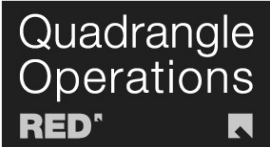


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SERIAL NO:



MRS - Andy Wood
DIR - Kay Rossiter-Base
Private & Confidential
October/ November 2013

QUESTIONNAIRE – ADULTS AGED 16 AND OVER

JN 7840

2-DIGIT RESPONDENT ID NUMBER:
(to be found on the respondent list)

Interviewer Note:

For back checking purposes please note down the respondent address **directly** onto your blue respondent list.

To link the questionnaire to a set of personal details, please write the relevant 2-digit Respondent ID from the respondent list in these two boxes.

PLEASE ENSURE THE RESPONDENT POSTCODE IS STILL WRITTEN BELOW...

Interviewers Declaration:

This interview was conducted by me with the respondent under the Code of Conduct laid down by the Market Research Society and according to the instructions I was given.

Date of Interview: ___/___/___ Start time _____ Finish Time: _____

Signed: _____

Interviewer Name: _____ Interviewer No.

FULL POSTCODE FOR PUNCHING:

PLEASE ENSURE YOU COMPLETE FULLY

Region:

England	1
Scotland	2
Wales	3
Northern Ireland	4

Sample point number

--	--	--

SCREENING QUESTIONNAIRE

Good morning/ afternoon, my name is I'm from a company called Quadrangle Operations, an independent market research company based in London. We are conducting research on behalf of Ofcom among internet users to understand people's usage of and opinions about different sorts of media. The questions will take about 30 minutes. This is a very important survey for Ofcom and your opinions really will count.

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

S1 ASK ALL

Do you or does anyone in your household have access to the internet at home through a computer, laptop or netbook?

IF 'NO' CODE 3

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

CODE 1 IF RESPONDENT DOES USE, CODE 2 IF RESPONDENT DOES NOT USE

SINGLE CODE

- Yes – have access and **use** at home.....1
- Yes – have access, but **don't use** at home.....2
- No, do not have internet access at home through a PC/ laptop/ netbook.....3
- Don't know4

S2 ASK ALL

SHOWCARD S2

Do you **have and use** any of the items shown on this card **to go online**? Please bear in mind that certain Apps that you may use on your mobile phone or on your tablet computer may require you to go online.

MULTICODE OK FOR CODES 1-7

- A Smartphone (like an iPhone or Samsung Galaxy)1
- A (non-smartphone) mobile phone2
- Games console or handheld games player3
- Portable media player (like an iPod Touch or Archos)4
- A tablet computer (like an iPad, Kindle Fire or Google Nexus 7 or 10)5
- An e-book reader/ e-reader (like a standard Kindle or Sony Reader)6
- A Smart TV (a TV set that is able to surf the internet or visit sites such as YouTube or Facebook).....7
- None of these (SINGLE CODE)8

TO TAKE PART IN THIS SURVEY - ALL RESPONDENTS MUST BE INTERNET USERS AT HOME THROUGH A PC/ LAPTOP OR NETBOOK OR THROUGH THE USE OF A DEVICE TO GO ONLINE AT S2

RESPONDENTS MUST CODE 1 AT S1 OR 1-7 AT S2 FOR THIS INTERVIEW TO BE ELIGIBLE

S3 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

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

S4 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

S5 ENTER GENDER OF RESPONDENT TO BE INTERVIEWED

Male	1
Female	2

**INTERVIEWER INSTRUCTION - CHECK QUOTAS FOR SOCIAL GRADE, AGE AND GENDER
AND CONTINUE TO MAIN QUESTIONNAIRE**

GENERAL USE ONLINE AND REVIEWS

SAY TO RESPONDENT – I'd like to ask you some questions about going online and the types of things that you use the internet for.

I will be referring to websites and apps in this section - An app is an icon on the screen of your mobile or tablet that allows you to go straight to certain activities such as playing a games, online banking, or social networking. Many of the apps can be downloaded from 'app stores', some examples of apps include WhatsApp, Angry Birds, and the Facebook app.

Q1 ASK ALL

SHOWCARD Q1

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.

SINGLE CODE

In the last year	1
In the last 2 years	2
In the last 3-4 years	3
In the last 5-9 years	4
10 years ago or more.....	5
Can't remember	6

Q2 ASK ALL

SHOWCARD Q2

Which, if any, of these things have you ever done online?

INTERVIEWER: CODE 1 MEANS A SOCIAL NETWORKING WEBSITE, CODE 4 MEANS THEIR OWN WEBSITE

RESPONSES AT CODES 2 AND 3 MAY BE DONE USING A SOCIAL NETWORKING WEBSITE OR ANOTHER SITE

MULTICODE OK FOR CODES 1-9

Set up your own social networking site page or profile on a site or app such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest	1
Made a short video and uploaded it to a website such as YouTube.....	2
Uploaded or shared photos to a website or app	3
Set up your own website.....	4
Set up your own blog/ weblog.....	5
Contributed comments to someone else's blog /weblog.....	6
Contributed to a collaborative website such as Wikipedia	7
Written online reviews of products or services for other users to read	8
Read online reviews of products or services written by other users	9
None of these (SINGLE CODE)	10

Q3A ASK ALL

SHOWCARD Q3A

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?
MULTICODE OKAY FOR CODES 1 TO 9

ASK OF EACH SOURCE USED AT Q3A (CODES 1-9) – OTHERS SKIP TO Q4

SHOWCARD Q3B

Q3B Please use this card to say how important each of the following sources of information are to you, if at all.
READ OUT EACH ROW IN TURN AND CODE ONE RESPONSE PER ROW

		Q3A	Q3B					
		EVER USE	Very important	Fairly important	Neither important nor not important	Not very important	Not at all important	Don't know
A	Search engines – such as Google, Bing or Yahoo! Search	1	1	2	3	4	5	6
B	Closed Facebook groups (where a small number of people join as members and only members can see the posts or messages)	2	1	2	3	4	5	6
C	Wikipedia	3	1	2	3	4	5	6
D	Websites with user reviews, such as TripAdvisor or toptable	4	1	2	3	4	5	6
E	Twitter	5	1	2	3	4	5	6
F	YouTube	6	1	2	3	4	5	6
G	Online recommendations from friends/ family/ colleagues – such as in emails or on social networking sites	7	1	2	3	4	5	6
H	Online top ten lists – such as lists based on ratings or sales	8	1	2	3	4	5	6
I	Reviews by critics or journalists in articles in the wider media – such as newspapers, magazines, TV or radio	9	1	2	3	4	5	6
	None of these	10						

Q4 ASK ALL

SHOWCARD Q4

Which, if any of these things do you ever do?
 MULTICODE OKAY FOR CODES 1 TO 5

- Go on holiday or stay in hotels 1
- Buy things online.....2
- Use services such as plumbers, electricians or car repairs..... 3
- Eat out in restaurants or order take-away food 4
- Go to the cinema or theatre 5
- None of these (SINGLE CODE).....6

Q5 ASK ALL WHO HAVE UNDERTAKEN ANY OF THE ACTIVITIES AT Q4 (CODES 1-5) – OTHERS SKIP TO ROUTING AT Q7 (Pg 8)

INTERVIEWER – CHECK RESPONSES AT Q4

- CIRCLE A IN 1ST COLUMN IF CODE 1 AT Q4
- CIRCLE B IN 1ST COLUMN IF CODE 2 AT Q4
- CIRCLE C IN 1ST COLUMN IF CODE 3 AT Q4
- CIRCLE D IN 1ST COLUMN IF CODE 4 AT Q4
- CIRCLE E IN 1ST COLUMN IF CODE 5 AT Q4
- IF NONE OF A-E HAVE BEEN CIRCLED – SKIP TO ROUTING AT Q7 (Pg 8)

SHOWCARD Q5

Please use this card to say how often, if at all, you look at online reviews that other people – not professional critics or journalists – have written or posted before you do each activity I read out. Do you read reviews about....

READ OUT EACH OF THOSE CIRCLED A-E BELOW

SINGLE CODE ONE PER ROW FOR EACH CIRCLED FROM A-E

<i>Only ask about activities actually undertaken by the respondent. (Q4, above)</i>		Always	Often	Sometimes	Rarely	Never	Don't know
A	Holidays or hotels	1	2	3	4	5	6
B	Products available to buy online	1	2	3	4	5	6
C	Services such as car repairs or a plumber or electrician	1	2	3	4	5	6
D	Restaurants or take-aways	1	2	3	4	5	6
E	Theatre or cinema	1	2	3	4	5	6

Q6

ASK ALL WHO HAVE UNDERTAKEN ANY OF THE ACTIVITIES AT Q4 (Pg 6)

INTERVIEWER – CHECK RESPONSES AT Q4 ON PAGE 6

CIRCLE A IN 1ST COLUMN IF CODE 1 AT Q4

CIRCLE B IN 1ST COLUMN IF CODE 2 AT Q4

CIRCLE C IN 1ST COLUMN IF CODE 3 AT Q4

CIRCLE D IN 1ST COLUMN IF CODE 4 AT Q4

CIRCLE E IN 1ST COLUMN IF CODE 5 AT Q4

IF NONE OF A-E HAVE BEEN CIRCLED – SKIP TO ROUTING AT Q7 (pg 8)

SHOWCARD Q6

And how often, if at all, do you write online reviews for other people to read once you have done each activity I read out. Do you write reviews about?

READ OUT EACH OF THOSE CIRCLED A-E BELOW

SINGLE CODE ONE PER ROW FOR EACH CIRCLED FROM A-E

Only ask about activities actually undertaken by the respondent. ↓
(Q4, Pg 6)

		Always	Often	Sometimes	Rarely	Never	Don't know
A	Holidays or hotels	1	2	3	4	5	6
B	Products available to buy online	1	2	3	4	5	6
C	Services such as car repairs or a plumber or electrician	1	2	3	4	5	6
D	Restaurants or take-aways	1	2	3	4	5	6
E	Theatre or cinema	1	2	3	4	5	6

SOCIAL NETWORKING QUESTIONS

Q7 **ASK THOSE WHO HAVE SET UP A SOCIAL NETWORKING PROFILE AT Q2 (CODE 1, Pg 4) – OTHERS SKIP TO Q18 (Pg 13)**

SHOWCARD Q7

You said earlier that you have set up your own page or profile on a social networking site or app.. Which sites or apps do you have a page or profile on?

MULTICODE OK FOR CODES 1-20

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

Q8 **ASK THOSE WITH MORE THAN ONE SITE AT Q7 (CODES 1-20) – OTHERS CODE RESPONSE FROM Q7 AND SKIP TO ROUTING AT Q9**

SHOWCARD Q7 AGAIN

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

SINGLE CODE – YOU CAN ONLY CODE A RESPONSE ALSO GIVEN AT Q7

	Q7	Q8
Ask.fm.....	1	1
Delicious.....	2	2
Facebook	3	3
Flickr.....	4	4
Google+ (Google Plus).....	5	5
Instagram	6	6
Kik.....	7	7
LinkedIn	8	8
MySpace.....	9	9
Pheed.....	10	10
Pinterest.....	11	11
Reddit.....	12	12
SnapChat.....	13	13
StumbleUpon.....	14	14
Tumblr	15	15
Twitter	16	16
Wanelo.....	17	17
WhatsApp.....	18	18
YouTube.....	19	19
Other (WRITE IN).....	20	20

Don't have any current pages/ profiles (SINGLE CODE).....21

Q9 ASK ALL WITH CURRENT SOCIAL NETWORKING SITE PROFILE AT Q7 (CODES 1-20) - OTHERS SKIP TO Q18 (Pg 13)

Thinking now about your MAIN social networking site or app (READ OUT PROFILE CODED AT Q8), how many people do you have listed as 'friends' or contacts or followers?

IF NECESSARY – Your best guess will be fine.

WRITE IN AND SINGLE CODE NUMBER OF 'FRIENDS' / CONTACTS/ FOLLOWERS INTO CODEFRAME BELOW
 PROMPT WITH CODES 1-10 IF RESPONDENT CANNOT ESTIMATE – AND ENTER AN 'X' IN THE BOX

- Up to 10 1
- 11 to 20 2
- 21 to 30 3
- 31 to 40 4
- 41 to 50 5
- 51 to 100 6
- 101 to 200 7
- 201 to 300 8
- 301 to 500 9
- 501+ 10
- Don't know..... 11

Q10 ASK ALL WITH CURRENT SOCIAL NETWORKING SITE PROFILE SHOWCARD Q10

How often do you visit any social networking sites or apps (like Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest), using any device?

SINGLE CODE

- More than 10 times a day 1
- 2-10 times a day 2
- Once a day 3
- Every other day 4
- A couple of times a week 5
- Once a week 6
- Less often 7
- Don't know 8

Q11 ASK ALL WITH CURRENT SOCIAL NETWORKING SITE PROFILE

INTERVIEWER – CHECK RESPONSES AT Q7 ON PAGE 8

CIRCLE A IN 1ST COLUMN IF CODE 3 AT Q7

CIRCLE B IN 1ST COLUMN IF CODE 6 AT Q7

CIRCLE C IN 1ST COLUMN IF CODE 8 AT Q7

CIRCLE D IN 1ST COLUMN IF CODE 15 AT Q7

CIRCLE E IN 1ST COLUMN IF CODE 16 AT Q7

IF NONE OF A-E HAVE BEEN CIRCLED – SKIP TO Q12 (Below)

SHOWCARD Q11

Have you changed the privacy settings to be more private from the original default setting for the social networking sites or apps that you have a profile on? So for..... (READ OUT EACH OF THOSE CIRCLED A-E BELOW)?

SINGLE CODE ONE PER ROW FOR EACH CIRCLED FROM A-E

Only ask about sites currently used by the respondent. (Q7, Pg 8)



		Yes	No	Don't know if have changed settings	Don't know how to change settings on this site/ app
A	Facebook	1	2	3	4
B	Instagram	1	2	3	4
C	LinkedIn	1	2	3	4
D	Tumblr	1	2	3	4
E	Twitter	1	2	3	4

Q12 ASK ALL WITH CURRENT SOCIAL NETWORKING SITE PROFILE

SHOWCARD Q12

In the last 12 months, have you done any of these things on any of the social networking sites or apps you use?

Please just say the number or numbers next to any that you've done in the last 12 months.

MULTICODE OK FOR CODES 1-7

IF CODE 4 IS SELECTED ALSO CHECK THAT CODE 3 IS ALSO SELECTED

- Reported an inappropriate or offensive comment 1
- Blocked or deleted a friend, contact or follower 2
- Created your own contact groups..... 3
- Sent messages to a specific contact group rather than all your friends/ contacts/ followers 4
- Deleted a comment that you'd posted 5
- Posted a comment that could be seen by anyone using the site, not just your friends or contacts or followers 6
- Deleted a photo that you'd posted 7
- None of these (SINGLE CODE) 8

Q13 ASK ALL WITH A PROFILE ON FACEBOOK AT Q7 (CODE 3, Pg 8) – OTHERS SKIP TO Q14 (BELOW)
SHOWCARD Q13

I'm going to read out some things you may do on Facebook, please tell me which one of these options applies in terms of who you share this type of information with.

READ OUT EACH OF A-D IN TURN

SINGLE CODE ONE RESPONSE PER ROW FOR EACH OF A-D

		Public (anyone)	Friends of friends I don't personally know	Friends	Private (I don't share this with anyone)	I don't know who this information is shared with	I don't do this
A	Giving your opinions about people, places or the latest news stories	1	2	3	4	5	6
B	Sharing photos of you, your friends or places you have been	1	2	3	4	5	6
C	Your real name, rather than a nickname or alias	1	2	3	4	5	6
D	Showing your current location by 'checking in'	1	2	3	4	5	6

Q14 ASK THOSE WITH A PROFILE ON TWITTER AT Q7 (CODE 16, Pg 8) – OTHERS SKIP TO Q18 (Pg 13)

How many people or organisations do you follow on Twitter? IF NECESSARY – Your best guess will be fine.

WRITE IN Q14 BOX AND SINGLE CODE NUMBER FOLLOWED INTO CODEFRAME BELOW

PROMPT WITH CODES 1-11 IF RESPONDENT CANNOT ESTIMATE – AND ENTER AN 'X' IN THE Q14 BOX

Q15 ASK THOSE WITH A PROFILE ON TWITTER

How many followers do you have on Twitter? IF NECESSARY – Your best guess will be fine.

WRITE IN Q15 BOX AND SINGLE CODE NUMBER OF FOLLOWERS INTO CODEFRAME BELOW

PROMPT WITH CODES 1-11 IF RESPONDENT CANNOT ESTIMATE – AND ENTER AN 'X' IN THE Q14 BOX

Q14	Q15

	Q14	Q15
None.....	1.....	1
1 to 10	2.....	2
11 to 20	3.....	3
21 to 30	4.....	4
31 to 40	5.....	5
41 to 50	6.....	6
51 to 100	7.....	7
101 to 200	8.....	8
201 to 300	9.....	9
301 to 500	10.....	10
501+	11.....	11
Don't know.....	12.....	12

Q16 **ASK THOSE WITH A PROFILE ON TWITTER**

SHOWCARD Q16

Which of these categories on this card do you use Twitter for? Please say the numbers next to any you tend to use Twitter for.

MULTICODE OK FOR CODES 1-9

News.....	1
Sports news.....	2
Public figures.....	3
Celebrities.....	4
Friends.....	5
Hobbies or interests.....	6
Your work.....	7
Your studies/ learning.....	8
Searching for information.....	9
None of these (SINGLE CODE).....	10

Q17 **ASK THOSE WITH A PROFILE ON TWITTER**

SHOWCARD Q17

Which of the statements shown on this card apply to you in terms of how you use Twitter? Please say as many as apply to you, if any.

MULTICODE OK FOR CODES 1-3

To read the tweets of people and organisations that I follow.....	1
To read tweets from a range of people and organisations depending on the topic that I search for.....	2
As a live news feed to keep up with current events such as breaking news, sports events or a TV programme being broadcast.....	3
None of these (SINGLE CODE).....	4
Don't know (SINGLE CODE).....	5

REGULATIONS, RIGHTS AND RESPONSIBILITIES

SAY TO ALL RESPONDENTS – I'd like to ask you some questions about your opinions of what should and shouldn't be allowed online and what people's rights and responsibilities are when they're online.

In this section I will be referring to regulation and whether things should be regulated. By this, I mean regulated by an authority or governing body which is often called a 'watchdog' which can set rules or guidelines about content. People can also contact the watchdog if they wish to complain.

Q18 ASK ALL

SHOWCARD Q18

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.

ROTATE ORDER OF Q18A-E

READ OUT EACH ROW IN TURN AND CODE ONE RESPONSE PER ROW

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	The internet needs to be regulated in terms of what can be shown and written online	1	2	3	4	5	6
B	I should be free to say and do what I want online	1	2	3	4	5	6
C	I behave in a different way when I'm online to when I talk to people face to face	1	2	3	4	5	6
D	I think most people behave in a different way online to when they talk to people face to face	1	2	3	4	5	6
E	People should have to use their real names online	1	2	3	4	5	6

Q19 ASK ALL

As far as you know, is the internet regulated in terms of what can be shown and written?

IF NECESSARY – A regulator is often called a "watchdog" – it sets rules or guidelines about content. People can also complain to the regulator if they feel something was inappropriate - perhaps because it was offensive, harmful, inaccurate or unfair.

SINGLE CODE

Yes.....1 Q20
 No2 Q21
 Don't know3 Q21

Q20 **ASK THOSE WHO SAY THE INTERNET IS REGULATED AT Q19 (CODE 1) – OTHERS SKIP TO Q21 (Below)**

Who do you think is responsible for regulating the internet?
DO NOT READ OUT MULTICODE OK FOR CODES 1-21

ASA/ Advertising Standards Authority.....	1
ATVOD/ Authority for TV On Demand.....	2
BBC.....	3
BBC Trust.....	4
BBFC/ British Board of Film Classification.....	5
CISAS/ Comms and Internet Services Adjudication Service.....	6
The (Westminster) Government.....	7
Internet Service Providers/ ISPs (e.g. BT/ Virgin/ Sky).....	8
Internet sites themselves.....	9
Internet site users/ the general public.....	10
Internet Watch Foundation.....	11
Media Watch/ National Viewers and Listeners Association.....	12
Northern Ireland Assembly.....	13
Ofcom/ Office of Communications.....	14
Otello/ Office of Telecoms Ombudsman.....	15
PhonePay Plus.....	16
The Police.....	17
Scottish Executive/ Government.....	18
The US Government.....	19
Welsh executive/ Assembly.....	20
Someone else – SPECIFY.....	21
<hr/>	
Don't know (SINGLE CODE).....	22

Q21 **ASK ALL SHOWCARD Q21**

Which, if any, of the following do you think are regulated in terms of what can be shown on the internet?
MULTICODE OK FOR CODES 1-4

Programmes or clips of programmes shown on broadcaster's own website – e.g. the BBC website, the ITV website etc.....	1
Programmes or clips of programmes shown on sites such as YouTube.....	2
Programmes or clips shown on news websites.....	3
Home-made videos made by the general public shown on sites such as YouTube.....	4
NONE OF THESE(SINGLE CODE).....	5
Don't know (SINGLE CODE).....	6

Q22 **ASK ALL**

Do you think that the things members of the public can say online should be regulated in terms of what can be shown and written?
SINGLE CODE

Yes.....	1	<u>Q23</u>
No.....	2	Q24
Don't know.....	3	Q24

Q23 ASK THOSE WHO SAY WHAT MEMBERS OF THE PUBLIC SAY ONLINE SHOULD BE REGULATED AT Q22 (CODE 1, Pg 14) – OTHERS SKIP TO Q24 (Below)

Who *should* regulate what members of the public say online?

DO NOT READ OUT MULTICODE OK FOR CODES 1-21

ASA/ Advertising Standards Authority.....	1
ATVOD/ Authority for TV On Demand.....	2
BBC.....	3
BBC Trust.....	4
BBFC/ British Board of Film Classification.....	5
CISAS/ Comms and Internet Services Adjudication Service.....	6
The (Westminster) Government.....	7
Internet Service Providers/ ISPs (e.g. BT/ Virgin/ Sky).....	8
Internet sites themselves.....	9
Internet site users/ the general public.....	10
Internet Watch Foundation.....	11
Media Watch/ National Viewers and Listeners Association.....	12
Northern Ireland Assembly.....	13
Ofcom/ Office of Communications.....	14
Otello/ Office of Telecoms Ombudsman.....	15
PhonePay Plus.....	16
The Police.....	17
Scottish Executive/ Government.....	18
The US Government.....	19
Welsh executive/ Assembly.....	20
Someone else – SPECIFY.....	21
<hr/>	
Don't know (SINGLE CODE).....	22

**Q24 ASK ALL
SHOWCARD Q24**

Which of the following ways describe how you think offensive content posted by individuals on sites like YouTube or Facebook should be dealt with, if at all? Please select all that apply

MULTICODE OK FOR CODES 1-4

The website should monitor the content to ensure this doesn't happen.....	1
Users should report that content to the website.....	2
Users should stop using that website.....	3
Users should just ignore that content and not take any action.....	4
Don't know (SINGLE CODE).....	5

Q25 ASK ALL

If you were to see something online that you found inappropriate or offensive, are you aware that many websites have a function to report this to the website? The report function could be a button, a link on a web page, or even an email address through which you can point out the inappropriate or offensive content.

SINGLE CODE

Yes, aware of report function.....	1	<u>Q26</u>
No, not aware of report function.....	2	Q27
Don't know.....	3	Q27

Q26 **ASK THOSE AWARE OF REPORT FUNCTION AT Q25 (CODE 1, Pg 15) – OTHERS SKIP TO Q27 (Pg 17)**

Have you reported anything in this way on a website or app in the last 12 months?

SINGLE CODE

- Yes, have reported content..... 1
- No, have not reported content 2
- Don't know 3

APPS

INTERVIEWER – CHECK RESPONSES AT S2 ON PAGE 2 – CONTINUE WITH THIS SECTION IF S2 CODE 1, 5 OR 7 – OTHERS SKIP TO CLASSIFICATION SECTION (Pg 22)

SAY TO ALL RESPONDENTS – I'd like to ask you some questions about using apps – a type of software that allows you to go straight to where you want to go to on your smartphone, tablet or Smart TV – as shown in the examples on this card.

IF SMARTPHONE AT S2 (CODE 1, Pg 2) – CIRCLE A AT Q27 & Q28

IF TABLET AT S2 (CODE 5, Pg 2) – CIRCLE B AT Q27 & Q28

IF SMART TV AT S2 (CODE 7, Pg 2) – CIRCLE C AT Q27 & Q28

Q27 ASK ALL WHO USE A SMARTPHONE, TABLET OR SMART TV AT S2 (CODES 1,5,7, Pg 2) – OTHERS SKIP TO CLASSIFICATION SECTION (Pg 22)

SHOWCARD Q27

Do you use apps on your (READ OUT EACH DEVICE CIRCLED FROM A-C)?

MULTICODE OK FOR CODES 1-3

Q28 ASK IF USE APPS ON MORE THAN ONE DEVICE AT Q27 (CODES 1-3) IF USE APPS ON ONE DEVICE AT Q27 – ALSO CODE AT Q28 – AND SKIP TO Q29 (Below) IF DO NOT USE APPS AT Q27 (CODES 4-5) - SKIP TO CLASSIFICATION SECTION (Pg 22)

Which one of these is your main device for using apps – so the one you would use most often when you use apps?

SINGLE CODE ONE ANSWER FROM Q27

		Q27	Q28
A	Smartphone	1	1
B	Tablet	2	2
C	Smart TV	3	3
	None of these (SINGLE CODE)	4	4
	Don't know (SINGLE CODE)	5	5

Q29 ASK IF MAIN DEVICE IS SMARTPHONE OR TABLET AT Q28 (CODES 1-2) – OTHERS SKIP TO Q30 (Pg 18)

SHOWCARD Q29

And which operating system do you use on your smartphone/ tablet?

IF NECESSARY - This means the software which runs on your phone and determines the phone's appearance, interaction and functions.

SINGLE CODE

- Apple iOS..... 1
 - Android..... 2
 - Bada..... 3
 - RIM BlackBerry OS..... 4
 - Microsoft Windows..... 5
 - Symbian..... 6
 - Other (WRITE IN) 7
-
- Don't know 8

Q30 ASK ALL USING APPS AT Q28 (CODE 1-3)

SHOWCARD Q30

Please think about using your (MAIN DEVICE USED FOR APPS AT Q28). Some people when using their (MAIN DEVICE USED FOR APPS AT Q28) use apps to get to the content that they want. Other people tend to get the content that they want by using a browser - such as Apple's Safari, Google Chrome, Microsoft Internet Explorer or Mozilla Firefox.

Which of the options on this card apply to you when you use your (MAIN DEVICE) for each of the following uses that I'll read out.

ROTATE ORDER OF Q30A-G -READ OUT EACH ROW IN TURN AND CODE ONE RESPONSE PER ROW

		Always use an app	Mostly use an app	Use apps and a browser equally	Mostly use a browser	Always use a browser	Never do this	Don't know
A	Playing games	1	2	3	4	5	6	7
B	Downloading music or videos	1	2	3	4	5	6	7
C	Looking at news	1	2	3	4	5	6	7
D	Social networking (such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest)	1	2	3	4	5	6	7
E	Sending emails	1	2	3	4	5	6	7
F	Shopping online	1	2	3	4	5	6	7
G	Searching for information	1	2	3	4	5	6	7

Q31 ASK ALL USING APPS AT Q28 (CODE 1-3)

How many apps do you have on your (MAIN DEVICE AT Q28) at the moment? Please include any that came already loaded plus any you have added, whether you use them or not. IF NECESSARY – Your best guess will be fine.
 WRITE IN Q31 BOX AND SINGLE CODE NUMBER INTO CODEFRAME BELOW
 PROMPT WITH CODES 1-9 IF RESPONDENT CANNOT ESTIMATE – AND ENTER AN 'X' IN THE Q31 BOX

Q32 ASK ALL USING APPS AT Q28 (CODE 1-3)

And how many apps would you say you use regularly on your (MAIN DEVICE)? IF NECESSARY – So, in most weeks. Your best guess will be fine.
 WRITE IN Q32 BOX AND SINGLE CODE NUMBER INTO CODEFRAME BELOW
 PROMPT WITH CODES 1-9 IF RESPONDENT CANNOT ESTIMATE – AND ENTER AN 'X' IN THE Q32 BOX

Q31	Q32

	Q31	Q32
None.....	NA	1
1 to 20	2	2
21 to 40	3	3
41 to 60	4	4
61 to 80	5	5
81 to 100	6	6
101 to 120	7	7
121 to 140	8	8
141+	9	9
Don't know.....	10	10

Q33 ASK ALL USING APPS AT Q28 (CODE 1-3)

SHOWCARD Q33

How would you say you found out about the apps that you've downloaded in the last six months?
 IF NECESSARY – Either free apps or any you've paid for.
 MULTICODE OK FOR CODES 1-8

Recommended by friends or family	1
Recommended in a magazine/ newspaper/ online article/ TV programme	2
Recommended on a social networking site such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest	3
Advertised or promoted on a social networking site	4
Advertised or promoted within another app I already had	5
Advertised in a magazine/ newspaper/ online / on TV.....	6
Featured in the app store/ top charts list.....	7
Other – SPECIFY.....	8
<hr/>	
Haven't downloaded any apps in the last six months (SINGLE CODE)	9
Don't know (SINGLE CODE)	10

Q34 **ASK ALL USING APPS AT Q28 (CODE 1-3)**

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

DO NOT READ OUT PROBE What else?

MULTICODE OK FOR CODES 2-26

No, do not have any concerns (SINGLE CODE).....	1
OFFENSIVE CONTENT	
Unsuitable for children.....	2
Violent content.....	3
SECURITY/ FRAUD/ PRIVACY	
Claims for money/ phishing.....	4
Viruses/ Trojans/ Worms/ Spyware/ Malware/ Malicious apps.....	5
Identity theft.....	6
Fraud.....	7
Others getting access to my personal details.....	8
Insecure apps.....	9
Personal information that companies may hold about me.....	10
Personal information that the government may hold about me.....	11
Third parties having access to/ using my personal data without informing me.....	12
Permission/ access to too much data about me.....	13
My behaviour online being recorded/ tracked by apps.....	14
Receiving advertising that is personally targeted.....	15
General concerns about online privacy (Unspecified).....	16
OTHER CONCERNS	
Not controlled/ regulated/ anything can be shown on it.....	17
Pop-up adverts/ too many adverts.....	18
Paying to get an ad-free version/ too many ads in free version.....	19
In-app purchasing.....	20
Age ratings – content not appropriate for age of child shown.....	21
Reviews are fixed/ fake/ biased/ not from genuine users.....	22
Poor quality content/ badly designed.....	23
Poor value for money.....	24
High initial cost for some apps.....	25
Other (WRITE IN).....	26
<hr/>	
Don't know (SINGLE CODE).....	27

Q35 ASK ALL USING APPS AT Q28 (CODE 1-3)

SHOWCARD Q35

Please tell me if you agree or disagree with some things that other people have said about apps.

ROTATE ORDER OF STATEMENTS A-D

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Agree	Disagree	Don't know
A	The same apps and app stores can be accessed on each of the different operating systems available for smartphones and tablets	1	2	3
B	I know who to contact to complain if I'm not happy with an app I've downloaded	1	2	3
C	I only download apps that don't ask for too much personal information	1	2	3
D	I consider the personal information that I would need to give before I download an app	1	2	3

Q36 ASK ALL USING APPS AT Q28 (CODE 1-3)

As far as you know, are apps regulated in terms of their content?

IF NECESSARY – A regulator is often called a “watchdog” – it sets rules or guidelines about content. People can also complain to the regulator if they feel something was inappropriate - perhaps because it was offensive, harmful, inaccurate or unfair.

SINGLE CODE

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

Q37 ASK ALL USING APPS AT Q28 (CODE 1-3)

SHOWCARD Q37

Please use this card to say how often, if at all, you read or write reviews about apps. How often do you...

ROTATE ORDER OF Q37A-B

READ OUT EACH ROW IN TURN AND CODE ONE RESPONSE PER ROW

		Often	Sometimes	Rarely	Never	Don't know
A	Read app reviews from other users before downloading the app	1	2	3	4	5
B	Write app reviews that will appear alongside the app for others to see	1	2	3	4	5

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.

**C1 ASK ALL
SHOWCARD C1**

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

- A. Married/ Civil partnership 1
- B. Co-habiting 2
- C. Single 3
- D. Widowed, divorced or separated..... 4
- Refused 5

C2 ASK ALL

How many people are there in your household in total (including yourself)?
WRITE IN BELOW – USE LEADING ZEROS

--	--

C3 ASK IF MORE THAN 01 PERSON AT C2 – OTHERS SKIP TO C6 (Pg 23)

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?
WRITE IN BELOW – USE LEADING ZEROS

--	--

C4 ASK IF ANY CHILDREN AT HOME AT C3 – OTHERS SKIP TO C5 (Pg 23)

And what ages are these children?
PROMPT IF NECESSARY – MULTICODE OK FOR CODES 1-5

- 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

C5 **ASK IF MORE THAN 01 PERSON AT C2 – OTHERS SKIP TO C6 (Below)**

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 the letter or letters that apply to you.

MULTICODE OK FOR CODES 1-9

A. Husband/ Wife/ Partner	1
B. Mother/ Stepmother/ Partner of Father	2
C. Father/ Stepfather/ Partner of Mother.....	3
D. Brothers/ Sisters/ Stepbrothers/ Stepsisters.....	4
E. Child/ children aged 16 and over	5
F. Grandmother	6
G. Grandfather	7
H. Other relative aged 16 or over	8
I. Friend/ other person not related to you aged 16 or over	9
J. None – I am the only adult in the household (SINGLE CODE)	10
Refused.....	11

C6 **ASK ALL**

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

SINGLE CODE

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

C7 **ASK ALL**

At what age did you finish your education?

IF STILL IN EDUCATION - At what age do you expect to finish your education?

READ OUT IF NECESSARY – SINGLE CODE

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

C8 **ASK ALL**

SHOWCARD C8

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

READ OUT IF NECESSARY – SINGLE CODE

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 **ASK ALL**

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

SINGLE CODE

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

C10 **ASK ALL**

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

SHOWCARD C10

Which of these options applies to your household for the total annual household income before tax and deductions?

Please just tell me the letter that applies to your household.

SINGLE CODE

	Per month (approx)	Per Year	C10
A	Up to £950	Under £11,500	1
B	£950 - £1,450	£11,500 - £17,499	2
C	£1,450- £2,500	£17,500 - £29,999	3
D	£2,500 - £4,200	£30,000 - £49,999	4
E	£4,200 or over	£50,000 or over	5
		Don't know	6
		Refused	7

C11 **ASK ALL**

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?

SINGLE CODE

- Yes 1 C12
- No 2 C14
- Don't know 3 C14

C12 **ASK IF LONG STANDING ILLNESS/ DISABILITY OR INFIRMITY AT C11 (CODE 1) – OTHERS
SKIP TO C14 (Pg 25)**

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

SINGLE CODE

- Yes 1 C13
- No 2 C14
- Don't know 3 C14

C13 **ASK IF LIMITS ACTIVITIES IN ANY WAY AT C12 (CODE 1) – OTHERS SKIP TO C14**

SHOWCARD C13

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

MULTICODE OK FOR CODES 1-10

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

C14 **ASK ALL**

SHOWCARD C14

Which of these options applies to your home?

SINGLE CODE

- 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

C15 **ASK ALL**
SHOWCARD C15

Which of these groups best describes you? Please just read out the letter that applies to you.
 SINGLE CODE

<u>WHITE</u>	
A. British	1
B. English	2
C. Scottish	3
D. Welsh	4
E. Irish	5
F. Any other white background (WRITE IN)	6
<hr/>	
<u>MIXED</u>	
G. White and Black Caribbean	7
H. White and Black African	8
I. White and Asian	9
J. Any other mixed background (WRITE IN)	10
<hr/>	
<u>ASIAN AND BRITISH ASIAN</u>	
K. Indian	11
L. Pakistani	12
M. Bangladeshi	13
N. Any other Asian background (WRITE IN)	14
<hr/>	
<u>BLACK AND BLACK BRITISH</u>	
O. Caribbean	15
P. African	16
Q. Any other black background (WRITE IN)	17
<hr/>	
<u>MIDDLE EAST AND ARABIC ORIGIN</u>	
R. Middle Eastern, including Arabic origin	18
S. Iranian	19
<hr/>	
<u>CHINESE OR OTHER ETHNIC GROUP</u>	
T. Chinese	20
U. Any other background (WRITE IN)	21
<hr/>	
Refused	22

C16 **ASK ALL**

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

Yes	1	C17
No	2	

C17 **ASK IF YES AT C16 (CODE 1) – OTHERS THANK AND CLOSE**

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