

Adult Media Literacy Tracker 2021 – AOKU survey

Adult Online Knowledge and Understanding survey (AOKU) 2021

Introduction

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

We are looking to understand people's use of and opinions about different sorts of media.

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

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

Could you please confirm you are happy to proceed?

Yes	1	CONTINUE
No	2	CLOSE

ALL RESPONDENTS

S1. Please think about how much **time you spend online** across a typical week.

Please think about the time using social media or messaging, watching films, TV programmes or videos online, playing games online, on video calls, searching for information online or working from home.

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

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

Please enter the number of hours per week _____

Don't know _____

TYPE IN AND AUTO CODE AS:

IF DON'T KNOW AT S1:

Would you say your time spent online in a typical week would be...

Please select one option

None	1
Up to 2 hours	2
3 to 5 hours	3
6 to 8 hours	4
9 to 11 hours	5
12 to 15 hours	6
16 to 22 hours	7
23 to 30 hours	8
Over 30 hours	9
Don't know/ unsure	10

ALL RESPONDENTS WHO GO ONLINE IN A TYPICAL WEEK AT S1 (CODES 2-9)

S1A. What number from 1 to 10 best describes you, where:

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

1	2	3	4	5	6	7	8	9	10
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ALL RESPONDENTS

S2. Which of these best describes the chief income earner in your household?

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

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

Please select one option

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

ALL RESPONDENTS

S3. What is your age?

Please type in below

TYPE IN AND AUTO CODE AS:

Under 16 (Close)	x
16-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65-74 years	6
75 years or over	7

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ALL RESPONDENTS

S4. Which of the following are you?

Please select one option

Man	1
Woman	2
Non-binary	3
Prefer to use another term (please specify - optional)	4
Prefer not to say	5

ALL RESPONDENTS

S5. And where do you normally live? By this we mean the place that you live for most of the year.

Please select one option

England	1
Wales	2
Scotland	3
Northern Ireland	4

ALL RESPONDENTS

S6. What is your postcode?

This will not be used to contact you or to identify you – it will be used to see which TV and radio stations are available in the area where you live and to classify your area as rural or urban.

TYPE IN:

ALLOW REFUSED

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ASK ALL THAT LIVE IN ENGLAND (S5 CODE 1)

S7. Which region of England do you live in?
Please select one option

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

ALL RESPONDENTS

S8. Which one of these best describes where you live?
Please select one option

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

ALL RESPONDENTS

S9. Which of these best describes your current situation?
Please select one option

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

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SHOWSCREEN

Thank you very much for your answers so far. You qualify for the main survey. First some questions about mobile phones and other devices.

ALL RESPONDENTS

A1. Do you personally use a mobile phone?

Please select one option

Yes	1
No	2
Don't know	3

ASK ALL THAT USE A MOBILE PHONE AT A1 (CODE 1) – OTHERS SKIP TO A3

A2. Is this a smartphone?

A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.

Please select one option

Yes	1
No	2
Don't know	3

ALL RESPONDENTS

A3. Do you use a smart speaker which can respond to voice commands like “Alexa” or “Hey Google” ?

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

Please select one option

Yes	1
No	2
Don't know	3

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Now some questions about your use of the internet and being online

ALL RESPONDENTS

IN1. Which of these devices do you use to go online?

Please select all that apply

Smartphone (like an iPhone or Samsung Galaxy)	1
Tablet (like an iPad, Kindle Fire or Google Nexus)	2
Laptop or netbook	3
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	4
Games console or handheld games player	5
Other type of device used to go online - (please type in below)	6

ALL RESPONDENTS

IN2. How long ago did you first start going online?

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

Please select one option

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

ALL RESPONDENTS

IN3A. Overall, how confident are you as an internet user?

Please select one option

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

ALL RESPONDENTS

IN3B. How confident are you in knowing how to manage who has access to your personal data online?

By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests.

Please select one option

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

ALL RESPONDENTS

IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online?

Please select one option

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

ALL RESPONDENTS

IN3D. How confident are you in judging whether the information you see or read online is true or false?

Please select one option

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

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ALL RESPONDENTS

IN3E. How confident are you in judging whether an email or text/ online message you receive is potentially suspicious or a scam

Please select one option

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

ALL RESPONDENTS

IN6. Which, if any of these things do you or someone in your household do at home?

Definition of a **'cookie'**: When you go online through a browser (like Google Chrome/ Safari 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.

Definition: **'strong' passwords** are those that use combinations of uppercase and lowercase letters, numbers and other symbols

Please select all that apply

Use a firewall	1
Use security software such as an anti-virus or anti-spyware package	2
Use email filters or software that can block unwanted or spam emails	3
Delete cookies* from your web browser	4
Download the latest software updates onto devices when prompted	5
Routinely back-up the information on your devices	6
Use strong passwords* online or on devices used to go online	7
Use a virtual private network (VPN)	8
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	9
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	10
None of these	11
Don't know	12

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ALL RESPONDENTS

IN4. In the last month, when you have gone online, have you....

Please select one option

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

SHOWSCREEN

At the next few questions you will be shown lists of activities that some people say they do online.

ALL RESPONDENTS

IN5A. Which if any of these activities do you do online?

Please select all that apply

Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	1
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	2
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	3
Finding/ downloading information for work/ business/ school/ college/ university	4
Look at job opportunities or apply for a job online	5
Find information for your leisure time including cinema, live music, theatre, museums etc.	6
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	7
Sign an online petition or use a campaigning website (e.g. change.org)	8
None of these	9

ALL RESPONDENTS

IN5B. Which if any of these activities do you do online?

Please select all that apply

Use streamed audio services (e.g. Spotify or Deezer or Apple Music)	1
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	2
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	3
Watch or post livestream videos (these let you watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	4
None of these	5

ALL RESPONDENTS

IN27A. You're now going to see some things that other people have said about being online. To what extent do you agree or disagree with each statement.

"Internet users must be protected from seeing inappropriate or offensive content"

Please select one option

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

ALL RESPONDENTS

IN27B. You're now going to see some things that other people have said about being online. To what extent do you agree or disagree with each statement.

"I think people should have the right to hide their identity online in order to express their views anonymously"

Please select one option

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

ALL RESPONDENTS

IN27C. You're now going to see some things that other people have said about being online.
To what extent do you agree or disagree with each statement.

“I think it is important that people can say what they want online even if it is controversial or hurtful to others”

Please select one option

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

ALL RESPONDENTS

IN27F. You're now going to see some things that other people have said about being online.
To what extent do you agree or disagree with each statement.

“For me, the benefits of being online outweigh the risks”

Please select one option

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

ALL RESPONDENTS

IN27E. You're now going to see some things that other people have said about being online.
To what extent do you agree or disagree with each statement.

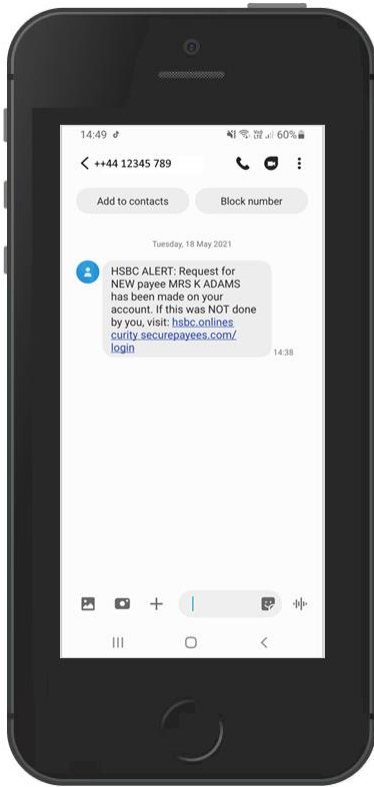
“When I visit websites or apps, I usually accept the terms and conditions without reading them”

Please select one option

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

ALL RESPONDENTS

Scenario 1a. Moving on now, here is an example of a message that you may receive.



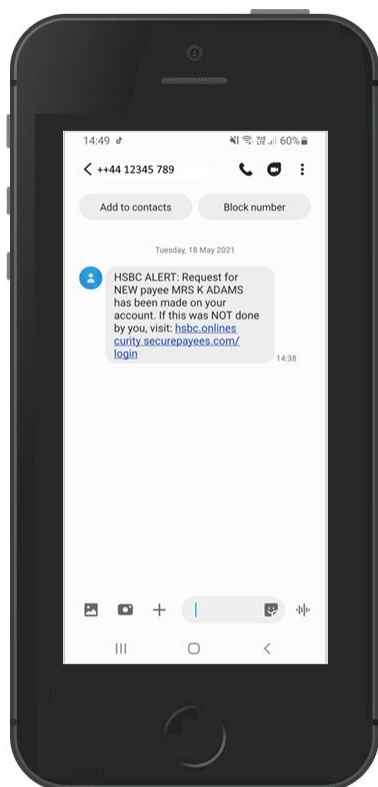
If you received this message, what would you do first?

Please type in below

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ALL RESPONDENTS

Scenario 1b. Still thinking about this message



Which, if any of the of the following things would you do?

Please select all that apply

Before clicking, check the web link to see if it is legitimate	1
Block the number	2
Add to contacts	3
Reply to it	4
Click the web link	5
Follow the instructions (in the text)	6
Delete it	7
Ignore it	8
Report the text to the police	9
Report the text to your mobile provider (e.g. via forwarding to 7726)	10
None of these	11
Don't know	12

ALL RESPONDENTS

IN37A. 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**?

Please select one option

Yes	1
No	2
Don't know	3

ALL RESPONDENTS WHO CONSIDER THE TRUTHFULNESS OF ONLINE INFORMATION AT IN37A (CODE 1)

IN37B. When you find factual information online, perhaps on search engines like Google do you tend to believe that all the information you find online **is truthful**, most of it is truthful or just some of it is truthful?

Please select one option

All is truthful	1
Most is truthful	2
Some is truthful	3
Don't know	4

ALL RESPONDENTS WHO CONSIDER THE TRUTHFULNESS OF ONLINE INFORMATION AT IN37A (CODE 1)

IN38. 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?

Please select 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
Check the information on a fact checking website/ app like Full Fact	7
Make checks in other ways – (please type in below)	8
I don't make any checks	9
Don't know	10

ALL RESPONDENTS

IN39. When you **buy things online**, which if any of these things do you do before entering your credit or debit card details?

Please select all that 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
Something else – (please type in below)	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

ALL RESPONDENTS

IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before **registering personal details online**?

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

Please select all that 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
Something else – (please type in below)	8
I register my details online whenever they are required	9
Don't know	10

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ALL RESPONDENTS

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

Please select one option

Yes	1
No	2
Don't know	3

ASK ALL WHO HAVE USED A SEARCH ENGINE IN THE LAST YEAR AT IN45 (CODE 1)

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?

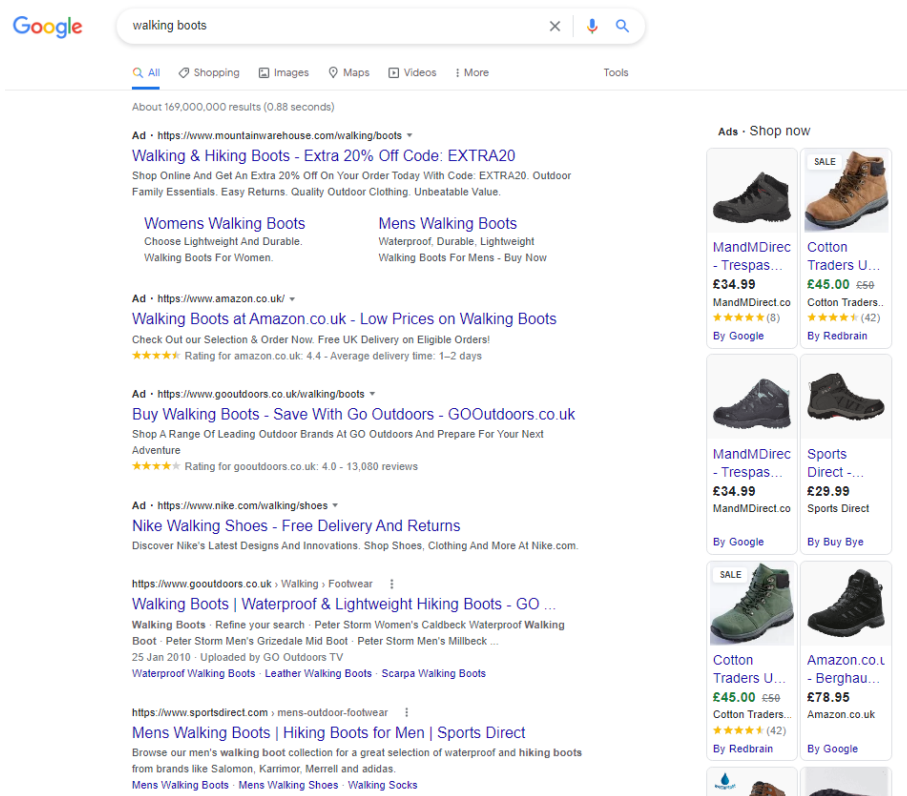
Please select one option

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

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ASK ALL WHO HAVE USED A SEARCH ENGINE IN THE LAST YEAR AT IN45 (CODE 1)

Scenario 2. Here is an image from a Google search for ‘walking boots’.



Do any of the apply to the first four results that are listed on the left?

Please select those that you think apply

These are adverts/ sponsored links/ they have paid to appear here	1
These are the best results/ the most relevant results	2
These are the most popular results used by other people	3
Something else – (please type in below)	4
Don't know	5

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ALL RESPONDENTS

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?

Please select one option

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

ALL RESPONDENTS

IN49. Which of the following statements best describes your feelings about online advertisements?

Please select one option

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

ALL RESPONDENTS

IN50. Have you ever done any of the following?

Please select all that apply

Used ad-blocking filters or software (software that prevents some types of ads appearing)	1
Used false information when registering for things online to avoid spam/ junk email	2
Say no/ don't tick the box allowing companies to send me "information on offers and news"	3
Used Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	4
None of these	5
Don't know	6

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ALL RESPONDENTS

IN51. On sites like YouTube, Instagram or TikTok some **vloggers or influencers** with lots of followers like Kylie Jenner or Joe Wicks might say good things about a particular company or product or brand - such as beauty products, Nike clothing, a new PlayStation game and so on.

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

Please select those that you think 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
Some other reason – (please type in below)	4
Don't know	5

ALL RESPONDENTS

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of?

This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps.

Definition of a **“cookie”**: When you go online through a browser (like Google Chrome/ Safari 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.

Please select all that 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 or their partners	3
Using apps on smartphones to collect data on users’ locations or what products and services interest them	4
Not aware of any of these / Not aware that companies collect information about what people do online	5
Don't know	6

ALL RESPONDENTS

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc).

If you agree with any of these statements, please just select them.

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

Please select all that apply

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

ALL RESPONDENTS

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users?

Please select all that apply

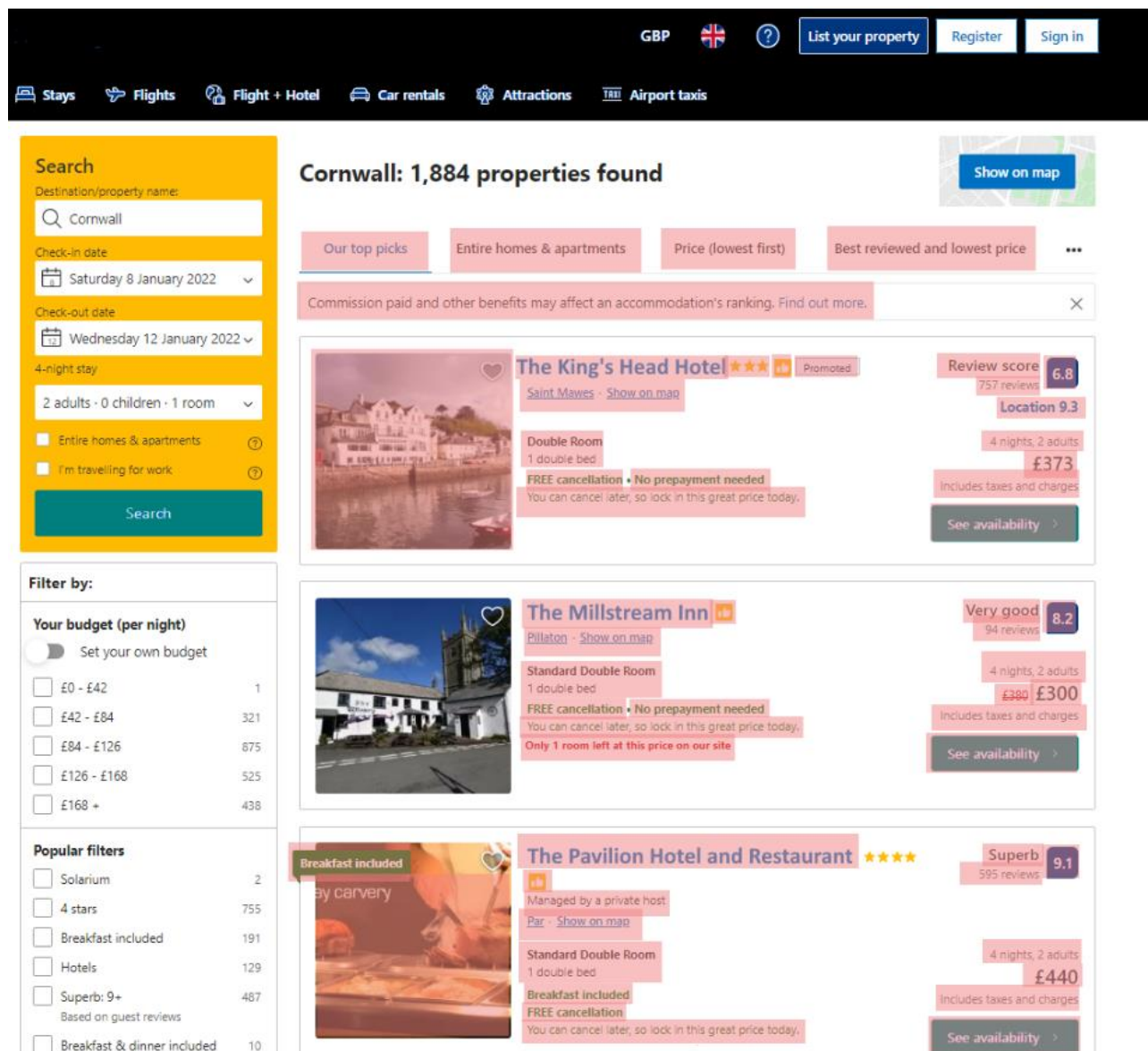
So that these companies can...

Target advertising, information or other content at their users	1
Sell users' information/ data to other companies	2
Build up a profile of their users and what they like/ don't like	3
Tailor prices for products and services	4
Personalise their experience when using the website/ app	5
Track their online behaviour over time	6
Influence users' opinions and behaviours	7
Other reason(s) – (please type in below)	8
None of these reasons apply	9
Don't know	10

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ALL RESPONDENTS

Scenario 3. Here is a search for a hotel room in Cornwall showing three different properties.



The screenshot shows a travel website interface for searching hotels in Cornwall. The search criteria are: Destination/property name: Cornwall; Check-in date: Saturday 8 January 2022; Check-out date: Wednesday 12 January 2022; 4-night stay; 2 adults - 0 children - 1 room. The results show three properties:

- The King's Head Hotel** (Saint Mawes): Review score 6.8, Location 9.3, Price £373. Features: Double Room, 1 double bed, FREE cancellation, No prepayment needed.
- The Millstream Inn** (Pillaton): Review score 8.2, Price £300. Features: Standard Double Room, 1 double bed, FREE cancellation, No prepayment needed, Only 1 room left at this price on our site.
- The Pavilion Hotel and Restaurant** (Par): Review score 9.1, Price £440. Features: Standard Double Room, 1 double bed, Breakfast included, FREE cancellation.

Filters on the left include: Your budget (per night) with options from £0-£42 to £168+; Popular filters such as Solarium, 4 stars, Breakfast included, Hotels, Superb: 9+, and Breakfast & dinner included.

Please look at this image and **click or tap** on anything that you would consider in choosing which to book.

Once you have selected something it will turn red.

Please click ">>" when you are finished.

ALL RESPONDENTS

IN7 Moving on now, have you personally experienced any of the following in the past 12 months?

Definition of **‘trolling’**: this refers to an anonymous person making hurtful or harmful comments to you

Definition of **‘online stalking’** may include false accusations, defamation, slanderous or libellous comments that are made online

Please select all that apply

A computer virus on any device you use to go online	1
Your email or social media account being hacked (someone accessing your account without your permission)	2
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	3
Lost money online (i.e. got scammed or ripped off)	4
Any form of online bullying/ harassment/ trolling*	5
Been threatened or stalked online*	6
Online contact from someone who was pretending to be someone else	7
Received a suspected scam email or scam text message encouraging me to enter personal or financial information	8
None of these	9
Don't know	10

ASK ALL RESPONDENTS

IN55 Have you **ever** seen anything online that you found **hateful or inappropriate**?

Please select one option

Yes	1
No	2
Don't know	3
Prefer not to say	4

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ASK ALL RESPONDENTS

IN56 Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something **hateful or inappropriate**?

The report or flagging function could be a button, a link, an email address or an online form through which you can point out the hateful or inappropriate content or report the person that posted or forwarded it.

Please select one option

Yes, aware of report or flagging function	1
No, not aware of report or flagging function	2
Don't know	3

ASK ALL RESPONDENTS THAT HAVE SEEN HATEFUL OR INAPPROPRIATE CONTENT (IN55 CODE 1) THAT ARE AWARE OF THE REPORTING FUNCTION (IN56 CODE 1)

IN57 Have you ever used this report or flagging function to report what you saw online that you found **hateful or inappropriate**?

Please select one option

Yes	1
No	2
Don't know	3

ASK ALL RESPONDENTS

IN58 Please now think about using apps or sites for '**social media**' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc) on sites/ apps like Facebook, Instagram, Snapchat or TikTok.

Do you **use** social media apps or sites?

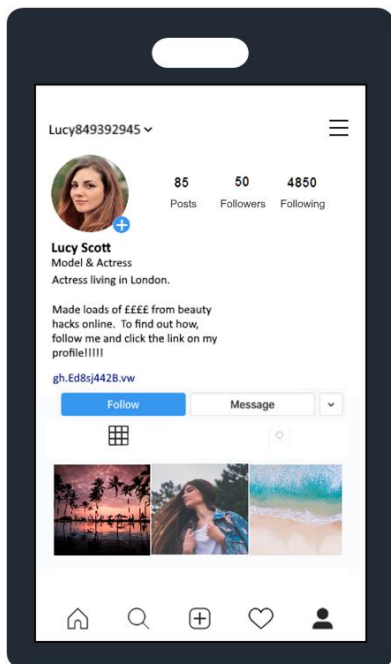
Please select one option

Yes	1
No	2
Don't know	3

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ASK ALL RESPONDENTS THAT USE SOCIAL MEDIA AT IN58 (CODE 1)

Scenario 4a. Here is a social media profile.



Do you think that this social media profile is genuine?

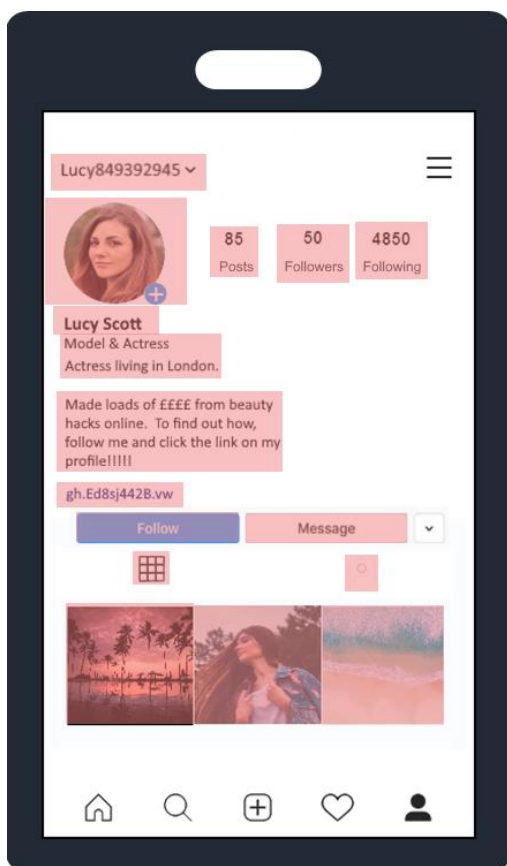
Please select one option

Yes	1
No	2
Don't know	3

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ASK ALL RESPONDENTS THAT USE SOCIAL MEDIA AT IN58 (CODE 1)

Scenario 4b/c. Still thinking about this profile



Please look at this image and **click or tap** on anything that makes you think that this <<is a genuine profile/ is not a genuine profile>>.

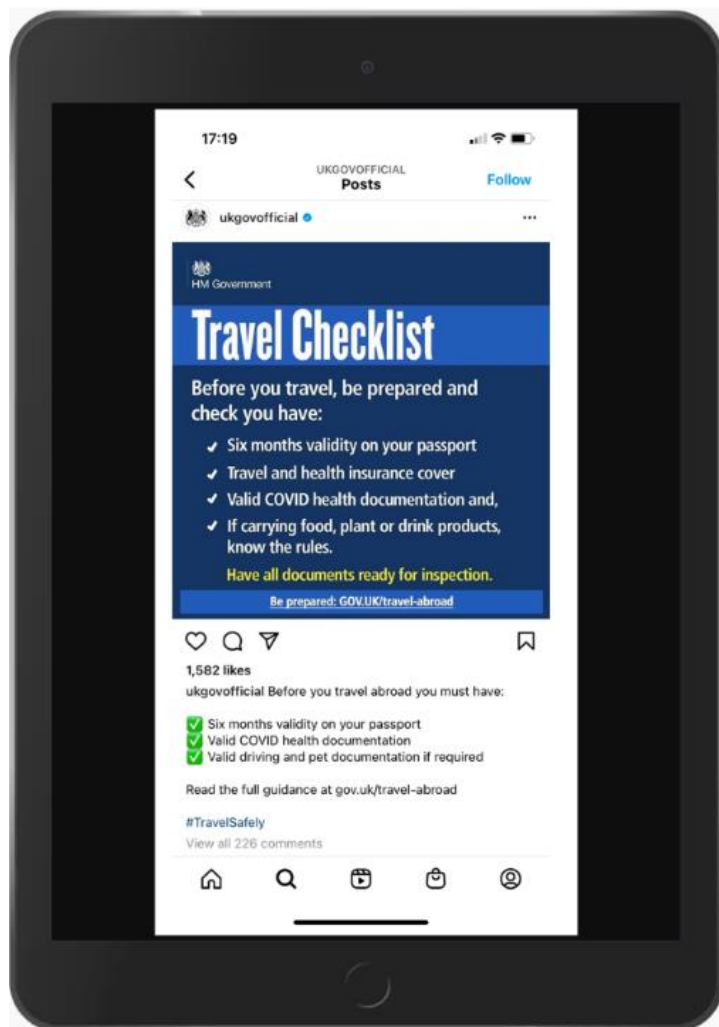
Once you have selected it, it will turn red.

Please click ">>" when you are finished.

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ASK ALL RESPONDENTS THAT USE SOCIAL MEDIA AT IN58 (CODE 1)

Scenario 5. Here is a social media post.



Do any of the following suggest that this post is genuine?

Please select those that you think apply

Profile name	1
Blue tick next to profile name	2
Number of likes	3
The logo shown in the post	4
The information in the post	5
The professional design of the post	6
The links to other websites included	7
None of these	8
Don't know	9

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SHOWSCREEN

Now some questions about playing games.

ALL RESPONDENTS

G1. Do you play games at home or elsewhere in any of these ways?

Please select all that apply

On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	1
On a laptop or netbook	2
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	3
On a mobile phone or smartphone	4
On a tablet	5
Through an app on a smart TV	6
On a virtual reality gaming headset / device (e.g. Oculus, Samsung Gear VR)	7
Using wearable technology like a smartwatch (such as an Apple Watch)	8
No, I never play games	9

ALL RESPONDENTS THAT PLAY GAMES AT G1 (CODES 1-8)

G3A. Do you play games **online**?

Please select one option

Yes	1
No	2
Don't know	3

ALL RESPONDENTS

B1A. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree.

“I try to keep up with technology”

Please select one option

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5

ALL RESPONDENTS

B1B. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree.

“My friends tend to come to me if they have questions about technology”

Please select one option

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5

ALL RESPONDENTS

B1C. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree.

“I’m as knowledgeable about these technologies as the next person”

Please select one option

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5

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ALL RESPONDENTS

B2. Please look at these two statements people have made about shopping around generally, whether for services such as mobile phones, broadband, insurance or for goods. For each statement please indicate how much you agree or disagree...

“Finding a cheaper deal is a priority for me”

Please select one option

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5

ALL RESPONDENTS

B3. Please look at these two statements people have made about shopping around generally, whether for services such as mobile phones, broadband, insurance or for goods. For each statement please indicate how much you agree or disagree...

“I look out for and use discount codes or discount vouchers whenever I can”

Please select one option

Strongly disagree	1
Slightly disagree	2
Neither agree nor disagree	3
Slightly agree	4
Strongly agree	5

ALL RESPONDENTS

Now some questions about you and your household to help us compare different groups of people. Questions about your health and ethnicity are included in this section. Your answers will not be used to identify you in any way, they will only be used for analysis purposes.

If you would prefer not to answer please select the ‘Prefer not to say’ response

C1. Firstly, how many people are there in your household in total (including yourself)?

Please type in below

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ASK IF MORE THAN 01 PERSON AT C1 – OTHERS SKIP TO C5

C2. Do you have any children aged under 18 who live at home with you – where you are their parent or guardian?

Please select one option

Yes	1
No	2
Prefer not to say	3

ASK IF YES AT C2

C3. How many of your children aged under 18 live at home with you?

Please type in below

--	--

ASK IF ONE OR MORE CHILDREN AT HOME AT C3 – OTHERS SKIP TO C5

C4. IF C3 is >1: And what ages are these children?
IF C3 is 1: And what age is this child?

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
16-17 years old	6
Prefer not to say	7

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ALL RESPONDENTS

C5. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Please choose the highest option on the list that applies to you.

Please select one option

I have no formal qualifications (and I am not still studying)	1
Entry level qualification such as ESOL, ELC or Skills for Life	2
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	3
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	4
Level 1-2 vocational qualification or intermediate apprenticeship	5
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	6
Level 3 vocational qualification or advanced apprenticeship	7
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	8
Level 4-5 vocational qualification or higher apprenticeship	9
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	10
Level 6 vocational qualification or degree apprenticeship	11
University higher degree (e.g. Masters, PhD or equivalent)	12
Still studying/ still at school	13
Don't know	14
Prefer not to say	15

ALL RESPONDENTS

C6. Which of these options best describes how you feel about your ability to read and write?

Please select one option

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
Prefer not to say	7

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ALL RESPONDENTS

C7. Do you consider English to be your first or main language?

Please select one option

Yes – (English is first/ main language)	1
No	2
Prefer not to say	3

ALL RESPONDENTS

C8. Which one of these options applies to your home?

Please select one option

Being bought on mortgage	1
Owned outright by the household	2
Rented from Local Authority/ Housing Association/ Trust	3
Rented from private landlord	4
Something else – (please type in below)	5
Don't know	6
Prefer not to say	7

ALL RESPONDENTS

C9. Which of these – if any – impact or limit your daily activities or the work you can do?

Please select all that apply

Hearing? Poor hearing, partial hearing, or are deaf	1
Eyesight? Poor vision, colour blindness, partial sight, or are blind	2
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	3
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4
Breathing? Breathlessness or chest pains	5
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	6
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	7
Your mental health? Anxiety, depression, or trauma-related conditions, for example	8
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	9
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	10
Don't know	11
Prefer not to say	12

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ALL RESPONDENTS

C10. Which one of these groups best describes your ethnic group or background?

Please select one option

WHITE	
English/ Welsh/ Scottish/ Northern Irish/ British	1
Irish	2
Gypsy, Traveller or Irish Traveller	3
Any other white background	4
MIXED/ MULTIPLE ETHNIC GROUPS	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other mixed/ multiple ethnic background	8
ASIAN AND BRITISH ASIAN	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
BLACK AND BLACK BRITISH	
Caribbean	14
African	15
Any other Black/ African/ Caribbean background	16
OTHER ETHNIC GROUP	
Arab	17
Any other ethnic background	18
Prefer not to say	19

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ALL RESPONDENTS

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Please select all that apply

Income Support	1
Income-based Jobseeker's Allowance	2
Pensions Credit (Guaranteed Credit)	3
Pensions Credit (no Guaranteed Credit)	4
Employment and Support Allowance (ESA)	5
Universal Credit (and household has other earnings)	6
Universal Credit (and household has no other earnings)	7
Personal Independence Payment (PIP)	8
Carer's allowance	9
Other - (please type in below)	10
None of these - Do not receive any of these benefits	11
Don't know	12
Prefer not to say	13

ALL RESPONDENTS

C12. Which one of these bands describes your total household income before tax or any other deductions are made?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

Please select one option

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

Thank and close

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