart TV set (a TV set that connects directly to the internet).....	1
Standard TV set.....	2
Digital video recorder/ DVR (like Sky Plus, TiVo/ V Plus or Freeview Plus).....	3
Radio set (either DAB or AM/ FM).....	4
Tablet (like an iPad, Kindle Fire or Google Nexus).....	5
Computer - Laptop, desktop or netbook computer (PC or Mac).....	6
Mobile phone or Smartphone.....	7
Games console or handheld games player.....	8
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku).....	9
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit).....	10
None of these.....	11

ASK ALL WHO USE A MOBILE PHONE AT A2 (CODE 7)

SINGLE CODE

A4 You said you use a mobile phone. Is it a smartphone?

IF NECESSARY: A smartphone is a phone on which you can easily access emails, download files and apps as well as view websites and surf the internet. Popular brands of smartphone are the iPhone and Android phones such as the Samsung Galaxy

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

TELEVISION SECTION

READ OUT I'd like to ask you some questions now about television.

ASK ALL

MULTICODE OK FOR CODES 1-8

T1 SHOWCARD T1

Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household.

NOTE TO INTERVIEWER – IF RESPONDENT HAS THE 'YOUVIEW' SERVICE, CHECK IF THIS IS WITH BT - CODE 6

IF RESPONDENT HAS THE 'YOUVIEW' SERVICE, CHECK IF THIS IS WITH TALKTALK – CODE 7

OTHERWISE IF RESPONDENT HAS THE 'YOUVIEW' SERVICE AS A STANDALONE BOX – CODE 5

Virgin Media (Cable TV).....	1
Sky Satellite TV.....	2
Freesat Satellite TV.....	3
Other Satellite TV.....	4
Freeview (through a set-top box or television set).....	5
BT TV (formerly BT Vision).....	6
Talk Talk TV.....	7
EETV.....	8
No TV in the household.....	9
Don't know.....	10

ASK ALL

SINGLE CODE

T2 Do you ever watch TV programmes or films on-demand? By on-demand we mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime, Sky Go etc.

IF NECESSARY: This could be through your television service or on any device you use to go online

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

ASK ALL WHO WATCH TV PROGRAMMES OR FILMS ON DEMAND AT T2 (CODE 1)

MULTICODE OK FOR CODES 1-7

T3 SHOWCARD T3

How do you choose what TV programmes or films to watch on-demand?

READ OUT: Please choose as many as apply

Friends or family tell me about them/ recommend them	1
If it's something I missed when it was shown/ originally broadcast	2
Somebody mentions it on social media	3
Trailers or adverts on TV/ radio	4
It's discussed or reviewed on TV, radio or in newspapers or magazines	5
I see it recommended or highlighted by the 'on demand' service (newly added / most popular / you might enjoy sections)	6
Other (WRITE IN)	7
Don't know	8

ASK ALL

SINGLE CODE

T4 How would you say BBC TV programmes are mainly funded?

IF 'SPONSORS/ SPONSORED', CHECK – Do you mean advertising or where a particular programme is sponsored by an advertiser?

DO NOT READ OUT

Licence fee/ by the public	1
Sales of programmes and/or services to other channels/countries	2
By the government	3
Advertising	4
Programme sponsorship	5
Magazine/ book/ video/ DVD sales	6
Other (WRITE IN)	7
Don't know	8

ASK ALL

SINGLE CODE

T5 How would you say programmes are mainly funded on ITV, Channel 4 and Five?

IF 'SPONSORS/ SPONSORED', CHECK – Do you mean advertising or where a particular programme is sponsored by an advertiser?

DO NOT READ OUT

Licence fee/ by the public.....	1
Sales of programmes and services to other channels/countries	2
By the government	3
Advertising	4
Programme sponsorship	5
Magazine/ book/ video/ DVD sales.....	6
Other (WRITE IN)	7
Don't know	8

ASK ALL

SINGLE CODE

T6 How is the Sky or Virgin Media TV service mainly funded?

IF 'SPONSORS/ SPONSORED', CHECK – Do you mean advertising or where a particular programme is sponsored by an advertiser?

DO NOT READ OUT

NOTE TO INTERVIEWER: Please code any mention of 'consumers pay' or 'direct debit, or 'subscribers' as code 6

Licence fee/ by the public.....	1
Sales of programmes and/or services to other channels/countries	2
By the government	3
Advertising	4
Programme sponsorship	5
Those with Sky or Virgin Media pay for it/ subscriptions to Sky or Virgin	6
Other (WRITE IN)	7
Don't know.....	8

ASK ALL

MULTICODE OK FOR CODES 2-35

T7

Can you tell me if you have any concerns about what is on TV?

IF YES – What sorts of things are you concerned about?

PROBE: What else?

DO NOT READ OUT

MULTICODE OK FOR CODES 2-35

No, do not have any concerns	1
HARMFUL/OFFENSIVE CONTENT	
Bad/ offensive language (spoken or song lyrics)	2
Bad taste/ shock tactics	3
Drug use/ drug references	4
Inappropriate programmes shown before the watershed	5
Intrusive/ confrontational	6
People behaving badly	7
Sex/ nakedness (in general)	8
Violence (in general)	9
DIVERSITY OF CONTENT	
Age – Discriminatory treatment or portrayal of people based on age	10
Disability – Discriminatory treatment or portrayal of people based on disability	11
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism)	12
Race – Discriminatory treatment or portrayal of people based on race	13
Religion – Discriminatory treatment or portrayal of people based on religion	14
Beliefs other than religion – Discriminatory treatment or portrayal of people based on beliefs other than religion	15
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation	16
Not enough racial diversity	17
Not enough programmes for my age group	18
QUALITY CONTENT/ REPEATS	
Lack of originality/ programmes are too similar	19
Poor quality programmes	20
Too many American programmes	21
Too many programmes with celebrities	22
Too many reality TV programmes	23
Too much sport	24
Too many repeats	25
ADVERTISING/ SPONSORSHIP	
Irritating/ annoying sponsorship messages	26
Product placement	27
Too many/ too long advertising breaks	28
Inappropriate content in the advertisements	29
DON'T TRUST/ FIXED/ FAKE/ BIASED/INACCURATE	
Inaccurate/ biased information broadcast	30
Don't trust the broadcasters/ broadcasters not respecting audiences	31
Phone-in competitions that are fixed/ faked	32
OTHER CONCERNS	
Programmes cancelled by the broadcasters to save money	33
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme	34
Other (WRITE IN)	35
Don't know	36

INTERNET SECTION

READ OUT – I'd like to ask you some questions about your use of the internet.

ASK ALL

SINGLE CODE

IN1 Do you ever go online?

IF NECESSARY: This could be at home or at work, when out and about or elsewhere. It could be through using a fixed broadband connection, perhaps Wi-Fi, or through a 3G or 4G mobile network signal.

Yes 1
No..... 2

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8

MULTICODE

IN2 **SHOWCARD IN2**

Do you go online using any of these devices?

Please bear in mind that certain apps that you may use on a mobile phone or tablet computer may require you to go online; for example, social media, news or online video apps such as YouTube.

READ OUT: Please choose as many as apply

Smartphone (like an iPhone or Samsung Galaxy) 1
Tablet (like an iPad, Kindle Fire or Google Nexus) 2
Computer - Laptop, desktop or netbook computer (PC or Mac)..... 3
Games console or handheld games player 4
Smart TV (a TV set that connects directly to the internet and doesn't need a computer
set-top box or games console to go online)..... 5
Streaming media player (like Apple TV, Now TV box, Amazon Fire TV, Chromecast, Roku)..... 6
Wearable technology like a smartwatch (like an Apple Watch) 7
Other type of device (WRITE
IN) 8.....

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8

SINGLE CODE

IN3 **SHOWCARD IN3**

How long ago did you first start going online?

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

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

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8

MULTICODE OK FOR CODES 1-9

IN4 SHOWCARD IN4

Which, if any of the following would you do if you got stuck or were unsure about how to do something online?

READ OUT: Please choose as many as apply

Ask a friend or family member to help	1
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	2
Watch 'how to' videos on websites like YouTube or the BBC	3
Phone a helpline to get someone to talk me through it	4
Go to the local library for help	5
Go to a local community group for help	6
Figure it out myself	7
Give up or get someone else to do it for me.....	8
Other (WRITE IN)	9
None of these/ I don't tend to get stuck when online	10
Don't know	11

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8

IN5 Please think about the hours that you spend online in a typical week – so both weekdays and at the weekend...

IN5A How many HOURS in a typical WEEK would you say you spend online at home?

Enter Number of hours spent online in this location – enter zero if none
Please enter 0.5 hours if less than 1 hour per week
Please round up to nearest half hour

IN5B How many HOURS in a typical WEEK would you say you spend online at your workplace or place of education?

Enter Number of hours spent online in this location– enter zero if none
Please enter 0.5 hours if less than 1 hour per week
Please round up to nearest half hour

IN5C And how many HOURS in a typical WEEK would you say you spend online anywhere else?

Enter Number of hours spent online in this location– enter zero if none
Please enter 0.5 hours if less than 1 hour per week
Please round up to nearest half hour

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8

MULTICODE OK FOR CODES 1-9

IN6

SHOWCARD IN6

Which, if any of these things do you or someone in your household do at home?

READ OUT: Please choose as many as apply and just read out the numbers on the card

IF NECESSARY: By 'strong' passwords we mean passwords that use combinations of uppercase and lowercase letters, numbers and other symbols

IF NECESSARY: Backing up information is to prevent you from losing things like photos, music files and other documents stored on your device in the event of your device crashing or being lost or stolen

- Use a firewall..... 1
- Use security software such as an anti-virus or anti-spyware package (e.g. Norton, McAfee, Bitdefender, Kaspersky)2
- Use ad blocking filters or software to stop seeing some types of online adverts3
- Use email filters or software that can block unwanted or spam emails.....4
- Delete cookies from your web browser (Google Chrome/ Internet Explorer/ Firefox/ Mozilla/ Safari/ Opera etc.)5
- Download the latest software updates onto devices when prompted6
- Routinely back-up the information on your devices7
- Use strong passwords on devices that can be used to go online8
- Use strong passwords for online services like email, social media, PayPal etc.9
- None of these.....10
- Don't know 11

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8

MULTICODE OK FOR CODES 1-7

IN7

SHOWCARD IN7

Have you personally experienced any of the following issues in the past 12 months?

READ OUT: Please choose as many as apply and just read out the numbers on the card

NOTE TO INTERVIEWER: At code 2 - 'losing files' could also be as a result of having to clean up or restore software or hardware on their device as a result of the virus or scam

- A computer virus on any device you use to go online..... 1
- Data or files were lost from your device as a result of a virus or other scam2
- Your email account was hacked (someone accessing or sending emails from your account without your permission)3
- Your social media account was hacked (someone accessing or posting things from your account without your permission)4
- Your financial or other personal information being stolen and used online without your permission or knowledge5
- Lost money online (i.e. got scammed or ripped off).....6
- Been 'trolled' online- an anonymous person making hurtful or harmful comments to you7
- None of these.....8
- Don't know9

ASK IF DO NOT GO ONLINE AT IN1 (CODE 2) – OTHERS SKIP TO FILTER AT IN11

SINGLE CODE

IN8 **SHOWCARD IN8**

Which one of the following best describes the main reason why you don't go online?

- It's not worth the money/ it's too expensive 1
- It's too complicated 2
- I don't have the right equipment 3
- I don't have the right help to know how to start..... 4
- It's just not for people for like me/ I don't see the need..... 5
- I don't trust the internet/ being online is not safe/secure 6
- Other (WRITE IN) 7
- Don't know 8

ASK IF DO NOT GO ONLINE AT IN1 (CODE 2) – OTHERS SKIP TO FILTER AT IN11

MULTICODE FOR CODES 1 -6

IN9 In the past year, have you asked someone else to do something for you on the internet?

IF NO – CODE 7

IF YES – SHOWCARD **IN9** And was it to do any of the following or to do something else?

READ OUT: Please choose as many as apply

- To buy something/ for shopping..... 1
- To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.) 2
- To access public services provided by the Government or council (e.g. doctor or hospital appointments, apply for a bus pass, get advice about tax etc.) 3
- To access other information..... 4
- To get in touch with someone 5
- Other (WRITE IN) 6
- No 7
- Don't know..... 8

ASK IF DO NOT GO ONLINE AT IN1 (CODE 2) – OTHERS SKIP TO FILTER AT IN11

MULTICODE OK FOR CODES 1-8

IN10 **SHOWCARD IN10**

And would any of these reasons prompt you to go online in the next 12 months?

READ OUT: Please choose as many as apply

- To buy something/ for shopping..... 1
- To apply or claim for some type of benefit (e.g. Universal Credit, housing, health, employment etc.) 2
- To access public services provided by the Government or council (e.g. doctor or hospital appointments, apply for a bus pass, get advice about tax etc.) 3
- To access other information..... 4
- To get in touch with someone 5
- If I had better equipment or better access to the internet 6
- If I had someone to help me or to show me how to do it 7
- Other (WRITE IN) 8
- Nothing would prompt me to go online in the next 12 months 9
- Don't know 10

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN20

IN11 I'm going to read out some questions about confidence using the internet. For each one please say which of the options on the card applies to you.

SINGLE CODE

IN11A **SHOWCARD IN11**

Overall, how confident are you as an internet user?

Very confident	1
Fairly confident.....	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN20

SINGLE CODE

IN11B **SHOWCARD IN11**

How confident are you using the internet to do things like making blogs, sharing photos online or uploading short videos to the internet?

Very confident	1
Fairly confident.....	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN20

SINGLE CODE

IN11C **SHOWCARD IN11**

How confident are you in knowing how to manage who has access to your personal data online? By this I mean knowing how to stop some companies from getting access to information like your personal details (like your address, phone number, date of birth etc) or information on things like where you shop or your interests?

Very confident	1
Fairly confident.....	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN20

SINGLE CODE

IN11D **SHOWCARD IN11**

When you see or read things online, how confident are you in recognising what is advertising and what is not?

Very confident	1
Fairly confident.....	2
Neither confident nor not confident	3
Not very confident	4
Not at all confident	5
Don't know	6

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN20

SINGLE CODE

IN12 In most weeks, when you go online, do you usually....

READ OUT CODES 1 TO 3

- Only use websites or apps that you've used before..... 1
- Use maybe **one or two** websites or apps that you haven't used before 2
- Use **lots** of websites or apps that you haven't used before 3
- Don't know 4

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN20

MULTICODE OK FOR CODES 1-8

IN13 **SHOWCARD IN13**

Which if any of these activities have you **ever** done online?

READ OUT: Please choose as many as apply and just read out the numbers on the card

- Access news websites or websites about politics or current affairs 1
- Sign an online petition or used a campaigning website such as change.org 2
- Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc 3
- Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.) 4
- Look online for public services information on government sites such as gov.uk or HMRC 5v1
- Look online for public service information on government sites such as ni.direct or HMRC 5v2
- Look online at job opportunities or apply for a job online..... 6
- Find information online for your leisure time including cinema and live music 7
- Compare products or services online such as looking at reviews or doing price comparison searches 8
- None of these 9
- Don't know 10

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) THAT DO NOT CODE 9 OR 10 AT IN13 - OTHERS SKIP TO FILTER AT IN15

MULTICODE OK FOR CODES 1-8

IN14 **SHOWCARD IN14**

And which if any of these activities have you used the internet for in **the last week**?

READ OUT: Please choose as many as apply and just read out the numbers on the card

- Access news websites or websites about politics or current affairs 1
- Sign an online petition or used a campaigning website such as change.org 2
- Complete Government processes online - such as update Universal Credit, renew a driving licence or passport etc 3
- Pay online for your council tax or for another local council service (parking ticket, congestion charge etc.) 4
- Look online for public services information on government sites such as gov.uk or HMRC 5v1
- Look online for public service information on government sites such as ni.direct or HMRC 5v2
- Look online at job opportunities or apply for a job online..... 6
- Find information online for your leisure time including cinema and live music 7
- Compare products or services online such as looking at reviews or doing price comparison searches 8
- None of these 9
- Don't know 10

ASK IF NEVER COMPLETE GOVERNMENT PROCESSES ONLINE AT IN13 (CODE 3 IS NOT SELECTED) – OTHERS SKIP TO FILTER AT IN16

MULTICODE OK FOR CODES 1-9

IN15 SHOWCARD IN15

You said earlier that you **don't** go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport).

Which of these are reasons why you don't do this online?

READ OUT: Please choose as many as apply.

I wasn't aware you could do this online.....	1
The websites or apps are difficult to use or take too long to use	2
It's only possible to do these things in person or by phone, they can't be done online.....	3
I prefer to make a phone call to do these things	4
I prefer to talk with someone in person to do these things	5
I don't believe it is safe to give my information online to do these things.....	6
I don't need to complete these government processes.....	7
I prefer to use pen and paper / fill out a form / use the post.....	8
Other reasons (WRITE IN).....	9
Don't know	10

ASK ALL WHO HAVE EVER COMPLETED GOVERNMENT PROCESSES ONLINE AT IN IN13 (CODE 3) – OTHERS SKIP TO FILTER AT IN17

SINGLE CODE

IN16 SHOWCARD IN16

You said earlier that you go online to complete government processes such as updating Universal Credit, renewing a driving licence or a passport.

Which one of these devices do you use most for **completing government processes online?**

PROMPT IF NECESSARY

A smartphone	1
A tablet.....	2
A computer – Laptop, desktop or netbook computer (PC or Mac)	3
A games console or handheld games player.....	4
A smart TV.....	5
Some other device.....	6
Don't know	7

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN20

SINGLE CODE

IN17 Do you ever watch videos on sites or apps like YouTube, Vimeo or Vine?

IF NECESSARY: By 'videos' we mean any kind of videos including those made by professionals or media organisations, as well as videos made by ordinary people

IF NECESSARY: On any devices you use to go online

Yes.....1
No2
Don't know3

ASK IF EVER WATCH VIDEOS AT IN17 (CODE 1) – OTHERS SKIP TO FILTER AT IN20

MULTICODE OK FOR CODES 1-10

IN18 **SHOWCARD IN18**

And what types of videos do you tend to watch on these sites and apps?

READ OUT: Please choose as many as apply and just read out the numbers on the card

'How- to' videos, tips or tutorials about things that I want to do.....1
Reviews about things I may want to buy2
Funny videos / jokes / pranks / challenges3
Short entertainment videos (music, film trailers, clips from TV programmes or highlights).4
Longer entertainment videos (whole TV programmes or films)5
News / current affairs / documentaries6
Vlogs from vloggers (like Zoella or PewDiePie).....7
Political speeches or campaigns8
Religious speeches or events9
Other types of videos (WRITE IN)10
Don't know11

ASK IF EVER WATCH VIDEOS AT IN17 (CODE 1) – OTHERS SKIP TO FILTER AT IN20

MULTICODE OK FOR CODES 1-8

IN19 SHOWCARD IN19

Which of these ways describe how you find videos to watch on these sites or apps?

READ OUT: Please choose as many as apply and just read out the numbers on the card

Friends or family tell me/ email me about them	1
Recommended/ Trending/ Most popular section on the site /app	2
My subscription section on the site /app.....	3
Links from social media sites	4
From articles or adverts in newspapers or magazines (online or paper).....	5
From my search engine results	6
Clicking on an online advert.....	7
Other (WRITE IN)	8
Don't know	9

ASK ALL

MULTICODE OK FOR CODES 2-35

IN20 Can you tell me if you have any concerns about what is on the internet?

IF YES – What sorts of things are you concerned about?

PROBE: What else?

DO NOT READ OUT

MULTICODE OK FOR CODES 2-35

No, do not have any concerns	1
RISKS TO OTHER PEOPLE/ TO SOCIETY	
Illegal goods for sale online	2
People gambling online	3
People masquerading as younger people online	4
Websites promoting radicalisation/ instructing how to be a terrorist.....	5
Websites instructing how to commit suicide/ self-harm	6
Body image/websites with information about excessive dieting/ eating disorders	7
Strangers contacting children	8
OFFENSIVE CONTENT	
Homophobic material/ websites.....	9
Racist/ far right websites	10
Religious hate material/ websites	11
Sexual content/ pornography.....	12
Strong/ offensive language/ swearing	13
Unsuitable content for children	14
Violent content.....	15
Websites showing indecent images of children.....	16
Content encouraging violence or crime	17
SECURITY/ FRAUD/ PRIVACY	
Claims for money/ phishing emails.....	18
Viruses/ trojans/ worms/ spyware/ malicious software	19
Identity theft.....	20
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam.....	21
Fraud	22
Others getting access to my personal details	23
Unsecure sites	24
Personal information that companies may hold about me.....	25
Personal information that the government may hold about me	26
Spam/ unwanted emails	27
Third parties having access to/ using your personal data without informing you	28
My behaviour online being recorded/ tracked by websites.....	29
Receiving advertising that is personally targeted	30
General concerns about online privacy (unspecified).....	31
OTHER CONCERNS	
Inappropriate advertising/ selling	32
Not controlled/ regulated/ anything can be shown on it.....	33
Pop-up adverts/ too many adverts.....	34
Other (WRITE IN)	35
Don't know	36

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN34

SINGLE CODE

IN21 I'd now like to ask you some questions about social media – so using websites or apps like Facebook, Twitter, Instagram, SnapChat and YouTube.

Do you have a social media profile or account on any sites or apps?

IF NECESSARY: Social media is where you connect with others through activities such as posting and reading messages, using 'chat' functions within games, sharing photos or videos, reading or posting comments, or choosing to 'follow' or 'friend' other people. Social media sites or apps require users to create a profile or account to find and connect with other users.

- Yes1
- No2
- Don't know3

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN34

MULTICODE OK FOR CODES 1-11

IN22 **SHOWCARD IN22**

Which sites or apps do you have a profile or account on, that you still use?

READ OUT: Please choose as many as apply

IF NECESSARY - You said you had a profile or account on a social media site or app

IF NECESSARY – This would be a page or profile that you created and which you still use

- Facebook..... 1
- Google+ (inc. Google Hangouts)..... 2
- Instagram 3
- LinkedIn..... 4
- Pinterest 5
- SnapChat 6
- Tumblr 7
- Twitter..... 8
- WhatsApp..... 9
- YouTube..... 10
- Other (WRITE IN)..... 11
- Don't know..... 12

**IF SINGLE CODED AT IN22 AUTOPUNCH FROM IN22 AND SKIP TO FILTER AT IN24
ASK THOSE WITH MORE THAN ONE PROFILE AT IN22 (CODES 1-11) – OTHERS SKIP TO
FILTER AT IN34**

SINGLE CODE

IN23 SHOWCARD IN22

And which one would you say is your main social media site or app – the one you use most often?

Facebook.....	1
Google+ (inc. Google Hangouts).....	2
Instagram	3
LinkedIn.....	4
Pinterest	5
SnapChat	6
Tumblr	7
Twitter.....	8
WhatsApp.....	9
YouTube.....	10
Other	11
Don't know.....	12

**ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT
IN34**

MULTICODE OK FOR CODES 1-11

IN24 SHOWCARD IN24

Do you ever do any of these things on social media sites or apps?

READ OUT: Please choose as many as apply and just read out the numbers on the card

Post my own comments or share my own videos or photos.....	1
Like, share or comment on things that other people have shared.....	2
Contact companies or organisations to make a complaint	3
Look at posts without commenting, liking or sharing	4
Like, share or comment to try and win prizes	5
Post comments in private group discussions.....	6
Post comments in public groups with people I don't know personally	7
Create groups / plan events.....	8
'Check in' at locations that I visit.....	9
Click on the ads that appear in my newsfeed	10
Other (WRITE IN)	11
Don't know	12

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN34

SINGLE CODE

Please tell me the extent to which you agree or disagree with the following statements about social media sites

IN25A SHOWCARD IN25

READ OUT: The potential for abusive comments or responses puts me off making comments or posting things on social media

- Strongly disagree..... 1
- Slightly disagree 2
- Neither agree nor disagree 3
- Slightly agree 4
- Strongly agree 5
- Don't know 6

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN34

SINGLE CODE

IN25B SHOWCARD IN25

READ OUT: I often feel excluded when I use social media

- Strongly disagree..... 1
- Slightly disagree 2
- Neither agree nor disagree 3
- Slightly agree 4
- Strongly agree 5
- Don't know 6

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN34

SINGLE CODE

IN25C SHOWCARD IN25

READ OUT: I feel more creative when I use social media

- Strongly disagree..... 1
- Slightly disagree 2
- Neither agree nor disagree 3
- Slightly agree 4
- Strongly agree 5
- Don't know 6

ASK ALL WITH SOCIAL MEDIA PROFILE ON TWITTER OR FACEBOOK AT IN22 – OTHERS SKIP TO FILTER AT IN27

SINGLE CODE

IN26 Do you ever share links to articles on Twitter or Facebook?

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

ASK ALL WHO SHARE LINKS TO ARTICLES ON TWITTER OR FACEBOOK AT IN26 – OTHERS SKIP TO FILTER AT IN28

SINGLE CODE

IN27 **SHOWCARD IN27**

Please tell me the extent to which you agree or disagree with the following statement

READ OUT: I often share links to articles on Twitter or Facebook without fully reading the content first

- Strongly disagree 1
- Slightly disagree 2
- Neither agree nor disagree 3
- Slightly agree 4
- Strongly agree 5
- Don't know 6

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN34

SINGLE CODE

IN28 **SHOWCARD IN28**

Please tell me the extent to which you agree or disagree with the following statement

READ OUT: When I visit social media websites or apps I tend to trust what I read or see

- Strongly disagree 1
- Slightly disagree 2
- Neither agree nor disagree 3
- Slightly agree 4
- Strongly agree 5
- Don't know 6

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN34

SINGLE CODE

IN29 Do you ever share your opinions on social media sites with people you don't know?

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

ASK ALL WHO EVER SHARE OPINIONS ON SOCIAL MEDIA WITH PEOPLE THEY DON'T KNOW PERSONALLY AT IN29 (CODE 1) – OTHERS SKIP TO FILTER AT IN32

SINGLE CODE

IN30 Where you have the choice are you happy to share these opinions using your real name?

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

ASK ALL WHO SAY THEY ARE NOT HAPPY TO SHARE THESE OPINIONS AT IN30 (CODE 2) – OTHERS SKIP TO FILTER AT IN32

MULTICODE OK FOR CODES 1-4

IN31 **SHOWCARD IN31**

And which, if any, of the following explain why you would not be happy to share opinions on social media using your real name?

READ OUT: Please choose as many as apply

- I'd be concerned about how people might respond to my comments 1
- I'd be concerned about who would see my comments 2
- I'd be concerned about how long the comments would remain online 3
- Other (WRITE IN) 4
- Don't know 5

ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN34

IN32 I'm going to read out some examples of things you might do using social media. Can you please tell me how frequently, if at all, you consider any privacy or data security implications.

ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN34

SINGLE CODE

IN32A **SHOWCARD IN32**

READ OUT: How often do you consider any privacy or data security implications when you post photos you have taken?

- Always 1
- Sometimes 2
- Rarely 3
- Never 4
- I don't do this 5
- Don't know 6

ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN34

SINGLE CODE

IN32B **SHOWCARD IN32**

READ OUT: How often do you consider any privacy or data security implications when you tag other people in photos you post?

- Always 1
- Sometimes..... 2
- Rarely 3
- Never 4
- I don't do this 5
- Don't know 6

ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN34

SINGLE CODE

IN32C **SHOWCARD IN32**

READ OUT: How often do you consider any privacy or data security implications when you post comments?

- Always 1
- Sometimes..... 2
- Rarely 3
- Never 4
- I don't do this 5
- Don't know 6

ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN34

SINGLE CODE

IN32D **SHOWCARD IN32**

READ OUT: How often do you consider any privacy implications when you 'check-in' at locations you visit?

- Always 1
- Sometimes..... 2
- Rarely 3
- Never 4
- I don't do this 5
- Don't know 6

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN34

SINGLE CODE

IN33 SHOWCARD IN33

When you use social media, which one of these best applies?

- I often see views that I disagree with 1
- I sometimes see views that I disagree with 2
- I rarely see views that I disagree with 3
- Don't know 4

ASK ALL

SINGLE CODE

IN34 How do you think the BBC's website is **mainly** funded?

IF 'ADVERTISING' – PROBE FOR THE TYPE OF ADVERTISING THEY ARE REFERRING TO

DO NOT READ OUT

- Licence fee/ by the public 1
- Sales of programmes and services to other channels/countries 2
- By the government 3
- Advertising on the website 4
- Advertisers pay to prioritise their entry on the list/ be first on the list 5
- Advertisers pay when users click through from sponsored links to their website 6
- Other (WRITE IN) 7
- Never heard of it 8
- Don't know 9

ASK ALL

SINGLE CODE

IN35 How do you think search engine websites such as Google or Bing are **mainly** funded?

IF 'ADVERTISING' – PROBE FOR THE TYPE OF ADVERTISING THEY ARE REFERRING TO

DO NOT READ OUT

- Licence fee/ by the public 1
- Selling content to other channels or countries 2
- By the government 3
- Advertising on the website 4
- Advertisers pay to prioritise their entry on the list/ be first on the list 5
- Advertisers pay when users click through from sponsored links to their website 6
- Other (WRITE IN) 7
- Never heard of it 8
- Don't know 9

ASK ALL

SINGLE CODE

IN36 How do you think the BBC's iPlayer service is mainly funded?

IF 'ADVERTISING' – PROBE FOR THE TYPE OF ADVERTISING THEY ARE REFERRING TO

DO NOT READ OUT

- Licence fee/ by the public 1
- Sales of programmes and services to other channels/countries2
- By the government.....3
- Advertising on the website4
- Advertisers pay to prioritise their entry on the list/ be first on the list5
- Advertisers pay when users click through from sponsored links to their website6
- Other (WRITE IN)7
- Never heard of it8
- Don't know9

ASK ALL

SINGLE CODE

IN37 How do you think YouTube is **mainly** funded?

IF 'ADVERTISING' – PROBE FOR THE TYPE OF ADVERTISING THEY ARE REFERRING TO

DO NOT READ OUT

- Licence fee/ by the public 1
- Selling content to other channels or countries2
- By the government.....3
- Advertising on the website4
- Advertisers pay to prioritise their entry on the list/ be first on the list5
- Advertisers pay when users click through from sponsored links to their website6
- Other (WRITE IN)7
- Never heard of it8
- Don't know9

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

IN38 I'm going to read out some things that other people have said about being online. Please use this card to tell me the extent to which you agree or disagree with each statement I read out.

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

SINGLE CODE

IN38A **SHOWCARD IN38**

READ OUT: Internet users must be protected from seeing inappropriate or offensive content

- Strongly disagree 1
- Slightly disagree..... 2
- Neither agree nor disagree 3
- Slightly agree 4
- Strongly agree..... 5
- Don't know 6

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

SINGLE CODE

IN38B **SHOWCARD IN38**

READ OUT: As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded

- Strongly disagree 1
- Slightly disagree..... 2
- Neither agree nor disagree 3
- Slightly agree 4
- Strongly agree..... 5
- Don't know 6

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

MULTICODE OK FOR CODES 1-6

IN39 **SHOWCARD IN39**

When you find factual information online, perhaps on social media or on search engines like Google do you ever check the accuracy of the information in any of these ways?

READ OUT: Please choose all that apply

- Check different websites to see if the same information appears on them all 1
- Check that the website address looks genuine..... 2
- Check whether people I trust use the site or sites 3
- Check the credibility of the information (authors name or link to original publication) 4
- Check whether the site is regularly updated 5
- Check whether the site looks professional..... 6
- I don't make any of these checks..... 7
- Don't know 8

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

MULTICODE OK FOR CODES 1-8

IN40 SHOWCARD IN40

When you buy things online, which if any of these things do you do before entering your credit or debit card details?

READ OUT: Please choose as many as apply

I look to see

- If the site looks secure (has the padlock symbol or uses 'https') 1
- If there is a guarantee my details won't be shared with anyone else.....2
- If there is a link to another reputable service like PayPal..... 3
- If I'm familiar with the company or brand4
- If it's the only way to get the service or product I want.....5
- If the site is recommended by friends/ family6
- If the site is listed by a search engine such as Google or Bing7
- Other (WRITE IN)..... 8

- I enter my credit or debit card details online whenever they are required.....9
- I don't buy things online 10
- Don't know 11

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

MULTICODE OK FOR CODES 1-8

IN41 SHOWCARD IN41

Lots of websites now ask you to register your personal details with them, which if any of these things do you do before registering personal details online?

IF NECESSARY – By personal details I mean things like your email address, your home address or phone number, your date of birth and place of birth and so on.

READ OUT: Please choose as many as apply

I look to see.....

- If the site looks secure (has the padlock symbol or uses 'https')..... 1
- If there is a guarantee my details won't be shared with anyone else.2
- If there is a link to another reputable service like PayPal3
- If I'm familiar with the company or brand4
- If it's the only way to get the service or product I want5
- If the site is recommended by friends/ family6
- If the site is listed by a search engine such as Google or Bing7
- Other (WRITE IN)8

- I register my details online whenever they are required9
- Don't know 10

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

IN42 Please take a look at the two statements shown on this card and tell me which number on this scale from 1 to 5 best describes the extent to which you agree or disagree with each statement.

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

SINGLE CODE

IN42A **SHOWCARD IN42**

READ OUT: So statement A

IF NECESSARY: I give out inaccurate or false details on some websites to protect my personal identity online

- Strongly disagree 1
- Slightly disagree..... 2
- Neither agree nor disagree 3
- Slightly agree 4
- Strongly agree..... 5
- Don't know 6

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

SINGLE CODE

IN42B **SHOWCARD IN42**

READ OUT: So statement B

IF NECESSARY: I am happy to provide personal information online as long as I get what I want.

- Strongly disagree 1
- Slightly disagree..... 2
- Neither agree nor disagree 3
- Slightly agree 4
- Strongly agree..... 5
- Don't know 6

ASK ALL WHO GO ONLINE TO LOOK AT NEWS/ CURRENT AFFAIRS WEBSITES AT IN13 (CODE 1) - OTHERS SKIP TO FILTER AT IN44

SINGLE CODE

IN43 **SHOWCARD IN43**

Which one of the following options best applies to the following statement

READ OUT: When I come across a news or current affairs story that I am interested in I go to different websites or apps to get a range of points of view.

- I always do this 1
- I sometimes do this..... 2
- I rarely do this 3
- I never do this 4

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

SINGLE CODE

IN44 Do you ever go online to look for information relating to your work, college, school or to do other official tasks online (e.g. passport applications, tax returns etc.)

- Yes.....1
- No2
- Don't know3

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

MULTICODE OK FOR CODES 1-8

IN45 **SHOWCARD IN45**

Please think about when you want to look for information about something online. Which, if any of these sources have you ever used to look for information online?

READ OUT: Please choose as many as apply

- Search engines – such as Google 1
- The Wikipedia website 2
- Websites with user reviews, such as Amazon, TripAdvisor or OpenTable 3
- Social media websites or apps (like Facebook, Twitter, Instagram), 4
- The BBC website 5
- The YouTube website 6
- Online articles 7
- A Government or local council website 8
- None of these 9

ASK ALL WHO GO ONLINE TO LOOK FOR INFORMATION RELATING TO WORK, COLLEGE, SCHOOL OR TO DO OTHER OFFICIAL TASKS ONLINE AT IN44 (CODE 1) AND WHO CODE ANY OF 1 TO 8 AT IN45 – OTHERS SKIP TO FILTER AT IN46B

SINGLE CODE

IN46A **SHOWCARD IN45**

Please use this card to say which ONE of the following online sources you are most likely to use for finding information for work, college, school or some other official task

- Search engines – such as Google 1
- The Wikipedia website 2
- Websites with user reviews, such as Amazon, TripAdvisor or OpenTable 3
- Social media websites or apps (like Facebook, Twitter, Instagram), 4
- The BBC website 5
- The YouTube website 6
- Online articles 7
- A Government or local council website 8
- None of these 9

ASK ALL WHO GO ONLINE TO LOOK AT NEWS/ CURRENT AFFAIRS WEBSITES AT IN13 (CODE 1) AND WHO CODE ANY OF 1 TO 8 AT IN45 - OTHERS SKIP TO FILTER AT IN46C
SINGLE CODE

IN46B **SHOWCARD IN45**

You said earlier you looked at news websites or websites about politics or current affairs.

Please use this card to say which ONE of the following online sources you are most likely to use for finding out about news, current affairs or world events?

- Search engines – such as Google 1
- The Wikipedia website 2
- Websites with user reviews, such as Amazon, TripAdvisor or OpenTable 3
- Social media websites or apps (like Facebook, Twitter, Instagram) 4
- The BBC website 5
- The YouTube website 6
- Online articles 7
- A Government or local council website 8
- None of these 9

ASK ALL WHO GO ONLINE TO LOOK AT INFORMATION FOR LEISURE TIME AT IN13 (CODE 7) AND WHO CODE ANY OF 1 TO 8 AT IN45 - OTHERS SKIP TO FILTER AT IN47
SINGLE CODE

IN46C **SHOWCARD IN45**

You said earlier you went online to find information for your leisure time.

Please use this card to say which ONE of the following online sources you are most likely to use for finding out information about your leisure time or for hobbies or entertainment purposes

- Search engines – such as Google 1
- The Wikipedia website 2
- Websites with user reviews, such as Amazon, TripAdvisor or OpenTable 3
- Social media websites or apps (like Facebook, Twitter, Instagram) 4
- The BBC website 5
- The YouTube website 6
- Online articles 7
- A Government or local council website 8
- None of these 9

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1
SINGLE CODE

IN47 Before you decide to purchase a product or use a service, do you read reviews that other members of the public have written or posted online about that product or service?

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

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

SINGLE CODE

IN48 After purchasing a product or using a service, do you write online reviews for other people to read about that product or service?

- Yes.....1
- No2
- Don't know3

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

SINGLE CODE

IN49 Do you ever use search engines such as Google or Bing?

- Yes.....1
- No2
- Don't know3

ASK ALL WHO USE A SEARCH ENGINE AT IN49 (CODE 1) – OTHERS SKIP TO FILTER AT IN52

SINGLE CODE

IN50 **SHOWCARD IN50**

When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages.

Which **one** of these is **closest** to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages?

- I think that if they have been listed by the search engine, these websites will have accurate and unbiased information1
- I think that some of the websites will be accurate or unbiased and some won't be2
- I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of3
- Don't know4

ASK ALL WHO USE A SEARCH ENGINE AT IN49 (CODE 1) – OTHERS SKIP TO FILTER AT IN52

MULTI CODE OK FOR CODES 1-4

IN51 **SHOWCARDS IN51A AND IN51B**

Here's an image from a Google search for 'walking boots' (SHOWCARD IN51A).

Do any of these (SHOWCARD IN51B) apply to the first four results that are shown on the left?

- These are adverts/ sponsored links/ paid to appear here 1
- These are the best results/ the most relevant results 2
- These are most popular results used by other people 3
- Something else (WRITE IN)..... 4
- Don't know 5

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

SINGLE CODE

IN52 **SHOWCARD IN52**

If someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising shown?

- Everyone will see exactly the same adverts as me..... 1
- Some people might see different adverts to the ones that I see 2
- Don't know 3

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

SINGLE CODE

IN53 **SHOWCARD IN53**

Which of the following statements best describes your feelings about online advertisements?

- I don't mind seeing any online ads..... 1
- I don't mind seeing online ads as long as they are for things I'm interested in 2
- I dislike all online ads 3
- Don't know 4

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

MULTICODE OK FOR CODES 1-5

IN54 **SHOWCARD IN54**

Which, if any, of the following steps have you taken to avoid seeing online ads?

READ OUT: Please choose as many as apply

- Used ad-blocking filters or software (software that prevents some types of ads appearing)..... 1
- Only visit ad-free sites (like the BBC) 2
- Used false information when registering for things online to avoid spam/ junk email..... 3
- Say no / don't tick the box allowing companies to send me "information on offers and news" 4
- Other (WRITE IN) 5
- I haven't take any steps to avoid seeing online ads 6
- Don't know 7

ASK ALL WHO USE YOUTUBE/ VIMEO AT IN17 (CODE 1) – OTHERS SKIP TO IN56

MULTICODE OK FOR CODES 1-4

IN55 **SHOWCARD IN55**

On sites like YouTube some vloggers with lots of followers like Zoella, Thatcher Joe or PewDiePie, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop.

Which, if any, of these are reasons why they might say good things about these products or brands?

READ OUT: Please choose as many as apply

- They are being paid by the company or brand to say this 1
- They think this information will be of interest or use to their followers 2
- They like to use those particular products or brands because of their quality or value 3
- Other (WRITE IN)..... 4
- Don't know 5

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT M1
SINGLE CODE

IN56 You said earlier you had a social media profile or account. Have you seen anything that upset or offended you in the last 12 months on any of the social media sites you use?

IF YES: PROBE TO CODES 1 OR 2

Yes, once or twice	1
Yes, more frequently	2
No.....	3
Don't know.....	4

ASK ALL WHO SAY THEY HAVE SEEN SOMETHING UPSETTING OR OFFENSIVE AT IN56 (CODE 1 OR 2) – OTHERS SKIP TO FILTER AT M1

MULTICODE OK FOR CODES 1 -6

IN57 **SHOWCARD IN57**

Did you take any of the following actions as a result of seeing this upsetting or offensive content?

READ OUT: Please choose as many as apply and just read out the numbers on the card

I reported it through the report function or the block content function on the website.	1
I blocked the person who shared the content or made the comments	2
I responded publicly to the person who shared the content or made the comments	3
I responded privately to the person who shared the content or made the comments	4
I stopped using that social media site	5
I shared it to highlight the issue to others	6
I didn't take any of these actions	7
Don't know	8

ASK ALL WHO SAY THEY HAVE SEEN SOMETHING UPSETTING OR OFFENSIVE AT IN56 (CODE 1 OR 2) – OTHERS SKIP TO FILTER AT M1

MULTICODE OK FOR CODES 1-10

IN58 **SHOWCARD IN58**

Could you please look at this list and tell me whether the content you found upsetting or offensive fell into any of these categories?

READ OUT: Please choose as many as apply and just read out the numbers on the card

Someone making nasty or aggressive comments about me	1
Someone making nasty or aggressive comments about someone else	2
Receiving unwanted comments, photos or videos of a sexual nature.....	3
Other content of a sexual nature	4
Criminal or illegal activity (e.g. drug-taking).....	5
Extremist views or extremist content	6
Discriminatory content (based on race, gender, religion, sexuality or gender identity)	7
Indecent images of children.....	8
Reports or images of cruelty, violence, war or death	9
Other (WRITE IN)	10
Prefer not to say/ Refused	11
Don't know	12

MOBILE PHONE SECTION

READ OUT – I'd like to ask you some questions now about mobile phones.

ASK ALL

MULTICODE OK FOR CODES 2-24

M1 Can you tell me if you have any concerns about mobile phones? IF YES – What sorts of things are you concerned about?

PROBE: What else?

DO NOT READ OUT

MULTICODE OK FOR CODES 2-24

No, do not have any concerns	1
HEALTH	
Health concerns – masts	2
Health concerns – using handset.....	3
AFFORDABILITY	
Cost of calls - generally.....	4
Cost of calls when abroad.....	5
Cost of new handsets	6
Cost of premium rate text messages	7
Cost of using the phone to get online/ visit websites / Data usage.....	8
Incurring unexpected additional charges through using apps/ applications.....	9
Incurring unexpected costs due to exceeding the data plan/ going online too much.....	10
SECURITY/ FRAUD	
Junk/ spam text messages	11
Unsolicited text messages that charge a premium rate to respond	12
App(s)/ applications being recalled by the provider due to security issues.....	13
Getting viruses, trojans or malware installed on the phone	14
Loss of data/ information/ files from having to clean up and restore software/ hardware after a virus or other scam	15
PRIVACY	
Intrusion into other people's space/ public space	16
People using phones in quiet spaces	17
Receiving targeted advertising based on my location.....	18
RISKS TO OTHER PEOPLE/ TO SOCIETY	
Children having phones at a young age	19
Use of phone to film anti- social or inappropriate behaviour	20
People driving while using mobile phones	21
Strangers contacting children	22
Target for stealing mobile phone	23
OTHER CONCERNS	
Other (WRITE IN)	24
<hr/>	
Don't know	25

ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1

SINGLE CODE

M2 Do you ever check your data allowance to see how much data you have left?

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

ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1

SINGLE CODE

M3 Do you ever use up your data allowance on your mobile phone?

IF YES: PROBE TO PRECODES 1-3

- Yes, very often/ most months 1
- Yes, often / not every month 2
- Yes, sometimes / a couple of times a year 3
- No, I never run out of data 4
- Don't know 5

ASK ALL WHO USE UP THEIR DATA ALLOWANCE AT M3 (CODES 1-3) – OTHERS SKIP TO M5

MULTICODE OK FOR CODES 1-7

M4 SHOWCARD M4

When you are at risk of running out of data do you ever do any of the following things?

READ OUT: Please choose as many as apply

- Use the phone less for going online so you can save your data 1
- Only go online when you can use Wi-Fi 2
- Turn off or restrict automatic downloads of upgrades or automatic updates for apps 3
- Go to fewer sites or apps than you would usually/ use your browser less 4
- Avoid doing 'data-hungry' activities like playing videos or playing games 5
- Buy extra data 6
- Other (WRITE IN) 7
- Don't know 8

ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1

SINGLE CODE

M5 Do you ever use free public Wi-Fi?

IF NECESSARY Wi-Fi that is provided free of charge in public locations like coffee shops or hotels. Some of these may require you to register or to log in to gain access to the public Wi-Fi.

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

ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1

SINGLE CODE

M6 **SHOWCARD M6**

Using this card, please tell me the extent to which you agree or disagree with the following statement

READ OUT: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop

- Strongly disagree 1
- Slightly disagree 2
- Neither agree nor disagree 3
- Slightly agree 4
- Strongly agree 5
- Don't know 6

ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1

M7 Please tell me from this list, the types of things you use your smartphone for, and how often you do each.
I will read out the letters shown from A to F, and for each one please say either 1, 2, 3, 4 or 5 for how often you do this using your mobile phone.

ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1

SINGLE CODE

M7A **SHOWCARD M7**

READ OUT: So Activity A

IF NECESSARY: Complete a form or an application for something on my phone

- Most days.....1
- Once or twice a week.....2
- At least every 3 months.....3
- Less often.....4
- Never.....5

ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1

SINGLE CODE

M7B **SHOWCARD M7**

READ OUT: So Activity B:

IF NECESSARY: Take photos or videos

- Most days.....1
- Once or twice a week.....2
- At least every 3 months.....3
- Less often.....4
- Never.....5

ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1

SINGLE CODE

M7C **SHOWCARD M7**

READ OUT: So Activity C

IF NECESSARY: Edit photos or videos

- Most days.....1
- Once or twice a week.....2
- At least every 3 months.....3
- Less often.....4
- Never.....5

ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1

SINGLE CODE

M7D SHOWCARD M7

READ OUT: So Activity D

IF NECESSARY: Use features such as maps or satellite navigation to get to where you want to go/ plot a route to your destination

Most days.....	1
Once or twice a week.....	2
At least every 3 months.....	3
Less often.....	4
Never.....	5

ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1

SINGLE CODE

M7E SHOWCARD M7

READ OUT: So Activity E

IF NECESSARY: Use your phone to make a contactless payment in using services like Apple Pay or Android Pay

Most days.....	1
Once or twice a week.....	2
At least every 3 months.....	3
Less often.....	4
Never.....	5

ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1

SINGLE CODE

M7F SHOWCARD M7

READ OUT: So Activity F

IF NECESSARY: Use your phone as a ticket or boarding pass or as an entry ticket to an event

Most days.....	1
Once or twice a week.....	2
At least every 3 months.....	3
Less often.....	4
Never.....	5

ASK ALL WITH A SMARTPHONE AT A4 (CODE1) – OTHERS SKIP TO G1

SINGLE CODE

M8 SHOWCARD M8

Which one of these activities would you miss doing the most on your smartphone if your phone was taken away from you?

Phoning or texting	1
Checking email.....	2
Checking social media / messaging people	3
Making Skype or Facetime calls	4
Using maps or other location-based services	5
Playing games.....	6
Watching TV or video content.....	7
Taking videos or photos.....	8
Using the calendar or diary	9
Checking news, travel or weather updates	10
None of these.....	11
Don't know	12

GAMING SECTION

READ OUT – I’d like to ask you some questions now about playing games.

ASK ALL

MULTICODE OK FOR CODES 1-8

G1 SHOWCARD G1

Do you ever play games at home or elsewhere in any of these ways?

READ OUT: Please choose as many as apply

	On a hand-held games console (such as Sony PS Vita/ Nintendo DS or 3DS)	1
	On a games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii)	2
	On a desktop computer, laptop, or netbook	3
	On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy)	4
iPad)	On a tablet computer (such as an iPad)	5
	Through an app on a smart TV	6
	On a virtual reality gaming headset/ device	7
	Using wearable technology like a smart watch (such as Apple Watch)	8
	No, never	9

ASK ALL

MULTICODE OK FOR CODES 2-18

G2 Can you tell me if you have any concerns about gaming?

IF NECESSARY – So playing games on consoles, computers, mobile phones or other portable devices.

IF YES – What sorts of things are you concerned about?

PROBE: What else?

DO NOT READ OUT

MULTICODE OK FOR CODES 2-18

	No, do not have any concerns	1
	OFFENSIVE CONTENT	
	Bad/ offensive language	2
	Sexual content	3
	Unsuitable for children	4
	Violent content	5
	RISKS TO OTHER PEOPLE/ TO SOCIETY	
	Discourage creative play for children	6
	Encourage children to stay indoors	7
	Impact on social skills	8
	HEALTH	
	Contributes to obesity	9
	Health issues	10
	I could become addicted to playing games	11
	Others could become addicted to playing games	12
	AFFORDABILITY	
	Cost of games consoles/ games players	13
	Cost of games	14
	Cost of in-game purchases	15
	OTHER CONCERNS	
	Contact with people I don’t personally know/ I’ve never met in person	16
	Waste too much time playing games	17
	Other (WRITE IN)	18
	Don’t know	19

**ASK IF EVER PLAY GAMES AT HOME OR ELSEWHERE AT G1 (CODES 1-8) – OTHERS
SKIP TO INTRO AHEAD OF C1**

SINGLE CODE

G3 Many games can be played online. Do you ever play games online with or against other people?

- Yes..... 1
- No2
- Don't know3

**ASK IF EVER PLAY GAMES ONLINE AT G3 (CODE 1) – OTHERS SKIP TO INTRO AHEAD OF
C1**

G4 Please tell me the extent to which you agree or disagree with some things that other people have said about playing games online with or against other people.

SINGLE CODE

G4A **SHOWCARD G4A**

READ OUT: When I'm engrossed in a game I don't really think about who the other people are – I'm only interested in their game characters.

- Disagree..... 1
- Neither agree nor disagree2
- Agree3
- Not applicable - I don't play these sorts of games4
- Don't know5

SINGLE CODE

G4B **SHOWCARD G4B**

READ OUT: When I chat or message the people I'm playing with about the game it enhances the gaming experience.

- Disagree..... 1
- Neither agree nor disagree2
- Agree3
- Not applicable – I don't chat/ message people I play with online.....4
- Don't know5

CLASSIFICATION

SAY TO ALL – I'd now like to finish the interview by asking you some questions about you and your household. These questions are used to help us to group the different people we will speak with across the UK as part of this survey when we look at the results.

ASK ALL

SINGLE CODE

C1 **SHOWCARD C1**

Please take a look at the options shown on this card and let me know which number applies to you?

- Married/ civil partnership..... 1
- Cohabiting.....2
- Single.....3
- Widowed, divorced or separated4
- Refused5

ASK ALL

C2 How many people are there in your household in total (including yourself)?

WRITE IN BELOW

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ASK IF MORE THAN 01 PERSON AT C2 – OTHERS SKIP TO C6

C3 Do you have any children aged under 16 who live at home with you – where you are their parent or guardian?

IF YES – How many of your children aged under 16 live at home with you?

IF NO - Code zero

WRITE IN BELOW – USE LEADING ZEROS

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ASK IF 1+ CHILD AT HOME AT C3 – OTHERS SKIP TO C5

MULTICODE OK FOR CODES 1-5 IF C3>1. If C3 IS 1 THEN SINGLE CODE

C4 IF C3 is >1 And what ages are these children?

IF C3 is 1 And what age is this child?

PROMPT IF NECESSARY

- Under 1 year old 1
- 1-4 years old2
- 5-7 years old3
- 8-11 years old4
- 12-15 years old5
- Refused6

ASK IF MORE THAN 01 PERSON AT C2 – OTHERS SKIP TO C6

MULTICODE OK FOR CODES 1-9

C5 SHOWCARD C5

Which of these adults **aged 16 and over** live in your household with you, in terms of their relationship to you?
Please just read out number or numbers that apply to you.

MULTICODE OK FOR CODES 1-9

Husband/ wife/ partner	1
Mother/ stepmother/ partner of father	2
Father/ stepfather/ partner of mother	3
Brothers/ sisters/ stepbrothers/ stepsisters	4
Child/ children aged 16 and over	5
Grandmother	6
Grandfather	7
Other relative aged 16 or over	8
Friend/ other person not related to you aged 16 or over	9
None – I am the only adult in the household	10
Refused	11

ASK ALL

SINGLE CODE

C6 Are you currently working?
IF YES – Is that full-time or part-time?
IF NOT WORKING – Are you looking for work? IF NOT LOOKING FOR WORK – PROBE TO ESTABLISH WHETHER
IN FULL-TIME EDUCATION, RETIRED, NOT WORKING

Working full-time (30 hours per week plus)	1
Working part-time (Under 30 hours per week).....	2
Looking for work	3
In full-time education.....	4
Retired	5
Not working.....	6
Refused	7

ASK ALL

SINGLE CODE

C7 At what age did you finish your education?
IF STILL IN EDUCATION - At what age do you expect to finish your education?
READ OUT IF NECESSARY

Aged 16 or under	1
Aged 17-18	2
Aged 19-20	3
Aged 21 or over	4
Don't know	5
Refused	6

ASK ALL

SINGLE CODE

C8 SHOWCARD C8

Which of these options best describes how you feel about your ability to read and write?

READ OUT IF NECESSARY

- Very confident 1
- Fairly confident 2
- Neither confident nor not confident 3
- Not very confident 4
- Not at all confident 5
- Don't know 6
- Refused 7

ASK ALL**C9** Can you tell me if your annual household income before tax and other deductions is above or below £11,500?

SINGLE CODE

- Below £11,500 1
- Above £11,500 2
- Don't know 3
- Refused 4

ASK ALL IF BELOW £11,500 AT C9 (CODE 1) THEN CODE 1 AT C10 AND SKIP TO C11

SINGLE CODE

C10 SHOWCARD C10

Could you please give me the letter from this card for the group in which you would place your total household income from all sources, before tax and other deductions?

	Per month (approx)	Per Year	
A	Up to £950	Under £11,500	1
B	£950 - £1,450	£11,500 - £17,499	2
C	£1,451 - £2,500	£17,500 - £29,999	3
D	£2,501 - £4,200	£30,000 - £49,999	4
E	£4,201 or over	£50,000 or over	5
		Don't know	6
		Refused	7

ASK ALL

SINGLE CODE

C11 Do you have any long-standing illness, disability or infirmity?

IF NECESSARY: By long-standing I 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

ASK IF LONG STANDING ILLNESS/ DISABILITY OR INFIRMITY AT C11 (CODE 1) – OTHERS SKIP TO C14

SINGLE CODE

C12 Does this illness, disability or infirmity limit your activities in any way?

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

ASK IF LIMITS ACTIVITIES IN ANY AWAY AT C12 (CODE 1) – OTHERS SKIP TO C14

MULTICODE OK FOR CODES 1-10

C13 **SHOWCARD C13**

Which of these **limit** your activities? Please just read out the number or numbers that apply to you.

MULTICODE OK FOR CODES 1-10

- Breathlessness or chest pains 1
 - Poor vision, partial sight or blindness 2
 - Difficulty in speaking or communicating 3
 - Poor hearing, partial hearing or deafness 4
 - Cannot walk at all/ use a wheelchair 5
 - Cannot walk very far or manage stairs or can only do so with difficulty 6
 - Limited ability to reach 7
 - Mental health problems or difficulties 8
 - Dyslexia 9
 - Other illnesses/ health problems which limit daily activities(WRITE IN) 10
-
- Refused 11

ASK ALL

SINGLE CODE

C14 **SHOWCARD C14**

Which of these options applies to your home?

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

ASK ALL
SINGLE CODE

C15 **SHOWCARD C15**
How would you describe your national identity?

English.....	1
Scottish.....	2
Welsh.....	3
Northern Irish.....	4
British.....	5
Other (WRITE IN) _____	6

ASK ALL
SINGLE CODE

C16 **SHOWCARD C16**
Which of these groups best describes you? Please just read out the number that applies to you.

<u>WHITE</u>	
British.....	1
English.....	2
Scottish.....	3
Welsh.....	4
Irish.....	5
Any other white background (WRITE IN)	6

<u>MIXED</u>	
White and Black Caribbean	7
White and Black African	8
White and Asian	9
Any other mixed background (WRITE IN)	10

<u>ASIAN AND BRITISH ASIAN</u>	
Indian.....	11
Pakistani.....	12
Bangladeshi.....	13
Any other Asian background (WRITE IN).....	14

<u>BLACK AND BLACK BRITISH</u>	
Caribbean.....	15
African.....	16
Any other black background (WRITE IN)	17

<u>MIDDLE EAST AND ARABIC ORIGIN</u>	
Middle Eastern, including Arabic origin	18
Iranian.....	19

<u>CHINESE OR OTHER ETHNIC GROUP</u>	
Chinese	20
Any other background (WRITE IN).....	21

Refused.....	22
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C17 **ASK ALL**

If we wanted to contact you in the future for research purposes, would you be willing to be re-contacted?

Yes1
No2

C18 **ASK IF YES AT C17 (CODE 1)**

Can I make a note of your phone number in case we need to contact you again?

Yes – ENTER HERE1
No2

THANK AND CLOSE