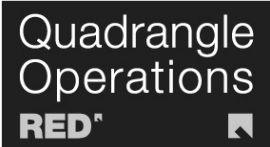


Quadrangle Operations
The Butlers Wharf Building
36 Shad Thames
London SE1 2YE
Tel No: 020 7357 8522

SERIAL NO:



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

QUESTIONNAIRE – ADULTS AGED 16 AND OVER

JN 7808

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

Interviewer Note:

For backchecking 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.

**PLEASE ENSURE YOU COMPLETE THE POSTCODE AND SAMPLE POINT IN FULL.
QUESTIONNAIRES WITHOUT THIS INFORMATION WILL NOT BE USED AND NOT PAID FOR...**

FULL POSTCODE FOR PUNCHING:

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 to understand people's usage of and opinions about different sorts of media. The questions will take about 45 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 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

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

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

MAIN QUESTIONNAIRE

SAY TO RESPONDENT – I'd like to ask you some questions about the things that you do.

A1 **ASK ALL**
SHOWCARD A

Which of the following do you regularly do?
MULTICODE OK FOR CODES 1-11

A2 **ASK IF MORE THAN ONE CODED 1-11 AT A1**
IF ONE RESPONSE CODED AT A1 – ALSO CODE AT A2 THEN SKIP TO T1 (Pg 4)
SHOWCARD A AGAIN

Which **one** of these would you miss doing the most?
SINGLE CODE ONE RESPONSE GIVEN AT A1

	A1	A2
Watch television.....	1	1
Listen to the radio	2	2
Use a smartphone (like an iPhone or Samsung Galaxy).....	3	3
Use a (non-smartphone) mobile phone	4	4
Go online via a computer/ laptop/ netbook/ tablet computer.....	5	5
Read newspapers/ magazines.....	6	6
Watch videos/ DVDs / Blu-rays.....	7	7
Play console/ computer games.....	8	8
Listen to a portable music device/ MP3 player (like an iPod)	9	9
Listen to music on hi-fi/ CD or tape player	10	10
Use a portable media player (like an iPod Touch or Archos).....	11	11
None of these (SINGLE CODE).....	12 → T1	12
Don't know (SINGE CODE)		13

TELEVISION

SAY TO RESPONDENT – I'd like to ask you some questions now about television.

T1 ASK ALL

SHOWCARD B

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.

MULTICODE OK FOR CODES 1-7

INTERVIEWER – IF RESPONDENT HAS THE 'YOUVIEW' SERVICE, CHECK FIRST IF THIS IS FROM BT OR TALKTALK – AND CODE 7 IF YES

OTHERWISE IF RESPONDENT HAS THE 'YOUVIEW' AS A STANDALONE BOX – CODE 5 OR 6 DEPENDING ON WHETHER THEY PAY FOR EXTRA CHANNELS

Virgin Media (Cable TV).....	1
Sky Satellite TV.....	2
Freesat Satellite TV	3
Other Satellite TV.....	4
Freeview (through a set-top box or digital television set) with ONLY free channels.....	5
Freeview (through a set-top box or digital television set) with free channels PLUS payment for extra channels such as Top-up TV, ESPN, Picturebox films.....	6
BT Vision or TalkTalk TV	7
No TV in the household (SINGLE CODE).....	8
Don't know (SINGLE CODE)	9

T2 ASK IF HAVE A TV IN THE HOUSEHOLD AT T1 (CODES 1-7) – OTHERS SKIP TO T3 (Below)

Do you have a DVR system such as Sky Plus, V Plus, Freeview Plus, or any other similar system?

IF NECESSARY – By 'DVR' I mean a recorder for your TV service which can record and store TV programmes onto a hard drive. On some DVRs you can also pause and rewind live TV. There are many DVR systems. Digital Video Recorders may also be known as Personal Video Recorders, or PVRs.

SINGLE CODE

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

T3 ASK ALL

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 SINGLE CODE

T4 ASK ALL

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 SINGLE CODE

	T3	T4
Licence fee/ by the public.....	1	1
Programme sales to other countries.....	2	2
By the government	3	3
Advertising.....	4	4
Programme sponsorship	5	5
Magazine/ book/ video/ DVD sales.....	6	6
Other (WRITE IN) T3: _____	7	7

T4: _____	
Don't know	8

ASK ALL

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

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

DO NOT READ OUT PROBE 'Any other concerns?'

MULTICODE OK FOR CODES 2-33

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

T6 **ASK ALL**

As far as you know, are TV programmes regulated?

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

T7 **ASK IF HAVE A TV IN THE HOUSEHOLD AT T1 (CODES 1-7, Pg 4)– OTHERS SKIP TO R1 (Pg 7)**
SHOWCARD C

Please use this card to tell me the extent to which you agree or disagree with some things that other people have said about television.

ROTATE ORDER OF STATEMENTS A-C

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know	Not applicable (i.e. don't watch TV news)
A	TV viewers must be protected from seeing inappropriate or offensive programmes	1	2	3	4	5	6	
B	When I watch TV news I tend to trust what I see	1	2	3	4	5	6	7
C	As long as TV provides good programmes it doesn't really matter who owns the channels or how they're funded	1	2	3	4	5	6	

RADIO

SAY TO RESPONDENT – I'd like to ask you some questions now about radio.

R1 ASK ALL

Do you ever listen to radio at **home**, in any way?

IF NECESSARY – This may be using a traditional or DAB radio, through your digital TV service, over the internet, listening to podcasts, or any other way of listening to radio at home.

SINGLE CODE

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

R2 ASK ALL

Do you ever listen to radio elsewhere, in any way? For example in the car, at work, at a friend's house, whilst travelling...

SINGLE CODE

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

R3 ASK ALL

How would you say BBC radio stations 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 SINGLE CODE

R4 ASK ALL

How would you say the other main radio stations 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 SINGLE CODE

	R3	R4
Licence fee/ by the public	1	1
Programme sales to other countries.....	2	2
By the government	3	3
Advertising.....	4	4
Programme sponsorship	5	5
Magazine/ book/ video/ DVD sales.....	6	6
Other (WRITE IN) R3: _____	7	7
R4: _____		
Don't know	8	8

R5 **ASK ALL**

Can you tell me if you have any concerns about what is on radio?
 IF YES – What sorts of things are you concerned about?
 DO NOT READ OUT PROBE What else?
 MULTICODE OK FOR CODES 2-17

No, do not have any concerns (SINGLE CODE).....	1
OFFENSIVE CONTENT	
Bad/ offensive language (spoken or song lyrics).....	2
Bad taste/ shock tactics.....	3
Drug references.....	4
Inappropriate programmes broadcast before the watershed.....	5
Intrusive/ confrontational.....	6
QUALITY OF CONTENT/ REPEATS	
Lack of originality/ programmes are too similar.....	7
Not enough programmes for my age group.....	8
Poor quality programmes.....	9
Too many phone-in programmes.....	10
Too much sport.....	11
ADVERTISING/ SPONSORSHIP	
Irritating/ annoying sponsorship messages.....	12
Too many advertising breaks.....	13
DON'T TRUST/ FIXED/ FAKED/ BIASED	
Don't trust the broadcasters/ broadcasters not respecting audiences.....	14
Phone-in competitions that are fixed/ faked.....	15
OTHER CONCERNS	
Pirate radio stations taking over channels.....	16
Other (WRITE IN).....	17
<hr/>	
Don't know (SINGLE CODE).....	18

R6 **ASK ALL**

As far as you know, is radio regulated in terms of what can be broadcast?
 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

R7 **ASK IF LISTEN TO RADIO AT HOME AT R1 (CODE 1, Pg 7) – OTHERS SKIP TO IN1 (Pg 10)**

SHOWCARD D

Please use the options on this card to tell me the extent to which you agree or disagree with some things that other people have said about radio.

ROTATE ORDER OF STATEMENTS

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know	Not applicable (i.e. don't listen to radio news)
A	Radio listeners must be protected from hearing inappropriate or offensive content	1	2	3	4	5	6	
B	When I listen to radio news I tend to trust what I hear	1	2	3	4	5	6	7
C	As long as radio provides good programmes it doesn't really matter who owns the stations or how they're funded	1	2	3	4	5	6	

INTERNET

SAY TO RESPONDENT – I'd like to ask you some questions about the internet at home and elsewhere.

I will be referring to websites and apps in this section – by 'app' I mean the squares that feature on the screens of a smartphone or tablet computer which you touch to choose what you want to do.

IN1 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 know	4

IN2 ASK ALL

SHOWCARD E

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 tablet computer may require you to go online.

MULTICODE OK FOR CODES 1-6

Mobile phone or smartphone.....	1
Games console or handheld games player	2
Portable media player (like an iPod Touch or Archos)	3
A tablet computer (like an iPad, Kindle Fire or Google Nexus 7 or 10).....	4
An e-book reader/ e-reader (like a standard Kindle or Sony Reader)	5
A Smart TV (a TV set that is able to surf the internet or visit sites such as YouTube or Facebook).....	6
None of these (SINGLE CODE)	7

IN3 ASK ALL

SHOWCARD F

Do you ever go online anywhere other than in your home at all, using any type of device? Where is that?

MULTICODE OK FOR CODES 1-10

Your workplace	1
School/ college.....	2
University	3
Library	4
UK online centre/ Learn Direct/ other online learning centres.....	5
Internet café	6
Friend's house.....	7
Anywhere - using a mobile phone/ smartphone.....	8
Anywhere - using Wi-Fi/ wireless broadband and a laptop/ tablet/ portable media player/ games player	9
Other (WRITE IN).....	10
<hr/>	
No, do not (SINGLE CODE).....	11

IN4 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**
ASK IF USE INTERNET AT HOME AT IN1 (CODE 1, Pg 10) OR AT IN2 (CODES 1-6, Pg 10) OR
USE ELSEWHERE AT IN3 (CODES 1-10, Pg 10) - OTHERS SKIP TO IN10 (Pg 13)

SHOWCARD G

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 year1
- In the last 2 years2
- In the last 3-4 years3
- In the last 5-9 years4
- 10 years ago or more.....5
- Can't remember6

IN5 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**

SHOWCARD H

And how often do you personally go online nowadays either at home or elsewhere? This could be when going online through any type of device such as a PC, laptop, netbook, tablet computer, smartphone or other mobile phone, games console, media player or Smart TV.

SINGLE CODE

- Every day 1
- Several times a week.....2
- At least once a week.....3
- At least once a month4
- About every three months.....5
- Less than once a year6
- Never7
- Don't know8

IN6 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**

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

IN6A How many HOURS in a typical WEEK would you say you go online at home?

IN6B How many HOURS in a typical WEEK would you say you go online at your workplace or place of education?

IN6C And how many HOURS in a typical WEEK would you say you go online anywhere else?

	IN6A	IN6B	IN6C
	At home	Workplace/ School/ College etc.	Elsewhere
Number of HOURS go online in a typical WEEK – Please enter 0.5 if less than 1 hour per week – Round up to nearest half hour			

IN7 ASK IF USE INTERNET AT HOME OR ELSEWHERE

SHOWCARD I

Before today, which, if any, of the following online security measures or safety features had you heard of? Please just read out the letter or letters of those features that you are aware of.

MULTICODE OK FOR CODES 1-6

IN8 ASK IF USE INTERNET AT HOME ON PC/ LAPTOP/ NETBOOK AT IN1 (CODE 1, Pg 10) AND AWARE OF ANY FEATURES AT IN7 (CODES 1-6) – OTHERS SKIP TO IN9 (Below)

SHOWCARD I AGAIN

And which, if any, of those measures or features do you have or use on the PC, laptop or netbook that you use at home? Please just read out the letter or letters of those features that you have or use.

MULTICODE OK FOR CODES 1-6 – YOU CAN ONLY CODE THOSE ALSO CODED AT IN7

		IN7	IN8
A	Firewall	1	1
B	Anti-virus software	2	2
C	Anti spyware	3	3
D	Email filters that can block unwanted or spam emails	4	4
E	Protecting your home wireless (Wi-Fi) connection to prevent other people outside your home from using it	5	5
F	Deleting cookies from your web browser (Internet Explorer/ Firefox/ Mozilla/ Safari/ Opera/ Google Chrome etc.)	6	6
	None of these (SINGLE CODE)	7	7

IN9 ASK IF USE INTERNET AT HOME OR ELSEWHERE

SHOWCARD J

Which, if any, of the following have you personally experienced in the last 12 months? Please just read out any of the numbers that apply.

MULTICODE OK FOR CODES 1-9

A computer virus on your home PC, laptop or netbook.....	1
Received spam or unwanted emails from companies trying to sell you something.....	2
Received emails or instant messages from companies you don't know directing you to a website which asked for your personal details (such as your bank details, user name, password, etc.).....	3
Someone accessing your email account or social networking profile (such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest) without you knowing about it.....	4
Emails being sent from your email address without you agreeing to it.....	5
Your credit card details being stolen as a result of buying something online.....	6
Being a victim of online identity theft.....	7
Bought something online which was misrepresented/ got scammed/ 'ripped off' through an online transaction.....	8
Seen something online that you consider to be nasty or offensive.....	9
None of these (SINGLE CODE).....	10

IN10 **ASK IF DO NOT USE INTERNET AT HOME OR ELSEWHERE**
ASK IF DO NOT USE INTERNET AT HOME AT IN1 (CODES 2-4, Pg 10) AND DO NOT USE AT IN2 (CODE 7, Pg 10) AND DO NOT USE ELSEWHERE AT IN3 (CODE 11, Pg 10) - OTHERS SKIP TO ROUTING AT IN12 (Below)

I'm going to read out some different types of things you can do online and for each one I'd like you to say if this is something that you are interested in

TICK START AND ROTATE ORDER OF READ OUT FROM 1-11

MULTICODE OK FOR CODES 1-11

Use e-mail to contact friends and relatives.....	1
Transfer photos from a digital camera or mobile phone to a computer	2
Buy things online.....	3
Find out about local services online such as cinemas or restaurants.....	4
Find out information from your local government or local council online such as health services, recycling, local libraries.....	5
Complete government processes online – such as register for tax credits, renew a driving licence, car tax or passport, complete a tax return	6
Watch online or download TV programmes or films (such as BBC iPlayer, 4OD, ITV Player, Sky Player).....	7
Look online at information on hobbies or interests	8
Make phone calls over the internet for free, using services like Skype	9
Use price comparison websites or apps to find cheaper deals or offers	10
Use social networking sites like Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest	11
None of these (SINGLE CODE)	12

IN11 **ASK IF DO NOT USE INTERNET AT HOME OR ELSEWHERE**

In the past year, have you asked someone else to send an email for you, get information from the internet for you, or make a purchase from the internet on your behalf?

IF YES – How many times would you say you have asked someone else to do any of these types of things for you in the past year?

PROMPT WITH CODES 1-4 IF NECESSARY

SINGLE CODE

Yes - once.....	1
Yes - 2-3 times.....	2
Yes - 4-5 times.....	3
Yes – more than 5 times.....	4
No	5
Don't know	6

IN12 **ASK IF DO NOT HAVE INTERNET ACCESS AT HOME AT IN1 (CODES 3-4, Pg 10) – OTHERS SKIP TO IN15 (Pg 15)**

Can you tell me if you intend to get internet access at home, through a computer, laptop or netbook in the next year or so?

Yes	1	IN15
No	2	IN13
Don't know	3	IN15

IN13 **ASK IF DON'T INTEND TO GET ACCESS AT IN12 (CODE 2) – OTHERS SKIP TO IN15 (Pg 15)**

And can you tell me what your reasons are for not getting internet access at home?

DO NOT READ OUT PROBE: What else?

MULTICODE OK FOR CODES 1-23

NOTE TO INTERVIEWER: IF RESPONDENT SAYS IT IS BECAUSE THEY USE A MOBILE PHONE OR OTHER DEVICE TO GO ONLINE AT HOME, PLEASE CODE 10.

IN14 **ASK IF MORE THAN ONE REASON AT IN13 – OTHERS SKIP TO IN15 (Pg 15)**

And what is your main reason for not getting internet access at home?

SINGLE CODE ONE ANSWER GIVEN AT IN13

	IN13	IN14
COST		
I can't afford a computer	1	1
I can't justify the cost/ I need other things more.....	2	2
I don't want to sign a 12/24 month contract	3	3
It's too expensive	4	4
ACCESS		
I don't have a computer.....	5	5
I don't have a landline telephone	6	6
I'm not sure it's available in my area	7	7
I'm planning on moving house	8	8
I'm satisfied with using the internet at work/ elsewhere	9	9
I'm satisfied with using the internet on other devices.....	10	10
INTEREST & USAGE		
I don't have time to use it/ I'm too busy.....	11	11
I don't need it.....	12	12
I'm not interested in the internet.....	13	13
It's not for people of my age.....	14	14
I would not use it enough	15	15
KNOWLEDGE & CONCERNS		
I am worried about security/ ID theft/ Bank fraud/ privacy issues	16	16
I don't know how to use a computer.....	17	17
I don't know where to get it from	18	18
I don't really know what it does	19	19
I don't want the children to access the internet	20	20
I'm not sure what I would do if it breaks.....	21	21
There is too much immoral content on the internet.....	22	22
OTHER REASONS		
Other (WRITE IN) _____	23	23
<hr/>		
Refused (SINGLE CODE).....	24	24

IN15 **ASK IF USE INTERNET AT HOME AT IN1 (CODE 1, Pg 10) OR AT IN2 (CODES 1-6, Pg 10) OR IF USE ELSEWHERE AT IN3 (CODES 1-10, Pg 10) - OTHERS SKIP TO IN28 (Pg 23)**

SHOWCARD K

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.

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Very confident	Fairly confident	Neither confident nor not confident	Not very confident	Not at all confident	Don't know
A	How confident are you using the internet to do creative things – like making blogs, sharing photos online, or uploading short videos to the internet?	1	2	3	4	5	6
B	How confident are you in judging whether or not you can trust what you read or see on a website that you use?	1	2	3	4	5	6
C	Overall, how confident are you as an internet user?	1	2	3	4	5	6

IN16 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**

In most weeks when you go online using any type of computer (so a PC, laptop, netbook or tablet computer like an iPad), a mobile phone, a games console or a media player, would you say that you...

READ OUT SINGLE CODE

- Only use websites that you've used before.....1
- Use maybe **one or two** sites that you haven't used before.....2
- Use **lots** of websites that you haven't used before.....3
- Don't know4

IN17 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**

SHOWCARD L

Please think about going online on any type of computer (so a PC, laptop, netbook or tablet computer like an iPad), on a mobile phone, on a games player or on a media player like an iPod Touch. From this list please tell me the types of things you currently do online, and how often you do each.

I will read out the letters shown from A to Q, and for each one please say either 1, 2, 3 or 4 for how often you do this online. READ OUT EACH LETTER FROM A TO Q ONE AT A TIME, AND CODE ONE RESPONSE FOR EACH ROW

		Do this at least once a week	Do this at least every 3 months	Do this, but less often	Never do this
A	Sending and receiving e-mails	1	2	3	4
B	Using Instant Messaging such as Facebook Chat, MSN Messenger or Skype Chat	1	2	3	4
C	Buying things online	1	2	3	4
D	Selling things online	1	2	3	4
E	Playing games online	1	2	3	4
F	Online gambling	1	2	3	4
G	Banking and paying bills online	1	2	3	4
H	Downloading software	1	2	3	4
I	Maintaining a website or blog/ weblog	1	2	3	4
J	Listening to radio stations online	1	2	3	4
K	Looking at social networking sites or apps (such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest)	1	2	3	4
L	Listen to or download music online	1	2	3	4
M	Watch online or download short video clips such as music videos or comedy clips (such as on YouTube)	1	2	3	4
N	Watch online or download TV programmes or films (such as BBC iPlayer, 4OD, ITV Player, Sky Player etc.)	1	2	3	4
O	Complete government processes online – such as register for tax credits, renew driving licence, car tax or passport, complete tax return	1	2	3	4
P	Send or receive Twitter updates	1	2	3	4
Q	General surfing/ browsing the internet	1	2	3	4

IN18 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**

SHOWCARD M

Please also tell me from this list the types of things you currently do online, and how often you do each.

I will read out the letters shown from A to Q, and for each one please say either 1, 2, 3 or 4 for how often you do this online.

READ OUT EACH LETTER FROM A TO Q ONE AT A TIME, AND CODE ONE RESPONSE FOR EACH ROW

		Do this at least once a week	Do this at least every 3 months	Do this, but less often	Never do this
A	Finding information for your work or your job or your studies	1	2	3	4
B	Finding information for booking holidays	1	2	3	4
C	Finding information for your leisure time including cinema and live music	1	2	3	4
D	Finding information about public services provided by local or national government	1	2	3	4
E	Finding information about health related issues	1	2	3	4
F	Looking at news websites or apps	1	2	3	4
G	Looking at political or campaign or issues websites	1	2	3	4
H	Looking at adult-only websites	1	2	3	4
I	Make or receive telephone or video calls, using services like Skype or FaceTime	1	2	3	4
J	Doing an online course to achieve a qualification	1	2	3	4
K	Looking at job opportunities	1	2	3	4
L	Visiting dating websites or apps (such as Match.com, Dating Direct or eHarmony)	1	2	3	4
M	Sign an online petition	1	2	3	4
N	Contact a local councillor or your MP online	1	2	3	4
O	Looking at websites or apps for news about, or events in, your local area/ the local community	1	2	3	4
P	Sharing links to websites or online articles – perhaps on Twitter, Facebook, Reddit or LinkedIn	1	2	3	4
Q	Filling in a form or application online	1	2	3	4

IN19 **ASK IF EVER COMPLETE GOVERNMENT PROCESSES ONLINE AT IN17o (CODES 1-3, Pg 16) – OTHERS SKIP TO IN20 (Below)**

SHOWCARD N

You said earlier that you go online to complete government processes such as register for tax credits, renew a driving licence, car tax or a passport or to complete a tax return. Which of these are reasons why you do this online? Please say as many as apply to you.

MULTICODE OK FOR CODES 1-6

- It's convenient 1
 - The websites/ apps are easy to use..... 2
 - It's quicker than doing these things in person 3
 - It's only possible to do these online, they can't be done in person 4
 - I believe it is safe to give my information online to do these things 5
 - Other reasons – SPECIFY 6
-
- Don't know 7

IN20 **ASK IF NEVER COMPLETE GOVERNMENT PROCESSES ONLINE AT IN17o (CODE 4, Pg 16) – OTHERS SKIP TO IN21 (Next page)**

SHOWCARD O

You said earlier that you don't go online to complete government processes such as register for tax credits, renew a driving licence, car tax or a passport or to complete a tax return. Which of these are reasons why you don't do this online? Please say as many as apply to you.

MULTICODE OK FOR CODES 1-9

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

IN21 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**

INTERVIEWER – PLEASE EXPLAIN TO THE RESPONDENT THAT YOU WILL TAKE A MOMENT TO WORK OUT WHICH OPTIONS SHOULD BE ASKED WITHIN THE NEXT QUESTION.
ACROSS THE TOP ROW CODE THOSE DEVICES THAT THE RESPONDENT USES (IN1 & IN2) AND ONLY ASK ABOUT THOSE DEVICES.
DOWN THE FIRST COLUMN, CODE THOSE ACTIVITIES THAT THE RESPONDENT DOES ONLINE (IN17 & IN18) AND ONLY ASK ABOUT THOSE ACTIVITIES.

INTERVIEWER – CHECK RESPONSE AT IN1 ON PAGE 10 – CIRCLE CODE 1 IN TOP ROW AT IN21 IF CODE 1 AT IN1
CHECK RESPONSE AT IN2 ON PAGE 10 – CAREFULLY CIRCLE CODES 2-7 AT IN21 FOR EACH DEVICE USED TO GO ONLINE AT IN2
IF ONLY ONE DEVICE IS USED TO GO ONLINE ACROSS IN1 AND IN2 – SKIP TO IN22 (Next page)

CHECK RESPONSE AT INQ17C ON PAGE 16 – CIRCLE A IN 1ST COLUMN AT IN21 IF CODES 1-3
CHECK RESPONSE AT INQ17G ON PAGE 16 – CIRCLE B IN 1ST COLUMN AT IN21 IF CODES 1-3
CHECK RESPONSE AT INQ17K ON PAGE 16 – CIRCLE C IN 1ST COLUMN AT IN21 IF CODES 1-3
CHECK RESPONSE AT INQ17N ON PAGE 16 – CIRCLE D IN 1ST COLUMN AT IN21 IF CODES 1-3
CHECK RESPONSE AT INQ17O ON PAGE 16 – CIRCLE E IN 1ST COLUMN AT IN21 IF CODES 1-3
CHECK RESPONSE AT INQ17Q ON PAGE 16 – CIRCLE F IN 1ST COLUMN AT IN21 IF CODES 1-3
CHECK RESPONSE AT INQ18F ON PAGE 17 – CIRCLE G IN 1ST COLUMN AT IN21 IF CODES 1-3
IF NONE OF A-G HAVE BEEN CIRCLED – SKIP TO IN22 (Next page)

SHOWCARD P

Please take a look at this list of devices that can be used to go online. You told me earlier that you use (READ OUT DEVICES THAT YOU HAVE CIRCLED FROM 1-7 IN THE TABLE AT IN21 BELOW).

Which one of the devices do you use most for (READ OUT ACTIVITY FROM A-G)?

ASK FOR EACH CIRCLED FROM A-G - TICK START AND ROTATE ORDER

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

		1	2	3	4	5	6	7	Don't know
		PC / laptop / netbook	Mobile phone/ smartphone	Games console or handheld games player	Portable media player	A tablet computer	An e-book reader	Smart TV	
A	Buying things online	1	2	3	4	5	6	7	8
B	Banking online	1	2	3	4	5	6	7	8
C	Social networking (such as Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest)	1	2	3	4	5	6	7	8
D	Watching TV programmes or films online	1	2	3	4	5	6	7	8
E	Completing government processes	1	2	3	4	5	6	7	8
F	Surfing/ browsing the internet	1	2	3	4	5	6	7	8
G	Looking at news websites or apps	1	2	3	4	5	6	7	8

Only ask about devices actually used by the respondent. → (IN1 & IN2, Pg 10)

↑ Only ask about activities actually completed online by the respondent. (IN17 & IN18, Pgs 16 & 17)

IN22 ASK IF USE INTERNET AT HOME OR ELSEWHERE

Thinking now about all the different websites that you visit in a typical week for whatever purpose, whether that's at work, at home or elsewhere? How many different websites would you say you visit in a typical week?

IF NECESSARY – Your best guess will be fine.

WRITE IN AND SINGLE CODE NUMBER OF WEBSITES INTO CODEFRAME BELOW

PROMPT WITH CODES 1-8 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 50 4
- 51 to 75 5
- 76 to 100 6
- 100-200 7
- 201+ 8
- Don't know..... 9

IN23 ASK IF USE INTERNET AT HOME OR ELSEWHERE

SHOWCARD Q

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 1-7

- 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
- None of these (SINGLE CODE) 8

IN24 ASK ALL WITH SOCIAL NETWORKING SITE PROFILE AT IN23 (CODE 1, Pg 20) – OTHERS SKIP TO IN28 (Pg 23)

SHOWCARD R

IF NECESSARY – You said you had a 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.

IN25 ASK THOSE WITH MORE THAN ONE SITE AT IN24 (CODES 1-20 – OTHERS CODE RESPONSE FROM IN24 AND SKIP TO ROUTING AT IN26 (Next page)

SHOWCARD R 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 IN24

	IN24	IN25
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

IN26 **ASK ALL WITH CURRENT SOCIAL NETWORKING SITE PROFILE AT IN24 (CODES 1-31, Pg 21) - OTHERS SKIP TO IN28 (Pg 23)**

Thinking now about your MAIN social networking site or app (READ OUT PROFILE CODED AT IN25), 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 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

IN27 **ASK ALL WITH CURRENT SOCIAL NETWORKING SITE PROFILE SHOWCARD S**

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

IN28 **ASK ALL**

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

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

DO NOT READ OUT SINGLE CODE

Licence fee/ by the public	1
Programme sales to other countries	2
By the government.....	3
TV/ Radio advertising.....	4
Programme sponsorship.....	5
Advertising on the website	6
Advertisers pay to prioritise their entry on the list/ be first on the list	7
Advertisers pay when users click through from sponsored links to their website	8
Other (WRITE IN)	9
<hr/>	
Never heard of it	10
Don't know	11

IN29 **ASK ALL**

How do you think search engine websites such as Google or Ask.com are **mainly** funded?

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

DO NOT READ OUT SINGLE CODE

	IN29
Licence fee/ by the public	1
Programme sales to other countries	2
By the government.....	3
TV/ Radio advertising.....	4
Programme sponsorship.....	5
Advertising on the website	6
Advertisers pay to prioritise their entry on the list/ be first on the list	7
Advertisers pay when users click through from sponsored links to their website	8
Other (WRITE IN)	9
<hr/>	
Never heard of it	10
Don't know	11

IN30 **ASK ALL**

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?
 DO NOT READ OUT PROBE What else?
 MULTICODE OK FOR CODES 2-33

No, do not have any concerns (SINGLE CODE).....	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 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 for children.....	14
Violent content.....	15
Websites showing abuse of children.....	16
SECURITY/ FRAUD/ PRIVACY	
Claims for money/ phishing emails.....	17
Viruses/Trojans/Worms/Spyware/Malicious software.....	18
Identity theft.....	19
Fraud.....	20
Others getting access to my personal details.....	21
Insecure sites.....	22
Personal information that companies may hold about me.....	23
Personal information that the government may hold about me.....	24
Spam/ unwanted e-mails.....	25
Third parties having access to/ using your personal data without informing you.....	26
My behaviour online being recorded/ tracked by websites.....	27
Receiving advertising that is personally targeted.....	28
General concerns about online privacy (unspecified).....	29
OTHER CONCERNS	
Inappropriate advertising/ selling.....	30
Not controlled/ regulated/ anything can be shown on it.....	31
Pop-up adverts/ too many adverts.....	32
Other (WRITE IN) _____	33
Don't know.....	34

IN31 **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
- No 2
- Don't know 3

IN32 **ASK ALL**

SHOWCARD T

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 6

IN33 **ASK IF USE INTERNET AT HOME AT IN1 (CODE 1, Pg 10) OR AT IN2 (CODES 1-6, Pg 10) OR IF USE ELSEWHERE AT IN3 (CODES 1-10, Pg 10) - OTHERS SKIP TO IN35 (Pg 27)**

SHOWCARD U

I'm going to read out some types of information you could be asked to enter when you go online, and for each one I'd like you to say how you **would** feel about doing this in terms of any **security concerns**.

ROTATE ORDER OF STATEMENTS

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

INTERVIEWER – IF 'DEPENDS ON THE TYPE/ SECURITY OF SITE/ WHETHER IT IS A TRUSTED SITE OR NOT', PROBE FOR AN OVERALL FEELING

		Happy to do this	Have some security concerns about doing this, but would do it	Would never do this because I have security concerns	Not applicable (I don't have this)	Don't know
A	Paying by entering your credit or debit card details	1	2	3	4	5
B	Entering your home address details	1	2	3		5
C	Entering your home phone number	1	2	3	4	5
D	Entering your mobile phone number	1	2	3	4	5
E	Entering your personal e-mail address	1	2	3	4	5

IN34 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**

Could you tell me whether you would make a judgement about a website before entering these types of details?

IF NECESSARY – Your home address or phone number, your credit or debit card details, and so on.

IF YES - How would you judge whether a website is secure to enter these types of details?

DO NOT READ OUT PROBE What else?

MULTICODE OK FOR CODES 2-12

No, would not make a judgement (SINGLE CODE).....	1
A company I've heard of	2
Approved site rating	3
Links to the site from another trusted site	4
Look for padlock symbol in corner of the screen.....	5
Looks professional/ not dodgy	6
PayPal member	7
Peer review/ looking at what other users/ purchasers have said about the site	8
Recommendations from friends	9
Recommendations in press/ magazines	10
System/ software messages about 'secure site'	11
Other (WRITE IN)	12
<hr/>	
Would not trust any site to be secure in this way (SINGLE CODE).....	13
Don't know (SINGLE CODE)	14

IN35 **ASK ALL**

Music and films can be downloaded from the internet in two main ways – by **paying** at an online shop like iTunes or Tesco.com, or by downloading **for free** from a site where someone else has **shared their copy** of the music or the film. Sharing content for free in this way is often illegal.

Do you think that downloading music and films for free in this way **should** be illegal?

SINGLE CODE

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

IN36 **ASK ALL**

SHOWCARD V

Here are some things people sometimes say about using the internet. Whether you use the internet or not can you please tell me to what extent you agree or disagree with each statement using the scale on this card.

ROTATE ORDER OF STATEMENTS

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	The internet makes life easier	1	2	3	4	5	6
B	The internet is difficult to use	1	2	3	4	5	6
C	People who buy things online put their privacy at risk	1	2	3	4	5	6
D	The internet is for people like me	1	2	3	4	5	6
E	Internet users must be protected from seeing inappropriate or offensive content	1	2	3	4	5	6
F	As long as the internet provides good websites it doesn't really matter who owns the websites or how they're funded	1	2	3	4	5	6

IN37 **ASK IF USE INTERNET AT HOME AT IN1 (CODE 1, Pg 10) OR AT IN2 (CODES 1-6, Pg 10) OR IF USE ELSEWHERE AT IN3 (CODES 1-10, Pg 10) - OTHERS SKIP TO M1 (Pg 30)**

SHOWCARD V AGAIN

Please tell me the extent to which you agree or disagree with some things that other people have said about the internet.

ROTATE ORDER OF STATEMENTS

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

IF RESPONDENT DOES NOT VISIT NEWS WEBSITES OR DOES NOT VISIT SOCIAL NETWORKING WEBSITES OR DOES NOT HAVE PERSONAL INFORMATION HELD ON GOVERNMENT/ COUNCIL WEBSITES OR DOES NOT BUY FROM WEBSITES THEN CODE 7 (NOT APPLICABLE)

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know	Not applicable
A	When I visit news websites or apps I tend to trust what I read or see	1	2	3	4	5	6	7
B	When I visit social networking websites or apps (like Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest) I tend to trust what I read or see	1	2	3	4	5	6	7
C	I trust Government/ council websites to hold my personal information securely	1	2	3	4	5	6	7
D	I trust websites or apps that I buy from to hold my personal information securely	1	2	3	4	5	6	7

IN38 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**

SHOWCARD W

There are a number of ways you can control who has access to and what is done with your personal information online. One way is to read the company's terms and conditions and/or privacy statements to inform your decision about whether to use a website or service.

READ OUT IF MORE DETAIL IS REQUIRED BY THE RESPONDENT - The terms and conditions or privacy statements would tell you – among other things - about the types of ways that your personal information may be used by them or by other companies. In order to proceed with using the site you would be required to tick a box to confirm you accept the terms.

Which of the following statements best describes what you do about website terms and conditions or privacy statements?

SINGLE CODE

- I read them thoroughly 1
- I skim through them without reading them thoroughly 2
- I'm aware of them but don't read them 3
- I read them but don't understand them 4
- I'm not aware of them 5
- Don't know 6

IN39 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**

SHOWCARD X

Please take a look at the four statements shown on this card and tell me which number on this scale from 1 to 5 best describes how you feel about providing personal information to companies or organisations online.

ROTATE ORDER OF STATEMENTS A TO D

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	I give out inaccurate or false details on some websites to protect my personal identity online	1	2	3	4	5	6
B	I only give the minimum amount of personal information required	1	2	3	4	5	6
C	I am happy to provide personal information online to companies as long as I get what I want	1	2	3	4	5	6
D	I don't really think about the personal information I am providing to companies online	1	2	3	4	5	6

IN40 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**

Do you ever use search engine websites like Google, Yahoo, Bing or Ask Jeeves to find out about other websites or to search for information?

SINGLE CODE

- Yes.....1 IN41
- No2 IN42
- Don't know3 IN42

IN41 **ASK ALL WHO USE A SEARCH ENGINE AT IN40 (CODE 1) – OTHERS SKIP TO IN42 (Below)**
SHOWCARD Y

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?

SINGLE CODE

- I think that if they have been listed by the search engine, these websites will have accurate and unbiased information1
- I think that some of the websites will be accurate or unbiased and some won't be2
- I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of.....3
- Don't know4

IN42 **ASK IF USE INTERNET AT HOME OR ELSEWHERE**
SHOWCARD Z

Here are some things that other people have said about online passwords. Which of these apply regarding the passwords that you use online? These might be passwords that you use for registering with websites or apps, when making purchases online, or for logging into a website to gain access to particular content

MULTICODE OK FOR CODES 1 -3

- I use the same passwords for most, if not all websites1
- I tend to have problems remembering my passwords.....2
- I tend to use easy to remember passwords like birthdays or names.....3
- None of these (SINGLE CODE).....4

MOBILE PHONE

SAY TO RESPONDENTS – I'd like to ask you some questions now about mobile phones.

M1 ASK ALL

Do you personally use a mobile phone?

INTERVIEWER – This would include a BlackBerry or an iPhone or any other mobile communications devices that can make and receive calls.

Yes.....1 M2
 No2 M3

M2 ASK ALL THAT USE A MOBILE PHONE AT M1 (CODE 1) – OTHERS SKIP TO M3 (Below)

Do you personally use a smartphone? A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy.

SINGLE CODE

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

M3 ASK ALL

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

DO NOT READ OUT PROBE What else?

MULTICODE OK FOR CODES 2-23

No, do not have any concerns (SINGLE CODE).....	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.....	8
Incurring unexpected additional charges through using apps/ applications.....	9
Incurring unexpected costs due to exceeding the data plan/ going online too much.....	10
SECURITY/ FRAUD	
Junk/ spam text messages.....	11
Unsolicited text messages that charge a premium rate to respond.....	12
App(s)/ applications being recalled by the provider due to security issues.....	13
Getting viruses, Trojans or Malware installed on the phone.....	14
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
Mis-use of camera phones/ 'happy slapping'.....	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

M4 **ASK ALL THAT USE A MOBILE PHONE AT M1 (CODE 1, Pg 30) – OTHERS SKIP TO M7 (Below)**
SHOWCARD AA

Which, if any, of the following things have happened to you as a result of using your mobile phone in the last 12 months?
 Please just read out any of the numbers that apply.
 MULTICODE OK FOR CODES 1 TO 3

- Received targeted advertising to your phone based on your location..... 1
- Had an app/ application recalled remotely by the provider due to security issues.....2
- Had a virus, Trojan or malware on your mobile phone.....3
- None of these (SINGLE CODE).....4

M5 **ASK ALL THAT USE A MOBILE PHONE**
SHOWCARD AB

Before today, which, if any, of the following mobile phone security measures or safety features had you heard of? Please just read out the letter or letters of those features that you are aware of.
 MULTICODE OK FOR CODES 1-6

M6 **ASK IF AWARE OF ANY FEATURES AT M5 (CODES 1-6) – OTHERS SKIP TO M7 (Below)**
SHOWCARD AB AGAIN

And which, if any, of those measures or features do you have or use on your mobile phone?
 Please just read out the letter or letters of those features that you have or use.
 MULTICODE OK FOR CODES 1-6 – YOU CAN ONLY CODE THOSE ALSO CODED AT M5

		M5	M6
A	Screen locks (using a PIN or on-screen pattern) that prevent your phone being used until the code is entered	1	1
B	PIN Protection of your SIM card so it can't be accessed until the code is entered	2	2
C	Anti-virus software to prevent viruses and other malicious software on your mobile phone	3	3
D	Software that helps locate a lost phone	4	4
E	Software that allows you to remotely wipe information held on your mobile phone	5	5
F	Register mobile phone with 3 rd party databases e.g. police, insurance companies	6	6
	None of these (SINGLE CODE)	7	7

M7 **ASK ALL**

As far as you know, is mobile phone content - such as the websites that you visit directly or through an App on your mobile phone or the videos you may download on your mobile - regulated at all?
 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
- No2
- Don't know3

ASK IF USE MOBILE PHONE AT M1 (CODE 1, Pg 30) – OTHERS SKIP TO G1 (Pg 34)**SHOWCARD AC**

Please tell me from this list the types of things you use your mobile phone for, and how often you do each.

I will read out the letters shown from A to V, and for each one please say either 1, 2, 3 or 4 for how often you do this using your mobile phone.

READ OUT EACH LETTER FROM A TO V ONE AT A TIME AND CODE ONE RESPONSE PER ROW

SINGLE CODE PER ROW. INTERVIEWER – IF 'PHONE CAN'T DO THIS' – CODE AS 'NEVER'

		Most days	Once or twice a week	At least every 3 months	Less often	Never
A	Make or receive calls	1	2	3	4	5
B	Send or receive text messages	1	2	3	4	5
C	Send or receive photo messages	1	2	3	4	5
D	Send or receive video clips	1	2	3	4	5
E	Play games that are loaded on the phone	1	2	3	4	5
F	Play games over the internet using your phone	1	2	3	4	5
G	Visit websites using your phone	1	2	3	4	5
H	Listen to music	1	2	3	4	5
I	Take photos	1	2	3	4	5
J	Take videos	1	2	3	4	5
K	Watch TV programmes	1	2	3	4	5
L	Visit social networking sites or apps like Facebook, Twitter, LinkedIn, Instagram, Tumblr or Pinterest	1	2	3	4	5
M	Visit sites or apps like YouTube or Vine to look at videos or clips posted by other people	1	2	3	4	5
N	Put photos or videos on sites like YouTube, Facebook or Instagram for others to see	1	2	3	4	5
O	Send or receive Twitter updates using your phone	1	2	3	4	5
P	Send or receive email	1	2	3	4	5
Q	Make or receive telephone or video calls over the internet, using services like Skype or FaceTime	1	2	3	4	5
R	Use Instant Messaging such as Apple iMessage, WhatsApp, Facebook Chat, BlackBerry Messenger/ BBM	1	2	3	4	5
S	Use features such as Maps or satellite navigation to get to where you want to go/ plot a route to your destination	1	2	3	4	5
T	Check your bank balance	1	2	3	4	5
U	Download apps/ applications (including games)	1	2	3	4	5
V	Buy things from websites or apps using your phone	1	2	3	4	5

M9 **ASK IF USE MOBILE PHONE**

SHOWCARD AD

Please tell me the extent to which you agree or disagree with something that other people have said about mobile phones.

READ OUT TEXT AT M9

SINGLE CODE

	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
Mobile phone users must be protected from receiving inappropriate or offensive content	1	2	3	4	5	6

GAMING

SAY TO RESPONDENTS – I'd like to ask you some questions now about playing games.

G1 ASK ALL

Does your household have...

READ OUT

IF NECESSARY – Whether you use this or not.

MULTICODE OK FOR CODES 1-2

A hand held games console (such as Sony PSP or Vita/ Nintendo DS or 3DS)	1
A games console connected to a TV (such as Xbox/ Sony PlayStation/ Nintendo Wii)	2
Neither of these (SINGLE CODE)	3

G2 ASK ALL

SHOWCARD AE

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

MULTICODE OK FOR CODES 1-9

On a hand held games console (such as Sony PSP or Vita/ Nintendo DS or 3DS)	1
On a games console connected to a TV (such as Xbox/ Sony PlayStation/ NintendoWii)	2
On a computer, laptop, or netbook	3
On a mobile phone or smartphone (such as an iPhone or Samsung Galaxy)	4
On a portable media player (such as an iPod Touch or Archos)	5
On a Personal Digital Assistant/ PDA	6
On an MP3 player	7
On a tablet computer (such as an iPad)	8
Through an app on a Smart TV	9
No, never (SINGLE CODE)	10

G7 (Pg 35)

G3 ASK IF EVER PLAY GAMES AT G2 (CODES 1-9) – OTHERS SKIP TO G7 (Pg 35)

Have you ever downloaded games from the internet to play on any of the devices you use for games playing?

SINGLE CODE

Yes	1
No	2
Don't know	3

G4 ASK IF EVER PLAY GAMES

Do you ever play single or multiplayer games over the internet on any of these devices, which is often referred to as online game playing?

SINGLE CODE

Yes	1	G5
No	2	G6
Don't know	3	G6

G5 **ASK IF EVER PLAY SINGLE OR MULTIPLAYER GAMES ONLINE AT G4 (CODE 1) – OTHERS SKIP TO G6 (Below)**

SHOWCARD AF

When you plays games at home over the internet, which of these describes how you play?

Please choose as many as apply.

MULTICODE OK FOR CODES 1 -5

- On my own/ against the computer or games player 1
- Against one or more other people in the same room 2
- Against one or more other people that I've met in person but who are playing elsewhere 3
- Against one or more other people that I've met online but not in person 4
- Against one or more other people I haven't had any contact with before 5
- Don't know (SINGLE CODE)..... 6

G6 **ASK IF EVER PLAY GAMES**

Please think about the HOURS that you spend game playing in a typical WEEK – so both weekdays and at the weekend...

How many HOURS in a typical WEEK would you say you play games?

	G6
Number of HOURS game playing in a typical WEEK – Please enter 0.5 if less than 1 hour per week – Round up to nearest half hour	

G7 **ASK ALL**

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?

DO NOT READ OUT PROBE What else?

MULTICODE OK FOR CODES 2-16

- No, do not have any concerns (SINGLE CODE)..... 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
- OTHER CONCERNS**
- Contact with people I don't personally know/ I've never met in person..... 15
- Other (WRITE IN)..... 16
-
- Don't know..... 17

G8

ASK ALL

As far as you know, is gaming regulated at all?

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

PREFERRED CONTACT METHOD

SAY TO RESPONDENTS – Now some questions about the different ways you may prefer to make contact.

**Z1 ASK ALL
SHOWCARD AG**

Please use this list to say which **one** way you would prefer to make contact for a few different reasons that I'll read out.
READ OUT EACH IN TURN AND CODE ONE RESPONSE FOR EACH

		Text message	Mobile phone call	Home/ landline phone call	Letter	E-mail/ website	Meet in person	Don't know
A	Getting in touch with a friend to arrange to meet	1	2	3	4	5		7
B	Contacting the local council to find out about refuse collection	1	2	3	4	5	6	7
C	Booking a holiday	1	2	3	4	5	6	7
D	Checking your bank balance	1	2	3	4	5	6	7
E	Completing government processes such as registering for tax credits, renewing driving licence , car tax or passport, complete tax return	1	2	3	4	5	6	7
F	Making a complaint about a product you bought – either in a shop or online - from a nationwide retailer	1	2	3	4	5	6	7
G	Entering a competition where entries can be made in all possible ways	1	2	3	4	5	6	7

PRESS

SAY TO RESPONDENTS – Now some questions about newspapers.

Z2 ASK ALL

As far as you know, is the press regulated in terms of what they show and write?

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
 No2
 Don't know3

Z3 ASK ALL

SHOWCARD AH

Please tell me the extent to which you agree or disagree with something that other people have said about newspapers.

SINGLE CODE - IF RESPONDENT DOES NOT READ NEWSPAPERS – CODE 7 NOT APPLICABLE

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know	Not applicable
A	When I read newspapers, I tend to trust what I read	1	2	3	4	5	6	7
B	As long as newspapers provide news it doesn't really matter who owns them or how they're funded	1	2	3	4	5	6	

Z4 ASK ALL

SHOWCARD AH AGAIN

Please use this card to tell me the extent to which you agree or disagree with some things that other people have said.

ROTATE AND TICK START

READ OUT AND CODE ONE RESPONSE FOR EACH ROW

		Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
A	I consider myself to be involved in the local community	1	2	3	4	5	6
B	I consider myself to be involved in political or campaigning issues	1	2	3	4	5	6

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 AI**

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 40)

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 (Below)

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 (Pg 40)
SHOWCARD AJ**

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 AK

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 (Pg 41)

SHOWCARD AL

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 (Below)**

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 AWAY AT C12 (CODE 1) – OTHERS SKIP TO C14 (Below)**
SHOWCARD AM

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
 - J. Other illnesses/ health problems which limit daily activities(WRITE IN) 10
-
- Refused (SINGLE CODE) 11

C14 **ASK ALL**
SHOWCARD AN

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 AO

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 SKIP TO C18**

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