QUESTIONNAIRE – ADULTS AGED 16+

SCREENING QUESTIONNAIRE

Good morning/ afternoon, my name is ………….. I'm from a company called Quadrangle Operations, an independent market research company. 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 responses are confidential and you will not be identified at any stage within this research. Your details won't be passed onto any third parties nor will you 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

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

MAIN QUESTIONNAIRE

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

NEW SCREEN

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 1-9

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 8

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
YouView	8
EETV	9
No TV in the household	10
Don't know	11

ASK ALL
SINGLE CODE

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

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/ THROUGH STREAMING SERVICES AT T2 (CODE 1)

MULTICODE OK FOR CODES 1-10

T3A   **SHOWCARD T3A**

How do you choose what TV programmes or films to watch via on-demand or streaming services?
IF NECESSARY By on-demand or streaming services I mean watching TV programmes or films via online services such as BBC iPlayer, Netflix, Amazon Prime, Sky Go and so on

READ OUT: Please choose as many as apply

I have specific programmes I watch regularly 1
I like to watch a specific type of show or film (e.g, horror, comedies, drama and so on)...........................2
I browse through the service to see what's available..3
If it's something I missed when it was shown/ originally broadcast 4
I see it promoted in trailers or adverts..5
I see it recommended or highlighted by the service (newly added / most popular / you might enjoy sections)..........................6
Friends or family tell me about them/ recommend them..7
Somebody mentions it on social media 8
It's discussed or reviewed on TV, radio or in newspapers or magazines 9
Other (WRITE IN) 10
Don't know 11

ASK ALL WITH A TV IN THE HOUSEHOLD AT T1 (CODES 1-9)

MULTICODE OK FOR CODES 1-10

T3B   Do you ever watch TV programmes or films via scheduled TV – so TV programmes that you watch at the time they are broadcast?
IF NO - CODE 12

IF YES - **SHOWCARD T3B** : How do you choose what TV programmes or films to watch via scheduled TV?
IF NECESSARY – so TV programmes that you watch at the time they are broadcast?

READ OUT: Please choose as many as apply

I have specific programmes I watch regularly 1
I like to watch a specific channel...2
I browse through the channels or listings to see what's available 3
I look in newspapers or magazines to see what's available 4
I see it promoted in trailers or adverts..5
If it's listed at the top of the page of the on-screen TV guide..6
Friends or family tell me about them/ recommend them..7
Somebody mentions it on social media 8
It's discussed or reviewed on TV, radio or in newspapers or magazines 9
Other (WRITE IN) 10
Don't know 11
I don't watch scheduled TV...12

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

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 2-29

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 2-29

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
People behaving badly...6
Sex/ nakedness (in general) 7
Violence (in general) 8
DIVERSITY OF CONTENT
Age – Discriminatory treatment or portrayal of people based on age 9
Disability – Discriminatory treatment or portrayal of people based on disability 10
Gender – Discriminatory treatment or portrayal of people based on gender (e.g. sexism) 11
Race – Discriminatory treatment or portrayal of people based on race 12
Religion – Discriminatory treatment or portrayal of people based on religion................................13
Sexual orientation – Discriminatory treatment or portrayal of people based on sexual orientation 14
Not enough racial diversity..15
Not enough programmes for my age group 16
QUALITY CONTENT/ REPEATS
Lack of originality/ programmes are too similar 17
Poor quality programmes...18
Too many American programmes..19
Too many programmes with celebrities 20
Too many reality TV programmes 21
Too many repeats 22
ADVERTISING/ SPONSORSHIP
Irritating/ annoying sponsorship messages..23
Product placement 24
Too many/ too long advertising breaks 25
DON'T TRUST/ FIXED/ FAKE/ BIASED/INACCURATE
Inaccurate/ biased information broadcast 26
Phone-in competitions that are fixed/ faked..27
OTHER CONCERNS
Commercial messages appearing in programme content/ excessive merchandising/ marketing to children within a television programme..28
Other (WRITE IN) _____29

Don't know 30

<u>**INTERNET SECTION**</u>

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

NEW SCREEN

ASK ALL
SINGLE CODE

IN1   Do you ever go online? Please think about any reason you may have for going online – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme or video clip, play games online or check emails.

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 IN8A
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 IN8A

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 IN8A

MULTICODE OK FOR CODES 1-10

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 my bank branch for help 6
Ask a colleague/ someone at work...7
Figure it out myself 8
Give up or get someone else to do it for me..9
Other (WRITE IN) 10
None of these/ I don't tend to get stuck when online 11
Don't know..12

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN8A

IN5   Please think about the hours that you spend online in a typical week – so both weekdays and at the weekend – maybe to visit a social media site or app, look at a website or use an app, watch a TV programme or video clip, play games online or check emails..

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 IN8A
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: Code 5: When you go online through a browser (like Google Chrome/ Internet Explorer/ Firefox and so on) small text files known as **cookies** are retained on your computer or mobile phone which contain information about a specific visit to a website or app.
IF NECESSARY: Code 7: **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
IF NECESSARY: Code 8/9**: By 'strong' passwords** I mean passwords that use combinations of uppercase and lowercase letters, numbers and other symbols

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 adverts 3
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 prompted 6
Routinely back-up the information on your devices 7
Use strong passwords on devices that can be used to go online 8
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 IN8A

MULTICODE OK FOR CODES 1-8

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 scam...2
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 knowledge 5
Lost money online (i.e. got scammed or ripped off)...6
Been 'trolled' online- an anonymous person making hurtful or harmful comments to you.........................7
Online contact from someone who was pretending to be someone else...8
None of these..9
Don't know 10

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

MULTICODE OK FOR CODES 1-13

IN8A   **SHOWCARD IN8**

Which of these reasons describe why you don't go online?

The equipment needed to go online is too expensive/ not worth the money 1
Being connected to the internet is too expensive/ not worth the money 2
Getting online/ getting connected to the internet is too complicated 3
Using the internet, finding your way around on the internet is too complicated..4
I don't have the right equipment 5
I don't have the right help to know how to start..6
It's just not for people for like me/ I don't see the need...7
I don't trust the internet/ being online is not safe/secure 8
Other 1 (WRITE IN) 9
Other 2 (WRITE IN) 10
Other 3 (WRITE IN) 11
Other 4 (WRITE IN) 12
Other 5 (WRITE IN) 13
Don't know 14

ASK IF <u>DO NOT</u> GO ONLINE AT IN1 (CODE 2) THAT DO NOT SAY DON'T KNOW AT IN8A (CODES 1-13) – OTHERS SKIP TO FILTER AT IN11
SINGLE CODE

IN8B   **SHOWCARD IN8 AGAIN**

Which <u>one</u> of the following best describes the **main** reason why you don't go online?

The equipment needed to go online is too expensive/ not worth the money	1
Being connected to the internet is too expensive/ not worth the money	2
Getting online/ getting connected to the internet is too complicated	3
Using the internet, finding your way around on the internet is too complicated	4
I don't have the right equipment	5
I don't have the right help to know how to start	6
It's just not for people for like me/ I don't see the need	7
I don't trust the internet/ being online is not safe/secure	8
Other 1 (pipped in from IN8A)	9
Other 2 (pipped in from IN8A)	10
Other 3 (pipped in from IN8A)	11
Other 4 (pipped in from IN8A)	12
Other 5 (pipped in from IN8A)	13
Don't know	14

ASK IF <u>DO NOT</u> 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

MULTICODE OK FOR CODES 1-10

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
If my job required me to go online	8
To use BBC online services such as the BBC iPlayer or the BBC website	9
Other (WRITE IN)	10
Nothing would prompt me to go online in the next 12 months	11
Don't know	12

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN17

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

IN11B – deliberately left blank

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN17

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 IN17

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 IN17

SINGLE CODE

IN12 In the last month, when you have gone online, have you….

READ OUT CODES 1 TO 3

Only used websites or apps that you've used before 1
Used maybe **one or two** websites or apps that you haven't used before 2
Used **lots** of websites or apps that you haven't used before 3
Have not gone online in the last month 4
Don't know 5

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN17

MULTICODE OK FOR CODES 1-10

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

Find information online about cultural activities such as museums or theatre...9

Pay bills or check bills online 10

None of these 11

Don't know 12

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) THAT DO NOT CODE 11 OR 12 AT IN13 - OTHERS SKIP TO FILTER AT IN15

MULTICODE OK FOR CODES 1-10

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

Find information online about cultural activities such as museums or theatre...9

Pay bills or check bills online 10

None of these 11

Don't know 12

ASK IF HAVE <u>NEVER</u> COMPLETE GOVERNMENT PROCESSES ONLINE AT IN13 (CODE 3 IS <u>NOT</u> SELECTED) – OTHERS SKIP TO FILTER AT IN16
MULTICODE OK FOR CODES 1-9

IN15   **SHOWCARD IN15**

You said earlier that you <u>**don't**</u> 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

MULTICODE OK FOR CODES 2-35

IN17   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 IN31

SINGLE CODE

IN18A   **SHOWCARD IN18A**

In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity?

Examples of these sorts of things might be cruel or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube.

Which of these options best describes whether you have seen things like this online in the past year?

I have never seen things like this	1
I sometimes see things like this	2
I often see things like this	3
Don't know	4

ASK IF <u>EVER</u> SEEN AT IN18A (CODES 2-3) – OTHERS SKIP TO FITLER AT IN19

MULTICODE OK FOR CODES 2-7. CODE 1 TO BE SINGLE CODED

IN18B   **SHOWCARD IN18B**

What if anything did you do after you saw the most recent example of something hateful online?

I ignored it/ didn't do anything	1
I commented on it to say I thought it was wrong	2
I shared it with my friends to say I thought it was wrong	3
I reported it to the website	4
I blocked the person who shared or made the comments	5
I responded by 'disliking' the post/ comment/ video	6
Something else – (WRITE IN)	7
Don't know	8

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT IN31

SINGLE CODE

IN19A   Do you ever watch videos on sites or apps like YouTube, Vimeo, Snapchat or Facebook?

IF NECESSARY: By 'videos' I 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
No	2
Don't know	3

ASK IF <u>EVER</u> WATCH VIDEOS AT IN19A (CODE 1) – OTHERS SKIP TO FILTER AT IN21

MULTICODE OK FOR CODES 1-13

IN19B   **SHOWCARD IN19B**

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 buy 2
Funny videos / jokes / pranks / challenges 3
Music videos..4
Short entertainment videos (film trailers, clips from TV programmes or highlights). 5
Whole TV programmes or films 6
News / current affairs / documentaries 7
Sports/ football clips or videos..8
Vlogs from vloggers (like Zoella or Thatcher Joe) 9
Game tutorials, walk-throughs, watching other people play games 10
Political speeches or campaigns 11
Religious speeches or events...12
Other types of videos (WRITE IN) 13
Don't know 14

ASK IF <u>EVER</u> WATCH VIDEOS (IN19A CODE 1) – OTHERS SKIP TO FILTER AT IN21

SINGLE CODE

IN20A   **SHOWCARD IN20A**

If you found something on YouTube that you considered inappropriate, how confident would you be in knowing how to report the inappropriate content to YouTube?

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 IF <u>EVER</u> WATCH VIDEOS (IN19A CODE 1) – OTHERS SKIP TO FILTER AT IN21

SINGLE CODE

IN20B   Did you know there is a reporting button or flag on YouTube which can be used to report inappropriate content?
DO NOT READ OUT

Yes..1
No 2
Don't know 3

MULTICODE OK FOR CODES 1-4

IN20C   Have you ever reported inappropriate content to YouTube?

IF NO - CODE 6

IF YES - **SHOWCARD IN20C** - How did you report this inappropriate content to YouTube

I emailed/ sent a message to YouTube 1

I reported it through the reporting button/flag on YouTube 2

I posted a comment on the site/ app under the inappropriate content....................3

Something else – (WRITE IN) 4

Don't know 5

I have not reported something inappropriate to YouTube 6

SINGLE CODE

IN21   I'd now like to ask you some questions about your use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, WhatsApp and YouTube.
Do you have a social media profile or account on any of these types of 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.

IF NECESSARY: Messaging apps like WhatsApp, Facebook Messenger, Viber or Telegram allow you to send messages instantly to individuals or groups of people and are mostly used on smartphones once you have downloaded the relevant app. As they are a form of instant message they tend to have more features available to users and are cheaper than sending a standard text message.

Yes..1

No 2

Don't know 3

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN29
MULTICODE OK FOR CODES 1-15

IN22   **SHOWCARD IN22**

Which social media or messaging 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 or messaging 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 1 (WRITE IN) 11
Other 2 (WRITE IN) 12
Other 3 (WRITE IN) 13
Other 4 (WRITE IN) 14
Other 5 (WRITE IN) 15
Don't know 16

ASK THOSE WITH MORE THAN ONE PROFILE AT IN22 (CODES 1-15) – OTHERS SKIP TO FILTER AT IN24
SINGLE CODE

IN23   **SHOWCARD IN22 AGAIN**

And which one would you say is your main social media or messaging 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 1 (pipped in from IN22) 11
Other 2 (pipped in from IN22) 12
Other 3 (pipped in from IN22) 13
Other 4 (pipped in from IN22) 14
Other 5 (pipped in from IN22) 15
Don't know 16

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN29

SINGLE CODE

IN24   Generally, when you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter, or You Tube, do you ever think about whether the information posted on these sites or apps is truthful?

IF NO - CODE 5
IF YES - **SHOWCARD IN24** Do you believe that all the information you see on these sites or apps is truthful, most of it is truthful or just some of it is truthful?

All is truthful 1
Most is truthful 2
Some is truthful... 3
Don't know 4
Don't think about whether the information on social media sites is truthful 5

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN29

MULTICODE OK FOR CODES 1-9

IN25   **SHOWCARD IN25**

When you read or see a news story or article on social media site or apps which, if any, of these things would you ever do if you wanted to check the information in the article to see if it was true?

IF NECESSARY: For example, this might be a news story or article that appears in your news feed, or a link to an article that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media

Check if it was by an organisation I had heard of..1
Check if it was by an organisation I thought was trustworthy 2
Look at how professional the article looks, e.g. are there spelling mistakes, do the
images or videos look high quality...3
Think about what the article is about to see how likely is it to be true 4
Check to see if the same information in the article appears anywhere else.................................5
Think about whether the person who shared it was someone I trusted 6
Look at the comments/ what people have said about the article...7
Check to see if it is by someone who was there when it happened/ saw it for themselves...........8
Something else – (WRITE IN) 9
OR
I wouldn't tend to check the information in the article to see if it was true.....................................10
I don't see news stories/ articles on social media 11
Don't know...12

ASK ALL WITH SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN29

SINGLE CODE

IN26   **SHOWCARD IN26**

To what extent do you agree with this statement "The images or videos that other people post online make their life look more interesting than it is"?

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

IN27   I'm going to read out some statements about using social media. Can you please tell me to what extent you agree or disagree with each one?

ASK ALL WITH A SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN29
SINGLE CODE

IN27A   **SHOWCARD IN27**

READ OUT: I usually accept the terms & conditions without reading them on social media and messaging sites.

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 SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN29
SINGLE CODE

IN272B **SHOWCARD IN27**

READ OUT: Once my post goes online I no longer have control over it.

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 SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN29
SINGLE CODE

IN27C   **SHOWCARD IN27**

READ OUT: It is easy to delete photos and videos from the internet after they have been posted.

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 SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN29

SINGLE CODE

IN27D   **SHOWCARD IN27**

READ OUT: It is OK to share a photograph or video of other people without their permission.

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 SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN29

SINGLE CODE

IN27E   **SHOWCARD IN27**

READ OUT: I am confident in using the settings on my social media account to control who sees the photos and videos I share.

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 SOCIAL MEDIA PROFILE AT IN21 (CODE 1) – OTHERS SKIP TO FILTER AT IN29

SINGLE CODE

IN27F   **SHOWCARD IN27**

READ OUT: I'm happy sharing personal photos and videos with everyone.

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 IN29

SINGLE CODE

IN28   **SHOWCARD IN28**

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 WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO IN31

SINGLE CODE

IN29   **SHOWCARD IN29**

Which one of these two options is closest to how you feel about sharing opinions online? Please think about sharing opinions online that might be visible to everyone as well as those visible only to people you allow to see them.

I think people should always share their opinions online using their real name, even if the opinion is controversial 1
I think people should have the right to hide their identity online in order to express their views anonymously 2
Don't know... 3

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO IN31

SINGLE CODE

IN30   **SHOWCARD IN30**

Thinking now about the following statement: "I share my opinions online using my real name even if the opinion is controversial"?

Which **one** of these options best applies to you personally?

 READ OUT: Please think about sharing opinions online that might be visible to everyone as well as those visible only to people you allow to see them.

I always share opinions using my real name 1
I never share opinions using my real name 2
It depends on who I'm sharing them with or where I'm sharing them or how controversial they are 3
OR
I never share opinions online 4
Don't know 5

SINGLE CODE

IN31   How do you think the BBC's website is **mainly** funded?

IF 'ADVERTISING' – PROBE FOR THE <u>TYPE OF ADVERTISING THEY ARE REFERRING TO</u>

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

IN32   How do you think search engine websites such as Google or Bing are **mainly** funded?

IF 'ADVERTISING' – PROBE FOR THE <u>TYPE OF ADVERTISING THEY ARE REFERRING TO</u>

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

IN33   How do you think the BBC's iPlayer service is mainly funded?

IF 'ADVERTISING' – PROBE FOR THE <u>TYPE OF ADVERTISING THEY ARE REFERRING TO</u>

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

SINGLE CODE

IN34   How do you think YouTube is **mainly** funded?

IF 'ADVERTISING' – PROBE FOR THE <u>TYPE OF ADVERTISING THEY ARE REFERRING TO</u>

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

IN35   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

IN35A   **SHOWCARD IN35**

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

IN35B   **SHOWCARD IN35**

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

SINGLE CODE

IN36   Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful?

IF NO - CODE 5

IF YES – **SHOWCARD IN36**: Do you believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful?

All is truthful 1
Most is truthful 2
Some is truthful... 3
Don't know 4
Don't think about whether the information is truthful 5

ASK ALL WHO GO ONLINE AT IN1 (CODE 1) THAT CONSIDER WHETHER THE INFORMATION THEY FIND ONLINE IS TRUTHFUL (IN36 – CODES 1-3) - OTHERS SKIP TO FILTER AT M1

MULTICODE OK FOR CODES 1-7

IN37   **SHOWCARD IN37**

When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful 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
Make checks in other ways – (WRITE IN) 7
OR
I don't make any checks 8
Don't know 9

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

MULTICODE OK FOR CODES 1-8

IN38   **SHOWCARD IN38**

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 brand 4
If it's the only way to get the service or product I want..5
If the site is recommended by friends/ family...6
If the site is listed by a search engine such as Google or Bing 7
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

IN39   **SHOWCARD IN39**

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 PayPal 3
If I'm familiar with the company or brand 4
If it's the only way to get the service or product I want 5
If the site is recommended by friends/ family 6
If the site is listed by a search engine such as Google or Bing 7
Other (WRITE IN) 8

I register my details online whenever they are required 9
Don't know...10

IN40 and IN41 DELIBERATELY LEFT BLANK

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

SINGLE CODE

IN42   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
No 2
Don't know 3

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

MULTICODE OK FOR CODES 1-8

IN43　**SHOWCARD IN43**

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 AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

SINGLE CODE

IN44　After purchasing a product or using a service, do you ever write online reviews for other people to read about that product or service?
IF YES – Is that always or sometimes?

Yes, always...1
Yes, sometimes 2
No, never 3
Don't know 4

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

SINGLE CODE

IN45　Have you used search engines such as Google or Bing in the last year?

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

ASK ALL WHO HAVE USED A SEARCH ENGINE IN THE LAST YEAR AT IN45 (CODE 1) – OTHERS SKIP TO FILTER AT IN48

SINGLE CODE

IN46　**SHOWCARD IN46**

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
information 1
I think that some of the websites will be accurate or unbiased and some won't be 2
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the
look of 3
Don't know 4

ASK ALL WHO USE A SEARCH ENGINE AT IN45 (CODE 1) – OTHERS SKIP TO FILTER AT IN48

MULTI CODE OK FOR CODES 1-4

IN47   **SHOWCARDS IN47A AND IN47B**

Here's an image from a Google search for 'walking boots' (**SHOWCARD IN47A**).

Do any of these (**SHOWCARD IN47B**) apply to the first two results shown under the pictures?

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

IN48   **SHOWCARD IN48**

When 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 you can see?

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

IN49   **SHOWCARD IN49**

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

IN50   **SHOWCARD IN50**

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 ETC AT IN19A (CODE 1) – OTHERS SKIP TO IN52

MULTICODE OK FOR CODES 1-4

IN51   **SHOWCARD IN51**

On sites like YouTube some vloggers with lots of followers like Zoella or Thatcher Joe, 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 WHO GO ONLINE AT IN1 (CODE 1) - OTHERS SKIP TO FILTER AT M1

MULTICODE OK FOR CODES 1-5

IN52   **SHOWCARD IN52**

There are many ways that online companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of?

IF NECESSARY: By online companies this might be Facebook, Twitter, Google, Amazon and so on

IF NECESSARY: **Definition of a cookie (CODE 1)**: When you go online through a browser (like Google Chrome/ Internet Explorer/ Firefox and so on) small text files known as **cookies** are retained on your computer or mobile phone which contain information about a specific visit to a website or app.

READ OUT: Please choose as many as apply

Using 'cookies' to collect information about the websites people visit or what products and services interest them 1
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on 2
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them..............3
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from their partners or other companies 4
Using apps on smartphones to collect data on users' locations or what products and services interest them...........................5
OR
Not aware of any of these / Not aware that companies collect information about what people do online 6
Don't know 7

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

MULTICODE OK FOR CODES 1-7

IN53   **SHOWCARD IN53**

Please read the full list of statements on this card about how people feel about online companies collecting and using their personal information. If you agree with any of these statements please just tell me the number that corresponds with each.

READ OUT: Please choose as many as apply

I am happy for companies to collect and use my personal information if ….

They are clear about how they will use my information 1
I can choose to opt-out at any point and they will stop using my data..2
They reassure me they will not share my information with other companies...3
They use it to show me adverts or information that might be more relevant to me 4
They use it to send me relevant special offers/ discounts for products/ services they think I might like....................5
I get something like access to a free service in return - like access to their public WiFi network 6
I get a personalised service in return – like a weather update on my phone (based on my location)........................7
OR
I am not happy for companies to collect and use my personal information 8
Don't know 9

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

SINGLE CODE

IN54   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 OR 3

Yes, often 1
Yes, sometimes 2
Yes, rarely 3
No, never..4
Don't know 5

ASK ALL WHO SAY THEY HAVE SEEN SOMETHING UPSETTING OR OFFENSIVE AT IN54 (CODE 1 OR 2 OR 3) – OTHERS SKIP TO FILTER AT M1

MULTICODE OK FOR CODES 1 -6

IN55   **SHOWCARD IN55**

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

MOBILE PHONE SECTION

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

ASK ALL
MULTICODE OK FOR CODES 2-23

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 2-23

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
Getting viruses, trojans or malware installed on the phone 13
Loss of data/ information/ files from having to clean up and restore software/ hardware
after a virus or other scam **...**14

PRIVACY
Intrusion into other people's space/ public space 15
People using phones in quiet spaces 16
Receiving targeted advertising based on my location...17

RISKS TO OTHER PEOPLE/ TO SOCIETY
Children having phones at a young age 18
Use of phone to film anti- social or inappropriate behaviour...19
People driving while using mobile phones 20
Strangers contacting children 21
Target for stealing mobile phone 22

OTHER CONCERNS
Other (WRITE IN) _____ 23

_____

Don't know 24

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

M2A   Do you know how to check your data allowance to see how much data you have left?

Yes 1
No 2
Don't know..3

SINGLE CODE

M2B   And do you ever check your data allowance to see how much data you have left?

Yes 1
No 2
Don't know 3

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

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

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 D, 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: 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

M7C   **SHOWCARD M7**

READ OUT: So Activity C

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

M7D   **SHOWCARD M7**

READ OUT: So Activity D

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**

Other than phoning or texting, which one of these activities would you miss doing the most on your smartphone if your phone was taken away from you?

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

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

M9   **SHOWCARD M9**

To what extent do you agree or disagree with the statement "I know how to make decisions about using location services on my mobile"?

IF NECESSARY: Location services monitor your location to provide information to your phone based on where you are – this might be an updated weather forecast, bars, pubs or petrol stations near you or help you to plan a journey

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5
Don't know	7

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
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
No 2
Don't know 3

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 separated 4
Refused 5

ASK ALL

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

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

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 old 2
5-7 years old 3
8-11 years old 4
12-15 years old 5
Refused 6

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 <u>expect</u> 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

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

C9 DELIBERATELY LEFT BLANK

ASK ALL
SINGLE CODE

C10 **SHOWCARD C10**

Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions?

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

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 <u>limit</u> your activities in any way?

Yes	1
No	2
Don't know	3

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 one of these groups best describes your ethnic group or background? Please just read out the number that applies to you.

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

MIXED
White and Black Caribbean 8
White and Black African 9
White and Asian 10
Any other mixed background (WRITE IN) 11
_____

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

BLACK AND BLACK BRITISH
Caribbean 16
African 17
Any other black background (WRITE IN) 18
_____

MIDDLE EAST AND ARABIC ORIGIN
Middle Eastern, including Arabic origin 19
Iranian... 20

CHINESE OR OTHER ETHNIC GROUP
Chinese 21
Any other background (WRITE IN)......................... 22
_____

Refused 23

C17 **ASK ALL**

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

Yes 1
No 2

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 HERE 1
No 2

THANK AND CLOSE